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# *Rocky Mountain Poll*

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## MOST BELIEVE STATE IS HEADED IN THE "RIGHT DIRECTION;" NAPOLITANO JOB RATING STABLE

Phoenix, Arizona, November 5, 2004. The majority of Arizona consumers believe that the state is headed in the right direction and are happy with the performance of their Governor, Janet Napolitano. As of mid-October, 50 percent like the direction Arizona is headed in and only 28 percent do not – which is the second lowest negative reading since July of 1999.

Fifty-one percent give Governor Napolitano positive job scores and only 16 percent rate her performance as “poor,” the lowest negative reading in one year. By way of comparison, positive scores for the performance of the State Legislature dropped sharply this period to 26 percent from 34 percent in July, perhaps as the result of some fierce political campaigning in legislative races across many areas of the state. Negative assessments of the State Legislature now register at 19 percent.

State Attorney General Terry Goddard lost a little ground in the October study, but still maintains a six-to-one positive rating ratio – 37 percent positive to six percent unfavorable. Goddard is also unique in that there are little or no partisan overtones to the view the public takes of him. Thus, 41 percent of Republicans, 42 percent of Democrats and 35 percent of Independents rate his performance favorably. Negative scores are below ten percent in all these same groups.

Of particular interest for the Governor are her very favorable ratings among elderly voters across the state and those most likely to vote in state elections. In both groups, six of ten rate her job performance favorably, while only eleven percent say she is doing a poor job as Governor. As might be expected, favorable ratings peak among Democrats (66%), subside to 51 percent among Independents and drop further among Republicans to 40 percent. Among all partisans, however, a plurality or a majority rate her favorably.

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The findings outlined in this report are based on a survey of 705 adult residents across Arizona conducted between October 5<sup>th</sup> and October 14<sup>th</sup>, 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](http://www.brcpolls.com) to read this and other recent polls.

The sharp drop in the legislature's public esteem may, as was noted above, trace to some of the bruising campaigns of the past several months, but whatever the reason, it is clear that Arizona's lawmakers have lost most ground with older voters, Independents and women. In each of these groups, favorable job ratings outpace negative ratings by only a few percentage points, if any.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-IV-03) is based on 705 telephone interviews with adults, conducted from October 5<sup>th</sup> through October 14<sup>th</sup>, 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 3.7 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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*"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)
<b>Oct.</b>	<b>2004</b>	<b>50%</b>	<b>28%</b>	<b>13%</b>	<b>(+ 22)</b>
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)

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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>Oct.</b>                                  | <b>2004</b>      | <b>51%</b>         | <b>25%</b> | <b>16%</b>        | <b>(+ 35)</b>       |
| 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)              |
| <b><u>Arizona State Legislature</u></b>      |                  |                    |            |                   |                     |
| <b>Oct.</b>                                  | <b>2004</b>      | <b>26%</b>         | <b>35%</b> | <b>19%</b>        | <b>(+ 7)</b>        |
| July                                         | 2004             | 34                 | 33         | 18                | (+ 17)              |
| 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>Oct. 2004</b> | <b>37%</b>         | <b>29%</b> | <b>6%</b>         | <b>(+ 31)</b>       |
|                                              | July 2004        | 42                 | 28         | 6                 | (+ 36)              |