



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2010-II-01]

Contact: Earl de Berge
Research Director

HAYWORTH UNLIKELY TO DE-HORSE McCAIN IN PRIMARY:
BUT McCAIN DROPS TO 46 PERCENT IN GENERAL ELECTION TEST
GETS NEGATIVE MARKS ON BORDER ISSUES AND JOBS

Phoenix, Arizona, April 29, 2010. U.S. Senator John McCain has a comfortable lead in the GOP primary for U.S. Senate against conservative ex-congressman J.D. Hayworth, leading 54 percent to 28 percent. Hayworth would have to capture all of the currently undecided primary voters to come within eight points of McCain.

But in a statewide test election against the almost completely unknown Democrat candidate Rodney Glassman of Tucson, McCain drops to just 46 percent of the vote, while 30 percent move into the uncommitted column and Glassman receives a surprising 24 percent despite not having started to campaign seriously. And Hayworth does even less well against Glassman (37 percent Hayworth to 30 percent for Glassman) ... a pretty clear indication that even if Hayworth were to win the GOP primary, he would experience defections from both Independent and Republican voters who prefer McCain.

On issues, McCain has some fences to mend. Except for the strong respect the general electorate have for Senator McCain's work on maintaining a strong national defense, it appears that voters, many in his own party, are not enthusiastic about his performance in other policy areas tested in this survey. Overall, Senator McCain is given low job performance ratings in seven of 12 key "issues of the day" including immigration reform, securing the US Mexico border, stopping illegal drug trade into the US from Mexico, working to create jobs in Arizona, seeking real solutions to health care and reducing the partisan stalemate in Washington.

On the issue of creating jobs for Arizona, only 28 percent surveyed think Senator McCain has done a good job, while 39 percent think his performance has been "poor" and another fifth are willing to give only a "fair" score. This at a time when eight of ten Arizonans say the job market is in bad shape. Among Independent and Democrat voters he will have to face after the primary, Senator McCain is given negative scores in every issue category tested except maintaining a strong national defense. And by a ratio of 54 percent to 20, these voters say McCain does not represent the opinions of people like themselves.

(Continue)

So it appears that while Senator McCain is on course to get the GOP nomination, he could face a serious test in the general election where Democrats and Independents and a fairly good chunk of Republicans appear interested in new ideas on border issues, jobs, health care and education. As of this survey, 77 percent of Arizona Republicans indicate they will vote their party in the general election, which is a fairly normal level for the GOP, but 23 percent may not and from 65 to 80 percent of Democrats and Independents are not now voting for McCain. In the days when Republican registration dominance was much greater, such numbers would normally guarantee victory in the general election. But today, with near parity between Democrats, Republicans and Independents, McCain must keep Republicans loyal and reach more deeply into the ranks of other voters - particularly Independents.

Further evidence that many voters are looking for a change is seen in the fact that only 46 percent now support the incumbent for re-election against Democrat Glassman, virtually unknown outside of the Tucson area, Glassman, however, will remain a long shot unless he begins to get his name and ideas into the political marketplace. As a general rule, newcomer candidates who fail to recognize the value in familiarizing voters with who they are and what they stand for during the early stages when voters' minds are still open and searching ... lose.

But McCain has his own work to do, for although he is ahead in the GOP primary, there are no guarantees that his numbers will hold, particularly if Hayworth can get traction on issues in addition to border issues, and if he can raise questions about McCain's performance on hometown issues such as jobs.

Among the 20 percent of Independents who lean toward voting in the GOP primary, Hayworth is running even with McCain (46% McCain to for 43% for Hayworth).

One of the most unusual findings in this survey is that only 30 percent of voters say Senator McCain represents their views, a figure that reaches only 57 percent among registered Republicans, falls to 32 percent among Independents and to less than 8 percent among Democrats.

Senator McCain receives his best job ratings for his efforts to maintain a strong military defense for the United States, one of his strengths for many years and one he has used effectively to stay in good stead with voters of all partisan persuasions. On this issue 53 percent of all Arizona residents 75 percent of Republicans and 48 percent of Independents and Democrats applaud his performance.

Senator McCain's stock in trade with Republican voters is stronger than with the general electorate as may be seen in the attached tables. Half or more of registered Republicans give him good ratings on representing their views (57%), environmental protection efforts (51%), running a clean campaign (55%), and promoting world peace (56%) . But only four in ten Republicans say he has done well in job creation for the state or health care solutions, and less than 40 percent like his efforts on border issues.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-II-01)

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

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-II-01), is based on 800 interviews with adult heads of household statewide, conducted between April 12 and 25, 2010. A total of 666 voters statewide were included in this study. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.5 percent of what they would have been had the entire population been surveyed and 3.9 percent had all registered voters 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 tables.

“Next, would you say U.S. Senator John McCain is doing an excellent, good, fair, poor or very poor job as regards each of the following?” (ROTATE)

All Arizonans

	Excellent/ Good	Fair	Poor/ Very Poor	Unsure	(Net Pos to Neg)
Working to find real solutions to health care in America	7%	19%	39%	15%	(-12)
Working to stop illegal drug trade between the US and Mexico	27	21	39	13	(-12)
Working to create jobs in Arizona	28	19	38	15	(-10)
Working for immigration reform	26	17	35	22	(-9)
Working to secure the US / Mexico border	27	24	36	13	(-9)
Representing the opinions of people like you	31	20	39	10	(-8)
Working to improve education in America	26	25	33	16	(-7)
Working to protect the environment	28	28	25	19	(+3)
Working to reduce the partisan stalemate in Congress	29	22	25	24	(+4)
Running a clean campaign that does not engage in name calling or mudslinging	34	28	27	11	(+7)
Working to promote peace in the world	30	32	23	15	(+7)
Working to maintain a strong military defense for the US	53	17	19	11	(+34)

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-II-01)

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

“Next, would you say U.S. Senator John McCain is doing an excellent, good, fair, poor or very poor job as regards each of the following?: (ROTATE)

	<u>Republicans</u>			<u>Dem and Indep</u>		
	<u>Excellent/ Good</u>	<u>Poor/ Very Poor</u>	<u>(Net Pos to Neg)</u>	<u>Excellent/ Good</u>	<u>Poor/ Very Poor</u>	<u>(Net Pos to Neg)</u>
Working to find real solutions to health care in America	46%	25%	(+21)	20%	44%	(-24)
Working to stop illegal drug trade between the US and Mexico	37	29	(+ 8)	22	38	(-16)
Working to create jobs in Arizona	41	24	(+17)	16	48	(-32)
Working for immigration reform	39	38	(+ 1)	23	35	(-12)
Working to secure the US / Mexico border	34	29	(+ 5)	21	34	(-13)
Representing the opinions of people like you	57	25	(+32)	20	54	(-34)
Working to improve education in America	46	17	(+29)	19	47	(-28)
Working to protect the environment	51	14	(+37)	17	37	(-20)
Working to reduce the partisan stalemate in Congress	43	15	(+28)	17	34	(-17)
Running a clean campaign that does not engage in name calling or mudslinging	55	14	(+41)	28	32	(- 4)
Working to promote peace in the world	56	12	(+44)	22	39	(-17)
Working to maintain a strong military defense for the US	75	6	(+69)	48	15	(+33)

(ASKED ONLY OF INDEPENDENTS) “In the upcoming primary elections for U.S. Senate, Congress and major state offices such as Governor, do you think you will be voting in the Democrat primary, the Republican primary or in neither?”

Republican primary	17%
Democrat primary	9
Neither	56
Unsure	<u>18</u>
	100%

(ASKED OF GOP AND INDEPENDENT VOTERS PLANING TO VOTE IN GOP PRIMARY) “If the Republican primary for U.S. Senate were bring held today which of the following candidates would you vote for John McCain or JD Hayworth? (ROTATE NAMES)

	<u>Republican Voters</u>	<u>Independents planning to Vote in GOP Primary</u>	<u>All GOP Primary Voters</u>
McCain	55%	46%	54%
Hayworth	26	43	28
Uncommitted	19	11	18

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-II-01)

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

(ASKED OF ALL VOTERS) "If the November general election were being held today for US senator from Arizona, which of the following candidates would you vote for." (ROTATE NAMES)

	Total	Dem	GOP	Indep.
John McCain	46%	20%	77%	36%
Rodney Glassman	24	50	5	19
Uncommitted	<u>30</u>	<u>30</u>	<u>18</u>	<u>45</u>
	100%	100%	100%	100%
J.D. Hayworth	37%	14%	67%	24%
Rodney Glassman	30	56	9	28
Uncommitted	<u>33</u>	<u>30</u>	<u>24</u>	<u>48</u>
	100%	100%	100%	100%

~~~~~