

PEW RESEARCH CENTER/WASHINGTON POST
August 23-26, 2012 OMNIBUS
FINAL TOPLINE
N=1,010

PEW.1, PEW.3, PEW.5-PEW.8 PREVIOUSLY RELEASED

NO QUESTIONS PEW.2, PEW.4

ASK ALL

Next,

PEWWP.1 What ONE WORD best describes your impression of [INSERT ITEM; RANDOMIZE]? Just the one word that best describes him. [IF "DON'T KNOW" PROBE ONCE WITH: it can be anything, just the ONE word that comes to mind ...] How about, [INSERT NEXT ITEM]
[OPEN-END. ENTER FULL RESPONSE EVEN IF MORE THAN ONE WORD.] ¹

PEWWP.1a HELD FOR FUTURE RELEASE

b. Paul Ryan

Aug
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2012

26	Conservative
25	Intelligent
23	Good
22	Unknown
22	Young
15	Energetic
15	Honest
13	OK
13	Smart
10	Idiot
8	Extreme/Extremist
8	Great
7	Phony
7	Scary
6	Confident
6	Fair
6	Favorable
6	Follower
5	Arrogant
5	Competent
5	Dynamic
5	Excellent
5	Integrity
5	Leader/Leadership
5	Nice
5	Rich
5	Stupid
4	Ass/Ass****
4	Clueless
4	Dangerous
4	Dedicated
4	Disingenuous
4	Joke
4	Knowledgeable
4	Liar
4	Likeable/Like him
4	Loser

¹ PEWWP.1 asked in conjunction with *The Washington Post*

PEWWP.1 CONTINUED...

b. Paul Ryan

4	Sharp
	Too conservative/Ultra
4	conservative
4	Undecided
	Unknowing/
4	Unknowledgeable
	Unfavorable/Do not
4	favor him
3	Articulate
3	Awesome
3	Candidate
3	Capable
3	Crazy
3	Dislike/Unlikeable
3	Educated
3	Fake
3	Jerk
3	New/Newcomer
3	Opportunist
3	Poor
3	Serious
3	Sneaky
3	Unsure
3	Wrong
5	No answer/Nothing
291	Other
321	Don't know/Refused

N=1,010

NOTE: The numbers listed represent the number of respondents who offered each response; the numbers are not percentages.

About the Survey

The analysis in this report is based on telephone interviews conducted August 23-26, 2012 among a national sample of 1,010 adults 18 years of age or older living in the continental United States (603 respondents were interviewed on a landline telephone, and 407 were interviewed on a cell phone, including 181 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

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

Group	Sample Size	Plus or minus ...
Total sample	1,010	3.6 percentage points
Republicans	272	6.9 percentage points
Democrats	325	6.3 percentage points
Independents	351	6.1 percentage points

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

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