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**PUBLIC OPTIMISM DIPS;  
NAPOLITANO WITH HIGHEST APPROVAL RATING IN STATE;  
GOVERNOR'S RACE BARELY ON THE RADAR SCREEN**

Public optimism has dipped slightly within Arizona, with fewer people saying the country is on the right track, compared to the mood immediately following the events of September 11. Newly released *Grand Canyon State Poll* results also indicate that President Bush's approval ratings are very high among Arizonans, though lower than last October. Attorney General Janet Napolitano continues to have the highest approval rating among public officials in Arizona. And, the upcoming gubernatorial race is barely on the radar screen today as only half of Arizonans say they have seen or heard information about the upcoming election.

The *Grand Canyon State Poll* was conducted by the Social Research Laboratory at Northern Arizona University between March 29 and April 3, 2002. The telephone survey was conducted with 405 respondents. Results are valid at a +/- 5 percent margin of error, at a 95 percent confidence level.

## THE PUBLIC MOOD

Arizonans remain optimistic about the direction the country is going in, though public optimism is down slightly from last October. Today, two-thirds (64%) of Arizonans say the country is “on the right track” rather than “heading in the wrong direction.” Seven months ago, three-quarters of Arizonans thought the country was on the right track.

President George Bush continues to be popular in Arizona with 74 percent of Arizonans approving of the job he is doing as president. This rating is lower than his rating last October, when 86 percent of Arizonans gave him a positive approval rating.

Among Arizona public officials, Janet Napolitano continues to receive the highest approval rating. Fifty-five percent of Arizonans approve of the job she is doing as Attorney General. This approval rating is consistent with her rating in October 2001.

Other public officials are not as popular, and have lost popularity since approval ratings were last measured. Governor Jane Hull’s approval rating dropped from 44 percent last October to 34 percent today. Secretary of State Betsey Bayless had a 39 percent approval rating last October compared to 32 percent at this time. Sixty percent of Arizonans don’t know enough about what Secretary State Bayless has been doing to give her a rating. The Arizona state legislature received a 38 percent approval rating, while in October, 47 percent of Arizonans approved of the job the legislature was doing.

Fred Solop, director of the Grand Canyon State Poll, noted, “The mood within the state appears to have changed over the past half year as the reality of the budget crisis has set in. Public officials are taking some of the heat for people’s dissatisfaction with the current state of affairs.”

## **GOVERNOR'S RACE? WHAT GOVERNOR'S RACE?**

Arizona will be holding an election for Governor this coming November. The governor's race has yet to spark much interest within the state. When asked if they have seen or heard any information about the upcoming election, half of Arizonans (51%) said they had not seen or heard anything about this race. Among the 49 percent who have seen or heard something about the race, most are receiving their information from newspapers, followed closely by television. Forty percent of people who are familiar with the upcoming election say they are primarily gathering information about the race from newspapers, 37 percent from television, 12 percent radio, and six percent the Internet.

This survey was conducted while Maricopa County Sheriff Joe Arpaio was considering tossing his hat into the gubernatorial election ring. Survey results suggest that Arpaio may have been too hasty in his decision not to enter the race. Among a list of potential Republican candidates for governor, fifty-seven percent of Arizonans said they are most familiar with Sheriff Arpaio. Twelve percent of Arizonans said they are most familiar with Secretary of State Betsy Bayless and 11 percent are most familiar with former congressional representative Matt Salmon. Sixteen percent of Arizonans are not familiar with any of the potential Republican candidates for Governor.

Among Democratic candidates for governor, Janet Napolitano is the clear leader in name recognition. Almost two-thirds of Arizonans (64%) identified Napolitano as the Democratic party candidate with whom they are most familiar. Other Democratic candidates for Governor are barely registering, with 9 percent being most familiar with Alfredo Gutierrez, 3 percent most familiar with Mike Newcomb, and 2 percent most familiar with Mark Osterloh. Twenty-two percent of Arizonans are not familiar with any of the Democratic candidates for governor.



Social Research Laboratory, Northern Arizona University

April 13, 2002

**GRAND CANYON STATE POLL  
BACKGROUND MEMO**

Spring 2002

The *Grand Canyon State Poll* was conducted between March 29 and April 3, 2002. A random sample of 405 Arizona residents was asked questions regarding. Survey question results are subject to a sampling error of +/-5.0 percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from the population. Sampling error does not take into account additional sources of error inherent in any study of public opinion. The data referred to in this release are presented below.

In your opinion, do you think the country is basically on the right track or that the country is heading in the wrong direction?

	<b>Right Track</b>	<b>Wrong Direction</b>	<b>N</b>
2002	64%	22%	(401)
Oct. 2001	75%	11%	(404)

Do you approve or disapprove of the way the following public officials are handling their jobs?

		<b>Approve</b>	<b>Disapprove</b>	<b>Don't know</b>	<b>N</b>
President George Bush	2002	74%	18%	8%	(403)
	Oct. 2001	86%	8%	6%	(411)
Governor Jane Hull	2002	34%	45%	22%	(402)
	Oct. 2001	44%	33%	23%	(409)
Attorney General Janet Napolitano	2002	55%	17%	29%	(401)
	Oct. 2001	55%	12%	33%	(411)
Secretary of State Betsey Bayless	2002	32%	8%	60%	(400)
	Oct. 2001	39%	9%	52%	(411)
Arizona State Legislature	2002	38%	40%	23%	(400)
	Oct. 2001	47%	28%	25%	(409)

Arizona will be holding an election for governor in the fall. Have you seen or heard any information about this upcoming election?

<b>Yes</b>	<b>No</b>	<b>Don't know</b>	<b>N</b>
49%	51%	1%	(404)

Which media source are you using to gather most of your information about the upcoming governor's race election in Arizona? (Asked only of those respondents who said they have seen or heard information about the upcoming election.)

<b>Newspapers</b>	<b>TV</b>	<b>Radio</b>	<b>Internet</b>	<b>N</b>
40%	37%	12%	6%	(196)

Who is the one Republican candidate for governor you are most familiar with?

<b>Joe Arpaio</b>	<b>Betsey Bayless</b>	<b>Matt Salmon</b>	<b>Carol Springer</b>	<b>Frank DeVera</b>	<b>Randall Gnant</b>	<b>Not Familiar With Any Candidates</b>	<b>N</b>
57%	12%	11%	2%	1%	---	16%	(403)

Who is the one Democratic candidate for governor you are most familiar with?

<b>Janet Napolitano</b>	<b>Alfredo Gutierrez</b>	<b>Mike Newcomb</b>	<b>Mark Osterloh</b>	<b>Not Familiar With Any Candidates</b>	<b>N</b>
64%	9%	3%	2%	22%	(403)