



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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THIRTY-SIX PERCENT SAY ARIZONA IS "SERIOUSLY OFF TRACK" HIGHEST READING SINCE 1997

Phoenix, Arizona, April 29, 2002. For the first time since 1997, less than half (45%) of Arizonans believe Arizona is "headed in the right direction" and fully 36 percent believe the state is "seriously off on the wrong track." Such figures have been seen before only in 1996 and 1997.

Additionally, an unusually strong correlation is found in voter views of the state-of-the-state and their assessment of the job Jane Hull is doing as Governor. Most simply stated, as negative views of the state-of-the-state expand, favorable regard for the job performance of Governor Hull subsides. While there is a modest tendency for all people who feel negative about the state-of-the-state to also be negative toward major officials such as President Bush and Senators John McCain and Jon Kyl, it is clear that the state's problems are two or three times as likely to be associated with the governor than with other public officials.

The findings outlined in this report are based on a survey of 710 adults across Arizona conducted between April 3rd and April 7th, 2002, 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 to read this and other recent polls.

Interesting, the mixed reviews Arizonan's have about the state-of-the-state parallel 1996, when then Governor Fife Symington was under intense fire and 70 percent of Arizonans favored him resigning his office. Unlike 1996 and 1997, however, consumer confidence was then at record high levels and optimism about the future was strong.

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Belief that the state is now seriously off track rests at about 35 to 37 percent for Democrats and Republicans but then rises to an impressive 48 percent within the growing ranks of non-partisan/Independent voters. Given the low favorable regard the public has of Governor Hull's job performance and the connection many make with their view of her and their view of the state's condition, GOP leaders may be relieved that she is not at the head of the election ticket this season. They may as well be hoping that this year's standard bearer will advance compelling planks to strengthen the state's economic recovery – a strategy that may be no less important to the Democratic standard bearer.

Negative views about the state-of-the-state are most evident outside of the 32 percent registered in Maricopa county. For example, belief that the state is seriously off track rises to 40 percent in the rural counties and to 47 percent in Pima County.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-II-08) is based on 710 telephone interviews with adults, conducted from April 3rd through April 7th, 2002 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.

BELOW: Statistical data

For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

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"Do you think things in Arizona are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?"

	RIGHT DIRECTION	WRONG TRACK	A LITTLE OF BOTH	(NET TO RIGHT DIRECTION)
April 2002	45%	36%	11%	(+ 9)
July 1999	54	23	18	(+ 31)
April 1999	56	23	16	(+ 33)
Jan 1999	66	18	12	(+ 48)
Oct 1998	60	25	10	(+ 35)
July 1998	54	27	13	(+ 27)
April 1998	57	27	12	(+ 30)
Jan. 1998	56	31	9	(+ 25)
Jan. 1997	48	34	19	(+ 14)
Oct. 1996	42	39	19	(+ 3)

DETAIL APRIL 2002

GENDER

Men	47	36	11	(+ 11)
Women	43	37	10	(+ 6)

PARTY ID

Republicans	48	35	12	(+ 13)
Democrat	43	37	13	(+ 6)
Non-partisan	35	48	7	(- 13)

COUNTY

Maricopa	50	32	11	(+ 18)
Pima	37	47	11	(- 10)
Rural	38	40	10	(- 2)

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*"Would you say the job Jane Hull is doing as Governor of Arizona is excellent, good, fair, poor or very poor?"*

|                | <u>APRIL</u><br><u>2002</u> |
|----------------|-----------------------------|
| Excellent/Good | 37%                         |
| Fair           | 28                          |
| Poor/Very Poor | 29                          |
| Unsure         | 6                           |

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<u>STATE-OF-THE-STATE</u>	<u>EXCELLENT/ GOOD</u>	<u>FAIR</u>	<u>POOR/ VERY POOR</u>
Right Direction	57%	49%	25%
Off Track	25	32	59
Mixed	12	11	10
Unsure	6	8	6

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