



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2004-II-07

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BUSH JOB RATINGS SUBSIDE DESPITE BETTER READINGS ON THE ECONOMY AND TAX POLICIES

Phoenix, Arizona, June 3, 2004. Job performance ratings for President George W. Bush have subsided another three points in the Phoenix area, now resting at only 46 percent in the favorable column. This is nine points below his favorable rating at the outset of the year when 55 percent said he was doing a good job. At that time, only 25 percent rated his performance as "poor," a figure that has climbed to 33 percent in April and now rests at 31 percent.

The overall difference between positive and negative ratings, also continues to edge downward.

It appears that the President's lower esteem with Arizonans traces to foreign policy issues alone. In two categories – reducing taxes and improving the nation's economy – Arizonans give higher approval ratings to the President than in January, but these better scores do not translate to improved views on his overall performance. Additionally, the proportion willing to vote for his reelection continues to move downward.

The findings outlined in this report are based on a survey of 600 adults throughout Maricopa County, including 454 voters, conducted between May 16 and May 24, 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.

The continuing slump in the President's overall job ratings and vote traces more directly to significant deterioration in public assessment regarding how well he is managing the situation in Iraq and to a more modest, yet measurable, deterioration in their belief that Mr. Bush is doing a good job of keeping Americans safe from terrorism. The area in which we register the greatest deterioration in respect for the Bush Administration is in their views of what this administration has done to improve world opinion of the United States. Between January and today, the proportion rating his performance as good on this dimension shrank from 35 to 28 percent and those calling his performance poor, rose from 39 to an historic high of 46 percent.

It may be arguable that public views of President Bush since 9/11 have been more closely tied to his foreign policy than to domestic policy and that public views on economic issues have evolved to the point that they believe economic cycles have a life of their own that operate independently of anything a president may or may not do.

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-II-07) is based on 600 telephone interviews conducted from May 16 through May 24, 2004, with adult heads of household throughout Maricopa County, including 454 registered voters. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.1 percent of what they would have been had the entire adult population been surveyed and 4.6 percent for the voter sample. 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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JOB RATINGS
PRESIDENT G.W. BUSH

Maricopa County (Phoenix Region)

	Excellent/ Good	Fair	Poor/Very Poor	Net to Positive
May 04	46%	19%	31%	+15
April 04	49	14	33	+16
February 04	51	21	27	+24
January 04	55	16	25	+30

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TEST ELECTION:  
REGISTERED VOTES ONLY

|          | <u>Bush</u> | <u>Kerry</u> | <u>Undecided</u> |
|----------|-------------|--------------|------------------|
| May 04   | 49%         | 37%          | 14%              |
| April 04 | 51          | 39           | 10               |

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STATISTICAL DATA

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"More specifically, would you say President George W. Bush is doing excellent, good, fair, poor or very poor job in each of the following areas?" (ROTATE SEQUENCE)

MARICOPA COUNTY

		Excellent/ Good	Fair	Poor/Very Poor	
<u>MAKING THE U.S. SAFE FROM TERRORISM</u>					
	May 04	56%	18%	23%	(+33)
	January 04	58	20	19	(+39)
<u>REDUCING YOUR TAXES</u>					
	May 04	43	21	31	(+12)
	January 04	29	24	32	(- 3)
<u>MANAGING THE SITUATION IN IRAQ</u>					
	May 04	41	16	39	(+ 2)
	January 04	48	19	31	(+17)
<u>IMPROVING THE NATION'S ECONOMY</u>					
	May 04	39	25	32	(+ 7)
	January 04	37	27	34	(+ 3)
<u>PROTECTING THE ENVIRONMENT</u>					
	May 04	31	25	34	(- 3)
	January 04	33	28	33	(-0-)
<u>IMPROVING WORLD OPINION OF THE U.S.</u>					
	May 04	28	20	46	(- 18)
	January 04	35	20	39	(- 4)

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