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<u>NAPOLITANO KEEPS BUILDING LEAD;</u>
<u>UNCOMMITTED RANKS SWELL IN GOP PRIMARY AFTER ARPAIO'S EXIT</u>

Phoenix, Arizona, April 12, 2002.   Janet Napolitano continues to widen her lead over rival Alfredo Gutierrez in the Democratic primary for governor, now holding a commanding 37 point lead (48% to 11%).   Democrat candidates Mike Newcomb and Mark Osterloh are getting no traction in the race, each with barely two percent.   Additionally, the proportion of Democrats who are uncommitted in the race shrank from 54 percent to 37 percent since January.

On the Republican side, the situation is much different.   With last week's exit of Sheriff Arpaio as an "I'm thinking about it candidate," the ranks of Republicans who are uncommitted shot upward to 48 percent from 34 percent in January.   What is more, although the leader is still Matt Salmon at 28 percent, he clearly did not get the spike many projected he would under the assumption that he and Arpaio were splitting the right wing vote.   In fact, Carol Springer picked up six points, Randall Gnant got three and Salmon got eleven.   Betsey Bayless picked up no votes and is being challenged for second place as of the time of this survey.

The withdrawal of Arpaio helped Matt Salmon more than his rivals and this is especially true among GOP voters most likely to vote in the Primary election.   He now leads within their ranks by 35 percent to 16 percent for Bayless, five for Springer and three for Gnant.   Even within the ranks of these voters, however, 41 percent remain uncommitted.

The findings outlined in this report are based on a survey of 542 registered voters across Arizona conducted between April 3rd and April 7th, 2002, 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.

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Salmon's difficulty in breaking the 30 percent mark is most apparent in Pima County where Bayless and Gnant are giving him a run for his money. He has greater strength than his rivals among older and more affluent Republicans, who in turn are always very important in the outcome of any GOP primary. Salmon also appears to be gaining some strength among rural Republicans but is by no means a clear leader in those counties.

Turning to the general election, we ran two three-person races, including Democrat Janet Napolitano and Independent Richard Mahoney against Matt Salmon, and then separately against Betsey Bayless. Against Napolitano, Salmon pulls only 24 percent of the vote and Bayless pulls 22 percent, so neither appears to be stronger than the other.

Pitting Matt Salmon (R) or Betsey Bayless (R) against the Democrat Janet Napolitano and the Independent Richard Mahoney; in both tests, Mahoney pulls only nine to 13 percent of the vote and in both roughly 28 percent of voters are uncommitted. Salmon trails Napolitano in a 40 to 24 percent margin (16 points), while Bayless trails by 37 to 22 percent (15 points). So at this point, there is no clear evidence as to which would be the stronger challenger to Napolitano.

Against Matt Salmon – Napolitano attracts a GOP cross-over vote of 18 percent, while for Bayless the figure is 14 percent.

Of interest is the additional finding that Independent Richard Mahoney attracts only one in ten voters overall and only one in seven registered Independents and at this point in time, his appeal to Republicans may actually be modestly stronger than his appeal to Democrats

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-II-02) is based on 542 interviews conducted with registered voters across Arizona from April 3rd through April 7th, 2002. 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 95 percent certainty that the results have a statistical precision of plus or minus 4.3 percent of what they would have been had the entire voter population been surveyed. The Republican sample was 236 and the Democrat sample was 204. Independents constituted 62. The respective margins of error for the Republican and Democrat samples are +/- 6.5 and +/- 7.0. 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.

BELOW: Statistical data

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona

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"If the Democrat primary election for Governor were being held today, which of the following candidates would you vote for?" (READ EACH NAME - ROTATE SEQUENCE)

DEMOCRAT PRIMARY	APRIL	JANUARY
Janet Napolitano	48%	34%
Alfredo Gutierrez	11	7
Mike Newcomb	2	4
Mark Osterloh	2	1
Uncommitted	37	54
	100%	100%

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"If the Republican primary for Governor were being held today, which of the following candidates would you vote for?" (READ EACH NAME - ROTATE SEQUENCE)

REPUBLICAN PRIMARY	APRIL	JANUARY
Matt Salmon	28%	17%
Betsey Bayless	12	12
Carol Springer	8	2
Randall Gnant	4	1
Joe Arpaio	NA	29
Tom Patterson	NA	5
Uncommitted	48	34
	100%	100%

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STATISTICAL DATA

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RMP 2002-II-02

"If the election for governor of Arizona were being held today, which of the following would you vote for?" (READ EACH NAME - ROTATE SEQUENCE)

	ALL VOTERS	LIKELY VOTERS
Matt Salmon (R)	24%	28%
Janet Napolitano (D)	40	39
Richard Mahoney (I)	9	9
Uncommitted	27	24
	100%	100%

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"If the election for governor of Arizona were being held today, which of the following would you vote for?" (READ EACH NAME - ROTATE SEQUENCE)

	ALL VOTERS	LIKELY VOTERS
Betsey Bayless (R)	22%	24%
Janet Napolitano (D)	37	35
Richard Mahoney (I)	13	16
Uncommitted	28	25
	100%	100%

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