# PEW RESEARCH CENTER FOR THE PEOPLE \& THE PRESS SEPTEMBER 2012 POLI TI CAL SURVEY <br> TOPLI NE <br> September 12-16, 2012 $\mathrm{N}=3,019$ 

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 [ $\mathrm{N}=2,424$ ]:

|  | Quite | (VOL.) | Only a | (VOL.) | (VOL.) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 2012 Election | a lot | Some | little | None | DK/Ref |
| 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 | * |
| J une, 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 CONTI NUED...

June, 1996

| Quite <br> a lot | (VOL.) <br> 50 | Some | Only a <br> little | (VOL.) <br> (Vone |
| :---: | :---: | :---: | :---: | :---: |
|  |  | $\frac{\text { NOL.) }}{\text { (VOL }}$ |  |  |

## ASK ALL:

CAMPNII
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 [ $\mathbf{N}=2,424]$ :

|  | Very closely | Fairly closely | Not too closely | Not at all closely | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 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
$\underline{2012}$
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 REGI STERED VOTERS (REG=1):
PRECINCT Have you ever voted in your precinct or election district?
BASED ON REGISTERED VOTERS [ $\mathrm{N}=2,424$ ]:

| Sep 12-16 |  |
| :---: | :--- |
| $\frac{2012}{85}$ | 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 REGI STERED VOTERS [ $\mathbf{N}=2,424$ ]:

|  | Most of <br> the time | Some of <br> the time | Only now <br> and then | Hardly <br> at all | (VOL.) <br> 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 | 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 | 37 | 35 | 13 | 5 | 1 |
| July, 1985 | 34 | 18 | 7 | 1 |  |

## NO QUESTI ONS 1-4

 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 REGI STERED VOTERS (REG=1):

Q. 5 If the presidential election were being held TODAY, would you vote [READ AND RANDOMI ZE: 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 PRESI DENTI AL CANDI DATE CHOSEN IN Q.5; DO NOT READ VP CHOI CE] strongly or only moderately?

BASED ON REGISTERED VOTERS [ $\mathbf{N}=2,424]$ :

|  | Romney | Strongly | Only mod | DK | Obama | Strongly | Only mod | DK | (VOL.) <br> Other/ <br> DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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-J un 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

|  | McCain | Strongly | Only mod | DK | Obama | Strongly | Only mod | DK | Nader | Barr | Other/ DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| November, 2008 | 39 | 21 | 18 | * | 50 | 35 | 14 | , | 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, $2008{ }^{2}$ | 244 | 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 |


|  | Bush | Strongly | Only mod | DK | Kerry | Strongly | Only mod | DK | Nader | Other/ DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |

[^0]
## Q.5-Q.5b TREND FOR COMPARISON CONTI NUED...

|  | Bush | Only <br> Strongly mod DK | Kerry | Only <br> Strongly mod | DK | Nader | Other/ <br> DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |  |  | $\mathrm{n} / \mathrm{a}$ | 6 |
| Early J anuary, 2004 | 52 |  | 41 |  |  | n/a | 7 |
| October, 2003 | 50 |  | 42 |  |  | n/a | 8 |


|  | Bush | Strongly | Only mod | DK | Gore | Strongly | Only mod | DK | Nader | Buchanan | Other/ <br> DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 J une, 2000 | 42 |  |  |  | 35 |  |  |  | 2 | 2 | 19 |
| Mid-J une, 2000 | 41 |  |  |  | 42 |  |  |  | 4 | 3 | 10 |
| J anuary, 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-J une, 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 |
| J anuary, 1999 | 50 |  |  |  | 44 |  |  |  | n/a | n/a | 6 |
| Early September, 1998 | 53 |  |  |  | 40 |  |  |  | n/a | n/a | 7 |


|  | Dole | Strongly | Only mod | DK | Clinton | Strongly | Only mod | DK | Perot | Other/ DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| J une, 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 |
| J anuary, 1996 | 41 |  |  |  | 53 |  |  |  |  | 6 |
| July, 1994 | 49 |  |  |  | 46 |  |  |  |  | 5 |

## Q.5-Q.5b TREND FOR COMPARISON CONTI NUED...

|  | Bush Sr | Strongly | Only mod | DK | Clinton | Strongly | Only mod | DK | Perot | Other/ DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Late October, 1992 | 34 | 20 | 14 | -- | 44 | 26 | 18 | -- | 19 | 3 |
| Early October, 1992 | 35 | 14 | 21 | -- | 48 | 23 | 25 | -- | 8 | 9 |
| J une, 1992 | 31 |  |  |  | 27 |  |  |  | 36 | 6 |
| Two-way trial heats: |  |  |  |  |  |  |  |  |  |  |
| September, 1992 | 38 | 14 | 21 | -- | 53 | 25 | 28 | -- | $\mathrm{n} / \mathrm{a}$ | 9 |
| August, 1992 | 37 | 14 | 23 | -- | 57 | 24 | 33 | -- | $\mathrm{n} / \mathrm{a}$ | 6 |
| J une, 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 |
|  | Bush Sr | Stronaly | Only mod | DK | Dukaki | Stronaly | Only mod | K |  | Other/ DK/ Ref |
| 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 REGI STERED VOTERS (REG=1):

Q. 5 If the presidential election were being held TODAY, would you vote [READ AND RANDOMI ZE: 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 REGI STERED VOTERS [ $\mathrm{N}=2,424$ ]:

|  | Romney | ProRomney | AntiObama | DK | Obama | ProObama | AntiRomney | DK | Other/ DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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-J un 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 |

[^1]
## Q.5/ Q.5a/ Q.5c/ Q.5d TRENDS FOR COMPARISON:

BASED ON REGI STERED VOTERS:

|  | McCain | ProMcCain | AntiObama | DK | Obama | ProObama | AntiMcCain |  | Nader ${ }^{4}$ | Barr | Other/ DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | 10 |
| Late September, 2008 | 0842 |  |  |  | 49 |  |  |  | n/a | n/a | 9 |
| Mid-September, 2008 | 0844 | 29 | 13 | 2 | 46 | 32 | 11 | 3 | n/a | n/a | 10 |
| August, 2008 | 43 | 25 | 16 | 2 | 46 | 33 | 12 | 1 | $\mathrm{n} / \mathrm{a}$ | n/a | 11 |
| July, 2008 | 42 | 25 | 14 | 3 | 47 | 32 | 12 | 3 | n/a | n/a | 11 |
| J une, 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 |
|  | Bush | $\begin{aligned} & \text { Pro- } \\ & \text { Bush } \\ & \hline \end{aligned}$ | Anti- <br> Kerry | DK | Kerry | ProKerry | AntiBush | DK | Nader | Fourth party | Other/ DK/ Ref |
| 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 | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | 6 |
| May, 2004 | 45 | 33 | 10 | 2 | 50 | 15 | 32 | 3 | $\mathrm{n} / \mathrm{a}$ | 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 | $\mathrm{n} / \mathrm{a}$ | n/a | 6 |
| Early January, 2004 | 52 |  |  |  | 41 |  |  |  | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | 7 |
| October, 2003 | 50 |  |  |  | 42 |  |  |  | n/a | n/a | 8 |
|  | Bush | ProBush | AntiGore | DK | Gore | ProGore | AntiBush | DK | Nader | Buchanan | Other/ <br> DK/ Ref |
| 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 J une, 2000 | 42 |  |  |  | 35 |  |  |  | 2 | 2 | 19 |
| Mid-J une, 2000 | 41 |  |  |  | 42 |  |  |  | 4 | 3 | 10 |
| J anuary, 2000 | 51 |  |  |  | 39 |  |  |  | $\mathrm{n} / \mathrm{a}$ | 4 | 6 |
| September, 1999 | 49 |  |  |  | 35 |  |  |  | $\mathrm{n} / \mathrm{a}$ | 10 | 6 |
| Two-way trial heats: |  |  |  |  |  |  |  |  |  |  |  |
| July, 2000 | 48 |  |  |  | 46 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | 6 |
| Mid-J une, 2000 | 45 |  |  |  | 46 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | 9 |
| May, 2000 | 46 |  |  |  | 45 |  |  |  | n/a | n/a | 9 |

[^2]
## Q.5/ Q.5a/ Q.5c/ Q.5d TRENDS FOR COMPARI SON CONTI NUED ...

|  | Bush | ProBush | AntiGore | DK | Gore | ProGore | AntiBush | DK | Nader | Buchanan | Other/ <br> DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| March, 2000 | 43 |  |  |  | 49 |  |  |  | n/a | $\mathrm{n} / \mathrm{a}$ | 8 |
| February, 2000 | 46 |  |  |  | 45 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | 9 |
| December, 1999 | 55 |  |  |  | 40 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | 5 |
| October, 1999 | 54 |  |  |  | 39 |  |  |  | n/a | n/a | 7 |
| September, 1999 | 54 |  |  |  | 39 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | 7 |
| July, 1999 | 53 |  |  |  | 42 |  |  |  | n/a | n/a | 5 |
| March, 1999 | 54 |  |  |  | 41 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | 5 |
| J anuary, 1999 | 50 |  |  |  | 44 |  |  |  | n/a | n/a | 6 |
| September, 1998 | 53 |  |  |  | 40 |  |  |  | n/a | n/a | 7 |


|  | Dole | ProDole | Antiother | DK | Clinton | ProClinton | Antiother | DK | Perot | ProPerot | Antiother | DK | Other/ DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| J une, 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 |


|  | Bush Sr. | ProBush | Antiother | DK | Clinton | ProClinton | Antiother | DK | Perot | Pro- An Perot oth | DK | Other/ <br> DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Late October, 1992 | 34 | 19 | 13 | 2 | 44 | 25 | 17 | 2 | 19 | 107 | 2 | 3 |
| Early October, 1992 | 35 | 19 | 13 | 3 | 48 | 23 | 22 | 3 | 8 | 35 | * | 9 |
| J une, 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 |
|  | Bush Sr. |  | Pro- <br> Bush | AntiDukakis DK |  | Dukakis | ProDukakis | AntiBush | DK | Third party | Fourth party | Other/ <br> DK/ Ref |
| October, 19 |  | 50 | 31 |  | 3 | 42 | 23 | 15 | 4 | n/a | n/a | 8 |
| September, | 1988 | 50 | 31 |  | 4 | 44 | 21 | 19 | 4 | n/a | n/a | 6 |
| May, 1988 |  | 40 | 26 |  | 3 | 53 | 23 | 26 | 4 | n/a | n/a | 7 |

## NO QUESTI ON 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 REGI STERED VOTERS [ $\mathrm{N}=2,424$ ]:

|  | Chance might vote for | Decided not to vote for | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: | :---: |
| Romney |  |  |  |
| Sep 12-16, 2012 | 8 | 45 | 5=58\% |
| J un 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-J une, 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\% |

[^3]
## 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 REGI STERED VOTERS [ $\mathrm{N}=2,424$ ]:

|  | Chance might vote for | Decided not to vote for | (VOL.) DK/Ref |
| :---: | :---: | :---: | :---: |
| 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\% |
| J une, 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 | $5=53 \%$ |
| J une, 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\% |

[^4]
## ASK FORM 2 REGI STERED 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 [CHOI CE FROM Q.5/ Q.5a LAST NAME ONLY; DO NOT READ VP CHOICE] win the presidential election [OPEN END.]?

|  | $\begin{gathered} \text { Obama } \\ \text { Sept } \\ \underline{2012} \end{gathered}$ | $\begin{gathered} \text { Romney } \\ \text { Sept } \\ \underline{2012} \end{gathered}$ |
| :---: | :---: | :---: |
| 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 QUALI TIES (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:

| (NET) | Obama Sept 2008 | McCain Sept 2008 |
| :---: | :---: | :---: |
| 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 |  | -- |
| 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 CONTI NUED...

|  | Kerry Oct | -- Clin <br> Late Sept | on -July |
| :---: | :---: | :---: | :---: |
|  | 2004 | 1996 | 1996 |
| 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 | -- | -- |
| NEGATI VE COMMENT ABOUT BUSH, SR/ BUSH, J R (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/I ntelligent | 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 ( $N E T$ ) | n/ a | 31 | 30 |
| OTHER (NET) | 1 | 3 | 3 |
| DON'T KNOW/ REFUSED | 4 | 6 | 4 |

## Q.9F2 TRENDS FOR COMPARISON CONTI NUED...

|  | Bush Oct <br> 2004 | Late Sept 1996 | $\begin{aligned} & \text { Dole } \\ & \text { July } \\ & 1996 \end{aligned}$ |
| :---: | :---: | :---: | :---: |
| 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 | -- | -- |
| NEGATI VE COMMENT ABOUT KERRY OR CLI NTON (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 QUESTI ON 10

## ASK ALL REGI STERED VOTERS (REG=1):

Just in general...
OFTVOTE How often would you say you vote... [READ]
BASED ON REGI STERED VOTERS [ $\mathbf{N}=\mathbf{2 , 4 2 4 ] :}$

|  | Always | Nearly always | Part of the time | Seldom | (VOL.) <br> Never vote | (VOL.) Other | (VOL.) DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sep 12-16, 2012 | 64 | 22 | 7 | 4 | 2 | 1 | * |
| J un 7-17, 2012 | 64 | 24 | 6 | 4 | 1 | * | * |
| Apr 4-15, 2012 | 57 | 29 | 8 | 4 | 1 | * | * |
| J an 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 | * | * |
| J une 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 |
| J anuary, 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 | * | * | * |
| J anuary, 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 CONTI NUED...

|  | Always | Nearly always | Part of the time | Seldom | (VOL.) Never vote | (VOL.) Other | (VOL.) DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | * |
| J anuary, 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 | * |
| J une, 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 | * | * |
| J une, 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 | * |
| J une, 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 | * | * | * |
| J uly, 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 | * |
| J une, 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 |
| 7J anuary 1992 (GP) ${ }^{8}$ | 40 | 35 | 11 | 11 | 4 | -- | * |
| November, 1991 | 46 | 41 | 9 | 4 | * | * | * |
| May, 1990 | 42 | 42 | 11 | 4 | 1 | * | * |

[^5]OFTVOTE CONTI NUED...

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

ASK ALL REGI STERED VOTERS (REG=1):
WHERE Do you happen to know where people in your area go to vote? [INTERVIEWER I NSTRUCTION: IF R EXPLAI NS VOTI NG PROCEDURES OR SAYS WHERE SPECI FI CALLY THEY GO TO VOTE CODE AS 'YES' (1). IF R EXPLAI NS A ‘NO’ OR ‘DK’ ANSWER WITH WORDS FROM 3 OR 4, CODE AS 3 OR 4.]

BASED ON REGI STERED VOTERS [ $\mathbf{N}=\mathbf{2 , 4 2 4 ] :}$
(VOL.)

|  |  |  |
| :--- | :---: | :---: |
|  | $\underline{Y e s}$ | $\frac{\text { No }}{10}$ |
| Sep 12-16, 2012 | 86 | 9 |
| Oct 27-30, 2010 |  |  |
|  | 88 | $\underline{\text { Ye/DK/Ref }}$ |
| November, 2008 | $\underline{85}$ | 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 (Gallup) | 89 | 11 |
| October, 1988 (Gallup) | 86 | 14 |

[^6]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 [ $\mathbf{N}=\mathbf{2 , 4 2 4 ] :}$

| 2012 Election | Yes, plan to vote | Absolutely certain | Fairly certain | Not certain $^{10}$ | No, don't plan to | (VOL.) <br> DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sep 12-16, 2012 | 97 | 89 | 7 | 1 | 2 | 1 |
| J un 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 |
| J une, 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 |
| J une, 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 |

[^7]
## PLANTO1/ PLANTO2 CONTI NUED...

|  | Yes, plan to vote | Absolutely certain | Fairly certain | Not certain | No, don't plan to | (VOL.) <br> DK/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| J une, 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 |
| J une, 1992 | 97 | 88 | 8 | 1 | 1 | 2 |
| 1988 Election |  |  |  |  |  |  |
| Gallup: November, 1988 | 897 | 87 | 9 | 1 | 2 | 1 |
| October, 1988 | 98 | -- | -- | -- | 1 | 1 |

## Q. 11 HELD FOR FUTURE RELEASE

## NO QUESTIONS 12-14

## ASK ALL FORM 2 REGI STERED 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 RANDOMI ZE]?

## BASED ON FORM 2 REGI STERED VOTERS [ $\mathbf{N}=1,263$ ]:

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

[^8]
## Q.15F2 CONTI NUED...

| Republican |  |  | Democrat |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 2000 Election |  |  |  |  |  |
| November, 2000 | 43 | Bush | 32 | Gore | 25 |
| Late October, 2000 | 48 | Bush | 38 | Gore | 14 |
| Early October, 2000 | 33 | Bush | 46 | Gore | 21 |
| June, 2000 | 51 | Bush | 33 | Gore | 16 |
| October, 1999 | 70 | Bush | 23 | Gore | 7 |
| 1996 Election |  |  |  |  |  |
| Late September, $1996{ }^{15}$ | 12 | Dole | 79 | Clinton | 9 |
| Early September, 1996 | 16 | Dole | 75 | Clinton | 9 |
| July, 1996 | 19 | Dole | 72 | Clinton | 9 |
| 1992 Election |  |  |  |  |  |
| October, 1992 | 30 | Bush, Sr. | 61 | Clinton | 9 |
| March, 1992 | 72 | Bush, Sr. | 20 | Dem Candidate | 8 |
| February, 1992 | 66 | Bush, Sr. | 25 | Dem Candidate | 9 |
| October, 1991 | 78 | Bush, Sr. | 11 | Dem Candidate | 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 [ $\mathrm{N}=1,161$ ]:

| Sep 12-16 |  | Jun 7-17 | Oct | Mid-Sep | Jun | Jun | Mid Mar | Jun | Aug |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2012 |  | $\underline{2012}$ | $\underline{2008}$ | 2008 | $\underline{2008}$ | $\underline{2004}$ | $\underline{2004}$ | $\underline{2000}$ | $1976{ }^{16}$ |
| 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 QUESTI ONS 18-20

[^9]ASK ALL:
Q. 21 Is your overall opinion of [INSERT ITEM, RANDOMI ZE] 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?] [I NTERVIEWERS: PROBE TO DISTI NGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

|  | ------ Favorable ------ |  |  | ----- Unfavorable ----- |  |  | (VOL.) <br> Never heard of | (VOL.) <br> Can't rate/ Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Very | Mostly | Total | Very | Mostly |  |  |
| The Democratic Party |  |  |  |  |  |  |  |  |
| Sep 12-16, 2012 | 53 | 21 | 32 | 40 | 18 | 22 | * | 7 |
| J un 28-Jul 9, 2012 | 47 | 14 | 33 | 45 | 21 | 24 | * | 8 |
| Mar 7-11, 2012 | 49 | 14 | 36 | 43 | 18 | 25 | * | 7 |
| J an 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 |
| J an 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 J anuary, 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 |
| J anuary, 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 |
| J anuary, 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 |
| J une, 1997 | 61 | 10 | 51 | 33 | 8 | 25 | * | 6 |
| J anuary, 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 CONTI NUED...

May, 1993
July, 1992
b. The Republican Party

Sep 12-16, 2012
Jun 28-Jul 9, 2012
Mar 7-11, 2012
J an 11-16, 2012
Sep 22-Oct 4, 2011
Aug 17-21, 2011
Feb 22-Mar 1, 2011
Feb 2-7, 2011
Aug 25-Sep 6, 2010
July 1-5, 2010
April 1-5, 2010
Mar 18-21, 2010
Feb 3-9, 2010
Aug 20-27, 2009
Aug 11-17, 2009
Mar 31-Apr 6, 2009
Jan 7-11, 2009
Late October, 2008
Mid-September, 2008
August, 2008
Late May, 2008
July, 2007
Early J anuary, 2007
Late October, 2006
July, 2006
April, 2006
February, 2006
Late October, 2005
July, 2005
June, 2005
December, 2004
June, 2004
Early February, 2004
June, 2003
April, 2003
December, 2002
July, 2001
J anuary, 2001
September, 2000 (RVs)
August, 1999
February, 1999
J anuary, 1999
Early December, 1998
Early October, 1998 (RVs)
Early September, 1998
March, 1998
August, 1997
June, 1997
J anuary, 1997
October, 1995
December, 1994
July, 1994
May, 1993

| --- | Favorable ------ |  | ----- Unfavorable ----- |  |  | Never heard of | Can't rate Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Very | Mostly | Total | Very | Mostly |  |  |
| 57 | 14 | 43 | 34 | 9 | 25 | 0 | 9 |
| 61 | 17 | 44 | 33 | 9 | 24 | * | 6 |
| 42 | 12 | 30 | 50 | 25 | 26 | * | 8 |
| 36 | 9 | 27 | 56 | 28 | 28 | * | 8 |
| 36 | 7 | 30 | 56 | 27 | 29 | * | 8 |
| 35 | 7 | 27 | 58 | 28 | 30 | * | 7 |
| 36 | 7 | 29 | 55 | 27 | 28 | * | 9 |
| 34 | 5 | 29 | 59 | 27 | 32 | * | 7 |
| 42 | 9 | 32 | 51 | 22 | 28 | 1 | 7 |
| 43 | 8 | 35 | 48 | 19 | 29 | * | 9 |
| 43 | 8 | 35 | 49 | 21 | 28 | * | 8 |
| 39 | 10 | 29 | 49 | 24 | 25 | * | 12 |
| 37 | 8 | 29 | 53 | 26 | 27 | * | 9 |
| 37 | 5 | 32 | 51 | 20 | 31 | * | 12 |
| 46 | 5 | 41 | 46 | 14 | 32 | 0 | 8 |
| 40 | 6 | 34 | 50 | 19 | 31 | * | 10 |
| 40 | 7 | 33 | 50 | 18 | 32 | * | 10 |
| 40 | 7 | 33 | 51 | 17 | 34 | 0 | 9 |
| 40 | 5 | 35 | 55 | 21 | 34 | * | 5 |
| 40 | 10 | 30 | 50 | 23 | 27 | * | 10 |
| 47 | 11 | 36 | 46 | 22 | 24 | * | 7 |
| 43 | 9 | 34 | 49 | 18 | 31 | 1 | 7 |
| 39 | 7 | 32 | 53 | 20 | 33 | * | 8 |
| 39 | 7 | 32 | 53 | 22 | 31 | 0 | 8 |
| 41 | 9 | 32 | 48 | 21 | 27 | 1 | 10 |
| 41 | 9 | 32 | 50 | 20 | 30 | * | 9 |
| 40 | 10 | 30 | 52 | 23 | 29 | 1 | 7 |
| 40 | 10 | 30 | 50 | 21 | 29 | * | 10 |
| 44 | 11 | 33 | 50 | 24 | 26 | * | 6 |
| 42 | 12 | 30 | 49 | 24 | 25 | * | 9 |
| 48 | 13 | 35 | 43 | 18 | 25 | * | 9 |
| 48 | 11 | 37 | 44 | 20 | 24 | 0 | 8 |
| 52 | 15 | 37 | 42 | 17 | 25 | 0 | 6 |
| 51 | 12 | 39 | 40 | 14 | 26 | 0 | 9 |
| 52 | 14 | 38 | 42 | 16 | 26 | , | 6 |
| 58 | 14 | 44 | 33 | 10 | 23 | 0 | 9 |
| 63 | 14 | 49 | 31 | 10 | 21 | * | 6 |
| 59 | 18 | 41 | 33 | 11 | 22 | * | 8 |
| 48 | 11 | 37 | 42 | 15 | 27 | * | 10 |
| 56 | 13 | 43 | 35 | 13 | 22 | * | 9 |
| 53 | 11 | 42 | 40 | 12 | 28 | 0 | 7 |
| 53 | 8 | 45 | 43 | 12 | 31 | * | 4 |
| 44 | 7 | 37 | 51 | 15 | 36 | 0 | 5 |
| 44 | 10 | 34 | 50 | 23 | 27 | 0 | 6 |
| 46 | 11 | 35 | 47 | 20 | 27 | * | 7 |
| 52 | 9 | 43 | 42 | 14 | 28 | 0 | 6 |
| 56 | 9 | 47 | 37 | 11 | 26 | * | 7 |
| 50 | 10 | 40 | 43 | 12 | 31 | * | 7 |
| 47 | 9 | 38 | 47 | 11 | 36 | * | 6 |
| 51 | 8 | 43 | 42 | 11 | 31 | 1 | 6 |
| 52 | 8 | 44 | 43 | 10 | 33 | * | 5 |
| 52 | 10 | 42 | 44 | 16 | 28 | * | 4 |
| 67 | 21 | 46 | 27 | 8 | 19 | * | 6 |
| 63 | 12 | 51 | 33 | 8 | 25 | * | 4 |
| 54 | 12 | 42 | 35 | 10 | 25 | 0 | 11 |

## Q. 21 CONTI NUED...

July, 1992

| Total | avorable ------ |  | ----- Unfavorable ----- |  |  | (VOL.) Never | (VOL.) <br> Can't rate/ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Very | Mostly | Total | Very | Mostly | heard of | Ref |
| 46 | 9 | 37 | 48 | 17 | 31 | * | 6 |

## ASK ALL:

Q. 22 Is your overall opinion of [INSERT NAME, RANDOMI ZE 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?] [I NTERVIEWERS: PROBE TO DISTI NGUI SH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

|  |  |  |  |  |  |  | (VOL.) <br> Never | (VOL.) <br> Can't |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| a. |  |  |  |  |  |  |  |  |
| arate/Ref |  |  |  |  |  |  |  |  |

ASK ITEMS c-d OF FORM 1 ONLY [ $\mathrm{N}=1,455$ ]:

## Q. 22 CONTI NUED...

|  | -------Favorable------- |  |  | ------Unfavorable------ |  |  | (VOL.) <br> Never heard of | (VOL.) <br> Can't rate/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Very | Mostly | Total | Very | Mostly |  |  |
| 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 |
| J an 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 |
| J an 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 [ $\mathrm{N}=1,564$ ]:
e.F2 Michelle Obama

Sep 12-16, 2012
Jun 7-17, 2012
Jan 11-16, 2012
Mar 8-14, 2011
Dec 2-5, 2010
J un 10-13, 2010
Oct 28-Nov 30, 2009
Jun 10-14, 2009
Apr 14-21, 2009
J an 7-11, 2009
Mid-September, 2008
Late May, 2008

| 67 | 39 | 28 | 22 | 11 | 11 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 68 | 33 | 35 | 21 | 11 | 10 |
| 66 | 33 | 34 | 21 | 10 | 12 |
| 69 | 30 | 39 | 21 | 9 | 12 |
| 62 | 30 | 31 | 27 | 15 | 12 |
| 69 | 31 | 38 | 22 | 9 | 12 |
| 71 | 33 | 38 | 16 | 8 | 8 |
| 76 | 36 | 39 | 14 | 5 | 9 |
| 76 | 36 | 40 | 13 | 4 | 9 |
| 68 | 28 | 40 | 15 | 4 | 11 |
| 56 | 23 | 33 | 25 | 11 | 14 |
| 43 | 14 | 29 | 21 | 8 | 13 |
|  |  |  |  |  |  |
| 40 | 16 | 24 | 28 | 12 | 16 |
| 29 | 9 | 19 | 17 | 7 | 9 |


| $*$ | 10 |
| :---: | :---: |
| 1 | 10 |
| $*$ | 12 |
| 1 | 9 |
| 1 | 10 |
| 1 | 9 |
| 1 | 11 |
| 1 | 9 |
| 1 | 10 |
| 2 | 15 |
| 2 | 17 |
| 4 | 32 |

f.F2 Ann Romney

Sep 12-16, 2012

| 68 | 34 | 34 | 26 | 11 | 15 | $*$ | 5 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 67 | 27 | 40 | 29 | 10 | 18 | 1 | 3 |
| 52 | 20 | 32 | 42 | 22 | 20 | $*$ | 6 |
| 54 | 22 | 32 | 40 | 20 | 20 | 0 | 6 |
| 63 | 29 | 34 | 33 | 16 | 17 | 1 | 3 |
| 61 | 27 | 34 | 36 | 18 | 18 | 0 | 3 |
| 62 | 26 | 36 | 34 | 18 | 16 | $*$ | 4 |
| 64 | 24 | 40 | 32 | 13 | 19 | 0 | 4 |
| 46 | 17 | 29 | 49 | 27 | 22 | $*$ | 5 |
| 50 | 20 | 30 | 46 | 27 | 19 | 0 | 4 |
| 64 | 23 | 41 | 34 | 17 | 17 | 0 | 2 |
| 48 | 17 | 31 | 47 | 28 | 19 | $*$ | 5 |
| 55 | 21 | 34 | 42 | 23 | 19 | $*$ | 3 |
| 55 | 23 | 32 | 43 | 24 | 19 | 0 | 2 |
| 52 | 15 | 37 | 44 | 24 | 20 | 0 | 4 |
| 57 | 18 | 39 | 41 | 23 | 18 | 0 | 2 |
| 54 | 18 | 36 | 44 | 24 | 20 | 0 | 2 |
| 62 | 22 | 40 | 35 | 16 | 19 | $*$ | 3 |

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

## Q. 22 CONTI NUED...

| Q.22 | ------- | avorab | ------- | ---- | nfavora | be----- | (VOL.) Never | (VOL.) Can't |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Very | Mostly | Total | Very | Mostly | heard of | 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 |
| J anuary, 1997 | 66 | 17 | 49 | 32 | 14 | 18 | * | 2 |
| October, 1996 (RVs) | 57 | 12 | 45 | 41 | 19 | 22 | 0 | 2 |
| J une, 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 |
| J anuary, 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 |
| J anuary, 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 |
| J anuary, 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 |
| J anuary, 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 |
| J une, 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 |
| J anuary, 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 CONTI NUED...

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

ASK FORM 2 REGI STERED VOTERS (REG=1):
Q. 23 And as I read a list of phrases, tell me if you think each phrase better describes [RANDOMI ZE ORDER OF CANDI DATES: Mitt Romney or Barack Obama]. [INSERT ITEM; RANDOMI ZE] does this better describe [READ IN SAME ORDER: Romney or Obama]? What about [I NSERT ITEM]? [REPEAT IF NECESSARY: "Would you say this better describes [READ IN SAME ORDER: Romney or Obama]?

BASED ON FORM 2 REGI STERED VOTERS [ $\mathbf{N}=1,263$ ]:

|  |  | Mitt <br> Romney | Barack Obama | (VOL.) <br> Neither | (VOL.) Both Equally | (VOL.) DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | McCain | Obama |  |  |  |
|  | Late September, 2008 | 45 | 42 | 2 | 6 | 5 |
|  | August, 2008 | 51 | 36 | 3 | 5 | 5 |
|  | J une, 2008 | 47 | 38 | 3 | 5 | 7 |
|  | 2004 Election | Bush | Kerry |  |  |  |
|  | 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 | Bush | Gore |  |  |  |
|  | 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 |
|  | J une, 2000 | 44 | 37 | 5 | 6 | 8 |
| b.F2 | Can get things done |  |  |  |  |  |
|  | 2012 Election | Romney | Obama |  |  |  |
|  | Sep 12-16, 2012 | 41 | 45 | 7 | 1 | 7 |
|  | Jun 7-17, 2012 | 39 | 41 | 11 | 3 | 7 |
|  | 2008 Election | McCain | Obama |  |  |  |
|  | August, 2008 | 42 | 40 | 7 | 4 | 7 |
|  | June, 2008 | 37 | 43 | 5 | 7 | 8 |
|  | 2004 Election | Bush | Kerry |  |  |  |
|  | Late March, 2004 | 49 | 30 | 4 | 4 | 13 |
|  | Mid-March, 2004 | 50 | 34 | 4 | 4 | 8 |
|  | 2000 Election | Bush | Gore |  |  |  |
|  | 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 |
|  | J une, 2000 | 43 | 33 | 8 | 6 | 10 |

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

## Q. 23 CONTI NUED...

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

|  | Mitt | Barack | (VOL.) | (VOL.) <br> Both | (VOL.) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 2012 Election | Romney | Obama | Neither | Equally | DK/Ref |
| Sep 12-16, 2012 | 37 | 52 | 3 | 2 | 5 |
| J un 7-17, 2012 | 35 | 54 | 4 | 3 | 4 |
| 2008 Election | McCain | Obama |  |  |  |
| Late September, 2008 | 50 | 37 | 2 | 5 | 6 |
| August, 2008 | 49 | 38 | 3 | 5 | 5 |
| June, 2008 | 44 | 41 | 3 | 7 | 5 |
| 2004 Election | Bush | Kerry |  |  |  |
| 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 | Bush | Gore |  |  |  |
| 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

2012 Election
Sep 12-16, 2012
J un 7-17, 2012
2008 Election
August, 2008
June, 2008
2000 Election
June, 2000

| Romney |
| :---: |
| 40 |
| 40 |
| $\frac{\text { McCain }}{}$ |
| 39 |
| 38 |
| $\frac{\text { Bush }}{40}$ |


| $\frac{\text { Obama }}{50}$ |
| :--- |
| 46 |
| Obama |
| 47 |
| 44 |
| $\frac{\text { Gore }}{35}$ |


| 5 | 2 | 3 |
| :--- | :--- | :--- |
| 8 | 3 | 4 |
|  |  |  |
| 6 | 3 | 5 |
| 8 | 4 | 6 |
|  |  |  |
| 11 | 5 | 9 |

## Q. 23 CONTI NUED...

e.F2 Connects well with ordinary Americans

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

f.F2 Honest and truthful

2012 Election
Sep 12-16, 2012
Jun 7-17, 2012
2008 Election
August, 2008
June, 2008
2004 Election
Mid-October, 2004
Early October, 2004
Mid-September 22-26, 2004
September, 2004
August, 2004
May, 2004
Late March, 2004
Mid-March, 2004
2000 Election

| Romney | Obama |
| :---: | :---: |
| 34 | 48 |
| 32 | 46 |
| McCain | Obama |
| 39 | 36 |
| 37 | 36 |
| Bush | Kerry |
| 40 | 37 |
| 47 | 34 |
| 41 | 32 |
| 43 | 35 |
| 42 | 38 |
| 34 | 36 |
| 37 | 38 |
| 35 | 39 |
| Bush | Gore |
| 43 | 32 |
| 38 | 30 |
| 36 | 32 |
| 35 | 37 |
| 35 | 31 |


| 9 | 3 | 5 |
| :---: | :---: | :---: |
| 11 | 4 | 6 |
|  |  |  |
| 9 | 10 | 6 |
| 11 | 9 | 7 |
|  |  |  |
| 14 | 3 | 6 |
| 10 | 3 | 6 |
| 15 | 3 | 9 |
| 12 | 4 | 6 |
| 12 | 2 | 6 |
| 17 | 4 | 9 |
| 12 | 3 | 10 |
| 16 | 5 | 5 |
|  |  |  |
| 15 | 5 | 5 |
| 19 | 6 | 7 |
| 17 | 8 | 7 |
| 13 | 9 | 6 |
| 19 | 7 | 8 |

g.F2 A strong leader

2012 Election
Sep 12-16, 2012
2008 Election

| Romney | Obama |
| :---: | :---: |
| 38 | 51 |
| McCain | Obama |
| 43 | 42 |
| Bush | Kerry |
| 50 | 36 |


| 5 | 2 | 4 |
| :---: | :---: | :---: |
| 3 | 7 | 5 |
| 5 | 4 | 5 |
| 3 | 2 | 6 |
| 5 | 3 | 10 |
| 4 | 3 | 5 |
| 2 | 3 | 4 |
| 8 | 4 | 7 |
| 4 | 2 | 10 |
| 4 | 4 | 6 |
| 6 | 6 | 3 |
| 9 | 6 | 4 |
| 7 | 10 | 4 |
| 7 | 6 | 5 |

h. F2

Takes consistent positions on issues
2012 Election
Sep 12-16, 2012
Jun $7-17,2012$
Romney

| 34 |
| :---: |
| 34 |


| Obama |
| :---: |
| 50 |
| 46 |

7
10
3
3
6
7

## ASK ALL FORM 1 REGI STERED VOTERS (REG=1):

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

BASED ON FORM 1 REGI STERED VOTERS [ $\mathbf{N}=1,161$ ]:

|  |  |  |  | (VOL.) | (VOL.) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| a.F1 | on | Romney | Obama | Neither | DK/Ref |  |
|  | 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 | Romney | Obama |  |  |  |
|  | Sep 12-16, 2012 | 38 | 51 | 4 | 6 |  |
| c.F1 | Reducing the federal budget deficit |  |  |  |  |  |
|  | 2012 Election | Romney | Obama |  |  |  |
|  | Sep 12-16, 2012 | 46 | 43 | 7 | 5 |  |
|  | Jun 28-Jul 9, $2012{ }^{19}$ | 50 | 36 | 8 | 6 |  |
|  | 2008 Election | McCain | Obama |  |  |  |
|  | Mid-October, 2008 | 30 | 50 | 9 | 11 |  |
|  | 1996 Election | Dole | Clinton |  |  |  |
|  | September, 1996 | 41 | 38 | 11 | 10 |  |
|  | July, 1996 | 39 | 40 | 11 | 10 |  |
| d.F1 | Representing your views about abor |  |  |  |  |  |
|  | 2012 Election | Romney | Obama |  |  |  |
|  | Sep 12-16, 2012 | 35 | 48 | 5 | 12 |  |
| e.F1 | Making wise decisions about foreign policy |  |  |  |  |  |
|  | 2012 Election | Romney | Obama |  |  |  |
|  | Sep 12-16, 2012 | 38 | 53 | 3 | 6 |  |
|  | Jun 28-Jul 9, 2012 | 40 | 48 | 4 | 8 |  |
|  | 2008 Election | McCain | Obama |  |  |  |
|  | Mid-October, 2008 | 45 | 44 | 1 | 10 |  |
|  | Late September, 2008 | 49 | 42 | 2 | 7 |  |
|  | Mid-September, 2008 | 51 | 40 | 2 | 7 |  |
|  | July, 2008 | 43 | 42 | 2 | 13 |  |
|  | 2004 Election | Bush | Kerry |  |  |  |
|  | September, 2004 | 53 | 37 | 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 | Bush | Gore |  |  |  |
|  | March, 2000 | 40 | 46 | 4 | 10 |  |
|  | 1996 Election | Dole | Clinton |  |  |  |
|  | Early September, 1996 | 39 | 44 | 7 | 10 |  |
|  | July, 1996 | 42 | 42 | 5 | 11 |  |
|  | TREND FOR COMPARISON | Bush | Clinton | Perot | Neither | DK/Ref |
|  | 1992 Election <br> October, 1992 | 53 | 27 | 6 | 3 | 11 |

[^10]
## Q. 24 CONTI NUED...

|  | ( |  |  | (VOL.) | (VOL.) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Romney | Obama | Neither | DK/Ref |  |
| 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 | McCain | Obama |  |  |  |
|  | 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 | Bush | Gore |  |  |  |
|  | 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 |  |  |  |  |  |
|  | Cutting taxes |  |  |  |  |  |
|  | 1996 Election | Dole | Clinton | Neither | DK/Ref |  |
|  | September, 1996 | 42 | 34 | 14 | 10 |  |
|  | July, 1996 | 42 | 35 | 12 | 11 |  |
|  | TREND FOR COMPARISON Not increasing taxes | Bush | Clinton | Perot | Neither | DK/Ref |
|  | 1992 Election |  |  |  |  |  |
|  | October, 1992 | 35 | 25 | 8 | 16 | 16 |
| g.F1 | Dealing with health care |  |  |  |  |  |
|  | 2012 Election | Romney | Obama |  |  |  |
|  | 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 |  |  |  |  |  |
|  | Improving the health care syst |  |  |  |  |  |
|  | 2008 Election | McCain | Obama |  |  |  |
|  | Mid-October, 2008 | 27 | 57 | 6 | 10 |  |
|  | Mid-September, 2008 | 31 | 52 | 7 | 10 |  |
|  | Late May, 2008 | 32 | 49 | 6 | 13 |  |
|  | 2004 Election | Bush | Kerry |  |  |  |
|  | 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 | Bush | Gore | Neither | DK/Ref |  |
|  | 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 | Romney | Obama |  |  |  |
|  | Sep 12-16, 2012 | 39 | 50 | 4 | 7 |  |

## RANDOMI ZE 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 REGI STERED VOTERS [ $\mathbf{N}=1,161$ ]:



RANDOMI ZE Q.26F2 AND Q.28F2
ASK FORM 2 REGISTERED VOTERS (REG=1):
Q. 26 Does Barack Obama make you feel [INSERT FIRST ITEM; RANDOMI ZE] or not? Does Obama make you feel [ NEXT ITEM] or not?

BASED ON FORM 2 REGI STERED VOTERS [ $\mathrm{N}=1,263$ ]:

|  |  | Yes | No | (VOL.) DK/Ref |
| :---: | :---: | :---: | :---: | :---: |
| 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 |

[^11]Q. 26 CONTI NUED ...

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

RANDOMI ZE Q.25F1 AND Q.27F1
ASK FORM 1 REGI STERED VOTERS (REG=1):
Q. 27 Please tell me whether you think each of the following describes Mitt Romney. First, [I NSERT

FI RST ITEM; RANDOMI ZE] do you think of Mitt Romney as [FI RST ITEM] or not? Do you think of Romney as [NEXT ITEM] or not? [I NTERVIEWER INSTRUCTI ON: IF RESPONDENT SAYS THEY DON'T KNOW CANDI DATE WELL ENOUGH ENTER AS DON'T KNOW AND EMPHASIZE THAT THAT IS A LEGITIMATE ANSWER]

BASED ON FORM 1 REGI STERED VOTERS [ $\mathrm{N}=1,161$ ]:

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

RANDOMI ZE Q.26F2 AND Q.28F2
ASK FORM 2 REGISTERED VOTERS (REG=1):
Q. 28 Does Mitt Romney make you feel [I NSERT FI RST ITEM; RANDOMI ZE] or not? Does Romney make you feel [NEXT ITEM] or not?

BASED ON FORM 2 REGI STERED VOTERS [ $\mathbf{N}=1,263$ ]:
a.F2
b.F2
c. F2
d.F2

| Hopeful |  |  |  |
| :---: | :---: | :---: | :---: |
| Sep 12-16, 2012 | $\underline{\text { Yes }}$ | No | (VOL.) <br> DK/Ref |
|  | 44 | 54 | 2 |

Worried
Sep 12-16, 2012
Proud
Sep 12-16, 2012
35

26

48
(VOL.)
DK/Ref

2

6

2
$50 \quad 1$

RANDOMI ZE 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 REGI STERED VOTERS [ $\mathbf{N}=1,263$ ]:

|  | Too <br> liberal | Not liberal <br> enough | About <br> right | (VOL.) <br> SK/Ref |
| :--- | :---: | :---: | :---: | :---: |
| Mar 7-11, 2012 | 39 | 9 | 47 | $\frac{5}{47}$ |
| February, 2008 | 41 | 12 | 42 | 5 |

RANDOMI ZE 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 REGI STERED VOTERS [ $\mathrm{N}=1,263$ ]:

|  | Too <br> conservative | Not conservative <br> enough | About <br> right | (VOL.) <br> Sep 12-16, 2012 |
| :--- | :---: | :---: | :---: | :---: |
|  | 35 | 19 | $\frac{38}{\text { DK/Ref }}$ |  |
| Mar 7-11, 2012 | 29 | 23 | 35 | 8 |

TREND FOR COMPARISON:

| Too <br> conservative | Not conservative <br> enough | About <br> right | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: | :---: |
| 26 | 22 | 37 | $\underline{15}$ |

## NO QUESTION 31

## RANDOMI ZE 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?

Sep 12-16, 2012
Jun 7-17, 2012
Mar 7-11, 2012
Feb 8-12, 2012
Jan 11-16, 2012
Dec 7-11, 2011
Aug 17-21, 2011
Jun 15-19, 2011
Mar 30-Apr 3, 2011
Feb 2-7, 2011
Dec 1-5, 2010
Oct 13-18, 2010
Aug 25-Sep 6, 2010
Jun 3-6, 2010
Apr 21-26, 2010
Mar 10-14, 2010
Feb 3-9, 2010
Dec 9-13, 2009
Oct 28-Nov 8, 2009
Sep 30-Oct 4, 2009
Aug 11-17, 2009
Jun 10-14, 2009
Mar 9-12, 2009

| Excellent |  | Only <br> Good | Onair <br> fa | Poor | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 9 | 43 | 47 | 42 | 1 |
| 1 | 9 | 38 | 51 | 1 |  |
| 1 | 10 | 46 | 43 | 1 |  |
| 2 | 9 | 42 | 47 | 1 |  |
| $*$ | 8 | 38 | 53 | 1 |  |
| 1 | 6 | 37 | 56 | 1 |  |
| $*$ | 8 | 45 | 46 | 1 |  |
| 1 | 7 | 38 | 53 | 1 |  |
| 1 | 11 | 45 | 42 | 1 |  |
| 1 | 8 | 44 | 45 | 1 |  |
| 1 | 7 | 38 | 54 | 1 |  |
| 1 | 7 | 43 | 48 | 1 |  |
| 1 | 8 | 48 | 43 | 1 |  |
| $*$ | 11 | 39 | 49 | 1 |  |
| 1 | 6 | 39 | 53 | 1 |  |
| 1 | 7 | 38 | 53 | 1 |  |
| 1 | 7 | 41 | 50 | 1 |  |
| $*$ | 8 | 41 | 50 | 1 |  |
| 1 | 8 | 43 | 48 | 1 |  |
| $*$ | 8 | 38 | 52 | 2 |  |
| 1 | 8 | 39 | 52 | 1 |  |
| $*$ | 6 | 25 | 68 | 1 |  |

## Q. 32 CONTI NUED ...

Feb 4-8, 2009
December, 2008
November, 2008
Late October, 2008
Early October, 2008
Late September, 2008
July, 2008
April, 2008
March, 2008
Early February, 2008
J anuary, 2008
November, 2007
September, 2007
June, 2007
February, 2007
December, 2006
Early November, 2006 (RVs)
Late October, 2006
September, 2006
March, 2006
J anuary, 2006
Early October, 2005
Mid-September, 2005
Mid-May, 2005

| Excellent | Good |
| :---: | :---: |
| * | 4 |
| * | 7 |
| 1 | 6 |
| * | 7 |
| 1 | 8 |
| * | 7 |
| 1 | 9 |
| 1 | 10 |
| 1 | 10 |
| 1 | 16 |
| 3 | 23 |
| 3 | 20 |
| 3 | 23 |
| 6 | 27 |
| 5 | 26 |
| 6 | 32 |
| 9 | 35 |
| 6 | 27 |
| 5 | 32 |
| 4 | 29 |
| 4 | 30 |
| 2 | 23 |
| 3 | 28 |
| 3 | 29 |
| 3 | 36 |
| 3 | 33 |
| 5 | 31 |
| 4 | 34 |
| 3 | 30 |
| 4 | 34 |
| 2 | 29 |


| Only <br> fair <br> 24 | $\frac{\text { Poor }}{71}$ | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: |
| 33 | 59 | 1 |
| 28 | 64 | 1 |
| 25 | 67 | 1 |
| 32 | 58 | 1 |
| 27 | 65 | 1 |
| 39 | 50 | 1 |
| 33 | 56 | $*$ |
| 32 | 56 | 1 |
| 36 | 45 | 2 |
| 45 | 28 | 1 |
| 44 | 32 | 1 |
| 43 | 29 | 2 |
| 40 | 25 | 2 |
| 45 | 23 | 1 |
| 41 | 19 | 2 |
| 37 | 17 | 2 |
| 40 | 25 | 2 |
| 41 | 20 | 2 |
| 44 | 22 | 1 |
| 45 | 19 | 2 |
| 45 | 29 | 1 |
| 44 | 24 | 1 |
| 47 | 20 | 1 |
| 45 | 15 | 1 |
| 43 | 20 | 1 |
| 37 | 26 | 1 |
| 40 | 20 | 2 |
| 45 | 21 | 1 |
| 38 | 22 | 2 |
| 42 | 26 | 1 |

## RANDOMI ZE 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?

Sep 12-16, 2012
Jun 7-17, 2012
Mar 7-11, 2012
Feb 8-12, 2012
Jan 11-16, 2012
Dec 7-11, 2011
Aug 17-21, 2011
Jun 15-19, 2011
Oct 13-18, 2010
Apr 21-26, 2010
Feb 3-9, 2010
Dec 9-13, 2009
Oct 28-Nov 8, 2009
Sep 30-Oct 4, 2009
Aug 11-17, 2009
Jun 10-14, 2009
Mar 9-12, 2009
Feb 4-8, 2009

|  |  |  | (VOL.) |
| :---: | :---: | :---: | :---: |
| Better | Worse | Same | DK/Ref |
| 43 | 8 | 42 | 8 |
| 34 | 11 | 50 | 5 |
| 44 | 14 | 38 | 4 |
| 44 | 10 | 42 | 3 |
| 34 | 16 | 46 | 3 |
| 28 | 18 | 50 | 4 |
| 29 | 18 | 50 | 2 |
| 29 | 23 | 46 | 2 |
| 35 | 16 | 45 | 4 |
| 42 | 19 | 36 | 3 |
| 42 | 16 | 40 | 3 |
| 42 | 17 | 38 | 3 |
| 39 | 19 | 39 | 2 |
| 45 | 15 | 38 | 3 |
| 45 | 19 | 33 | 3 |
| 48 | 16 | 34 | 2 |
| 41 | 19 | 37 | 3 |
| 40 | 18 | 38 | 4 |

[^12]
## Q.33F1 CONTI NUED ...

December, 2008
Early October, 2008
July, 2008
March, 2008
J anuary, 2008
September, 2007
June, 2007
February, 2007
December, 2006
September, 2006
January, 2006
Early October, 2005
Mid-September, 2005
Mid-May, 2005
J anuary, 2005

|  |  |  | (VOL.) |
| :---: | :---: | :---: | :---: |
| Better | Worse | Same | DK/Ref |
| 43 | 17 | 36 | 4 |
| 46 | 16 | 30 | 8 |
| 30 | 21 | 41 | 8 |
| 33 | 22 | 39 | 6 |
| 20 | 26 | 48 | 6 |
| 19 | 23 | 53 | 5 |
| 16 | 24 | 55 | 5 |
| 17 | 20 | 58 | 5 |
| 22 | 18 | 56 | 4 |
| 16 | 25 | 55 | 4 |
| 20 | 22 | 55 | 3 |
| 20 | 32 | 45 | 3 |
| 18 | 37 | 43 | 2 |
| 18 | 24 | 55 | 3 |
| 27 | 18 | 52 | 3 |
| 36 | 9 | 47 | 8 |
| 39 | 12 | 41 | 8 |
| 37 | 17 | 43 | 3 |
| 43 | 19 | 35 | 3 |
| 33 | 23 | 37 | 7 |
| 30 | 20 | 44 | 6 |
| 44 | 17 | 36 | 3 |
| 18 | 33 | 44 | 5 |
| 15 | 24 | 55 | 6 |
| 16 | 22 | 57 | 5 |
| 18 | 17 | 61 | 4 |
| 18 | 31 | 45 | 6 |
| 25 | 22 | 49 | 4 |
| 24 | 16 | 51 | 9 |
| 24 | 20 | 46 | 10 |
| 22 | 26 | 45 | 7 |
| 35 | 13 | 49 | 3 |

RANDOMI ZE 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]?

|  | is recovering |
| :--- | :---: |
| Sep 12-16, 2012 | 25 |
| Feb 8-12, 2012 | 25 |
| Mar 30-Apr 3, 2011 | 20 |
| Feb 2-7, 2011 | 24 |
| Dec 1-5, 2010 | 17 |
| Aug 25-Sep 6, 2010 |  |
| Jun 3-6, 2010 | 10 |
| Mar 10-14, 2010 | 13 |
| M | 13 |


| The economy is not <br> yet recovering <br> but will recover soon |
| :--- |
| 30 |
| 29 |
| 24 |
| 33 |
| 33 |
| 37 |
| 35 |
| 37 |


| It will be a long <br> time before the <br> economy recovers | (VOL.) <br> DK/Ref |
| :---: | :---: |
| 43 | 1 |
| 44 | 3 |
| 54 | 2 |
| 42 | 2 |
| 48 | 2 |
| 52 | 2 |
| 50 | 2 |

[^13]
## RANDOMI ZE 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?

|  | Excellent | Good | Only fair | Poor | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sep 12-16, 2012 | 8 | 35 | 36 | 20 | 1 |
| J un 7-17, 2012 | 7 | 34 | 38 | 21 | 1 |
| J an 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 |
| J anuary, 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 |
| J anuary, 2006 | 7 | 39 | 37 | 15 | 2 |
| Mid-May, 2005 | 7 | 37 | 39 | 16 | 1 |
| J anuary, 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 |
| J anuary, 2003 | 7 | 38 | 39 | 15 | 1 |
| Early October, 2002 | 7 | 39 | 37 | 16 | 1 |
| J une, 2002 | 5 | 40 | 37 | 16 | 2 |
| Late September, 2001 | 7 | 40 | 37 | 14 | 2 |
| J une, 2001 | 6 | 38 | 39 | 16 | 1 |
| J une, 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: J anuary, 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: J anuary, 1992 | 4 | 32 | 45 | 18 | 1 |

## RANDOMI ZE Q. 32 AND Q.33F1/ Q.34F2 IN BLOCK WITH Q.35F1 AND Q.36F1 BLOCK ASK FORM 1 ONLY [ $\mathrm{N}=1,455$ ]:

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?

Sep 12-16, 2012
Jun 7-17, 2012
Jan 11-16, 2012
Dec 7-11, 2011

| Improve a lot |  |  | (VOL.) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Improve | Get a | Get a lot | Stay the | (VOL.) |
|  | some | little worse | worse | same | DK/Ref |
| 12 | 54 | 11 | 4 | 11 | 7 |
| 10 | 53 | 15 | 5 | 14 | 4 |
| 10 | 50 | 18 | 7 | 11 | 3 |
| 9 | 49 | 17 | 5 | 15 | 4 |
| 7 | 49 | 21 | 7 | 13 | 3 |
| 7 | 44 | 23 | 10 | 13 | 3 |
| 7 | 49 | 20 | 6 | 14 | 4 |
| 9 | 48 | 16 | 6 | 17 | 5 |
| 9 | 52 | 15 | 8 | 12 | 4 |
| 9 | 44 | 19 | 8 | 15 | 4 |
| 6 | 50 | 19 | 8 | 13 | 4 |
| 10 | 49 | 17 | 6 | 13 | 4 |
| 8 | 47 | 17 | 8 | 15 | 5 |
| 9 | 54 | 17 | 7 | 9 | 4 |
| 7 | 47 | 22 | 7 | 13 | 4 |
| 7 | 49 | 21 | 6 | 13 | 4 |
| 8 | 51 | 20 | 6 | 9 | 6 |
| 7 | 44 | 21 | 7 | 14 | 7 |
| 10 | 45 | 20 | 7 | 13 | 5 |
| 11 | 49 | 16 | 6 | 14 | 4 |
| 10 | 52 | 14 | 4 | 16 | 4 |
| 11 | 52 | 12 | 3 | 19 | 3 |
| 10 | 57 | 13 | 3 | 14 | 3 |
| 10 | 51 | 14 | 5 | 16 | 4 |
| 10 | 51 | 15 | 5 | 15 | 4 |
| 10 | 54 | 14 | 4 | 15 | 3 |
| 13 | 57 | 9 | 3 | 12 | 6 |
| 11 | 53 | 15 | 4 | 14 | 3 |
| 12 | 51 | 15 | 4 | 11 | 7 |
| 9 | 51 | 18 | 5 | 13 | 4 |
| 10 | 54 | 13 | 5 | 12 | 6 |
| 11 | 55 | 15 | 4 | 11 | 4 |
| 12 | 53 | 15 | 5 | 11 | 4 |
| 9 | 46 | 16 | 4 | 17 | 8 |
| 11 | 52 | 15 | 4 | 14 | 4 |
| 11 | 46 | 18 | 9 | 12 | 4 |
| 17 | 55 | 7 | 3 | 14 | 4 |
| 12 | 56 | 10 | 2 | 17 | 3 |
| 11 | 53 | 13 | 3 | 17 | 3 |
| 10 | 57 | 11 | 3 | 16 | 3 |
| 9 | 51 | 14 | 3 | 15 | 8 |
| 6 | 50 | 20 | 5 | 14 | 5 |
| 8 | 49 | 22 | 4 | 13 | 4 |
| 9 | 46 | 19 | 5 | 16 | 5 |

ASK FORM 2 ONLY [ $\mathrm{N}=1,564$ ]:
Q.37F2 Which of the following national economic issues worries you most? [READ AND RANDOMI ZE]

|  | The job situation | The federal budget deficit | Rising prices | Problems in the financial and housing markets | (VOL.) <br> Other | (VOL.) <br> None/not worried about any | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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?

|  |  | A great deal | A fair amount | Not too much | No confidence at all | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
|  | J an 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 QUESTI ON 45

[^14]
# ASK IF UNFAVORABLE VIEW OF ROMNEY ( $\mathrm{Q} .22 \mathrm{~b}=3,4$ ) AND NOT TOO MUCH OR NO CONFIDENCE IN OBAMA TO FIX THE ECONOMY (Q.38a=3,4) [ $\mathrm{N}=241$ ]: <br> Q. 46 Just one more question about the candidates. Which worries you more - [READ AND RANDOMI ZE] 

Sep 12-16
$\underline{2012}$
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 QUESTI ON 47-48

ASK ALL:
Q. 49 Here is a series of statements on some different topics. The first one is ... [READ ITEM;

RANDOMI ZE.] Do you completely agree, mostly agree, mostly DI Sagree or completely disagree.
Next... [ITEM; RANDOMI ZE]. [INTERVI EWER I NSTRUCTI ON: Repeat answer choices as necessary. If respondent indicates only that they agree or disagree, probe "Do you completely (dis)agree or mostly (dis) agree?]
a. We have gone too far in pushing equal rights in this country Sep 12-16, 201238 Late October, 2008 June, 2008 33 March, 2008

| ------AGREE------- |  |  | -----DISAGREE----- |  |  | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net | letely | Mostly | Net | letely | Mostly |  |
| 38 | 14 | 25 | 57 | 31 | 26 | 4 |
| 33 | 13 | 20 | 62 | 30 | 32 | 5 |
| 34 | 15 | 19 | 61 | 34 | 27 | 5 |
| 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 though military strength
$\begin{array}{lllllllll}\text { Sep 12-16, } 2012 & 60 & 23 & 37 & 37 & 13 & 24 & 3\end{array}$
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 I NDEP/ 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 REGI STERED VOTERS [ $\mathrm{N}=2,424$ ]:

|  | Republican | Democrat | Independent | (VOL.) No preference | (VOL.) Other party | (VOL.) DK/Ref | Lean Rep | Lean Dem |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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-J un 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 |
| J an 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:

|  | Republican | Democrat | Independent | (VOL.) <br> No <br> preference | (VOL.) <br> Other <br> party | (VOL.) DK/Ref | Lean <br> Rep | Lean Dem |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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-J un 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 |
| J an 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?
(VOL.)
Not

|  | Agree | Disagree | No opinion either way | (VOL.) <br> Haven't heard of | (VOL.) <br> Refused | Not heard of/ DK |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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-J un 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 | -- |
| J an 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 |
| J un 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 | 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 REGI STERED VOTERS [ $\mathbf{N}=\mathbf{2 , 4 2 4 ] :}$
(VOL.)

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 REGI STERED VOTERS [ $\mathbf{N}=2,424$ ]:

| Sep 12-16 |  |  | Mid- |  |
| :---: | :--- | :---: | :---: | :---: |
| $\frac{2012}{5}$ |  | Oct | Nov | Oct |
| 91 | FIRST time voting | $\underline{2006}$ | $\underline{2004}$ | $\underline{2004}$ |
| 1 | Voted before | 5 | 13 | 11 |
| -- | Don't know/Refused (VOL.) | 08 | 87 | 89 |
| 3 | Already voted | $*$ | $*$ | $*$ |
|  | Don't plan to vote/Don't know | 7 | -- | -- |

## TREND FOR COMPARISION:

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 | Oct |  | Nov | Oct |
| :---: | :---: | :---: | :---: | :---: |
| $\underline{2008}{ }^{29}$ | $\underline{2008}$ |  | $\underline{2004}{ }^{30}$ | 2004 |
| 8 | 7 | First time | 13 | 11 |
| 92 | 92 | Had voted before | 87 | 89 |
| 1 | 1 | Don't know/Refused (VOL.) | * | * |

[^15]
## ASK ALL REGI STERED 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 REGI STERED VOTERS [ $\mathbf{N}=\mathbf{2 , 4 2 4}$ ]:


[^16]PEW RESEARCH CENTER

## September 13-16, 2012 OMNI BUS

FI NAL TOPLI NE
$\mathbf{N}=1,001$

## 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, RANDOMI ZE], or not? [IF HEARD OF: Have you heard a lot or just a little?]

|  |  | Yes, heard a lot | Yes, heard a little | No, not heard of | (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 QUESTI ON 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 REGI STERED VOTERS [ $\mathrm{N}=824$ ]:

| Sep 13-16 |  | Apr 21-26 | Oct 28-Nov 8 | June 10-14 |
| :---: | :--- | :---: | :---: | :---: |
| $\frac{2012}{1}$ | Too tough | $\underline{2010}$ | $\underline{2009}$ | $\underline{2009}$ |
| 47 | Not tough enough | 47 | 47 | 2 |
| 40 | About right | 41 | 43 | 38 |
| 12 | Don't know/Refused (VOL.) | 10 | 7 | 51 |
|  |  |  | 8 |  |

## RANDOMI ZE 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 REGI STERED VOTERS [ $\mathrm{N}=824$ ]:

| $\begin{gathered} \text { Sep 13-16 } \\ \underline{2012} \end{gathered}$ |  |
| :---: | :---: |
|  |  |
| 16 | Too tough |
| 22 | Not tough enough |
| 34 | About right |
| 28 | Don't know/Refused (VOL.) |

PEW. 7 CONTI NUED...
TREND FOR COMPARISON: BASED ON REGI STERED VOTERS
Too Not tough About (VOL.)

John McCain

| September, 2008 | 25 | 15 | 51 | 9 |
| :--- | :--- | :--- | :--- | :--- |


| Late May, 2008 | 22 | 16 | 51 | 11 |
| :--- | :--- | :--- | :--- | :--- |


| Late February, 2008 | 25 | 16 | 47 |
| :--- | :--- | :--- | :--- | :--- |


[^0]:    2 After August 2008, June 2004, July 2000, July 1996, J une 1992, and June 1988 the question specified vice presidential candidates.

[^1]:    3 Pro- and Anti- percentages for October 2011 may not sum to candidate's overall percentage, because they were asked only of half-sample.

[^2]:    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.

[^3]:    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.

[^4]:    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.

[^5]:    $7 \quad$ Trends for January 1992 and J anuary 1989 are based on general public.

[^6]:    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."

[^7]:    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?"

[^8]:    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..."

[^9]:    In 1996 and October 1992, the question also asked about Ross Perot. Results here are included in the "Other/DK" category.
    August 1976 question asked by Opinion Research Corporation, based on general public.

[^10]:    19
    In 2012 the word "federal" was added to the question.

[^11]:    $20 \quad$ All November 2008 trends from post-election callback survey of voters.
    $21 \quad$ All November 2008 trends from post-election callback survey of voters.
    For all March 2008 trends, the question was worded "Has Barack Obama ever made you feel [INSERT ITEM] or not?"

[^12]:    $23 \quad$ Earlier trends available from Gallup.

[^13]:    24 In September 2010 and earlier, the first answer choice read "The economy is now recovering."

[^14]:    25 In December, September and January of 2009, economy was asked in a list of issues.
    Item asked in a list about confidence in Obama, Democratic leaders in Congress, and Republican leaders in Congress.

[^15]:    In Mid-October 2004, the question was asked as part of a series of items about whether they applied to the respondent. 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.
    In 2004, the question was worded "Was this election the FIRST time that you have voted, or have you voted before?"

[^16]:    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.

