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Rocky Mountain Poll

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BUSINESS COMMUNITY EVALUATES PRESIDENT BUSH IN 14 AREAS OF PUBLIC POLICY

Phoenix, Arizona, September 28, 2001. During the period from August 20th through September 12th (with most interviews being conducted prior to the September 11th terrorist attacks in New York and Washington) Valley business people rated President George Bush's job performance in 14 areas. Notwithstanding growing public belief since the attacks that Mr. Bush is doing a good job in his efforts to rally worldwide determination to put an end to terrorism, the business community's assessment of his performance on other issues is considerably more subdued, although generally favorable.

In only one category, "taking care of the needs of big business," did a majority (55%) rate his performance as excellent or good, a rating that drops to 31 percent for taking care of small business and to only 26 percent on the issue of restoring investor confidence in the stock market.

Additionally, business people were found to be of profoundly divided opinion with respect to President Bush's handling of half of the 14 evaluative categories tested. On each of these, the spread between his "excellent" to "good" ratings and his "poor" or even "very poor" ratings totaled nine points or less. Further, on the issue of restoring investor confidence in the stock market, Bush's favorable and unfavorable ratings were exactly the same (26 percent) while four in ten rated his performance as "only fair." The seven items with closely divided responses included the following:

- ◆ Dealing with the energy crisis (36% positive to 27% negative) **net +9**
- ◆ Getting the economy on the road to recovery (36 % positive to 27% negative) **net +9**
- ◆ Taking care of the needs of small business (31% positive to 23% negative) **net +8**
- ◆ Protecting social security (35% positive to 28% negative) **net +7**
- ◆ Reducing the national debt (28% positive to 24%negative) **net +4**
- ◆ Environmental protection (32% positive to 30% negative) **net +2**
- ◆ Restoring investor confidence in the stock market (26% positive to 26% negative) **net 0**

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The findings outlined in this report are drawn from **BusinessTRACK™**, a survey of 400 business owners and managers in Maricopa County conducted in August and September, 2001, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. For more information you may visit www.brcpolls.com.

President Bush was given better ratings in six other categories, including his efforts to keep the United States in a scientific and medical leadership role and for his efforts to reduce taxes on business. Business people also appear to be comfortable with his efforts to reduce governmental regulation of business and in building respect for the U.S. abroad.

As noted above, his best ratings came for his efforts to meet the needs of "big business" where 55 percent gave him "excellent" or "good" ratings and only six percent rated his performance as "poor" or "very poor." This favorable score may, however, be subject to some question regarding its interpretation since all respondents are owners and managers of small businesses and their evaluation of his performance in meeting the needs of "small business" is decidedly lower – only 31 percent favorable with "poor" ratings here rising to 23 percent.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona [2001-III-21] is based on 400 telephone interviews conducted from August 20th through September 12th, 2001, with owners or managers of businesses in the metropolitan Phoenix area which have from two to 99 employees and which are not subsidiaries of larger corporations. In a sample of this size, one may say with 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 of owners and managers of such small businesses been surveyed. **BusinessTRACK™** Arizona is co-sponsored by the Maricopa Community College District, and Behavior Research Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical data.

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STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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"Would you say that President Bush is doing an excellent, good, only fair, poor or very poor job as regards each of the following:"

	EXCELLENT/ GOOD	ONLY FAIR	POOR/ VERY POOR	NOT SURE YET	(NET POSITIVE)
Taking care of the needs of big business	55%	23%	6%	16%	(+49)
Making sure America is a strong leader in scientific research	47	27	13	13	(+34)
Making sure America remains a strong leader in medical research	47	24	15	14	(+32)
Reducing taxes on business	44	31	12	13	(+32)
Improving trade relations with Mexico	43	24	15	18	(+28)
Working to reduce unnecessary regulation of business	35	28	16	21	(+19)
Building respect from the US among foreign leaders	37	32	23	8	(+14)
Dealing with the energy crisis	36	28	27	9	(+9)
Getting the economy on the road to recovery	36	33	27	4	(+9)
Taking care of the needs of small business	31	34	23	12	(+8)
Protecting social security	35	25	28	12	(+7)
Reducing the national debt	28	39	24	9	(+4)
Environmental protection	32	31	30	7	(+2)
Restoring investor confidence in the stock market	26	39	26	9	(-0-)

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