



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2005-II-03

Contact: Earl de Berge
Research Director

PRESIDENT BUSH JOB RATINGS HIT HISTORIC LOW IN ARIZONA

Phoenix, Arizona, April 26, 2005. President George W. Bush's job ratings from Arizonans have dropped to their lowest level since he assumed office. The shift toward a critical view of his performance may be an indication that consumers and voters have reached a tipping point in their willingness to support his overall government policies, both domestic and foreign.

On key issues such as the federal deficit, rising health care costs, social security policies and the U.S. balance of trade, close to or more than half of Arizonans rate his performance as "poor." Additionally, there has been a noticeable rise in critical evaluations of his efforts to improve world opinion of the U.S. and of what he has done to devise a good exit strategy for Iraq.

Perhaps most telling, however, is the finding that by 45 percent to 34 percent, Arizonans believe Mr Bush "does not understand the needs of people like themselves". In eleven of 12 policy areas tested, Mr Bush now receives more negative job evaluations than positive ones – including his centerpiece tax reduction policies.

As of the time of this survey, 41 percent of Arizonans rate Mr. Bush's overall performance in the White House favorably, while a near equal percent (38%) say he is doing a poor job. Another 19 percent characterize his performance as only "fair" compared to 16 percent in January.

The findings outlined in this report are based on a survey of 682 adults across Arizona conducted between April 12th and April 17th, 2005, 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.

A key factor in the decline in Mr. Bush's ratings may be that the strong underpinning of support he has long enjoyed as regards his management of the situation in Iraq, appears to be evaporating. In January of 2004, 48 percent of Arizonans have him good marks on this issue, but that figure fell to 43 percent in January of this year and has further eroded to 41 percent today. Simultaneously, the proportion rating his management of the situation in Iraq as "poor", rose from 31 percent in January 2004, to 36 percent in January of 2005 and now sits at 38 percent, the highest to date.

Another interesting aspect of the current survey is that retirees have become among the most negative in their assessment of Bush policies – and particularly so as regards economic issues such as the federal deficit, health care costs, the U.S. balance of trade and the social security system.

-more-

The decline in Mr. Bush's job ratings may be having a negative coat tail effect on the view Arizonans have of their two sitting Republican senators, John McCain and Jon Kyl. In the case of McCain, his overall job ratings remain very favorable, but declined from their historical high of 73 percent in January to 61 percent today. For Jon Kyl, who is up for reelection next year, favorable job ratings dropped to 42 percent from 49 percent and negatives edged up. Senator Kyl's numbers are, nonetheless, four-to-one favorable, but if the President's numbers continue to fall, so might his own.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2005-II-03) is based on 682 telephone interviews with adults, conducted from April 12th through April 17th, 2005, throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The voter segment of the sample includes 524 voters and has an estimated margin of error +/-4.4 percent. 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 2005-II-03

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	2005	41%	19%	38%	(+ 3)
Jan.	2005	53	16	28	(+ 25)
Oct.	2004	50	15	31	(+ 19)
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

**April 2005: President Bush**

*"More specifically, would you say President George W. Bush is doing an excellent, good, only fair, poor or a very poor job in each of the following areas?"*

|                                                               | Excellent/<br>Good | Only<br>Fair | Poor/Very<br>Poor | NET TO POSITIVE |         |
|---------------------------------------------------------------|--------------------|--------------|-------------------|-----------------|---------|
|                                                               |                    |              |                   | Jan. 05         | Apr. 05 |
| Managing the situation in Iraq                                | 41%                | 19%          | 38%               | (+ 7)           | (+ 3)   |
| Reducing your taxes                                           | 31                 | 27           | 36                | (+ 13)          | (- 5)   |
| Protecting the environment                                    | 32                 | 25           | 37                | (+ 2)           | (- 5)   |
| Improving the nation's economy                                | 30                 | 26           | 41                | (+ 6)           | (- 11)  |
| Understanding the needs of people like you                    | 34                 | 19           | 45                | NA              | (- 11)  |
| Developing a good exit strategy for Iraq                      | 32                 | 18           | 44                | (- 7)           | (- 12)  |
| Improving world opinion of the U.S.                           | 30                 | 22           | 43                | (+ 2)           | (- 13)  |
| Improving the U.S. balance of trade                           | 25                 | 24           | 41                | (- 1)           | (- 16)  |
| Assuring the financial security of the social security system | 27                 | 20           | 47                | (- 8)           | (- 20)  |
| Reducing health care costs for Americans                      | 21                 | 20           | 52                | (- 19)          | (- 31)  |
| Reducing deficit spending by the Federal government           | 16                 | 23           | 54                | (- 28)          | (- 38)  |

~~~~~

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2005-II-03

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

	<u>NET POSITIVE TO NEGATIVE RATINGS</u>	
	<u>All Arizonans</u>	<u>Retirees Only</u>
Managing the situation in Iraq	+3	0
Reducing your taxes	-5	- 8
Protecting the environment	-5	+ 1
Improving the nation's economy	-11	-13
Understanding the needs of people like you	-11	-15
Developing a good exit strategy for Iraq	-12	- 9
Improving world opinion of the U.S.	-13	-11
Improving the U.S. balance of trade	-16	-22
Assuring the financial security of the social security system	-20	-24
Reducing health care costs for Americans	-31	-34
Reducing deficit spending by the Federal government	-38	-45

~~~~~

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP 2005-II-03

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)

|                                 |             | EXCELLENT/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|---------------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b>U.S. Senator John McCain</b> |             |                    |            |                   |                     |
| <b>April</b>                    | <b>2005</b> | <b>61%</b>         | <b>22%</b> | <b>10%</b>        | <b>(+ 51)</b>       |
| January                         | 2005        | 73                 | 15         | 6                 | (+ 67)              |
| October                         | 2004        | 70                 | 17         | 8                 | (+ 62)              |
| July                            | 2004        | 72                 | 17         | 6                 | (+ 66)              |
| April                           | 2004        | 65                 | 18         | 9                 | (+ 56)              |
| January                         | 2004        | 64                 | 20         | 9                 | (+ 55)              |
| October                         | 2003        | 61                 | 22         | 7                 | (+ 54)              |
| July                            | 2003        | 68                 | 18         | 8                 | (+ 60)              |
| April                           | 2003        | 66                 | 20         | 6                 | (+ 60)              |
| January                         | 2003        | 57                 | 24         | 9                 | (+ 48)              |
| October                         | 2002        | 61                 | 23         | 10                | (+ 51)              |
| July                            | 2002        | 66                 | 21         | 8                 | (+ 58)              |
| April                           | 2002        | 69                 | 15         | 9                 | (+ 60)              |
| January                         | 2002        | 65                 | 21         | 9                 | (+ 56)              |
| October                         | 2001        | 70                 | 16         | 9                 | (+ 61)              |
| July                            | 2001        | 54                 | 22         | 13                | (+ 41)              |
| April                           | 2001        | 63                 | 22         | 8                 | (+ 55)              |
| January                         | 2001        | 63                 | 21         | 7                 | (+ 56)              |
| October                         | 2000        | 67                 | 18         | 8                 | (+ 59)              |
| July                            | 2000        | 63                 | 21         | 8                 | (+ 55)              |
| April                           | 2000        | 56                 | 24         | 9                 | (+ 47)              |
| January                         | 2000        | 63                 | 20         | 7                 | (+ 56)              |
| January                         | 1999        | 63                 | 17         | 9                 | (+ 54)              |
| January                         | 1998        | 55                 | 25         | 8                 | (+ 47)              |
| January                         | 1997        | 50                 | 28         | 9                 | (+ 41)              |
| January                         | 1996        | 47                 | 28         | 11                | (+ 36)              |
| January                         | 1995        | 47                 | 29         | 11                | (+ 37)              |
| January                         | 1994        | 38                 | 33         | 14                | (+ 24)              |
| January                         | 1993        | 46                 | 30         | 14                | (+ 32)              |
| January                         | 1992        | 33                 | 35         | 17                | (+ 16)              |
| January                         | 1991        | 24                 | 34         | 19                | (+ 05)              |

~~~~~

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2005-II-03

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

		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
U.S. Senator Jon Kyl					
April	2005	42%	21%	10%	(+ 32)
January	2005	49	22	7	(+ 42)
October	2004	47	23	8	(+ 39)
July	2004	48	22	9	(+ 39)
April	2004	42	25	9	(+ 33)
January	2004	41	28	10	(+ 31)
October	2003	43	27	7	(+ 36)
July	2003	49	23	9	(+ 40)
April	2003	45	22	7	(+ 38)
January	2003	42	28	8	(+ 34)
October	2002	43	26	10	(+ 33)
July	2002	50	23	8	(+ 42)
April	2002	49	21	9	(+ 40)
January	2002	48	26	5	(+ 43)
October	2001	57	22	7	(+ 50)
July	2001	46	24	7	(+ 39)
April	2001	46	27	8	(+ 38)
January	2001	47	23	9	(+ 38)
October	2000	46	26	7	(+ 39)
July	2000	39	32	7	(+ 32)
April	2000	37	26	10	(+ 27)
January	2000	40	26	8	(+ 32)
October	1999	38	26	9	(+ 29)
July	1999	43	28	8	(+ 35)
April	1999	39	27	9	(+ 30)
January	1999	42	25	8	(+ 34)
January	1998	42	28	9	(+ 33)
January	1997	36	32	8	(+ 28)
January	1996	33	31	13	(+ 20)

~~~~~