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# *Rocky Mountain Poll*

NEWS RELEASE [RMP 2004-II-03]

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## NAPOLITANO JOB RATINGS STEADY IN URBAN AREAS, BUT SLIP SHARPLY IN RURAL ARIZONA

Phoenix, Arizona, May 14, 2004. Dogged by lingering doubts about the economy and concerns that Arizona is not headed in the “right direction,” Arizonans are giving lower job performance ratings to the Governor and the state legislature. The Consumer Confidence Index for Arizona declined to 90.1 in April compared to 92.2 in January. Simultaneously, the proportion who believe the state is headed in the right direction declined to 45 percent from 48 percent in January and those answering “wrong direction” rose to 32 from 30 percent.

While Governor Janet Napolitano enjoys job ratings that are more than twice as positive and negative, her favorable regard has slipped six points since the first of the year. Most of the downward shift appears tied to fairly significant erosion in her support in Arizona’s rural counties. Once an area of strength for the Governor, and where as recently as January her favorable ratings were in the 55 percent range compared to only 11 percent negative, her ratings today in the rural counties total only 34 percent favorable to 22 percent unfavorable.

In others areas of the state, and particularly in Maricopa and Pima Counties, public regard for Governor Napolitano remains favorable and basically unchanged since January. The Governor’s stock-in-trade also appears to be rising within the ranks of Arizona’s registered independents.

There appears to be some erosion in the job performance ratings given the Governor by Republicans, who have become very evenly divided in their assessment of her performance (29% favorable and 28% unfavorable), and among Democrats her favorable scores have fallen from 72 percent to 60 percent. Independent voters, on the other hand, have grown less negative in their views of her performance.

Turning to the State Legislature, Arizonans continue to be of mixed opinion as to its performance and less impressed with it than they are with the Governor. Favorable assessments total only 25 percent while poor ratings are at 20 percent. These readings are similar to January’s. As with those for the Governor, favorable assessments have softened, although less sharply, in Pima County and in the rural areas of the state.

The findings outlined in this report are based on a survey of 713 adults, including 555 registered voters, across Arizona conducted between April 29<sup>th</sup> and May 4<sup>th</sup>, 2004, 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](http://www.brcpolls.com) to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-II-03) is based on 713 telephone interviews with adults, including 555 registered voters, conducted from April 29<sup>th</sup> through May 4<sup>th</sup>, 2004 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire adult population been surveyed. The voter sample has an estimated margin of error of plus or minus 4.2. 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  
Rocky Mountain Poll - Arizona  
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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)
<b>May 2004</b>	<b>45%</b>	<b>32%</b>	<b>13%</b>	<b>(+ 13)</b>
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)
Oct. 1996	42	39	19	(+ 3)

	2004		2003				2002				2001	
	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July
<u>Consumer Confidence Index</u>												
Statewide	<b>90.1</b>	92.2	91.8	84.1	86.5	83.3	82.3	96.1	100.4	96.2	95.1	106.8
Phoenix	<b>89.3</b>	94.3	93.0	87.9	86.6	84.6	85.5	96.6	102.3	97.4	96.0	110.3
Tucson	<b>91.7</b>	84.4	88.5	72.0	83.1	82.3	76.2	92.7	93.8	91.5	91.2	93.6
<u>Index Detail (Statewide):</u>												
Present Situation Index	<b>79.7</b>	80.4	76.7	63.0	62.6	69.4	70.8	85.2	88.6	88.6	92.9	116.0
Expectation Index (Next 6 Months)	<b>97.1</b>	100.0	101.9	99.8	102.5	93.4	90.0	103.4	108.2	101.3	96.5	100.7

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*“Next, I’d like to read you the names of some public officials. As I read each one, please just tell me if you think the job they are doing in office is excellent, good, fair, poor or very poor.”*

|                                         |             | EXCELLENT/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|-----------------------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b><u>Governor Janet Napolitano</u></b> |             |                    |            |                   |                     |
| <b>April</b>                            | <b>2004</b> | <b>43%</b>         | <b>30%</b> | <b>20%</b>        | <b>(+ 23)</b>       |
| January                                 | 2004        | 49                 | 26         | 17                | (+ 32)              |
| October                                 | 2003        | 46                 | 30         | 16                | (+ 30)              |
| April                                   | 2003        | 49                 | 24         | 10                | (+ 39)              |
| <b><u>Arizona State Legislature</u></b> |             |                    |            |                   |                     |
| <b>April</b>                            | <b>2004</b> | <b>25%</b>         | <b>37%</b> | <b>20%</b>        | <b>(+ 5)</b>        |
| January                                 | 2004        | 27                 | 34         | 22                | (+ 5)               |
| October                                 | 2003        | 22                 | 38         | 20                | (+ 2)               |
| April                                   | 2003        | 29                 | 31         | 20                | (+ 9)               |
| January                                 | 2003        | 19                 | 33         | 30                | (- 11)              |
| October                                 | 2002        | 17                 | 35         | 29                | (- 12)              |
| October                                 | 2001        | 29                 | 34         | 16                | (+ 13)              |
| April                                   | 2001        | 28                 | 37         | 17                | (+ 11)              |
| January                                 | 2001        | 25                 | 32         | 25                | ( -0- )             |
| October                                 | 2000        | 31                 | 35         | 16                | (+ 15)              |
| January                                 | 2000        | 30                 | 36         | 18                | (+ 12)              |
| January                                 | 1999        | 37                 | 33         | 11                | (+ 26)              |
| January                                 | 1998        | 31                 | 35         | 18                | (+ 13)              |
| January                                 | 1997        | 28                 | 40         | 17                | (+ 11)              |
| January                                 | 1996        | 22                 | 46         | 17                | (+ 5)               |
| January                                 | 1995        | 22                 | 41         | 15                | (+ 7)               |
| January                                 | 1994        | 23                 | 39         | 22                | (+ 1)               |
| January                                 | 1993        | 15                 | 39         | 26                | (- 11)              |

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GOVERNOR NAPOLITANO

	<u>April 2004</u>			<u>January 2004</u>		
	Excellent/ Good	Poor/Very Poor	(Net)	Excellent/ Good	Poor/Very Poor	(Net)
Statewide	43%	20%	(+23)	49%	17%	(+32)
Maricopa	43	20	(+23)	44	21	(+23)
Pima	55	16	(+39)	58	11	(+47)
Rural	34	22	(+12)	55	11	(+44)
Democrats	60	15	(+45)	72	9	(+63)
Republicans	29	28	(+ 1)	34	26	(+ 8)
Independents	45	12	(+33)	47	20	(+27)
Likely Voters	49	18	(+31)	55	19	(+36)

STATE LEGISLATURE RATINGS

	<u>April 2004</u>			<u>January 2004</u>		
	Excellent/ Good	Poor/Very Poor	(Net)	Excellent/ Good	Poor/Very Poor	(Net)
Statewide	25%	20%	(+ 5)	27%	22%	(+ 5)
Maricopa	28	20	(+ 8)	25	20	(+ 5)
Pima	19	26	(- 7)	26	20	(+ 6)
Rural	23	14	(+ 9)	34	17	(+17)
Democrats	28	25	(+ 3)	28	27	(+ 1)
Republicans	29	15	(+14)	28	20	(+ 8)
Independents	14	25	(- 11)	19	31	(- 12)
Likely Voters	22	25	(- 3)	22	30	(- 8)