



behavior research center's

# Rocky Mountain Poll

NEWS RELEASE  
RMP 2003-III-10

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## RICHARD ROMLEY AND JOE ARPAIO VERY POPULAR IN MARICOPA COUNTY

Phoenix, Arizona, August 21, 2003. County Attorney Richard Romley and Sheriff Joe Arpaio are very popular with Maricopa County residents, and are particularly popular among members of their own political party. Among Maricopa County constituents aware of County Attorney Richard Romley and County Sheriff Joe Arpaio, six of ten believe they are doing an “excellent” or “good” job in office. Only one in ten are critical of Richard Romley and for Joe Arpaio, negative ratings rise to only 20 percent. Additionally, both men have huge popularity among rank and file members of the Republican Party.

In the case of Joe Arpaio, more than seven in ten Republicans believe he is doing a good job as Sheriff, including three in ten who rate his performance as “excellent.” Among Republican voters, only 15 percent believe he is doing a “poor” job.

Richard Romley enjoys five-to-one favorable ratings overall (52% to 8%). His popularity swells among residents aware of him to 65 percent favorable to only ten percent unfavorable. Among registered Republicans aware of Romley, ratings are a whopping 75 percent favorable to only eight percent negative.

Two less well-known officials, County Treasurer Doug Todd and Helen Purcell, the County Clerk, receive almost no negative ratings from the public (3%). Among constituents aware of Helen Purcell, 53 percent rate her performance favorably. Treasurer Doug Todd receives noticeably lower approval ratings, but principally because, even though he enjoys name recognition roughly on par with Helen Purcell, significantly fewer voters know much about what he or the Treasurer’s office does.

Finally, the County Board of Supervisors has the softest ratings, but favorable nonetheless: 17 percent favorable to nine percent unfavorable. Among those aware of the Board, this translates to 28 percent favorable, 15 percent unfavorable and the balance either fair (31%) or not sure (26%).

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The findings outlined in this report are based on a survey of 600 heads of household throughout Maricopa County conducted between August 6 and August 14, 2003, 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 (2003-III-10) is based on 600 telephone interviews conducted from August 6 through August 14, 2003, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.07 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](http://www.brcpolls.com/results)

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**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
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*“Thinking about each of the following Maricopa County officials, would you say they have done an excellent, good, fair, poor or very poor job in office?”*

	EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	UNAWARE OF THEM
County Attorney Richard Romley	52%	15%	8%	25%
County Sheriff Joe Arpaio	59	15	19	7
County Clerk Helen Purcell	27	9	3	61
County Treasurer Doug Todd	14	13	3	70
The County Board of Supervisors	17	19	9	55

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