

**FOR IMMEDIATE RELEASE**

**April 27, 2010**

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**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Goddard Leads All Candidates in Arizona**

**Raleigh, N.C.** – Attorney General Terry Goddard continues to beat all potential GOP opponents in the race to be Arizona’s next governor—including a potential wild card who is even more popular than Goddard.

Though his favorability rating is down from the last time PPP polled the race in September 2009 (44-22 then, 39-27 now), he is still more popular than current Governor Jan Brewer, whose job approval is 35-46, and all the other Republican contenders except Sherriff Joe Arpaio, who rates a 53-38. A lightning rod, only 9% of the state’s voters have no opinion of Arpaio, versus 18, 33, and 68, respectively, for Brewer, Goddard, and State Treasurer Dean Martin, the statewide-elected officials.

Goddard tops both Brewer and Arpaio 47-44, Martin 47-36, Buz Mills 45-37, and John Munger 46-31. Munger (4-11) is the only candidate with a net negative favorability rating, but Martin (19-13) and Mills (18-16) are seen only narrowly positively. Brewer has improved her standing since last September, when her job performance was rated 26-43.

Interestingly, Arpaio has only a 15-point net negative favorability mark among the state’s large bloc of Hispanic voters.

“The remainder of the race could hinge on the popularity of the controversial new immigration law which Brewer signed, Goddard opposes, and Arpaio, naturally, has lauded,” said Dean Debnam, President of Public Policy Polling. “Brewer and Arpaio could both beat Goddard if they rally illegal immigration opponents.”

PPP will release results on the Arizona Senate race later in the week.

PPP surveyed 813 Arizona voters from April 23<sup>rd</sup> to 25<sup>th</sup>. The margin of error for the survey is +/-3.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



## Arizona Survey Results

**Q1** Do you approve or disapprove of Governor Jan Brewer's job performance?

*Approve* ..... 35%  
*Disapprove*..... 46%  
*Not sure*..... 18%

**Q2** Do you have a favorable or unfavorable opinion of Joe Arpaio?

*Favorable*..... 53%  
*Unfavorable* ..... 38%  
*Not sure* ..... 9%

**Q3** Do you have a favorable or unfavorable opinion of Terry Goddard?

*Favorable*..... 39%  
*Unfavorable* ..... 27%  
*Not sure* ..... 33%

**Q4** Do you have a favorable or unfavorable opinion of Dean Martin?

*Favorable*..... 19%  
*Unfavorable* ..... 13%  
*Not sure* ..... 68%

**Q5** Do you have a favorable or unfavorable opinion of Buz Mills?

*Favorable*..... 18%  
*Unfavorable* ..... 16%  
*Not Sure*..... 65%

**Q6** Do you have a favorable or unfavorable opinion of John Munger?

*Favorable*..... 4%  
*Unfavorable* ..... 11%  
*Not sure* ..... 85%

**Q7** If the candidates for Governor this fall were Republican Joe Arpaio and Democrat Terry Goddard, who would you vote for?

*Joe Arpaio*..... 44%  
*Terry Goddard* ..... 47%  
*Undecided*..... 9%

**Q8** If the candidates for Governor this fall were Republican Jan Brewer and Democrat Terry Goddard, who would you vote for?

*Jan Brewer*..... 44%  
*Terry Goddard* ..... 47%  
*Undecided*..... 10%

**Q9** If the candidates for Governor this fall were Republican Dean Martin and Democrat Terry Goddard, who would you vote for?

*Dean Martin* ..... 36%  
*Terry Goddard* ..... 47%  
*Undecided*..... 17%

**Q10** If the candidates for Governor this fall were Republican Buz Mills and Democrat Terry Goddard, who would you vote for?

*Buz Mills* ..... 37%  
*Terry Goddard* ..... 45%  
*Undecided*..... 18%

**Q11** If the candidates for Governor this fall were Republican John Munger and Democrat Terry Goddard, who would you vote for?

*John Munger*..... 31%  
*Terry Goddard* ..... 46%  
*Undecided*..... 23%





**Q12** Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

*McCain*..... 51%  
*Obama*..... 42%  
*Someone else/Don't remember* ..... 7%

**Q13** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 16%  
*Moderate*..... 45%  
*Conservative*..... 39%

**Q14** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 54%  
*Man*..... 46%

**Q15** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat*..... 35%  
*Republican*..... 43%  
*Independent/Other*..... 21%

**Q16** If you are Hispanic, press 1. If white, press 2. If other, press 3.

*Hispanic*..... 17%  
*White* ..... 73%  
*Other*..... 11%

**Q17** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 6%  
*30 to 45*..... 25%  
*46 to 65*..... 45%  
*Older than 65*..... 24%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Brewer Job Approval</b>				
<b>Approve</b>	35%	56%	11%	34%
<b>Disapprove</b>	46%	23%	75%	41%
<b>Not sure</b>	18%	21%	14%	25%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Arpaio Favorability</b>				
<b>Favorable</b>	53%	77%	24%	58%
<b>Unfavorable</b>	38%	15%	67%	32%
<b>Not sure</b>	9%	9%	8%	11%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Goddard Favorability</b>				
<b>Favorable</b>	39%	20%	63%	32%
<b>Unfavorable</b>	27%	43%	8%	37%
<b>Not sure</b>	33%	37%	29%	31%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Martin Favorability</b>				
<b>Favorable</b>	19%	26%	10%	17%
<b>Unfavorable</b>	13%	9%	19%	5%
<b>Not sure</b>	68%	65%	70%	78%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Mills Favorability</b>				
<b>Favorable</b>	18%	30%	6%	9%
<b>Unfavorable</b>	16%	10%	26%	8%
<b>Not Sure</b>	65%	60%	68%	83%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Munger Favorability</b>				
<b>Favorable</b>	4%	6%	2%	2%
<b>Unfavorable</b>	11%	9%	13%	12%
<b>Not sure</b>	85%	86%	85%	86%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Arpaio/Goddard</b>				
<b>Joe Arpaio</b>	44%	72%	9%	47%
<b>Terry Goddard</b>	47%	15%	85%	47%
<b>Undecided</b>	9%	12%	5%	6%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Brewer/Goddard</b>				
<b>Jan Brewer</b>	44%	76%	6%	38%
<b>Terry Goddard</b>	47%	12%	90%	41%
<b>Undecided</b>	10%	12%	4%	21%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Martin/Goddard</b>				
<b>Dean Martin</b>	36%	63%	4%	33%
<b>Terry Goddard</b>	47%	14%	88%	37%
<b>Undecided</b>	17%	23%	8%	30%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Mills/Goddard</b>				
<b>Buz Mills</b>	37%	65%	4%	25%
<b>Terry Goddard</b>	45%	13%	86%	33%
<b>Undecided</b>	18%	22%	10%	43%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Munger/Goddard</b>				
<b>John Munger</b>	31%	55%	3%	27%
<b>Terry Goddard</b>	46%	13%	88%	29%
<b>Undecided</b>	23%	32%	9%	44%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Brewer Job Approval</b>				
<b>Approve</b>	35%	8%	26%	57%
<b>Disapprove</b>	46%	83%	55%	20%
<b>Not sure</b>	18%	9%	19%	22%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Arpaio Favorability</b>				
<b>Favorable</b>	<b>53%</b>	19%	44%	78%
<b>Unfavorable</b>	<b>38%</b>	72%	48%	13%
<b>Not sure</b>	<b>9%</b>	9%	8%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Goddard Favorability</b>				
<b>Favorable</b>	<b>39%</b>	60%	55%	13%
<b>Unfavorable</b>	<b>27%</b>	8%	16%	49%
<b>Not sure</b>	<b>33%</b>	32%	29%	39%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Martin Favorability</b>				
<b>Favorable</b>	<b>19%</b>	8%	18%	24%
<b>Unfavorable</b>	<b>13%</b>	22%	12%	11%
<b>Not sure</b>	<b>68%</b>	70%	70%	64%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Mills Favorability</b>				
<b>Favorable</b>	<b>18%</b>	6%	13%	29%
<b>Unfavorable</b>	<b>16%</b>	27%	19%	9%
<b>Not Sure</b>	<b>65%</b>	67%	68%	61%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Munger Favorability</b>				
<b>Favorable</b>	4%	4%	4%	4%
<b>Unfavorable</b>	11%	13%	12%	9%
<b>Not sure</b>	85%	83%	84%	87%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Arpaio/Goddard</b>				
<b>Joe Arpaio</b>	44%	8%	28%	77%
<b>Terry Goddard</b>	47%	88%	62%	13%
<b>Undecided</b>	9%	4%	10%	10%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Brewer/Goddard</b>				
<b>Jan Brewer</b>	44%	6%	26%	79%
<b>Terry Goddard</b>	47%	92%	63%	10%
<b>Undecided</b>	10%	2%	11%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Martin/Goddard</b>				
<b>Dean Martin</b>	36%	6%	17%	70%
<b>Terry Goddard</b>	47%	92%	62%	11%
<b>Undecided</b>	17%	3%	21%	19%







**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Mills/Goddard</b>				
<b>Buz Mills</b>	37%	6%	18%	71%
<b>Terry Goddard</b>	45%	88%	61%	9%
<b>Undecided</b>	18%	6%	20%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Munger/Goddard</b>				
<b>John Munger</b>	31%	7%	14%	61%
<b>Terry Goddard</b>	46%	89%	62%	9%
<b>Undecided</b>	23%	4%	24%	30%

	Base	Gender	
		Woman	Man
<b>Brewer Job Approval</b>			
<b>Approve</b>	35%	31%	40%
<b>Disapprove</b>	46%	49%	43%
<b>Not sure</b>	18%	19%	17%

	Base	Gender	
		Woman	Man
<b>Arpaio Favorability</b>			
<b>Favorable</b>	53%	48%	59%
<b>Unfavorable</b>	38%	40%	36%
<b>Not sure</b>	9%	11%	5%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Goddard Favorability</b>			
<b>Favorable</b>	39%	42%	36%
<b>Unfavorable</b>	27%	21%	34%
<b>Not sure</b>	33%	37%	29%

	Base	Gender	
		Woman	Man
<b>Martin Favorability</b>			
<b>Favorable</b>	19%	18%	20%
<b>Unfavorable</b>	13%	11%	16%
<b>Not sure</b>	68%	71%	65%

	Base	Gender	
		Woman	Man
<b>Mills Favorability</b>			
<b>Favorable</b>	18%	18%	19%
<b>Unfavorable</b>	16%	17%	16%
<b>Not Sure</b>	65%	65%	65%

	Base	Gender	
		Woman	Man
<b>Munger Favorability</b>			
<b>Favorable</b>	4%	4%	3%
<b>Unfavorable</b>	11%	9%	13%
<b>Not sure</b>	85%	87%	83%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Arpaio/Goddard</b>			
Joe Arpaio	44%	40%	49%
Terry Goddard	47%	51%	42%
Undecided	9%	9%	9%

	Base	Gender	
		Woman	Man
<b>Brewer/Goddard</b>			
Jan Brewer	44%	38%	50%
Terry Goddard	47%	52%	41%
Undecided	10%	10%	9%

	Base	Gender	
		Woman	Man
<b>Martin/Goddard</b>			
Dean Martin	36%	31%	42%
Terry Goddard	47%	51%	42%
Undecided	17%	18%	16%

	Base	Gender	
		Woman	Man
<b>Mills/Goddard</b>			
Buz Mills	37%	33%	41%
Terry Goddard	45%	49%	41%
Undecided	18%	19%	18%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Munger/Goddard</b>			
<b>John Munger</b>	31%	26%	37%
<b>Terry Goddard</b>	46%	50%	41%
<b>Undecided</b>	23%	24%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Brewer Job Approval</b>				
<b>Approve</b>	35%	14%	54%	33%
<b>Disapprove</b>	46%	75%	27%	39%
<b>Not sure</b>	18%	12%	19%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Arpaio Favorability</b>				
<b>Favorable</b>	53%	26%	73%	58%
<b>Unfavorable</b>	38%	68%	18%	31%
<b>Not sure</b>	9%	6%	9%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Goddard Favorability</b>				
<b>Favorable</b>	39%	62%	20%	40%
<b>Unfavorable</b>	27%	9%	44%	24%
<b>Not sure</b>	33%	29%	36%	36%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Martin Favorability</b>				
<b>Favorable</b>	19%	10%	27%	16%
<b>Unfavorable</b>	13%	19%	9%	12%
<b>Not sure</b>	68%	71%	63%	72%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Mills Favorability</b>				
<b>Favorable</b>	18%	9%	27%	17%
<b>Unfavorable</b>	16%	26%	10%	14%
<b>Not Sure</b>	65%	66%	63%	69%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Munger Favorability</b>				
<b>Favorable</b>	4%	3%	5%	3%
<b>Unfavorable</b>	11%	15%	8%	10%
<b>Not sure</b>	85%	81%	87%	87%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Arpaio/Goddard</b>				
<b>Joe Arpaio</b>	44%	13%	68%	46%
<b>Terry Goddard</b>	47%	83%	20%	44%
<b>Undecided</b>	9%	4%	12%	10%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Brewer/Goddard</b>				
<b>Jan Brewer</b>	44%	8%	73%	42%
<b>Terry Goddard</b>	47%	88%	15%	44%
<b>Undecided</b>	10%	4%	12%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Martin/Goddard</b>				
<b>Dean Martin</b>	36%	5%	63%	31%
<b>Terry Goddard</b>	47%	87%	17%	41%
<b>Undecided</b>	17%	7%	21%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Mills/Goddard</b>				
<b>Buz Mills</b>	37%	8%	63%	30%
<b>Terry Goddard</b>	45%	84%	15%	43%
<b>Undecided</b>	18%	8%	22%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Munger/Goddard</b>				
<b>John Munger</b>	31%	5%	55%	25%
<b>Terry Goddard</b>	46%	86%	15%	41%
<b>Undecided</b>	23%	9%	30%	34%





**Crosstabs**

	Base	Race		
		Hispanic	White	Other
<b>Brewer Job Approval</b>				
<b>Approve</b>	<b>35%</b>	27%	38%	31%
<b>Disapprove</b>	<b>46%</b>	57%	43%	55%
<b>Not sure</b>	<b>18%</b>	16%	20%	15%

	Base	Race		
		Hispanic	White	Other
<b>Arpaio Favorability</b>				
<b>Favorable</b>	<b>53%</b>	40%	56%	50%
<b>Unfavorable</b>	<b>38%</b>	55%	33%	47%
<b>Not sure</b>	<b>9%</b>	4%	10%	3%

	Base	Race		
		Hispanic	White	Other
<b>Goddard Favorability</b>				
<b>Favorable</b>	<b>39%</b>	43%	38%	43%
<b>Unfavorable</b>	<b>27%</b>	25%	28%	27%
<b>Not sure</b>	<b>33%</b>	31%	34%	30%

	Base	Race		
		Hispanic	White	Other
<b>Martin Favorability</b>				
<b>Favorable</b>	<b>19%</b>	16%	21%	7%
<b>Unfavorable</b>	<b>13%</b>	20%	12%	15%
<b>Not sure</b>	<b>68%</b>	64%	67%	78%





**Crosstabs**

	Base	Race		
		Hispanic	White	Other
<b>Mills Favorability</b>				
<b>Favorable</b>	<b>18%</b>	14%	19%	17%
<b>Unfavorable</b>	<b>16%</b>	19%	16%	13%
<b>Not Sure</b>	<b>65%</b>	67%	64%	70%

	Base	Race		
		Hispanic	White	Other
<b>Munger Favorability</b>				
<b>Favorable</b>	<b>4%</b>	4%	4%	5%
<b>Unfavorable</b>	<b>11%</b>	16%	10%	13%
<b>Not sure</b>	<b>85%</b>	80%	87%	82%

	Base	Race		
		Hispanic	White	Other
<b>Arpaio/Goddard</b>				
<b>Joe Arpaio</b>	<b>44%</b>	35%	47%	37%
<b>Terry Goddard</b>	<b>47%</b>	62%	43%	51%
<b>Undecided</b>	<b>9%</b>	3%	10%	12%

	Base	Race		
		Hispanic	White	Other
<b>Brewer/Goddard</b>				
<b>Jan Brewer</b>	<b>44%</b>	25%	49%	36%
<b>Terry Goddard</b>	<b>47%</b>	71%	41%	48%
<b>Undecided</b>	<b>10%</b>	4%	10%	15%







**Crosstabs**

	Base	Race		
		Hispanic	White	Other
<b>Martin/Goddard</b>				
<b>Dean Martin</b>	36%	25%	40%	27%
<b>Terry Goddard</b>	47%	66%	42%	50%
<b>Undecided</b>	17%	9%	19%	24%

	Base	Race		
		Hispanic	White	Other
<b>Mills/Goddard</b>				
<b>Buz Mills</b>	37%	24%	40%	31%
<b>Terry Goddard</b>	45%	60%	41%	48%
<b>Undecided</b>	18%	16%	18%	22%

	Base	Race		
		Hispanic	White	Other
<b>Munger/Goddard</b>				
<b>John Munger</b>	31%	20%	35%	22%
<b>Terry Goddard</b>	46%	66%	40%	51%
<b>Undecided</b>	23%	14%	25%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Brewer Job Approval</b>					
<b>Approve</b>	35%	27%	32%	36%	39%
<b>Disapprove</b>	46%	67%	46%	49%	37%
<b>Not sure</b>	18%	7%	22%	15%	24%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Arpaio Favorability</b>					
<b>Favorable</b>	53%	20%	58%	50%	62%
<b>Unfavorable</b>	38%	67%	36%	40%	30%
<b>Not sure</b>	9%	13%	6%	10%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Goddard Favorability</b>					
<b>Favorable</b>	39%	27%	34%	41%	43%
<b>Unfavorable</b>	27%	27%	28%	27%	28%
<b>Not sure</b>	33%	47%	38%	32%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Martin Favorability</b>					
<b>Favorable</b>	19%	7%	20%	18%	22%
<b>Unfavorable</b>	13%	13%	14%	15%	10%
<b>Not sure</b>	68%	80%	66%	67%	68%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Mills Favorability</b>					
<b>Favorable</b>	18%	13%	16%	18%	23%
<b>Unfavorable</b>	16%	13%	19%	16%	15%
<b>Not Sure</b>	65%	73%	65%	66%	63%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Munger Favorability</b>					
<b>Favorable</b>	4%	7%	1%	4%	5%
<b>Unfavorable</b>	11%	20%	12%	9%	11%
<b>Not sure</b>	85%	73%	87%	87%	84%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Arpaio/Goddard</b>					
<b>Joe Arpaio</b>	44%	20%	48%	44%	46%
<b>Terry Goddard</b>	47%	73%	46%	47%	43%
<b>Undecided</b>	9%	7%	6%	10%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Brewer/Goddard</b>					
<b>Jan Brewer</b>	44%	27%	44%	44%	46%
<b>Terry Goddard</b>	47%	67%	47%	47%	42%
<b>Undecided</b>	10%	7%	9%	10%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Martin/Goddard</b>					
<b>Dean Martin</b>	36%	20%	35%	36%	39%
<b>Terry Goddard</b>	47%	67%	47%	47%	42%
<b>Undecided</b>	17%	13%	18%	17%	19%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Mills/Goddard</b>					
<b>Buz Mills</b>	37%	27%	37%	36%	40%
<b>Terry Goddard</b>	45%	53%	43%	47%	40%
<b>Undecided</b>	18%	20%	20%	16%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Munger/Goddard</b>					
<b>John Munger</b>	31%	27%	30%	32%	31%
<b>Terry Goddard</b>	46%	53%	45%	47%	41%
<b>Undecided</b>	23%	20%	25%	21%	27%

