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Rocky Mountain Poll

NEWS RELEASE [RMP 2009-II-01]

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BARACK OBAMA PERFORMANCE RATINGS FAVORABLE IN MARICOPA COUNTY

Phoenix, Arizona, May 5, 2009. Given the intense focus of the public on the economy and the economic policies of the White House, only five percent of voters in Arizona's most populous county have no opinion about how well Barack Obama is handling the presidency, but among the 95 percent with an opinion, attitudes here are decidedly favorable.

Overall, 51 percent rate his performance to be "excellent" or "good", another 24 percent call his performance "fair" and only a fifth, half of whom are registered Republicans, say he is doing a poor job. Democrats are wildly enthusiastic about the president, 85 percent rating his performance favorable and the same is true of 54 percent of registered Independents. Among Republicans, perhaps still chaffing that their "favorite son" was unsuccessful in his bid for the White House, six of ten give him "fair" or better scores, including 22 percent who call his performance excellent or good.

Almost no Democrats, barely a fifth of Independents and only a third of Republican voters believe President Barack Obama is doing a poor job as President.

In Arizona, President Obama's popularity among Latinos, one of the fastest growing voters and population segment, is astonishing ...71 percent in the "excellent/good" category and another 19 percent answering "fair." Only five percent of Latinos take a dim view of his job performance.

The views of men and women toward President Obama are roughly parallel although women are modestly more positive (52%) than men (46%). The study also reveals that while younger voters are the most positive toward the President (55%), his standing with older voters is also quite favorable (50%). Only in the 35 to 54 age bracket do his positive scores dip to 45 percent. Finally, among families earning less than \$100,000 per year, 53 percent give the President positive job ratings, but among those earning more than \$100,000 his approval rating drops to 42 percent. Even among the most affluent, however, negative ratings rise to only 21 percent.

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STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2009-II-01

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

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2009-II-01), is based on 500 interviews with adult heads of household across Maricopa County, conducted between April 13 and 21, 2009. 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 3.5 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.

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ENCLOSED: Statistical data for reference.

“Would you say that President Barack Obama is doing an excellent/good, fair, poor/very poor job as President of the United States?”

	Excellent/ Good	Fair	Poor/ Very Poor	No Opinion
TOTAL	51%	24%	20%	5%
Democrats	85	7	4	4
Independents	54	24	20	2
Republicans	22	37	33	8
<u>INCOME</u>				
Under \$100,000	53	21	19	7
Over \$100,000	42	35	21	2
Latino	71	19	5	5
Caucasian	46	26	23	5
Other	50	15	21	14

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