



*behavior research center's*

# *Latino Poll*

NEWS RELEASE  
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BUSH JOB APPROVAL AMONG ARIZONA LATINOS SINKS TO 29%.  
NEARLY HALF BELIEVE HE IS DOING A POOR JOB AS PRESIDENT

Phoenix, Arizona, November 15, 2005. Forty-six percent of Latinos in Arizona think George W. Bush is doing a poor job as President and the shift away from respect for the president's performance appears to be accelerating. In May of 2003, only eight percent rated his performance as "poor," a figure that rose to 23 percent on October of 2003, then hovered at between 33 and 35 percent throughout much of 2004 and has now spiked upward to 46 percent.

The proportion who believe Mr. Bush is going a good job as president has shrunk to the lowest level since he assumed office (29%) and is now less than half of what was registered in May of 2003 (60%) when we first measured it in Arizona.

Of particular interest in this poll is the finding that negative readings on the president are expanding most rapidly among middle and upper income Latinos, those with the highest levels of educational attainment and among women. These are the very groups among whom the president had shown some emerging strength in the post 9-11 environment, but who now seem disillusioned by his performance in office. The proportion giving Mr. Bush "poor" job ratings rose to 55 percent among college graduates, to 52 percent among women and to 52 percent in middle and upper income families. In these same population groups, favorable job ratings of his presidency are generally at 25 percent or less.

Given the trends seen in this study, it seems unlikely that Mr. Bush's more liberal policies toward the status of migrant labor in the U.S. will outweigh Latino concerns about the war or the economic and education issues facing the Latino community.

The findings outlined in this report are based on a survey of 402 adult Latino heads of household across Arizona, conducted between October 6<sup>th</sup> and 31<sup>st</sup>, 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](http://www.brcpolls.com) to read this and other recent polls.

Job ratings for U.S. Senators John McCain and for Jon Kyl who will be seeking reelection next year appear to be fairly stable. Senator Kyl, however, does not enjoy the same high level of popularity as does McCain, but at the same time, has very low levels of negative or "poor" job ratings directed at him from among Latinos. Thus far then, the slide in popularity of Mr. Bush among Latinos does not seem to have rubbed off on Senators Kyl or McCain.

**EDITOR'S NOTE:** This Latino Poll (2005-IV-05) is based on 402 telephone interviews with Latino heads of household across Arizona, conducted from October 6<sup>th</sup> through October 31<sup>st</sup>, 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](http://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>					
October	05	29%	21%	46%	(- 17)
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>					
October	05	52	24	9	(+ 43)
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>					
October	05	30	30	12	(+ 18)
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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