



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-III-01]

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BUSH RATINGS TUMBLE; RE-ELECTION SUPPORT SHRINKS

Phoenix, Arizona. July 22, 2003. Favorable job ratings for President George W. Bush have dropped to 56 percent in July from 69 percent in April, resuming the downward trend that has been registered in all but one quarter since January of 2002. At the same time, the proportion of Arizonans assessing his performance in the White House as "Poor," rose to 21 percent, the highest such reading since April of 2001.

Ratings of the President's performance are also becoming intensely partisan, with 79 percent of Republicans giving him favorable job ratings compared to only 36 percent among Democrats and 46 percent among Independents. Among Arizona voters most likely to go to the polls in a presidential election, Mr. Bush's job ratings are 54 percent positive to 20 percent unfavorable

The decline in Mr. Bush's popularity may also be having an impact on the willingness of Arizonans to support his re-election. Today 56 percent favor another term for Bush, but the proportion strongly committed to vote for him now registers at only 36 percent. The balance of his supporters (19 percent), say they are not firmly committed to his re-election. Opposition to a second term totals 39 percent, including 28 percent who say their opposition is firm. Overall, only eight points separate staunch supporters and opponents of his re-election.

Viewed from another perspective, if one adds together uncommitted voters and those neither firmly committed for or against Mr. Bush's re-election, 36 percent of voters could be considered "swing voters" at this time. If the downward slope in his job ratings continues, by year's end his ability to carry Arizona could be in question.

There is also little doubt that, in the eyes of some voters, the war in Iraq appears to be evolving into a political albatross for the administration. Thus, a third favor withdrawal immediately or by year's end while only 42 percent embrace Mr. Bush's position that the U.S. should stay in Iraq "as long as it takes." As might be expected, there is a correlation between one's attitude toward Bush's re-election and one's view of withdrawal vs. staying the course: 42 percent of those who favor near term withdrawal from Iraq are strongly opposed to his re-election while 54 percent of those who say we should stay as long as it takes, strongly favor his re-election

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The findings outlined in this report are based on a survey of 701 adults across Arizona conducted between July 14th and July 18th, 2003, 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.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-III-01) is based on 701 telephone interviews conducted from July 14-18, 2003, with adults throughout Arizona. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.77 percent of what they would have been had the entire adult population been surveyed. The registered voter sample includes 539 individuals and the margin of error for that sample is +/- 4.3 percent. Margin of error for GOP sample is +/- 6.5 and for the Democrat sample is +/- 7.0.

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

ENCLOSED: Statistical data for reference.

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)
President George W. Bush					
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)

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STATISTICAL DATA

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*"If the election for President of the United States were being held today, would you definitely, probably, probably not or definitely not vote to re-elect George W. Bush?"*

JULY 03

|                | ALL VOTERS | LIKELY VOTERS |
|----------------|------------|---------------|
| Definitely     | 36%        | 38%           |
| Probably       | <u>19</u>  | <u>16</u>     |
| (Net Yes)      | (55%)      | (54%)         |
| Probably Not   | 11%        | 11%           |
| Definitely Not | <u>28</u>  | <u>30</u>     |
| (Net No)       | (39%)      | (41%)         |
| Unsure         | 6%         | 5%            |

*"As you know, President George W. Bush has declared major military operations in Iraq to be over. More recently, Defense Secretary Donald Rumsfeld said that the U.S. military presence in Iraq is costing U.S. Taxpayers three point nine billion dollars per month and that due to civil violence, he is uncertain how long the presence of U.S. military will be needed. In your opinion, how long should U.S. troops be kept in Iraq?"*

|                            | ALL VOTERS | LIKELY VOTERS |
|----------------------------|------------|---------------|
| Withdraw troops...         |            |               |
| immediately or by year end | 33%        | 30%           |
| within 12 months           | 5          | 5             |
| within 2 to 4 years        | 5          | 6             |
| Stay until...              |            |               |
| As long as it takes        | 42         | 44            |
| democratic government is   |            |               |
| elected                    | 5          | 5             |
| weapons of mass            |            |               |
| destruction are found      |            |               |
| and destroyed              | *          | *             |
| Not sure                   | 9          | 10            |

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