



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2013-III-06]

Contact: Bruce Hernandez
Sr. Vice President
Earl de Berge
Research Director

SENATOR JOHN McCAIN ENJOYS MODEST UPTICK IN VOTERS' REGARD FOR HIS PERFORMANCE

Phoenix, Arizona, August 20, 2013. Although still not out of the woods with Arizona voters, U.S. Senator John McCain appears to have stopped the negative slide in his ratings. Senator McCain's popularity had been edging downward fairly steadily since 2007 when it dipped below 50 percent. But today, it has risen from 26 percent to 34 percent and his "poor" job rating subsided to 26 percent from 36 percent this April.

The Senator's leadership on immigration reform may be a driver in renewed support. By more than two to one Arizonans want Congress to approve the immigration reform measure the Senator helped craft earlier this year. Indeed, his improved readings are registered across most constituent groups regardless of ethnicity, gender, political party or area of the state.

It is also clear, however, that Senator McCain is not out of the dog house with voters. Only 34 percent are willing to classify his performance as either "excellent" or "good" – a far cry from the more than 60 percent who felt that way as recently as 2006. And as one of the most powerful GOP members of the U.S. Senate, it remains clear that Senator McCain still has problems at home where only 38 percent of GOP voters give him favorable job ratings, while 27 percent still evaluate his performance as "poor."

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

RMP (2013-III-06)

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2013-III-06), is based on 701 interviews with heads of household statewide including 438 registered voters statewide, conducted between July 8 and 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-06)

For this and other 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)
U.S. Senator John McCain					
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)
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)

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2013-III-06)

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

John McCain job rating July 2013

“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
State	34%	32%	26%	+8
<u>County</u>				
Maricopa	35	31	23	+12
Pima	37	34	25	+12
Rural	30	31	31	- 1
<u>Party</u>				
Republican	38	32	27	+11
Independent	29	28	33	- 4
Democrat	21	35	40	-19
<u>Gender</u>				
Men	35	29	28	+ 7
Women	32	34	23	+ 9
<u>Ethnicity</u>				
Caucasian	36	30	26	+10
Latino	34	38	20	+14
Other	30	35	26	+ 4

~~~~~