

PEW RESEARCH CENTER
September 7-9, 2012 OMNIBUS
FINAL TOPLINE
N=1,012

ASK ALL:

PEW.1 Please think about each of the following candidates. **[INSERT NAME, RANDOMIZE]** In the past few days, have you come to have a MORE favorable opinion of him, a LESS favorable opinion, or hasn't your opinion of him changed lately?

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	(VOL.) DK/Ref
a. Barack Obama				
September 7-9, 2012	26	20	48	5
August 23-26, 2012	16	22	56	5
TREND FOR COMPARISON¹				
Jan 29-Feb 1, 2010	18	22	57	3
January 22-25, 2010	8	33	55	4
December 4-7, 2009	12	27	57	3
September 11-14, 2009	19	26	53	1
June 25-28, 2009	13	20	63	4
May 21-24, 2009	18	21	60	1
April 9-13, 2009	20	18	60	2
March 20-23, 2009	22	19	56	3
February 27-March 2, 2009	23	20	56	1
February 6-9, 2009	23	16	60	1
2008 Election Trend				
October 31-Nov 3, 2008	25	25	49	1
October 24-27, 2008	24	21	52	3
October 17-20, 2008	33	23	43	1
October 10-13, 2008	29	21	48	2
October 3-6, 2008	28	23	47	2
September 26-29, 2008	31	23	45	1
September 19-22, 2008	25	20	53	2
September 12-15, 2008	20	20	58	2
September 5-8, 2008	20	20	59	1
August 29-31, 2008	29	19	50	2
August 22-25, 2008	22	21	54	3
August 15-18, 2008	16	21	60	3
August 8-11, 2008	15	18	64	3
August 1-4, 2008	16	22	60	2
July 25-28, 2008	17	21	59	3
July 18-21, 2008	16	22	60	2
July 11-14, 2008	15	17	64	4
July 3-7, 2008	17	17	62	4
June 27-30, 2008	21	19	56	4
June 20-23, 2008	16	16	66	2
June 13-16, 2008	17	15	64	4
June 6-9, 2008	19	17	61	3
May 30-June 2, 2008	17	21	58	4
May 22-25, 2008	18	20	60	2
May 16-19, 2008	19	19	59	3
May 9-12, 2008	20	23	55	2
May 2-5, 2008	11	25	59	5
April 25-28, 2008	16	24	58	2
April 18-21, 2008	18	24	54	4
March 28-31, 2008	18	27	52	3
March 20-24, 2008	22	30	46	2

¹ From February 2009 through February 2010, question asked about the "past few weeks" and did not introduce Obama as a "candidate."

PEW.1 CONTINUED ...

	More <u>favorable</u>	Less <u>favorable</u>	Opinion has <u>not changed</u>	(VOL.) <u>DK/Ref</u>
b. Mitt Romney				
September 7-9, 2012	21	25	46	8
August 31-September 3, 2012	25	20	44	11
August 23-26, 2012	18	26	46	11

NO QUESTION PEW.2**PEW.3, PEW.4 HELD FOR FUTURE RELEASE****ASK ALL:**

PEW.5 Thinking about the Democratic convention in Charlotte, how much of the convention coverage did you watch? Did you watch all or most of the coverage, some of it, just a little, or none of it?

		<i>Republican Convention</i> Aug 31-Sep 3 <u>2012</u>	<i>Republican Convention</i> Sep 5-8 <u>2008</u>	<i>Democratic Convention</i> Aug 29-31 <u>2008</u>
Sep 7-9 <u>2012</u>				
22	All or most	17	23	22
21	Some of it	21	33	24
23	Just a little	21	23	25
33	None of it	40	21	29
1	Don't know/Refused (VOL.)	1	*	*

ASK IF WATCHED AT LEAST A LITTLE CONVENTION COVERAGE (PEW.5=1-3) [N=722]:

PEW.6 For you, what was the highlight of the Democratic convention? [**OPEN-END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE.**]

Sep 7-9 <u>2012</u>	
29	Bill Clinton's speech
16	Barack Obama's speech
15	Michelle Obama's speech
2	Joe Biden's speech
1	Controversy about God in Democratic platform
1	Gabby Giffords reciting the Pledge of Allegiance
1	Elizabeth Warren's speech
22	There was no highlight/That it's over
10	Other
11	Don't know/Refused

Figures add to more than 100% because of multiple responses.

PEW.6 TREND FOR COMPARISON...

For you, what was the highlight of the Democratic convention? [OPEN-END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE.]

Aug 29-31

2008

38	Barack Obama's speech
16	Hillary Clinton's speech
7	Bill Clinton's speech
6	Michelle Obama's speech
3	Joe Biden's speech
3	Ted Kennedy's speech
1	Seeing the Democrats unify behind Obama
1	The turnout/public attention
1	Seeing an African American nominated for president
7	Other
19	There was no highlight/That it's over
10	Don't know/Refused

Figures add to more than 100% because of multiple responses.

NO QUESTION PEW.7**ASK IF WATCHED AT LEAST A LITTLE CONVENTION COVERAGE (PEW.5=1-3) [N=722]:**

PEW.8 How would you rate Barack Obama's speech at the convention? Would you say it was excellent, good, only fair, or poor?

Sep 7-9 <u>2012</u>		<i>Romney</i> Aug 31-Sep 3 <u>2012</u>	<i>McCain</i> Sep 5-8 <u>2008</u>	<i>Obama</i> Aug 29-31 <u>2008</u>
29	Excellent	21	16	42
31	Good	32	36	31
18	Only fair	21	23	11
12	Poor	13	9	3
9	Did not see speech (VOL.)	12	15	12
1	Don't know/Refused (VOL.)	2	1	1

PEW.9, PEW.10 HELD FOR FUTURE RELEASE