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Democrats Narrow Engagement Gap

Obama Ahead with Stronger Support, Better Image and Lead on Most Issues

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Democrats Narrow Engagement Gap Obama Ahead with Stronger Support, Better Image and Lead on Most Issues

At this stage in the campaign, Barack Obama is in a strong position compared with past victorious presidential candidates. With an eight-point lead over Mitt Romney among likely voters, Obama holds a bigger September lead than the last three candidates who went on to win in November, including Obama four years ago. In elections since 1988, only Bill Clinton, in 1992 and 1996, entered the fall with a larger advantage.

Not only does Obama enjoy a substantial lead in the horserace, he tops Romney on a number of key dimensions. His support is stronger than his rival's, and is positive rather than negative. Mitt Romney's backers are more ardent than they were pre-convention, but are still not as enthusiastic as Obama's. Roughly half of Romney's supporters say they are voting against Obama rather than for the Republican nominee. With the exception of Bill Clinton in 1992, candidates lacking mostly positive backing have lost in November.

The latest national survey by the Pew Research Center for the People & the Press, conducted September 12-16, 2012 among 3,019 adults including 2,424 registered voters, finds that Obama continues to be the more likable candidate by a substantial margin; his favorability rating has risen to 55% from 50% in late July, with 42% now expressing an unfavorable view of him.

Obama's September Advantage

<i>Likely voters</i>	%	%	
Sept 2012	51 Obama	43 Romney	Obama +8
Sept 2008	46 Obama	46 McCain	even
Sept 2004	46 Kerry	47 Bush	Bush +1
Sept 2000	48 Gore	43 Bush	Gore +5
Sept 1996	50 Clinton	38 Dole	Clinton +12
Sept 1992*	53 Clinton	38 Bush	Clinton +15
Sept 1988*	44 Dukakis	50 Bush	Bush +6

PEW RESEARCH CENTER Sept. 12-16, 2012.
*1988 and 1992 data based on registered voters.

Obama's Support Stronger, More Positive

	Obama Supporters	Romney Supporters
<i>Support candidate</i>	%	%
Strongly	68	56
Only moderately	31	43
Don't know	<u>1</u>	<u>1</u>
	100	100
<i>Vote is more a vote...</i>		
For your candidate	74	45
Against other candidate	22	52
Don't know	<u>3</u>	<u>3</u>
	100	100
N	1,188	1,062

PEW RESEARCH CENTER Sept. 12-16, 2012.
Based on registered voters.

Romney's favorability also has risen, from 37% in July to 45% currently. But more (50%) continue to view Romney unfavorably. No previous presidential candidate has been viewed more unfavorably than favorably at this point in a presidential campaign in Pew Research or Gallup September surveys going back to 1988.

Romney has gained no ground on Obama in being seen as more credible or more empathetic, and Obama now leads Romney by nearly three-to-one (66% to 23%) as the candidate who connects well with ordinary Americans – an even wider margin than in June.

With the exception of jobs and the deficit, on which voter opinion is about evenly divided, Obama leads Romney on most key issues, notably healthcare, Medicare, and abortion.

And the survey, conducted amid an outbreak of violence in the Middle East and shortly after the killing of the U.S. ambassador to Libya, shows that Obama has a wide edge when it comes to foreign affairs and national security. Far more voters see Obama as a strong leader and as the candidate voters believe would use good judgment in a crisis. Voters also express more confidence in Obama than Romney to deal with foreign policy generally, as well as problems in the Middle East.

Obama vs. Romney on Traits and Issues

	Obama	Romney	Adv
<i>Traits:</i>			
<i>Which candidate ...</i>			
	%	%	
Connects well with ordinary Americans	66	23	O+43
Takes consistent positions on issues	50	34	O+16
Willing to take unpopular stand	52	37	O+15
Good judgment in a crisis	51	37	O+14
Honest and truthful	48	34	O+14
A strong leader	51	38	O+13
Shares my values	50	40	O+10
Can get things done	45	41	O+4
<i>Issues:</i>			
<i>Who would do best job of ...</i>			
Making wise decisions on foreign policy	53	38	O+15
Dealing with health care	52	39	O+13
Dealing with Medicare	51	38	O+13
Representing your views on abortion	48	35	O+13
Dealing with problems in the Middle East	50	39	O+11
Dealing with taxes	48	42	O+6
Improving the job situation	46	45	O+1
Reducing the federal budget deficit	43	46	R+3

PEW RESEARCH CENTER Sept. 12-16, 2012. Q23-Q24. Based on registered voters. Figures read across, percent saying both, neither, don't know not shown.

Obama also has a number of other advantages over his challenger. As has been the case for much of the past year, the Democratic Party is better regarded than the GOP by a significant margin; currently, 53% of voters view the Democratic Party favorably while 46% have a favorable opinion of the GOP. Michelle Obama remains extremely popular – 66% have a favorable opinion of the first lady. About as many voters (70%) view Bill Clinton favorably. Joe Biden’s favorable ratings remain mixed, but that also is the case for Paul Ryan, Romney’s running mate. Both Biden and Ryan are among the least popular vice presidential candidates in recent history.

The new survey, which began a week after the Democratic convention ended, finds that Democratic engagement in the 2012 election has spiked, and the engagement gap evident earlier in the campaign has largely disappeared. Democratic voters are now as likely as Republicans to say they have given quite a lot of thought to the election and are following campaign news as closely. Democratic voters also are as committed to voting, and as certain of their vote, as are their GOP counterparts.

Consequently, Obama’s overall advantage – he leads 51% to 42% among registered voters – does not narrow significantly when looking only at those most likely to vote. Among 2,192 likely voters, Obama leads Romney, 51% to 43%.

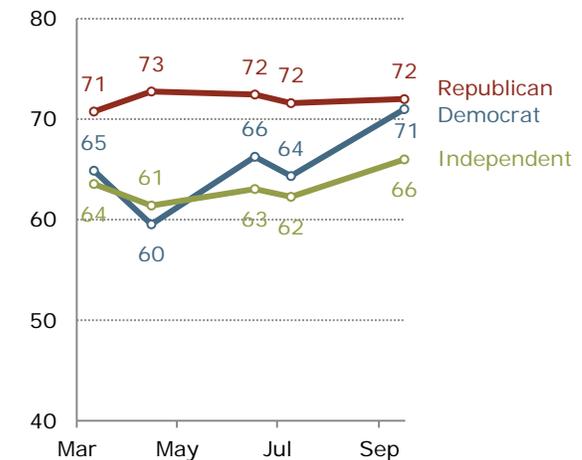
Democratic Favorability Advantage

		Favorable %	Unfavorable %	No opinion %
<i>The candidates</i>	Barack Obama	55	42	3=100
	Mitt Romney	45	50	5=100
<i>The VP candidates</i>	Joe Biden	45	44	10=100
	Paul Ryan	40	44	16=100
<i>The spouses</i>	Michelle Obama	66	23	10=100
	Ann Romney	46	24	30=100
<i>The past presidents</i>	Bill Clinton	70	26	4=100
	G.W. Bush	43	53	4=100
<i>The parties</i>	Dem Party	53	42	4=100
	Rep Party	46	50	5=100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q22. Based on registered voters. Figures may not add to 100% because of rounding.

Democrats Close Engagement Gap

% given a lot of thought to the election



PEW RESEARCH CENTER Sept. 12-16, 2012. Based on registered voters.

Overall interest in the 2012 election is not as high as it was at this point in the 2008 campaign, with a similar decline among both Democrats and Republicans. But the dropoff in engagement is most noticeable among younger Americans. Just 48% of voters younger than 30 have given a lot of thought to the 2012 election, down from 65% at this point four years ago. The share of young people who say they are closely following election news is down by about half (from 35% to 18%).

By contrast, there has been no falloff in engagement among African American voters. Engagement among black voters, which was higher in September 2008 than in previous elections dating to 1992, remains just as high going into the final weeks of the 2012 campaign.

The nation's economic situation continues to be Romney's best friend in this campaign. While trailing on most issues, he runs about even with Obama as the candidate best able to improve the job situation, and there is little indication that voters are feeling better about economy. Just 12% rate national economic conditions as excellent or good. Just 25% say the economy is recovering, while a 46% plurality still thinks it will be a long time before it recovers.

Despite these gloomy opinions, the economy has not turned into a clear advantage for Romney. Almost the same number express confidence in Obama to do the right thing when it comes to fixing the economy (52%); as say the same about Romney (49%).

But the focus on economic issues may benefit Romney among swing voters. Roughly one-in-five voters (22%) are not fully committed to a candidate at this point in the race, and Romney leads Obama by significant margins among

Engagement Down from 2008, Particularly among Young Voters

% given a lot of thought to the election

	1992	1996	2000	2004	2008	2012
	%	%	%	%	%	%
All voters	69	56	58	71	78	70
Republican	72	65	66	75	81	72
Democrat	74	57	58	70	79	71
Independent	63	46	51	68	77	66
18-29	58	46	41	57	65	48
30-49	74	56	57	71	78	70
50-65	68	59	66	76	86	75
65+	70	61	64	73	77	75
White	70	56	60	72	80	70
Black	66	50	54	64	76	76

PEW RESEARCH CENTER Sept. 12-16, 2012.

Based on registered voters. Figures from all years from September surveys.

Neither Candidate Inspires Greater Confidence on Economy

Confidence in _____ to do the right thing when it comes to fixing the economy

	Great deal/ Fair amount	Not much/ None	DK
	%	%	%
Barack Obama			
Sept 2012	52	46	2=100
Dec 2009	51	46	3=100
Jan 2009	75	22	3=100
Mitt Romney			
Sept 2012	49	49	2=100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q38. Figures may not add to 100% because of rounding. Based on registered voters.

these voters as better able to improve the job situation and balance the budget deficit.

Confidence in Obama's economic stewardship is down significantly since shortly before he took office, but has stabilized in recent years. In January 2009, just prior to his inauguration, fully 75% of voters said they had confidence in Obama to do the right things to fix the economy. After a controversial stimulus plan, heated debate over health care reform and persistently high unemployment, that percentage fell to 51% in December 2009. The current measure shows little change.

Other personal evaluations of Obama show a similar trajectory. The percentage of voters saying Obama makes them feel "hopeful" fell precipitously during the first year of his presidency (from 69% just after his election to 52% in March 2010), but has slipped no further in the three years since (50% in the current survey). Nearly two-thirds (64%) continue to describe Obama as "inspiring," down from a high of 81% in the days after he was elected, but about the same as in early 2010 (59%).

The survey finds that overall patterns of voter support for Obama and Romney have changed little over the course of the campaign. Obama holds a 56% to 37% lead among women registered voters, but only runs about even among men (47% Romney, 46% Obama). Voters younger than 30 continue to support Obama by a wide margin (59% to 33%). Voters 30 to 49 favor Obama by a 52% to 41% margin; older voters are more evenly divided.

Romney draws broad support from white evangelical Protestants. Race and ethnicity remain key correlates of candidate support: 92% of black voters support Obama, as do 69% of Latinos, compared with 43% of white non-Hispanics. Among whites, Romney runs better among white men and white working class voters than among women and white college graduates.

These patterns broadly parallel racial divides in the 2008 vote. And in that regard, a special analysis of the survey finds that racially conservative attitudes play no greater role in opposition to Obama than they did in 2008.

SECTION 1: THE OBAMA-ROMNEY MATCHUP

The current preferences among voter groups are strikingly similar to those seen on Election Day four years ago. Barack Obama generally leads Mitt Romney among the same groups that favored him in 2008, and he trails among the groups that supported Republican John McCain.

Obama's greatest support is found among African American registered voters, who favor him by a margin of 92%-2%; that is comparable to Obama's 95%-4% margin in 2008. He also runs well ahead among Hispanic voters (69%-24%) and has a 59%-33% advantage among voters under 30. He leads by 65%-27% among those who are unaffiliated with a religion. And Obama has a nearly 20-point advantage among women (56%-37%), while running even among men (46% Obama, 47% Romney).

Four years ago, Obama won the independent vote by a 52%-44% margin. In the current poll he is tied with Romney among independents (44% Obama, 42% Romney). Romney has nearly unanimous support among Republicans (91%), while Obama matches him among Democrats (92%).

There is no indication in the poll that white evangelical Protestants are any less supportive of Romney than they were of McCain in 2008 or George W. Bush in 2004. Romney leads Obama among this group by 74%-19%; McCain beat Obama among white evangelicals by 73%-

Patterns of Voter Support, 2008 and 2012

	2008 Exit Poll		2012 Reg Voter		2012 N
	Oba- ma	Mc- Cain	Oba- ma	Rom- ney	
	%	%	%	%	
Total	53	45	51	42	2424
Men	49	48	46	47	1097
Women	56	43	56	37	1327
18-29	66	32	59	33	190
30-44	52	46	53	41	360
45-64	50	49	50	43	1074
65+	45	53	46	47	757
White	43	55	43	50	1858
Black	95	4	92	2	236
Hispanic	67	31	69	24	141
College grad+	53	45	53	42	1124
Some college	51	47	47	44	672
HS or less	54	44	52	40	606
\$100,000+	49	49	51	44	531
\$50k-\$99,999	49	49	46	48	668
Less than \$50k	60	38	57	35	923
Republican	9	90	6	91	717
Democrat	89	10	92	6	869
Independent	52	44	44	42	757
Protestant	45	54	43	50	1262
White evang.	26	73	19	74	524
White mainline	44	55	45	46	437
Black Prot.	94	4	95	2	183
Catholic	54	45	54	39	541
White non-Hisp	47	52	47	46	435
Unaffiliated	75	23	65	27	381

PEW RESEARCH CENTER Sept. 12-16, 2012. Q5/5a. Based on registered voters. Whites and blacks are non-Hispanic; Hispanics are of any race. Exit poll results from NEP and the Roper Center for Public Opinion Research.

26%. But Obama is tied with Romney among both white mainline Protestants (45% Obama, 46% Romney) and white non-Hispanic Catholics (47%-46%); McCain edged Obama among both of these groups in 2008.

White Voters Today vs. Four Years Ago

White voters are a critical group for Mitt Romney, given the ongoing decline in the percentage of white non-Hispanic voters in the electorate and the strong support for Obama among non-white voters. He currently holds a 50%-43% lead among whites, which is slightly smaller than McCain's advantage in 2008. But Romney is doing somewhat better than McCain among younger white voters. Obama beat McCain in this group by 10 points (54%-44%), but is running about even with Romney (46%-44%).

Similarly, Romney leads Obama among white independents (48%-40%). In 2008, Obama battled McCain to a draw among this group (49% McCain, 47% Obama).

While Romney is winning the white working class vote, it is by a smaller margin than four years ago. Romney leads Obama by a 50% to 41% margin among whites who have not attended college. This group favored McCain by a 58% to 40% margin in the 2008 Exit Polls.

White college graduates are divided between Obama and Romney (48% back each).

The question of how attitudes about racial and ethnic minorities would affect voter support for Barack Obama has been asked ever since he first appeared as a viable candidate for the Democratic presidential nomination in 2007. Analysis conducted in 2008 found that voters who expressed conservative attitudes on questions dealing with race and ethnicity were less likely to say they would vote for Obama in the general

White Voters, 2008 and 2012

	2008 Exit Poll		2012 Reg Voter		2012 N
	Oba- ma	Mc- Cain	Oba- ma	Rom- ney	
	%	%	%	%	
Total	43	55	43	50	1858
Men	41	57	37	56	826
Women	46	53	47	45	1032
18-29	54	44	46	44	117
30-44	41	57	44	50	249
45-64	42	56	44	50	830
65+	40	58	38	55	644
College grad+	47	51	48	48	885
Some college	40	58	38	53	520
HS or less	40	58	41	50	446
\$100,000+	44	55	47	49	437
\$50k-\$99,999	42	56	41	53	551
Less than \$50k	47	51	44	48	646
Republican	8	91	4	93	639
Democrat	85	14	89	8	558
Independent	47	49	40	48	613

PEW RESEARCH CENTER Sept. 12-16, 2012. Q5/5a.
Based on registered voters. Whites and blacks are non-Hispanic; Hispanics are of any race.

election. This was especially true during the presidential primary amidst the controversy over statements about race by Rev. Jeremiah Wright, Obama's former pastor. Attitudes about race and ethnicity remain associated with the vote in 2012. But after taking into account partisan affiliation and demographic characteristics, the independent impact of these attitudes on the vote is modest, and no greater now than it was four years ago.

Swing Vote Smaller Than Usual, But One-in-Five Still Not Certain

Compared with many previous elections at this point in the campaign, more voters this year say they are absolutely certain to vote for their chosen candidate. Only 22% of registered voters (and 18% of likely voters) can be classified as swing voters (undecided, only leaning toward a candidate, or say there is a chance they might change their mind).

More Voters Say Their Mind is Made Up

	Sept 1992	Sept 1996	Sept 2000	Sept 2004	Sept 2008	Sept 2012
<i>Registered voters</i>	%	%	%	%	%	%
Certain Democratic	41	41	35	36	38	43
Certain Republican	26	28	31	40	35	35
Certain 3 rd party	--	3	1	1	--	--
Swing voters	<u>33</u>	<u>29</u>	<u>33</u>	<u>24</u>	<u>27</u>	<u>22</u>
	100	100	100	100	100	100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q5/Q5a, Q7 & Q8. Based on registered voters. **Certain voters** are those who back Romney or Obama and say there is no chance they will support the other. **Swing voters** are undecided, only lean toward a candidate or say there is still a chance they will support the other. Figures may not add to 100% because of rounding.

Four years ago, 27% of voters were still open to persuasion at this point in the campaign. Between 1992 and 2000, about three-in-ten voters in September were not yet certain about their choice.

In the current poll, 43% of all registered voters say they are certain to vote for Barack Obama, while 35% say they are certain to vote for Mitt Romney. Among less certain Obama voters, 3% only lean to him and 5% say they might change their mind. Among less certain Romney voters, 3% only lean to the Republican, while 3% say there is a chance they might vote for Obama. Just 7% of voters decline to indicate any preference between the candidates.

Components of the Swing Vote

	%	
Certain Obama	43	Lean Obama (3%)
		8 Chance Romney (5%)
Swing voters	22	7 Pure undecided
		7 Lean Romney (3%)
Certain Romney	<u>35</u>	Chance Obama (3%)
	100	

PEW RESEARCH CENTER Sept. 12-16, 2012. Q5/Q5a, Q7 & Q8. Based on registered voters. Figures may not sum to subtotals and totals because of rounding.

Strong Support for Both Candidates Increases

In addition to his overall lead over Romney, Obama also enjoys high levels of strong support among voters.

Today, about one-third of all voters (35%) strongly back Obama, while 24% strongly back Romney. Obama's strong support is among the highest in recent election cycles —comparable both to his strong support in September 2008 (30% strongly) and George W. Bush's in September 2004 (33% strongly).

Obama's Advantage in Strong Support

	Sept 1988	Oct 1992	Sept 1996	Sept 2000	Sept 2004	Sept 2008	Sept 2012
	%	%	%	%	%	%	%
Dem candidate	44	48	52	47	43	46	51
<i>Strongly</i>	19	23	26	25	22	30	35
Rep candidate	50	35	34	41	49	44	42
<i>Strongly</i>	26	14	17	21	33	25	24
Other/DK	6	17	14	12	8	10	7
	100	100	100	100	100	100	100
<i>Candidates</i>	Dukakis Bush	Clinton Bush	Clinton Dole	Gore Bush	Kerry Bush	Obama McCain	Obama Romney

PEW RESEARCH CENTER Sept. 12-16, 2012. Q5/Q5a/Q5b. Based on registered voters. Figures may not add to 100% because of rounding.

Strong support for Romney also has grown over the last several months. In June, not long after the conclusion of the contentious GOP primary battle, just 17% of voters said they supported Romney strongly; today 24% do so. This rise in strong support for the GOP candidate is evident across Romney supporters and is most

pronounced among conservative Republicans--about two-thirds (69%) of whom now say they back Romney strongly, up from 51% in June.

Growth in Strong Support for Both Candidates

	Obama			Romney		
	June	Sept	Change	June	Sept	Change
	%	%		%	%	
All voters	30	35	+5	17	24	+7
Conservative Rep	1	2	+1	51	69	+18
Mod/Lib Rep	3	4	+1	36	43	+7
Independent	19	20	+1	10	16	+6
Cons/Mod Dem	59	66	+7	2	3	+1
Liberal Dem	77	85	+8	*	0	0

PEW RESEARCH CENTER Sept. 12-16, 2012. Q5/Q5a/Q5b. Based on registered voters. Figures may not add to 100% because of rounding.

Election about Obama – For Both Supporters and Opponents

About three-quarters of Obama's voters (74%) say their choice is more a vote for Obama than against Romney. Obama's positive support is relatively high and comparable to the positive support among George W. Bush's backers in 2004 (77% for Bush vs. 19% against John Kerry). Although incumbents typically enjoy more positive than negative support, the proportion of backers who currently say their vote is for him is greater than it was for both Bill Clinton in September 1996 (67%) and George H.W. Bush in September 1992 (54%).

More Romney supporters characterize their vote as a vote against Obama than as a vote for Romney (52% vs. 45%). This is typically the case for challengers to incumbent presidents; Romney's backers are less anti-incumbent than John Kerry's were in 2004, when 60% said their vote was primarily against Bush. The last successful presidential campaign with more negative than positive voters was Bill Clinton's 1992 race; in September of that year, 54% of his supporters said their votes were more against then-president George H.W. Bush than for Clinton.

More Romney Backers See Vote as Against Obama than For Romney

	For Dem	Against Rep	DK
<i>Among those who back the Democrat:</i>	%	%	%
Sept 2012 (Obama)	74	22	3=100
Sept 2008 (Obama)	71	24	5=100
Sept 2004 (Kerry)	34	60	6=100
Sept 2000 (Gore)	64	30	6=100
Sept 1996 (Clinton)	67	30	4=100
Sept 1992 (Clinton)	40	54	6=100
Sept 1988 (Dukakis)	48	42	10=100

	For Rep	Against Dem	DK
<i>Among those who back the Republican:</i>	%	%	%
Sept 2012 (Romney)	45	52	3=100
Sept 2008 (McCain)	66	28	6=100
Sept 2004 (Bush)	77	19	4=100
Sept 2000 (Bush)	60	33	7=100
Sept 1996 (Dole)	48	48	4=100
Sept 1992 (Bush)	54	42	4=100
Sept 1988 (Bush)	61	31	8=100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q5/5a/5c/5d. Based on registered voters. Figures may not add to 100% because of rounding. "Would you say that your choice is more a vote FOR [name] or more a vote AGAINST [name]?" *1996 was pro-candidate, anti-other two candidates (including Perot).

When asked to give the main reason they want to see Romney win, 38% refer to issues they hope he can handle well, such as the economy, health care, and reducing the size of government. But about as many Romney supporters (37%) offer negative assessments of Obama as the main reason for their vote. This is comparable to the third (33%) of John Kerry's supporters in 2004 who cited George W. Bush as the main reason behind their vote.

Far fewer Obama supporters describe their preference in terms of dislike of Romney. Just 13% cited something negative about Romney in explaining why they want to see Obama win. Roughly four-in-ten (41%) list issues they prefer Obama on, such as his support for the middle class, dealing with the economy, and health care reform. And 29% of Obama voters simply say he has done a good job, or he needs more time, or that he has done enough to deserve another term.

Main Reason You Want Your Candidate to Win

Obama voters

%
41 Obama's issues/positions
10 For the middle class
8 Economy/Jobs
7 Health care
5 Like his positions (general)
5 Democrat

17 Obama's personal qualities

4 The better candidate
3 Better for the country
2 Smart/Intelligent

13 Anti-Romney

6 Against Romney
2 Favors rich/not middle class
2 Anti-Republican

29 Obama's Record

13 Done a good job
9 Deserves another chance/term
9 Allow him to continue policies

12 Other

Romney voters

%
38 Romney's issues/positions
18 Economy/Jobs
6 Republican/Conservative
4 Health care
3 Reduce the debt/deficit

19 Romney's personal qualities

5 Shares my values/beliefs
4 Business experience
2 Experienced

37 Anti-Obama

19 Get rid of Obama/one term
7 Obama's policy failures
5 Country is in bad shape

13 Other

PEW RESEARCH CENTER Sept. 12-16, 2012. Q9. Open ended responses, figures may add to more than 100% because multiple responses were allowed. Based on registered voters.

SECTION 2: INTEREST AND ENGAGEMENT

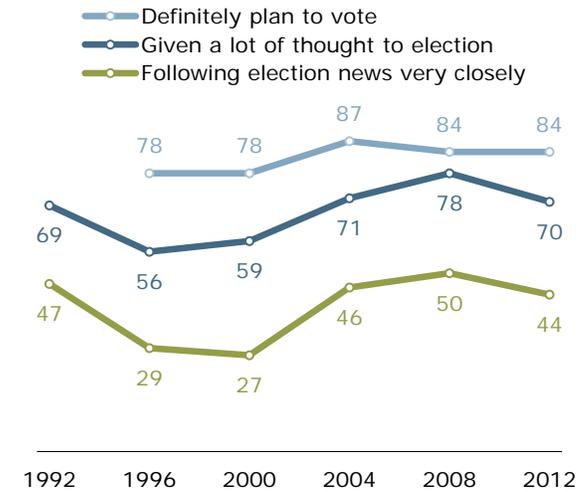
Less than two months before Election Day, voter engagement remains relatively high. Interest is lower than in 2008, but on par with 2004 and 1992 – all elections with high turnout levels. Voters are more engaged than they were in 1996 and 2000; when turnout in November was much lower.

Seven-in-ten voters have given a lot of thought to the election, down from 78% in 2008 but on par with the 71% in 2004 who had thought a lot about the campaign. Similarly, 44% are following election news very closely. That is lower than the 50% in 2008 but similar to 2004 (46%). Fully 84% of voters say they definitely plan to vote in the election, unchanged from 2008 and slightly lower than in 2004 (87%).

Republicans remain highly engaged in this election, but Democrats have closed the gap from [earlier this year](#). Fully 72% of Republicans have given a lot of thought to the election, similar to the 71% of Democrats. In June, more Republican voters than Democrats had given a lot of thought to the election (73% vs. 66%).

Interest in campaign news has increased from earlier this summer; 44% now say they are following election news very closely, up from just 37% in June. And Democrats are now paying as close attention as Republicans; 46% are following campaign news very closely, up nine points since June. About half of Republicans (48%) are following election news

Relatively High Campaign Interest



PEW RESEARCH CENTER Sept. 12-16, 2012. THOUGHT, CAMPNII & SCALE10. Based on registered voters. All figures are from September except definitely plan to vote from 2004 and 2000, which are from October.

Democratic Engagement Up

	June 2012	Sept 2012	Change
Given a lot of thought to the election			
All voters	67	70	+3
Republican	73	72	-1
Democrat	66	71	+5
Independent	63	66	+3
Following campaign news very closely			
All voters	37	44	+7
Republican	45	48	+3
Democrat	37	46	+9
Independent	32	37	+5
Really matters who wins			
All voters	63	76	+13
Republican	72	82	+10
Democrat	65	79	+14
Independent	57	67	+10

PEW RESEARCH CENTER Sept. 12-16, 2012. THOUGHT, CAMPNII & Q16F1. Based on registered voters.

very closely, little changed from three months ago (45%).

More voters also say it really matters who wins this presidential election – 76% say that when it comes to making progress on the important issues it really matters who wins, up from 63% in June. Fully 79% of Democrats now say this, up 14 points since June and on par with where they were in September 2008 (78%). A large majority of Republicans (82%) also say it really matters who wins. More Republicans say this now than did so in June (72%) and in 2008 (71%).

About as many Romney supporters (80%) as Obama supporters (78%) say it really matters who wins this fall's election. In September 2008, Obama voters were more likely than McCain voters to say it really mattered who won (79% vs. 67%).

Long-Term Trends in Engagement

There is little gap between Republicans and Democrats in interest in the campaign and intention to vote. A similar proportion of Republican (88%) and Democratic voters (87%) say they definitely plan to vote in the election.

Similarly, Republicans and Democrats are about equally likely to say they have given a lot of thought to the election. In September 2008, 2004 and 1992, there were was little partisan difference in thought given to the election. However, in 1996 and 2000, Republican voters were giving more thought to the campaign.

Little Partisan Gap in Engagement

	1992	1996	2000	2004	2008	2012
Given a lot of thought to the election	%	%	%	%	%	%
	69	56	59	71	78	70
Republican	72	65	66	75	81	72
Democrat	74	57	58	70	79	71
Independent	63	46	51	68	77	66
R-D gap	D+2	R+8	R+8	R+5	R+2	R+1
Following election news very closely	47	29	27	46	50	44
Republican	48	31	32	50	53	48
Democrat	52	30	27	45	51	46
Independent	43	23	22	44	48	37
R-D gap	D+4	R+1	R+5	R+5	R+2	R+2
Definitely plan to vote	--	78	78	87	84	84
Republican	--	83	82	90	89	88
Democrat	--	79	81	89	86	87
Independent	--	69	72	84	78	79
R-D gap	--	R+4	R+1	R+1	R+3	R+1

PEW RESEARCH CENTER Sept. 12-16, 2012. THOUGHT, CAMPAIGN & SCALE10. Based on registered voters. All figures are from September except definitely plan to vote from 2004 and 2000, which are from October.

As in most previous campaigns, there are no significant partisan differences in interest in campaign news. In the current survey, 48% of Republicans, 46% of Democrats and 37% of independents say they are following election news very closely.

Obama Favored to Win

Roughly half (53%) of voters think that Obama is most likely to win the election this fall, about double the number (24%) who think Romney has the advantage. Obama has had a wide lead over Romney on this measure all year. At this point in 2008, the race seemed far more competitive to voters, 39% said Obama was most likely to win and 39% said McCain. But Obama had gained significant ground by October, when 61% of voters said he was most likely to win.

A slim majority of Republicans (54%) say Romney is going to win while 22% think

Obama is most likely to win and 24% are unsure. By comparison, 83% of Democratic voters say Obama is most likely to win. Independents see Obama as more likely to win by about two-to-one (45% vs. 23%).

Among Romney supporters, about half (53%) say he is most likely to win; by comparison, 82% of Obama supporters expect their candidate to win. Among swing voters, far more expect Obama than Romney to win (50% vs. 12%); 39% are unsure.

Romney Voters Unsure Whether Their Candidate Will Win

<i>Who is most likely to win the election?</i>	Obama	Romney	DK
	%	%	%
All voters	53	24	23=100
Republican	22	54	24=100
Democrat	83	4	13=100
Independent	45	23	31=100
<i>Support</i>			
Obama	82	3	15=100
Romney	22	53	26=100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q15.
Based on registered voters. Figures may not add to 100% because of rounding.

SECTION 3: VIEWS OF THE CANDIDATES

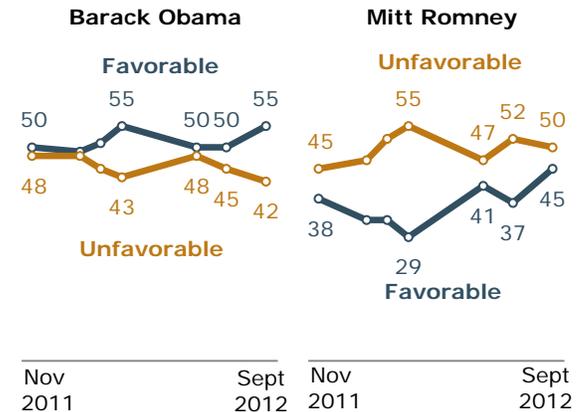
As has been the case throughout the past year, Barack Obama maintains a sizeable favorability advantage over Mitt Romney. Currently, 55% of registered voters express a favorable opinion of Obama, just 45% say the same of his challenger.

Voter impressions of Romney have improved substantially over the past six months. In March – during the heat of the GOP primary campaign – his favorability rating fell as low as 29%, when many Republicans who backed other candidates for the nomination did not feel favorably toward him. Much of the recovery in his ratings since this period comes from within his own partisan base. Currently, 88% of Republicans offer a favorable impression of Romney, up from 76% in July and just 60% in March.

Romney's image also has become more positive among independents since the spring, though it is little changed since July. Currently, as many independent voters view Romney unfavorably (47%) as favorably (46%). In July, independent voters also were divided (41% favorable, 44% unfavorable). In March, just 28% of independents viewed Romney favorably; 52% had an unfavorable impression.

Obama's standing among independents has improved significantly over the past few months. Currently, 50% of independents offer a favorable impression of Obama, up from 41% in July and 43% in June.

Obama Maintains Favorability Advantage



PEW RESEARCH CENTER Sept. 12-16, 2012. Q22a-b. Based on registered voters.

Independent Views of Romney Remain Divided

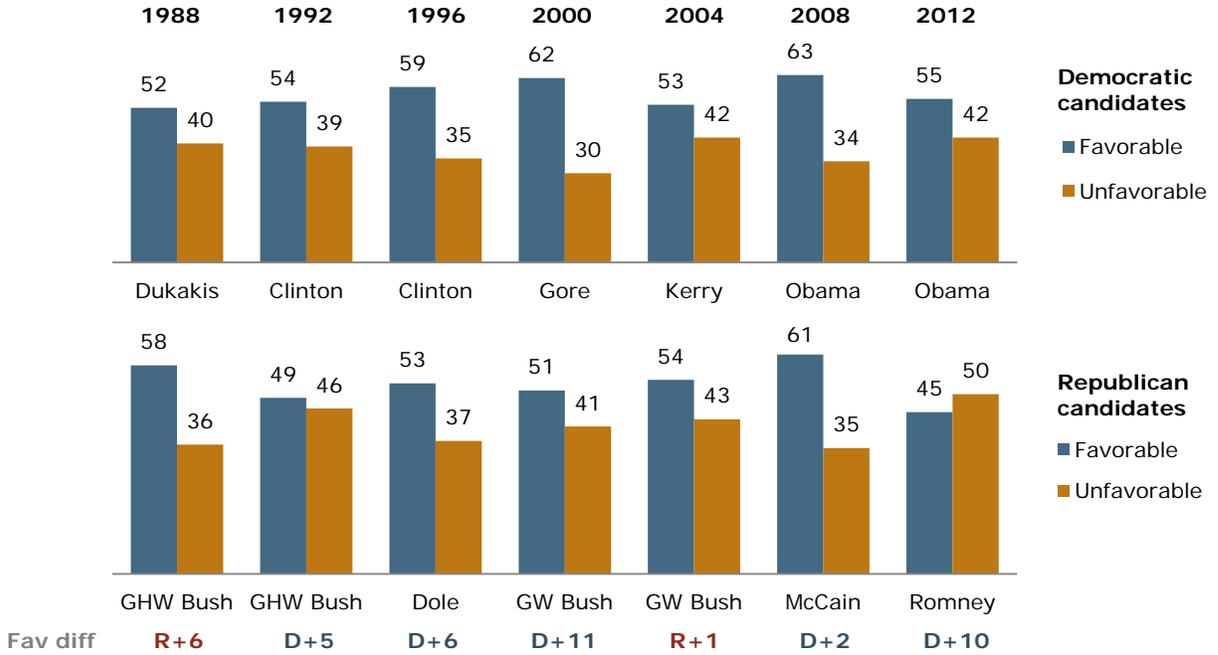
	Total	Rep	Dem	Ind
September 2012				
Favorable	45	88	13	46
Unfavorable	50	9	84	47
Don't know	5	3	3	7
	100	100	100	100
July 2012				
Favorable	37	76	9	41
Unfavorable	52	18	83	44
Don't know	10	6	8	15
	100	100	100	100
June 2012				
Favorable	41	75	14	41
Unfavorable	47	17	75	45
Don't know	12	8	11	14
	100	100	100	100
March 2012				
Favorable	29	60	10	28
Unfavorable	55	29	76	52
Don't know	15	11	14	20
	100	100	100	100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q22b. Based on registered voters. Figures may not add to 100% because of rounding.

A review of Pew Research Center and Gallup favorability ratings from September finds that Romney is the only presidential candidate over the past seven election cycles to be viewed more unfavorably than favorably.

No Previous Candidate in Negative Territory at This Point in Campaign

Candidate favorability in September



PEW RESEARCH CENTER Sept. 12-16, 2012. Q22a-b. Based on registered voters. 1988-2000 data from Gallup September surveys.

Obama Holds Edge on Most Traits and Issues

Barack Obama continues to hold wide leads over Romney on a number of issues and candidate traits tested. Most notably, two-thirds of registered voters (66%) say Obama is the candidate better described by the phrase “connects well with ordinary Americans,” while 23% say that better describes Romney.

The gap on this question has grown somewhat since it was last asked in June, when Obama held a 59% to 28% advantage over Romney. Even among voters who support Romney, only about half (51%) say he connects with ordinary Americans better than Obama, while 34% say Obama is better in this regard.

While Obama’s advantage is smaller on the other traits tested, he continues to hold a decided edge on many, including as the candidate who takes consistent positions on issues (16 points), is willing to take a stand even if unpopular (15 points) and would use good judgment in a crisis (14 points).

Obama vs. Romney on Traits and Issues

	Obama	Romney	Adv
Traits:			
<i>Which candidate ...</i>			
	%	%	
Connects well with ordinary Americans	66	23	O+43
Takes consistent positions on issues	50	34	O+16
Willing to take unpopular stand	52	37	O+15
Good judgment in a crisis	51	37	O+14
Honest and truthful	48	34	O+14
A strong leader	51	38	O+13
Shares my values	50	40	O+10
Can get things done	45	41	O+4
Issues:			
<i>Who would do best job of ...</i>			
Making wise decisions on foreign policy	53	38	O+15
Dealing with health care	52	39	O+13
Dealing with Medicare	51	38	O+13
Reflecting your views on abortion	48	35	O+13
Dealing with problems in the Middle East	50	39	O+11
Dealing with taxes	48	42	O+6
Improving the job situation	46	45	O+1
Reducing the federal budget deficit	43	46	R+3

PEW RESEARCH CENTER Sept. 12-16, 2012. Q23-24. Based on registered voters. Figures read across, percent volunteering both, neither and don't know not shown.

In most cases, Obama fares better against Romney than he did against McCain at a similar point in 2008. For example, 51% now see Obama as having better judgment in a crisis compared with 37% who say Romney. Four years ago, Obama and John McCain were running about even on this question: 45% said McCain was more likely to use good judgment in a crisis and 42% said Obama.

Obama holds comparable advantages on many of the issues tested, including dealing with foreign policy (15 points), dealing with health care (13 points) and dealing with Medicare (13 points).

About half (52%) say Obama would do the better job dealing with health care; 39% say Romney would. Despite the divisive debate over the 2010 health care law, these numbers are similar to September 2008 (52% Obama, 31% McCain).

The incumbent does not have an edge on two other high profile concerns – improving the job situation and reducing the federal budget deficit. While 46% say Obama would do the best job of improving the job situation, nearly as many say Romney would do best (45%). This is largely unchanged from June (42% Obama, 46% Romney).

Voters are also split over which candidate would do the best job of reducing the federal budget deficit (46% Romney, 43% Obama). Romney has lost considerable ground on this issue. In June, Romney had a 14-point advantage (50% to 36%) over Obama on the deficit; today, he leads by only three points. However, the deficit was a very strong issue for Obama four years ago. That October, 50% said Obama would do a better job on the deficit, while 30% said McCain would.

Obama's Advantage with Swing Voters

Among the roughly one-in-five voters considered swing voters – either because they are undecided or haven't fully committed to Obama or Romney – Obama also holds a substantial edge on many of these traits and issues. But when it comes to the key issue of jobs, by a 44% to 27% margin, swing voters say Romney would do the best job of improving the job situation (another 28% say neither or have no opinion).

And while Romney and Obama are tied overall with respect to who can best deal with the budget deficit, Romney holds a decided 46% to 19% edge among swing voters on this issue.

However, swing voters feel that Obama connects well with ordinary Americans and they see him as having better judgment in a crisis, as a stronger leader, and more consistent in his positions. And while four-in-ten swing voters don't see either candidate as more honest and truthful than the other, Obama still holds a wide advantage over Romney (38% to 21%).

Perceptions of Swing Voters

	Obama	Romney	Neither (vol)	Both/DK (vol)
Traits:				
<i>Which candidate ...</i>				
	%	%	%	%
Connects with ordinary Americans	66	16	8	11=100
Willing to take unpopular stand	52	28	7	14=100
Good judgment in a crisis	46	24	9	21=100
Takes consistent positions	45	23	14	17=100
A strong leader	43	26	13	17=100
Shares my values	43	28	16	14=100
Honest and truthful	38	21	19	21=100
Can get things done	35	35	12	18=100
Issues:				
<i>Who would do best job of ...</i>				
Making decisions on foreign policy	40	27	12	20=100
Dealing with health care	42	28	12	18=100
Reflecting your views on abortion	38	23	12	27=100
Dealing with Medicare	36	27	14	22=100
Dealing with Middle East	36	27	14	23=100
Dealing with taxes	30	39	11	20=100
Improving the job situation	27	44	13	15=100
Reducing federal budget deficit	19	46	17	18=100

PEW RESEARCH CENTER Sept 12-16, 2012. Q23-24. Based on those classified as swing voters, meaning they are undecided, only lean toward a candidate, or say there is still a chance they will change their mind. (N=246 on traits, N=232 on issues). Statistically significant advantages in **bold**.

Tackling the Nation's Economic Troubles

As with who can best address the job situation, neither candidate has a clear advantage among registered voters when it comes to fixing the economy. Roughly half (52%) say they have a great deal (22%) or a fair amount (30%) of confidence in Obama to do the right thing when it comes to the economy. Similarly, 49% of voters say they have at least a fair amount of confidence in Romney on the economy.

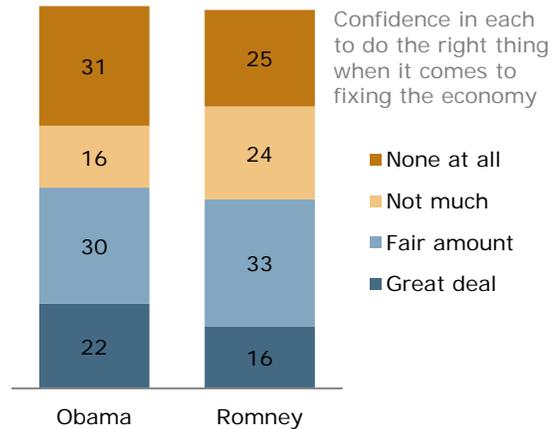
Voters have stronger feelings about Obama than about Romney. More have a great deal of confidence in Obama than Romney when it comes to the economy (22% vs. 16%), but more also say they have no confidence at all in Obama (31% vs. 25%).

In January 2009 shortly before Obama took office, confidence in his ability to handle the economy was extremely high: fully 75% of voters had at least a fair amount of confidence in him. Even among Republicans, nearly half (48%) expressed at least a fair amount of confidence in his economic plans.

But that level of confidence fell sharply over Obama's first year in office. By December 2009, only 51% of voters expressed confidence in his economic stewardship and 52% say that today.

Romney holds a slim edge over Obama on the economy among independent voters; 53% express at least a fair amount of confidence in Romney, 46% in Obama. The same is true among swing voters by about the same margin (53% confident in Romney, 45% in Obama). Voters in low income households express far

Confidence on the Economy



PEW RESEARCH CENTER Sept. 12-16, 2012. Q38.
Based on registered voters.

Romney Has Slim Advantage on Economy among Independents

Great deal/fair amount of confidence in each to do the right thing when it comes to fixing the economy

	Obama	Romney	N
	%	%	
All Voters	52	49	2,424
Republican	10	89	717
Democrat	90	17	869
Independent	46	53	757
<i>Family income</i>			
\$75,000 or more	49	52	836
\$30,000-\$74,999	49	52	760
Less than \$30,000	63	42	526

PEW RESEARCH CENTER Sept. 12-16, 2012. Q38.
Based on registered voters.

more confidence in Obama than Romney when it comes to fixing the economy, while those with household incomes of \$30,000 or more rate the candidates about the same.

Voters' Descriptions of Candidates

Romney's favorability deficit is reflected in how voters associate specific traits and qualities with each of the candidates. Fully 64% of registered voters say they think of Obama as "inspiring," while 34% say they do not. Just 36% of voters view Romney as inspiring, while 60% say he is not.

Romney also is more widely viewed as "hard-to-like" than Obama: 43% of voters say Romney is hard-to-like; just 24% say this describes Obama.

However, about as many voters view Romney as "decisive" (55%) as say that about Obama (57%).

The survey also includes measures of how both candidates make people feel: Far more voters say that Obama makes them feel "proud" than say that about Romney (51% vs. 35%). But the differences are far narrower in views about whether the candidates make people feel "hopeful" and "angry."

Half (50%) say Obama makes them feel hopeful, while almost as many (48%) say he does not. Just 44% say Romney makes them feel hopeful, while 54% say he does not. At the same time, neither Obama nor Romney engenders a great deal of anger. Three-in-ten (31%) say Obama makes them feel angry, compared with 26% who say the same about Romney.

About half of voters (49%) say Obama makes them feel "disappointed," while 50% say he does not. Opinion also is divided about whether Romney makes voters feel "worried": 48% say Romney makes them feel worried, while 50% say he does not.

Obama Seen as More 'Inspiring,' Romney as More 'Hard to Like'

	Obama	Romney	Diff
<i>Think of each as...</i>	%	%	
Inspiring	64	36	+28
Decisive	57	55	+2
Hard-to-like	24	43	-19
<i>How does each make you feel?</i>			
Proud	51	35	+16
Hopeful	50	44	+6
Angry	31	26	+5
Disappointed	49	--	--
Worried	--	48	--

PEW RESEARCH CENTER Sept. 12-16, 2012. Q25-Q28.
Based on registered voters.

Views of Obama: 2008-2012

Obama's image is not nearly as positive as it was in the days following his 2008 election victory. In a post-election survey of voters, fully 81% said they thought of Obama as inspiring, while 69% said he made them feel hopeful and 65% said Obama made them feel proud.

Perceptions became more negative over the first two years of Obama's presidency, but a sizable majority (64%) continues to describe Obama as inspiring.

Obama's image has not changed a great deal since 2010, however. As many voters say Obama makes them feel proud today (51%) as did so in October 2011 (45%) and March 2010 (48%).

Similarly, the percentage saying Obama made them feel hopeful fell from 69% to 52% between the post-election survey in 2008 and March 2010. That percentage fell further, to 43% in October 2011, but has increased since then to 50% today.

Over the past year, there has been a decline in the percentage of voters saying they are disappointed in Obama. In October 2011, 55% expressed disappointment with Obama, while 44% did not. Today, voters are divided, with 49% saying he makes them feel disappointed and 50% saying he does not.

Obama has long engendered anger from some voters. In March 2008, during the Democratic

Obama's Post-Election Glow Long Gone

	Yes %	No %	DK %
<i>Think of Obama as ...</i>			
Inspiring			
September 2012	64	34	1=100
March 2010	59	38	2=100
November 2008	81	18	1=100
September 2008	71	26	3=100
April 2008	66	31	3=100
Decisive			
September 2012	57	38	5=100
March 2010	56	38	7=100
Hard to like			
September 2012	24	75	2=100
April 2008	25	71	4=100
<i>Does Obama make you feel?</i>			
Proud			
September 2012	51	45	3=100
October 2011	45	52	3=100
March 2010	48	48	4=100
November 2008	65	32	3=100
March 2008	42	53	5=100
Hopeful			
September 2012	50	48	2=100
October 2011	43	55	2=100
March 2010	52	46	2=100
November 2008	69	29	2=100
March 2008	54	43	3=100
Disappointed			
September 2012	49	50	1=100
October 2011	55	44	2=100
March 2010	46	51	3=100
Angry			
September 2012	31	68	1=100
October 2011	31	68	1=100
March 2010	31	67	2=100
November 2008	9	91	*=100
March 2008	26	71	3=100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q25-Q26. Based on registered voters. Nov. 2008 based on post-election callback survey of voters. Figures may not add to 100% because of rounding.

primary campaign, 26% of voters said Obama made them feel angry. That fell to 9% in the November 2008 post-election poll but rebounded to 31% in 2010 and has remained at that level since.

Swing Voters' Views of the Candidates

There are substantial differences in how Romney and Obama voters view the candidates' traits and characteristics. But even many of those who say they are certain to vote for Mitt Romney reject the idea that Obama is hard to like.

Nearly half of certain Romney voters (47%) say Obama is hard to like, but about as many (52%) say he is not hard to like. By contrast, nearly two-thirds of certain Obama voters (65%) say Romney is hard to like.

Among swing voters, many more describe Obama as inspiring than say that about Romney (62% vs. 38%). And nearly twice as many swing voters say Romney is hard to like than describe Obama that way (43% vs. 22%). But swing voters are as likely to view Romney as decisive (56%) as Obama (54%).

Swing voters have mixed feeling about both candidates. Roughly half (55%) say they are disappointed in Obama but about as many (47%) say Obama makes them feel proud. Conversely, while 46% of swing voters say that Romney worries them, a comparable percentage says Romney makes them feel hopeful (40%).

Nearly Twice as Many Swing Voters Say Romney Hard to Like

<i>Think of each as...</i>	Certain Romney	Certain Obama	Swing voter
Obama	%	%	%
Inspiring	26	96	62
Decisive	23	87	54
Hard-to-like	47	6	22
Romney			
Inspiring	73	7	38
Decisive	88	27	56
Hard-to-like	16	65	43
N	441	488	232

PEW RESEARCH CENTER Sept. 12-16, 2012. Q25 & Q27. Based on registered voters. **Certain** voters are those who back Romney or Obama and say there is no chance they will support the other. **Swing** voters are undecided, only lean toward a candidate, or say there is still a chance they will support the other.

Swing Voters Have Mixed Feelings about Obama and Romney

<i>How does each make you feel?</i>	Certain Romney	Certain Obama	Swing voter
Obama	%	%	%
Proud	6	91	47
Hopeful	3	93	42
Angry	69	3	26
Disappointed	94	9	55
Romney			
Proud	79	5	25
Hopeful	94	4	40
Angry	3	49	18
Worried	10	81	46
N	482	535	246

PEW RESEARCH CENTER Sept. 12-16, 2012. Q26 & Q28. Based on registered voters. **Certain** voters are those who back Romney or Obama and say there is no chance they will support the other. **Swing** voters are undecided, only lean toward a candidate, or say there is still a chance they will support the other.

Voters' Take on Candidates' Ideologies

Nearly half (47%) of registered voters say that Obama's positions on issues are about right, while 39% say they are too liberal. About one-in-ten (9%) say they are not liberal enough.

Fewer (38%) say Romney's positions on issues are about right ideologically, with 35% saying his positions are too conservative, and 19% not conservative enough.

Among Republican voters, 72% say Romney's positions are about right, while 19% say they are not conservative enough. Even among Republicans who think of themselves as conservative, 70% say Romney's positions are about right, and just 22% say he is not conservative enough.

Similarly, most Democratic voters (79%) say Obama's positions are about right, while 10% say they are not liberal enough. Just 9% say they are too liberal. Among liberal Democrats, just 14% believe Obama is not liberal enough, while 82% say his positions are about right.

Views of Candidates' Ideology

	All voters	Rep	Dem	Ind
<i>Obama's positions on issues are...</i>				
	%	%	%	%
Too liberal	39	79	9	42
Not liberal enough	9	5	10	11
About right	47	12	79	41
Don't know	<u>5</u>	<u>3</u>	<u>3</u>	<u>6</u>
	100	100	100	100
<i>Romney's positions on issues are...</i>				
Too conservative	35	8	57	34
Not conserv. enough	19	19	20	19
About right	38	72	13	38
Don't know	<u>8</u>	<u>2</u>	<u>10</u>	<u>9</u>
	100	100	100	100
N	1,263	365	468	383

PEW RESEARCH CENTER Sept. 12-16, 2012. Q29 & Q30.
Based on registered voters. Figures may not add to 100% because of rounding.

Obama and Romney on National Security

The recent turmoil in the Middle East appears to have had little impact in opinions about Obama's approach to foreign policy and national security issues.

In a separate survey, conducted Sept. 13-16 among 1,001 adults, including 824 registered voters, 47% say Obama's approach to national security is not tough enough, while 40% say it is about right. This is unchanged from previous surveys conducted in April 2010 and November 2009, when similar percentages of voters said Obama was not tough enough in his approach to foreign policy and national security.

Little Change in Views of Obama's Approach to National Security

Obama's approach to foreign policy and national security ...

	June 2009	Nov 2009	April 2010	Sept 2012
	%	%	%	%
Too tough	2	3	2	1
Not tough enough	39	49	47	47
About right	52	42	42	40
Don't know	<u>7</u>	<u>7</u>	<u>8</u>	<u>12</u>
	100	100	100	100

PEW RESEARCH CENTER Sept. 13-16, 2012. PEW6.
Based on registered voters. Figures may not add to 100% because of rounding.

That survey also found that 45% of the public who had followed news about the recent attacks on U.S. embassies in the Middle East approved of the way Obama is handling the situation (36% disapproved). Just 25% approved of Mitt Romney's comments on the situation, while 48% disapproved. (For more, see [*"Middle East Turmoil Closely Followed: Romney's Comments Viewed Negatively."*](#) Sept. 17, 2012.)

About a third of registered voters (34%) say Mitt Romney's approach to foreign policy and national security issues would be about right. About one-in-five (22%) say Romney's foreign policy would not be tough enough, while 16% say it would be too tough. Nearly three-in-ten (28%) offer no opinion.

How Would Romney Approach Foreign Policy?

<i>Romney's approach to foreign policy/national security would be ...</i>	Sept 2012 %
Too tough	16
Not tough enough	22
About right	34
Don't know	<u>28</u>
	100

PEW RESEARCH CENTER Sept. 13-16, 2012. PEW7. Based on registered voters. Figures may not add to 100% because of rounding.

SECTION 4: VIEWS OF VICE PRESIDENTIAL CANDIDATES, CANDIDATE SPOUSES, FORMER PRESIDENTS

Voters offer a mixed view of both candidates' vice-presidential nominees, which stands in contrast to the positive reception most recent running mates have received. In fact, across the seven most recent presidential elections, only one was not viewed favorably on balance in September: Dan Quayle in 1992.

Joe Biden's public image has suffered substantially over the past four years. In September of 2008, 52% held a favorable view of Biden and just 30% viewed him unfavorably. Today, that has slipped to 45% favorable, 44% unfavorable. [A recent Pew Research Center/Washington Post poll](#) found a substantial number of people offering negative one-word descriptions of Biden, including *idiot, incompetent, clown, and goofy*.

Paul Ryan's ratings are similarly low: just 40% have a favorable view of him, while 44% express an unfavorable opinion. This lags behind ratings of Sarah Palin at this point in 2008, though views of Palin turned more negative as the election progressed. In September 2008, most voters viewed Palin favorably by a 55% to 32% margin. By mid-October, the balance had shifted to 44% favorable, 49% unfavorable. As with Biden, [a recent Pew Research Center/Washington Post poll](#) found as many people offering negative descriptions of Ryan, such as *idiot, extreme and scary* as offering positive words such as *intelligent, energetic and smart*.

Independent voters offer tepid ratings of both vice-presidential candidates. Joe Biden is viewed favorably by 42% of independent voters, while 50% view him unfavorably. Views of Paul Ryan are about the same: 40% favorable, 43% unfavorable. Both candidates are

2012 Vice Presidential Candidates Rate Relatively Poorly

	Favor- able %	Unfavor- able %	DK/ Can't rate %
Sept 2012			
Joe Biden	45	44	10=100
Paul Ryan	40	44	16=100
Sept 2008			
Joe Biden	52	30	18=100
Sarah Palin	55	32	14=100
Sept 2004			
John Edwards	54	31	16=100
Dick Cheney	48	42	10=100
Sept 2000*			
Joe Lieberman	53	18	29=100
Dick Cheney	47	24	30=100
Oct 1996*			
Al Gore	61	31	8=100
Jack Kemp	47	31	22=100
Sept 1992*			
Al Gore	56	26	18=100
Dan Quayle	40	51	9=100
Sept 1988*			
Lloyd Bentsen	50	22	28=100
Dan Quayle	41	32	27=100

PEW RESEARCH CENTER Sept. 12-16, 2012. Based on registered voters; 1996 based on likely voters. Figures may not add to 100% because of rounding. *1992-2000 data from Gallup.

seen favorably by about three-quarters of their own party, but neither is popular with members of the opposing party.

Michelle Obama Viewed Favorably

Overall, 66% of voters say they have a favorable view of first lady Michelle Obama, 23% hold an unfavorable view. Michelle Obama is viewed more positively today than she was four years ago; in September 2008, 56% held a favorable view of her and 26% an unfavorable view. While enjoying a strong positive image, Michelle Obama is seen slightly less favorably than Laura Bush in August 2004 (74% favorable, 17% unfavorable).

On balance, more voters view Ann Romney favorably (46%) than unfavorably (24%), though 30% are unable to rate her. Views of Ann Romney are comparable to opinions about Cindy McCain in September 2008, but on balance are more positive than those of Teresa Heinz Kerry in August 2004 (45% favorable, 33% unfavorable).

Favorability of Candidate Wives

	Favor- able	Unfavor- able	DK/ Can't rate
Sept 2012	%	%	%
Michelle Obama	66	23	10=100
Ann Romney	46	24	30=100
Sept 2008			
Michelle Obama	56	26	18=100
Cindy McCain	52	24	25=100
Aug 2004			
Teresa Kerry	45	33	23=100
Laura Bush	74	17	9=100
May 2000			
Tipper Gore	55	19	26=100
Laura Bush	41	11	48=100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q22e-f.
Based on registered voters. Figures may not add to 100%
because of rounding.

Bill Clinton's Favorable Image

Fully seven-in-ten voters (70%) have a favorable view of Bill Clinton; just 26% hold an unfavorable view. Favorability ratings for Clinton have never been higher in Pew Research surveys dating back to 1992.

Among independent voters, 69% hold a favorable view of Clinton. Democrats are nearly unanimous in their positive view of the former president (95% favorable). Even among Republicans, 37% have a favorable view of Clinton. And Clinton's potential value to the Obama campaign is clear: 76% of swing voters hold a favorable view of Clinton, while just 17% view him unfavorably.

George W. Bush is seen much less favorably by voters. Overall, more say they have an unfavorable (53%) than favorable (43%) view of the 43rd president. About nine-in-ten Republicans (87%) have a favorable view of Bush. But unlike Clinton, Bush draws mixed reactions from independents and swing voters.

Bill Clinton Very Popular with Swing Voters

	Favor- able	Unfavor- able	DK/ Can't rate
Bill Clinton	%	%	%
All voters	70	26	4=100
Republican	37	57	6=100
Democrat	95	3	2=100
Independent	69	27	4=100
Swing voters	76	17	8=100
G.W. Bush			
All voters	43	53	4=100
Republican	87	10	3=100
Democrat	12	85	3=100
Independent	44	50	6=100
Swing voters	45	47	7=100

PEW RESEARCH CENTER Sept. 12-16, 2012. Q22g-h. .
Based on registered voters. Figures may not add to 100%
because of rounding

Third Party Candidates

Very few voters are hearing much about third party candidates in this year's election. A quarter of voters have heard of Gary Johnson, presidential candidate for the Libertarian Party, but only 5% have heard a lot about him. Fully 74% have not heard of him at all.

Even fewer have heard of the other third party candidates. Just 18% of voters have heard of Jill Stein, presidential candidate for the Green Party (and just 2% have heard a lot) while 81% have not heard of her. Just 9% of voters have heard of Virgil Goode, of the Constitution Party, while 90% have never heard of him.

And very few say they are voting for any of these third party candidates. In the current survey, just 2% of registered voters and 1% of likely voters volunteer their support for a candidate other than Obama or Romney. And even when these candidates are offered explicitly as choices to voters, [Gallup](#) found just 1% select each of them (with another 1% volunteering some other person's name).

Few Are Hearing about Third Party Candidates

	Heard a lot	Heard a little	Haven't heard of
	%	%	%
Gary Johnson (Libertarian Party)	5	20	74
Jill Stein (Green Party)	2	16	81
Virgil Goode (Constitution Party)	2	8	90

PEW RESEARCH CENTER Sept 13-16, 2012 Omnibus. PEW4.
Based on registered voters.

About the Surveys

Most of the analysis in this report is based on telephone interviews conducted September 12-16, 2012, among a national sample of 3,019 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (1,806 respondents were interviewed on a landline telephone, and 1,213 were interviewed on a cell phone, including 599 who had no landline telephone). Data collection was managed by Princeton Survey Research Associates International and conducted by interviewers at Princeton Data Source and Abt SRBI. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see <http://people-press.org/methodology/>

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus...
Total	3,019	2.1 percentage points
Registered voters	2,424	2.3 percentage points
Likely voters	2,192	2.4 percentage points
<i>Among registered voters</i>		
Republican voters	717	4.3 percentage points
Democratic voters	869	3.9 percentage points
Independent voters	757	4.1 percentage points
Obama supporters	1,188	3.3 percentage points
Romney supporters	1,062	3.5 percentage points
Form 1 voters	1,161	3.4 percentage points
Form 2 voters	1,263	3.2 percentage points

Some of the analysis in this report is based on telephone interviews conducted September 13-16, 2012, among a national sample of 1,001 adults 18 years of age or older living in the continental United States (600 respondents were interviewed on a landline telephone, and 401 were

interviewed on a cell phone, including 188 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source and Universal Survey under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus...
Total sample	1,001	3.6 percentage points
Registered voters	824	4.0 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Sep 12-16, 2012

Q.5 If the presidential election were being held today, would you vote for the Republican ticket of Mitt Romney and Paul Ryan or the Democratic ticket of Barack Obama and Joe Biden?/Q.5a As of today, who do you lean more to?

	----REGISTERED VOTERS----				-----LIKELY VOTERS-----			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
	%	%	%		%	%	%	
ALL VOTERS	51	42	7	2424	51	43	6	2192
GENDER								
Men	46	47	8	1097	46	48	6	984
Women	56	37	7	1327	56	38	6	1208
AGE								
18-49	54	39	7	788	56	39	6	657
50+	48	44	7	1593	48	45	6	1497
DETAILED AGE								
18-29	59	33	9	190	61	31	8	133
30-49	52	41	6	598	54	41	5	525
50-64	50	43	7	836	50	44	6	780
65+	46	47	7	757	46	48	6	717
GENDER BY AGE								
Men 18-49	52	41	7	406	53	41	6	342
Men 50+	40	52	8	675	40	53	7	628
Women 18-49	56	37	7	382	59	36	5	316
Women 50+	56	38	7	918	55	39	6	868
RACE								
White, non-Hispanic	43	50	7	1858	44	51	6	1710
Black, non-Hispanic	92	2	6	236	93	2	5	213
Hispanics	69	24	7	141	72	22	7	108
EDUCATION								
College grad+	53	42	5	1124	53	42	4	1066
Some college	47	44	9	672	49	44	7	606
High school or less	52	40	8	606	52	41	7	504
FAMILY INCOME								
\$75,000+	49	46	5	836	50	46	4	799
\$30,000-\$74,999	49	43	7	760	50	44	6	698
Less than \$30,000	60	33	7	526	62	32	6	419
DETAILED INCOME								
\$100,000+	51	44	5	531	51	45	4	510
\$75,000-\$99,000	47	48	6	305	48	48	4	289
\$50,000-\$74,990	45	49	6	363	45	50	5	340
\$30,000-\$49,999	53	39	8	397	54	39	7	358
Less than \$30,000	60	33	7	526	62	32	6	419
REGION								
Northeast	56	34	10	436	56	36	8	399
Midwest	51	42	7	589	53	41	5	534
South	48	45	7	898	47	47	6	804
West	52	43	6	501	52	42	5	455
PARTY ID								
Republican	6	91	3	717	5	92	3	665
Democrat	92	6	3	869	93	5	2	803
Independent	44	42	13	757	45	44	11	661
IDEOLOGY								
Conservative	27	67	6	979	25	70	5	911
Moderate	55	37	7	832	58	36	6	741
Liberal	86	8	5	518	90	6	4	470
PARTY AND IDEOLOGY								
Conservative Republican	4	94	2	525	2	95	2	501
Mod/Lib Republican	12	83	5	187	14	83	3	159
Mod/Cons Democrat	89	7	4	477	89	8	3	435
Liberal Democrat	97	3	1	359	99	1	0	338
TEA PARTY (REP/LEAN REP)								
Agree	1	97	2	503	1	97	2	490
Disagree/No opinion	10	84	6	551	9	85	6	481

PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Sep 12-16, 2012

Q.5 If the presidential election were being held today, would you vote for the Republican ticket of Mitt Romney and Paul Ryan or the Democratic ticket of Barack Obama and Joe Biden?/Q.5a As of today, who do you lean more to?

	----REGISTERED VOTERS----				-----LIKELY VOTERS-----			
	<u>Obama</u> %	<u>Romney</u> %	<u>Other/ DK/Ref</u> %	<u>Unwgted</u> <u>N</u>	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>Unwgted</u> <u>N</u>
RELIGIOUS PREFERENCE								
Total Protestants	43	50	7	1262	43	51	6	1155
White NH evang. Prot.	19	74	7	524	18	76	6	482
White NH mainline Prot.	45	46	8	437	48	46	6	400
Black NH Prot.	95	2	3	183	95	2	3	172
Total Catholic	54	39	7	541	55	40	5	495
White NH Cath.	47	46	7	435	49	46	5	405
Unaffiliated	65	27	8	381	67	26	7	329
ATTEND RELIGIOUS SERVICES								
Weekly or more	42	51	7	1009	42	51	6	937
Less than weekly	57	36	7	1369	58	36	5	1218

PRESIDENTIAL TRIAL HEAT AMONG WHITES

Pew Research Center for the People and the Press, Sep 12-16, 2012

Q.5 If the presidential election were being held today, would you vote for the Republican ticket of Mitt Romney and Paul Ryan or the Democratic ticket of Barack Obama and Joe Biden?/Q.5a As of today, who do you lean more to?

	----REGISTERED VOTERS----				-----LIKELY VOTERS-----			
	Obama %	Romney %	Other/ DK/Ref %	Unwgted N	Obama %	Romney %	Other/ DK/Ref %	Unwgted N
ALL WHITE NON-HISP VOTERS	43	50	7	1858	44	51	6	1710
GENDER								
Men	37	56	7	826	38	56	6	755
Women	47	45	7	1032	49	46	5	955
AGE								
18-49	45	48	7	547	47	48	5	470
50+	41	52	7	1293	41	53	6	1223
DETAILED AGE								
18-29	46	44	10	117				83
30-49	44	50	6	430	46	50	4	386
50-64	44	50	7	649	44	51	5	610
65+	38	55	7	644	38	55	6	613
GENDER BY AGE								
Men 18-49	42	51	7	280	44	50	6	242
Men 50+	32	60	7	543	33	61	6	509
Women 18-49	47	46	7	267	50	45	5	227
Women 50+	48	45	7	750	48	46	6	714
EDUCATION								
College grad+	48	48	4	885	49	47	4	851
Some college or less	40	51	9	966	40	53	7	852
GENDER BY EDUCATION								
College grad+ men	42	54	4	433	42	54	4	415
College grad+ women	54	42	4	452	55	41	4	436
Some coll or less men	34	57	9	390	35	58	7	337
Some coll or less women	44	47	9	576	45	49	7	515
FAMILY INCOME								
\$75,000+	43	52	5	684	44	52	4	663
\$30,000-\$74,999	42	51	7	600	43	52	5	557
Less than \$30,000	46	46	8	350	47	46	7	282
PARTY ID								
Republican	4	93	3	639	4	94	2	598
Democrat	89	8	3	558	90	8	2	521
Independent	40	48	12	613	41	49	10	550
IDEOLOGY								
Conservative	16	79	5	783	14	81	5	738
Moderate	48	44	8	632	51	42	7	570
Liberal	86	10	4	388	90	8	3	359
REGION								
Northeast	49	42	9	355	51	42	7	332
Midwest	44	48	7	488	47	47	6	446
South	36	57	7	643	35	60	5	581
West	45	50	4	372	47	49	5	352

PRESIDENTIAL TRIAL HEAT BY GENDER

Pew Research Center for the People and the Press, Sep 12-16, 2012

Q.5 If the presidential election were being held today, would you vote for the Republican ticket of Mitt Romney and Paul Ryan or the Democratic ticket of Barack Obama and Joe Biden?/Q.5a As of today, who do you lean more to?

	BASED ON ALL REGISTERED VOTERS							
	-----AMONG MEN-----				-----AMONG WOMEN-----			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
ALL VOTERS	46	47	8	1097	56	37	7	1327
DETAILED AGE								
18-29	57	32	10	106				84
30-49	50	45	5	300	55	38	7	298
50-64	41	52	8	365	58	35	7	471
65+	38	53	9	310	52	42	6	447
EDUCATION								
College grad+	46	49	6	552	60	36	4	572
Some college or less	46	46	9	534	54	38	8	744
FAMILY INCOME								
\$75,000+	44	51	6	442	56	40	5	394
\$30,000-\$74,999	45	49	7	349	53	39	8	411
Less than \$30,000	56	35	9	188	63	31	6	338
PARTY ID								
Republican	7	91	2	352	5	91	4	365
Democrat	91	8	1	302	92	4	3	567
Independent	43	43	14	409	46	41	13	348
IDEOLOGY								
Conservative	21	73	6	473	33	61	5	506
Moderate	54	40	6	397	57	34	9	435
Liberal	86	6	8	190	86	10	4	328
MARITAL STATUS								
Married	39	54	7	703	52	42	6	716
Not married	56	35	9	384	60	31	8	593

	BASED ON LIKELY VOTERS ONLY							
	-----AMONG MEN-----				-----AMONG WOMEN-----			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
ALL VOTERS	46	48	6	984	56	38	6	1208
DETAILED AGE								
18-29				76				56
30-49	50	45	5	265	58	37	5	259
50-64	41	53	6	335	58	36	6	445
65+	38	54	8	293	51	43	6	424
EDUCATION								
College grad+	46	49	5	522	60	36	3	545
Some college or less	46	47	7	454	54	39	7	655
FAMILY INCOME								
\$75,000+	44	52	5	420	58	39	3	379
\$30,000-\$74,999	45	50	5	321	54	39	7	377
Less than \$30,000	59	34	7	136	63	32	5	283
PARTY ID								
Republican	6	91	2	322	4	93	3	343
Democrat	92	8	1	276	94	4	3	526
Independent	44	45	11	357	46	43	11	304
IDEOLOGY								
Conservative	18	77	6	439	32	63	5	472
Moderate	58	37	5	351	59	34	8	390
Liberal	90	5	6	167	91	6	3	303
MARITAL STATUS								
Married	40	55	6	651	53	44	4	669
Not married	58	34	8	325	62	31	8	525

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
SEPTEMBER 2012 POLITICAL SURVEY
TOPLINE
September 12-16, 2012
N=3,019

ASK ALL:

THOUGHT How much thought have you given to the coming presidential election . . . Quite a lot or only a little?

BASED ON REGISTERED VOTERS [N=2,424]:

	Quite <u>a lot</u>	(VOL.) <u>Some</u>	Only a <u>little</u>	(VOL.) <u>None</u>	(VOL.) <u>DK/Ref</u>
2012 Election					
Sep 12-16, 2012	70	4	23	2	1
Jul 16-26, 2012	61	5	28	6	1
Jun 28-Jul 9, 2012	65	3	29	3	*
Jun 7-17, 2012	67	1	30	2	1
May 9-Jun 3, 2012	61	2	33	3	1
Apr 4-15, 2012	64	2	30	4	1
Mar 7-11, 2012	66	2	30	1	1
2008 Election					
November, 2008	81	3	13	2	1
Late October, 2008	81	3	13	2	1
Mid-October, 2008	81	3	13	3	*
Early October, 2008	81	2	14	2	1
Late September, 2008	80	3	14	2	1
Mid-September, 2008	78	4	14	3	1
August, 2008	74	6	17	2	1
July, 2008	74	2	20	3	1
June, 2008	72	2	23	2	1
Late May, 2008	75	4	17	3	1
April, 2008	77	7	13	2	1
March, 2008	78	3	15	3	1
Late February, 2008	74	3	19	2	2
2004 Election					
November, 2004	82	3	12	2	1
Mid-October, 2004	76	5	15	3	1
Early October, 2004	74	4	19	2	1
September, 2004	71	3	22	3	1
August, 2004	69	2	26	2	1
July, 2004	67	2	28	2	1
June, 2004	58	3	36	2	1
May, 2004	59	6	30	4	1
Late March, 2004	60	4	31	4	1
Mid-March, 2004	65	2	31	2	*
2000 Election					
November, 2000	72	6	19	2	1
Late October, 2000	66	6	24	4	*
Mid-October, 2000	67	9	19	4	1
Early October, 2000	60	8	27	4	1
September, 2000	59	8	29	3	1
July, 2000	46	6	45	3	*
June, 2000	46	6	43	5	*
May, 2000	48	4	42	5	1
April, 2000	45	7	41	7	*
1996 Election					
November, 1996	67	8	22	3	*
October, 1996	65	7	26	1	1
Late September, 1996	61	7	29	2	1
Early September, 1996	56	3	36	4	1
July, 1996	55	3	41	1	*

THOUGHT CONTINUED...

	Quite <u>a lot</u>	(VOL.) <u>Some</u>	Only a <u>little</u>	(VOL.) <u>None</u>	(VOL.) <u>DK/Ref</u>
June, 1996	50	5	41	3	1
1992 Election					
Early October, 1992	77	5	16	1	1
September, 1992	69	3	26	1	1
August, 1992	72	4	23	1	*
June, 1992	63	6	29	1	1
1988 Election					
<i>Gallup</i> : November, 1988	73	8	17	2	0
<i>Gallup</i> : October, 1988	69	9	20	2	0
<i>Gallup</i> : September, 1988	57	18	23	2	0
<i>Gallup</i> : August, 1988	61	10	27	2	0

ASK ALL:

CAMPN11 How closely have you been following news about candidates for the 2012 presidential election... very closely, fairly closely, not too closely, or not at all closely?

BASED ON REGISTERED VOTERS [N=2,424]:

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
2012 Election					
Sep 12-16, 2012	44	34	15	7	*
2008 Election					
November, 2008	56	33	8	3	*
Late October, 2008	53	33	9	4	1
Mid-October, 2008	54	35	7	4	*
Mid-September, 2008	50	38	8	4	*
2004 Election					
November, 2004	52	36	8	4	*
2000 Election					
November, 2000	39	44	12	5	*
1996 Election					
November, 1996	34	45	15	6	*
1992 Election					
October, 1992	55	36	7	2	0

ASK ALL:

REG Which of these statements best describes you? [READ IN ORDER] [INSTRUCTION: IF RESPONDENT VOLUNTEERS THAT THEY ARE IN NORTH DAKOTA AND DON'T HAVE TO REGISTER, PUNCH 1]

Sep 12-16

2012

72	Are you ABSOLUTELY CERTAIN that you are registered to vote at your current address
5	Are you PROBABLY registered, but there is a chance your registration has lapsed
23	Are you NOT registered to vote at your current address
1	Don't know/Refused (VOL.)

ASK ALL REGISTERED VOTERS (REG=1):

PRECINCT Have you ever voted in your precinct or election district?

BASED ON REGISTERED VOTERS [N=2,424]:

Sep 12-16

2012

85	Yes
15	No
*	Don't know/Refused (VOL.)

ASK ALL REGISTERED VOTERS (REG=1):

FOLGOV Would you say you follow what's going on in government and public affairs [READ]?

BASED ON REGISTERED VOTERS [N=2,424]:

	<u>Most of the time</u>	<u>Some of the time</u>	<u>Only now and then</u>	<u>Hardly at all</u>	(VOL.) DK/Ref
Sep 12-16, 2012	60	26	10	4	*
Sep 22-Oct 4, 2011	55	28	11	5	1
Feb 22-Mar 14, 2011	57	28	11	4	*
Oct 27-30, 2010	56	29	10	5	1
Oct 13-18, 2010	59	27	10	4	*
Aug 25-Sep 6, 2010 ¹	62	25	9	4	*
January, 2007	61	27	8	4	*
November, 2006	58	26	10	6	*
Late October, 2006	57	30	8	5	*
December, 2005	54	29	12	5	0
December, 2004	49	35	12	4	*
November, 2004	61	27	9	3	*
Mid-October, 2004	63	26	8	3	*
June, 2004	49	35	11	4	*
August, 2003	56	31	10	3	*
November, 2002	57	26	11	6	1
August, 2002	60	29	8	2	0
March, 2001	55	26	11	7	1
Early November, 2000	51	32	12	5	*
September, 2000	51	34	10	4	1
June, 2000	45	31	15	8	*
Late September, 1999	46	32	17	5	*
August, 1999 (GP)	40	35	17	8	*
November, 1998	52	27	11	9	*
Late October, 1998	57	29	10	4	*
Early October, 1998	51	33	11	5	*
Early September, 1998	52	33	11	4	*
June, 1998	42	33	18	7	*
November, 1997	47	34	14	4	*
November, 1996	52	32	12	4	*
October, 1996	43	37	13	6	1
June, 1996	47	34	14	5	*
October, 1995	52	34	11	4	*
April, 1995	49	34	13	4	*
November, 1994	57	30	10	3	*
October, 1994	52	34	10	4	0
July, 1994	51	32	13	4	*
May, 1990	43	36	15	6	*
February, 1989 (GP)	47	34	14	4	1
October, 1988	52	33	12	3	*
May, 1988 (GP)	37	37	17	6	3
January, 1988	42	35	17	5	2
November, 1987 (GP)	49	32	14	4	1
May, 1987	47	35	13	5	1
July, 1985	41	34	18	7	1

NO QUESTIONS 1-4

¹ In the Aug. 25-Sept. 6, 2010 survey, a wording experiment was conducted with one half of respondents asked the question wording shown above, the other half was asked: "Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs ...?" No significant differences were found between questions and the combined results are shown above. All survey prior to Sept. 2010 used the longer question wording.

ASK ALL REGISTERED VOTERS (REG=1):

Q.5 If the presidential election were being held TODAY, would you vote **[READ AND RANDOMIZE: for the Democratic ticket of Barack Obama and Joe Biden OR the Republican ticket of Mitt Romney and Paul Ryan]**?

ASK IF OTHER OR DK (Q.5=3-9):

Q.5a As of TODAY, do you LEAN more to **[READ IN SAME ORDER AS Q.5]**?

ASK IF CHOSE ROMNEY OR OBAMA (Q.5=1,2):

Q.5b Do you support **[INSERT LAST NAME OF PRESIDENTIAL CANDIDATE CHOSEN IN Q.5; DO NOT READ VP CHOICE]** strongly or only moderately?

BASED ON REGISTERED VOTERS [N=2,424]:

	<u>Romney</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	(VOL.) <u>Other/ DK/Ref</u>
Sep 12-16, 2012	42	24	18	*	51	35	16	*	7
Jul 16-26, 2012	41				51				7
Jun 28-Jul 9, 2012	43	15	28	1	50	32	18	*	6
Jun 7-17, 2012	46	17	27	1	50	30	20	*	5
May 9-Jun 3, 2012	42				49				9
Apr 4-15, 2012	45				49				6
Mar 7-11, 2012	42				54				4
Feb 8-12, 2012	44				52				4
Jan 11-16, 2012	45				50				6
Nov 9-14, 2011	47				49				4
Sep 22-Oct 4, 2011	48				48				4

**TREND FOR COMPARISON:
BASED ON REGISTERED VOTERS**

	<u>McCain</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Nader</u>	<u>Barr</u>	<u>Other/ DK/Ref</u>
November, 2008	39	21	18	*	50	35	14	1	1	1	9
Late October, 2008	36	20	15	1	52	39	12	1	3	1	8
Mid-October, 2008	38	21	16	1	52	36	16	*	n/a	n/a	10
Early October, 2008	40	21	18	1	50	36	14	*	n/a	n/a	10
Late September, 2008	42	23	19	*	49	33	15	1	n/a	n/a	9
Mid-September, 2008 ²	44	25	19	*	46	30	15	1	n/a	n/a	10
August, 2008	43	17	26	*	46	27	19	*	n/a	n/a	11
July, 2008	42	17	24	1	47	24	22	1	n/a	n/a	11
June, 2008	40	14	26	*	48	28	19	1	n/a	n/a	12
Late May, 2008	44				47				n/a	n/a	9
April, 2008	44				50				n/a	n/a	6
March, 2008	43				49				n/a	n/a	8
Late February, 2008	43				50				n/a	n/a	7

	<u>Bush</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Kerry</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Nader</u>	<u>Other/ DK/Ref</u>
November, 2004	45	34	11	*	46	29	16	1	1	8
Mid-October, 2004	45	32	13	*	45	28	16	1	1	9
Early October, 2004	48	35	12	1	41	24	17	*	2	9
September, 2004	49	33	15	1	43	22	20	1	1	7
August, 2004	45	32	13	*	47	28	19	*	2	6
July, 2004	44				46				3	7
June, 2004	46				42				6	6
May, 2004	43				46				6	5
Late March, 2004	44				43				6	7
Mid-March, 2004	42				49				4	5
Two-way trial heats:										
June, 2004	48				46				n/a	6
May, 2004	45				50				n/a	5

² After August 2008, June 2004, July 2000, July 1996, June 1992, and June 1988 the question specified vice presidential candidates.

Q.5-Q.5b TREND FOR COMPARISON CONTINUED...

	<u>Bush</u>	<i>Only</i>			<u>Kerry</u>	<i>Only</i>			<u>Nader</u>	<u>Other/ DK/Ref</u>
		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		
Late March, 2004	46				47				n/a	7
Mid-March, 2004	43				52				n/a	5
Late February, 2004	44				48				n/a	8
Early February, 2004	47				47				n/a	6
Early January, 2004	52				41				n/a	7
October, 2003	50				42				n/a	8

	<u>Bush</u>	<i>Only</i>			<u>Gore</u>	<i>Only</i>			<u>Nader</u>	<u>Buchanan</u>	<u>Other/ DK/Ref</u>
		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		<i>Strongly</i>	<i>mod</i>	<i>DK</i>			
November, 2000	41	26	15	*	45	25	19	1	4	1	9
Late October, 2000	45	29	16	*	43	24	19	*	4	1	7
Mid-October, 2000	43	25	18	*	45	22	23	*	4	1	7
Early October, 2000	43	26	17	*	44	22	22	*	5	*	8
September, 2000	41	21	19	1	47	25	21	1	2	1	9
July, 2000	42				41				6	2	9
Late June, 2000	42				35				2	2	19
Mid-June, 2000	41				42				4	3	10
January, 2000	51				39				n/a	4	6
September, 1999	49				35				n/a	10	6
Two-way trial heats:											
July, 2000	48				46				n/a	n/a	6
Mid-June, 2000	45	20	25	*	46	18	27	1	n/a	n/a	9
May, 2000	46				45				n/a	n/a	9
March, 2000	43				49				n/a	n/a	8
February, 2000	46	19	27	*	45	18	26	1	n/a	n/a	9
December, 1999	55				40				n/a	n/a	5
October, 1999	54				39				n/a	n/a	7
September, 1999	54				39				n/a	n/a	7
July, 1999	53				42				n/a	n/a	5
March, 1999	54				41				n/a	n/a	5
January, 1999	50				44				n/a	n/a	6
Early September, 1998	53				40				n/a	n/a	7

	<u>Dole</u>	<i>Only</i>			<u>Clinton</u>	<i>Only</i>			<u>Perot</u>	<u>Other/ DK/Ref</u>
		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		
November, 1996	32	17	15	*	51	26	24	1	9	8
October, 1996	34	17	16	1	51	25	26	*	8	7
Late September, 1996	35	16	18	1	51	26	25	*	7	7
Early September, 1996	34	17	17	*	52	26	26	0	8	6
July, 1996	34				44				16	6
March, 1996	35				44				16	5
September, 1995	36				42				19	3
July, 1994	36				39				20	5
Two-way trial heats:										
July, 1996	42	11	30	*	53	20	31	1	n/a	5
June, 1996	40	13	23	1	55	22	29	1	n/a	5
April, 1996	40				54					6
March, 1996	41				53					6
February, 1996	44				52					4
January, 1996	41				53					6
July, 1994	49				46					5

Q.5-Q.5b TREND FOR COMPARISON CONTINUED...

	<u>Bush Sr.</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Clinton</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Perot</u>	<u>Other/ DK/Ref</u>
Late October, 1992	34	20	14	--	44	26	18	--	19	3
Early October, 1992	35	14	21	--	48	23	25	--	8	9
June, 1992	31				27				36	6
Two-way trial heats:										
September, 1992	38	14	21	--	53	25	28	--	n/a	9
August, 1992	37	14	23	--	57	24	33	--	n/a	6
June, 1992	46	13	33	--	41	9	32	--	n/a	13
May, 1992	46	15	31	--	43	10	33	--	n/a	11
Late March, 1992	50	19	31	--	43	9	34	--	n/a	7

	<u>Bush Sr.</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Dukakis</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Other/ DK/Ref</u>
October, 1988	50	24	26	--	42	20	22	--	8
September, 1988	50	26	24	--	44	19	25	--	6
May, 1988	40	12	28	--	53	14	39	--	7

ASK ALL REGISTERED VOTERS (REG=1):

Q.5 If the presidential election were being held TODAY, would you vote [READ AND RANDOMIZE: for the Democratic ticket of Barack Obama and Joe Biden OR the Republican ticket of Mitt Romney and Paul Ryan]?

ASK IF OTHER OR DK (Q.5=3-9):

Q.5a As of TODAY, do you LEAN more to [READ IN SAME ORDER AS Q.5]?

ASK IF CHOSE ROMNEY (Q.5=1 OR Q.5a=1):

Q.5c Would you say that your choice is more a vote FOR Mitt Romney or more a vote AGAINST Barack Obama?

ASK IF CHOSE OBAMA (Q.5=2 OR Q.5a=2):

Q.5d Would you say that your choice is more a vote FOR Barack Obama or more a vote AGAINST Mitt Romney?

BASED ON REGISTERED VOTERS [N=2,424]:

	<u>Romney</u>	<u>Pro-Romney</u>	<u>Anti-Obama</u>	<u>DK</u>	<u>Obama</u>	<u>Pro-Obama</u>	<u>Anti-Romney</u>	<u>DK</u>	<u>Other/ DK/Ref</u>
Sep 12-16, 2012	42	19	22	1	51	38	11	2	7
Jul 16-26, 2012	41				51				7
Jun 28-Jul 9, 2012	43				50				6
Jun 7-17, 2012	46				50				5
May 9-Jun 3, 2012	42	16	24	2	49	35	11	3	9
Apr 4-15, 2012	45				49				6
Mar 7-11, 2012	42				54				4
Feb 8-12, 2012	44				52				4
Jan 11-16, 2012	45				50				6
Nov 9-14, 2011	47				49				4
Sep 22-Oct 4, 2011 ³	48	15	33	1	48	33	11	3	4

³ Pro- and Anti- percentages for October 2011 may not sum to candidate's overall percentage, because they were asked only of half-sample.

Q.5/Q.5a/Q.5c/Q.5d TRENDS FOR COMPARISON:

BASED ON REGISTERED VOTERS:

	<u>McCain</u>	<u>Pro-McCain</u>	<u>Anti-Obama</u>	<u>DK</u>	<u>Obama</u>	<u>Pro-Obama</u>	<u>Anti-McCain</u>	<u>DK</u>	<u>Nader</u> ⁴	<u>Barr</u>	<u>Other/DK/Ref</u>
November, 2008	39				50				1	1	9
Late October, 2008	36				52				3	1	8
Mid-October, 2008	38	24	12	2	52	40	10	2	n/a	n/a	10
Early October, 2008	40				50				n/a	n/a	10
Late September, 2008	44				49				n/a	n/a	9
Mid-September, 2008	44	29	13	2	46	32	11	3	n/a	n/a	10
August, 2008	43	25	16	2	46	33	12	1	n/a	n/a	11
July, 2008	42	25	14	3	47	32	12	3	n/a	n/a	11
June, 2008	40				48				n/a	n/a	12
Late May, 2008	44	28	14	2	47	35	11	1	n/a	n/a	9
April, 2008	44				50				n/a	n/a	6
March, 2008	43				49				n/a	n/a	8
Late February, 2008	43	27	14	2	50	38	10	2	n/a	n/a	7

	<u>Bush</u>	<u>Pro-Bush</u>	<u>Anti-Kerry</u>	<u>DK</u>	<u>Kerry</u>	<u>Pro-Kerry</u>	<u>Anti-Bush</u>	<u>DK</u>	<u>Nader</u>	<u>Fourth party</u>	<u>Other/DK/Ref</u>
November, 2004	45	34	9	2	46	20	23	3	1	n/a	8
Mid-October, 2004	45	32	10	3	45	18	24	3	1	n/a	9
Early October, 2004	48	36	10	2	41	15	23	3	2	n/a	9
September, 2004	49	38	9	2	43	15	26	2	1	n/a	7
August, 2004	45	34	8	3	47	20	24	3	2	n/a	6
July, 2004	44				46				3	n/a	7
June, 2004	46				42				6	n/a	6
May, 2004	43				46				6	n/a	5
Late March, 2004	44				43				6	n/a	7
Mid-March, 2004	42				49				4	n/a	5
Two-way trial heats:											
June, 2004	48	35	11	2	46	17	27	2	n/a	n/a	6
May, 2004	45	33	10	2	50	15	32	3	n/a	n/a	5
Late March, 2004	46	36	8	2	47	17	27	3	n/a	n/a	7
Mid-March, 2004	43	34	7	2	52	21	29	2	n/a	n/a	5
Late February, 2004	44				48				n/a	n/a	8
Early February, 2004	47	39	6	2	47	15	30	2	n/a	n/a	6
Early January, 2004	52				41				n/a	n/a	7
October, 2003	50				42				n/a	n/a	8

	<u>Bush</u>	<u>Pro-Bush</u>	<u>Anti-Gore</u>	<u>DK</u>	<u>Gore</u>	<u>Pro-Gore</u>	<u>Anti-Bush</u>	<u>DK</u>	<u>Nader</u>	<u>Buchanan</u>	<u>Other/DK/Ref</u>
November, 2000	41	27	12	2	45	29	14	2	4	1	9
Late October, 2000	45				43				4	1	7
Mid-October, 2000	43				45				4	1	7
Early October, 2000	43				44				5	*	8
September, 2000	41	24	14	3	47	30	14	3	2	1	9
July, 2000	42				41				6	2	9
Late June, 2000	42				35				2	2	19
Mid-June, 2000	41				42				4	3	10
January, 2000	51				39				n/a	4	6
September, 1999	49				35				n/a	10	6
Two-way trial heats:											
July, 2000	48				46				n/a	n/a	6
Mid-June, 2000	45				46				n/a	n/a	9
May, 2000	46				45				n/a	n/a	9

⁴ The question regarding whether a vote was more for one's candidate of choice or more against his opponents was not asked of Nader or Barr supporters in 2008, Nader supporters in 2004, or Nader or Buchanan supporters in 2000.

Q.5/Q.5a/Q.5c/Q.5d TRENDS FOR COMPARISON CONTINUED ...

	<u>Bush</u>	<u>Pro-Bush</u>	<u>Anti-Gore</u>	<u>DK</u>	<u>Gore</u>	<u>Pro-Gore</u>	<u>Anti-Bush</u>	<u>DK</u>	<u>Nader</u>	<u>Buchanan</u>	<u>Other/DK/Ref</u>		
March, 2000	43				49				n/a	n/a	8		
February, 2000	46				45				n/a	n/a	9		
December, 1999	55				40				n/a	n/a	5		
October, 1999	54				39				n/a	n/a	7		
September, 1999	54				39				n/a	n/a	7		
July, 1999	53				42				n/a	n/a	5		
March, 1999	54				41				n/a	n/a	5		
January, 1999	50				44				n/a	n/a	6		
September, 1998	53				40				n/a	n/a	7		
	<u>Dole</u>	<u>Pro-Dole</u>	<u>Anti-other</u>	<u>DK</u>	<u>Clinton</u>	<u>Pro-Clinton</u>	<u>Anti-other</u>	<u>DK</u>	<u>Perot</u>	<u>Pro-Perot</u>	<u>Anti-other</u>	<u>DK</u>	<u>Other/DK/Ref</u>
November, 1996	32	15	15	2	51	33	15	3	9	4	5	*	8
October, 1996	34	15	18	1	51	33	16	2	8	4	4	*	7
Late September, 1996	35				51				7				7
Early September, 1996	34	16	17	1	52	35	15	2	8	3	5	0	6
July, 1996	34				44				16				6
March, 1996	35				44				16				5
September, 1995	36				42				19				3
July, 1994	36				39				20				5
Two-way trial heats:													
July, 1996	42				53				n/a				5
June, 1996	40				55				n/a				5
April, 1996	40				54				n/a				6
March, 1996	41	15	25	1	53	30	20	3	n/a				6
February, 1996	44				52				n/a				4
January, 1996	41				53				n/a				6
July, 1994	49				46				n/a				5
	<u>Bush Sr.</u>	<u>Pro-Bush</u>	<u>Anti-other</u>	<u>DK</u>	<u>Clinton</u>	<u>Pro-Clinton</u>	<u>Anti-other</u>	<u>DK</u>	<u>Perot</u>	<u>Pro-Perot</u>	<u>Anti-other</u>	<u>DK</u>	<u>Other/DK/Ref</u>
Late October, 1992	34	19	13	2	44	25	17	2	19	10	7	2	3
Early October, 1992	35	19	13	3	48	23	22	3	8	3	5	*	9
June, 1992	31				27				36				6
Two-way trial heats:													
September, 1992	38	20	16	2	53	21	29	3	n/a				9
August, 1992	37	20	16	1	57	27	28	2	n/a				6
June, 1992	46				41				n/a				13
May, 1992	46				43				n/a				11
Late March, 1992	50	33	15	2	43	13	28	2	n/a				7
	<u>Bush Sr.</u>	<u>Pro-Bush</u>	<u>Anti-Dukakis</u>	<u>DK</u>	<u>Du-kakis</u>	<u>Pro-Dukakis</u>	<u>Anti-Bush</u>	<u>DK</u>	<u>Third party</u>	<u>Fourth party</u>	<u>Other/DK/Ref</u>		
October, 1988	50	31	16	3	42	23	15	4	n/a	n/a	8		
September, 1988	50	31	15	4	44	21	19	4	n/a	n/a	6		
May, 1988	40	26	11	3	53	23	26	4	n/a	n/a	7		

NO QUESTION 6

ASK IF DID NOT CHOOSE ROMNEY IN Q.5 OR Q.5a (Q.5=2 OR Q.5a=2,3,8,9):

Q.7 Do you think there is a chance that you might vote for Mitt Romney in November, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS [N=2,424]:

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	(VOL.) <u>DK/Ref</u>
Romney			
Sep 12-16, 2012	8	45	5=58%
Jun 28-Jul 9, 2012	8	44	4=57%
Jun 7-17, 2012	9	42	3=54%
Apr 4-15, 2012	10	40	5=55%
McCain			
November, 2008	7	47	7=61%
Late October, 2008	7	51	6=64%
Mid-October, 2008	9	47	6=62%
Early October, 2008	10	45	5=60%
Late September, 2008	10	42	6=58%
Mid-September, 2008	9	40	7=56%
August, 2008	14	37	6=57%
July, 2008	13	38	7=58%
June, 2008	12	41	7=60%
Bush			
November, 2004	6	44	5=55%
Mid-October, 2004	5	43	7=55%
Early October, 2004	9	39	4=52%
September, 2004	9	38	4=51%
August, 2004	10	42	3=55%
July, 2004	10	41	5=56%
June, 2004 ⁵	9	41	2=52%
May, 2004	9	42	4=55%
Late March, 2004	11	40	3=54%
Mid-March, 2004	11	44	2=57%
Late February, 2004	10	43	3=56%
Early February, 2004	10	41	2=53%
November, 2000	8	44	7=59%
Late October, 2000	10	41	4=55%
Mid-October, 2000	12	40	5=57%
Early October, 2000	11	39	7=57%
September, 2000	15	38	6=59%
Mid-June, 2000	15	33	6=54%
Dole			
November, 1996	8	54	6=68%
October, 1996	11	51	4=66%
Late September, 1996	16	44	5=65%
Early September, 1996	14	47	5=66%
July, 1996	15	40	3=58%
Bush Sr.			
Late October, 1992	11	53	2=66%
Early October, 1992	13	46	6=65%
September, 1992	12	44	6=62%
August, 1992	15	45	4=64%
May, 1992	8	40	5=53%

⁵ In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

ASK IF DID NOT CHOOSE OBAMA IN Q.5 OR Q.5a (Q.5=1 OR Q.5a=1,3,8,9):

Q.8 Do you think there is a chance that you might vote for Barack Obama in November, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS [N=2,424]:

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	(VOL.) <u>DK/Ref</u>
Obama			
Sep 12-16, 2012	7	39	4=49%
Jun 28-Jul 9, 2012	6	41	3=50%
Jun 7-17, 2012	6	42	2=50%
Apr 4-15, 2012	6	42	3=51%
November, 2008	6	38	6=50%
Late October, 2008	7	35	6=48%
Mid-October, 2008	8	35	5=48%
Early October, 2008	7	38	5=50%
Late September, 2008	8	37	6=51%
Mid-September, 2008	11	38	5=54%
August, 2008	12	36	6=54%
July, 2008	12	34	7=53%
June, 2008	14	32	6=52%
Kerry			
November, 2004	6	43	5=54%
Mid-October, 2004	6	42	7=55%
Early October, 2004	9	45	5=59%
September, 2004	11	42	4=57%
August, 2004	11	39	3=53%
July, 2004	13	36	5=54%
June, 2004 ⁶	10	41	3=54%
May, 2004	11	35	4=50%
Late March, 2004	13	37	3=53%
Mid-March, 2004	13	32	3=48%
Late February, 2004	13	36	3=52%
Early February, 2004	15	33	5=53%
Gore			
November, 2000	8	41	6=55%
Late October, 2000	9	44	4=57%
Mid-October, 2000	10	40	5=55%
Early October, 2000	11	38	7=56%
September, 2000	13	35	5=53%
June, 2000	14	34	6=54%
Clinton			
November, 1996	6	37	6=49%
October, 1996	10	35	4=49%
Late September, 1996	11	35	3=49%
Early September, 1996	10	34	4=48%
July, 1996	8	36	4=48%
Late October, 1992	11	43	2=56%
Early October, 1992	14	32	6=52%
September, 1992	12	28	6=46%
August, 1992	14	26	3=43%
May, 1992	11	38	6=55%

⁶ In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

ASK FORM 2 REGISTERED VOTERS (REG=1) WHO CHOOSE OBAMA OR ROMNEY (Q.5=1,2 OR Q.5a=1,2):

Q.9F2 What is the main reason why you would like to see [CHOICE FROM Q.5/Q.5a LAST NAME ONLY; DO NOT READ VP CHOICE] win the presidential election [OPEN END.]?

	<i>Obama</i>	<i>Romney</i>
	Sept	Sept
	<u>2012</u>	<u>2012</u>
ISSUES (NET)	41	38
Economy/jobs	8	18
Middle class/in touch with the people	10	--
Health/medical care/Medicare	7	4
Negative on issues of other candidate	6	1
Republican/conservative	--	6
Like his stand on issues/domestic issues (general)	5	2
Democrat (positive)	5	--
Will do a better job	--	4
Supports reducing debt/deficit	--	3
Support position on issues (other)	3	1
Foreign policy	2	2
Supports reducing size of government	--	2
Taxes	1	1
War/terrorism	1	1
Education	1	--
Social security	1	--
Environment	1	--
PERSONAL QUALITIES (NET)	17	19
Shares my values/beliefs	2	5
Better candidate/agree with more	4	1
Business experience	--	4
Better for the country	3	3
Smart/intelligent	2	--
Honesty/integrity	2	1
Just like him	2	--
Black president/diversity	1	--
Qualified/capable	1	1
Experience (general)	1	2
RECORD (NET)	29	--
Done a good job	13	--
Deserves another chance/four more years	9	--
Allow Obama to continue his policies	9	--
ANTI-OPPONENT (NET)	13	37
Anti-Obama/Get rid of Obama/One term for Obama	--	19
Obama's policy failures	--	7
Under Obama country is in bad shape/going wrong direction	--	5
Obama is a socialist	--	1
Anti-Democrat	--	1
Anti-Romney (general comments)	6	--
Romney is for the rich, not the middle class	2	--
Anti-Republican	2	--
Better than alternative of (Obama/Romney)/lesser of two evils	1	4
(Romney/Obama) is dishonest or misleading	1	2
OTHER (NET)	12	13
DON'T KNOW/REFUSED	3	3
(N)	(622)	(552)

Q.9F2 TRENDS FOR COMPARISON:

	<i>Obama</i>	<i>McCain</i>
	Sept	Sept
	<u>2008</u>	<u>2008</u>
ISSUES (NET)	46	46
Iraq/war/military	6	6
Economy/jobs	8	3
Terrorism/security/9-11	--	4
Like his stand on issues/platform/domestic issues (general)	13	12
Health/medical care/medicare	3	--
Middle class/in touch with the people	5	2
Democrat/liberal (positive)	9	--
Republican/conservative (positive)	--	11
Foreign policy/foreign affairs	2	2
Plan to move forward/will do a better job	7	3
Education	1	--
Negative on issues of other candidate	--	2
Taxes	1	5
Supreme Court appointments	--	1
Abortion/pro-life	--	3
QUALITIES (NET)	16	41
Experience	--	17
Smart/intelligent	3	--
Better man/best candidate	3	3
Honesty/integrity	2	3
Leadership/strong leader/great leader	1	3
Just like him	2	1
Moral/Christian values	--	6
Qualified/capable	--	2
Better for country	1	1
First black president/history/diversity	4	--
Young/age	1	--
Older/age	--	1
Veteran/war hero	--	3
Like Biden/running mate	1	--
Like Palin/running mate	--	6
Shares my beliefs	--	1
Patriotic/patriotism	--	1
ANTI-OPPONENT (NET)	7	13
Anti-Obama (general comments)	--	9
Obama inexperienced/young	--	3
Obama dishonest/misleading	--	1
Anti-McCain	6	--
Anti-Palin	1	--
CHANGE (NET)	38	3
Change (general comments)	26	2
Want Republicans out/Bush did poor job/don't want repeat of last 8 years	7	--
Country in bad shape/wrong direction	1	--
Anti-Republican	7	--
Anti-Democrat	--	1
OTHER (NET)	9	7
DON'T KNOW/REFUSED	2	3

Q.9F2 TRENDS FOR COMPARISON CONTINUED...

	<i>Kerry</i>	<i>-- Clinton --</i>	
	Oct	Late Sept	July
	<u>2004</u>	<u>1996</u>	<u>1996</u>
STANDS ON ISSUES (NET)	59	21	14
Iraq/War/military	18	--	--
Economy/jobs	14	--	--
Like his stand on the issues/platform/domestic issues (general)	8	16	12
Health/medical care/medicare	5	--	--
Middle class/for the little person/in touch with the people	4	--	--
Democrat/liberal (positive)	4	--	--
Foreign policy/foreign affairs	3	--	--
Plan to move forward/will do a better job	3	--	--
Education	3	3	1
Negative on issues of other candidate	2	--	--
Environment	2	--	--
Taxes	2	--	--
Other	7	--	--
NEGATIVE COMMENT ABOUT BUSH, SR/BUSH, JR (NET)	33	27	31
Time for a change/new start	12	--	--
Anti-Bush	10	17	13
Did poor job/made major mistakes/bad president	6	--	--
Dishonest/misleading	3	--	--
Idiot/not smart	2	--	--
Country in bad shape/wrong direction	2	--	--
Other	3	--	--
POSITIVE QUALITIES (NET)	12	16	26
Smart/Intelligent	3	--	--
Best qualified/better man/best candidate	2	3	7
Honesty/Integrity	1	1	*
Leadership/strong leader/great leader	1	--	--
Just like him	1	--	--
Moral/Christian values	1	--	--
Capable/qualified	1	--	--
Better for country	1	--	--
Other	1	--	--
RECORD (NET)	n/a	31	30
OTHER (NET)	1	3	3
DON'T KNOW/REFUSED	4	6	4

Q.9F2 TRENDS FOR COMPARISON CONTINUED...

	<i>Bush</i>	<i>Dole</i>	
	Oct	Late Sept	
	2004	1996	
	2004	1996	
STANDS ON ISSUES (NET)	37	33	22
Terrorism/Security/9-11	10	--	--
Iraq/War/military	7	2	1
Like his stand on the issues/platform/domestic issues	6	18	14
Abortion/Pro-Life	5	4	3
Taxes	4	9	5
Economy/Jobs	3	--	--
Republican/conservative	2	--	--
Foreign policy/foreign affairs	2	--	--
Other	9	--	--
POSITIVE QUALITIES (NET)	33	15	15
Moral/Christian values	12	--	--
Honesty/integrity	5	9	9
Leadership/strong leader/great leader	5	--	--
Keeps promises/man of his word/does what he stands for	3	--	--
Just like him	3	--	--
Best qualified/better man/better candidate	2	--	--
Other	7	--	--
RECORD (NET)	23	n/a	n/a
Done a good job/good president/agree with what he is doing	16	--	--
Finish the job/finish the war	3	--	--
He's been there/done the job/knows what he's doing	3	--	--
Other	1	--	--
NEGATIVE COMMENT ABOUT KERRY OR CLINTON (NET)	16	47	47
Anti Kerry or Clinton	6	27	22
Wrong time for a change/need continuity	3	--	--
Dishonest/misleading	2	4	6
Other	5	--	--
OTHER (NET)	2	3	--
DON'T KNOW/REFUSED	5	3	--

NO QUESTION 10

ASK ALL REGISTERED VOTERS (REG=1):

Just in general...

OFTVOTE How often would you say you vote... **[READ]****BASED ON REGISTERED VOTERS [N=2,424]:**

	<u>Always</u>	<u>Nearly always</u>	<u>Part of the time</u>	<u>Seldom</u>	<u>(VOL.) Never vote</u>	<u>(VOL.) Other</u>	<u>(VOL.) DK/Ref</u>
Sep 12-16, 2012	64	22	7	4	2	1	*
Jun 7-17, 2012	64	24	6	4	1	*	*
Apr 4-15, 2012	57	29	8	4	1	*	*
Jan 4-8, 2012	60	24	8	6	1	1	*
Feb 22-Mar 14, 2011	62	24	8	4	1	*	*
Oct 27-30, 2010	58	24	11	5	2	1	*
Oct 13-18, 2010	57	27	10	4	2	1	*
Aug 25-Sep 6, 2010	59	26	9	4	1	*	*
June 16-20, 2010	52	31	11	5	1	1	1
Mar 31-Apr 6, 2009	62	23	7	5	1	1	1
November, 2008	60	23	8	5	2	2	*
Late October, 2008	57	26	8	5	3	1	*
Mid-October, 2008	57	27	7	5	3	1	*
Early October, 2008	53	27	9	6	3	1	1
Late September, 2008	55	27	9	6	2	1	*
Mid-September, 2008	54	28	10	5	2	1	*
August, 2008	55	29	9	4	2	1	*
July, 2008	53	30	10	4	1	1	1
January, 2007	58	29	9	3	1	*	*
November, 2006	58	26	8	5	2	1	*
Late October, 2006	58	27	9	4	1	1	*
Early October, 2006	47	36	10	3	2	1	1
September, 2006	56	28	9	6	1	*	*
May, 2006	60	26	8	4	1	*	1
December, 2005	60	24	9	4	2	1	1
December, 2004	64	22	8	4	1	*	1
November, 2004	62	21	7	6	3	1	*
Mid-October, 2004	63	22	7	5	2	1	*
Early October, 2004	58	25	9	4	2	1	1
September, 2004	58	27	9	5	2	1	1
August, 2004	56	28	9	5	2	*	1
July, 2004	54	31	9	4	1	*	*
June, 2004	57	29	7	5	1	1	1
May, 2004	56	27	10	4	2	1	1
April, 2004	55	29	9	5	1	1	1
Late March, 2004	50	31	11	6	1	*	1
Mid-March, 2004	55	30	9	5	1	*	*
February, 2004	55	29	12	3	*	*	*
January, 2004	54	30	10	4	2	1	*
August, 2003	53	30	10	5	1	*	*
June, 2003	48	36	11	3	1	*	0
Early November, 2002	52	30	11	6	1	0	1
Early October, 2002	50	33	11	4	*	1	1
Early September, 2002	59	25	11	4	1	*	*
August, 2002	53	32	10	4	1	*	*
May, 2002	53	31	9	5	1	*	1

OFTVOTE CONTINUED...

	<u>Always</u>	<u>Nearly always</u>	<u>Part of the time</u>	<u>Seldom</u>	<u>(VOL.) Never vote</u>	<u>(VOL.) Other</u>	<u>(VOL.) DK/Ref</u>
Early November, 2000	57	26	8	6	2	1	*
Late October, 2000	52	30	9	6	1	2	0
Mid-October, 2000	54	27	10	6	*	3	*
Early October, 2000	51	29	10	6	3	1	*
September, 2000	61	21	9	7	2	*	*
July, 2000	48	30	13	6	2	1	*
June, 2000	58	26	10	4	1	1	*
May, 2000	52	29	12	6	1	1	*
April, 2000	50	30	12	6	2	1	*
March, 2000	49	34	12	4	1	1	0
February, 2000	53	32	10	4	1	0	*
January, 2000	50	34	12	4	1	*	*
October, 1999	39	47	9	2	1	*	*
Late September, 1999	40	47	9	3	1	*	*
Late October, 1998	56	28	10	5	1	*	*
Early October, 1998	50	32	11	5	1	1	*
Early September, 1998	53	33	9	4	-	1	*
Late August, 1998	48	35	13	4	*	0	*
June, 1998	49	33	12	5	-	1	0
May, 1998	52	29	12	6	1	1	*
November, 1997	42	44	10	3	1	*	*
October, 1997	62	26	8	3	1	*	*
June, 1997	54	30	10	4	1	*	*
November, 1996	55	28	8	6	2	1	*
October, 1996	52	30	9	5	2	2	*
Late September, 1996	52	31	10	4	2	1	*
Early September, 1996	53	29	12	4	1	*	*
July, 1996	52	33	8	5	1	1	*
June, 1996	52	33	9	4	1	1	*
Late April, 1996	44	37	11	5	1	1	1
Early April, 1996	49	35	10	5	1	*	*
February, 1996	42	41	11	4	1	1	*
October, 1995	53	35	7	4	1	*	*
April, 1995	53	34	9	4	*	*	*
November, 1994	58	28	8	5	*	1	0
Late October, 1994	55	32	10	3	*	*	*
July, 1994	52	34	10	4	*	*	*
May, 1993	57	31	7	4	1	1	*
Early October, 1992	54	33	8	4	*	1	*
September, 1992	52	33	8	5	1	1	*
June, 1992	60	29	7	3	1	*	*
May, 1992	50	35	10	4	1	*	*
Early May, 1992	49	35	10	4	1	*	*
March, 1992	47	36	11	6	*	*	*
February, 1992	50	36	9	4	*	--	2
7January 1992 (GP) ⁸	40	35	11	11	4	--	*
November, 1991	46	41	9	4	*	*	*
May, 1990	42	42	11	4	1	*	*

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Trends for January 1992 and January 1989 are based on general public.

OFTVOTE CONTINUED...

	<u>Always</u>	<u>Nearly always</u>	<u>Part of the time</u>	<u>Seldom</u>	<u>(VOL.) Never vote</u>	<u>(VOL.) Other</u>	<u>(VOL.) DK/Ref</u>
January, 1989 (GP)	45	30	10	8	6	1	*
<i>Gallup</i> : November, 1988	57	26	10	4	2	1	*
October, 1988	51	37	8	3	1	*	*
May, 1988	43	41	11	3	2	1	*
January, 1988	49	39	9	2	1	*	*
September, 1988	51	40	6	2	*	1	*
May, 1987	43	43	9	3	1	1	*

ASK ALL REGISTERED VOTERS (REG=1):

WHERE

Do you happen to know where people in your area go to vote? [INTERVIEWER INSTRUCTION: IF R EXPLAINS VOTING PROCEDURES OR SAYS WHERE SPECIFICALLY THEY GO TO VOTE CODE AS 'YES' (1). IF R EXPLAINS A 'NO' OR 'DK' ANSWER WITH WORDS FROM 3 OR 4, CODE AS 3 OR 4.]

BASED ON REGISTERED VOTERS [N=2,424]:

	<u>Yes</u>	<u>No</u>	<u>(VOL.) Vote absentee or by mail</u>	<u>(VOL.) Vote early at a central polling place or election office</u>	<u>(VOL.) DK/Ref</u>
Sep 12-16, 2012	86	10	3	0	1
Oct 27-30, 2010 ⁹	88	9	2	--	1
	<u>Yes</u>	<u>No/DK/Ref</u>			
November, 2008	85	15			
Late October, 2008	83	17			
November, 2006	84	16			
Late October, 2006	86	14			
Early October, 2006	88	12			
November, 2004	85	15			
November, 2002	88	12			
November, 2000	84	16			
Late October, 1998	90	10			
Early October, 1998	87	13			
November, 1996	88	12			
October, 1996	85	15			
November, 1994	93	7			
November, 1988 (<i>Gallup</i>)	89	11			
October, 1988 (<i>Gallup</i>)	86	14			

9

In October, 2010 half the sample was asked about "people in your neighborhood," the other half was asked about "people in your area." No significant differences were found; combined data is shown here. For November 2008 and earlier, question asked about "people in your neighborhood."

ASK ALL:

PLANTO1 Do you yourself plan to vote in the election this November?

ASK IF PLAN TO VOTE (PLANTO1=1):

PLANTO2 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

BASED ON REGISTERED VOTERS [N=2,424]:

	Yes, plan to vote	Absolutely certain	Fairly certain	Not certain¹⁰	No, don't plan to	(VOL.) DK/Ref
2012 Election						
Sep 12-16, 2012	97	89	7	1	2	1
Jun 7-17, 2012	97	86	10	*	2	1
2010 Election						
Aug 25-Sep 6, 2010	94	--	--	--	4	3
Jul 21-Aug 5, 2010 ¹¹	91	70	17	3	7	2
Jun 16-20, 2010	90	69	19	2	8	2
Mar 11-21, 2010	91	69	20	2	6	3
2008 Election						
Mid-October, 2008 ¹²	97	92	5	*	2	1
Early October, 2008	97	92	4	1	2	1
Late September, 2008	97	91	6	*	2	1
Mid-September, 2008	97	90	6	1	2	1
August, 2008	97	--	--	--	2	1
July, 2008	97	--	--	--	2	1
June, 2008	95	85	8	2	2	3
2006 Election						
November, 2006	90	--	--	--	8	2
Late October, 2006	94	--	--	--	3	3
Early October, 2006	93	75	17	1	4	3
Early September, 2006	92	--	--	--	5	3
2004 Election						
November, 2004	97	--	--	--	2	1
Mid-October, 2004	98	--	--	--	1	1
Early October, 2004	98	91	6	1	1	1
September, 2004	98	91	6	1	1	1
August, 2004	98	89	8	1	2	*
June, 2004	96	85	10	1	2	2
2002 Election						
Early November, 2002	90	--	--	--	8	2
Early October, 2002	95	--	--	--	3	2
2000 Election						
Early November, 2000	96	--	--	--	3	1
Late October, 2000	97	--	--	--	2	1
Mid-October, 2000	96	--	--	--	2	2
Early October, 2000	97	87	9	1	2	1
September, 2000	95	84	10	1	3	2
June, 2000	95	84	10	1	2	3
1998 Election						
Late October, 1998	91	--	--	--	6	3
Early October, 1998	92	--	--	--	4	4
Early September, 1998	95	--	--	--	2	3
Late August, 1998	93	75	17	1	3	4
June, 1998	95	74	19	2	3	2
1996 Election						
November, 1996	96	--	--	--	2	2

¹⁰ Don't know responses to PLANTO2 not shown.¹¹ From March 11-21, 2010 to July 21-August 5, 2010, question asked "Thinking ahead to November, do you yourself plan to vote in the Congressional election this November, or not?"¹² In Mid-October 2008 and from Mid-October 2004 to November 2006 and in Early November 2002, the "Yes, Plan to vote" category also includes people who volunteered that they already voted. In November 2006, Early November 2002, Early November, 2000, Late October 1998, November 1996 and November 1994 the question was worded: "Do you yourself plan to vote in the election this Tuesday, or not?"

PLANTO1/PLANTO2 CONTINUED...

	<u>Yes, plan to vote</u>	<u>Absolutely certain</u>	<u>Fairly certain</u>	<u>Not certain</u>	<u>No, don't plan to</u>	<u>(VOL.) DK/Ref</u>
October, 1996	98	87	10	1	1	1
Late September, 1996	98	89	8	1	1	1
Early September, 1996	96	83	11	2	2	2
July, 1996	95	82	12	1	3	2
June, 1996	96	84	11	1	2	2
1994 Election						
November, 1994	93	--	--	--	5	2
October, 1994	95	--	--	--	3	2
1992 Election						
October, 1992	98	91	6	1	1	1
September, 1992	98	85	11	2	1	1
August, 1992	97	89	8	*	1	2
June, 1992	97	88	8	1	1	2
1988 Election						
<i>Gallup</i> : November, 1988	97	87	9	1	2	1
October, 1988	98	--	--	--	1	1

Q.11 HELD FOR FUTURE RELEASE

NO QUESTIONS 12-14

ASK ALL FORM 2 REGISTERED VOTERS (REG=1):

Q.15F2 Regardless of who you might support, who do you think is most likely to win the presidential election? [READ AND RANDOMIZE]?

BASED ON FORM 2 REGISTERED VOTERS [N=1,263]:

	<u>Republican</u>		<u>Democrat</u>		<u>(VOL.) Other/DK</u>
2012 Election					
Sep 12-16, 2012	24	<i>Romney</i>	53	<i>Obama</i>	23
Jun 7-17, 2012	34	<i>Romney</i>	52	<i>Obama</i>	15
Mar 7-11, 2012 ¹³	32	<i>Romney</i>	59	<i>Obama</i>	9
2008 Election					
Mid-October, 2008	17	<i>McCain</i>	61	<i>Obama</i>	22
Mid-September, 2008	39	<i>McCain</i>	39	<i>Obama</i>	22
June, 2008	27	<i>McCain</i>	53	<i>Obama</i>	20
April, 2008 ¹⁴	42	<i>McCain</i>	47	<i>Obama</i>	11
March, 2008	38	<i>McCain</i>	50	<i>Obama</i>	12
2004 Election					
November, 2004	48	<i>Bush</i>	27	<i>Kerry</i>	25
Mid-October, 2004	54	<i>Bush</i>	27	<i>Kerry</i>	19
Early October, 2004	61	<i>Bush</i>	27	<i>Kerry</i>	12
September, 2004	60	<i>Bush</i>	22	<i>Kerry</i>	18
August, 2004	44	<i>Bush</i>	37	<i>Kerry</i>	19
July, 2004	42	<i>Bush</i>	38	<i>Kerry</i>	20
June, 2004	51	<i>Bush</i>	35	<i>Kerry</i>	14
May, 2004	52	<i>Bush</i>	31	<i>Kerry</i>	17
Early February, 2004	56	<i>Bush</i>	32	<i>Dem Candidate</i>	12
Mid-January, 2004	61	<i>Bush</i>	21	<i>Dem Candidate</i>	18
September, 2003	47	<i>Bush</i>	34	<i>Dem Candidate</i>	19
June, 2003	66	<i>Bush</i>	22	<i>Dem Candidate</i>	12

¹³ In March 2012, this question was asked both about Mitt Romney/Barack Obama and Rick Santorum/ Barack Obama, and read: "Regardless of who you might support, who do you think is most likely to win the presidential election if it is between..."

¹⁴ In March and April 2008, this question was asked both about John McCain/Barack Obama and John McCain/Hillary Clinton, and read: "Regardless of who you might support, who do you think is most likely to win the presidential election if it is between..."

Q.15F2 CONTINUED...

	<u>Republican</u>		<u>Democrat</u>		
2000 Election					
November, 2000	43	<i>Bush</i>	32	<i>Gore</i>	25
Late October, 2000	48	<i>Bush</i>	38	<i>Gore</i>	14
Early October, 2000	33	<i>Bush</i>	46	<i>Gore</i>	21
June, 2000	51	<i>Bush</i>	33	<i>Gore</i>	16
October, 1999	70	<i>Bush</i>	23	<i>Gore</i>	7
1996 Election					
Late September, 1996 ¹⁵	12	<i>Dole</i>	79	<i>Clinton</i>	9
Early September, 1996	16	<i>Dole</i>	75	<i>Clinton</i>	9
July, 1996	19	<i>Dole</i>	72	<i>Clinton</i>	9
1992 Election					
October, 1992	30	<i>Bush, Sr.</i>	61	<i>Clinton</i>	9
March, 1992	72	<i>Bush, Sr.</i>	20	<i>Dem Candidate</i>	8
February, 1992	66	<i>Bush, Sr.</i>	25	<i>Dem Candidate</i>	9
October, 1991	78	<i>Bush, Sr.</i>	11	<i>Dem Candidate</i>	11

ASK FORM 1 ONLY:

Q.16F1 As far as making progress on the important issues facing the country is concerned, does it really matter who wins the 2012 presidential election, or will things be pretty much the same regardless of who is elected president?

BASED ON FORM 1 REGISTERED VOTERS [N=1,161]:

Sep 12-16 <u>2012</u>		Jun 7-17 <u>2012</u>	Oct <u>2008</u>	Mid-Sep <u>2008</u>	Jun <u>2008</u>	Jun <u>2004</u>	Mid Mar <u>2004</u>	Jun <u>2000</u>	Aug <u>1976</u> ¹⁶
76	Really matters who wins the 2012 presidential election	63	72	70	63	67	70	50	45
20	Things will pretty much be the same regardless	34	24	24	32	29	26	44	46
4	Don't know/Refused (VOL.)	3	4	6	5	4	4	6	9

Q.17 HELD FOR FUTURE RELEASE

NO QUESTIONS 18-20

¹⁵ In 1996 and October 1992, the question also asked about Ross Perot. Results here are included in the "Other/DK" category.

¹⁶ August 1976 question asked by Opinion Research Corporation, based on general public.

ASK ALL:

Q.21 Is your overall opinion of **[INSERT ITEM, RANDOMIZE]** very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? How about **[NEXT ITEM]**? **[IF NECESSARY: Just in general, is your overall opinion of [ITEM] very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?]** **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

	----- Favorable -----			----- Unfavorable -----			(VOL.)	(VOL.)
	Total	Very	Mostly	Total	Very	Mostly	Never heard of	Can't rate/Ref
a. The Democratic Party								
Sep 12-16, 2012	53	21	32	40	18	22	*	7
Jun 28-Jul 9, 2012	47	14	33	45	21	24	*	8
Mar 7-11, 2012	49	14	36	43	18	25	*	7
Jan 11-16, 2012	43	13	29	51	23	28	*	7
Sep 22-Oct 4, 2011	46	13	32	45	19	26	*	9
Aug 17-21, 2011	43	9	34	50	21	29	*	7
Feb 22-Mar 1, 2011	48	14	34	45	18	27	*	6
Feb 2-7, 2011	47	13	35	46	17	29	*	6
Aug 25-Sep 6, 2010	50	13	36	44	20	24	*	7
July 1-5, 2010	44	12	31	45	22	23	*	11
April 1-5, 2010	38	9	29	52	27	25	*	9
Mar 18-21, 2010	40	8	32	49	25	24	*	11
Feb 3-9, 2010	48	9	39	44	17	27	*	8
Aug 20-27, 2009	48	11	37	43	19	24	*	10
Aug 11-17, 2009	49	12	37	40	16	25	*	10
Mar 31-Apr 6, 2009	59	15	44	34	13	21	*	7
Jan 7-11, 2009	62	19	43	32	12	20	*	6
Late October, 2008	57	19	38	33	15	18	*	10
Mid-September, 2008	55	18	37	39	14	25	*	6
August, 2008	57	16	41	37	13	24	*	6
Late May, 2008	57	14	43	37	14	23	*	6
July, 2007	51	13	38	41	14	27	0	8
Early January, 2007	54	15	39	35	12	23	*	11
Late October, 2006	53	13	40	36	11	25	*	11
July, 2006	47	13	34	44	13	31	2	7
April, 2006	47	12	35	42	14	28	*	11
February, 2006	48	14	34	44	17	27	0	8
Late October, 2005	49	14	35	41	15	26	*	10
July, 2005	50	15	35	41	14	27	*	9
June, 2005	52	12	40	39	13	26	*	9
December, 2004	53	13	40	41	14	27	*	6
June, 2004	54	12	42	36	11	25	0	10
Early February, 2004	58	14	44	37	9	28	*	5
June, 2003	54	11	43	38	10	28	0	8
April, 2003	57	13	44	36	11	25	*	7
December, 2002	54	15	39	37	10	27	*	9
July, 2001	58	18	40	34	10	24	*	8
January, 2001	60	18	42	30	9	21	1	9
September, 2000 (RVs)	60	16	44	35	12	23	*	5
August, 1999	59	14	45	37	9	28	*	4
February, 1999	58	11	47	37	11	26	0	5
January, 1999	55	14	41	38	12	26	0	7
Early December, 1998	59	18	41	34	10	24	0	7
Early October, 1998 (RVs)	56	11	45	38	9	29	*	6
Early September, 1998	60	13	47	33	8	25	*	7
March, 1998	58	15	43	36	10	26	*	6
August, 1997	52	11	41	42	10	32	0	6
June, 1997	61	10	51	33	8	25	*	6
January, 1997	60	13	47	35	7	28	*	5
October, 1995	49	9	40	48	11	37	0	3
December, 1994	50	13	37	44	13	31	*	6
July, 1994	62	13	49	34	7	27	*	4

Q.21 CONTINUED...

	----- Favorable -----			----- Unfavorable -----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
May, 1993	57	14	43	34	9	25	0	9
July, 1992	61	17	44	33	9	24	*	6
b. The Republican Party								
Sep 12-16, 2012	42	12	30	50	25	26	*	8
Jun 28-Jul 9, 2012	36	9	27	56	28	28	*	8
Mar 7-11, 2012	36	7	30	56	27	29	*	8
Jan 11-16, 2012	35	7	27	58	28	30	*	7
Sep 22-Oct 4, 2011	36	7	29	55	27	28	*	9
Aug 17-21, 2011	34	5	29	59	27	32	*	7
Feb 22-Mar 1, 2011	42	9	32	51	22	28	1	7
Feb 2-7, 2011	43	8	35	48	19	29	*	9
Aug 25-Sep 6, 2010	43	8	35	49	21	28	*	8
July 1-5, 2010	39	10	29	49	24	25	*	12
April 1-5, 2010	37	8	29	53	26	27	*	9
Mar 18-21, 2010	37	5	32	51	20	31	*	12
Feb 3-9, 2010	46	5	41	46	14	32	0	8
Aug 20-27, 2009	40	6	34	50	19	31	*	10
Aug 11-17, 2009	40	7	33	50	18	32	*	10
Mar 31-Apr 6, 2009	40	7	33	51	17	34	0	9
Jan 7-11, 2009	40	5	35	55	21	34	*	5
Late October, 2008	40	10	30	50	23	27	*	10
Mid-September, 2008	47	11	36	46	22	24	*	7
August, 2008	43	9	34	49	18	31	1	7
Late May, 2008	39	7	32	53	20	33	*	8
July, 2007	39	7	32	53	22	31	0	8
Early January, 2007	41	9	32	48	21	27	1	10
Late October, 2006	41	9	32	50	20	30	*	9
July, 2006	40	10	30	52	23	29	1	7
April, 2006	40	10	30	50	21	29	*	10
February, 2006	44	11	33	50	24	26	*	6
Late October, 2005	42	12	30	49	24	25	*	9
July, 2005	48	13	35	43	18	25	*	9
June, 2005	48	11	37	44	20	24	0	8
December, 2004	52	15	37	42	17	25	0	6
June, 2004	51	12	39	40	14	26	0	9
Early February, 2004	52	14	38	42	16	26	*	6
June, 2003	58	14	44	33	10	23	0	9
April, 2003	63	14	49	31	10	21	*	6
December, 2002	59	18	41	33	11	22	*	8
July, 2001	48	11	37	42	15	27	*	10
January, 2001	56	13	43	35	13	22	*	9
September, 2000 (RVs)	53	11	42	40	12	28	0	7
August, 1999	53	8	45	43	12	31	*	4
February, 1999	44	7	37	51	15	36	0	5
January, 1999	44	10	34	50	23	27	0	6
Early December, 1998	46	11	35	47	20	27	*	7
Early October, 1998 (RVs)	52	9	43	42	14	28	0	6
Early September, 1998	56	9	47	37	11	26	*	7
March, 1998	50	10	40	43	12	31	*	7
August, 1997	47	9	38	47	11	36	*	6
June, 1997	51	8	43	42	11	31	1	6
January, 1997	52	8	44	43	10	33	*	5
October, 1995	52	10	42	44	16	28	*	4
December, 1994	67	21	46	27	8	19	*	6
July, 1994	63	12	51	33	8	25	*	4
May, 1993	54	12	42	35	10	25	0	11

Q.21 CONTINUED...

	----- Favorable -----			----- Unfavorable -----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
July, 1992	46	9	37	48	17	31	*	6

ASK ALL:

Q.22 Is your overall opinion of [INSERT NAME, RANDOMIZE a-b, FOLLOWED BY cF1-ff2, FOLLOWED BY gF2-hf2; OBSERVE FORM SPLITS] very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? How about [NEXT NAME]? [IF NECESSARY: Just in general, is your overall opinion of [NAME] very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?] [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
a. Barack Obama								
Sep 12-16, 2012	57	27	30	40	23	17	*	4
Jul 16-26, 2012	51	24	26	42	27	15	0	8
Jun 7-17, 2012	53	20	33	44	22	21	0	4
Mar 7-11, 2012	56	24	32	41	25	16	*	3
Feb 8-12, 2012	54	22	32	42	26	16	*	5
Jan 11-16, 2012	51	23	28	45	24	21	0	4
Nov 9-14, 2011	52	21	31	45	24	21	*	3
Mar 8-14, 2011	58	22	36	39	20	19	*	3
Dec 2-5, 2010	54	26	29	43	25	18	*	2
Aug 25-Sep 6, 2010	53	21	32	43	23	20	*	5
Jun 10-13, 2010	56	27	30	39	20	19	0	4
Oct 28-Nov 30, 2009	65	33	32	30	16	14	*	5
Jun 10-14, 2009	72	37	35	25	11	14	*	3
Apr 14-21, 2009	73	38	35	24	10	14	*	3
Jan 7-11, 2009	79	40	39	15	4	11	0	6
Mid-October, 2008	66	33	33	28	13	15	*	6
Late September, 2008	65	33	32	30	11	19	*	5
Mid-September, 2008	62	28	34	34	15	19	*	4
Late May, 2008	51	23	28	40	21	19	*	9
April, 2008	52	21	31	42	21	21	*	6
March, 2008	56	21	35	34	18	16	1	9
Late February, 2008	57	24	33	34	16	18	1	8
Early February, 2008	58	19	39	30	13	17	2	10
January, 2008	56	20	36	33	13	20	3	8
Late December, 2007	54	16	38	30	12	18	5	11
August, 2007	48	14	34	26	10	16	13	13
b. Mitt Romney								
Sep 12-16, 2012	40	12	28	53	27	26	1	7
Jul 16-26, 2012	34	11	23	50	26	24	3	13
Jun 7-17, 2012	38	7	31	47	21	25	3	12
Mar 7-11, 2012	29	6	23	51	21	30	5	15
Feb 8-12, 2012	32	7	25	49	20	29	6	13
Jan 11-16, 2012	31	7	24	45	17	27	9	14
Nov 9-14, 2011	36	7	29	42	16	26	9	12
Oct 28-Nov 30, 2009	35	11	25	21	9	13	25	18
Jun 10-14, 2009	40	9	31	28	8	20	19	13
Early February, 2008	30	6	24	44	15	29	8	18
January, 2008	31	7	24	43	13	30	8	18
Late December, 2007	29	4	25	35	11	24	17	19
August, 2007	28	5	23	24	7	17	29	19

ASK ITEMS c-d OF FORM 1 ONLY [N=1,455]:

Q.22 CONTINUED...

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	Total	Very	Mostly	Total	Very	Mostly	Never heard of	Can't rate/Ref
c.F1 Joe Biden								
Sep 12-16, 2012	41	15	26	43	22	21	4	11
Jun 7-17, 2012	40	10	30	37	18	19	6	17
Jan 11-16, 2012	38	10	28	41	18	22	9	12
Oct 28-Nov 30, 2009	50	13	36	29	13	16	8	13
Mid-Apr 2009	51	14	37	28	10	18	8	13
Jan 2009	63	22	41	20	7	13	6	11
Mid-October, 2008	55	20	34	35	10	19	6	10
Early October, 2008 (callback)	61	20	41	30	10	20	1	8
Late September, 2008	49	15	34	30	10	20	8	13
Mid-September, 2008	48	14	34	30	11	19	8	14
April, 2006	28	7	21	20	5	15	38	14
Late October, 2005	21	4	17	20	6	14	43	16
September, 1987	22	4	18	15	4	11	25	38
d.F1 Paul Ryan								
Sep 12-16, 2012	35	15	20	44	23	21	8	13
ASK ITEMS e-h OF FORM 2 ONLY [N=1,564]:								
e.F2 Michelle Obama								
Sep 12-16, 2012	67	39	28	22	11	11	*	10
Jun 7-17, 2012	68	33	35	21	11	10	1	10
Jan 11-16, 2012	66	33	34	21	10	12	*	12
Mar 8-14, 2011	69	30	39	21	9	12	1	9
Dec 2-5, 2010	62	30	31	27	15	12	1	10
Jun 10-13, 2010	69	31	38	22	9	12	1	9
Oct 28-Nov 30, 2009	71	33	38	16	8	8	1	11
Jun 10-14, 2009	76	36	39	14	5	9	1	9
Apr 14-21, 2009	76	36	40	13	4	9	1	10
Jan 7-11, 2009	68	28	40	15	4	11	2	15
Mid-September, 2008	56	23	33	25	11	14	2	17
Late May, 2008	43	14	29	21	8	13	4	32
f.F2 Ann Romney								
Sep 12-16, 2012	40	16	24	28	12	16	7	25
Jun 7-17, 2012 ¹⁷	29	9	19	17	7	9	14	41
g.F2 Bill Clinton								
Sep 12-16, 2012	68	34	34	26	11	15	*	5
Mar 8-14, 2011	67	27	40	29	10	18	1	3
February, 2008	52	20	32	42	22	20	*	6
Late December, 2007	54	22	32	40	20	20	0	6
December, 2006	63	29	34	33	16	17	1	3
April, 2006	61	27	34	36	18	18	0	3
Late October, 2005	62	26	36	34	18	16	*	4
Late March, 2005	64	24	40	32	13	19	0	4
December, 2002	46	17	29	49	27	22	*	5
July, 2001	50	20	30	46	27	19	0	4
January, 2001	64	23	41	34	17	17	0	2
May, 2000	48	17	31	47	28	19	*	5
March, 1999	55	21	34	42	23	19	*	3
December, 1998	55	23	32	43	24	19	0	2
Early October, 1998 (RVs)	52	15	37	44	24	20	0	4
Early September, 1998	57	18	39	41	23	18	0	2
Late August, 1998	54	18	36	44	24	20	0	2
March, 1998	62	22	40	35	16	19	*	3

¹⁷ June 7-17, 2012 survey asked about "Mitt Romney's wife, Ann Romney."

Q.22 CONTINUED...

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
November, 1997	63	19	44	35	14	21	0	2
October, 1997	62	15	47	36	16	20	*	2
September, 1997	62	18	44	35	14	21	0	3
August, 1997	61	16	45	38	17	21	0	1
April, 1997	61	17	44	37	16	21	*	2
January, 1997	66	17	49	32	14	18	*	2
October, 1996 (RVs)	57	12	45	41	19	22	0	2
June, 1996	61	16	45	37	14	23	*	2
April, 1996	57	16	41	40	16	24	0	3
February, 1996	55	20	35	43	21	22	0	2
January, 1996	56	13	43	42	15	27	0	2
August, 1995	49	13	36	49	20	29	0	2
February, 1995	55	14	41	42	17	25	0	3
December, 1994	51	17	34	46	22	24	0	3
July, 1994	58	15	43	41	16	25	*	1
May, 1993	60	18	42	35	12	23	0	5
July, 1992	59	17	42	34	9	25	0	7
June, 1992	46	10	36	47	14	33	1	6
May, 1992	53	11	42	42	10	32	*	5
March, 1992	53	10	43	40	11	29	1	6
February, 1992	59	15	44	31	7	24	2	8
January, 1992	37	9	28	15	4	11	27	21
November, 1991	30	5	25	10	2	8	39	21
h.F2 George W. Bush								
Sep 12-16, 2012	41	14	27	53	29	24	*	6
Mar 8-14, 2011	42	12	31	54	27	27	*	4
Aug 25-Sep 6, 2010	37	10	27	57	34	24	*	6
Mid-April, 2009	35	9	26	60	33	27	*	5
January, 2009	37	9	28	60	35	25	0	3
April, 2008	31	9	22	65	42	23	*	4
March, 2008	34	8	26	61	37	24	0	5
Late February, 2008	35	10	25	60	39	21	0	5
Early February, 2008	34	9	25	61	39	22	*	5
January, 2008	36	11	25	60	37	23	0	4
Late December, 2007	33	10	23	63	41	22	0	4
August, 2007	40	12	28	57	34	23	*	3
December, 2006	39	12	27	57	34	23	*	4
April, 2006	40	15	25	57	35	22	*	3
Late October, 2005	46	17	29	51	29	22	*	3
July, 2005	51	22	29	46	25	21	0	3
Late March, 2005	53	23	30	45	27	18	0	2
Mid-October, 2004 (RVs)	56	26	30	42	23	19	*	2
Early October, 2004 (RVs)	57	27	30	40	20	20	0	3
September, 2004	52	25	27	43	24	19	*	5
August, 2004	58	27	31	39	22	17	0	3
June, 2004	52	19	33	45	22	23	*	3
Early February, 2004	53	21	32	44	25	19	0	3
Gallup: Jan 29-Feb 1, 2004	52	--	--	47	--	--	--	1
Gallup: Jan 2-5, 2004	65	--	--	35	--	--	--	*
Gallup: Oct 6-8, 2003	60	--	--	39	--	--	--	1
Gallup: Jun 9-10, 2003	66	--	--	33	--	--	--	1
April, 2003	72	37	35	25	11	14	0	3
January, 2003	70	28	42	28	10	18	0	2
December, 2002	68	35	33	27	11	16	0	5
July, 2001	61	22	39	35	14	21	*	4
January, 2001	60	24	36	33	12	21	0	7
May, 2000	58	18	40	31	12	19	1	10

Q.22 CONTINUED...

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
March, 1999 ¹⁸	61	21	40	21	7	14	4	14
November, 1997	54	13	41	18	6	12	9	19

ASK FORM 2 REGISTERED VOTERS (REG=1):

Q.23 And as I read a list of phrases, tell me if you think each phrase better describes **[RANDOMIZE ORDER OF CANDIDATES: Mitt Romney or Barack Obama]**. **[INSERT ITEM; RANDOMIZE]** – does this better describe **[READ IN SAME ORDER: Romney or Obama]**? What about **[INSERT ITEM]**? **[REPEAT IF NECESSARY: “Would you say this better describes [READ IN SAME ORDER: Romney or Obama]**?

BASED ON FORM 2 REGISTERED VOTERS [N=1,263]:

	<u>Mitt Romney</u>	<u>Barack Obama</u>	(VOL.)	(VOL.)	(VOL.)
			<u>Neither</u>	<u>Both Equally</u>	<u>DK/Ref</u>
a.F2 Would use good judgment in a crisis					
2012 Election					
Sep 12-16, 2012	37	51	3	3	6
Jun 7-17, 2012	37	50	3	5	6
2008 Election	<u>McCain</u>	<u>Obama</u>			
Late September, 2008	45	42	2	6	5
August, 2008	51	36	3	5	5
June, 2008	47	38	3	5	7
2004 Election	<u>Bush</u>	<u>Kerry</u>			
Mid-October, 2004	48	41	3	2	6
Early October, 2004	51	37	2	3	7
Mid-September 22-26, 2004	49	36	3	3	9
September, 2004	53	34	2	4	7
August, 2004	50	38	2	3	7
May, 2004	47	35	4	5	9
Late March, 2004	46	36	2	3	13
Mid-March, 2004	48	39	2	5	6
2000 Election	<u>Bush</u>	<u>Gore</u>			
Late-October, 2000	43	42	2	5	8
Mid-October, 2000	40	42	5	8	5
Early October, 2000	36	43	4	10	7
September, 2000	38	44	3	8	7
June, 2000	44	37	5	6	8
b.F2 Can get things done					
2012 Election	<u>Romney</u>	<u>Obama</u>			
Sep 12-16, 2012	41	45	7	1	7
Jun 7-17, 2012	39	41	11	3	7
2008 Election	<u>McCain</u>	<u>Obama</u>			
August, 2008	42	40	7	4	7
June, 2008	37	43	5	7	8
2004 Election	<u>Bush</u>	<u>Kerry</u>			
Late March, 2004	49	30	4	4	13
Mid-March, 2004	50	34	4	4	8
2000 Election	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	43	39	5	6	7
Mid-October, 2000	41	39	6	8	6
Early October, 2000	37	38	5	11	9
September, 2000	40	40	4	8	8
June, 2000	43	33	8	6	10

¹⁸ In March 1999 and November 1997 the category was listed: “Texas Governor George W. Bush.”

Q.23 CONTINUED...

c.F2 Willing to take a stand, even if it's unpopular

	Mitt <u>Romney</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>Both Equally</u>	(VOL.) <u>DK/Ref</u>
2012 Election					
Sep 12-16, 2012	37	52	3	2	5
Jun 7-17, 2012	35	54	4	3	4
2008 Election	<u>McCain</u>	<u>Obama</u>			
Late September, 2008	50	37	2	5	6
August, 2008	49	38	3	5	5
June, 2008	44	41	3	7	5
2004 Election	<u>Bush</u>	<u>Kerry</u>			
Mid-October, 2004	63	27	2	4	4
Early October, 2004	68	23	1	3	5
Mid-September 22-26, 2004	63	23	3	3	8
September, 2004	69	23	1	3	4
August, 2004	62	29	1	5	3
May, 2004	65	23	3	4	5
Late March, 2004	59	28	3	3	7
Mid-March, 2004	63	27	1	5	4
2000 Election	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	49	35	7	4	5
Mid-October, 2000	49	35	6	5	5
Early October, 2000	43	35	8	6	8
September, 2000	45	37	8	5	5
June, 2000	46	32	9	5	8

d.F2 Shares my values

	<u>Romney</u>	<u>Obama</u>			
2012 Election					
Sep 12-16, 2012	40	50	5	2	3
Jun 7-17, 2012	40	46	8	3	4
2008 Election	<u>McCain</u>	<u>Obama</u>			
August, 2008	39	47	6	3	5
June, 2008	38	44	8	4	6
2000 Election	<u>Bush</u>	<u>Gore</u>			
June, 2000	40	35	11	5	9

Q.23 CONTINUED...

e.F2 Connects well with ordinary Americans

			(VOL.) Neither	(VOL.) Both Equally	(VOL.) DK/Ref
2012 Election	<u>Romney</u>	<u>Obama</u>			
Sep 12-16, 2012	23	66	5	2	3
Jun 7-17, 2012	28	59	7	3	4
2008 Election	<u>McCain</u>	<u>Obama</u>			
August, 2008	30	57	4	5	4
June, 2008	26	58	4	6	6
2000 Election	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	45	42	5	4	4
Mid-October, 2000	45	39	6	7	3
June, 2000	40	39	7	7	7

f.F2 Honest and truthful

2012 Election	<u>Romney</u>	<u>Obama</u>			
Sep 12-16, 2012	34	48	9	3	5
Jun 7-17, 2012	32	46	11	4	6
2008 Election	<u>McCain</u>	<u>Obama</u>			
August, 2008	39	36	9	10	6
June, 2008	37	36	11	9	7
2004 Election	<u>Bush</u>	<u>Kerry</u>			
Mid-October, 2004	40	37	14	3	6
Early October, 2004	47	34	10	3	6
Mid-September 22-26, 2004	41	32	15	3	9
September, 2004	43	35	12	4	6
August, 2004	42	38	12	2	6
May, 2004	34	36	17	4	9
Late March, 2004	37	38	12	3	10
Mid-March, 2004	35	39	16	5	5
2000 Election	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	43	32	15	5	5
Mid-October, 2000	38	30	19	6	7
Early October, 2000	36	32	17	8	7
September, 2000	35	37	13	9	6
June, 2000	35	31	19	7	8

g.F2 A strong leader

2012 Election	<u>Romney</u>	<u>Obama</u>			
Sep 12-16, 2012	38	51	5	2	4
2008 Election	<u>McCain</u>	<u>Obama</u>			
Late September, 2008	43	42	3	7	5
2004 Election	<u>Bush</u>	<u>Kerry</u>			
Mid-October, 2004	50	36	5	4	5
Early October, 2004	57	32	3	2	6
Mid-September, 2004	54	28	5	3	10
Early September, 2004	58	30	4	3	5
August, 2004	57	34	2	3	4
May, 2004	50	31	8	4	7
Late March, 2004	51	33	4	2	10
Mid-March, 2004	52	34	4	4	6
2000 Election	<u>Bush</u>	<u>Gore</u>			
Late-October, 2000	44	41	6	6	3
Mid-October, 2000	42	39	9	6	4
Early October, 2000	41	38	7	10	4
September, 2000	44	38	7	6	5

h.F2 Takes consistent positions on issues

2012 Election	<u>Romney</u>	<u>Obama</u>			
Sep 12-16, 2012	34	50	7	3	6
Jun 7-17, 2012	34	46	10	3	7

ASK ALL FORM 1 REGISTERED VOTERS (REG=1):

Q.24 Regardless of who you support, which one of the presidential candidates **[RANDOMIZE ORDER OF CANDIDATES: Mitt Romney or Barack Obama]** do you think would do the best job of **[INSERT FIRST ITEM; RANDOMIZE]?** And who do you think would do the best job of **[INSERT NEXT ITEM]?** **[IF RESPONDENT MENTIONS ANYONE OTHER THAN ROMNEY OR OBAMA PROBE ONCE: "If you had to choose between (READ IN SAME ORDER: Romney or Obama)]?**

BASED ON FORM 1 REGISTERED VOTERS [N=1,161]:

	<u>Romney</u>	<u>Obama</u>	<u>(VOL.) Neither</u>	<u>(VOL.) DK/Ref</u>		
a.F1	Improving the job situation					
	2012 Election					
	Sep 12-16, 2012	45	46	4	5	
	Jun 28-Jul 9, 2012	46	42	6	6	
b.F1	Dealing with Medicare					
	2012 Election					
	Sep 12-16, 2012	<u>38</u>	<u>51</u>	4	6	
c.F1	Reducing the federal budget deficit					
	2012 Election					
	Sep 12-16, 2012	<u>46</u>	<u>43</u>	7	5	
	Jun 28-Jul 9, 2012 ¹⁹	50	36	8	6	
	2008 Election					
	Mid-October, 2008	<u>30</u>	<u>50</u>	9	11	
	1996 Election					
	September, 1996	<u>41</u>	<u>38</u>	11	10	
	July, 1996	39	40	11	10	
d.F1	Representing your views about abortion					
	2012 Election					
	Sep 12-16, 2012	<u>35</u>	<u>48</u>	5	12	
e.F1	Making wise decisions about foreign policy					
	2012 Election					
	Sep 12-16, 2012	<u>38</u>	<u>53</u>	3	6	
	Jun 28-Jul 9, 2012	40	48	4	8	
	2008 Election					
	Mid-October, 2008	<u>45</u>	<u>44</u>	1	10	
	Late September, 2008	49	42	2	7	
	Mid-September, 2008	51	40	2	7	
	July, 2008	43	42	2	13	
	2004 Election					
	September, 2004	<u>53</u>	<u>37</u>	3	7	
	August, 2004	43	47	2	8	
	May, 2004	43	42	4	11	
	Late March, 2004	44	38	4	14	
	Mid-March, 2004	44	45	3	8	
	2000 Election					
	March, 2000	<u>40</u>	<u>46</u>	4	10	
	1996 Election					
	Early September, 1996	<u>39</u>	<u>44</u>	7	10	
	July, 1996	42	42	5	11	
	TREND FOR COMPARISON					
	1992 Election					
	October, 1992	<u>53</u>	<u>27</u>	<u>6</u>	<u>3</u>	<u>DK/Ref</u>
					11	

¹⁹ In 2012 the word "federal" was added to the question.

Q.24 CONTINUED...

		<u>Romney</u>	<u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>	
f.F1	Dealing with taxes					
	2012 Election					
	Sep 12-16, 2012	42	48	3	6	
	Jun 28-Jul 9, 2012	40	48	5	7	
	2008 Election	<u>McCain</u>	<u>Obama</u>			
	Mid-October, 2008	35	50	5	10	
	Late-September, 2008	36	49	6	9	
	Mid-September, 2008	39	44	5	12	
	June, 2008	36	47	6	11	
	Late May, 2008	44	39	5	12	
	2000 Election	<u>Bush</u>	<u>Gore</u>			
	Late October, 2000	45	41	5	9	
	Mid-October, 2000	41	42	5	12	
	Early October, 2000	39	42	6	13	
	September, 2000	41	41	5	13	
	June, 2000	41	34	7	18	
	March, 2000	40	44	5	11	
	TREND FOR COMPARISON					
	<i>Cutting taxes</i>					
	1996 Election	<u>Dole</u>	<u>Clinton</u>	<u>Neither</u>	<u>DK/Ref</u>	
	September, 1996	42	34	14	10	
	July, 1996	42	35	12	11	
	TREND FOR COMPARISON	<u>Bush</u>	<u>Clinton</u>	<u>Perot</u>	<u>Neither</u>	<u>DK/Ref</u>
	<i>Not increasing taxes</i>					
	1992 Election					
	October, 1992	35	25	8	16	16
g.F1	Dealing with health care					
	2012 Election	<u>Romney</u>	<u>Obama</u>			
	Sep 12-16, 2012	39	52	4	5	
	Jun 28-Jul 9, 2012	41	49	5	5	
	Jun 7-17, 2012	44	45	5	6	
	TREND FOR COMPARISON					
	<i>Improving the health care system</i>					
	2008 Election	<u>McCain</u>	<u>Obama</u>			
	Mid-October, 2008	27	57	6	10	
	Mid-September, 2008	31	52	7	10	
	Late May, 2008	32	49	6	13	
	2004 Election	<u>Bush</u>	<u>Kerry</u>			
	Early October, 2004	31	49	8	12	
	September 22-26, 2004	32	48	7	13	
	Early September, 2004	32	50	8	10	
	August, 2004	29	55	5	11	
	May, 2004	29	51	7	13	
	Late March, 2004	33	46	6	15	
	Mid-March, 2004	29	57	4	10	
	2000 Election	<u>Bush</u>	<u>Gore</u>	<u>Neither</u>	<u>DK/Ref</u>	
	Late October, 2000	38	47	5	10	
	Mid-October, 2000	37	48	4	11	
	Early October, 2000	36	49	5	10	
	September, 2000	32	51	6	11	
	June, 2000	31	44	6	19	
	March, 2000	31	51	6	12	
h.F1	Dealing with problems in the Middle East					
	2012 Election	<u>Romney</u>	<u>Obama</u>			
	Sep 12-16, 2012	39	50	4	7	

RANDOMIZE Q.25F1 AND Q.27F1**ASK FORM 1 REGISTERED VOTERS (REG=1):**

Q.25 Please tell me whether you think each of the following describes Barack Obama. First, **[INSERT FIRST ITEM; RANDOMIZE]** do you think of Barack Obama as **[FIRST ITEM]** or not? Do you think of Obama as **[NEXT ITEM]** or not?

BASED ON FORM 1 REGISTERED VOTERS [N=1,161]:

		Yes, describes <u>Obama</u>	No	(VOL.) <u>DK/Ref</u>
a.F1	Decisive			
	Sep 12-16, 2012	57	38	5
	Mar 10-14, 2010	56	38	7
b.F1	Inspiring			
	Sep 12-16, 2012	64	34	1
	Mar 10-14, 2010	59	38	2
	November, 2008 ²⁰	81	18	1
	Mid-October, 2008	71	26	3
	Mid-September, 2008	71	26	3
	April, 2008	66	31	3
	March, 2008	70	26	4
c.F1	Hard to like			
	Sep 12-16, 2012	24	75	2
	April, 2008	25	71	4
	March, 2008	17	78	5

RANDOMIZE Q.26F2 AND Q.28F2**ASK FORM 2 REGISTERED VOTERS (REG=1):**

Q.26 Does Barack Obama make you feel **[INSERT FIRST ITEM; RANDOMIZE]** or not? Does Obama make you feel **[NEXT ITEM]** or not?

BASED ON FORM 2 REGISTERED VOTERS [N=1,263]:

		<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>
a.F2	Hopeful			
	Sep 12-16, 2012	50	48	2
	Sep 22-Oct 4, 2011	43	55	2
	Mar 10-14, 2010	52	46	2
	November, 2008 ²¹	69	29	2
	March, 2008 ²²	54	43	3
b.F2	Proud			
	Sep 12-16, 2012	51	45	3
	Sep 22-Oct 4, 2011	45	52	3
	Mar 10-14, 2010	48	48	4
	November, 2008	65	32	3
	March, 2008	42	53	5
c.F2	Angry			
	Sep 12-16, 2012	31	68	1
	Sep 22-Oct 4, 2011	31	68	1
	Mar 10-14, 2010	31	67	2
	November, 2008	9	91	*
	March, 2008	26	71	3

²⁰ All November 2008 trends from post-election callback survey of voters.

²¹ All November 2008 trends from post-election callback survey of voters.

²² For all March 2008 trends, the question was worded "Has Barack Obama ever made you feel [INSERT ITEM] or not?"

Q.26 CONTINUED ...

		<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
d.F2	Disappointed			
	Sep 12-16, 2012	49	50	1
	Sep 22-Oct 4, 2011	55	44	2
	Mar 10-14, 2010	46	51	3

RANDOMIZE Q.25F1 AND Q.27F1**ASK FORM 1 REGISTERED VOTERS (REG=1):**

Q.27 Please tell me whether you think each of the following describes Mitt Romney. First, **[INSERT FIRST ITEM; RANDOMIZE]** do you think of Mitt Romney as **[FIRST ITEM]** or not? Do you think of Romney as **[NEXT ITEM]** or not? **[INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS THEY DON'T KNOW CANDIDATE WELL ENOUGH ENTER AS DON'T KNOW AND EMPHASIZE THAT THAT IS A LEGITIMATE ANSWER]**

BASED ON FORM 1 REGISTERED VOTERS [N=1,161]:

		Yes, describes <u>Romney</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
a.F1	Decisive			
	Sep 12-16, 2012	55	38	7
b.F1	Inspiring			
	Sep 12-16, 2012	36	60	3
c.F1	Hard to like			
	Sep 12-16, 2012	43	52	5

RANDOMIZE Q.26F2 AND Q.28F2**ASK FORM 2 REGISTERED VOTERS (REG=1):**

Q.28 Does Mitt Romney make you feel **[INSERT FIRST ITEM; RANDOMIZE]** or not? Does Romney make you feel **[NEXT ITEM]** or not?

BASED ON FORM 2 REGISTERED VOTERS [N=1,263]:

		<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
a.F2	Hopeful			
	Sep 12-16, 2012	44	54	2
b.F2	Proud			
	Sep 12-16, 2012	35	59	6
c.F2	Angry			
	Sep 12-16, 2012	26	72	2
d.F2	Worried			
	Sep 12-16, 2012	48	50	1

RANDOMIZE Q.29F2 AND Q.30F2**ASK FORM 2 REGISTERED VOTERS (REG=1):**Q.29F2 In general, do you think Barack Obama's positions on the issues are **[READ IN ORDER]**:**BASED ON FORM 2 REGISTERED VOTERS [N=1,263]:**

	Too <u>liberal</u>	Not liberal <u>enough</u>	About <u>right</u>	(VOL.) DK/Ref
Sep 12-16, 2012	39	9	47	5
Mar 7-11, 2012	41	12	42	5
February, 2008	33	7	48	12

RANDOMIZE Q.29F2 AND Q.30F2**ASK FORM 2 REGISTERED VOTERS (REG=1):**Q.30F2 In general, do you think Mitt Romney's positions on the issues are **[READ IN ORDER]**:**BASED ON FORM 2 REGISTERED VOTERS [N=1,263]:**

	Too <u>conservative</u>	Not conservative <u>enough</u>	About <u>right</u>	(VOL.) DK/Ref
Sep 12-16, 2012	35	19	38	8
Mar 7-11, 2012	29	23	35	14

TREND FOR COMPARISON:

	Too <u>conservative</u>	Not conservative <u>enough</u>	About <u>right</u>	(VOL.) DK/Ref
John McCain February, 2008	26	22	37	15

NO QUESTION 31**RANDOMIZE Q.32 AND Q.33F1/Q.34F2 IN BLOCK WITH Q.35F1 AND Q.36F1 BLOCK****ASK ALL:**

Thinking about the nation's economy...

Q.32 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	Only <u>fair</u>	<u>Poor</u>	(VOL.) DK/Ref
Sep 12-16, 2012	1	12	43	44	1
Jun 7-17, 2012	1	9	47	42	1
Mar 7-11, 2012	1	9	38	51	1
Feb 8-12, 2012	1	10	46	43	1
Jan 11-16, 2012	2	9	42	47	1
Dec 7-11, 2011	*	8	38	53	1
Aug 17-21, 2011	1	6	37	56	1
Jun 15-19, 2011	*	8	45	46	1
Mar 30-Apr 3, 2011	1	7	38	53	1
Feb 2-7, 2011	1	11	45	42	1
Dec 1-5, 2010	1	8	44	45	1
Oct 13-18, 2010	1	7	38	54	1
Aug 25-Sep 6, 2010	1	7	43	48	1
Jun 3-6, 2010	1	8	48	43	1
Apr 21-26, 2010	*	11	39	49	1
Mar 10-14, 2010	1	6	39	53	1
Feb 3-9, 2010	1	7	38	53	1
Dec 9-13, 2009	1	7	41	50	1
Oct 28-Nov 8, 2009	*	8	41	50	1
Sep 30-Oct 4, 2009	1	8	43	48	1
Aug 11-17, 2009	*	8	38	52	2
Jun 10-14, 2009	1	8	39	52	1
Mar 9-12, 2009	*	6	25	68	1

Q.32 CONTINUED ...

	<u>Excellent</u>	<u>Good</u>	Only <u>fair</u>	<u>Poor</u>	(VOL.) <u>DK/Ref</u>
Feb 4-8, 2009	*	4	24	71	1
December, 2008	*	7	33	59	1
November, 2008	1	6	28	64	1
Late October, 2008	*	7	25	67	1
Early October, 2008	1	8	32	58	1
Late September, 2008	*	7	27	65	1
July, 2008	1	9	39	50	1
April, 2008	1	10	33	56	*
March, 2008	1	10	32	56	1
Early February, 2008	1	16	36	45	2
January, 2008	3	23	45	28	1
November, 2007	3	20	44	32	1
September, 2007	3	23	43	29	2
June, 2007	6	27	40	25	2
February, 2007	5	26	45	23	1
December, 2006	6	32	41	19	2
Early November, 2006 (RVs)	9	35	37	17	2
Late October, 2006	6	27	40	25	2
September, 2006	5	32	41	20	2
March, 2006	4	29	44	22	1
January, 2006	4	30	45	19	2
Early October, 2005	2	23	45	29	1
Mid-September, 2005	3	28	44	24	1
Mid-May, 2005	3	29	47	20	1
January, 2005	3	36	45	15	1
December, 2004	3	33	43	20	1
Early November, 2004 (RVs)	5	31	37	26	1
Mid-September, 2004	4	34	40	20	2
August, 2004	3	30	45	21	1
Late April, 2004	4	34	38	22	2
Late February, 2004 ²³	2	29	42	26	1

**RANDOMIZE Q.32 AND Q.33F1/Q.34F2 IN BLOCK WITH Q.35F1 AND Q.36F1 BLOCK
ASK FORM 1 ONLY [N=1,455]:**

Q.33F1 A year from now, do you expect that economic conditions in the country as a whole will be better than they are at present, or worse, or just about the same as now?

	<u>Better</u>	<u>Worse</u>	<u>Same</u>	(VOL.) <u>DK/Ref</u>
Sep 12-16, 2012	43	8	42	8
Jun 7-17, 2012	34	11	50	5
Mar 7-11, 2012	44	14	38	4
Feb 8-12, 2012	44	10	42	3
Jan 11-16, 2012	34	16	46	3
Dec 7-11, 2011	28	18	50	4
Aug 17-21, 2011	29	18	50	2
Jun 15-19, 2011	29	23	46	2
Oct 13-18, 2010	35	16	45	4
Apr 21-26, 2010	42	19	36	3
Feb 3-9, 2010	42	16	40	3
Dec 9-13, 2009	42	17	38	3
Oct 28-Nov 8, 2009	39	19	39	2
Sep 30-Oct 4, 2009	45	15	38	3
Aug 11-17, 2009	45	19	33	3
Jun 10-14, 2009	48	16	34	2
Mar 9-12, 2009	41	19	37	3
Feb 4-8, 2009	40	18	38	4

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Earlier trends available from Gallup.

Q.33F1 CONTINUED ...

	<u>Better</u>	<u>Worse</u>	<u>Same</u>	<u>(VOL.) DK/Ref</u>
December, 2008	43	17	36	4
Early October, 2008	46	16	30	8
July, 2008	30	21	41	8
March, 2008	33	22	39	6
January, 2008	20	26	48	6
September, 2007	19	23	53	5
June, 2007	16	24	55	5
February, 2007	17	20	58	5
December, 2006	22	18	56	4
September, 2006	16	25	55	4
January, 2006	20	22	55	3
Early October, 2005	20	32	45	3
Mid-September, 2005	18	37	43	2
Mid-May, 2005	18	24	55	3
January, 2005	27	18	52	3
August, 2004	36	9	47	8
Late February, 2004	39	12	41	8
September, 2003	37	17	43	3
May, 2003	43	19	35	3
Late March, 2003	33	23	37	7
January, 2003	30	20	44	6
January, 2002	44	17	36	3
<i>Newsweek</i> : January, 2001	18	33	44	5
June, 2000	15	24	55	6
Early October, 1998 (RVs)	16	22	57	5
Early September, 1998	18	17	61	4
May, 1990	18	31	45	6
February, 1989	25	22	49	4
September, 1988 (RVs)	24	16	51	9
May, 1988	24	20	46	10
January, 1988	22	26	45	7
<i>Newsweek</i> : January, 1984 (RVs)	35	13	49	3

RANDOMIZE Q.32 AND Q.33F1/Q.34F2 IN BLOCK WITH Q.35F1 AND Q.36F1 BLOCK

ASK FORM 2 ONLY [N=1,564]:

Q.34F2 Which of these best describes your opinion: **[READ; READ CATEGORIES IN REVERSE ORDER FOR HALF THE SAMPLE]**?

	<u>The economy is recovering</u>	<u>The economy is not yet recovering but will recover soon</u>	<u>It will be a long time before the economy recovers</u>	<u>(VOL.) DK/Ref</u>
Sep 12-16, 2012	25	30	43	1
Feb 8-12, 2012	25	29	44	3
Mar 30-Apr 3, 2011	20	24	54	2
Feb 2-7, 2011	24	33	42	2
Dec 1-5, 2010	17	33	48	2
Aug 25-Sep 6, 2010 ²⁴	10	37	52	2
Jun 3-6, 2010	13	35	50	2
Mar 10-14, 2010	13	37	48	2

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In September 2010 and earlier, the first answer choice read "The economy is now recovering."

**RANDOMIZE Q.32 AND Q.33F1/Q.34F2 IN BLOCK WITH Q.35F1 AND Q.36F1 BLOCK
ASK FORM 1 ONLY [N=1,455]:**

Thinking now about your own personal finances...

Q.35F1 How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape or poor shape financially?

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>(VOL.) DK/Ref</u>
Sep 12-16, 2012	8	35	36	20	1
Jun 7-17, 2012	7	34	38	21	1
Jan 11-16, 2012	6	29	42	22	1
Dec 7-11, 2011	6	32	37	24	1
Jun 15-19, 2011	5	33	40	21	1
Mar 30-Apr 3, 2011	7	29	36	26	2
Feb 2-7, 2011	7	29	41	22	1
Dec 1-5, 2010	5	30	40	23	2
Oct 13-18, 2010	6	33	36	23	1
Aug 25-Sep 6, 2010	6	30	40	23	1
Jun 3-6, 2010	6	32	38	20	4
Mar 10-14, 2010	6	31	39	22	2
Dec 9-13, 2009	7	28	39	24	2
Oct 28-Nov 8, 2009	5	30	40	25	1
Sep 30-Oct 4, 2009	6	32	38	22	1
Aug 11-17, 2009	6	31	36	26	2
Jun 10-14, 2009	6	32	39	22	1
Feb 4-8, 2009	5	33	41	20	1
December, 2008	6	32	40	21	1
Early October, 2008	6	35	40	18	1
July, 2008	9	33	37	19	2
April, 2008	8	35	39	16	2
March, 2008	8	39	34	17	2
Early February, 2008	9	36	37	16	2
January, 2008	10	39	34	15	2
November, 2007	9	41	34	15	1
September, 2007	10	38	34	16	2
February, 2007	8	41	36	14	1
December, 2006	8	40	35	16	1
Late October, 2006	9	40	33	16	2
March, 2006	9	39	36	15	1
January, 2006	7	39	37	15	2
Mid-May, 2005	7	37	39	16	1
January, 2005	10	41	34	14	1
August, 2004	9	42	34	14	1
September, 2003	10	38	36	15	1
Late March, 2003	10	43	31	12	4
January, 2003	7	38	39	15	1
Early October, 2002	7	39	37	16	1
June, 2002	5	40	37	16	2
Late September, 2001	7	40	37	14	2
June, 2001	6	38	39	16	1
June, 2000	9	43	35	11	2
August, 1999	6	43	41	9	1
May, 1997	7	43	38	11	1
September, 1996 (RVs)	8	47	34	10	1
February, 1995	8	39	38	14	1
March, 1994	5	41	40	13	1
December, 1993	5	34	45	15	1
U.S. News: January, 1993	4	33	46	16	1
U.S. News: October, 1992	6	34	40	19	1
U.S. News: August, 1992	5	30	47	17	1
U.S. News: May, 1992	4	35	45	15	1
U.S. News: January, 1992	4	32	45	18	1

**RANDOMIZE Q.32 AND Q.33F1/Q.34F2 IN BLOCK WITH Q.35F1 AND Q.36F1 BLOCK
ASK FORM 1 ONLY [N=1,455]:**

Q.36F1 Over the course of the next year, do you think the financial situation of you and your family will improve a lot, improve some, get a little worse or get a lot worse?

	Improve <u>a lot</u>	Improve <u>some</u>	Get a <u>little worse</u>	Get a lot <u>worse</u>	(VOL.) Stay the <u>same</u>	(VOL.) DK/Ref
Sep 12-16, 2012	12	54	11	4	11	7
Jun 7-17, 2012	10	53	15	5	14	4
Jan 11-16, 2012	10	50	18	7	11	3
Dec 7-11, 2011	9	49	17	5	15	4
Jun 15-19, 2011	7	49	21	7	13	3
Mar 30-Apr 3, 2011	7	44	23	10	13	3
Dec 1-5, 2010	7	49	20	6	14	4
Oct 13-18, 2010	9	48	16	6	17	5
Mar 10-14, 2010	9	52	15	8	12	4
Dec 9-13, 2009	9	44	19	8	15	4
Oct 28-Nov 8, 2009	6	50	19	8	13	4
Sep 30-Oct 4, 2009	10	49	17	6	13	4
Aug 11-17, 2009	8	47	17	8	15	5
Jun 10-14, 2009	9	54	17	7	9	4
Feb 4-8, 2009	7	47	22	7	13	4
December, 2008	7	49	21	6	13	4
Early October, 2008	8	51	20	6	9	6
July, 2008	7	44	21	7	14	7
March, 2008	10	45	20	7	13	5
January, 2008	11	49	16	6	14	4
September, 2007	10	52	14	4	16	4
February, 2007	11	52	12	3	19	3
December, 2006	10	57	13	3	14	3
January, 2006	10	51	14	5	16	4
Mid-May, 2005	10	51	15	5	15	4
January, 2005	10	54	14	4	15	3
August, 2004	13	57	9	3	12	6
September, 2003	11	53	15	4	14	3
Late March, 2003	12	51	15	4	11	7
January, 2003	9	51	18	5	13	4
Early October, 2002	10	54	13	5	12	6
June, 2002	11	55	15	4	11	4
January, 2002	12	53	15	5	11	4
Late September, 2001	9	46	16	4	17	8
June, 2001	11	52	15	4	14	4
January, 2001	11	46	18	9	12	4
January, 1999	17	55	7	3	14	4
May, 1997	12	56	10	2	17	3
February, 1995	11	53	13	3	17	3
March, 1994	10	57	11	3	16	3
<i>U.S. News: October, 1992</i>	9	51	14	3	15	8
<i>U.S. News: August, 1992</i>	6	50	20	5	14	5
<i>U.S. News: May, 1992</i>	8	49	22	4	13	4
<i>U.S. News: January, 1992</i>	9	46	19	5	16	5

ASK FORM 2 ONLY [N=1,564]:Q.37F2 Which of the following national economic issues worries you most? **[READ AND RANDOMIZE]**

	<u>The job situation</u>	<u>The federal budget deficit</u>	<u>Rising prices</u>	<u>Problems in the financial and housing markets</u>	<u>(VOL.) Other</u>	<u>(VOL.) None/not worried about any</u>	<u>(VOL.) DK/Ref</u>
Sep 12-16, 2012	40	27	19	10	2	1	1
Mar 7-11, 2012	39	24	22	11	2	1	2
Nov 9-14, 2011	47	22	13	12	2	1	2
Sep 1-4, 2011	43	22	17	11	4	2	2
Jul 20-24, 2011	39	29	15	11	3	1	2
May 25-30, 2011	38	28	20	10	2	*	2
Mar 8-14, 2011	34	24	28	10	3	*	1
Feb 2-7, 2011	44	19	23	10	1	1	3
Dec 1-5, 2010	47	19	15	14	1	1	3
Aug 25-Sep 6, 2010	49	19	15	12	2	1	2
Jun 3-6, 2010	41	23	16	13	3	1	2
Mar 10-14, 2010	45	22	17	11	2	*	2

ASK ALL:Q.38 How much confidence do you have in **[INSERT ITEM; RANDOMIZE]** to do the right thing when it comes to fixing the economy – a great deal of confidence, a fair amount, not too much, or no confidence at all?

	<u>A great deal</u>	<u>A fair amount</u>	<u>Not too much</u>	<u>No confidence at all</u>	<u>(VOL.) DK/Ref</u>
a. Barack Obama					
Sep 12-16, 2012	22	32	16	27	2
Dec 9-13, 2009 ²⁵	20	32	17	27	4
Sep 30-Oct 4, 2009	21	38	18	21	2
Mar 31-Apr 6, 2009 ²⁶	32	38	13	13	4
Jan 7-11, 2009	33	42	14	7	4
b. Mitt Romney					
Sep 12-16, 2012	14	31	26	26	4

Q.39 THROUGH Q.44 HELD FOR FUTURE RELEASE**NO QUESTION 45**²⁵ In December, September and January of 2009, economy was asked in a list of issues.²⁶ Item asked in a list about confidence in Obama, Democratic leaders in Congress, and Republican leaders in Congress.

ASK IF UNFAVORABLE VIEW OF ROMNEY (Q.22b=3,4) AND NOT TOO MUCH OR NO CONFIDENCE IN OBAMA TO FIX THE ECONOMY (Q.38a=3,4) [N=241]:

Q.46 Just one more question about the candidates. Which worries you more - **[READ AND RANDOMIZE]**

Sep 12-16

2012

38 That Barack Obama may not be able to make progress on the economy
 39 That Mitt Romney may not be trustworthy
 14 Both **(VOL.)**
 4 Neither **(VOL.)**
 4 Don't know/Refused **(VOL.)**

NO QUESTION 47-48

ASK ALL:

Q.49 Here is a series of statements on some different topics. The first one is ... **[READ ITEM; RANDOMIZE.]** Do you completely agree, mostly agree, mostly DISagree or completely disagree. Next... **[ITEM; RANDOMIZE]. [INTERVIEWER INSTRUCTION: Repeat answer choices as necessary. If respondent indicates only that they agree or disagree, probe "Do you completely (dis)agree or mostly (dis)agree?]**

		-----AGREE-----			-----DISAGREE-----			(VOL.)
		Comp-			Comp-			DK/Ref
		Net	Mostly	Mostly	Net	Mostly	Mostly	
a.	We have gone too far in pushing equal rights in this country							
	Sep 12-16, 2012	38	14	25	57	31	26	4
	Late October, 2008	33	13	20	62	30	32	5
	June, 2008	34	15	19	61	34	27	5
	March, 2008	34	12	22	61	32	29	5
b.	I think it's all right for blacks and whites to date each other							
	Sep 12-16, 2012	86	64	22	10	5	5	4
	Late October, 2008	83	59	24	12	7	5	5
	June, 2008	81	58	23	14	8	6	5
	March, 2008	79	52	27	16	8	8	5
c.	The best way to ensure peace is through military strength							
	Sep 12-16, 2012	60	23	37	37	13	24	3
d.	The growing number of newcomers from other countries are a threat to traditional American customs and values							
	Sep 12-16, 2012	39	14	25	57	26	31	4
	Late October, 2008	37	13	24	57	23	34	6
	March, 2008	45	19	26	50	20	30	5
e.	It is the responsibility of the government to take care of those who can't take care of themselves							
	Sep 12-16, 2012	63	22	41	34	10	24	3
f.	Government regulation of business usually does more harm than good							
	Sep 12-16, 2012	57	22	35	35	9	27	7

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

BASED ON REGISTERED VOTERS [N=2,424]:

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	Lean <u>Rep</u>	Lean <u>Dem</u>
Sep 12-16, 2012	28	37	31	1	*	2	14	13
Jul 16-26, 2012	25	38	33	2	1	2	15	12
Jun 28-Jul 9, 2012	27	36	34	1	*	2	15	15
Jun 7-17, 2012	28	35	35	1	*	1	17	14
May 9-Jun 3, 2012	28	35	31	2	*	3	13	12
Apr 4-15, 2012	28	34	35	1	*	1	16	12
Mar 7-11, 2012	28	38	31	1	1	1	15	14
Feb 8-12, 2012	32	34	31	1	*	1	13	15
Jan 11-16, 2012	24	33	38	2	*	2	17	14
Jan 4-8, 2012	31	32	32	3	*	2	15	12

BASED ON GENERAL PUBLIC:

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	Lean <u>Rep</u>	Lean <u>Dem</u>
Sep 12-16, 2012	24	35	36	2	*	2	14	16
Jul 16-26, 2012	22	33	38	4	*	3	14	15
Jun 28-Jul 9, 2012	24	33	37	3	*	3	15	17
Jun 7-17, 2012	24	33	39	2	*	2	17	17
May 9-Jun 3, 2012	24	32	36	4	*	4	13	14
Apr 4-15, 2012	24	31	39	3	*	2	15	15
Mar 7-11, 2012	24	34	36	3	1	2	16	17
Feb 8-12, 2012	26	32	36	4	1	2	13	17
Jan 11-16, 2012	22	31	42	3	*	2	17	16
Jan 4-8, 2012	26	31	35	4	*	4	14	14

Yearly Totals

2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

ASK ALL:

TEAPARTY2 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

	<u>Agree</u>	<u>Disagree</u>	<u>No opinion either way</u>	(VOL.) <u>Haven't heard of</u>	(VOL.) <u>Refused</u>	<i>Not heard of/ DK</i>
Sep 12-16, 2012	18	26	53	2	2	--
Jul 16-26, 2012	16	27	54	2	1	--
Jun 28-Jul 9, 2012	19	27	49	3	2	--
Jun 7-17, 2012	21	25	52	2	1	--
May 9-Jun 3, 2012	16	25	54	2	3	--
Apr 4-15, 2012	20	26	50	3	2	--
Mar 7-11, 2012	19	29	48	2	2	--
Feb 8-12, 2012	18	25	53	2	2	--
Jan 11-16, 2012	20	24	52	2	2	--
Jan 4-8, 2012	18	25	52	2	3	--
Dec 7-11, 2011	19	27	50	2	2	--
Nov 9-14, 2011	20	27	51	1	1	--
Sep 22-Oct 4, 2011	19	27	51	2	1	--
Aug 17-21, 2011	20	27	50	1	1	--
Jul 20-24, 2011	20	24	53	1	1	--
Jun 15-19, 2011	20	26	50	3	2	--
May 25-30, 2011	18	23	54	2	2	--
Mar 30-Apr 3, 2011	22	29	47	1	1	--
Mar 8-14, 2011	19	25	54	1	1	--
Feb 22-Mar 1, 2011	20	25	52	2	2	--
Feb 2-7, 2011 ²⁷	22	22	53	2	2	--
Jan 5-9, 2011	24	22	50	2	1	--
Dec 1-5, 2010	22	26	49	2	2	--
Nov 4-7, 2010	27	22	49	1	1	--
Oct 27-30, 2010 (RVs)	29	25	32	--	1	13
Oct 13-18, 2010 (RVs)	28	24	30	--	1	16
Aug 25-Sep 6, 2010 (RVs)	29	26	32	--	1	13
Jul 21-Aug 5, 2010	22	18	37	--	1	21
Jun 16-20, 2010	24	18	30	--	*	27
May 20-23, 2010	25	18	31	--	1	25
Mar 11-21, 2010	24	14	29	--	1	31

²⁷

In the February 2-7, 2011 survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May 2010 through October 2010, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."

ASK ALL:

PVOTE08A In the 2008 presidential election between Barack Obama and John McCain, did things come up that kept you from voting, or did you happen to vote?

ASK IF YES (PVOTE08A=1):

PVOTE08B Did you vote for Obama, McCain or someone else?

BASED ON REGISTERED VOTERS [N=2,424]:

	<u>Voted</u>	<u>Obama</u>	<u>McCain</u>	<u>Other candidate</u>	<u>(VOL.) DK/Ref</u>	Did not vote	(VOL.) Don't remember/Ref
Sep 12-16, 2012	86	47	32	4	3	13	1
Jun 7-17, 2012	88	45	33	7	3	11	1
Sep 22-Oct 4, 2011	88	46	32	5	4	12	*
Aug 17-21, 2011	89	46	33	6	5	11	1
Mar 8-14, 2011	88	46	32	5	5	12	*
Nov 4-7, 2010	89	45	33	6	4	11	1
Oct 27-30, 2010	88	44	35	4	5	10	2
Oct 13-18, 2010	89	45	35	4	4	10	1
Aug 25-Sep 6, 2010	89	46	34	4	4	10	1
Jan 6-10, 2010	92	44	37	4	6	8	*
Mar 31-Apr 21, 2009	93	47	34	5	7	7	*
Feb 4-8, 2009	93	48	33	4	8	7	*
Jan 7-11, 2009	93	48	35	4	6	7	*
December, 2008	93	50	32	3	9	7	*

ASK IF PLAN TO VOTE AND DID NOT VOTE IN 2008 (PLANTO1=1 AND PVOTE08A=2,8,9):

FIRST Will the election this November be the FIRST time that you have voted, or have you voted before?

BASED ON REGISTERED VOTERS [N=2,424]:

Sep 12-16 <u>2012</u>		Oct <u>2006</u>	Nov <u>2004</u>	Mid- Oct <u>2004</u> ²⁸
5	FIRST time voting	5	13	11
91	Voted before	88	87	89
1	Don't know/Refused (VOL.)	0	*	*
--	Already voted	*	--	--
3	Don't plan to vote/Don't know	7	--	--

TREND FOR COMPARISON:**ASK ALL WHO VOTED (Q.1=1):**

PVOTE04A In the 2004 presidential election between George W. Bush and John Kerry, did things come up that kept you from voting, or did you happen to vote?

ASK IF DID NOT VOTE IN 2004 (PVOTE04A=2-9):

FIRST Is this the first year you have ever voted, or have you voted in elections before this year?

Nov <u>2008</u> ²⁹	Oct <u>2008</u>		Nov <u>2004</u> ³⁰	Oct <u>2004</u>
8	7	First time	13	11
92	92	Had voted before	87	89
1	1	Don't know/Refused (VOL.)	*	*

²⁸ In Mid-October 2004, the question was asked as part of a series of items about whether they applied to the respondent.
²⁹ In 2008, those who voted in the presidential primary but not in 2004 were asked "Had you ever voted before this year's primary, or was this the FIRST time you voted?" Non-primary registered voters were asked "Have you ever voted before, or would this election be your first time voting?" The percentage reported here as first time voters does not include those who said they had first voted in the 2008 primaries.

³⁰ In 2004, the question was worded "Was this election the FIRST time that you have voted, or have you voted before?"

ASK ALL REGISTERED VOTERS (REG=1):

SCALE10 I'd like you to rate your chance of voting in November on a scale of 10 to 1. If TEN represents a person who definitely will vote and ONE represents a person who definitely will NOT vote, where on this scale of 10 to 1 would you place yourself?

BASED ON REGISTERED VOTERS [N=2,424]:

	Definitely will vote								Definitely will not vote		(VOL.) DK/Ref
	10	9	8	7	6	5	4	3	2	1	
Sep 12-16, 2012	84	5	4	2	1	2	*	*	*	1	1
2010 Election											
Oct 27-30, 2010 ³¹	72	6	5	4	1	4	*	1	1	3	1
Oct 13-18, 2010	71	8	7	3	2	2	1	1	*	4	1
Aug 25-Sep 6, 2010	71	9	7	3	2	4	1	1	*	2	1
2008 Election											
November, 2008	86	5	3	1	*	2	*	*	*	2	1
Late October, 2008	86	5	2	1	*	2	*	*	*	3	1
Mid-October, 2008	86	5	3	1	1	1	*	*	*	2	1
Mid-September, 2008	84	6	3	1	1	2	0	*	1	1	1
August, 2008	80	6	5	2	1	2	*	1	*	2	1
July, 2008	80	7	4	2	1	3	*	1	*	2	0
2006 Election											
November, 2006	72	7	5	3	2	4	*	1	1	4	1
Late October, 2006	71	8	9	4	2	3	*	1	*	1	1
Early October, 2006	68	10	9	4	1	4	*	1	*	2	1
September, 2006	67	9	9	2	2	5	1	1	1	2	1
2004 Election											
November, 2004	87	4	3	1	1	1	*	*	*	2	1
Mid-October, 2004	87	4	3	1	1	1	*	*	*	2	1
2002 Election											
Early November, 2002	66	9	9	3	1	4	1	1	1	5	1
Early October, 2002	64	10	10	4	3	4	1	*	*	2	2
2000 Election											
Early November, 2000	80	6	5	2	1	3	*	*	*	3	1
Late October, 2000	83	5	5	1	1	2	*	1	1	1	*
Mid-October, 2000	80	7	4	3	1	3	1	*	*	1	1
Early October, 2000	78	7	5	2	2	2	*	1	1	1	1
1998 Election											
Late October, 1998	70	6	7	4	1	4	1	1	1	4	1
Early October, 1998	64	9	10	4	2	4	1	2	1	2	1
1996 Election											
November, 1996	77	7	7	2	1	2	*	1	*	2	1
October, 1996	77	9	7	2	2	2	*	*	*	1	*
Late September, 1996	78	10	6	2	1	1	*	*	*	1	1
1994 Election											
November, 1994	67	9	8	2	2	4	1	1	1	3	2
Late October, 1994	66	10	9	4	2	4	1	1	*	2	1
1992 Election											
Gallup: September, 1992	77	5	4	3	2	4	*	1	*	4	*
1988 Election											
Gallup: November, 1988	77	7	6	2	1	3	*	*	*	2	2
Gallup: October, 1988	73	8	7	3	2	3	1	*	*	1	2

³¹ In Oct 27-30, 2010 and Oct 13-18,2010, Late October, Mid-October and November 2008, November 2006, November 2004 and Early November 2002, the "10 – definitely will vote" category also includes people who volunteered that they already voted.

PEW RESEARCH CENTER
September 13-16, 2012 OMNIBUS
FINAL TOPLINE
N=1,001

PEW.1-PEW.3 PREVIOUSLY RELEASED**ASK ALL:**

PEW.4 Next, I'm going to name some third party presidential candidates. Not everyone will have heard of them. Have you heard of **[INSERT NAME, RANDOMIZE]**, or not? **[IF HEARD OF: Have you heard a lot or just a little?]**

		<u>Yes, heard a lot</u>	<u>Yes, heard a little</u>	<u>No, not heard of</u>	(VOL.) DK/Ref
a.	Gary Johnson of the Libertarian Party September 13-16, 2012	4	17	78	1
b.	Jill Stein of the Green Party September 13-16, 2012	2	14	83	1
c.	Virgil Goode of the Constitution Party September 13-16, 2012	1	7	91	1

NO QUESTION PEW.5**ASK ALL:**

Thinking about foreign policy and national security ...

RANDOMIZE PEW.6 AND PEW.7**ASK ALL:**

PEW.6 Do you think Barack Obama is too tough, not tough enough or about right in his approach to foreign policy and national security issues?

BASED ON REGISTERED VOTERS [N=824]:

Sep 13-16 <u>2012</u>		Apr 21-26 <u>2010</u>	Oct 28-Nov 8 <u>2009</u>	June 10-14 <u>2009</u>
1	Too tough	2	3	2
47	Not tough enough	47	47	38
40	About right	41	43	51
12	Don't know/Refused (VOL.)	10	7	8

RANDOMIZE PEW.6 AND PEW.7**ASK ALL:**

PEW.7 Do you think Mitt Romney would be too tough, not tough enough, or about right in his approach to foreign policy and national security issues?

BASED ON REGISTERED VOTERS [N=824]:

Sep 13-16 <u>2012</u>	
16	Too tough
22	Not tough enough
34	About right
28	Don't know/Refused (VOL.)

PEW.7 CONTINUED...

**TREND FOR COMPARISON:
BASED ON REGISTERED VOTERS**

	<u>Too tough</u>	<u>Not tough enough</u>	<u>About right</u>	(VOL.) <u>DK/Ref</u>
<i>John McCain</i>				
September, 2008	25	15	51	9
Late May, 2008	22	16	51	11
Late February, 2008	25	16	47	12