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Rocky Mountain Poll

NEWS RELEASE
RMP 2001-IV-11

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GOVERNOR'S RACE: NAPOLITANO EDGES TOWARD 50 PERCENT,
SALMON LEADS, BUT MOST GOP VOTERS REMAIN UNCOMMITTED

Phoenix, Arizona, December 7, 2001. Voter preferences in the Democrat and Republican primaries for Governor of Arizona still have Matt Salmon far ahead in the GOP contest and Janet Napolitano leading easily in the Democrat party.

Importantly, however, many voters in Maricopa County – which accounts for 60 percent or more of the statewide vote – remain uncommitted and, as of the time of this survey, there is little evidence that challengers to Democrat Janet Napolitano or Republican Matt Salmon are making much headway.

On the GOP side, Matt Salmon has 32 percent, compared to 35 percent in August. Both Betsey Bayless and Carol Springer gained modestly, but are still far behind at 15 and five percent respectively. Fully 48 percent of GOP voters here remain uncommitted, including half of Republicans of retirement age and 56 percent of Republican women.

The findings outlined in this report are based on a survey of 602 adults in Maricopa County conducted between November 9 and November 15, 2001, 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 polls.

On the Democrat side, Janet Napolitano continues to edge toward the 50 percent mark, now holding 43 percent of the vote, compared to 41 percent in August. Alfredo Gutierrez has 13 percent, compared to 16 percent in August, while Mark Osterloh gains only a handful of votes from two percent of Democrats. As in August, 42 percent of Maricopa Democrats are fence-sitting.

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Napolitano shows her greatest strength among Democrat women, where she is favored by 49 to 16 percent over Gutierrez. She also cuts deeply into the Hispanic Democrat vote, where she outdistances Gutierrez by a 45 percent to 33 percent margin. Of interest is the finding that only 14 percent of Hispanic Democrats in this County are uncommitted as of the time of this survey.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-IV-11) is based on 602 interviews with adults in Maricopa County conducted from November 9th through November 15st, 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 plus or minus 4.1 percent of what they would have been had the entire adult 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
Rocky Mountain Poll - Arizona
RMP 2001-IV-11

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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)

	MARICOPA	
	NOV	AUG
Matt Salmon	32%	35%
Betsey Bayless	15	13
Carol Springer	5	3
Uncommitted	<u>48</u>	<u>49</u>
	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)*

|                   | MARICOPA  |           |
|-------------------|-----------|-----------|
|                   | NOV       | AUG       |
| Janet Napolitano  | 43%       | 41%       |
| Alfredo Gutierrez | 13        | 16        |
| Mark Osterloh     | 2         | 1         |
| Uncommitted       | <u>42</u> | <u>42</u> |
|                   | 100%      | 100%      |

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