



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-IV-06]

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BUSH JOB RATINGS DECLINE AGAIN IN ARIZONA; McCAIN AND KYL ALSO AFFECTED

Phoenix, Arizona, October 27, 2003. President George Bush continues to face erosion in public confidence here in Arizona. Between July and October, Mr. Bush's favorable job rating fell to 51 percent from 56 percent in July and 69 percent in April. "Poor" job ratings rose to 27 percent in October, from 21 percent in July and 14 percent in April.

Mr. Bush remains very popular with Republicans (72% approval), but approval has dropped radically among Democrats (31%) and among Independents (51%).

The voting public is split dead even on whether Mr. Bush deserves a second term in the White House, with 46 percent saying "yes" to his reelection and an equal percent saying "no."

Job performance ratings for U.S. Senators John McCain and Jon Kyl remain favorable, especially for John McCain, but have also eroded, perhaps a reflection of their close ties to President Bush's economic policies and support for the war in Iraq. Senator Kyl's numbers are 43 percent favorable to seven percent unfavorable, while for Senator McCain, the figures are 61 percent favorable to seven percent unfavorable.

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-06) 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
RMP 2003-IV-06

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

"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					
October	2003	51%	19%	27%	(+ 24)
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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DETAIL

**October 2003**

|                                 |               | EXCELLENT/<br>GOOD | FAIR | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|---------------------------------|---------------|--------------------|------|-------------------|---------------------|
| <b>President George W. Bush</b> |               |                    |      |                   |                     |
| <u>POLITICAL AFFILIATION</u>    |               |                    |      |                   |                     |
|                                 | GOP           | 72                 | 15   | 12                | (+60)               |
|                                 | Democrat      | 31                 | 23   | 45                | (-14)               |
|                                 | Independent   | 52                 | 14   | 34                | (+18)               |
|                                 | Likely voters | 51                 | 16   | 32                | (+19)               |
| <u>ETHNICITY</u>                |               |                    |      |                   |                     |
|                                 | White         | 54                 | 18   | 26                | (+28)               |
|                                 | Hispanic      | 48                 | 15   | 26                | (+22)               |
|                                 | Other         | 30                 | 25   | 42                | (+ 2)               |
| <u>GENDER</u>                   |               |                    |      |                   |                     |
|                                 | Men           | 53                 | 18   | 27                | (+26)               |
|                                 | Women         | 49                 | 19   | 27                | (+22)               |
| <u>AGE</u>                      |               |                    |      |                   |                     |
|                                 | Under 35      | 58                 | 14   | 27                | (+31)               |
|                                 | 35 to 54      | 55                 | 19   | 22                | (+33)               |
|                                 | 55 +          | 42                 | 21   | 33                | (+ 8)               |
|                                 | Retired       | 41                 | 20   | 34                | (+ 7)               |

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