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Rocky Mountain Poll

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Contact: **Earl de Berge**
Research Director

TWO-THIRDS OF INDEPENDENTS MAY VOTE IN ARIZONA PRIMARY ELECTIONS

Phoenix, Arizona, February 05, 2014. Two-thirds of Arizona voters registered as Independents say they may vote in the 2014 primary elections and because Independents now constitute over a third of registered voters, whether they vote and how they vote could have profound impacts on primary election outcomes.

A third of Independents are already definite in their plans to vote in a primary election and another 34 percent say they plan to vote, but are not sure in which primary they will cast ballots. Independents who want to vote in the primary must select either the Democratic or the Republican ballot, and may not vote in both.

“In the upcoming primary elections for U.S. Congress and other major offices such as Governor, do you think you will be voting in the Democrat primary or the Republican primary or in neither of these primaries?”

Independent Voters Only

Will vote in Democrat primary	17%
Will vote in Republican primary	15
Will vote, but not sure in which primary	34
Will not vote in either primary	34

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The survey data also shows that rural Independents are the least likely to participate in any primary election, but among those with an interest in voting, the Democrat primary is of above average interest to these voters (26%).

It also appears that the Democrat primary is of much greater appeal to younger voters (45 percent planning to vote in it) compared to only 17 percent showing interest in the GOP primary. For this survey, “younger voters” are defined as those under 35 years of age.

Among Independent Hispanic voters, the preference for the Democrat primary is similar: 55 percent plan to vote in the Democrat primary compared to only nine percent who say their preference is to vote in the Republican primary.

Preference for participating in the Democrat primary falls off among voters over 35 years of age, as older voters tend to be a little more interested in the Republican primary. The survey also reveals that younger Independents in general are more interested in primary elections (71%) compared to their older counterparts of whom only 53 percent express interest in voting in any primary election.

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

RMP (2014-I-01)

EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2014-I-01), is based on 701 interviews with heads of household statewide including 457 registered voters statewide, conducted between January 16 and January 26, 2014. Interviewing was conducted in either English or Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. 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 3.8 percent of what they would have been had the entire population been surveyed and 4.7 percent 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.