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# **Rocky Mountain Poll**

NEWS RELEASE  
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## TERRY GODDARD EDGES UPWARD IN PUBLIC ESTEEM

Phoenix, Arizona, August 3, 2005. Arizona State Attorney General Terry Goddard continues to gain visibility as a public officeholder and, as well, to edge upward in public esteem. Now nearly eight of ten Arizonans are aware of him as an office holder and he enjoys positive job ratings from 45 percent of the public and 48 per cent of registered voters. Only seven percent of voters rate his performance in office as “poor.”

Of interest in the Goddard job ratings is the finding that the Democrat office holder receives a higher proportion of favorable ratings from Republicans (50%) than from Democrats (46%). It also appears that because the Attorney General seems to be held in high regard by those aware of him, he might have much stronger numbers were he better known in rural Arizona and in Pima County. In those areas, close to a third have never heard of him.

Also moving up in public esteem this month is the State Legislature, now posting a positive rating from 34 percent of the public, a level bested only in 1999. Just 13 percent opine that the legislature is doing a poor job. Views of the legislature continue to contain partisan overtones, in that 40 percent of Republicans but only 30 percent of Independents and 27 percent of Democrats give the legislature positive scores. Unexpected was the finding that among people who own or manage businesses, opinion is more closely divided – 27 percent favorable ratings to 26 percent unfavorable – unusual since this legislature is generally characterized as being very friendly to business.

The findings outlined in this report are based on a survey of 705 adults across Arizona conducted between July 9<sup>th</sup> and July 16<sup>th</sup>, 2005, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

Governor Janet Napolitano still enjoys very favorable job ratings from the public – 53 percent positive to 18 percent negative – yet at the same time, this is a noticeably lower assessment than the peak positive readings she received in April of 57 percent favorable to only 15 percent unfavorable.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2005-III-04) is based on 702 telephone interviews with adults, conducted from July 9<sup>th</sup> through July 16<sup>th</sup>, 2005, throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP 2005-III-04

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

*“Next, I'd like to read you the names of some public officials. As I read each one, please just tell me if you think the job they are doing in office is excellent, good, fair, poor or very poor.”*

		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET Pos To NEG)
<b><u>Governor Janet Napolitano</u></b>					
<b>July</b>	<b>2005</b>	<b>53%</b>	<b>21%</b>	<b>18%</b>	<b>(+ 35)</b>
April	2005	57	22	15	(+ 42)
January	2005	55	24	13	(+ 42)
October	2004	51	25	16	(+ 35)
July	2004	52	25	18	(+ 34)
April	2004	43	30	20	(+ 23)
January	2004	49	26	17	(+ 32)
October	2003	46	30	16	(+ 30)
April	2003	49	24	10	(+ 39)
<b><u>Arizona State Legislature</u></b>					
<b>July</b>	<b>2005</b>	<b>34%</b>	<b>35%</b>	<b>13%</b>	<b>(+ 21)</b>
April	2005	27	33	17	(+ 10)
January	2005	34	34	13	(+ 21)
October	2004	26	35	19	(+ 7)
July	2004	34	33	18	(+ 17)
April	2004	25	37	20	(+ 5)
January	2004	27	34	22	(+ 5)
October	2003	22	38	20	(+ 2)
April	2003	29	31	20	(+ 9)
January	2003	19	33	30	(- 11)
October	2002	17	35	29	(- 12)
October	2001	29	34	16	(+ 13)
April	2001	28	37	17	(+ 11)
January	2001	25	32	25	(-0- )
January	2000	30	36	18	(+ 12)
January	1999	37	33	11	(+ 26)
January	1998	31	35	18	(+ 13)
January	1997	28	40	17	(+ 11)
January	1996	22	46	17	(+ 5)
January	1995	22	41	15	(+ 7)
January	1994	23	39	22	(+ 1)
January	1993	15	39	26	(- 11)
<b><u>Attorney General Terry Goddard</u></b>					
<b>July</b>	<b>2005</b>	<b>45%</b>	<b>26%</b>	<b>7%</b>	<b>(+ 38)</b>
April	2005	43	24	6	(+ 37)
October	2004	37	29	6	(+ 31)
July	2004	42	28	6	(+ 36)

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JULY 2005

	GOVERNOR NAPOLITANO			STATE LEGISLATURE		
	Excellent/ Good	Fair	Poor/ Very Poor	Excellent/ Good	Fair	Poor/ Very Poor
Statewide	53%	21%	18%	34%	35%	13%
Democrats	67	21	8	27	43	19
Republicans	49	25	22	40	37	9
Independents	48	22	24	31	36	16
Most likely to vote	60	21	16	28	39	20
Men	45	23	22	33	35	15
Women	59	19	14	35	34	13
Maricopa	55	20	18	34	36	14
Pima	48	16	21	33	33	13
Rural	51	27	14	35	32	16
Hispanics	54	29	12	39	39	9

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TERRY GODDARD

|                     | Excellent/<br>Good | Fair | Poor/<br>Very Poor |
|---------------------|--------------------|------|--------------------|
| Statewide           | 45%                | 26%  | 7%                 |
| Democrats           | 46                 | 31   | 5                  |
| Republicans         | 50                 | 23   | 10                 |
| Independents        | 41                 | 30   | 3                  |
| Most likely to vote | 50                 | 24   | 9                  |
| Men                 | 43                 | 26   | 9                  |
| Women               | 47                 | 26   | 6                  |
| Maricopa            | 52                 | 25   | 5                  |
| Pima                | 37                 | 22   | 9                  |
| Rural               | 30                 | 30   | 8                  |
| Hispanics           | 50                 | 33   | *                  |

\* Indicates less than one percent.

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