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NEWS RELEASE [RMP 2010-IV-04]

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MCCAIN HOLDS A 49 TO 21 PERCENT LEAD OVER DEMOCRAT GLASSMAN,
BUT HAS WEAK APPEAL OUTSIDE OF GOP.
GLASSMAN NUMBERS STAGNANT ALL SUMMER

Phoenix, Arizona, October 13, 2010. Senior Senator John McCain is poised to crush challenger Democrat Rodney Glassman, Libertarian David Noland and Green Party candidate Jerry Joslyn, even though half of voters are withholding their vote from the incumbent. McCain attracts 49 percent of the vote and his opponents only 26 between the three of them. A quarter of voters remain undecided. This pattern has remained basically unchanged since before the primary, suggesting that none of the challengers have given voters a reason to vote for them and that McCain has similarly attracted no new voters into his column as yet. These results may also suggest that Democrat Rodney Glassman has been a drag on the Democratic ticket in as much as his campaign has failed to attract new supporters even though large blocks of voters appear disinterested in McCain's re-election. In contrast, other major races in the state are proving to be increasingly competitive. So it appears that while the 2010 election table was set for a competitive race, especially after the active Democrat and GOP primaries, voters seem to now take the view that Glassman failed to show up for dinner

Senator McCain's wide lead may trace more to the lack of comfort voters have with his challengers than with any wide popularity of Senator McCain. Democrat Rodney Glassman is attracting an astonishingly weak vote of only 21 percent as of the time of this survey and fails to attract a majority vote from within the ranks of his own political party. Among likely voters, who are heavily Republican and conservative this year, McCain's lead is wider: 56 to 22 percent.

Democrat Glassman has probably let a golden opportunity slip by. Although McCain draws 82 percent of the GOP vote less than half of Independents are in his column and barely a fifth of Democrats plan to support his re-election. In some ways it appears that McCain's efforts to realign

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himself with the far right and with Republicans has worked very well, but has cost him some of the considerable affection seen in past years among ethnic minorities, women and political moderates. Just a third of minority voters, only a fifth of liberals and only 40 percent of women currently plan to vote for McCain. As of the time of this survey, only 49 percent of political moderates plan to support him for re-election.

It is possible that the anti-incumbent sentiment in Arizona lacks only an attractive opponent to McCain to have made this a much more competitive race and provide voters a set of choices with which they feel comfortable. The reality seems to be that Democrat Rodney Glassman is attracting little more than the vote of died-in-the-wool Democrats. McCain's own polling must reveal a similar lead for recent news reports have it that he has given a million dollars of his war chest to the Republican National Committee, apparently certain that he will not need it against such a weak candidate as Glassman.

The absence of a significant media campaign or a well defined message in support of the Glassman candidacy undoubtedly has led the majority of voters to shy away from his candidacy. Glassman has publically opined that he is trailing McCain because voters do not know he is a candidate. Aside from the obvious criticism that it's always a challenger's first responsibility to make himself known to voters, it is more likely that voters are not attracted to him because they do not know what he stands for in a year when issues and concerns about the state of the American Democracy and the economy are upper most in voters minds. Whether he can stir up interest in the remaining weeks is a major question, particularly since it can be expected that the McCain forces will launch a major "feel good" image campaign in the final weeks to close their sale with the voters.

About five percent of the vote is flowing to Libertarian David Nolan and Green Jerry Joslyn. An impressive 25 percent of voters remain uncommitted. Seven of ten undecided voters are Democrats or Independents and fully half are registered Democrats, which should give added incentive to McCain opponents to try and activate their respective bases.

If only those who currently have a favorite in the race cast ballots in the U. S. Senate race, McCain's vote could rise to as much as 66 percent. Such a lopsided victory would cast great doubt on the viability of Rodney Glassman in future elections.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-IV-04)

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

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-IV-04), is based on 555 interviews with registered voters statewide conducted between October 1 and 10, 2010. Interviewing was conducted in both English and Spanish by professional interviewers of the Behavior Research Center on either a voter's landline or cell phone. 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 4.2 percent of what they would have been had the entire voter population been surveyed. The likely voter sample includes 450 voters and has a margin of error of +/-4.7 percent. 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.

“If the November general election for U.S. Senator from Arizona were being held today, which of the following candidates would you vote for? The Republican John McCain, the Green Party candidate Jerry Joslyn, the Libertarian David Nolan or the Democrat Rodney Glassman?”

	<u>MCCAIN</u>	<u>GLASSMAN</u>	<u>NOLAND</u>	<u>JOSLYN</u>	<u>NOT</u>
	<u>(R)</u>	<u>(D)</u>	<u>(L)</u>	<u>(G)</u>	<u>SURE</u>
Statewide all voters	49%	21%	3%	2%	25%
(Most likely voters)	56	22	2	1	19
<u>DEMOGRAPHIC AREA</u>					
Maricopa	54	22	3	2	19
Pima	44	32	1	2	21
Rural	43	12	2	3	40
<u>POLITICAL PARTY</u>					
Democrats	20	47	1	5	27
Republicans	82	3	1	1	13
Independents/other	43	15	5	4	33
<u>GENDER</u>					
Men	58	15	3	3	21
Women	40	28	2	1	29
Liberals	18	44	1	7	30
Moderates	49	20	4	2	25
Conservatives	69	10	3	0	18
Very Conservative	68	5	1	1	25
<u>ETHNICITY</u>					
Caucasian	54	17	3	2	24
Hispanic	42	28	1	2	27
Other	29	40	0	7	24

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