



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2007-I-04]

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GOVERNOR NAPOLITANO SURPASSES SENATOR MCCAIN IN POPULARITY -
KYL CLOSE ON MC CAIN'S HEALS
PRESIDENT BUSH HITS HISTORIC LOW IN POPULARITY

Phoenix, Arizona, February 2, 2007. Governor Janet Napolitano is now the most popular and highly rated public official in the eyes of Arizonans. That top position, long held by Senator John McCain, changed when the Senator's job rating fell 12 points over the last year while during the same period, Napolitano's favor with the public continued a steady, almost uninterrupted upward climb that started in 2004.

Sixty one percent of Arizonans now rate Napolitano's job performance as "excellent or good", which puts her well above John McCain's 50 percent score. Additionally, while only 12 percent of Arizonans think the governor is doing a "poor" job, the figure rises to 17 percent for Senator McCain. Notwithstanding the decline, Senator McClain's job rating remains 3 to 1 favorable.

Another sign of shifting voter loyalties is found in the new job rating for U.S. Senator Jon Kyl, ratings that have now resumed their upward movement after the bruising campaign against Democratic candidate Jim Peterson last fall. Today, 48 percent rate Senator Kyl favorably for the job he is doing in Washington and only 16 percent have an unfavorable impression. Only a modest increase in his approval ratings will put him ahead of Senator McCain.

At the same time, President George W. Bush has arguably become one of the least admired public figures in the eyes of Arizonans. His job approval ratings fell to their lowest level (32%) since he took office and his "poor" job ratings rose to 42 percent - their highest to date.

Arizonans were also asked to assess th performance of State Attorney General Terry Goddard and the State Legislature. Terry Goddard now enjoys his best evaluations to date - 46 percent favorable and only eight percent in the negative column. Such ratings are roughly equivalent to the job ratings of both McCain and Kyl. Additionally, his very low negative job ratings are impressive.

The state legislature is also in pretty good odor with the public, enjoying three to one positive assessments (35 percent positive to only 12 percent negative). These are the legislature's highest positive and the lowest negative ratings since 1999.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2007-I-04) is based on a survey of 800 adult heads of household across Arizona, conducted from January 12 to 22, 2007. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.5 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.

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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“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)
<u>Governor Janet Napolitano</u>					
January	2007	61%	21%	12%	(+ 49)
January	2006	57	20	14	(+ 43)
October	2005	52	30	12	(+ 40)
July	2005	53	21	18	(+ 35)
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)
<u>Arizona State Legislature</u>					
January	2007	35	34	12	(+ 23)
January	2006	30	37	14	(+ 16)
October	2005	25	35	18	(+ 7)
July	2005	34	35	13	(+ 21)
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)

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*"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."*

**Attorney General Terry Goddard**

|                |             |            |            |           |               |
|----------------|-------------|------------|------------|-----------|---------------|
| <b>January</b> | <b>2007</b> | <b>45%</b> | <b>24%</b> | <b>8%</b> | <b>(+ 37)</b> |
| October        | 2005        | 42         | 26         | 8         | (+ 34)        |
| July           | 2005        | 45         | 26         | 7         | (+ 38)        |
| April          | 2005        | 43         | 24         | 6         | (+ 37)        |
| October        | 2004        | 37         | 29         | 6         | (+ 31)        |
| July           | 2004        | 42         | 28         | 6         | (+ 36)        |

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<u>U.S. Senator John McCain</u>		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
January	2007	50%	25%	17%	(+ 33)
January	2006	62	20	9	(+ 53)
October	2005	60	27	7	(+ 53)
July	2005	63	19	9	(+ 54)
April	2005	61	22	10	(+ 51)
January	2005	73	15	6	(+ 67)
October	2004	70	17	8	(+ 62)
July	2004	72	17	6	(+ 66)
April	2004	65	18	9	(+ 56)
January	2004	64	20	9	(+ 55)
October	2003	61	22	7	(+ 54)
July	2003	68	18	8	(+ 60)
April	2003	66	20	6	(+ 60)
January	2003	57	24	9	(+ 48)
October	2002	61	23	10	(+ 51)
July	2002	66	21	8	(+ 58)
April	2002	69	15	9	(+ 60)
January	2002	65	21	9	(+ 56)
October	2001	70	16	9	(+ 61)
July	2001	54	22	13	(+ 41)
April	2001	63	22	8	(+ 55)
January	2001	63	21	7	(+ 56)
October	2000	67	18	8	(+ 59)
July	2000	63	21	8	(+ 55)
April	2000	56	24	9	(+ 47)
January	2000	63	20	7	(+ 56)
January	1999	63	17	9	(+ 54)
January	1998	55	25	8	(+ 47)
January	1997	50	28	9	(+ 41)
January	1996	47	28	11	(+ 36)
January	1995	47	29	11	(+ 37)
January	1994	38	33	14	(+ 24)
January	1993	46	30	14	(+ 32)
January	1992	33	35	17	(+ 16)
January	1991	24	34	19	(+ 05)

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|                             |             | EXCELLENT/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|-----------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b>U.S. Senator Jon Kyl</b> |             |                    |            |                   |                     |
| <b>January</b>              | <b>2007</b> | <b>48%</b>         | <b>24%</b> | <b>16%</b>        | <b>(+ 32)</b>       |
| January                     | 2006        | 42                 | 26         | 9                 | (+ 33)              |
| October                     | 2005        | 40                 | 23         | 10                | (+ 30)              |
| July                        | 2005        | 47                 | 21         | 9                 | (+ 38)              |
| April                       | 2005        | 42                 | 21         | 10                | (+ 32)              |
| January                     | 2005        | 49                 | 22         | 7                 | (+ 42)              |
| October                     | 2004        | 47                 | 23         | 8                 | (+ 39)              |
| July                        | 2004        | 48                 | 22         | 9                 | (+ 39)              |
| April                       | 2004        | 42                 | 25         | 9                 | (+ 33)              |
| January                     | 2004        | 41                 | 28         | 10                | (+ 31)              |
| October                     | 2003        | 43                 | 27         | 7                 | (+ 36)              |
| July                        | 2003        | 49                 | 23         | 9                 | (+ 40)              |
| April                       | 2003        | 45                 | 22         | 7                 | (+ 38)              |
| January                     | 2003        | 42                 | 28         | 8                 | (+ 34)              |
| October                     | 2002        | 43                 | 26         | 10                | (+ 33)              |
| July                        | 2002        | 50                 | 23         | 8                 | (+ 42)              |
| April                       | 2002        | 49                 | 21         | 9                 | (+ 40)              |
| January                     | 2002        | 48                 | 26         | 5                 | (+ 43)              |
| October                     | 2001        | 57                 | 22         | 7                 | (+ 50)              |
| July                        | 2001        | 46                 | 24         | 7                 | (+ 39)              |
| April                       | 2001        | 46                 | 27         | 8                 | (+ 38)              |
| January                     | 2001        | 47                 | 23         | 9                 | (+ 38)              |
| October                     | 2000        | 46                 | 26         | 7                 | (+ 39)              |
| July                        | 2000        | 39                 | 32         | 7                 | (+ 32)              |
| April                       | 2000        | 37                 | 26         | 10                | (+ 27)              |
| January                     | 2000        | 40                 | 26         | 8                 | (+ 32)              |
| October                     | 1999        | 38                 | 26         | 9                 | (+ 29)              |
| July                        | 1999        | 43                 | 28         | 8                 | (+ 35)              |
| April                       | 1999        | 39                 | 27         | 9                 | (+ 30)              |
| January                     | 1999        | 42                 | 25         | 8                 | (+ 34)              |
| January                     | 1998        | 42                 | 28         | 9                 | (+ 33)              |
| January                     | 1997        | 36                 | 32         | 8                 | (+ 28)              |
| January                     | 1996        | 33                 | 31         | 13                | (+ 20)              |

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“Would you say George W. Bush is doing an excellent, good, fair, poor or very poor job as President of the United States?” (READ EACH; ROTATE LIST)

President George W. Bush		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
January	2007	34%	20%	42%	(- 8)
January	2006	40	18	39	(+ 1)
Oct.	2005	35	21	41	(- 6)
July	2005	43	18	37	(+ 6)
April	2005	41	19	38	(+ 3)
Jan.	2005	53	16	28	(+ 25)
Oct.	2004	50	15	31	(+ 19)
July	2004	52	15	30	(+ 22)
April	2004	45	16	36	(+ 9)
January	2004	50	16	29	(+ 21)
October	2003	51	19	27	(+ 24)
July	2003	56	20	21	(+ 35)
April	2003	69	13	14	(+ 55)
January	2003	57	21	18	(+ 39)
October	2002	58	19	20	(+ 38)
July	2002	63	21	15	(+ 48)
April	2002	73	15	10	(+ 63)
January	2002	77	15	7	(+ 70)
October	2001	79	14	5	(+ 74)
July	2001	44	27	21	(+ 23)
April	2001	49	24	19	(+ 30)

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