



behavior research center's

Latino Poll

NEW RESEARCH ON HISPANIC CONSUMERS
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HISPANICS' RESPECT FOR PRESIDENTS BUSH AND FOX SOARS

Phoenix, Arizona. November 21, 2001. The esteem Latino voters have for President George W. Bush skyrocketed after September 11th, just as it did within the general population. Today, 73 percent rate his job performance as "excellent" or "good," compared to only 37 percent in April. The proportion rating his performance as "poor" shrank from 13 percent to only five percent.

Interestingly, President Vicente Fox has even better readings than President Bush, albeit only by a smidgen. Already well liked in April (57% favorable), his positive job rating now peaks at 73 percent and only two percent say he is doing a "poor" job. The friendship between the two Presidents and their efforts to improve trade and resolve border issues are obviously creating applause within the Hispanic community.

It also appears that Senators John McCain and Jon Kyl and Governor Jane Hull have benefitted from the tendency of Americans to rally around both the flag and current leadership. The job evaluations given to all three by Hispanics have risen dramatically.

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EDITOR'S NOTE: This report is based on the twenty-third semi-annual wave of Behavior Research Center's HispanicTRACK™/Latino Poll survey, completed between September 13th and 20th in 2001, in which interviews were conducted with 500 adult heads of household in Tucson and Phoenix. Respondents were interviewed in their language of choice. 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 4.47 percent of what they would have been had the entire Hispanic population been surveyed. The Latino 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.

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

BELOW: Statistical Tables

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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"Would you say the following officials are doing an excellent, good, fair or very poor job in office?"

	EXCELLENT/ GOOD	FAIR	POOR/ VERY POOR	NET	% RATING
President George W. Bush					
September 2001	73%	16%	5%	(+68)	94%
April 2001	37	35	13	(+24)	85
President Vicente Fox					
September 2001	73	15	2	(+71)	90
April 2001	57	20	4	(+53)	81
U.S. Senator John McCain					
September 2001	67	17	2	(+65)	86
April 2001	38	29	6	(+32)	73
U.S. Senator Jon Kyl					
September 2001	51	22	3	(+48)	76
April 2001	23	22	7	(+16)	52
Governor Jane Hull					
September 2001	61	23	5	(+56)	89
April 2001	45	25	11	(+34)	81

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