



behavior research center's
Rocky Mountain Poll

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IS ARIZONA BECOMING A “SWING STATE”?
BERNIE SANDERS LEADS ALL THREE GOP CANDIDATES
HILLARY CLINTON BEATS TRUMP BUT LOSES TO CRUZ AND KASICH.

Phoenix, Arizona, April 25, 2016. If anyone doubts that Arizona is being impacted by the tumultuous and redefining Presidential election this year, they need to guess again. In statewide test elections run between April 4 and 11, 2016, prior to the New York primary election, Donald Trump loses to both Bernie Sanders and Hillary Clinton. Even more surprising, Senator Bernie Sanders beats all of the GOP contenders by: 54% to 33% over Trump, 48 % to 34% over Cruz and by 47% to 33% over Kasich.

Democrat Hillary Clinton also bests Trump by a narrower 42% to 35% but then loses in Arizona to Ted Cruz by 43% to 38% and trails John Kasich by 44% to 32%.

Growing dissatisfaction with politics in Washington and in Arizona appears to be contributing to the reshuffling of traditional loyalties and confidence in political parties. This plus the fact that a plurality of Arizonans now think the state is seriously “off track” and that both US Senators and the Governor get low job approval ratings from the public and voters. All of these factors, plus the growth in the number of registered Independent voters, may be contributing to push Arizona from its historic position as a “safe state” for Republicans into a “swing state”.

The findings outlined in this report are based on a statewide survey of 564 registered voters. It was conducted by the Behavior Research Center of Arizona and is part of the Center’s Independent and non-partisan Rocky Mountain Poll Series. All interviewing was conducted via telephone by professional interviewers. The public is welcome to visit www.BRCpolls.com for this and other polls.

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There are a number of contributing factors in Senator Sanders’ voting strength in Arizona as of the time of this survey:

- He enjoys superior loyalty from Democrat voters among whom 75% to 80% favor his candidacy compared to a robust but still lower loyalty for Hillary Clinton (62% to 68%).
- Sanders also has a huge level of support among younger voters (those voters under 35 years of age), a pattern that has been seen across the US. If he wins the nomination and is successful in motivating them to turn out to vote, they could be a game-changer in Arizona politics. Among younger Arizona voters Senator Sanders clobbers Donald Trump by 69% to 26%, leads Ted Cruz by 55% to 30% and waylays John Kasich by a whopping 70% to 20%. While it has always been a tough challenge to actually get younger voters to the polls for elections, there is little doubt that if they do turn out, their lopsided vote for Senator Sanders could make a big difference.

Senator Clinton does not do as well among younger voters, but does trump Trump by 50% to 30%, splits the vote against Kasich (36% to 37%) and loses to Ted Cruz by 49% to 38%.

The strongest Republican candidate against Hillary Clinton is John Kasich who has a 12-point advantage over Clinton tracing principally to above average support among voters 35 years of age or over and voters in middle and upper income categories.

Both Secretary Clinton and Senator Sanders swamp Trump among women voters by nearly two to one. This is perhaps the clearest sign we have seen to date that Trump has deeply alienated women votes regardless of political affiliation. Against Ted Cruz and Kasich, Clinton has no advantage in the women’s vote.

Part of the weakness in the Hillary Clinton vote traces to deep reluctance of GOP voters to consider her candidacy. Regardless of whom she is pitted against, only seven to 14 percent of registered Republicans are interested in voting for her. In contrast, Sanders attracts about a fifth of the GOP vote. And within the ranks of Independent voters who apparently have not been inoculated against the heavy anti-Clinton campaigns pursued by all the GOP candidates, Bernie Sanders attracts from 50% to 60% of Independents, while Hillary Clinton claims only 32% to 46% of their vote at the time of this survey.

It appears that Donald Trump has lost momentum across the board in Arizona. Thus we note that he attracts only 28% of the women’s vote, less than 40% in any geographic sub- region of the state, appeals to only a quarter of Independents, has well under 30% of the Hispanic and African-American vote, and except for the highest income earning families, attracts a third or less of the vote from other income sectors.

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It seems clear in the poll results that Ted Cruz and John Kasich are the strongest Republican candidates if Hillary Clinton emerges as the Democrat nominee. John Kasich might actually be the stronger of the two as his lead over Clinton is 12 points compared to Cruz at five points. On the other hand, against Bernie Sanders, both Cruz and Kasich perform equally as well, trailing Sanders by roughly 14 points. Donald Trump is noticeably further behind and trails Sanders by 21 points (54% to 33%).

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EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2016-II-04), is based on 564 interviews with Arizona registered voters conducted between April 4 and April 11, 2016. Interviewing was conducted in both English and Spanish by professional interviewers of the Behavior Research Center on both land lines and cell phones. 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 can say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.2 percent of what they would have been had the entire adult 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.

Further Note on Behavior Research Center

Nate Silver of the website fivethirtyeight.com rated BRC as one of the top 15 percent of political polling firms in the nation for methodology and accuracy, giving BRC an “A-“ rating. Mr. Silver and his website have correctly predicted national and state election outcomes in recent election cycles by aggregating polling results from multiple research firms.

ENCLOSED: Statistical Tables

“If the 2016 Presidential Election were being held today who would you vote for if the candidates were :”(*Candidate Pairs Presented in Random Rotation*)

Republican Ted Cruz	43%	Republican Ted Cruz	34%
Democrat Hillary Clinton	38	Democrat Bernie Sanders	48
Uncommitted	19	Uncommitted	18
Republican John Kasich	44%	Republican John Kasich	33%
Democrat Hillary Clinton	32	Democrat Bernie Sanders	47
Uncommitted	24	Uncommitted	20
Republican Donald Trump	35%	Republican Donald Trump	33%
Democrat Hillary Clinton	42	Democrat Bernie Sanders	54
Uncommitted	23	Uncommitted	13

EXAMPLE OF VOTER INTENTIONS IN TEST BETWEEN BERNIE SANDERS AND TED CRUZ

	Sanders	Cruz	Uncommitted
Statewide	48%	34%	18%
Maricopa	50	34	16
Pima	52	38	10
Rural	43	31	26
Independent	50	31	19
Democrat	78	8	14
Republican	21	58	21
Women	52	34	14
Men	45	33	22

**WHEN PITTED AGAINST HILLARY CLINTON --
PERCENT OF VOTE FOR EACH GOP CANDIDATE**

	Trump	Cruz	Kasich
Statewide	35%	43%	44%
Independents	27	41	40
Democrats	14	17	22
Republicans	62	68	68
Men	42	46	48
Women	28	40	40
Age under 35	30	49	37
35 to 54	36	39	49
55 and older	38	43	47
Income under \$45,000	27	35	52
\$45,000 to \$99,000	36	39	45
\$100,000 or more	42	53	62

TABLE READS: When pitted against Hillary Clinton, 27 % of Independents would vote for Donald Trump; but in a Clinton / Cruz pairing, 41 percent would vote for Cruz, and in a Clinton / Kasich paring, 40 percent would favor Kasich.

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**WHEN PITTED AGAINST BERNIE SANDERS --  
PERCENT OF VOTE FOR EACH GOP CANDIDATE**

|                       | Trump | Cruz | Kasich |
|-----------------------|-------|------|--------|
| Statewide             | 33%   | 34%  | 33%    |
| Independents          | 25    | 31   | 28     |
| Democrats             | 12    | 8    | 12     |
| Republicans           | 59    | 58   | 57     |
| Men                   | 36    | 33   | 32     |
| Women                 | 28    | 34   | 35     |
| Age under 35          | 26    | 30   | 20     |
| 35 to 54              | 35    | 34   | 34     |
| 55 and older          | 35    | 36   | 42     |
| Income under \$45,000 | 27    | 20   | 19     |
| \$45,000 to \$99,000  | 29    | 35   | 29     |
| \$100,000 or more     | 46    | 50   | 51     |

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