



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-IV-02]

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BUSH CARRYING ARIZONA IN '04 NO GUARANTEE

Phoenix, Arizona, October 22, 2003. Arizonans are sharply split on whether President George Bush deserves another term in the White House: 46 percent think he does and an equal percent think it is time for someone new. Eight percent are unsure.

Among registered voters, the results are more favorable toward giving Mr. Bush a second term, but not by much: 48 percent favor re-election; 44 percent want someone new and the balance, eight percent, are unsure. Viewed from the perspective of his detractors, a majority of voters prefer a new president or are unwilling to say Mr. Bush deserves to be reelected.

As might be expected, views on his retention reveal intense partisan differences with 72 percent of Republicans favoring a second term while 67 percent of Democrats favor electing someone new to the White House. What may come as a surprise is that a fifth of Republicans here say they think one term is enough for Mr. Bush and among Independents, the figure jumps to 50 percent. At the same time, a quarter of Democrats favor keeping Mr. Bush in the White House.

More ominous to his chances of reelection are the splits that have begun to appear along social class lines. The once immense public support for his presidency based on his foreign policy of war against suspected terrorists and terrorist collaborators appears to be unraveling along lines separating the rich from the poor and older people from younger ones. In a nutshell, those favoring his being given another term are White, wealthy, or working age people under 55 years of age. Those who would prefer to end his governance at one term tend to be from middle and lower income families, retirees or ethnic minorities. There may also be early signs of cracks in his support among women, 50 percent of whom now say they favor electing someone new into the presidency.

Such social and demographic variances may speak volumes about the difficulties lower income families and retirees on fixed incomes are feeling in the present economy and the growing degree to which the Bush administration may be seen as being to blame for their economic woes. A central political question, however, is whether anything short of a rapid recovery of the economy will turn middle class and elderly Americans toward renewing their confidence in George W. Bush over the next 12 months.

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The findings outlined in this report are based on a survey of 701 adults across Arizona conducted between October 9th and October 16th, 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-IV-02) is based on 701 telephone interviews with adults, conducted from October 9th through October 16th, 2003 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 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. The voter subset of this poll included 540 respondents and the margin of error for that sample is estimated to be plus or minus 4.3 percent at a .95 confidence interval.

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

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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For this and other polls, see www.brcpolls.com/results.

"Do you think President bush deserves to be re-elected or do you think it is time for someone new?"

	DESERVES TO BE RE-ELECTED	TIME FOR SOMEONE NEW	NOT SURE
GENERAL PUBLIC	46%	46%	8%
<u>POLITICAL AFFILIATION</u>			
Republican	72	21	7
Democrat	25	67	8
Independent	39	50	11
<u>AGE</u>			
Under 35	50	44	6
35 to 54	48	43	9
55 +	40	50	10
<u>INCOME</u>			
Lower income	30	61	9
Middle income	42	49	9
Upper income	59	36	5
<u>GENDER</u>			
Men	51	41	8
Women	41	50	9
<u>ETHNICITY</u>			
White	52	39	9
Hispanic	38	60	2
Other	20	75	5

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