



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-III-07

Contact: Earl de Berge
Research Director

FIFE BEATS EV FOR LAST PLACE IN THE HEARTS OF ARIZONANS.

BARRY, WES, CARL AND MO ARIZONA'S MOST REVERED PAST POLITICIANS

Phoenix, Arizona, August 13, 2002. As Arizonans prepare to decide on their leaders for the future, we asked them to assess 17 prominent leaders from the state's past, ranging from Barry Goldwater to J. Howard Pyle. Only two have left the public with a bitter taste in their mouths; governors Fife Symington (R 1991-1997) who resigned from office after being convicted of fraud, and Evan Mecham (R 1986-1987) who was impeached.

It is perhaps ironic that Symington, who helped force fellow Republican Mecham out of office, is today held in even lower regard than is Mecham. His significantly lower ratings may trace to the public views that while Mecham was a bumbler and out-of-touch with the times, Symington was arrogant, untruthful and engaged in corporate practices that harmed investors, an issue very much on the minds of voters today. As of the time of this survey, six of ten say their view of Symington is unfavorable.

At the other end of the scale and held in very high esteem, are Barry M. Goldwater (R - U.S. Senate from 1952 to 1964 and from 1968 to 1987), and Morris K. Udall (D - Congressman from 1961 to 1991). Both men sought the presidency and were respected for their political philosophies, legislative skills and for their wit and honesty.

While finding the names of Goldwater and Udall at the top of the list may come as no surprise to most observers, two other men enjoy wide public respect. Before the years of term limitations, campaign reform and "resign to run" rules, Harvey Wesley Bolin served more than 20 years as Secretary of the State of Arizona and was reputed to have become Arizona's best known and premier ribbon cutter. "Wes" Bolin may not be a household word these days and

-more-

he served only a short time as Governor before he died in office, but among those who remember him, not even two in a hundred harbor negative views. He was Secretary of State between 1955 and 1977 and then ascended to the Governor's office, when sitting Governor Raul Castro resigned to become U.S. Ambassador to Argentina.

The fourth man at the top of the list is Carl T. Hayden (D) who served in the congress from territorial days until shortly before his death (U.S. House, 1912 to 1927, and U.S. Senate, 1927 to 1969). Hayden casts a long shadow even though three decades have passed since he was in office. Today, 53 percent of Arizonans remember his service to his state and country and by a ratio of 62 to five percent, remembrances of him are positive.

Two less well known but well regarded men are Jack Williams (R), who served three terms as governor between 1966 and 1975 and Ernest McFarland (D), who has the distinction of being the only man to serve in all three branches of government: U.S. Senator (1940 to 1952), Governor (1955 to 1959) and later in his career was a member of the Arizona Supreme Court. Although their names are no longer widely remembered in this growing state (fewer than one in five recall them), among those who do know of them, the lingering images remain very favorable, generally better than five to one positive.

The findings outlined in this report are based on two surveys of Arizonans conducted in April and July of 2002 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.

Democrat U.S. Senator Dennis DeConcini (1977 to 1995) is also well known (68%) and well regarded by the public (51 percent favorable to only 15 percent unfavorable). Rose Mofford was Secretary of State between 1977 and 1987 and Governor from 1987 to 1991. Mofford's image is a bit more mixed than is DeConcini's, but nonetheless two and a half to one positive.

Also in the center of the pack are three men: John J. Rhodes, Sam Goddard and Paul Fannin. Congressman Rhodes, (R 1953 to 1983), who shares with Senator Hayden much credit for having brought the Central Arizona Project to the state, is remembered by close to half of the public and among those who recall his service, his rating is an impressive 5.5 to one favorable. Democrat Governor Sam Goddard, whose son is seeking the Attorney General's office this year, is also remembered by about half of Arizonans and has a three to one favorable image. Paul Fannin, although the least well remembered of the trio (only 28 percent), nonetheless left a decidedly favorable legacy: four to one positive among those who remember him.

-more-

Bruce E. Babbitt (D), who served as Attorney General from 1974 to 1978 and as Governor from 1978 to 1986, is remembered by over seven of ten Arizonans but draws a more mixed evaluation from the public: 45 percent remember him fondly, but 26 percent hold a negative view of him, a finding that may trace to controversies surrounding his role as Secretary of the Interior during the Clinton administration.

More controversial images are held by Congressman Sam Steiger (R 1967 to 1977), Governor Raul Castro (D 1975 to 1977), and by Governor J. Howard Pyle. The feisty and outspoken Steiger would probably cherish his controversial image in which 38 percent applaud his approach to public life and 25 percent consider him a donkey's rear end. Raul Castro, given his rather staid and humorless personality, might find his image a bit more controversial than he cares for: 39 percent positive to 24 percent unfavorable. In 1975, Castro was the first individual of Hispanic descent to rise to the Governor's office but created a stir when he resigned suddenly in 1977 to accept the job of U.S. Ambassador to Argentina under the administration of President Jimmy Carter.

Governor Howard Pyle served the state between 1951 and 1955 after Barry Goldwater managed his campaign and helped the GOP end a 20 year drought in the Governor's office. The lingering negative views of Pyle seem unusual after nearly half a century, but linger they do (18%).

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-III-07) is based on 710 telephone interviews with adults, conducted from April 3rd through April 7th and a separate study between July 10th and 15th 2002 throughout Arizona. For each 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.

BELOW: Statistical data For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 RMP 2002-III-07

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

"Next, I'd like to read you the names of some individuals. As I read each one, please just tell me if your impression of that person is very positive, positive, neutral, negative or very negative. If you are unfamiliar with any of the people I mention please just say so?"
 (READ EACH; ROTATE)

	% AWARE OF EACH	IMAGE OF EACH AMONG THOSE AWARE OF THEM			NET POSITIVE/ NEGATIVE SCORE
		Positive	Neutral	Negative	
Barry Goldwater	88%	75%	17%	8%	+67
Morris K. Udall	57	65	27	8	+57
Carl Hayden	53	62	33	5	+57
Wes Bolin	36	59	39	2	+57
Jack Williams	16	55	35	10	+45
Ernest McFarland	14	50	42	8	+42
Dennis DeConcini	68	51	34	15	+36
John Rhodes	45	44	48	8	+36
Paul Fannin	28	39	51	10	+29
Rose Mofford	64	44	38	18	+26
Sam Goddard	48	38	49	13	+25
Bruce Babbitt	71	45	29	26	+19
Raul Castro	32	39	37	24	+15
Sam Steiger	34	39	37	24	+15
Howard Pyle	28	33	49	18	+15
Evan Mecham	69	25	22	53	-28
File Symington	80	18	24	58	-40