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Rocky Mountain Poll

Rated in the Top 15% of Political Polls in the U.S.

NEWS RELEASE [RMP 2015-II-03]

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SENATOR McCAIN ALREADY PUSHING NEEDLE TOWARD POSITIVE

Phoenix, Arizona, June 1, 2015. As the 2016 election approaches and after U.S. Senator John McCain aggressively announced his re-election campaign plans, voters, and especially Republicans, seem to be responding favorably. Job ratings for Arizona's Senior U.S. Senator grew to 30 percent favorable in the May 2015 poll from 27 percent in April of 2014. Simultaneously negative job ratings subsided to 26 percent from 31 percent in the same period. This is a net favorable shift of eight percentage points.

Suggestions that the Senator may be vulnerable in next year's GOP primary election may be premature as the Senator has a reputation for knowing how to win elections, will by all reports have more than enough money to back up his campaign skills and is already showing important improvements in his job rating, especially among GOP voters he must win to his cause in the all important GOP primary election in 2016. In addition, GOP campaign strategists have shown proficiency in recent years in the techniques for obliterating the reputations of opponents to their candidates. In any event, there can be no doubt that Senator McCain will be no pushover. Today, 49 percent of Republicans rated his work favorably while 32 percent were negative in their assessments.

To be sure, Democrat, Congresswoman Ann Kirkpatrick's announcement last week that she plans to challenge for Senator McCain's seat may cast a different light on the race. She is a high-profile office-holder who has withstood some rough campaigns for her House seat.

The findings outlined in this reports are based on a statewide survey of 701 adult heads of household including 457 registered voters. It was conducted between April 29 and May 10, 2015 by the Behavior Research Center of Arizona and is part of the Center's Independent and non-

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household including 457 registered voters. It was conducted between April 29 and May 10, 2015 by the Behavior Research Center of Arizona and is part of the Center’s Independent and non-partisan Rocky Mountain Poll Series. The public is welcome to visit www.BRCpolls.com for this and other polls.

While Senator McCain’s numbers among GOP voters are improved, it should be recalled that just over half still have questions about his performance that result in them giving him less than unambiguous positive ratings. Additionally, if he makes it through his primary election, he will face Independent and Democrat voters who appear increasingly less likely to vote for him. Thus, job ratings among Independents are 40 percent negative to 21 percent favorable and among Democrats, the ratings are 36 percent negative to only 19 percent favorable. Senator McCain has improved also in his appeal to Hispanic voters who are likely to be major players in the 2016 elections.

U.S. Senator Jeff Flake appears to have done little to expand the percentage of Arizonans who think he is doing a good job in Washington. Today, just a fifth of Arizonans are willing to classify his performance as “good” while 16 percent rate him as doing a poor job. Fully a third are holding back on making any assessment. In all fairness, however, we register a steady and significant decline in the proportion who considers Senator Flake’s performance to be “poor”. That percent has declined from a high of 30 percent in the summer of 2013 to only 16 percent today. The most dramatic decrease in negative scores comes from within the ranks of Democrats among whom 41 percent rated his performance as poor last April, but today only 27 percent hold that view.

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EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2015-II-03), is based on 701 interviews with heads of household statewide including 457 registered voters, conducted between April 29 and May 10, 2015. Interviewing was conducted in English or Spanish by professional interviewers of the Behavior Research Center on both land lines and cell phones. Where necessary, figures for age, sex, and race 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 adult population been surveyed and 4.7 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.

Rocky Mountain Poll is rated in top 15 percent of polls in America: In 2014, Nate Silver of the noted analytics website *fivethirtyeight.com* rated BRC in the top tier of political polling firms in America for methodology and accuracy. Mr. Silver and his website have correctly predicted national and state election outcomes in recent election cycles by aggregating polling results from multiple research firms.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll – Arizona
RMP (2015-II-03)

For this and other Rocky Mountain Polls, see www.brcpolls.com/results

“Would you say that U.S. Senator John McCain is doing an excellent, good, fair,
poor or very poor job in office?”

		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
May	2015	30%	29%	26%	(+ 4)
April	2014	27	30	31	(-4)
Jan	2014	37	23	33	(+4)
July	2013	34	32	26	(+8)
April	2013	26	27	36	(-10)
April	2012	33	30	31	(+2)
January	2012	39	32	26	(+13)
April	2011	33	26	28	(+5)
July	2010	36	31	22	(+14)
January	2010	40	30	21	(+19)
September	2009	48	31	21	(+27)
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)
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	(+ 6)

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Detail: John McCain Job Rating May 2015

“Would you say that U.S. John McCain is doing an excellent, good, fair, poor or very poor job in office?”

	Excellent/ Good	Fair	Poor/ Very Poor	Net Pos to Neg
Statewide	30%	29%	26%	+4
<u>County</u>				
Maricopa	32	29	25	+7
Pima	27	21	34	-7
Rural	25	34	21	+4
<u>Party</u>				
Republican	49	25	22	+27
Independent	21	28	40	-19
Democrat	19	35	36	-17
<u>Gender</u>				
Men	27	28	30	- 3
Women	33	30	21	+12-
<u>Ethnicity</u>				
Caucasian	31	30	27	+ 4
Latino	35	26	15	+20
Other	13	29	30	+17



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“Would you say that U.S. Senator Jeff Flake is doing an excellent, good, fair, poor or very poor job in office?”

	Excellent/ Good	Fair	Poor/ Very Poor	Net Pos to Neg
Statewide				
May 2015	20%	27%	16%	+ 4
April 2014	18	28	23	- 5
Jan. 2014	21	28	26	- 5
July 2013	17	25	30	-13
April 2013	18	25	26	- 8
<u>Detail - May. 2015</u>				
<u>Party</u>				
Republican	32	31	13	+19
Independent	22	23	21	+ 1
Democrat	20	35	27	- 7
<u>County</u>				
Maricopa	25	27	17	+ 8
Pima	9	30	24	-15
Rural	16	26	10	+ 6
<u>Gender</u>				
Men	24	24	16	+ 8
Women	16	30	16	- 0
<u>Age</u>				
Under 35	17	24	13	+ 4
35 to 54	17	28	12	+ 5
55 or older	25	31	22	+ 3
<u>Ethnicity</u>				
Caucasian	21	27	17	+ 4
Hispanic	13	29	11	+ 2
Other	17	25	18	- 1