



behavior research center's

Rocky Mountain Poll

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McCAIN JOB RATINGS IMPROVE;
KYL NUMBERS SOFTEN TO LOWEST LEVEL SINCE 2000

Phoenix, Arizona, January 30, 2004. U.S. Senator John McCain continues to receive favorable job approval ratings from more than 60 percent of his Arizona constituents and his unfavorable assessments register under ten percent. Remarkably, his positive scores are identical among Democrats and Republicans (67%) and subside only moderately among Independents (61%). Geographically, his favorable scores exceed 60 percent in every region of the state and hit nearly 70 percent in rural Arizona.

U.S. Senator Jon Kyl also enjoys favorable ratings – but at an unmistakably lower level than McCain. Additionally, although Senator Kyl receives positive scores from 62 percent of Republicans, we find that Democrats and Independents are far less supportive: Democrats are 28 percent favorable and Independents 35 percent favorable. Senator Kyl's negative ratings remain low (10%) and rise to only 16 percent among Democrats and 17 percent among Independents.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-I-06) is based on 704 telephone interviews with adults, conducted from January 6th through January 12th, 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 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-I-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)
U.S. Senator John McCain					
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/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|------------------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b><u>U.S. Senator Jon Kyl</u></b> |             |                    |            |                   |                     |
| <b>January</b>                     | <b>2004</b> | <b>41%</b>         | <b>28%</b> | <b>10%</b>        | <b>(+ 31)</b>       |
| 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)              |