



behavior research center's

Rocky Mountain Poll

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GOVERNOR JAN BREWER JOB RATINGS MIXED AND UNCHANGED

Phoenix, Arizona, August 27, 2013, Republican Governor Jan Brewer remains an enigma for voters and tax payers in this state. In July, she was given roughly equal proportions of favorable (31%) as unfavorable (29%) job ratings with 29 percent rating her performance as neither fish nor fowl. Eleven percent had no idea how to evaluate her performance.

Curiously, Governor Brewer is least popular in her home county of Maricopa where only 26 percent rate her favorably but 30 percent rate her unfavorably. In rural Arizona, she gets a 38 positive to 21 negative score. Her performance is not well regarded in Pima County where 43 percent rate it as “poor” and 37 percent say she is doing a good job.

The Governor’s best assessments come from within the ranks of Arizona’s elder citizens with 40 percent favorable to only 28 percent unfavorable. Younger constituents are less complimentary and the Governor has built a real deficit with Latino voters, among whom only 19 percent like what they see and 49 percent rate her performance as poor.

On the other hand, Governor Brewer still holds her own with GOP voters, even after the bruising and bitter battles she has had with its most conservative members in the legislature. Today, 45 percent of GOP voters say she is going a good job while only 16 percent give her performance a thumbs down.

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

RMP (2013-III-08)

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2013-III-08), is based on 701 interviews with heads of household statewide including 438 registered voters statewide, conducted between July 8 and 21, 2013. Interviewing was conducted in both English or Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. 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 3.8 percent of what they would have been had the entire population been surveyed and 4.8 percent 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.

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

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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“Would you say that Governor Jan Brewer is doing an excellent, good, fair, poor or very poor job in office?”

JOB RATING ACROSS ARIZONA

	Excellent/ Good	Fair	Poor/ Very Poor	Net Pos. to Neg.
<u>GOVERNOR JAN BREWER</u>				
July 2013	31%	29%	29%	+2
April 2013	31	22	33	-2
April 2012	35	29	31	+4
January 2012	37	30	29	+8
April 2011	29	30	31	-2
January 2010	21	30	29	-8
September 2008	22	29	28	-6
<u>DETAIL JULY 2013 FOR BREWER</u>				
Republicans	45	34	16	+29
Independents	25	31	35	-10
Democrats	26	22	47	-21
Maricopa	26	30	30	-4
Pima	37	17	43	-6
Rural	38	32	21	+17
Women	31	31	30	+1
Men	31	26	29	+2
Under 35	25	34	27	-2
35 to 54	28	24	33	-5
55 or older	40	26	28	+12
Caucasian	34	30	24	+10
Latino	19	27	49	-30
Other	27	30	30	-3

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