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ARIZONAN'S SUPPORT HULL AND EDUCATION

When Arizonan's were asked what they felt was the most important issue that the next Governor of Arizona will have to face, the most common answer was education (30%) according to the latest *Arizona Survey*. Other important issues were crime (11%) and taxes (8%). The poll was conducted from March 19 to April 4, 1998 by the Social Research Laboratory at Northern Arizona University. Survey results are accurate at a +/- 5 percent margin of error.

As compared to the 1992 and 1994 *Arizona Surveys* conducted by the Social Research Laboratory, education has moved to the forefront as Arizona's most important issue facing the next Governor of Arizona. Crime was the most important issue in 1994 with 38 percent of the respondents reporting this, while education only received 14 percent of the responses. In 1992 the economy was the most important issue (46%) and education only received 10 percent of the responses.

ARIZONAN'S UNDECIDED IN GOVERNOR'S RACE

Nearly half of those surveyed are not sure who they will vote for in the race for Arizona's next Governor, according to the latest *Arizona Survey*. According to a survey of 438 Arizona residents, 46 percent of those surveyed are still undecided in their choice for Arizona Governor. However, if the Governor election was held Jane Hull would be elected. Hull leads Paul Johnson by a 19 percent margin (30% to 11%). Surprisingly, six percent of the voters would still vote for Fife Symington, who is still currently on the ballot. Charles Brown, Jim Howel, Tom Rawles, and Allen White each received one percent of the responses.

Further, the race between Hull and Johnson is larger among people most likely to vote in the upcoming election. Thirty-four percent of those most likely to vote support Hull and 12 percent

support Johnson. There is also a 13 point gap between support for Hull and Johnson among people who have a lot of interest in the governor's election.

Forty two percent of the people who state they are Republican do not know who they are going to vote for. Similarly, 36 percent of the people who state they are Democrat are undecided. Hull, a Republican, has solid support in her party and is also receiving more favor in the Democratic party. Thirty-one percent of the Democrats would vote for Hull while only 20 percent of the Democrats would vote for Johnson. Thirty-nine percent of Republicans would vote for Hull, while only eight percent of the Republicans said that they would vote for Johnson.

Arizonans generally gave Governor Hull a positive rating on her job. Half of survey respondents reported that Hull is doing either an excellent or good job as Governor, and 28 percent said that she is doing a fair or poor job as Governor.

Of the respondents who are decided in their governor's choice, most respondents consistently supported Hull. Nearly one-third of the women (34%) and a quarter of men (25%) said they would vote for Hull while only 11 percent of women and the same percent of men said they would vote for Johnson. Hull also has strong support from both the liberal and conservative voters. Thirty-four percent of people who categorized themselves as liberal said that they would vote for Hull, and 33 percent of the reported conservatives would vote for Hull. Johnson, on the other hand, has only 11 percent of support from liberals and 15 percent of support from conservatives.

Hull also has more support than Johnson in each demographic that we tested, although the majority of the respondents in each demographic area were undecided. Hull had more support in each age category. Her strongest support comes from Arizona residents over the age of 50. Thirty-nine percent of those respondents said that they would vote for her. Johnson's strongest age group is between the ages of 30 to 49 with 17 percent of these respondents saying that they would vote for him. Hull also has more support in every category of education and income.

CLINTON APPROVAL SPLIT BY ARIZONAN'S

In this survey we also asked respondents if they felt that the country was on the right or wrong track. Forty percent of Arizonan's said that the country was on the right track, while 34 percent of Arizonan's said that the country was on the wrong track. We also asked if Arizonan's felt that President Clinton was doing an excellent, good, fair, or poor job as President. Responses were split nearly fifty-fifty. Forty nine percent of Arizonan's felt that Clinton was doing an excellent or good job as President while almost half (49%) of Arizonan's felt that Clinton was doing a fair or poor job as President.



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STATEWIDE TELEPHONE POLL

**Social Research Laboratory
Northern Arizona University**

BACKGROUND MEMO

The statewide telephone poll was conducted between March 19 and April 4, 1998. A random sample with a weighted number of 438 Arizonans was interviewed by telephone. Figures of this sampling size are subject to a sampling error of about +/- 5 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.

In your opinion, do you think that the country is basically on the right track, or that the country is heading in the wrong direction?

Country on Right/Wrong Track	%
The right track	46
Wrong direction	34
Neither	4
Both	9
Don't know	7
Refused	1
Total	101%

(N= 438)

Would you say President Clinton is doing an excellent, good, fair, or poor job as President?

Performance of President Clinton	%
Excellent	13
Good	36
Fair	31
Poor	18
Don't know	2
Total	100%

(N= 438)

On a state-wide level, do you think Governor Jane Hull is doing an excellent, good, fair, or poor job as Governor of Arizona?

Performance of Governor Hull	%
Excellent	9
Good	40
Fair	24
Poor	3
Don't know	23
Total	99%

(N= 438)

Who did you vote for as Governor in Arizona's 1994 election?

1994 Governor Election Votes	%
Fife Symington	31
Eddie Basha	20
Other	1
Did not vote	37
Don't know/Don't remember	8
Refused	3
Total	100%

(N=432)

How much interest do you have in this year's Governor's election: a lot, some, a little, or none at all?

Governor Election Interest	%
A lot	32
Some	31
A little	20
None at all	14
Don't know	2
Total	99%

(N= 438)

Are you planning on voting in Arizona's Governor's election in November?

Voting Intentions	%
Yes	80
No	15
Don't know	5
Total	100%

(N= 438)

Currently, seven candidates have declared their interest in running for the Governor's office. If you were to vote today, would you vote for: Charles Brown, Cat Gallent, Jim Howel, Jane D. Hull, Paul Johnson, Tom Rawles, Allen White, or Fife Symington?

Vote for Governor	%
Charles Brown	1
Cat Gallent	--
Jim Howel	1
Jane D. Hull	30
Paul Johnson	11
Tom Rawles	1
Allen White	1
Fife Symington	6
Don't know	46
Refused	3
Total	100%

(N= 438)

In your opinion, what is the most important issue that the next Governor of Arizona will have to deal with?

Issues	1998 N=438	1994 N=539	1992 N=629
Education	30%	14%	10%
Crime	11%	38%	5%
Taxes	9%	3%	2%
Environment	4%	7%	11%
Economy	3%	16%	46%
Transportation	3%	--	--
Population	3%	1%	--
Immigration	2%	--	--
Jobs	2%	--	--
Health care	1%	7%	--
Family values	1%	--	--
Homeless	1%	2%	--
Budget deficit	1%	--	--
Social security	1%	--	--
Gun control	1%	--	--
Child care	1%	--	--
Government performance	--	1%	8%
Native American issues	--	1%	1%
Prisons	--	1%	--
Social issues	--	--	8%
Abortion	--	--	--
Delivery of social work programs	--	--	--
Refused	--	--	--
Don't know	15%	--	4%
Other	12%	10%	7%
Total	101%	101%	102%

