



behavior research center's

Latino Poll

NEWS RELEASE
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AMONG LATINOS: GOVERNOR NAPOLITANO MOST POPULAR OF ELECTED OFFICIALS

Phoenix, Arizona, September 29, 2004. Among Arizona Latinos, Governor Janet Napolitano has for the first time edged ahead of U.S. Senator John McCain in popularity – although the two are very close in the esteem with which they are held. Excellent or good ratings are given to Napolitano by 59 percent – up from 53 percent in March. For McCain, 54 percent give such ratings, the same as in March. Roughly five percent rate their performance as poor.

U.S. Senator Jon Kyl's ratings remain stable at 32 percent favorable and only eight percent unfavorable. Just over a third of Latinos are unaware of Senator Kyl, but among those aware, few have ever had negative views of the Senator.

Ratings of President George W. Bush continue to edge downward, but the rate of decline has clearly slowed down compared to last year. Today, 35 percent rate his performance as “poor,” while 33 percent still believe he is doing a good job in the White House. This is the first survey, however, in which negative assessments of the President among Latinos has exceeded favorable ones.

Latino assessment of the state legislature are improved to 29 percent favorable and only nine percent unfavorable.

The findings outlined in this report are based on a survey of 406 Latino heads of household across Arizona, conducted between September 13 and September 20, 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 to read this and other recent polls.

The growing popularity of Governor Napolitano among Latinos appears to be greatest in Pima County and in rural areas where her favorable ratings are 61 percent and 63 percent, respectively. Additionally, among Latinos with strong English-language skills, and also those who are most likely to be registered voters, her favorable ratings rise to above 65 percent and approach 20 percent among Latinos over 45 years of age. Her ratings are also gender-neutral – that is, equal proportions of men and women rate her favorably.

EDITOR'S NOTE: This Latino Poll (2004-III-16) is based on 406 telephone interviews with Latino heads of household across Arizona, conducted from September 13 through September 20, 2004. 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	(Point Shift)
<u>PRESIDENT GEORGE BUSH</u>					
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>GOVERNOR JANET NAPOLITANO</u>					
September	04	59	23	5	(+54)
March	04	53	26	12	(+41)
October	03	48	29	8	(+40)
<u>U.S. SENATOR JOHN MCCAIN</u>					
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>					
September	04	32	24	8	(+24)
March	04	32	30	9	(+23)
October	03	31	30	7	(+24)
May	03	29	23	7	(+22)
<u>ARIZONA STATE LEGISLATURE</u>					
September	04	29	32	9	(+20)
March	04	26	39	14	(+12)

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