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# *Rocky Mountain Poll*

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## BUSH WIN IN ARIZONA PRECEDED BY STABLE POSITIVE JOB RATING AND VOTER APPEAL

Phoenix, Arizona, November 5, 2004. In the waning weeks of the presidential campaign, President George Bush was maintaining positive job ratings comparable to what had been registered most of the year. As of mid-October exactly fifty percent rated his performance as "excellent" or "good," while 31 percent gave outright negative assessments.

Of particular interest is that in the post-Presidential debate environment, Mr. Bush's support soared among registered Republican voters in Arizona to its highest level (80%) and may have been a powerful motivating factor in the superior voter turnout achieved by the Republican party, not only in Arizona, but across the nation. The spike in GOP support may also reflect a dynamic that became apparent only on election day: that while John Kerry's performance in the debates rallied Democrats, it had an even more galvanizing impact on Republicans who flocked to the Bush banner when it appeared that Kerry had won the debates and was picking up steam.

In contrast, while positive job ratings for Mr. Bush subsided among Arizona Democrats, the proportion giving him "poor" job ratings did not increase appreciably (53% in July and 54% in October). Simultaneously, fully a fifth of Democrat voters here said they approved of the job Mr. Bush was doing in the White House. Among Hispanics in Arizona, the proportion who approved of Mr. Bush's performance remained unchanged at 54 percent, but those who disapprove subsided appreciably from 26 to only 18 percent and it is reasonable to presume that many Hispanics stayed with Bush on election day.

The only group that seems to have moved steadily away from Bush were registered Independents. Mr. Bush lost support within their ranks right up to two weeks before the election. Thus, his positive ratings from Independents fell to 39 percent from 44 and negative job ratings rose from 30 percent in July to 44 percent in October.

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On balance, however, it was the President's huge popularity among Republicans and the lack of intensification of opposition among Democrats and Hispanics that was at the core of his 11-point victory in Arizona. For all intents and purposes, the last two weeks of the election did nothing to change voting intentions in this state. At the time of the October poll, and among voters who had made up their mind for whom they would vote, Bush was attracting 54 percent, Kerry 43 and Michael Badnarik only two percent. On election day, Bush had 55 percent, Kerry 44 and others one percent.

Finally, while Democrats were counting heavily on the vote of younger voters, it turns out that Republicans had good reason to expect that they would get their share of that vote as well. Thus, by a 42 to 39 percent ratio, voters under 35 years of age approved of the job Mr. Bush was doing in the White House.

The findings outlined in this report are based on a survey of 705 adult residents across Arizona conducted between October 5<sup>th</sup> and October 14<sup>th</sup>, 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](http://www.brcpolls.com) to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-IV-04) is based on 705 telephone interviews with adults, conducted from October 5<sup>th</sup> through October 14<sup>th</sup>, 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 segment of the survey included 541 respondents and had a margin of error of +/- 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**

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For this and other polls, see [www.brcpolls.com/results](http://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)

<b>President George W. Bush</b>		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
<b>Oct.</b>	<b>2004</b>	<b>50%</b>	<b>15%</b>	<b>31%</b>	<b>(+ 19)</b>
July	2004	52	15	30	(+ 22)
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

October 2004: President Bush

	Excellent/ Good	Fair	Poor/Very Poor	(NET POSITIVE TO NEGATIVE)			
				Oct. 04	July 04	Apr. 04	Jan. 04
Republican	80%	11%	6%	(+74)	(+66)	(+66)	(+72)
Democrat	22	20	54	(- 32)	(- 21)	(- 42)	(- 32)
Independent	39	15	44	(- 4)	(+14)	(- 16)	(+ 4)
Hispanic	54	22	18	(+36)	(+30)	(- 16)	(+10)
Age: Under 35	42	15	39	(+ 3)	(+11)	(- 2)	(+27)

**STATISTICAL DATA**

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*(IF REGISTERED TO VOTE): If the election for President of the United States were being held today, how would you vote if the candidates were: (ROTATE ORDER)*

OCTOBER      2004

	Statewide, All Voters	Statewide, Decided Voters
George W. Bush	47%	54%
John Kerry	38	44
Michael Badnarik	2	2
Uncommitted	13	-

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