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TWO-THIRDS OF VOTERS PAY ATTENTION TO FLAGSTAFF PRIMARY ELECTION; DONALDSON AND BAVASI ARE FAVORED TO WIN

With just one week to go before the primary election, two-thirds of Flagstaff residents report paying attention to the upcoming primary election and one-third are paying no attention whatsoever. Joe Donaldson and Chris Bavasi are the candidates most familiar to Flagstaff residents and have the highest favorability ratings. If the primary election was held today, likely voters indicate they would vote for Joe Donaldson and Chris Bavasi, allowing both candidates to compete against each other for mayor in the May general election.

The Flagstaff Primary Election Survey was conducted by the Social Research Laboratory at Northern Arizona University. Four hundred fifty-six Flagstaff residents were surveyed by telephone between February 28 and March 3, 2002. Results are valid at a +/- 4.7 percent margin of error at a 95 percent confidence level. Results for likely voters, a smaller group within the population, are valid at a margin of error of +/- 6 percent.

FOCUS ON THE PRIMARY ELECTION

Almost two-thirds of Flagstaff residents report paying a lot of attention (14%) or some attention (49%) to the upcoming Flagstaff primary election. Just over one-third of residents (37%) say they are paying no attention whatsoever to the election. When asked how much they know about the three mayoral candidates, Flagstaff residents indicate knowing more about Chris Bavasi and Joe Donaldson than about John "Johnny Mac" McCulloch. Sixty-two percent of residents say they know "a lot" or "some" about Chris Bavasi. When asked about Joe Donaldson, 68 percent say they know "a lot" or "some" about him. Less than half of Flagstaff residents (41%) say they know "a lot" or "some" about John McCulloch.

Flagstaff residents who know either a lot or some about a candidate were asked if they had a favorable or unfavorable opinion of that candidate. Among those who know something about Chris Bavasi, 62 percent have a favorable opinion of the former mayor and 30 percent have an unfavorable opinion. Joe Donaldson, current mayor, has a 66 percent favorability rating and a 27 percent unfavorability rating. Fifty-one percent of people familiar with John McCulloch have a favorable opinion of him and 40 percent have an unfavorable opinion.

LIKELY VOTERS EXPRESS THEIR PREFERENCES

Three-quarters of Flagstaff residents say they are registered to vote at their City address and 87 percent of registered voters are either very likely or somewhat likely to vote in the upcoming Flagstaff primary election. Likely voters were asked for whom they would vote for if the mayoral primary election was held today. According to results from the survey, mayor Joe Donaldson and former mayor Chris Bavasi would win the primary election if it was held today. Both candidates have a

relatively equal percentage of support, with Joe Donaldson supported by 31 percent of likely voters and Chris Bavasi supported by 29 percent of likely voters. John McCulloch is supported by just 13 percent of likely voters. When asked if they were sure of their vote or might change their mind before election day, 73 percent of McCulloch supporters said they were sure of their vote. Seventy percent of Donaldson supporters said that they were sure, and 63 percent of Bavasi supporters said that they were sure of their vote.

In all, 23 percent of likely voters are firm Donaldson supporters and 21 percent are firm Bavasi supporters. Eleven percent of likely voters are firm McCulloch supporters. One-quarter of voters are still undecided as to whom they will vote for.

Fred Solop, director of the election study, said of the results, “Survey findings suggest that Joe Donaldson and Chris Bavasi are set to win the Flagstaff primary election. Yet, shifts of opinion can still occur within the electorate. One-quarter of likely voters are undecided and another quarter are only weakly attached to a candidate.”



Social Research Laboratory, Northern Arizona University

March 6, 2002

FLAGSTAFF ELECTION SURVEY
BACKGROUND MEMO

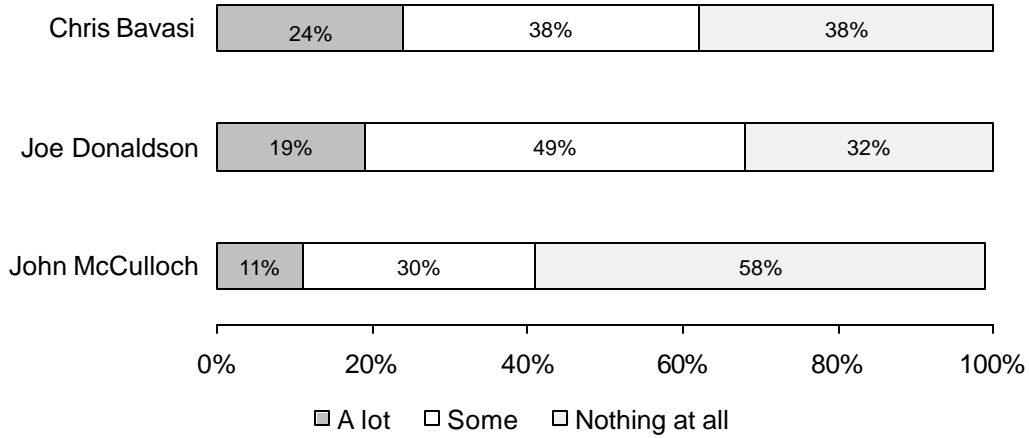
Spring 2002

The *Flagstaff Election Survey* was conducted between February 28 and March 3, 2002. A random sample of six hundred adult Flagstaff residents was contacted. Four hundred fifty-six respondents indicated they live within Flagstaff city limits. These residents were asked questions about the Flagstaff Primary Election. Survey question results are subject to a sampling error of +/-4.7 percent at a 95 percent confidence level. Two hundred ninety-one respondents indicated they were registered voters who are likely to vote in the primary election. Questions directed to this group are subject to a sampling error of +/- 6.0 percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from the population. Sampling error does not take into account additional sources of error inherent in any study of public opinion. The data referred to in this release are presented below.

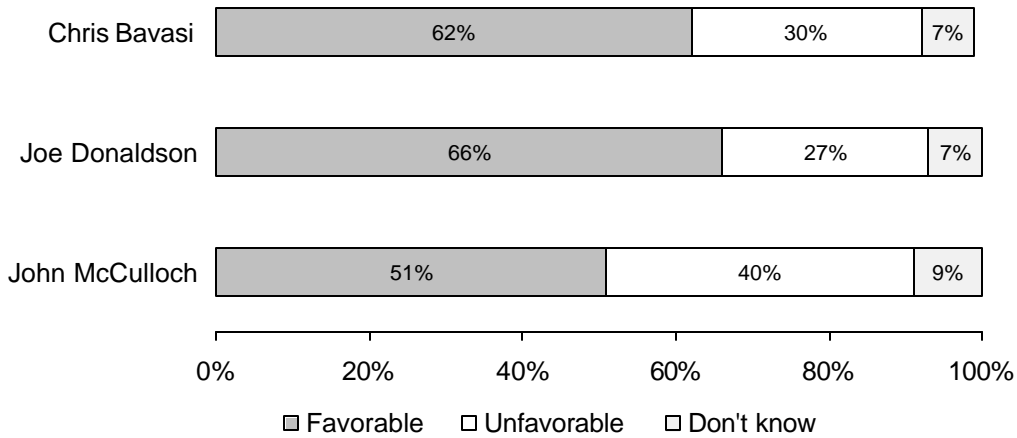
How much attention have you been paying to the upcoming election?

	<i>Percent</i>
A lot of attention	14%
Some attention	49%
No attention whatsoever	37%
Don't know	--
Total	100%
	(N = 456)

How much do you know about [Chris Bavasi, Joe Donaldson, Johnny McCulloch (names are rotated)]—a lot, some, or nothing at all?



Based on what you know, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of [Chris Bavasi, Joe Donaldson, Johnny McCulloch (names are rotated)]? [Asked only of those respondents who know “a lot” or “some” about the candidate.]



Are you registered to vote at your current address?

	<i>Percent</i>
Yes	73%
No	26%
Don't know	1%
Total	100%
	(N = 456)

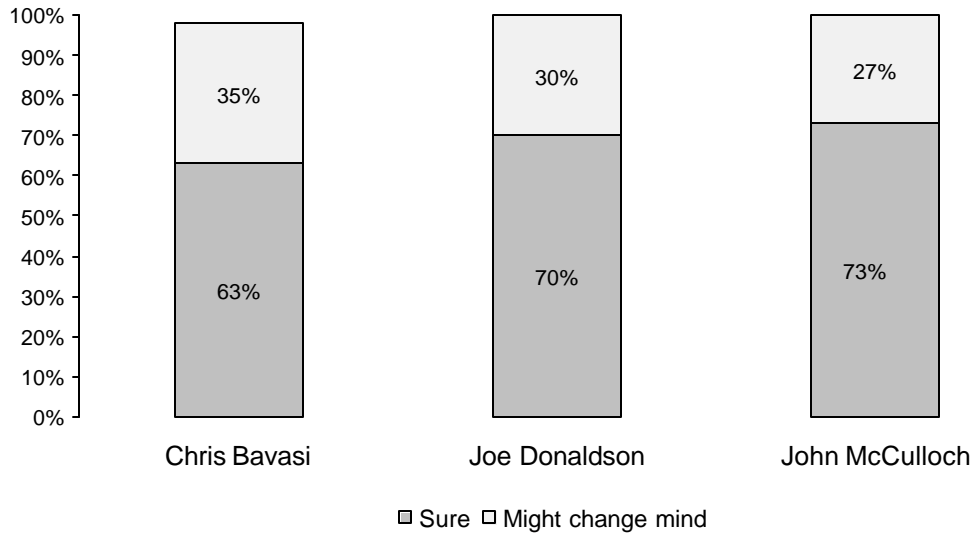
How likely are you to vote in the March 12th primary election? [Asked only of those who are registered to vote at their current address.]

	<i>Percent</i>
Very likely	71%
Somewhat likely	17%
Not very likely	12%
Don't know/Refused	1%
Total	101%
	(N = 333)

If the primary election for Mayor were held today, would you vote for Chris Bavasi, Joe Donaldson, or Johnny McCulloch? [Asked only of likely voters.]

	<i>Percent</i>
Chris Bavasi	29%
Joe Donaldson	31%
Johnny McCulloch	13%
Don't know	27%
Total	101%
	(N=279)

Are you sure of your vote, or might you change your mind before Election Day? [Asked only of those who indicate an election preference.]



*Note: Data may vary slightly between charts and tables due to rounding.