



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2004-III-02]

Contact: Earl de Berge
Research Director

KERRY PLEDGE ON IMMIGRATION REFORM MAY HAVE BACKFIRED IN ARIZONA

Phoenix, Arizona, July 16, 2004. After closing to within four points of George W. Bush, John Kerry has lost traction in Arizona. In a survey completed shortly after Kerry appeared before the National Council of La Raza and pledged sweeping immigration reforms, sizable numbers of Latino voters and Independents have moved back into the “uncommitted” column. Few moved toward Bush, but Kerry may have done what Bush could not do, raise fears in a border state that federal laws might be changed in a direction that would make it easier for illegal aliens to gain US citizenship.

Kerry's speech came at just the point in time when job ratings for President Bush were showing significant signs of improvement, with favorable ratings rising to their highest level (52%) in 12 months. Simultaneously, negative assessments of the President's performance dropped six points to only 30 percent, from 36 percent in April. Most importantly, although the President's ratings have always been very high among Republicans, they have shown major improvement within the ranks of Hispanics, Independents and Democrats, making it potentially very precarious for Kerry to pursue policies that run the risk of alienating mainstream Democrats and moderate Independents. The proportion of Democrats giving favorable ratings to Mr. Bush's job performance rose to 32 percent in July from only 18 percent in April. Similarly, favorable ratings from Independents rose to 44 from 33 percent and Hispanic voters' favorable views rose appreciably from 29 to 56 percent during the same period.

The overall impact of these changes is that the test vote in the presidential race shows Bush rising from 46 percent in April to 48 percent today and the Kerry vote shrinking from 42 percent to 36 percent. The proportion of voters who are undecided rose to 16 from 12 percent. The vote remains closer among voters most likely to go to the polls (Bush 46% and Kerry 37%) which leaves almost a fifth of likely voters in the uncommitted column and implies that Arizona is still very much in play in the presidential sweepstakes.

The findings outlined in this report are based on a survey of 670 adults, including 515 registered voters, across Arizona conducted between June 30th and July 7th, 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.

-more-

One of the more interesting findings in the study is that while Hispanic voters appear to have reacted coolly to the immigration reform speech of Kerry, older voters in Arizona seem to have brushed it aside and may be responding favorably to Kerry's messages on health care and social security. Among retiree voters in Arizona, retirees are very sharply split on who they favor, with 40 percent voting for Bush, 43 percent for Kerry and the balance, 17 percent, remaining uncommitted. A bottom-line issue for the Kerry campaign is whether he can rebuild support on other issues of greater interest to them, such as education, health care and employment opportunity.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-III-02) is based on 670 telephone interviews with adults, including 515 registered voters, conducted from June 30th through July 7th, 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 3.8 percent of what they would have been had the entire adult population been surveyed. The voter sample as an estimated margin of error of plus or minus 4.4. 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
 RMP 2004-III-02

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)

President George W. Bush		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
July	2004	52%	15%	30%	(+ 22)
April	2004	45	16	36	(+ 9)
January	2004	50	16	29	(+ 21)
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)

DETAIL

April 2004: President Bush

	Excellent/ Good	Fair	Poor/Very Poor	(NET POSITIVE TO <u>NEGATIVE</u>)		
				July 04	Apl. 04	Jan. 04
<u>POLITICAL AFFILIATION</u>						
Republican	75%	11%	9%	(+66)	(+66)	(+72)
Democrat	32	14	53	(- 21)	(- 42)	(- 32)
Independent	44	22	30	(+14)	(- 16)	(+ 4)
Likely voters	49	14	33	(+16)	(+13)	(+16)
<u>ETHNICITY</u>						
White	53	15	29	(+24)	(+17)	(+26)
Hispanic	56	15	26	(+30)	(- 16)	(+10)
Other	31	24	43	(- 12)	(- 27)	(- 15)
<u>GENDER</u>						
Men	57	15	26	(+31)	(+13)	(+23)
Women	44	16	34	(+10)	(+ 5)	(+19)
<u>AGE</u>						
Under 35	45	17	34	(+11)	(- 2)	(+27)
35 to 54	34	16	27	(+27)	(+15)	(+22)
55 +	52	14	31	(+21)	(+ 5)	(+15)

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2004-III-02

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

TEST ELECTION RESULTS: ARIZONA STATEWIDE

APRIL 2004

	April 2004	July 2004
Bush	46%	48%
Kerry	42	36
Nader	NA	NA
Uncommitted	<u>12</u>	<u>16</u>
	100%	100%

~~~~~

|               | <u>Bush</u> | <u>Kerry</u> | <u>Undecided</u> |
|---------------|-------------|--------------|------------------|
| Total         | 48%         | 36%          | 16%              |
| Democrats     | 21          | 66           | 13               |
| Republicans   | 80          | 7            | 13               |
| Independents  | 28          | 45           | 27               |
| Men           | 52          | 33           | 15               |
| Women         | 43          | 41           | 16               |
| Likely voters | 46          | 36           | 18               |

~~~~~

Job Performance Ratings for President George W. Bush In Arizona

