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Rocky Mountain Poll

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BUSH JOB APPROVAL RATINGS SINK TO 45 PERCENT IN ARIZONA; KERRY CLOSES TO WITHIN FOUR POINTS

Phoenix, Arizona, May 6, 2004. Job approval ratings for President George Bush have sunk in Arizona to their lowest level since the summer of 2001, prior to 9/11. Today, 45 percent rate his performance in the White House favorably, compared to 50 percent in January and 69 percent one year ago. Simultaneously, the proportion of Arizonan's rating his performance as "poor" jumped to 36 percent from 29 percent in January and only 14 percent this time last year. The current "poor" ratings are the highest since Mr. Bush assumed office.

In a two-way race pitting George W. Bush against John Kerry, Bush is at 46 percent, two points lower than was registered in January. Support for the candidacy of John Kerry has edged up to 42 percent from 38 percent at the end of January.

The current Arizona readings were taken after a month of withering television attacks on John Kerry and blasts by Vice President Dick Cheney calling Kerry "unfit" to lead the nation in a time of war. While President Bush maintains a lead over Senator Kerry, the Bush campaign strategy in Arizona has failed to boost Bush's vote and appears to have done nothing to stop Kerry chipping away at the lead. The closing gap between Bush and Kerry appears to trace to the significant erosion registered in President Bush's job ratings rather than any burst in the appeal of Kerry.

The current readings may be unusual in that the President's vote (46 percent) is tracking nearly with his job approval ratings (45 percent) which have deteriorated recently. What is particularly ominous for Mr. Bush is the sharp rise since last April in the proportion of voters here rating his performance as poor: only 14 percent last April, but now 36 percent. This may suggest that some voters are approaching a "tipping point" where, although they are ill at ease with President Bush, they are not yet convinced that John Kerry is a better alternative. A key question is whether Kerry's new television campaign scheduled for this month (and which will include Arizona as one of the target states) can effectively counterpoint the Bush attack and recast Kerry as an effective leader with a compelling vision of the future. A second major issue is whether the President's reelection campaign attacks on Kerry's leadership traits may be producing a sour note among some voters

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George Bush may again find himself hoping that Ralph Nader qualifies for the ticket in Arizona. In a three-way race between Bush, Kerry and Nader, Nader collects seven percent of the vote: one point from the ranks of the undecided, five points from Kerry and one from Bush. In a tight election and, notwithstanding Nader's protests to the contrary, his name on the ballot could deliver Arizona into the GOP column by siphoning off voters that might otherwise flow to John Kerry. Quite simply, in the three-way race Bush's lead over Kerry widens from four to eight points.

Among voters most likely to go to the polls in November, George Bush enjoys a wider lead of 49 to 41 percent over John Kerry, but with the likelihood of a strong turnout this November, the usual advantage GOP candidates enjoy in low turnout elections may be watered down significantly.

A major division in the preferences of women and men is also emerging, with women voting 49 to 39 percent for Kerry and men 54 to 35 percent for Bush. Finally, Caucasians are leaning toward Bush by a 54 to 37 percent margin while minority voters in Arizona favor Kerry over Bush by 59 to 24 percent.

The findings outlined in this report are based on a survey of 713 adults, including 555 registered voters, across Arizona conducted between April 29th and May 4th, 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.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-II-01) is based on 713 telephone interviews with adults, including 555 registered voters, conducted from April 29th through May 4th, 2004 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire adult population been surveyed. The voter sample as an estimated margin of error of plus or minus 4.2. The Rocky Mountain Poll is 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.

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2004-II-01

For this and other polls, see www.brcpolls.com/results.

"Next, I'd like to read you the names of some public officials. As I read each one, please just tell me if you think the job they are doing in office is excellent, good, fair, poor or very poor." (READ EACH; ROTATE LIST)

President George W. Bush		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
April	2004	45%	16%	36%	(+ 9)
January	2004	50	16	29	(+ 21)
October	2003	51	19	27	(+ 24)
July	2003	56	20	21	(+ 35)
April	2003	69	13	14	(+ 55)
January	2003	57	21	18	(+ 39)
October	2002	58	19	20	(+ 38)
July	2002	63	21	15	(+ 48)
April	2002	73	15	10	(+ 63)
January	2002	77	15	7	(+ 70)
October	2001	79	14	5	(+ 74)
July	2001	44	27	21	(+ 23)
April	2001	49	24	19	(+ 30)

DETAIL

April 2004: President Bush

				(NET POSITIVE TO <u>NEGATIVE</u>)		
	Excellent/ Good	Fair	Poor/Very Poor	Apl. 04	Jan. 04	Oct. 03
<u>POLITICAL AFFILIATION</u>						
Republican	75%	12%	9%	(+66)	(+72)	(+60)
Democrat	18	21	60	(- 42)	(- 32)	(- 14)
Independent	33	18	49	(- 16)	(+ 4)	(+18)
Likely voters	47	18	34	(+13)	(+16)	(+19)
<u>ETHNICITY</u>						
White	50	15	33	(+17)	(+26)	(+28)
Hispanic	29	22	45	(- 16)	(+10)	(+22)
Other	22	21	49	(- 27)	(- 15)	(- 12)
<u>GENDER</u>						
Men	50	11	37	(+13)	(+23)	(+26)
Women	40	21	35	(+ 5)	(+19)	(+22)
<u>AGE</u>						
Under 35	40	15	42	(- 2)	(+27)	(+31)
35 to 54	46	19	31	(+15)	(+22)	(+33)
55 +	45	13	40	(+ 5)	(+15)	(+ 8)
Retired	43	15	40	(+ 3)	(+ 5)	(+ 7)

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TEST ELECTION RESULTS: ARIZONA STATEWIDE

APRIL 2004

2-Way 3-Way

Bush	46%	45%
Kerry	42	37
Nader	NA	7
Uncommitted	<u>12</u>	<u>11</u>
	100%	100%

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|              | <u>Bush</u> | <u>Kerry</u> | <u>Undecided</u> |
|--------------|-------------|--------------|------------------|
| Total        | 46%         | 42%          | 12%              |
| Democrats    | 19          | 70           | 11               |
| Republicans  | 78          | 11           | 11               |
| Independents | 26          | 57           | 17               |
| Men          | 54          | 35           | 11               |
| Women        | 39          | 49           | 12               |

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Job Performance Ratings for President George W. Bush In Arizona

