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NEWS RELEASE [RMP 2012-III-01]

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OBAMA PULLS EVEN WITH ROMNEY IN ARIZONA;
FLAKE AND CARMONA SENATE RACE VERY TIGHT

Phoenix, Arizona, October 13, 2012. After trailing Mitt Romney by as much as eight points in the days immediately following the Presidential debate, the President is now in a statistical tie with Romney in Arizona both as regards the overall electorate and among those mostly likely to cast ballots. While Obama leads Romney by two points in the race for President, the gap is within the study's margin of error and basically means they are in a dead heat.

In the U.S. Senate race, Democrat Richard Carmona has a four point lead over Republican Jeff Flake, which again indicates a dead even race, since the vote gap is within the margin of error of the survey.

Thus it must be concluded that Arizona is definitely a battleground state for both the Presidential and the U.S. Senate races and there can be little doubt but that the outcome will be largely dependent on which political party does the best job in turning out its voters and whether the Democrats can hang onto the Latino vote.

In both races, the Democrat candidates are drawing strongly from the ranks of minority voters and especially from Latinos. The credibility of Latino leadership to organize and produce voters via their grass roots campaigns this year will be put to a real test. If Latinos turn out in numbers proportionate to their population, which has never been the case in the past, they could help send a Democrat to the U.S. Senate and revitalize the once long tradition of Arizona having one Democrat and one Republican in the Senate. But if the Latino vote is disproportionately low, the Arizona Senate delegation will almost certainly stay in the GOP column.

In a Rocky Mountain Poll completed this week by the Behavior Research Center, President Barack Obama leads Republican challenger Mitt Romney by 42 to 40 percent among all voters and by 44 to 42 percent among those voters who say they are definitely going to participate in the election. Given the 4.4 percent margin of error of this study, we conclude that the race is dead even at this point in time.

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While much is being made of the Latino vote this year, there are other very important patterns to be watched. More specifically, generation and ethnic gaps are plainly evident in the Presidential race. Thus, in Arizona, younger voters favor Obama over Romney by 54 to 24 percent but older voters favor Romney over Obama by 51 to 36 percent. There is no significant edge for either candidate when the vote is looked at by gender which may imply that Romney has gained some ground with women voters. Women favor Obama by 42 to 39 percent and men are split dead even between the two. But the biggest gap is found among minority voters. Caucasians favor Romney over Obama by 49 to 33 percent, but Latinos favor Obama over Romney by 77 to 10 percent and other minorities favor Obama by 49 to 30 percent.

Another very interesting pattern in this year's voting is the intensity of the Democrat vote. Democrats are going for Obama by a 77 to 9 percent margin, a much stronger margin than we have seen in many years and one which robs the GOP of their usual ability to attract from 20 to 25 percent of the Democrat vote. At the same time, Republican voters are showing their usual heavy vote for their standard bearer (77 percent for Romney, 12 percent for Obama.) It is among Independent voters where the decision about the next president and U.S. senator may be made: Independents favor Obama over Romney by 41 to 31 percent but fully 18 percent are still fence-sitting.

In the U.S. Senate race, the Democrat Richard Carmona holds a 44 to 40 percent lead over Jeff Flake among the most likely voters. His strength traces to the fact that he is very competitive among Caucasian voters but has a wide lead among Latinos (65 to 18 percent) and among non-Latino minorities (47 to 38 percent). Carmona also runs dead even with Flake among men but has a ten point lead among women.

One of the core reasons polling organizations tend to focus on the so-called likely voter in the final month of the election is that not all voters actually go to the polls even though they may plan to do so and have many opportunities prior to the election to do so. But in all polling, it has long been known that many people who say they plan to vote, do not actually exercise their franchise. But what is of interest to us is the proportion of people who unabashedly admit they are unlikely to vote in a given election. This year, that figure is around 15 percent but it varies significantly depending upon what type of voter we speak with. The indication this year is that Republicans, older voters, conservatives, Caucasians and liberals are the least likely to forgo voting. At the same time, minorities, including Latinos, younger voters and Independents are among the most likely to predict that they may not vote. In an election as tight as this appears to be, this would spell an advantage to the GOP. Many of the voter groups least likely to vote are at the core of Obama and Carmona strength in Arizona ... a clear indication that unless the Democrat party, Latino leadership and younger voter organizers turn out their vote, their lower turnout will favor the GOP.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2012-III-01)

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

EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2012-III-01), is based on 523 interviews with registered voters statewide, conducted between October 4 and 10, 2012. 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 4.4 percent of what they would have been 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.

ENCLOSED: Statistical tables.

“If the election for President of the United States were being held today and the candidates were (ROTATE SEQUENCE) Democrat Barack Obama, Republican Mitt Romney, Green Party Jill Stein and Libertarian Gary Johnson which one would you vote for?”

	Obama	Romney	Stein	Johnson	Not Sure
All voters	42%	40%	2%	3%	13%
Likely voters	44	42	1	3	10
Maricopa	46	39	1	3	11
Pima	46	37	2	0	15
Rural	31	46	3	5	15
Men	42	42	1	3	12
Women	42	39	3	4	12
Under 35	54	24	1	3	18
35 to 54	39	43	4	4	10
55 or older	36	51	1	2	10
Caucasian	33	49	2	4	12
Latino	77	10	3	-	10
Other	49	30	-	2	19
Democrat	77	9	-	2	12
Republican	12	77	1	1	9
Unaligned	41	31	3	7	18

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“If the election for U. S. Senator from Arizona were being held today and the candidates were (ROTATE SEQUENCE) Democrat Richard Carmona and Republican Jeff Flake which one would you vote for?”

|               | Carmona | Flake | Unsure |
|---------------|---------|-------|--------|
| All voters    | 43%     | 39%   | 18%    |
| Likely voters | 44      | 40    | 16     |
| Maricopa      | 46      | 38    | 16     |
| Pima          | 43      | 31    | 26     |
| Rural         | 37      | 45    | 18     |
| Men           | 39      | 40    | 21     |
| Women         | 47      | 37    | 16     |
| Under 35      | 44      | 32    | 24     |
| 35 to 54      | 43      | 42    | 15     |
| 55 or older   | 43      | 42    | 15     |
| Caucasian     | 38      | 42    | 20     |
| Latino        | 65      | 18    | 17     |
| Other         | 47      | 38    | 15     |
| Democrat      | 73      | 14    | 13     |
| Republican    | 16      | 66    | 18     |
| Unaligned     | 44      | 33    | 23     |

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Percent of registered voters who frankly admit they will probably not vote in the 2012 election.

Republicans	4%
Age 55 or older	9
Conservatives	10
Caucasians	10
Liberals	11
Democrats	15
Age 35 to 54	16
<u>Moderates</u>	<u>16</u>
Age under 35	17
Non-Latino minorities	21
Independents	22
Latino	24

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