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# *Rocky Mountain Poll*

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MEXICO PRESIDENT VICENTE FOX'S JOB RATINGS DROP IN ARIZONA:  
SLIPPAGE AMONG HISPANICS AND WOMEN MOST NOTICEABLE

Phoenix, Arizona, July 20, 2001. In April, after his historic election upset Mexico's long dominant political party (PRI), Mexico's new President Vicente Fox was given strong approval ratings from adults in this border state, particularly among those of Hispanic descent (55 percent favorable). Since then, however, favorable views of President Fox have eroded appreciably. More specifically, in April, 48 percent evaluated the new president's performance favorably compared to only 39 percent today. Simultaneously, the proportion giving him a poor job rating rose to seven percent from four percent.

It also appears that as Arizonans of Hispanic descent have become more familiar with the policies and perhaps the personal life of Mexico's new president, critical views are growing as well. Within their ranks, President Fox's ratings shifted in July to only 43 percent favorable, compared to 55 percent in April. At the same time, those with a negative view of him doubled, rising from a mere six percent in April to 12 percent today. Whether these shifts trace to their views of his public policies or to controversy surrounding his recent and sudden marriage are unclear in this poll.

Among women, negative views toward President Fox have more than tripled while positive ratings dropped to under 30 percent, perhaps a reflection of their views about his personal life. Finally, while views in this border state of the President of Mexico are highest among adults over 55 years of age (50 percent positive), his favorable scores fall sharply among younger adults, declining to less than 40 percent among those in their 40's and declining again to 30 percent or less among adults in their 20's or 30's.

The findings outlined in this report are based on a survey of 702 adults across Arizona conducted between July 5, 2001 and July 11, 2001 by the Behavior Research Center of Arizona

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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 poll results.

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**EDITOR'S NOTE:** This Rocky Mountain Poll - Arizona (2001-III-06), is based on 702 interviews with adults throughout Arizona between July 5, 2001 and July 11, 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of +/- 3.7 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 sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
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For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

“Would you say the President of Mexico, Vicente Fox, is doing an excellent, good, fair, poor or very poor job in office.”

		Excellent / Good	Fair	Poor / Very Poor	(Net to Positive)
	July 2001	39%	16%	7%	(+32)
	April 2001	48	15	4	(+44)
<u>Detail</u>					
Hispanics:	July	43	15	12	(+31)
	April	55	15	6	(+49)
Men:	July	46	16	7	(+39)
	April	54	13	5	(+49)
Women:	July	29	16	7	(+22)
	April	41	17	2	(+39)

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