



behavior research center's

# Rocky Mountain Poll

NEWS RELEASE [RMP 2003-I-03]

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## BUSH RATINGS STABLE IN ARIZONA; McCAIN POPULARITY STILL HIGH

Phoenix, Arizona, January 17, 2003. President George W. Bush's current job approval ratings are 20 points lower than this time last year, but still remain at impressive levels – 57 percent favorable to only 18 percent unfavorable. What is more, the President's popularity, which eroded steadily over four quarters, appears to have stabilized here in Arizona, remaining basically at the same level today as was registered in October of 2002.

U.S. Senator John McCain, who will face reelection in several years, also experienced some decline in his numbers at the end of last year but, overall today, has even better ratings than does President Bush. This traces to the fact that, while Senator McCain and President Bush have identical favorable ratings (57%), McCain's negative ratings (9%) are half those of the President's. (18%).

U.S. Senator Jon Kyl's numbers are less impressive than McCain's, but principally because he remains less well known. Thus, while 22 percent of Arizonans have no opinion of Kyl, this figure is only ten percent for Senator McCain. In any event, Senator Kyl is given positive ratings by 42 percent, negative scores by only eight percent.

The findings outlined in this report are based on a survey of 675 adults across Arizona conducted between January 3<sup>rd</sup> and January 7<sup>th</sup>, 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](http://www.brcpolls.com) to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-I-03) is based on 675 telephone interviews with adults across Arizona, conducted from January 3<sup>rd</sup> through January 7<sup>th</sup>, 2003. 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.

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](http://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)
<b><u>President George W. Bush</u></b>					
<b>January</b>	<b>2003</b>	<b>57%</b>	<b>21%</b>	<b>18%</b>	<b>(+ 39)</b>
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)
<b><u>U.S. Senator John McCain</u></b>					
<b>January</b>	<b>2003</b>	<b>57%</b>	<b>24%</b>	<b>9%</b>	<b>(+ 48)</b>
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/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|-----------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b>U.S. Senator Jon Kyl</b> |             |                    |            |                   |                     |
| <b>January</b>              | <b>2003</b> | <b>42%</b>         | <b>28%</b> | <b>8%</b>         | <b>(+ 34)</b>       |
| 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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