



behavior research center's

Latino Poll

NEWS RELEASE
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BUSH JOB RATING PLUMMETS AMONG LATINOS;
McCain AND NAPOLITANO RATINGS VERY HIGH

Phoenix, Arizona, April 1, 2004. Less than a year ago, six of ten Latinos in Arizona rated the job performance of President George W. Bush as “excellent or good” but today, only 35 percent hold the same opinion.

Simultaneously, the proportion who think George Bush is doing a “poor” job in the White House rose to 34 percent from only eight.

The decline in Bush’s popularity among Latinos appears to cut across all age, income and education groups and, in addition, is evident among both men and women.

At the same time, public regard for Governor Janet Napolitano and U.S. Senator John McCain is very strong and appears to be improving. In the case of McCain, a healthy 54 percent rate his performance favorably, while only seven percent think negatively of his work. These are the strongest favorable ratings for McCain from Arizona Latinos in roughly a year.

Governor Napolitano, a Democrat, is also very popular, with a 53 percent positive job rating and only 12 percent rating her unfavorably. This compares to October 2003 when 48 percent rated her performance favorably.

U.S. Senator Jon Kyl also shows modest improvement in his ratings, albeit at a lower level than for McCain or Napolitano. Thus, 32 percent say he is going a good job, compared to only 29 percent last May. His negative ratings remain below ten percent.

The findings outlined in this report are based on a survey of 241 Hispanic registered voters across Arizona, conducted between March 17 and March 23, 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 to read this and other recent polls.

EDITOR'S NOTE: This Latino Poll (2004-I-14) is based on 241 telephone interviews with Hispanic registered voters across Arizona, conducted from March 17 through March 23, 2004. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 6.4 percent of what they would have been had the entire Hispanic adult voter population been surveyed. 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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
LTLP 2004-I-14

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<u>JOB RATING AMONG ARIZONA LATINOS</u>				
	<u>Excellent/ Good</u>	<u>Fair</u>	<u>Poor/ Very Poor</u>	<u>(Point Shift)</u>
<u>PRESIDENT GEORGE BUSH</u>				
March 04	35%	25%	34%	(+ 1)
October 03	46	25	23	(+23)
May 03	60	25	8	(+52)
<u>U.S. SENATOR JOHN MCCAIN</u>				
March 04	54	23	7	(+47)
October 03	48	25	5	(+43)
May 03	49	21	5	(+44)
<u>U.S. SENATOR JON KYL</u>				
March 04	32	30	9	(+23)
October 03	31	30	7	(+24)
May 03	29	23	7	(+22)
<u>GOVERNOR JANET NAPOLITANO</u>				
March 04	53	26	12	(+41)
October 03	48	29	8	(+40)
<u>ARIZONA STATE LEGISLATURE</u>				
March 04	26	39	14	(+12)

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