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# *Rocky Mountain Poll*

NEWS RELEASE  
RMP 2002-III-14

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UNDECIDED VOTERS MOVING TOWARD NAPOLITANO.  
SALMON LOSING GROUND, BUT RACE IS STILL VERY CLOSE

Phoenix, Arizona, October 5, 2002. The stalemate between Democrat Janet Napolitano and Republican Matt Salmon may be ending as voters react to the Democrats' hard-hitting media campaign against Salmon and to front-page stories raising questions about Matt Salmon's role as a lobbyist for Qwest and the City of Phoenix.

For the first time in over a month, Janet Napolitano leads Matt Salmon among both the general electorate and among likely voters. This appears to trace to formerly undecided voters whose ranks are beginning to shrink as they are gravitating more to Napolitano's campaign and to Independent Dick Mahoney than toward Salmon.

As of the time of this survey (September 30<sup>th</sup> through October 3<sup>rd</sup>), Napolitano leads by 39 percent to 36 percent, while among likely voters her lead is 41 to 35 percent. While the spread between the numbers is very close to the margin of error of the survey, these are the first readings in which real movement in the numbers has been seen.

As noted, it appears that Napolitano has strengthened her support among Independent voters. More specifically, among Independents, Salmon trails both Napolitano and Dick Mahoney: Napolitano 39 percent, Mahoney 19 percent and Salmon 17 percent. This represents a significant improvement for Napolitano who had only 32 percent of the Independent vote a week ago.

Finally, Napolitano is getting a boost from women who now favor her candidacy 45 to 31 over Salmon. Independent Dick Mahoney has eight percent of the vote, compared to six percent last week. The proportion of voters who are undecided shrank from 21 to 16 percent over the week.

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**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2002-III-14) is based on 540 interviews with registered voters across Arizona conducted from September 9<sup>th</sup> through October 3<sup>rd</sup>, 2002 who express interest in voting in the November election. 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 4.3 percent of what they would have been had the entire voter population been surveyed. The Republican sample was 232 and the Democratic sample was 202. Independents constituted 106. The respective margins of error for the Republican and Democrat samples are +/- 6.5 and +/- 6.9. 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](http://www.brcpolls.com/results).

**STATISTICAL DATA**

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*"If the election for Governor of Arizona were being held today, which one of the following candidates would you vote for?"*

	ALL VOTERS		LIKELY VOTERS	
	9/30 – 10/3	9/23 – 9/29	9/30 – 10/3	9/23 – 9/29
Janet Napolitano (D)	39%	35%	41%	39%
Matt Salmon (R)	36	36	35	36
Dick Mahoney (I)	8	6	8	5
Barry Hess (L)	1	2	1	2
Uncommitted	<u>16</u>	<u>21</u>	<u>15</u>	<u>18</u>
	100%	100%	100%	100%

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