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For Immediate Release

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**MCCAIN PULLS AHEAD OF BUSH,
DEMOCRATS FAVOR GORE OVER BRADLEY,
BUCHANAN DRAWS FROM REPUBLICAN STRENGTH**

John McCain has moved ahead of George Bush, Jr. as the favorite candidate of registered Republicans in Arizona, according to recent *Grand Canyon State Poll* results. Previous polls in the state put McCain second behind Bush. Al Gore continues to lead Bill Bradley as the favorite candidate of registered Democrats. Looking toward the 2000 general election, registered voters in Arizona consistently favor a Republican candidate over a Democratic candidate, regardless of whether John McCain or George Bush is the Republican nominee. Pat Buchanan would draw more votes away from the Republican nominee rather than the Democratic nominee if he enters the presidential race as a Reform Party candidate.

The *Grand Canyon State Poll* was conducted by the Social Research Laboratory at Northern Arizona University. Six hundred seventy six registered voters in Arizona were called between October 2 and October 10, 1999. The margin of error for questions asked of registered Republicans is +/- 5.7 percent at a 95% confidence level and +/- 6.8 percent for registered Democrats. Questions asked of all registered voters are associated with a margin of error of +/- 3.8 percent at a 95% confidence level.

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McCain Leads in Arizona

During the past two weeks, John McCain moved into the lead as the favorite candidate of registered Republicans in Arizona. Previous polls in Arizona put John McCain behind George Bush, Jr. as the leading Republican candidate. McCain's fortunes have changed as Dan Quayle dropped out of the presidential contest, Pat Buchanan signaled his intention to run as a Reform Party candidate, and McCain officially launched his presidential campaign. John McCain's new book also recently became a best seller in the United States.

According to results from the latest *Grand Canyon State Poll*, 39 percent of registered Republicans in Arizona would vote for John McCain if the 2000 primary election contest were held today. George Bush, Jr would receive 28 percent support from registered Republicans. Steve Forbes would receive 6 percent support and Elizabeth Dole would receive 5 percent support. Fourteen percent of registered Republicans say they are still undecided in their vote choice.

Fred Solop, director of the *Grand Canyon State Poll*, commented, "John McCain invested a lot time and money in Arizona during the past two weeks. This effort seems to be paying off as Republicans in Arizona now prefer him as their top pick for the Republican nomination. McCain must win Arizona if he has any chance of being his party's nominee for president in the 2000 election. If he can't win here, he can't win the Republican nomination."

The same survey asked registered Democrats who they would vote for if the Democratic primary were being held today. Registered Democrats said they prefer Al Gore over Bill Bradley. Al Gore is supported by 46 percent of registered Democrats compared to 31 percent support for Bradley. Almost one-quarter of registered Democrats in the state (23%) are still undecided.

REPUBLICANS FAVORED IN GENERAL ELECTION

The *Grand Canyon State Poll* presented all registered voters in Arizona with different combinations of candidates and asked who they would vote for if the general election for president was being held today. Republican candidates consistently outpolled Democrats in the state with John McCain garnering more support than George Bush, Jr. If the general election was held today, George Bush, Jr. would beat Al Gore in Arizona 57 percent to 31 percent, George Bush, Jr. would beat Bill Bradley 56 percent to 30 percent, and John McCain would beat Al Gore 65 percent to 26 percent. When Pat Buchanan was presented as a Reform Party candidate, he consistently received between 6 percent and 8 percent of the vote, and drew between 2 percent and 7 percent of the vote away from the Republican candidate.

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Note: The Social Research Laboratory (SRL) at Northern Arizona University has conducted a statewide survey of Arizona residents twice a year since Spring 1992. Last month, the SRL legally registered the name of this survey as the *Grand Canyon State Poll*.



Social Research Laboratory, Northern Arizona University

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**GRAND CANYON STATE POLL
BACKGROUND MEMO**

1-NAU015/Fall

The *Grand Canyon State Poll* was conducted between October 2 and October 10, 1999. A random sample of 676 registered voters was asked questions specific to the 2000 Arizona primary and general elections. Within this pool of registered voters, 46 percent (308 respondents) were registered Republicans and 32 percent (219 respondents) were registered Democrats. Survey questions addressed to all registered voters are subject to a sampling error of +/-3.8 percent at a 95 percent confidence interval. Questions addressed specifically to registered Republicans are subject to a sampling error of +/-5.7 percent at a 95 percent confidence interval. Questions addressed specifically to registered Democrats are subject to a sampling error of +/-6.8 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.

Asked only of registered Republicans:

If the Republican primary were being held today, would you vote for John McCain, George Bush, Jr., Steve Forbes, Elizabeth Dole, Orrin Hatch, Gary Bauer, Bob Smith, or Alan Keyes? [Rotate Names]

Candidate	%
John McCain	39%
George Bush, Jr.	28%
Steve Forbes	6%
Elizabeth Dole	5%
Orrin Hatch	1%
Gary Bauer	2%
Bob Smith	1%
Alan Keyes	1%
Other	3%
Undecided	14%

Asked only of registered Democrats:

If the Democratic Primary were being held today, would you vote for Al Gore or Bill Bradley?
[Rotate Names]

Candidate	%
Al Gore	46%
Bill Bradley	31%
Undecided	23%

Asked of all registered Voters:

Suppose the election for president was being held today and the candidates were [Candidate A] as the Republican candidate and [Candidate B] as the Democratic candidate. Who would you vote for – A or B? [Rotate Names]

Now suppose the election featured [Candidate A], [Candidate B], and Pat Buchanan as the Reform Party Candidate. Who would you vote for – A, B, or Buchanan? [Rotate Names]

Candidate	Percent support without Buchanan as a candidate	Percent support with Buchanan as a candidate	Difference
George Bush, Jr.	59%	54%	-5%
Al Gore	31%	30%	-1%
Pat Buchanan		6%	
Other	4%	----	-4%
Don't Know	6%	10%	+4%

George Bush, Jr.	56%	54%	-2%
Bill Bradley	30%	28%	-2%
Pat Buchanan		6%	
Other	4%	---	-4%
Don't Know	10%	13%	+3%

John McCain	65%	59%	-7%
Al Gore	26%	26%	---
Pat Buchanan		8%	
Other			
Don't Know	9%	8%	-1%