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Rocky Mountain Poll

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President

STATE BACK ON THE "RIGHT TRACK;" NAPOLITANO, GODDARD AND LEGISLATURE RATINGS JUMP

Phoenix, Arizona, July 27, 2004. Fifty-three percent of Arizonans, the highest percent since the summer of 1999, believe the state is on the "right track." Additionally, the proportion who think the state is "seriously off on the wrong track" fell below 30 percent for the first time since July of 1999. Simultaneously, the Consumer Confidence Index in Arizona rose to 101.1, from 90.1 in April and is at its highest level since July of 2001.

At the same time, public respect for the jobs being done by Governor Janet Napolitano and by the State Legislature rose to an historic high in the case of the Governor and in the case of the Legislature, to its highest favorable reading since January of 1999. Today, favorable job ratings for Governor Napolitano register at 52 percent, compared to 43 percent in April. For the Legislature, current favorable readings are at 34 percent, compared to only 25 percent in April. For both the Governor and the Legislature, unfavorable job ratings register at only 18 percent.

Attorney General Terry Goddard has also made some gains as his favorable job ratings rose to 43 percent, while fewer than ten percent have a negative view of his performance. Eight of ten Arizonans are now aware of Terry Goddard, compared to 70 percent earlier in the year. Of interest is the finding that despite family roots of the Goddard family in Pima County, his ratings in that county are below average – a finding that traces to lower awareness of the younger Goddard than his father, and once governor of Arizona, Sam Goddard.

The findings outlined in this report are based on a survey of 701 adults, including 515 registered voters, across Arizona conducted between July 1st and July 8th, 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.

Belief Arizona is on the right track is strongest in Maricopa County (56%), registers at 51 percent in Pima County and falls to 47 percent in the rural counties. It also appears that "right track" readings soar among Republicans (62%), but subside to around 50 percent for both Independents and Democrats.

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Improvement in respect for the Legislature traces principally to a significant shift in the views of Republican and Independent voters and, in that regard, may reflect awareness and support for the so-called revolt of moderate Republicans in the recent legislative session.

Improvement in Janet Napolitano's ratings are registered across the board, yet it is clear that her current stock-in-trade with Democrats, Independents and voters in Pima County is at an all-time high. The lower approval ratings among rural voters that was seen in April remains in July, but has become less severe, as favorable ratings have risen and unfavorable ratings have eased off.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-III-07) is based on 701 telephone interviews with adults, including 515 registered voters, conducted from July 1st through July 8th, 2004 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 voter sample has an estimated margin of error of plus or minus 4.4. 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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"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)
July	2004	53%	27%	12%	(+ 26)
May	2004	45	32	13	(+ 13)
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)

	2004			2003				2002				2001
	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct
<u>Consumer Confidence Index</u>												
Statewide	101.1	90.1	92.2	91.8	84.1	86.5	83.3	82.3	96.1	100.4	96.2	95.1
Phoenix	102.5	89.3	94.3	93.0	87.9	86.6	84.6	85.5	96.6	102.3	97.4	96.0
Tucson	96.4	91.7	84.4	88.5	72.0	83.1	82.3	76.2	92.7	93.8	91.5	91.2
<u>Index Detail (Statewide):</u>												
Present Situation Index	93.2	79.7	80.4	76.7	63.0	62.6	69.4	70.8	85.2	88.6	88.6	92.9
Expectation Index (Next 6 Months)	106.7	97.1	100.0	101.9	98.2	102.5	93.4	90.0	103.4	108.2	101.3	96.5

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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/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|----------------------------------------------|------------------|--------------------|------------|-------------------|---------------------|
| <b><u>Governor Janet Napolitano</u></b>      |                  |                    |            |                   |                     |
| <b>July</b>                                  | <b>2004</b>      | <b>52%</b>         | <b>25%</b> | <b>18%</b>        | <b>(+ 34)</b>       |
| April                                        | 2004             | 43                 | 30         | 20                | (+ 23)              |
| January                                      | 2004             | 49                 | 26         | 17                | (+ 32)              |
| October                                      | 2003             | 46                 | 30         | 16                | (+ 30)              |
| April                                        | 2003             | 49                 | 24         | 10                | (+ 39)              |
| <b><u>Arizona State Legislature</u></b>      |                  |                    |            |                   |                     |
| <b>July</b>                                  | <b>2004</b>      | <b>34%</b>         | <b>33%</b> | <b>18%</b>        | <b>(+ 17)</b>       |
| 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- )             |
| 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)              |
| <b><u>Attorney General Terry Goddard</u></b> |                  |                    |            |                   |                     |
| <b>Statewide</b>                             | <b>July 2004</b> | <b>42%</b>         | <b>28%</b> | <b>6%</b>         | <b>(+ 36)</b>       |
| <b>Maricopa</b>                              | <b>July 2004</b> | <b>43</b>          | <b>29</b>  | <b>7</b>          | <b>(+ 36)</b>       |
|                                              | March 2004       | 40                 | 25         | 5                 | (+ 35)              |

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GOVERNOR NAPOLITANO

|              | <u>April 2004</u>  |                       |       | <u>July 2004</u>   |                       |       |
|--------------|--------------------|-----------------------|-------|--------------------|-----------------------|-------|
|              | Excellent/<br>Good | Poor/<br>Very<br>Poor | (Net) | Excellent/<br>Good | Poor/<br>Very<br>Poor | (Net) |
| Statewide    | 43%                | 20%                   | (+23) | 52%                | 18%                   | (+34) |
| Maricopa     | 43                 | 20                    | (+23) | 51                 | 20                    | (+30) |
| Pima         | 55                 | 16                    | (+39) | 70                 | 11                    | (+59) |
| Rural        | 34                 | 22                    | (+12) | 43                 | 18                    | (+25) |
| Democrats    | 60                 | 15                    | (+45) | 68                 | 11                    | (+57) |
| Republicans  | 29                 | 28                    | (+ 1) | 40                 | 23                    | (+17) |
| Independents | 45                 | 12                    | (+33) | 58                 | 14                    | (+44) |

STATE LEGISLATURE RATINGS

|              | <u>April 2004</u>  |                       |        | <u>July 2004</u>   |                       |       |
|--------------|--------------------|-----------------------|--------|--------------------|-----------------------|-------|
|              | Excellent/<br>Good | Poor/<br>Very<br>Poor | (Net)  | Excellent/<br>Good | Poor/<br>Very<br>Poor | (Net) |
| Statewide    | 25%                | 20%                   | (+ 5)  | 34%                | 18%                   | (+17) |
| Maricopa     | 28                 | 20                    | (+ 8)  | 33                 | 21                    | (+12) |
| Pima         | 19                 | 26                    | (- 7)  | 30                 | 29                    | (+ 1) |
| Rural        | 23                 | 14                    | (+ 9)  | 40                 | 12                    | (+28) |
| Democrats    | 28                 | 25                    | (+ 3)  | 25                 | 21                    | (+ 4) |
| Republicans  | 29                 | 15                    | (+14)  | 41                 | 15                    | (+26) |
| Independents | 14                 | 25                    | (- 11) | 34                 | 21                    | (+13) |

ATTORNEY GENERAL TERRY GODDARD

July 2004

|              | Excellent/<br>Good | Poor/<br>Very<br>Poor | (Net) |
|--------------|--------------------|-----------------------|-------|
| Statewide    | 42%                | 6%                    | (+36) |
| Maricopa     | 43                 | 7                     | (+36) |
| Pima         | 32                 | 4                     | (+28) |
| Rural        | 47                 | 6                     | (+41) |
| Democrats    | 51                 | 4                     | (+47) |
| Republicans  | 42                 | 8                     | (+34) |
| Independents | 37                 | 7                     | (+30) |