



behavior research center's

Rocky Mountain Poll

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AFTER SUMMER SLUMP – MCCAIN REGAINS GROUND SENATOR KYL RATINGS FALL AGAIN

Phoenix, Arizona, November 18, 2007. U.S. Senator John McCain is again showing his resiliency and capacity to bounce back to earn the respect of Arizona voters who sometimes have discomfort with his maverick stance on issues of the day. Particularly difficult for him this year has been his pro-Bush position on the unpopular war in Iraq and his position on immigration issues.

McCain's job approval rating reached a low point this summer and had been sliding steadily since mid 2005, but now appear to be rising again, registering at 45 percent today compared to 42 percent as recently as July. More important the sudden July spike to 30 percent from 18 percent in the proportion of Arizonan's who thought he was doing a "poor job" as U.S. Senator has deflated as quickly as it appeared and is now back at 17 percent in November.

Both shifts may trace to efforts he has made to modify his public stance on illegal immigrants and the Iraq war, and perhaps as well to efforts by his campaign to remind voters of his military service and the trials he suffered as a prisoner of war. Although his current favorable reading (45%) has not regained the stratospheric level seen back in 2005 when 73 percent rated him favorably, the improvement is unmistakable.

U.S. Senator Jon Kyle, who has recently been labeled in the national media as "Senator Secret" has suffered additional losses in his equity with the public. The proportion who today rate Kyl's job performance favorably has sunk to 37 percent, the lowest level since 1997. As recently as January of this year, 49 percent have him positive job rating. A curious aspect of Senator Kyl's numbers is that the most noticeable loss in his voter equity has occurred not within the ranks of Democrats or Independents, but within the ranks of Republican voters.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2007-IV-07), is based on 626 interviews with adult heads-of-household across Arizona, conducted between November 12 and 15, 2007. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.9 percent of what they would have been had the entire voter 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 sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2007-IV-07)

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

(See following pages.)

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		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
<u>U.S. Senator John McCain</u>					
November	2007	45%	26%	17%	(+ 28)
July	2007	42	25	30	(+ 12)
March	2007	49	24	18	(+ 31)
January	2007	50	25	17	(+ 33)
January	2006	62	20	9	(+ 53)
October	2005	60	27	7	(+ 53)
July	2005	63	19	9	(+ 54)
April	2005	61	22	10	(+ 51)
January	2005	73	15	6	(+ 67)
October	2004	70	17	8	(+ 62)
July	2004	72	17	6	(+ 66)
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>					
November	2007	37%	26%	13%	(+ 24)
July	2007	40	34	18	(+ 22)
March	2007	46	25	12	(+ 34)
January	2007	48	24	16	(+ 32)
January	2006	42	26	9	(+ 33)
October	2005	40	23	10	(+ 30)
July	2005	47	21	9	(+ 38)
April	2005	42	21	10	(+ 32)
January	2005	49	22	7	(+ 42)
October	2004	47	23	8	(+ 39)
July	2004	48	22	9	(+ 39)
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)