



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2012-I-03]

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NEGATIVE OPINION TOWARD TEA PARTY AND OCCUPY WALL STREET DEEPENS

Phoenix, Arizona, January 20, 2012. Negative opinion toward the Tea Party has deepened in Arizona, broadening from 35 percent in October 2011 to 41 percent today, while favorable opinion has simultaneously edged downward from 40 to 38 percent. Curiously, both Democrats and Republicans seems to be cooling toward the Tea Party and although Democrats and Liberals are the least enamored of its politics, we also measure erosion among Republicans and Conservatives. More specifically, the proportion of Republicans holding an unfavorable view of the Tea Party rose to 27 percent in January from only 19 percent in October and favorable regard sank from 68 to 66 percent... an overall net negative shift of ten points. Democrat voters also shifted dramatically toward the negative in their opinion of the Tea Party – with unfavorable views rising to 67 percent from 52 and favorable views collapsing from 31 percent in October to only 15 percent today.

Independent voters remain fairly evenly divided in their regard for the Tea Party – 39 percent with a favorable view and 41 percent unfavorable.

Of interest in the recent survey is the finding that it is among younger voters and men that the disaffection is most pronounced. Thus, in October, younger voters were 13 net points more likely to have a positive view of the Tea Party. Today, they are ten net points more likely to have an unfavorable view of the Tea Party. Men reveal a similar pattern.

Attitudes toward the Occupy Wall Street movement have also soured. More specifically, the proportion holding an unfavorable view of the movement rose to 45 percent from 38 percent in October. In both surveys, a rock solid 32 percent like what they see in the Occupy Wall Street movement. Democrats appear to be more positive toward this movement than they were in October: 55 percent now rate the movement favorably compared to only 48 percent in October. Independent voters and Republicans, however, are turning more negative. Between the two studies, among Independent voters, negative opinion toward the movement swelled to 52 percent from 36 in October while among Republicans negative regard jumped to 68 percent from 48.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2012-I-03)

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

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2012-I-03), is based on 700 interviews with adult heads of household statewide, conducted between January 5 and 9, 2012. Interviewing was conducted in English or Spanish by professional interviewers of the Behavior Research Center on both land lines 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 3.8 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 sponsored by the Center.

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

ENCLOSED: Statistical tables.

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“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.”

	<u>October 2011</u>			<u>January 2012</u>		
	Favor- able	Unfavor- able	Net to Pos.	Favor- able	Unfavor- able	Net to Pos.
<u>OCCUPY WALL STREET</u>						
Statewide	32%	38%	(- 6)	32%	45%	(-13)
Democrats	48	32	(+16)	55	30	(+25)
Independents	33	36	(- 3)	32	52	(-20)
Republicans	27	48	(- 21)	19	68	(+49)
<u>AGE</u>						
Under 35	32	28	(+ 4)	39	31	(+8)
35 to 54	31	42	(-11)	27	51	(-24)
55+	33	43	(-10)	29	53	(-24)
Female	27	36	(- 9)	32	48	(-16)
Male	35	39	(- 4)	30	41	(-11)
Liberal	47	29	(+18)	51	31	(+20)
Moderate	39	32	(+ 7)	29	45	(-16)
Conservative	17	56	(- 39)	26	51	(-25)
<u>TEA PARTY</u>						
Statewide	40	35	(+ 5)	38	41	(-3)
Democrats	31	52	(- 21)	15	67	(-52)
Independents	36	43	(- 7)	39	41	(-2)
Republicans	68	19	(+49)	66	27	(+39)
<u>AGE</u>						
Under 35	38	25	(+13)	31	41	(-10)
35 to 54	44	37	(+ 7)	41	40	(+1)
55+	38	44	(- 6)	43	41	(+2)
Female	34	39	(- 5)	35	42	(-7)
Male	46	32	(+14)	42	40	(+1)
Liberal	28	51	(- 23)	21	57	(-36)
Moderate	36	40	(+ 4)	30	50	(-20)
Conservative	56	24	(+32)	53	27	(+26)

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