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**BUSH AND GORE COMPETE IN TIGHT ARIZONA CONTEST:
WOMEN AND A STRONG ECONOMY GIVE MOMENTUM TO GORE:
HEALTH CARE IS THE MOST IMPORTANT ISSUE IN THE ELECTION**

The pundits may have written Arizona off as a safe state for George W. Bush, but they shouldn't be so quick to judge according to recent *Grand Canyon State Poll* findings. In this new survey of likely voters in Arizona, 48 percent support Al Gore and 42 percent support George W. Bush. The margin of error for survey questions was +/- 5 percent making this a statistical dead heat. Bill Clinton, a Democrat, won the state in the 1996 presidential election. The *Grand Canyon State Poll* was conducted by the Social Research Laboratory at Northern Arizona University between September 13 and September 19, 2000. Four hundred likely voters in Arizona were surveyed during this period.

Momentum with Gore

In a recent survey of likely voters in Arizona, 48 percent of people would vote for Al Gore if the presidential election was held today and 42 percent would vote for George W. Bush. Two percent of likely voters support Ralph Nader of the Green party and 1 percent support Pat

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Buchanan of the Reform party. With a margin of error of +/- 5 percent, Bush and Gore are locked into a statistical dead heat in Arizona.

Al Gore and George W. Bush are holding on to support from their respective political parties. Eighty four percent of Democrats say they will vote for Gore and 75 percent of Republicans will vote for Bush. Independents are throwing their support behind Gore. Sixty four percent of Independents in Arizona say they will vote for Gore compared to 24 percent who will vote for Bush.

Younger and middle age voters are splitting their votes between George W. Bush and Al Gore, but voters 60 years old and older are more supportive of Gore. Forty-nine percent of 18-34 year olds support Bush and 47 percent support Gore. Among voters between 35 and 59, 46 percent support Bush and 44 percent support Gore. But real differences can be seen in older voters. Fifty-four percent of voters 60 and older support Al Gore, while 33 percent support George W. Bush.

But the biggest differences in the vote rest with women and people who are benefiting from a strong economy in Arizona. Women are very supportive of Al Gore. Fifty-five percent of women say they would vote for Gore if the election was held today compared to 39 percent who will vote for Bush. In contrast men are dividing their vote between Gore and Bush. Forty-one percent of men support Gore and 45 percent support Bush.

Gore is also benefiting from people who say they are better off today than they were four years ago. More than half of likely voters (55%) say they are better off today than they were four years ago. Twenty-one percent say they are not better off and 23 percent say they are about the same. Among the majority who are better off today, two-thirds (66%) support Al Gore for

president while only 26 percent support George W. Bush. Sixty-one percent of those who are not better off and 61 percent of those who are about the same today, say they support George W. Bush for president. Thirty percent of those who are not better off and 26 percent of those who are about the same, support Al Gore for president.

According to Fred Solop, founding director of the *Grand Canyon State Poll*, “The race is a statistical dead heat in Arizona, but Gore is picking up support from key Arizona constituencies such as women and people benefiting from economic growth. Older voters also are more likely to vote than younger people and they are supporting Al Gore for president. But either candidate could gather support here if they paid more direct attention to the needs of Arizonans.”

Health Care Tops The Issues List

When Arizonans were asked to list the most important issue that the next president will have to deal with, more people said Health Care than any other issue....

Likely voters were also asked which candidate best exemplifies a series of personal value characteristics. Within this list, Bush and Gore were tied when it comes to being honest and being a strong leader. Gore prevails when people are asked which candidate cares more about them and other voters like them, which candidate has a better understanding of all the important issues facing the country, and which candidate is better prepared to be president.



Social Research Laboratory, Northern Arizona University

September 19, 2000

GRAND CANYON STATE POLL: BACKGROUND MEMO

The *Grand Canyon State Poll* was conducted between September 13, 2000 and September 19, 2000. A random sample of 400 likely voters was asked questions specific to the 2000 presidential election. Survey questions addressed to all registered voters are subject to a sampling error of +/-5.0 percent at a 95 percent confidence interval. 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.

Suppose the election for president was held today and you had to choose right now – would you vote for George Bush, Al Gore, Ralph Nader, or Pat Buchanan? *[names rotated in question]*

	Bush	Gore	Nader	Buchanan	Other	Don't Know
	%	%	%	%	%	%
Total	42	48	2	1	2	5
Female	39	55	1	1	2	3
Male	45	41	3	2	2	7
Better off than 4 years ago	26	66	2	--	1	5
About the same	61	26	4	1	3	4
Not better off than 4 years ago	61	30	--	3	3	3
Democrat	10	84	3	--	--	2
Independent	24	64	--	--	6	6
Republican	75	14	1	2	2	6
Liberal	10	81	3	--	5	2
Conservative	67	24	--	3	2	5
18 – 34	49	47	--	--	2	2
35 - 59	46	44	4	1	1	3
60 +	33	54	1	1	3	8

In your opinion, what is the most important issue that the next president of the United States will have to deal with?

	Percent
	%
Economy	
Spending the budget surplus	
Health issues	
Crime	
Education/schools	
Environmental issues	
Social Security/other social service issues	
Foreign policy issues	
Other	
No issues	
Don't know	

Which candidate for president would do the best job handling this issue – George W. Bush, Al Gore, Ralph Nader, or Pat Buchanan?

	Bush	Gore	Nader	Buchanan
	%	%	%	%
Economy				
Spending the budget surplus				
Health issues				
Crime				
Education/schools				
Environmental issues				
Social Security/other social service issues				
Foreign policy issues				

Regardless of the candidate you support...

	Bush	Gore	Nader	Buchanan
	%	%	%	%
Which candidate do you think has a better understanding of all the important issues facing this country?	30	51	3	4
Who do you think cares more about people like you?	33	39	4	2
And who do you think is more honest?	31	35	10	5
Who is better prepared to be president?	32	54	1	1
And who is a strong leader?	41	41	2	2