



behavior research center's

Rocky Mountain Poll

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Contact: Earl de Berge
602 258-4554
Info@brcpolls.com

MEXICO PRESIDENT VICENTE FOX WELL REGARDED IN ARIZONA

Phoenix, Arizona, May 1, 2001. Two-thirds of Arizonans are aware enough of the new president of Mexico to offer an evaluation of his performance to date, and a very strong majority like what they see. Presidente Fox toppled the long-ruling PRI party and brings to office promises of reducing corruption in government, pursuing more open trade with the U.S. and generally strengthening the economy, growing the middle class and improving the lifestyle of all Mexican people. He stands in strong contrast to PRI's past leadership, which had become mired in bureaucracy and favoritism.

Arizonans with an interest in goings on in Mexico are much impressed with Presidente Fox; 83 percent of those with an opinion rate his performance as "excellent" or "good." Only a handful think he is doing a poor job.

Particularly impressed with his performance are Arizona Hispanics, but so are older residents, Republicans and upper income people, who may sense a shift from long standing socialist policies in the PRI tradition to the stronger free enterprise principles of Presidente Fox and his political party, the PAN.

The findings outlined in this report are based on a survey of 709 residents of Maricopa County conducted in April by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. For more information, you may visit www.brcpolls.com.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-II-02), is based on 709 interviews with adult heads of household throughout Maricopa County between April 4 and April 15 of 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 plus or minus 2.8 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.

ENCLOSED: Statistical tables.

STATISTICAL DATA

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"Would you say the new President of Mexico, Vicente Fox, is doing an excellent, good, fair, poor or very poor job in office?"

EXPRESSED AS A PERCENTAGE OF:

	<u>ALL ADULTS</u>			<u>THOSE WITH AN OPINION</u>
	<u>EXCELLENT/ GOOD</u>	<u>FAIR</u>	<u>POOR/ VERY POOR</u>	<u>EXCELLENT/ GOOD</u>
Pima County*	59%	10%	24%	83%
Retirees	59	12	2	82
Hispanics	55	15	6	73
Men	54	13	5	75
Republicans	52	12	4	77
Upper Income	49	22	4	65
State of Arizona	48	15	4	72
Democrats	48	19	4	68
Maricopa	48	17	4	70
Women	41	17	2	68
Voters under 35	40	13	6	67
Rural	35	15	5	69

*Pima County borders on Mexico

% WITH TOO LITTLE
INFORMATION TO EVALUATE
HIS PERFORMANCE

Rural	50%
Voters under 35	41
Women	40
Registered Independents	38
Non-Hispanic Minorities	37
Republicans	32
Maricopa	31
Democrats	29
Men	28
Retirees	27
Hispanics	24
Pima	21

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