



behavior research center's

Rocky Mountain Poll

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OBAMA JOB RATING STILL NEGATIVE IN ARIZONA;
PARTISAN DIVISION IS DEEPER, BUT LIBERALS ARE LESS POSITIVE
WHILE CONSERVATIVES LESS NEGATIVE; CONGRESS RATING VERY LOW

Phoenix, Arizona, May 7, 2013. Public views of the performance of Barack Obama in the White House remain mixed in Arizona and tipped toward the negative side of the ledger. In the wake of last fall's presidential election; 31 percent rate his performance favorably, but 37 percent are unfavorable in their views and 25 percent are only willing to give him a "fair" rating, which usually indicates that their assessment is a mix of both positive and negative views.

But it is the shifts of opinion within constituencies that are the most interesting. Conservatives like him more than in the past, liberals like him less; younger voters are shifting toward him, older people away; and, as minority voters embrace him more fully, Caucasians are less inclined.

As might be expected after such a hard-fought and expensive presidential campaign, job ratings have become intensely partisan, with 70 percent of Democrats applauding Obama's performance in the White House; while 73 percent of Republicans rate his performance as "poor". Political Independents, on the other hand, split modestly toward approval of his performance with 35 percent giving him positive ratings to 29 percent negative.

As noted above, the recent presidential election brought with it other shifts in public sentiment toward the President. For example, and as might be expected given his policy goal of raising taxes on America's wealthiest families, high-income earners in Arizona have dropped from 42 to 21 percent favorable in their job ratings while their "poor" ratings rose to 43 percent from 34 this time last year. Given this shift, one might expect that conservatives have also become more

negative, and while it is true that Barack Obama is not the favorite of conservatives, it is not true that they have become more negative. Thus, whereas 56 percent of conservatives rated his performance last April as “poor” only 49 percent do so today. Additionally, his favorable job rating among conservatives rose to 22 percent from only 18 during the same period. It is liberals who are having greater difficulty liking the President, as can best be seen in their favorable assessments of his performance - down to 45 percent from 62 percent last April. But to his advantage, liberals have not become more negative: “poor” ratings also declined from 27 to 22 percent during the April 2012 to April 2013 measurements.

The President also made major improvements in his job ratings from the growing minority population in Arizona. For example, favorable job ratings from Latinos rose to 38 percent from 31 last April and negative assessments were halved from 19 to only ten percent. Among non-Latino minorities his gains were even more impressive, shifting from 43 to 50 percent favorable and from 35 to only 18 percent negative. Arizonans self-identifying as Caucasian shifted downward from 33 to 26 percent favorable and their negative assessment rose to 46 from 42 percent.

Arizonan’s respect for the performance of the U.S. Congress remains very low and fundamentally unchanged from April of 2012. Thus, 51 percent rate it as doing a “poor” job and only 12 percent think the Congress is doing a “good” job. Republicans and Independent voters are intense in their distaste for the performance of the Congress; 60 to 65 percent give that institution a negative rating.

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

RMP (2013-II-07)

EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2013-II-07), is based on 700 interviews with heads of household statewide including 438 registered voters statewide, conducted between April 3 and 16 , 2013. Interviewing was conducted in both English or Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. 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 3.8 percent of what they would have been had the entire population been surveyed and 4.8 percent 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 (2013-II-07)

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“Would you say that **President Barack Obama** is doing an excellent, good, fair, poor or very poor job in office?”

	EXCELLENT/ GOOD	FAIR	POOR/ VERY POOR	NET TO POSITIVE
April 2013	31%	25%	37%	- 6
April 2012	34	25	39	- 5
Jan. 2012	34	23	41	- 7
April 2011	33	26	35	- 2
July 2010	28	27	39	-11
Jan. 2010	40	18	35	+ 5
Sept. 2009	45	20	30	+14
April 2009	51	24	20	+31
<u>April 2013 Detail</u>				
Democrats	70	18	10	+60
Independents	35	32	29	+ 6
Republicans	7	17	73	- 66
Age under 35	39	20	34	+ 5
35 to 54	25	30	38	-13
55 and older	31	24	37	- 6
Caucasian	26	23	46	- 20
Hispanic	38	40	10	+28
Other	50	18	18	+32
Women	34	22	36	- 2
Men	29	28	37	- 8
<u>Income</u>				
\$45K or less	38	28	35	+ 3
\$45K to \$84,999	34	30	41	- 7
\$85K or more	21	24	43	-22
Liberals	45	28	22	+23
Moderates	31	32	34	- 3
Conservatives	22	20	49	-27

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“Would you say that the current U.S. Congress is doing an excellent, good, fair, poor or very poor job?”

|                                 | Excellent/<br>Good | Fair       | Poor /<br>Very poor | Net to<br>positive |
|---------------------------------|--------------------|------------|---------------------|--------------------|
| <b>April 2013</b>               | <b>12%</b>         | <b>27%</b> | <b>51%</b>          | <b>-39</b>         |
| April 2012                      | 11                 | 33         | 51                  | -40                |
| January 2012                    | 14                 | 29         | 53                  | -39                |
| <b><u>April 2013 Detail</u></b> |                    |            |                     |                    |
| Democrats                       | 13                 | 31         | 47                  | -34                |
| Independents                    | 13                 | 23         | 62                  | -49                |
| Republicans                     | 5                  | 27         | 65                  | -60                |
| Women                           | 11                 | 26         | 51                  | -40                |
| Men                             | 12                 | 27         | 53                  | -41                |
| Liberals                        | 15                 | 22         | 53                  | -38                |
| Moderates                       | 9                  | 35         | 51                  | -42                |
| Conservatives                   | 11                 | 24         | 55                  | -44                |

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