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# ***Rocky Mountain Poll***

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OCCUPY WALL STREET ALREADY AS WELL KNOWN IN ARIZONA  
AS IS THE TEA PARTY; EACH ATTRACT DIFFERENT CONSTITUENCIES  
AND BOTH ARE CONTROVERSIAL

Phoenix, Arizona, October 31, 2011. The Tea Party is a little better known and a little better liked in Arizona than is the so-called Occupy Wall Street movement. But darned little.

Most Arizonans have formed an opinion about the newly emerged "Occupy Wall Street" movement, as have 75 percent about the Tea Party. Both however, draw very divided reactions from the public with nearly as many liking as disliking the organizations.

The Occupy Wall Street movement, which appears to be rooted in frustrations about corporate greed in America's financial, business and political institutions, is favorably regarded by 32 percent of Arizonans while 38 percent take a negative view of it and three in ten are as yet not sure how to judge the movement. Impressively, the movement has already drawn awareness among 70 percent of Arizonans and 77 percent of registered voters. Arizonans most favorably impressed with Occupy Wall Street are most likely to be found within the ranks of Democrats (48%), political liberals (47%) and political moderates (39%), but also in middle income families earning between \$45,000 and \$99,999 per year (39%).

In contrast, the longer-lived Tea Party is familiar to 75 percent of the public and has a somewhat more favorable image, albeit one that is also highly controversial. Thus, 40 percent view the Tea Party favorably while 35 percent hold a negative view and a quarter remain unsure about how they feel about the Tea Party. People favorably impressed with the Tea Party are most likely to be found within the ranks of Republicans (68%), men (46%) and political conservatives (56%)

Regard for the Tea Party also reveals divisions between men and women. Forty-six percent of men but only 34 percent of women like what they see in the Tea Party. Of additional interest in the finding is that while conservatives are more positive in their regard for the Tea Party, 24 percent of conservatives are negative and another 20 percent are not yet sure what they think of the Tea Party.

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It is also clear that while the two organizations have very different core constituencies, many constituencies are sharply divided and most certainly cannot be taken for granted by either organization. Quite literally, the following constituent groups are divided right down the middle on how they view the Occupy Wall Street movement: men (35% positive to 39% negative) families earning under \$100,000 per annum (42% positive to 36 % negative), political moderates (39% positive to 32% negative) and Independents (33% positive to 36% negative).

In different ways, the same is true of the Tea party but with them, the divisions are closest among women (34% positive to 39 % negative), upper income groups (44% positive to 42 % negative), political moderates (36% positive to 40 % negative), Independents (36 % positive to 43% negative) and voters between 35 and 54 years of age, where the split is 44 percent positive to 37 percent negative.

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**EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2011-IV-03), is based on 700 interviews with adult heads of household statewide, conducted between October 13 and 24, 2011. Interviewing was conducted in English or Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 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 voter 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 sponsored by the Center.**

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
 RMP (2011-IV-03)

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

“As you may be aware, two organizations have recently emerged with much to say about politics and the economy in America. As I read you the names of each, please just tell me if you have a very favorable, favorable, unfavorable or very unfavorable view of their goals and objectives.”

	Favorable	Unfavorable	No Opinion Yet	Net Points (Favorable to Unfavorable)
<u>OCCUPY WALL STREET</u>				
Statewide	32%	38%	30%	(- 6)
Democrats	48	32	20	(+16)
Independents	33	36	31	(- 3)
Republicans	27	48	25	(- 21)
<u>AGE</u>				
Under 35	32	28	40	(+ 4)
35 to 54	31	42	27	(-11)
55+	33	43	24	(-10)
Female	27	36	37	(- 9)
Male	35	39	26	(- 4)
Liberal	47	29	24	(+18)
Moderate	39	32	29	(+ 7)
Conservative	17	56	27	(- 39)
<u>TEA PARTY</u>				
Statewide	40	35	25	(+ 5)
Democrats	31	52	17	(- 21)
Independents	36	43	21	(- 7)
Republicans	68	19	13	(+49)
<u>AGE</u>				
Under 35	38	25	37	(+13)
35 to 54	44	37	19	(+ 7)
55+	38	44	18	(- 6)
Female	34	39	27	(- 5)
Male	46	32	22	(+14)
Liberal	28	51	21	(- 23)
Moderate	36	40	24	(+ 4)
Conservative	56	24	20	(+32)

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