



behavior research center's

Latino Poll

NEWS RELEASE
LTLP 2005-II-06

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BUSH JOB APPROVAL ONLY 35 PERCENT AMONG ARIZONA LATINOS.
BUSH RATING HAS LITTLE OR NO IMPACT ON McCAIN OR KYL

Phoenix, Arizona, May 11, 2005. Thirty-five percent of Latinos in Arizona think President George W. Bush is doing a good job in office, but 38 percent disagree and characterize his performance as “poor,” the highest negative ratings given to Mr. Bush by Arizona Latinos since he assumed the office.

Negative views toward Mr. Bush’s performance rise with income, educational attainment and among those most proficient in English, which is often viewed as a key measure of acculturation. Among Pima County Latinos, “poor” ratings of his performance out-pace favorable ones by 45 to 33 percent.

In an earlier survey last week (RMP 2005-II-03), it was found that President Bush’s job ratings had dropped sharply with the general population and may as well have had a negative impact on the ratings of fellow Republican Jon Kyl and John McCain. Among Hispanics, however, no similar fall-off is noted in the Senators’ ratings. Thus, John McCain has a positive job rating of 54 percent to only nine percent unfavorable, while for Jon Kyl the favorable score is 32 percent and the negative score is only eleven percent. These are essentially the same as was recorded in the fall of 2004.

The findings outlined in this report are based on a survey of 402 Latino heads of household across Arizona, conducted between April 21 and April 29, 2005, 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.

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EDITOR'S NOTE: This Latino Poll (2005-II-06) is based on 402 telephone interviews with Latino heads of household across Arizona, conducted from April 21 through April 29, 2005. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire Latino adult population been surveyed. The Latino Poll is a part of the ongoing series of Rocky Mountain Polls 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

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JOB RATING AMONG
ARIZONA LATINOS

		Excellent/ Good	Fair	Poor/ Very Poor	(Net Positive to Negative)
<u>PRESIDENT GEORGE BUSH</u>					
April	05	35%	25%	38%	(- 3)
September	04	33	21	35	(- 2)
March	04	35	25	34	(+ 1)
October	03	46	25	23	(+23)
May	03	60	25	8	(+52)
<u>U.S. SENATOR JOHN MCCAIN</u>					
April	05	54	24	9	(+45)
September	04	54	22	5	(+49)
March	04	54	23	7	(+47)
October	03	48	25	5	(+43)
May	03	49	21	5	(+44)
<u>U.S. SENATOR JON KYL</u>					
April	05	32	24	11	(+21)
September	04	32	24	8	(+24)
March	04	32	30	9	(+23)
October	03	31	30	7	(+24)
May	03	29	23	7	(+22)

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