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Rocky Mountain Poll

NEWS RELEASE
RMP 2001-IV-03

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PRIMARY RACES FOR GOVERNOR:
NAPOLITANO MAINTAINS WIDE LEAD AMONG DEMOCRATS
55% OF REPUBLICANS TAKE WAIT AND SEE STANCE

Phoenix, Arizona, November 2, 2001. A year in advance of the next general election, voters, and especially Republican voters, are playing their cards close to the chest in the Arizona Governor's race.

On the Democrat side, an unusually large percentage remain undecided (44 percent), but, even so, among those who have an early favorite, State Attorney General Janet Napolitano maintains a wide lead over her principal rival, Alfredo Gutierrez. Napolitano has 41 percent of the preferential vote, while Gutierrez attracts only 12 percent.

The findings outlined in this report are based on a survey of 553 voters across Arizona conducted between October 12th and October 21st by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent poll results.

Dark horse Democrat Mark Osterloh from Tucson is barely out of the gates even after several months, attracting but three percent of the primary vote. Osterloh attracts almost no votes outside of Pima County, where he resides.

Napolitano draws evenly from men and women in the Democrat party and her strength grows among older voters, who are among the most likely to vote on election day. She also enjoys some of her greatest strength among Democrats in the rural counties. Alfredo Gutierrez is attracting 12 percent of the vote, two-thirds of it coming from Maricopa County.

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His appeal falls off among older voters and particularly among those over 55 years of age. Among Hispanic voters, Gutierrez does show better results, but still trails Napolitano 25 percent to 31 percent.

On the Republican side we tested Secretary of State Betsey Bayless against former congressman Matt Salmon and State Treasurer Carol Springer. While Matt Salmon is ahead at 29 percent, a whopping 55 percent of Republican voters remain uncommitted.

Betsey Bayless attracts 12 percent and Carol Springer four percent.

Republicans in Maricopa County are moderately more decided about how they might vote than are those in Pima County or rural Arizona. In Maricopa County, the undecided factor shrinks to 49 percent, with Matt Salmon picking up most of the votes. Two-thirds of rural Republicans and nearly 70 percent of Pima Republicans are undecided. Among rural Republicans with a preference, however, Matt Salmon is clearly in the lead. In Pima County, Betsey Bayless continues to show strength, a pattern that emerged early in polling on the governor's race.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-IV-03) is based on 553 interviews with voters across Arizona conducted from October 12th through October 21st, 2001. Where necessary, figures for age, sex, and race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one may say with a 95 percent certainty that the results have a statistical precision of +/-6.4 percent for the Republican sample of 250 voters and of +/-7.0 percent for the Democrat sample of 203 voters. The sample of Independent voters (104) has an estimated margin of error of +/-9.8 percent of what they would have been had the entire voter population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical data for reference.

For this and other polls, see www.brcpolls.com/results.

STATISTICAL DATA

Behavior Research Center
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"If the Republican Primary for Arizona were being held today, which of the following candidates would you vote for?" (NAME SEQUENCE RANDOMLY ROTATED)

	TOTAL	MARICOPA	PIMA	RURAL
Matt Salmon	29%	35%	10%	24%
Betsey Bayless	12	13	19	5
Carol Springer	4	3	3	7
Uncommitted	<u>55</u>	<u>49</u>	<u>68</u>	<u>64</u>
	100%	100%	100%	100%

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*"If the Democrat Primary for Arizona were being held today, which of the following candidates would you vote for?" (NAME SEQUENCE RANDOMLY ROTATED)*

|                   | TOTAL     | MARICOPA  | PIMA      | RURAL     |
|-------------------|-----------|-----------|-----------|-----------|
| Janet Napolitano  | 41%       | 41%       | 35%       | 44%       |
| Alfredo Gutierrez | 12        | 16        | 11        | 6         |
| Mark Osterloh     | 3         | 1         | 10        | 2         |
| Uncommitted       | <u>44</u> | <u>42</u> | <u>44</u> | <u>48</u> |
|                   | 100%      | 100%      | 100%      | 100%      |

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