

**PEW RESEARCH CENTER/WASHINGTON POST**  
**August 31-September 3, 2012 OMNIBUS**  
**FINAL TOPLINE**  
**N=1,008**

**PEW.1 PREVIOUSLY RELEASED**

**ASK ALL:**

Next, a different kind of question.

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.]

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

a. Barack Obama

<u>Aug 31-Sep 3, 2012</u>		<u>Jan 11-16, 2012</u>		<u>Jan 5-9, 2011</u>		<u>September, 2008 (RVs)<sup>1</sup></u>	
38	Good/Good man/Good job	24	Good	30	Good	55	Inexperienced
30	Trying/Tried/Tries	21	Incompetent	25	Trying	36	Change
27	President	19	Intelligent	20	Socialist	20	Intelligent/Intellect
25	Failed/Failure	17	Socialist	19	Inexperienced	20	Young/Youthful
24	Incompetent	16	Honest	16	Incompetent	15	Charismatic
21	Great/Greater	16	Trying	14	Great	14	New
17	Honest/Honesty	15	Disappointing	13	Intelligent	12	Energetic/Energy
17	Intelligent	11	Smart	13	Leader	12	Hope/Hopeful
14	Disappointing	10	Unqualified	12	Liar	12	Liberal
14	Liar	9	Inexperienced	11	Strong	10	Honest
13	Socialist	8	Failure	11	Smart	9	Fresh
12	Leader	8	Great	10	Determined	9	Scary
12	Loser	8	Leader	10	Liberal	8	Different
11	Like him/Likeable	7	Hardworking	9	Disappointing	7	Enthusiastic
11	OK	7	President	9	Honest	7	Unqualified
10	Nice	7	Sincere	9	Idiot	6	Committed
8	Arrogant	7	Sucks	8	President	6	Good
8	Excellent	6	Arrogant	7	Capable	6	Innovative
7	Bad	6	Bad	7	Fair	6	Inspiring/Inspiratio
7	Idiot	6	Competent	6	Alright	6	Liar
7	Trustworthy	6	Determined	6	Excellent	6	Socialist
6	Awesome	6	Hopeful	6	OK	5	Dishonest
6	Best	6	Inept	5	Deceitful/Deceptive	5	Fake
6	Charismatic	6	Weak	5	Talker	5	Leader
6	Competent	5	Brilliant	5	Unqualified	5	Phony
6	Fantastic	5	Capable	4	Arrogant	5	Unknown
6	Sh**/Horse sh**	5	Courageous	4	Dynamic	4	Arrogant
6	Sincere	5	Excellent	4	Hope/Hopeful	4	Idealist
5	Alright	5	Fair	4	Naive	4	Interesting
5	Capable	5	Ineffective	4	Personable	4	Opportunist
5	Deceitful/Deceiving	5	Fake	4	Puppet	4	Uncertain
5	Dedicated	4	Awesome	4	Weak		
5	Fair	4	Change				
5	Favorable	4	Confused				
5	Fine	4	Mediocre				
5	Inexperienced	4	OK				
5	Joke	4	Untrustworthy				
5	Presidential						
5	Sorry						

N=766

N=748

<sup>1</sup> Full trend not shown; question was also asked in February 2008, April 2008, February 2009, Mid-April 2009, and January 2010.

**PEWWP.1 CONTINUED...**

## a. Barack Obama

5	Terrible
4	A**hole/Jacka**
4	Black
4	Clueless
4	Confident
4	Courageous
4	Dishonest
4	Dislike/Don't like
4	Smart
4	Ignorant
4	Ineffective/Ineffectual
4	Inept
4	Interesting
4	Lousy
4	Not good
4	Positive
4	Scary
4	Stinks/Sucks
4	Wonderful
	Selfish/Self-centered/
4	Self-absorbed
3	Brave
3	Change
3	Communist
3	Confusing
3	Crook/Crooked
3	Dangerous
3	Decent
3	Determined
3	Diligent
3	Doing his best
3	Evil
3	Family/Family man
3	Fraud
3	Honorable
3	Hope/Hopeful
3	Inadequate
3	Not impressed
3	Patient
3	Puppet
3	Stupid
	Trouble/Troubled/
3	Troublesome
3	Undecided
3	Unfavorable
3	Unsure
3	Useless
3	Weak
334	Other
85	No opinion

N=1,008

**PEWWP.1b,PEW.3, PEW.5-PEW.7 PREVIOUSLY RELEASED****NO QUESTIONS PEW.2, PEW.4**

## About the Survey

The analysis in this report is based on telephone interviews conducted August 31-September 3, 2012 among a national sample of 1,008 adults 18 years of age or older living in the continental United States (606 respondents were interviewed on a landline telephone, and 402 were interviewed on a cell phone, including 180 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	1,008	3.6 percentage points
Republicans	299	6.6 percentage points
Democrats	294	6.7 percentage points
Independents	355	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.