

behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2004-II-05]

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G.W. BUSH MAY NEED McCAIN COATTAILS IN ARIZONA
McCAIN AND KYL JOB RATINGS VERY FAVORABLE

Phoenix, Arizona, May 20, 2004. Job performance ratings for Arizona's two Republican U.S. Senators are positive and rising at the very point in time when George W. Bush's ratings and voter support appears headed south. Senator John McCain, who will be on the ballot this year along with George W. Bush and who faces only token opposition, is sitting atop positive ratings from 65 percent of the public and only nine percent negative ratings. Among registered voters, his favorable score rises to an impressive 68 percent and among registered Republicans, to 72 percent.

At the same time, President George W. Bush's job ratings have tumbled to 45 percent and those who think he is doing a "poor" job in the White House amounts to 36 percent, the highest level recorded in Arizona since he assumed office. This in turn has resulted in an increasingly tight presidential race with Bush currently commanding 46 percent of the vote but John Kerry close behind at 42 percent.

Senator Jon Kyl is also enjoying popularity in Arizona, with positive job ratings currently registering at 42 percent and only nine percent in the negative column. Active campaigning by both senators for Mr. Bush in Arizona could play a major factor in keeping Arizona in the GOP column this year, particularly if Senator McCain plays a strong role because of his ability to cast a long shadow of support into the ranks of political independents and Democrats.

The findings outlined in this report are based on a survey of 713 adults, including 555 registered voters, across Arizona conducted between April 29th and May 4th, 2004, 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 (2004-II-05) is based on 713 telephone interviews with adults, including 555 registered voters, conducted from April 29th through May 4th, 2004 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 voter sample has an estimated margin of error of plus or minus 4.2. 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.

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.

“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>U.S. Senator John McCain</u>					
April	2004	65%	18%	9%	(+ 56)
January	2004	64	20	9	(+ 55)
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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		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
<u>U.S. Senator Jon Kyl</u>					
April	2004	42%	25%	9%	(+ 33)
January	2004	41	28	10	(+ 31)
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)

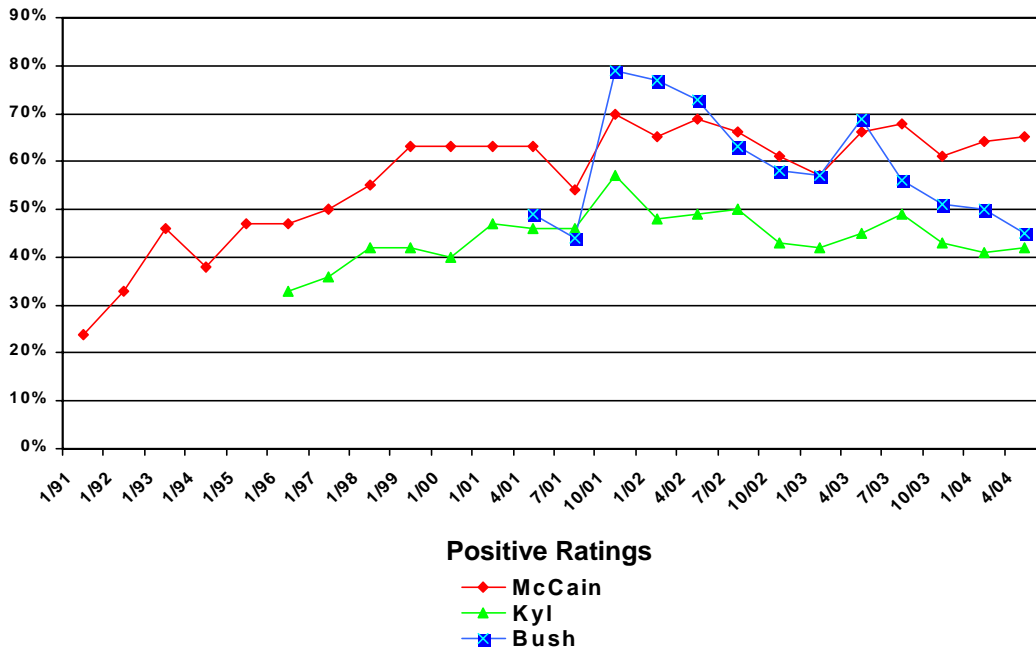
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**STATISTICAL DATA**

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**POSITIVE JOB PERFORMANCE RATINGS**



**TEST ELECTION RESULTS: ARIZONA STATEWIDE**

APRIL 2004

|             | <u>2-Way</u> | <u>3-Way</u> |
|-------------|--------------|--------------|
| Bush        | 46%          | 45%          |
| Kerry       | 42           | 37           |
| Nader       | NA           | 7            |
| Uncommitted | <u>12</u>    | <u>11</u>    |
|             | 100%         | 100%         |

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