



behavior research center's

# Latino Poll

NEWS RELEASE  
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## LATINOS: PRESIDENT BUSH'S POPULARITY DROPS SHARPLY; McCAIN, NAPOLITANO ENJOY STRONG JOB RATINGS

Phoenix, Arizona, October 22, 2003. President George Bush was hugely popular with Hispanics in Arizona last year when, by a ratio of 60 percent to eight percent, they rated his job performance as excellent or good. Today, his favorable job ratings have shrunk to 46 percent across the Latino community and to only 44 percent among Latinos registered to vote. Fully a quarter of Latino voters now think he is doing a "poor" or "very poor" job as president, a rate three times as high as just one year ago. Support for President Bush also appears to have generational overtones: for example, 57 percent of Latinos under the age of 35 like what he is doing in the White House, a figure that drops to 50 percent among 35 to 44 year olds and then collapses to only 30 percent among Latinos 45 years of age and older.

If GOP leaders are working on a strategy to improve their vote among Latinos in the upcoming presidential election it seems clear, at least in Arizona, that they will need to develop messages and positions on issues that reinforce the lingering support they have among younger Latinos and, simultaneously, recognize that older Latinos are focused on entirely different issues that appear to be driving them away from President Bush.

The study also explored the popularity among Latinos of both of Arizona's U.S. Senators and of Governor Janet Napolitano.

U.S. Senator John McCain who recently agreed to accept a major leadership position in the Bush for President re-election campaign may be of some help to Mr. Bush in Arizona due to his greater popularity within the ranks of Latinos and particularly with Latinos who are registered to vote. By a 59-to-5 percent ratio, Latino voters believe McCain is going a good job in office.

Governor Janet Napolitano is also very popular, with half of Latino voters giving her a thumbs up for her performance thus far and only eight percent of the opinion that she is doing a poor job.

U.S. Senator Jon Kyl is not as familiar a figure to Latinos (68%) as is John McCain (80%), yet those aware of him tend to give him a good job rating (31 percent favorable to only seven percent unfavorable).

The findings outlined in this report are based on a survey of 400 heads of household across Arizona who self-identify as Hispanic or Latino, conducted between September 23 through September 25, 2003, 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.

**EDITOR'S NOTE:** This Latino Poll (2003-III-15) is based on 400 telephone interviews with heads of household across Arizona who self-identify as Hispanic or Latino, conducted from September 23 through September 25, 2003. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.4 percent of what they would have been had the entire Hispanic adult population been surveyed. The registered voter subsample includes 225 voters and has a margin of error estimated at plus or minus 6.5 percent. The Latino Poll is a part of the ongoing series of Rocky Mountain Polls 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.

BELOW: Statistical data. For this and other polls. See [www.brcpolls.com/results](http://www.brcpolls.com/results)

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
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JOB RATING AMONG  
ARIZONA LATINOS

	Excellent/ Good	Fair	Poor/ Very Poor	(Point Shift)
<u>PRESIDENT GEORGE BUSH</u>				
October 03	46%	25%	23%	(+23)
October – voters only	43	28	24	(+19)
May 03	60	25	8	(+52)
<u>U.S. SENATOR JOHN MCCAIN</u>				
October 03	48	25	5	(+43)
October – voters only	59	28	5	(+54)
May 03	49	21	5	(+44)
<u>U.S. SENATOR JON KYL</u>				
October 03	31	30	7	(+24)
October – voters only	34	40	9	(+25)
May 03	29	23	7	(+22)
<u>GOVERNOR JANET NAPOLITANO</u>				
October 03	48	29	8	(+40)
Voters only	50	33	8	(+42)

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