



behavior research center's

Rocky Mountain Poll

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FIRST IMPRESSIONS OF U.S. SENATOR JEFF FLAKE REMAIN SOUR IN ARIZONA

Phoenix, Arizona, August 13, 2013. Negative regard for the job freshman U.S. Senator Jeff Flake is doing in Washington has deepened. Today the Senator's job ratings are nearly two to one negative and he lacks the usual enthusiastic support of members of his own political party.

Rank and file Republicans are divided right down the middle as to whether they think he is doing a good job (23%) or a poor job (23%) in Washington. Additionally, Democrats and Independent voters are more than two to one negative in their assessment of his performance.

Since the first survey taken in April 2013, when we noted the unusual negative view of a newly elected Senator and speculated that the negative scores might trace to the intensely negative primary and general election campaigns that had led up to his narrow victory, Senator Flake cast a highly visible vote against a popular measure to require background checks on gun buyers in America. During the debate, it was disclosed that Senator Flake has been the recipient of large donations from the National Rifle Association which has opposed virtually all gun reform measures proposed in the Senate and House and in state houses across the country. His vote appears to have hurt his already limited popularity. Today, 30 percent of Arizonans assess his performance in Washington as "poor" while only 17 percent say he is doing a "good" job.

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The Senator's two weakest geographic areas of public support are found among areas traditionally thought of as GOP strongholds: Maricopa County and the rural counties of the state. Additionally, negative assessments of the Senator rise with age – peaking among voters 55 years of age and older where nearly four in ten today classify his performance as poor. This latter finding may point to a situation most daunting for the freshman Senator: older voters vote and tend not to forget perceived sins of the past.

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

RMP (2013-III-04)

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2013-III-04), is based on 701 interviews with heads of household statewide including 438 registered voters statewide, conducted between July 8 and 21, 2013. Interviewing was conducted in both 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 3.8 percent of what they would have been had the entire population been surveyed and 4.8 percent 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
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“Would you say that U.S. Senator Jeff Flake is doing
an excellent, good, fair, poor or very poor job in office?”

		EXCELLENT/ GOOD	FAIR	POOR / VERY POOR	(NET POS TO NEG)
Statewide	July 2013	17%	25%	30%	(-13)
	April 2013	18	25	26	(- 8)
<u>Detail - July 2013</u>					
Republican		23	37	23	(-0-)
Independent		16	20	36	(-20)
Democrat		17	19	41	(-24)
Maricopa		17	26	31	(-14)
Pima		23	25	31	(- 8)
Rural		15	24	28	(-13)
Men		16	25	33	(-17)
Women		18	25	27	(- 9)
Under 35		17	30	24	(- 7)
35 to 54		14	25	28	(- 14)
55 or older		22	20	39	(-17)
Caucasian		16	25	29	(-13)
Hispanic		20	27	34	(-14)
Other		21	29	27	(- 6)

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