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Rocky Mountain Poll

NEWS RELEASE [RMP 2013-III-02]

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PRESIDENT OBAMA'S FAVORABLE JOB RATINGS FROM ARIZONA PUBLIC RISE

Phoenix, Arizona, August 2, 2013. As the economy improves, so apparently does the public's regard for President Obama. The President is regaining favor with the public in Arizona after a long drought that began in the summer of 2010 when his favorable job ratings fell to 28 percent and 39 percent rated his performance as poor. Today, however, 39 percent say he is doing a good job in the White House while the number who think otherwise has subsided to 32 percent ...his lowest negative score since January of 2010.

In fact, this is the first time since the summer of 2010 that the President has had more people say they like the job he is doing in the White House than say they dislike his work.

The strongest up-tick in the President's ratings comes from within the ranks of upper income families who are today more than twice as likely as was the case just three months ago to give him favorable job ratings. Today 48 percent of Arizona's most affluent families rate his performance favorably compared to only 21 percent in April. Negative ratings by Arizonan's wealthiest families subsided to 36 percent from 43 percent in April. The old saying that people vote first with their pocket books appears to be true. It may be noteworthy that lower income families are also finding more to cheer about in Obama. It is only within the ranks of middle income families that the assessment on Obama remains essentially unfavorable: 33 percent favorable to 40 percent unfavorable. But it certainly appears that the President's struggle with the Congress on tax issues coupled with the improving economy has turned the heads of upper income families.

And while both men and women have become more positive toward President Obama, the up-tick among men is most pronounced – now 38 percent favorable compared to just 29 percent in April.

Finally, Hispanics who have generally leaned toward the President, now do so in much bigger numbers: 61 percent favorable to only 16 percent unfavorable. In April, only 38 percent rated Obama in strongly favorable terms. The ground the president has struck on the immigration reform issue has clearly resonated not only with Hispanics, but also with other minorities across the state who now give the President favorable ratings by a ratio of 51 percent to only nine percent unfavorable.

Voter regard for the U.S. Congress has also improved, but far less so than the President's scores. Today, 16 percent rate Congress favorably and 39 percent unfavorably. This is a modest improvement over April when barely 12 percent said they thought the Congress was doing a good job and 51 percent rated its performance as poor. The fact remains, however, that negative assessments of the Congress outpace favorable ones by a ratio of 2.4 to 1.

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

RMP (2013-III-02)

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2013-III-02), is based on 701 interviews with heads of household statewide including 438 registered voters statewide, conducted between July 8 and July 21, 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-III-02)

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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 |
|--------------------------------|----------------------------|-------------|----------------------------|----------------------------|
| July 2013 | 39% | 24% | 32% | + 7 |
| 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>July 2013 Detail</u> | | | | |
| Democrats | 66 | 21 | 11 | +55 |
| Independents | 35 | 27 | 36 | - 1 |
| Republicans | 18 | 14 | 66 | - 48 |
| Under 35 | 43 | 32 | 23 | +20 |
| 35 to 54 | 37 | 21 | 33 | + 4 |
| 55 and older | 37 | 17 | 42 | - 5 |
| Caucasian | 30 | 22 | 42 | - 12 |
| Hispanic | 61 | 22 | 16 | +45 |
| Other | 51 | 34 | 9 | +42 |
| Women | 39 | 25 | 31 | + 8 |
| Men | 38 | 22 | 34 | + 4 |
| <u>Income</u> | | | | |
| \$45K or less | 44 | 27 | 24 | +20 |
| \$45K to \$84,999 | 33 | 21 | 40 | - 7 |
| \$85K or more | 47 | 17 | 36 | +11 |

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**STATISTICAL DATA**

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

|                                | <b>Excellent/<br/>Good</b> | <b>Fair</b> | <b>Poor /<br/>Very poor</b> | <b>Net to<br/>Positive</b> |
|--------------------------------|----------------------------|-------------|-----------------------------|----------------------------|
| <b>July 2013</b>               | <b>16%</b>                 | <b>32%</b>  | <b>39%</b>                  | <b>-23</b>                 |
| April 2013                     | 12                         | 27          | 51                          | -39                        |
| April 2012                     | 11                         | 33          | 51                          | -40                        |
| January 2012                   | 14                         | 29          | 53                          | -39                        |
| <b><u>July 2013 Detail</u></b> |                            |             |                             |                            |
| Democrats                      | 14                         | 32          | 45                          | -34                        |
| Independents                   | 10                         | 25          | 58                          | -49                        |
| Republicans                    | 12                         | 30          | 50                          | -60                        |
| Women                          | 18                         | 34          | 32                          | -40                        |
| Men                            | 13                         | 31          | 47                          | -41                        |

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