



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2007-IV-01]

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McCain's Ratings Plunge; Kyl's Drop

Phoenix, Arizona, August 17, 2007. There has been a significant drop in the popularity of U.S. Senators John McCain and Jon Kyl, with by far the sharpest fall-off registered for Senator McCain. His favorable ratings dropped from 49 to 42 percent since March, while his negative ratings have risen from 18 to 30 percent, by far his highest negative score since 1991.

The shift in his popularity in Arizona may trace to many factors, such as his position on illegal immigration and his support of the conduct of the war in Iraq. But what is also very clear is that it is Democrats and especially registered independents who are driving his popularity ratings downward. In both of these groups, more than 40 percent give him poor ratings, while 34 percent of Democrats and just 23 percent of Independents like his performance. Given the near parity between Democrats and Republicans, and the large and growing number of Independent voters in Arizona, it seems increasingly apparent that Independents will become one of the defining forces in the outcome of future elections.

Senator Kyl also experienced a significant drop in his job performance ratings. His favorable rating today is 40 percent, compared with 46 percent in March. At the same time, his negative ratings rose to 18 percent from 12. The influence of Independent voter opinion can also be seen here. For example, Republicans have no problems whatever with Kyl (barely nine percent rate him unfavorably) and, while Democrats are less favorable as might be expected (31%), Kyl's standing with Independents is substantially greater than is McCain's. Just 16 percent of Independents have a negative view of Kyl, while 41 percent rate McCain negatively. The result is a less precipitous drop in Kyl's ratings compared to McCain's. Indeed, Kyl is now more popular than McCain, a pattern which was first revealed in March of this year.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2007-IV-01), is based on 629 interviews with voters across Arizona, conducted between July 27th and August 4th 2007. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. 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 3.9 percent of what they would have been had the entire voter population been surveyed. The Rocky Mountain 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.

ENCLOSED: Statistical tables.

STATISTICAL DATA

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“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.”

	Total	Republicans	Democrats	Independents
<u>U.S. Senator John McCain</u>				
Excellent/Good	42%	51%	34%	23%
Fair	25	29	19	34
Poor/Very Poor	30	20	42	41
(Net Positive to Negative)	(+ 12)	(+ 31)	(- 8)	(- 18)
<u>U.S. Senator Jon Kyl</u>				
Excellent/Good	40%	55%	22%	31%
Fair	34	32	40	41
Poor/Very Poor	18	9	31	16
(Net Positive to Negative)	(+ 22)	(+ 46)	(- 9)	(+ 15)

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|                                        |             | EXCELLENT/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|----------------------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b><u>U.S. Senator John McCain</u></b> |             |                    |            |                   |                     |
| <b>July</b>                            | <b>2007</b> | <b>42%</b>         | <b>25%</b> | <b>30%</b>        | <b>(+ 12)</b>       |
| March                                  | 2007        | 49                 | 24         | 18                | (+ 31)              |
| January                                | 2007        | 50                 | 25         | 17                | (+ 33)              |
| January                                | 2006        | 62                 | 20         | 9                 | (+ 53)              |
| October                                | 2005        | 60                 | 27         | 7                 | (+ 53)              |
| July                                   | 2005        | 63                 | 19         | 9                 | (+ 54)              |
| April                                  | 2005        | 61                 | 22         | 10                | (+ 51)              |
| 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)              |

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|                                    |             | EXCELLENT/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|------------------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b><u>U.S. Senator Jon Kyl</u></b> |             |                    |            |                   |                     |
| <b>July</b>                        | <b>2007</b> | <b>40%</b>         | <b>34%</b> | <b>18%</b>        | <b>(+ 22)</b>       |
| March                              | 2007        | 46                 | 25         | 12                | (+ 34)              |
| January                            | 2007        | 48                 | 24         | 16                | (+ 32)              |
| January                            | 2006        | 42                 | 26         | 9                 | (+ 33)              |
| October                            | 2005        | 40                 | 23         | 10                | (+ 30)              |
| July                               | 2005        | 47                 | 21         | 9                 | (+ 38)              |
| 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)              |

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