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**ARIZONA CD 1 ELECTION:
CORDOVA AND RENZI TIED IN SUPPORT;
ECONOMY AND EDUCATION TOP ISSUES LIST;
VOTERS GETTING INFORMATION FROM NEWSPAPERS**

Rick Renzi, Republican, and George Cordova, Democrat, are running neck and neck in the race to represent Arizona Congressional District 1. Renzi and Cordova are each drawing 37 percent support among likely voters in the district. Twenty three percent of likely voters are undecided. Most likely voters are interested in candidate issue positions rather than personal qualities. Voters are relying more on newspapers to learn about the election than television, radio, or mailings to the home.

Arizona CD 1 is an all-rural district about the size of the state of Illinois. It is a newly created congressional district and is being carefully watched by both Democrats and Republicans as one of the most competitive election districts in the nation.

The *Grand Canyon State Poll* was conducted by the Social Research Laboratory at Northern Arizona University between September 12 and 14, 2002. The survey was conducted

with 803 randomly selected likely voters from CD 1. Results are accurate to within a +/- 3.5 percent margin of error at a 95 percent confidence level.

CORDOVA AND RENZI LOCKED IN TIGHT CONTEST

George Cordova is tied with Rick Renzi in support among likely voters, despite Renzi having greater name recognition within the district. If the CD 1 election were held today, 37 percent of likely voters would vote for Rick Renzi and an equal percentage would vote for George Cordova. Three percent of likely voters would vote for Edwin Porr, the Libertarian candidate. Twenty-three percent of likely voters have yet to decide which candidate to support.

Despite the deadlock between Renzi and Cordova, Renzi has greater name recognition in the district. When asked to name the Republican candidate for Congress, 27 percent of likely voters correctly named Rick Renzi. George Cordova was correctly identified as the Democratic candidate by 11 percent of voters. One percent of voters correctly identified Edwin Porr as the Libertarian candidate.

Survey respondents were asked to indicate how much they know about each candidate. Sixty-one percent of likely voters said they know “a lot” or “some” about Rick Renzi, while 38 percent know “a lot” or “some” about George Cordova. Nine percent of likely voters know “a lot” or “some” about Edwin Porr.

SOURCES OF STRENGTH

George Cordova’s support for the congressional seat is more “firm” than Rick Renzi’s. “Firm” support means that people supporting a candidate today will not change their mind before election day. “Soft” support means that one’s opinion might change before election day. Sixty-

three percent of Cordova's support is "firm," compared to 56 percent "firm" support for Renzi. Thirty-five percent of Cordova's support is "soft," while 41 percent of Renzi's support is "soft."

Both candidates are supported by about two-thirds of the members of their parties. Sixty five percent of Republicans support Rick Renzi's candidacy and 65 percent of Democrats support George Cordova's candidacy. One-third of other voters (33%) support Cordova, 28 percent support Renzi and 33 percent are undecided.

Cordova and Renzi are both supported by 12 percent of people who identify with the other political party. Rick Renzi's strength lies with conservatives, men, whites, younger voters, and people with incomes greater than \$75,000. George Cordova's strength lies with liberals, women, people of color, older voters, and people with incomes less than \$35,000 a year.

DEMAND FOR ISSUE-ORIENTED CAMPAIGNS

Over half of likely voters in Arizona CD 1 (55%) say they are more interested in knowing about the issues a candidate supports rather than a candidate's personal qualities. One-in-five likely voters (21%) is more interested in personal qualities than issues. Twenty-three percent are interested in both issues and personal qualities.

When asked to identify the most important issue currently facing the congressional district, the economy emerged as the number one concern (19%), followed closely by education (13%). Seven percent of likely voters say foreign policy, including the war on terrorism, is the most important issue and another six percent say healthcare .

Newspapers are the most relied upon source of information about the congressional election. Thirty-eight percent of likely voters say they are getting most of their information from newspapers. One quarter of likely voters (25%) are getting most of their information from

television. Other sources of information about the election include mailings to homes (19%), word of mouth (7%), radio (5%), and the Internet (2%).

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Social Research Laboratory, Northern Arizona University

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**GRAND CANYON STATE POLL
BACKGROUND MEMO**

Fall 2002

The *Grand Canyon State Poll* was conducted between September 12 and September 14, 2002. A random sample of 803 likely voters from Arizona Congressional District 1 was asked questions regarding the congressional election. Survey question results are subject to a sampling error of +/- 3.5 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.

Can you name the (Republican, Democratic, Libertarian) candidate running for Congress in your district [candidate ordering is rotated]?

	Correctly names ...		
	George Cordova (Democrat)	Rick Renzi (Republican)	Edwin Porr (Libertarian)
Total	11%	27%	1%

How much do you know about (George Cordova, Rick Renzi, Edwin Porr) a lot, some or nothing at all?

	A lot	Some	Nothing
George Cordova (Democrat)	3%	35%	62%
Rick Renzi (Republican)	11%	50%	39%
Edwin Porr (Libertarian)	1%	8%	91%

If the congressional election were held today, would you vote for (Rick Renzi, the Republican; Edwin Porr, the Libertarian; or George Cordova the Democrat [rotate candidates])?

How sure are you of the vote you will cast on Election Day? Are you very sure OR do you think you might change your mind before Election Day?

	<u>Rick Renzi</u>	<u>George Cordova</u>	<u>Edwin Porr</u>	<u>Undecided</u>
Total	37%	37%	3%	23%

	<u>Rick Renzi</u>		<u>George Cordova</u>		<u>Edwin Porr</u>	
	<u>Firm</u>	<u>Soft</u>	<u>Firm</u>	<u>Soft</u>	<u>Firm</u>	<u>Soft</u>
Total	56%	41%	63%	35%	26%	65%

	<u>Rick Renzi</u>	<u>George Cordova</u>	<u>Edwin Porr</u>	<u>Undecided</u>
Total	37%	37%	3%	23%
Democrats	12%	65%	2%	21%
Republicans	65%	12%	2%	21%
Other	28%	33%	8%	32%
Women	34%	38%	3%	26%
Men	42%	36%	3%	19%
White	40%	33%	3%	24%
People of Color	27%	58%	2%	14%
18-34	41%	32%	4%	24%
35-64	39%	36%	2%	23%
65+	35%	39%	4%	22%
< \$35k	33%	44%	4%	19%
\$35k – \$75k	41%	35%	3%	22%
>\$75k	42%	33%	3%	22%
Liberals	11%	77%	1%	11%
In between	24%	46%	4%	26%
Conservatives	61%	16%	3%	20%

When thinking about who to vote for in the congressional election, are you more interested in the issues a candidate supports OR a candidate's personal qualities?

	Issues	Personality	Both
Total	55%	21%	23%

What do you think is the most important issue currently facing the congressional district?

	Economy	Education	Foreign Policy	Healthcare	Environment	Social Security	Other
Total	19%	13%	7%	6%	4%	1%	26%

Are you getting **MOST** of your information about the congressional election from television, the radio, a newspaper, the Internet, mailings to your home, or word of mouth?

	Newspaper	TV	Mailings	Word of Mouth	Radio	Internet	Something Else
Total	38%	25%	19%	7%	5%	2%	3%