



behavior research center's

Rocky Mountain Poll

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Contact: Earl de Berge
Research Director

MORE SIGNS OF CONSUMER OPTIMISM: BELIEF STATE HEADED
IN "RIGHT DIRECTION" GROWS & JOB RATINGS FOR
GOVERNOR AND LEGISLATURE ASCEND

Phoenix, Arizona, January 17, 2004. The proportion of Arizonans who believe the state is headed in the right direction has risen to 48 percent, its highest level in 18 months. Simultaneously, while 30 percent remain of the opinion that the state is headed down the "wrong track," that reading is the lowest since July 1999.

The improving mood of consumers and voters appears to be carrying over to the governor and the legislature. Governor Janet Napolitano's favorable job ratings are now at 49 percent, three points above October, and favorable scores for the Legislature are at 27 points, five points above October. Job ratings for the legislature are historically never very high as voters seem to view the legislature as the institution they love to hate, but the current reading is in the middle-upper range of positive scores.

Governor Napolitano appears to enjoy her greatest support among residents of the state outside Maricopa County and among women. Her best readings however, are among Democrats, where an impressive 72 percent like what they see. The Governor also does fairly well among voters most likely to participate in state elections, where 55 percent give her good ratings and only 19 percent rate her as doing a poor job. Republicans are more divided in their opinion of her, yet only 26 percent take the step of saying she is doing a "poor job."

The state legislature is viewed pretty much with the same eye among Democrats and Republicans, although Democrats are modestly more negative in their assessment. Where differences are more apparent is with the ranks of Independents and voters most likely to go to the polls. In each of these groups, negative assessments are greater than favorable ones. Rural voters are the most positively inclined toward the state legislature and the least critical.

The findings outlined in this report are based on a survey of 704 adults across Arizona conducted between January 6th and January 12th, 2004, 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.

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-I-02) is based on 704 telephone interviews with adults, conducted from January 6th through January 12th, 2003 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.

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

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 Rocky Mountain Poll - Arizona
 RMP 2004-I-02

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

“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)
Jan.	2004	48%	30%	14%	(+ 18)
Oct.	2003	45	33	11	(+ 12)
July	2003	46	32	9	(+ 14)
April	2003	47	32	7	(+ 15)
Jan.	2003	40	37	13	(+ 3)
Oct.	2002	38	47	8	(- 9)
July	2002	50	34	5	(+ 16)
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)

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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)
Governor Janet Napolitano					
January	2004	49%	26%	17%	(+ 32)
October	2003	46	30	16	(+ 30)
April	2003	49	24	10	(+ 39)
Arizona State Legislature					
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-)
October	2000	31	35	16	(+ 15)
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)
January	1991	15	35	30	(- 15)

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|                 | GOVERNOR NAPOLITANO |      |                    | STATE LEGISLATURE  |      |                    |
|-----------------|---------------------|------|--------------------|--------------------|------|--------------------|
|                 | Excellent/<br>Good  | Fair | Poor/<br>Very Poor | Excellent/<br>Good | Fair | Poor/<br>Very Poor |
| OVERALL         | 49%                 | 26%  | 17%                | 27%                | 34%  | 22%                |
| Men             | 45                  | 30   | 19                 | 27                 | 34   | 27                 |
| Women           | 53                  | 22   | 16                 | 27                 | 34   | 18                 |
| Democrat        | 72                  | 14   | 9                  | 28                 | 32   | 27                 |
| Republican      | 34                  | 35   | 26                 | 28                 | 40   | 20                 |
| Independent     | 47                  | 29   | 20                 | 19                 | 36   | 31                 |
| Likely voters   | 55                  | 23   | 19                 | 22                 | 37   | 30                 |
| Maricopa County | 44                  | 27   | 21                 | 25                 | 35   | 25                 |
| Pima County     | 58                  | 20   | 11                 | 26                 | 36   | 20                 |
| Rural           | 55                  | 28   | 11                 | 34                 | 30   | 17                 |

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