



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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PRESIDENT BUSH RATING DROPS AGAIN

Phoenix, Arizona, October 10, 2002. For the first time since 9/11, President George W. Bush's job ratings in Arizona have declined to under 60 percent, and his disapproval ratings have climbed above the teens for the first time since July of 2001. With consumer concern about the economy and the threat of war looming, Bush's job approval ratings are now 58 percent compared to 63 percent in July.

Those giving Mr. Bush poor ratings now total 20 percent compared to 15 percent in July, and ten percent in April. Last October, barely five percent rated his performance as "poor."

The findings outlined in this report are based on a survey of 713 adults across Arizona conducted between October 1st and October 7th, 2002, 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.

The once bipartisan support enjoyed by Mr. Bush appears to be evaporating. Thus, positive job ratings totals 82 percent among Republicans, drops to 51 percent among Independents and to only 35 percent among Democrats. Deterioration in the President's support is most evident among retirees, among whom 51 percent rate him favorably, while 30 percent say he is doing a "poor" job.

Both Republican Senators from Arizona, Jon Kyl and John McCain, are also experiencing modest declines in their ratings. Thus, McCain's approval ratings declined from 66 to 61 percent and for Jon Kyl, 43 percent now give him positive ratings compared to 50 percent in April. Both Senators, however, have very low negative job ratings – only ten percent.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-IV-1) is based on 713 telephone interviews with adults, conducted from October 1st through October 7th, 2002 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire adult 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.

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

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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." (READ EACH; ROTATE LIST)

		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
<u>President George W. Bush</u>					
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)
<u>U.S. Senator John McCain</u>					
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.S. Senator Jon Kyl					
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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