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Rocky Mountain Poll

NEWS RELEASE [RMP 2010-I-03]

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MCCAIN JOB RATINGS FAVORABLE BUT AT LOWEST LEVEL SINCE 1994

Phoenix, Arizona. January 29, 2010. U.S. Senator John McCain's favorable job rating in Arizona has dropped to 40 percent, the lowest level since January of 1994 when the ratings hit 38 percent and he was still rebuilding his image in Arizona after the so called "Keating Five" scandal and the failure of Lincoln Thrift. In the years in between, Senator McCain's approval ratings have sometimes soared into the 60 and even 70 percentiles.

Currently, Senator McCain's approval rating (compared to the general public) among all registered voters is moderately higher (41%). Among registered Republican voters, where he must be successful in fending off what could prove to be a bruising challenge from former conservative talk show host and former Congressman J.D. Hayworth, his job approval rating rises to a more formidable 52 percent with only 14 percent negative toward his performance.

Assuming J.D. Hayworth is able to raise the funds and nomination signatures he needs to qualify for the ballot, it may remain difficult for many observers to imagine how he will be able to knock off a sitting GOP Senator the stature of John McCain who only a year ago proved his campaign skills when he won the presidential nomination of his party and who is now reputed to have a campaign war chest that might impress even the Mayor of New York. A McCain - Hayworth primary however will undoubtedly provide voters with much entertainment as the two argue about which one is the more conservative and worthy of trust. Hayworth will probably drive hard against McCain's image as a straight shooter who has been consistent on conservative issues and may try to galvanize his supporters around immigration reform issues.

Arizona voters have always liked so-called maverick politicians and both McCain and Hayworth would seem to fit the bill. Both men can be hard swinging elbow fighters and both have proven themselves to be tireless on the campaign trail, so GOP voters are probably going to witness an all stops pulled campaign that may open the door for a moderate to conservative Democrat, assuming one emerges, to make a serious run at whomever wins the GOP nomination.

(Continue)

Republican U.S. Senator Jon Kyl has also experienced some slippage in his job approval ratings, possibly tracing to his rise to power in the Senate GOP caucus and having to embrace party positions on issues that may not be highly popular in his home state. Senator Kyl, who in his last general election bid was uniquely successful in capturing a good share of the Latino vote, appears to have lost some of that support, tracing possibly to his strong opposition to the nomination of Supreme Court Justice Sonia Sotomayor. Today, Latino voters are at a two to one negative toward Senator Kyl. On the other hand, his numbers remain very favorable, especially within the ranks of GOP voters where his job performance is rated favorably by 50 percent with only 10 percent giving a negative assessment.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-I-03), is based on 800 interviews with adult heads of household statewide conducted between January 7 and 22, 2010. A total of 629 voters statewide and 476 in Maricopa County were included in this study. 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 5.0 percent of what they would have been had the entire 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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Rocky Mountain Poll - Arizona
RMP (2010-I-03)

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

	JOB EVALUATION EXPRESSED AS PERCENT OF REGISTERED VOTERS ONLY				NET POSITIVE TO NEGATIVE
	EXCELLENT/ GOOD	FAIR	POOR/ VERY POOR	% EVALUATION	
U.S. SENATOR JOHN MCCAIN					
Statewide	41%	31%	21%	90%	+20
Republicans	52	31	14	96	+38
Independents	38	31	21	90	+17
Democrats	31	32	29	93	+ 2
U.S. Senator Jon Kyl					
Statewide	35%	25%	20%	80%	+15
Republicans	50	19	10	79	+40
Independents	34	30	22	86	+12
Democrats	19	28	30	77	-11
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		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
<b>U.S. Senator John McCain</b>					
<b>January</b>	<b>2010</b>	<b>40%</b>	<b>30%</b>	<b>21%</b>	<b>(+ 19)</b>
September	2009	48	31	21	(+ 27)
November	2007	45	26	17	(+ 28)
July	2007	42	25	30	(+ 12)
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/
GOOD | FAIR | POOR/VERY
POOR | (NET POS
TO NEG) |
|------------------------------------|------|--------------------|------|-------------------|---------------------|
| <u>U.S. Senator Jon Kyl</u> | | | | | |
| January | 2010 | 35% | 23% | 20% | (+ 15) |
| September | 2009 | 44 | 32 | 24 | (+ 20) |
| November | 2007 | 37 | 26 | 13 | (+ 24) |
| July | 2007 | 40 | 34 | 18 | (+ 22) |
| 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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