



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2007-IV-09]

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NAPOLITANO POPULARITY UNWAVERING

Phoenix, Arizona, November 21, 2007. Governor Janet Napolitano may be the most popular Governor in Arizona history. Her job approval ratings have exceeded or hovered around the 60 percent mark for the past two years and only once since 2003 did even a fifth of the public rate her performance as substandard. Today, only eleven percent give her the “poor” job rating.

What is more, a majority of Republicans, Independents, Democrats and non-registered to vote citizens give her favorable job ratings. It is also clear that she and her governorship has captured the imagination of women across the state. Fully 65 percent of women rate her performance as either excellent or good compared to 54 percent among men. In fact, 29 percent of women compared to only 17 percent of men give her the hard to achieve “excellent” rating.

Finally, Janet Napolitano may be the first Governor from Maricopa County we have seen over the past 40 years who earns higher job approval scores in Pima County (69%) than in her home county (60%).

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2007-IV-09), is based on 800 interviews with adult heads of household across Arizona conducted between November 12 and 15, 2007. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 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 voter 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 sponsored by the Center.

STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 RMP (2007-IV-09)

For this and other polls, see www.brcpolls.com/results.

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

ENCLOSED: Statistical tables.

Job Rating Janet Napolitano – November 2007

	EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
TOTAL	60%	21%	11%	(+49)
Republicans	51	28	18	(+33)
Democrats	79	11	6	(+73)
Independents	64	20	10	(+54)
Men	54	22	13	(+41)
Women	65	20	10	(+55)
Maricopa	60	20	13	(+47)
Pima	69	16	8	(+61)
Rural	54	25	11	(+43)

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|                                         |             | EXCELLENT/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|-----------------------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b><u>Governor Janet Napolitano</u></b> |             |                    |            |                   |                     |
| <b>November</b>                         | <b>2007</b> | <b>60%</b>         | <b>21%</b> | <b>11%</b>        | <b>(+ 49)</b>       |
| July                                    | 2007        | 59                 | 27         | 9                 | ( +50)              |
| May                                     | 2007        | 65                 | 19         | 11                | (+ 54)              |
| March                                   | 2007        | 63                 | 20         | 10                | (+ 53)              |
| 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)              |

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