



*behavior research center's*

# ***Rocky Mountain Poll***

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## PRESIDENT BARACK OBAMA JOB RATINGS HIT ALL TIME LOW IN ARIZONA

Phoenix, Arizona. July 19, 2010. It is very likely that the President did not help his overall image by jumping into the illegal immigrant/immigration reform issue that is raging in Arizona. For the first time in Arizona, President Barack Obama's job ratings have a net negative balance with 39 percent rating his performance as "poor" and only 28 percent rating it as "good." His negative job ratings have not increased greatly since January (then 35%) but his positive scores fell from 40 percent to 28 percent.

Erosion in his job performance scores transcend all demographic and political groups, although a majority of Democrats (52%) still give him positive marks. On the other hand, favorable scores among Independents and Republicans have collapsed (8% among Republicans and 22% among Independents). Men, older voters and Caucasians are the least favorable toward President Obama. Republicans and Independents who strongly favor the SB 1070 are his strongest critics.

Negative attitudes toward the President's performance also correlate to consumer/voter views of current job market conditions. As might be expected, those who think the job market is static or worsening have the least favorable view of his performance.

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**EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-III-03), is based on 800 interviews with adults statewide conducted between June 30 and July 11, 2010 of which 190 were Republicans, 173 Democrats and 161 Independents. 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 adult 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 data for reference.

STATISTICAL DATA

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP (2010-III-03)

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?”*

	<u>ARIZONA</u>				NET POSITIVE TO NEGATIVE
	EXCELLENT/ GOOD	FAIR	POOR/ VERY POOR	NOT SURE	
July 2010	28%	27%	39%	6%	- 11
January 2010	40	18	35	7	+ 5
September 2009	45	20	30	5	+14
April 2009	51	24	20	5	+31
<u>JULY READING</u>					
Total	28%	27%	39%	6%	- 11
Democrats	52	31	14	3	+38
Independents	22	29	47	2	- 25
Republicans	8	16	73	3	- 65
Caucasians	21	27	47	5	- 26
Hispanic/Latino	39	35	14	12	+25
Other	48	19	25	8	+23
<u>BELIEVE JOB MARKET IS:</u>					
Improving	37	28	28	7	+ 9
Static	26	31	37	6	- 11
Worsening	23	20	49	8	- 26

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