



behavior research center's

Rocky Mountain Poll

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

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Contact: Earl de Berge
Research Director
Jim Haynes
President/CEO

OBAMA JOB RATINGS IMPROVED IN ARIZONA BUT STILL NEGATIVE

Phoenix, Arizona, June 8, 2015. President Barack Obama has registered a small improvement in his job ratings here in Arizona, principally due to improved approval of his work in the White House among Democrats and Independents. Republican voters however, are increasingly sour toward Mr. Obama with 75 percent now rating his performance as poor and not even one in ten willing to assess his performance as good.

President Obama's favorable image is highest among voters under 35 years of age (34% favorable to 27 % unfavorable), and ethnic minorities (39% positive among Latinos to 24% unfavorable and 50% favorable among other ethnic minorities to 15 percent unfavorable.)

Younger voters offer the president a higher reading than those over 35.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2015-II-06), 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 plus or minus 4.7 percent among voters. 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

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

RMP (2015-II-06)

Further Note on Behavior Research Center

In 2014, Nate Silver of the website fivethirtyeight.com rated BRC as one of the top 15 percent of political polling firms in the country for methodology and accuracy, giving BRC an "A-" rating. 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.

"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)
May 2015	28%	28%	39%	(-11)
July 2014	23	22	42	(-19)
April 2014	38	17	40	(- 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)
<u>MAY 2015 DETAIL</u>				
Democrats	50	32	17	(+33)
Independents	29	30	40	(- 11)
Republicans	9	13	75	(- 66)
Maricopa	34	21	37	(- 5)
Pima	27	32	39	(-12)
Rural	14	41	42	(-28)
Women	33	26	37	(- 4)
Men	23	29	42	(-19)
Under 35	34	34	27	(+ 7)
35 to 54	21	31	42	(-21)
55 or over	29	19	48	(-19)