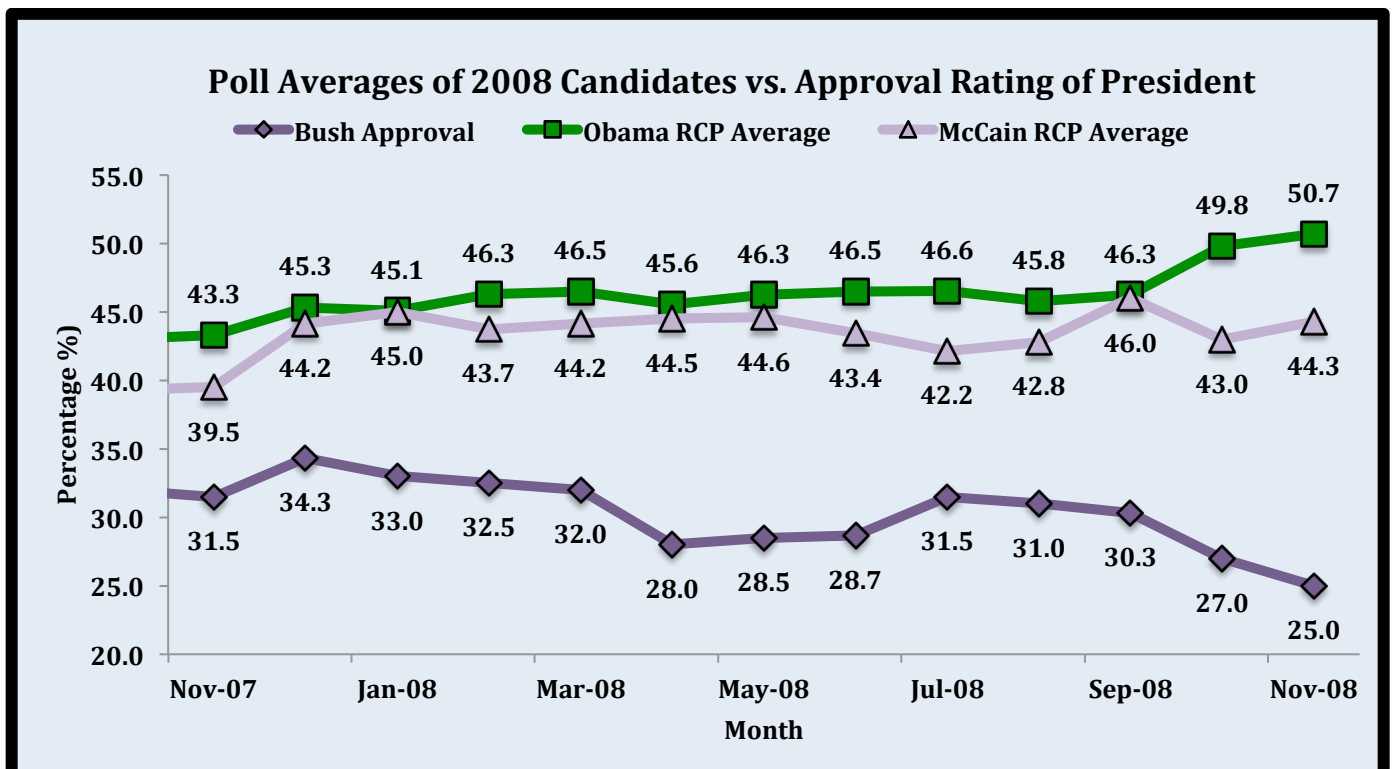


Obama Ratings Drag On Democratic Nominee: It is difficult for an incumbent party to win a presidential election after two terms in the White House, considering many Americans crave change. When the White House is up for grabs, how does the sitting president's approval rating affect the nominee from his party? According to Gallup, President Barack Obama's most recent weekly job-approval rating is 47%, which also happens to be the average for his time in office (from January 20, 2009 to today). His highest rating was 67%, shortly after taking office in January 2009, but his rating has not been above 50% since May 2013.

Data from the 2008 presidential election suggests that the sitting president's job-approval ratings are tied to the polling average of his party's nominee. Senator John McCain's polling averages more or less reflected the monthly changes in President George W. Bush's job-approval ratings. One major exception was in April of 2008 when Mr. Bush's job-approval rating dropped four points (from 32% to 28%) and Mr. McCain's polling average slightly improved (from 44.2% to 44.5%).

The eventual Democratic nominee will not run much further ahead of Mr. Obama's job-approval rating because he or she will be tied to the success of the remainder of Mr. Obama's term. Democrats were not able to keep control of the White House in 2000, despite President Bill Clinton's 57% job-approval rating in late October. Unfortunately for likely Democratic nominee Hillary Clinton, it is unlikely Mr. Obama's ratings will dramatically increase to anywhere near that rating over the next year and a half.



Sources: Gallup, Real Clear Politics