



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2005-III-06

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TAXPAYERS GENERALLY HAPPY WITH CITY AND COUNTY
GOVERNMENT ALTHOUGH TUCSON APPEARS OFF THE PACE;
STATE THOUGHT HEADED IN RIGHT DIRECTION

Phoenix, Arizona, August 11, 2005. Taxpayers in Arizona are generally pleased with their city governments, with positive assessments outweighing negative ones by nearly three to one. On average, only one in every seven rates the performances of city and county government as "poor."

Evaluations vary considerably, however, depending upon which government is being evaluated. For instance, city governments such as Phoenix, and particularly Tempe, are held in very high regard by their residents, with 52 percent of Phoenix residents, and an impressive 66 percent of Tempe residents, giving their city halls positive ratings. In contrast, favorable ratings drop off noticeably for the City of Tucson (34%) and for Pima County (33%).

Applause registers at lower favorable levels for county government (40%) than for cities (45%). At the same time, however, negative responses average only 13 percent. Maricopa County receives the best overall evaluations.

The findings outlined in this report are based on a survey of 705 adults across Arizona conducted between July 9th and July 16th, 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 to read this and other recent polls.

This survey also updated public views on whether Arizona is headed in the right direction or has gotten seriously off track. In general, "right direction" readings (54%) are nearly twice as high as "off track" readings (29%) and fairly stable compared to April. In general, positive readings have been higher throughout 2005 than at any time since 1999.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2005-III-06) is based on 702 telephone interviews with adults, conducted from July 9th through July 16th, 2005, 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

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

“For each of the following levels of government, please just tell me if you think the job they are doing in office is excellent, good, fair, poor or very poor.”

STATEWIDE IMAGE

	<u>Your City Government</u>		<u>Your County Government</u>	
	<u>All Taxpayers</u>	<u>Those With an Opinion</u>	<u>All Taxpayers</u>	<u>Those With an Opinion</u>
Excellent/good	45%	51%	40%	47%
Fair	28	31	33	38
Poor/very poor	15	18	13	15
No opinion	12	–	14	–

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|                          | <u>Excellent/ Good</u> | <u>Only Fair</u> | <u>Poor/ Very Poor</u> | <u>Unsure</u> |
|--------------------------|------------------------|------------------|------------------------|---------------|
| <u>COUNTY GOVERNMENT</u> |                        |                  |                        |               |
| <u>Statewide</u>         | <u>40%</u>             | <u>33%</u>       | <u>13%</u>             | <u>14%</u>    |
| Maricopa                 | 43                     | 32               | 11                     | 14            |
| Pima                     | 37                     | 30               | 15                     | 18            |
| Rural                    | 37                     | 39               | 15                     | 9             |
| <u>CITY GOVERNMENT</u>   |                        |                  |                        |               |
| <u>Statewide</u>         | <u>45</u>              | <u>28</u>        | <u>16</u>              | <u>11</u>     |
| Maricopa (total)         | 52                     | 29               | 10                     | 9             |
| Pima (total)             | 33                     | 25               | 21                     | 21            |
| Rural (total)            | 35                     | 26               | 26                     | 13            |
| <u>SELECTED CITIES</u>   |                        |                  |                        |               |
| Tempe                    | 66                     | 8                | 15                     | 11            |
| Phoenix                  | 51                     | 28               | 12                     | 9             |
| Mesa                     | 48                     | 22               | 18                     | 12            |
| Scottsdale/P.V.          | 42                     | 49               | 9                      | 0             |
| Tucson                   | 34                     | 26               | 19                     | 21            |

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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 2005	54%	29%	9%	(+ 25)
April 2005	55	32	6	(+ 23)
Jan. 2005	58	28	8	(+ 30)
Oct. 2004	50	28	13	(+ 22)
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)

DETAIL: JULY 2005

Men	54	31	8	(+ 23)
Women	54	27	9	(+ 27)
<u>AGE</u>				
Under 35	60	24	8	(+ 36)
35 to 54	50	32	11	(+ 18)
55+	56	29	6	(+ 27)
<u>PARTY AFFILIATION</u>				
Republican	57	25	12	(+ 32)
Independent	58	25	8	(+ 33)
Democrat	50	34	5	(+ 16)

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