



*behavior research center's*

# *Latino Poll*

NEWS RELEASE  
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GOVERNOR NAPOLITANO ENJOYS 4.5-TO-ONE  
APPROVAL AMONG ARIZONA LATINOS  
ATTORNEY GENERAL GODDARD LESS WIDELY  
KNOWN, BUT WELL REGARDED

Phoenix, Arizona, May 5, 2005. Two-thirds of Arizona Latinos are aware of who Attorney General Terry Goddard is and among those who are aware, his job rating is 5.5-to-one favorable: 33 percent rate his performance as “excellent or good” and only six percent are of the opinion he is doing a “poor job” as the state’s top law enforcement officer.

Governor Janet Napolitano also enjoys popularity among the state’s Latino population: 59 percent rate her performance favorably and 13 percent unfavorably – roughly 4.5-to-one favorable. The Governor’s negative ratings rose compared to last fall, now averaging around 13 percent compared to five percent in September of 2004.

Latino assessment of the state legislature, however, has shifted lower, with favorable ratings dropping to 26 percent from 29 percent and negative assessments rising to 19 percent from only nine percent last fall.

Positive views toward the legislature fall off sharply among Latinos who have attended college or have earned a college degree.

The findings outlined in this report are based on a survey of 402 Latino heads of household across Arizona, conducted between April 21 and April 29, 2005, 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.

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**EDITOR'S NOTE:** This Latino Poll (2005-II-05) is based on 402 telephone interviews with Latino heads of household across Arizona, conducted from April 21 through April 29, 2005. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire Latino adult population been surveyed. The Latino Poll is a part of the ongoing series of Rocky Mountain Polls 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](http://www.brcpolls.com/results)

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
LTLP 2005-II-05

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JOB RATING AMONG  
ARIZONA LATINOS

		Excellent/ Good	Fair	Poor/ Very Poor	(Net Positive to Negative)
<u>GOVERNOR JANET NAPOLITANO</u>					
April	05	59%	25%	13%	(+46)
September	04	59	23	5	(+54)
March	04	53	26	12	(+41)
October	03	48	29	8	(+40)
<u>ATTORNEY GENERAL TERRY GODDARD</u>					
April	05	33	30	6	(+27)
<u>ARIZONA STATE LEGISLATURE</u>					
April	05	26	31	19	(+ 7)
September	04	29	32	9	(+20)
March	04	26	39	14	(+27)

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