

The Social Research Laboratory

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KYL LEADS COPPERSMITH IN LATEST POLL

Jon Kyl has a comfortable lead over Sam Coppersmith in the race for Arizona's open U.S. Senate seat, according to the latest Arizona Poll. Kyl's popularity is linked to greater name recognition in the state and the perception that he has a better understanding of issues facing Arizona.

The Arizona Poll was conducted with 401 registered voters in Arizona between October 3 and October 6 by the Social Research Laboratory at Northern Arizona University. This is the first poll to survey Arizonans about the Senate race since the recount on September 30 declared Sam Coppersmith to be the Democratic nominee. These results are valid at a +/- 5 percent margin of error.

KYL FAVORED IN ARIZONA

According to the recent survey, registered voters in Arizona favor Jon Kyl over Sam Coppersmith by a 20 percent margin (49 percent versus 29 percent). Eighteen percent of registered voters say they are still undecided in the Senate race. Among people most likely to vote in the state, Kyl leads by an even wider gap (52 percent versus 28 percent for Coppersmith). The margin between Kyl and Coppersmith is a bit narrower, however, for people with firm convictions in the Senate race. Among firm supporters, Kyl leads by 14 percent (32 percent versus 18 percent for Coppersmith).

Coppersmith is having a difficult time holding on to support from members of his own party. While three-quarters of Republicans (73 percent) say they support Kyl, the Republican nominee, just slightly more than half of Democrats (54 percent) support Coppersmith, the Democratic nominee. Women are slightly more supportive of Coppersmith than men (31 percent versus 28 percent).

Fred Solop, Director of the Arizona Poll had this to say about the poll results, "No matter how you look at it, Jon Kyl has a substantial lead in the Arizona Senate race.

Coppersmith must do a better job of holding on to Democrats and appealing to undecided voters if he wants to increase his support in the state."

COPPERSMITH LACKS KYL'S NAME RECOGNITION

Jon Kyl is much more familiar than Sam Coppersmith to registered voters in Arizona. To gauge familiarity, Arizona Poll respondents were asked if they could name the respective Senate candidates from the Republican and Democratic parties. Forty percent of respondents were able to identify Coppersmith as the Democratic nominee. In comparison, 54 percent of respondents were able to name Jon Kyl as the Republican nominee.

Furthermore, almost half of the survey respondents (49 percent) have a favorable impression of Jon Kyl. One quarter of registered voters (24 percent) hold an unfavorable impression of Kyl, and another 28 percent have no opinion of him. Coppersmith, on the other hand, is considered favorably by just one-third of registered voters (34 percent). Forty percent of registered voters, however, say they have no opinion of Coppersmith.

"A large number of registered voters are still unfamiliar with Sam Coppersmith less than four weeks before the election. This may be due to Coppersmith being a relative newcomer to the political scene in Arizona and it may be linked to his inability to score a decisive win in the Democratic primary," said Solop.

KYL BETTER UNDERSTANDS ARIZONA ISSUES

Registered voters were asked to indicate which candidate--Kyl or Coppersmith--would do a better job with a variety of issues, regardless of who they intended to vote for in the Senate election. The distance between Kyl and Coppersmith was greatest when respondents considered which candidate has a better understanding of important issues facing Arizona. Slightly less than half of registered voters (46 percent) said Kyl has a better understanding of the issues compared to one-in-five (20 percent) who believe Coppersmith has a better understanding.

When asked to rate the competency of the candidates, registered voters preferred Kyl over Coppersmith by a margin of 22 percent (41 percent versus 19 percent, respectively).

Respondents were more dissatisfied with both candidates when it came to rating them on personal concerns. When asked to identify which candidate thinks more about people like them, respondents preferred Kyl over Coppersmith (36 percent versus 24 percent), but 11 percent of respondents said neither candidate cared about them and 27 percent said they did not know. Likewise, the public does not have very high regard for the honesty of both politicians. One quarter of respondents (26 percent) believe Kyl is more honest while 19 percent believe Coppersmith is more honest. Twelve percent of respondents said neither candidate was honest and 40 percent did not know.

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