



*behavior research center's*

# ***Rocky Mountain Poll***

NEWS RELEASE [RMP 2014-II-01]

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

## PRESIDENT OBAMA JOB RATINGS

### IMPROVE IN ARIZONA

Phoenix, Arizona , May 6, 2014 President Barack Obama's job ratings plummeted in Arizona in January, but are now back on the rise. At the outset of the year, 49 percent of the public said he was doing a poor job in the White house while only 30 percent were willing to give him a good job performance rating. Today, however, his favorable job ratings are on the rise again with 38 percent applauding his performance while the negative scores declined from 49 to 40 percent ... a net favorable shift of 17 points.

It appears that his stock in trade with Arizonans is rebounding mostly within the ranks of Democrats, but also among Arizonans between 35 and 54 years of age, among men, and he has also made some gains among lower and middle income families. It may be reasonable to speculate that younger and middle class residents are finally beginning to sense that both the US and Arizona economies may be returning to a new norm that they can understand and have more confidence in.

Disaffection with the President remains high and mostly unabated among Republicans, but even within their ranks, some improvement is found. Thus the proportion of rank and file Republicans giving the President negative performance ratings shrank modestly but perhaps importantly from 78 to 71 percent and his positive ratings rose to 15 percent from only eight.

Meanwhile, among Democrats there has been a sharp improvement in respect for the President. Thus, 71 percent now believe he is doing a good job compared to only 51 percent in January. Simultaneously, Democrats rating the President unfavorably dropped sharply from 25 percent to only 11.

Independents remain divided in their assessment with 40 per cent negative to 34 percent favorable. Another quarter classify his performance as "fair".

- more -

Where the greatest positive shifts have occurred for the President is within the ranks of men, who have been cool toward the President for a long time, and from among people in the 35 to 54 age bracket. For example, in January 64 percent of men classified President Obama's performance as poor, but today, that figure has declined to 41 percent. At the same time, 36 percent of men now rate his performance in the White House favorably compared to only 25 percent in January.

Among 35 to 54 year olds, 41 percent now rate Mr. Obama favorably compared to only 23 percent in January and the proportion saying he is doing a poor job dropped sharply from 55 to 39 percent. Together, this is a 29-point shift in favor of the President since the beginning of the year.

Satisfaction with President Obama has also strengthened among Arizona's least affluent segments of the economy: within their ranks, 45 percent now give him good marks compared to only 35 percent at year's beginning and the proportion giving negative assessments shrank from 47 to 32 percent.

The positive shift toward the President among lower and middle income groups may be one of the stronger reflections of general belief that the economy is improving. Additionally, non-minority members of the public here in Arizona may also be easing back from their critical views earlier in the year. Thus, the percent of Caucasians giving him negative job reviews declined from 60 to 49 percent and favorable ratings rose from 22 to 31 percent — overall a net shift of 20 points in favor of the President.

President Obama's job assessments can by no means yet be classified as positive (38% favorable to 40% unfavorable) but compared to January when the assessments were 49 percent negative to only 30 percent favorable, perhaps the President is coming out of the cold and into some political Spring weather.

-30-

**EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2014-II-01), is based on 710 interviews with heads of household statewide including 462 registered voters statewide, conducted between April 16 and 27 2014. Interviewing was conducted in either English or Spanish by professional interviewers of the Behavior Research Center on either 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 4.7 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.  
ENCLOSED: Statistical tables.

## STATISTICAL DATA

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP (2014-II-01)

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

“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)
<b>April</b>	<b>38%</b>	<b>17%</b>	<b>40%</b>	( -2)
January 2014	30	17	49	( -19)
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	(+15)
April 2009	51	24	20	(+31)
<b><u>April 2014 Detail</u></b>				
Democrats	71	17	11	(+60)
Independents	34	23	40	( -6)
Republicans	15	13	71	( -56)
Under 35	38	26	34	( +4)
35 to 54	41	14	38	( +3)
55 and older	33	13	48	( -15)
Caucasian	31	14	49	( -18)
Hispanic	46	22	27	(+19)
Other	62	21	17	(+45)
Women	39	16	39	( 0)
Men	36	18	41	( -5)
<b><u>Income</u></b>				
\$45K or less	45	21	32	(+13)
\$45K to \$84,999	35	17	47	( -12)
\$85K or more	31	14	54	( -23)

~~~~~

STATISTICAL DATA

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP (2014-II-01)

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

**BARACK OBAMA**

**NET POSITIVE TO  
NEGATIVE RATINGS**

|               | <b>JULY<br/>2013</b> | <b>JAN<br/>2014</b> | <b>APRIL<br/>2014</b> |
|---------------|----------------------|---------------------|-----------------------|
| Statewide     | (+ 7)                | ( -19)              | ( -2)                 |
| Democrats     | (+55)                | (+26)               | (+60)                 |
| Independents  | ( - 1)               | (- 7)               | ( -6)                 |
| Republicans   | ( -48)               | (- 70)              | ( -56)                |
| Under 35      | (+20)                | (- 2)               | ( +4)                 |
| 35 to 54      | (+ 4)                | (- 32)              | ( +3)                 |
| 55 and older  | ( - 5)               | (- 22)              | ( -15)                |
| Men           | (+ 8)                | (- 39)              | ( -5)                 |
| Women         | (+ 4)                | ( - 9)              | ( 0)                  |
| Caucasian     | ( -12)               | (- 38)              | ( -18)                |
| Hispanic      | (+45)                | (+25)               | (+19)                 |
| Other         | (+42)                | (+25)               | (+45)                 |
| Lower income  | (+20)                | ( -12)              | (+13)                 |
| Middle income | ( - 7)               | ( -20)              | ( -12)                |
| Upper income  | (+11)                | ( -38)              | ( -23)                |

~~~~~