



THE PEW RESEARCH CENTER
For The People & The Press

THURSDAY, AUGUST 2, 2012

Obama Leads Nationwide, But Closer Race in Swing States

Romney's Personal Image Remains Negative

FOR FURTHER INFORMATION CONTACT:

Andrew Kohut

President, Pew Research Center

Carroll Doherty and Michael Dimock

Associate Directors

Scott Keeter

Director of Survey Research

1615 L St, N.W., Suite 700

Washington, D.C. 20036

Tel (202) 419-4350

Fax (202) 419-4399

www.people-press.org

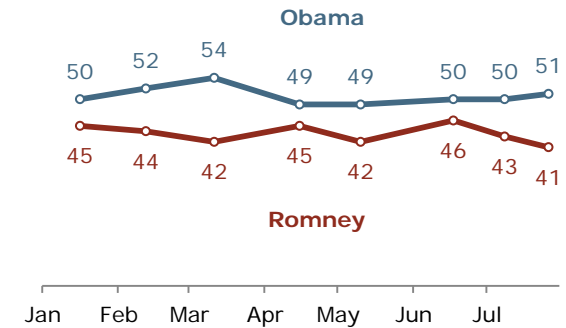
The latest national survey by the Pew Research Center for the People & the Press, conducted July 16-26, 2012, among 2,508 adults, including 1,956 registered voters, finds that, in keeping with his favorability advantage, Obama continues to hold a sizable lead over Romney in the election contest. Currently, 51% say they support Obama or lean toward him, while 41% support or lean toward Romney. This is largely unchanged from earlier in July and consistent with polling over the course of this year. Across eight Pew Research Center surveys since January, Obama has led Romney by between four and 12 percentage points.

To track the presidential race over time – among all voters and among key voting blocs – see our [new election interactive](#).

Obama holds only a four-point edge (48% to 44%) across 12 of this year's key battleground states. While the data does not allow a state-by-state analysis, the overall balance of support in these closely contested states has remained level in recent months, with Obama slightly ahead, but neither candidate holding a significant advantage.

Obama's Lead Persists

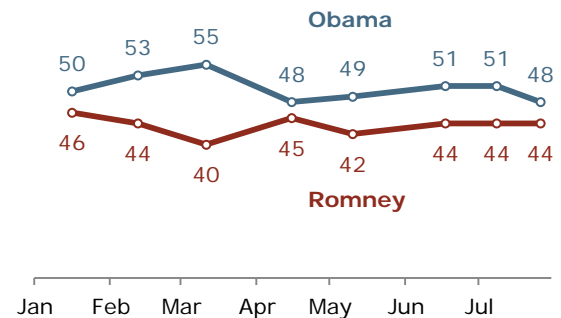
If the election were today, would you vote for...



PEW RESEARCH CENTER July 16-26, 2012.
Based on registered voters.

Close Race in Battleground States

If the election were today, would you vote for...



PEW RESEARCH CENTER July 16-26, 2012.
Based on registered voters. Battleground states: CO, FL, IA, MI, MO, NV, NH, NC, OH, PA, VA and WI. Figures may not add to 100% because of rounding.

The relative stability of this race can be seen within most voting blocs as well. Whites have consistently favored Romney over Obama, while minority support for Obama has held relatively steady. As has been the case all year, women favor Obama by a wide margin; currently 56% of women support Obama, while 37% back Romney. Men are more evenly divided (46% Obama, 47% Romney). Obama's support among voters under 30 remains strong (58% vs. 34% for Romney in the current survey), while voters 65 and older are divided (49% Romney vs. 45% Obama).

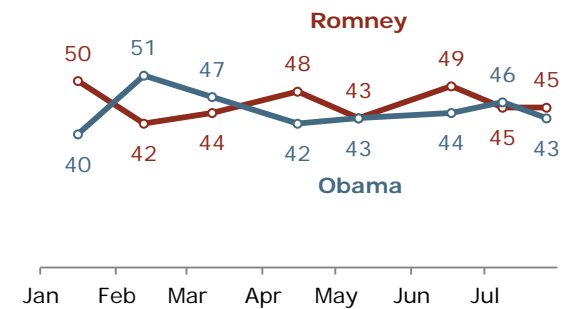
The battle for independent voters remains tight. The current survey finds that 45% of independents back Romney and 43% Obama, which is virtually unchanged from earlier in July. Over the course of the year, independent support has wavered, with neither candidate holding a consistent advantage.

Both candidates have nearly universal backing within their party: Nine-in-ten Democrats support Obama and an identical share of Republicans support Romney. Obama's overall edge at this point is based on the healthy advantage in overall party identification that Democrats have enjoyed in recent years.

But it is unclear whether the Democrats' advantage in party identification will benefit Obama on Election Day. Romney supporters continue to say they have given more thought to this election than Obama supporters – a key measure of voter engagement. This is consistent with the Pew Research Center's June study that found that the GOP holds the early edge across a wide range of turnout indicators. (For more, see [“GOP Holds Early Turnout Edge, But Little Enthusiasm for Romney.”](#) June 21, 2012.)

Independents Remain Divided

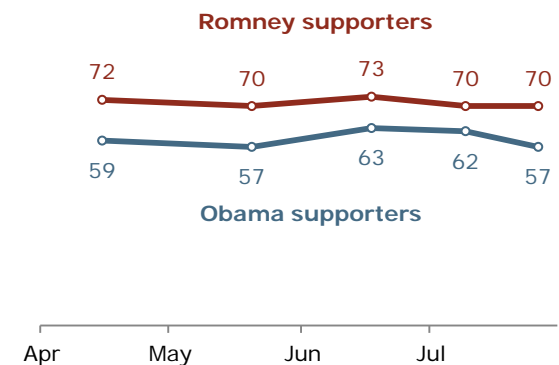
If the election were today, would you vote for...



PEW RESEARCH CENTER July 16-26, 2012.
Based on registered voters.

Romney Voters Remain More Engaged

Percent given "a lot of thought" to the election



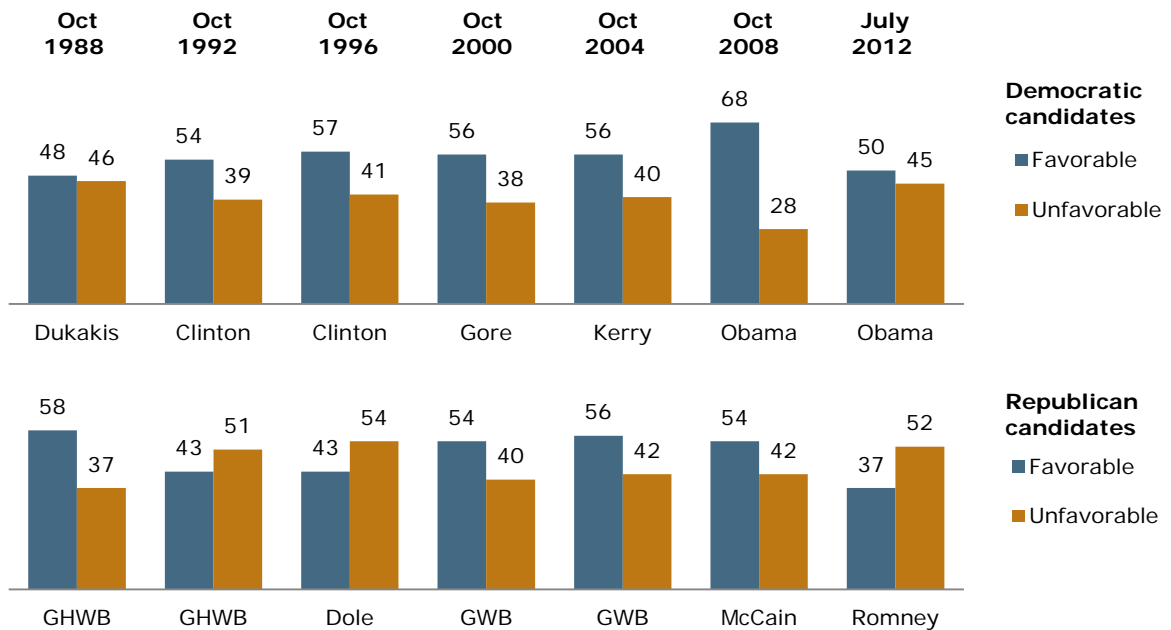
PEW RESEARCH CENTER July 16-26, 2012.
Based on registered voters.

Candidate Favorability in Historical Perspective

Currently, slightly more voters have a favorable (50%) than unfavorable (45%) opinion of Barack Obama. Though there are still more than three months to go before the election, Obama's current favorability ratings compare poorly with the final pre-election ratings for previous Democratic candidates. Not since Michael Dukakis in 1988 has a Democratic candidate gone into the election with favorability ratings as low as Obama's are today.

Romney faces a more daunting challenge, as more voters say they have an unfavorable (52%) than favorable (37%) opinion of him. The only prior presidential candidates to be viewed negatively going into the election were George H.W. Bush in October 1992 and Bob Dole in October 1996.

Both Candidates Among Lowest Rated in Modern Elections



PEW RESEARCH CENTER July 16-26, 2012. Based on registered voters. Oct 1992 and Oct 2000 data from Gallup.

Whether these candidates can improve their personal images between now and Election Day remains an open question. In 2008, Barack Obama's favorability ratings rose from summer to fall. In 1992, Bill Clinton came out of the Democratic primaries with relatively poor favorability ratings, which improved in the run-up to the Democratic Convention in July. Clinton's ratings slipped in October, but remained in positive territory.

But favorable ratings for some presidential candidates declined as the election approached. In 1996, Bob Dole's favorability fell from 53% to 43% between June and October. And in July 1988, 57% of voters viewed Michael Dukakis favorably. That declined to 48% in October of that year.

Favorability In the Fall

	<i>Percent favorable</i>		
	Pre-convention July	Pre-election Oct	Change
	%	%	
2012			
Obama	50	--	
Romney	37	--	
2008			
Obama	62	68	+6
McCain	63	54	-9
2004			
Kerry	56	56	0
Bush	51	56	+5
2000			
Gore	57	56	-1
Bush	64	54	-10
1996*			
Clinton	60	57	-3
Dole	53	43	-10
1992			
Clinton	61	54	-7
Bush	44	43	-1
1988			
Dukakis	57	48	-9
Bush	52	58	+6

PEW RESEARCH CENTER July 16-26, 2012. Based on registered voters. *1996 from June. July 1988, Oct 1992, July & Oct 2000, July 2004 and July 2008 data from Gallup. All others Pew Research Center.

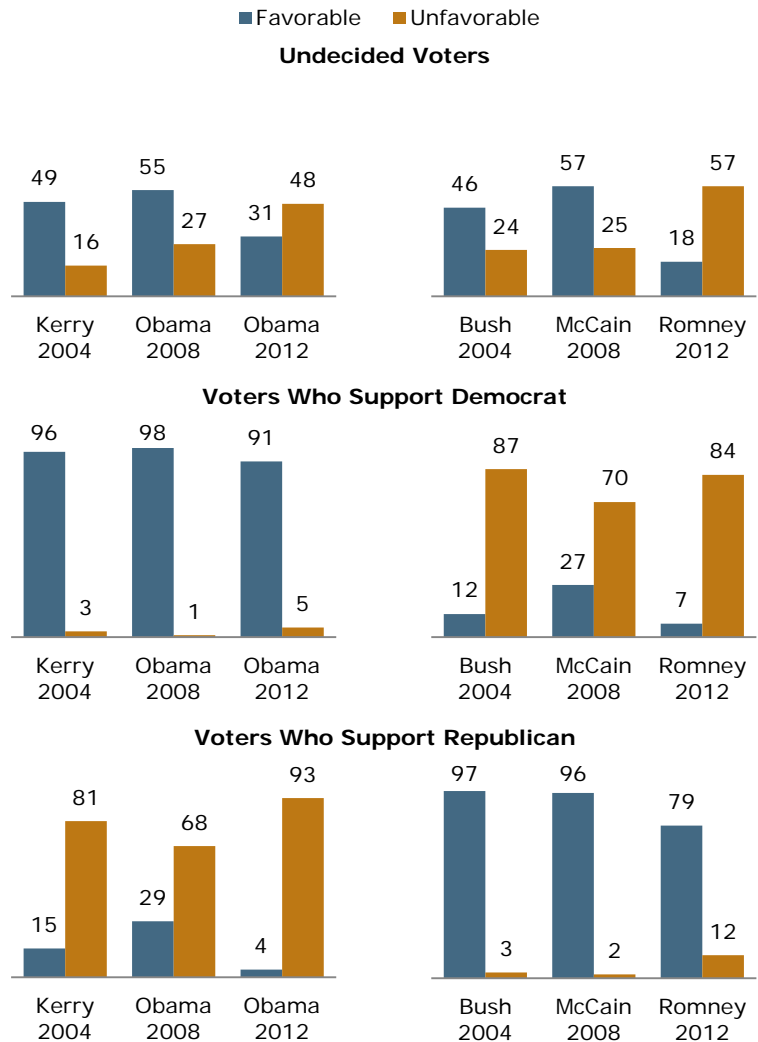
Views of Candidates: Undecided Voters, Supporters and Opponents

In the new survey, 7% of registered voters say they don't favor or lean toward Obama or Romney at this point. Neither candidate is particularly appealing to these undecided voters: More hold an unfavorable opinion of Romney than a favorable opinion by a 57% to 18% margin. And only about a third (31%) of undecided voters view Obama favorably.

This stands in stark contrast to the fall of 2008 and 2004, when undecided voters, on balance, liked both the major party candidates. Based on surveys conducted in September and October of 2008, both Obama and John McCain were viewed more favorably than unfavorably by at least two-to-one margins.

The lack of enthusiasm for the 2012 candidates reaches beyond undecided voters. Currently, 79% of Romney voters have a favorable impression of him, while 12% report an unfavorable impression. This compares with an overwhelming 97% favorability rating for George W. Bush among his supporters in the fall of 2004 and a 96% favorable rating for McCain among his supporters in the fall of 2008.

Undecided Voters Dislike Both 2012 Candidates



PEW RESEARCH CENTER July 16-26, 2012. Based on registered voters. 2004 figures combine data from surveys conducted Sept. 8-14 and Oct. 15-19, 2004. 2008 figures combine data from surveys conducted Sept. 27-29 and Oct. 16-19, 2008.

Obama voters are more positive about their candidate. Nine-in-ten voters (91%) who support Obama have a favorable impression of him, though that is down from 98% among his supporters four years ago.

Even more notable is the overwhelmingly unfavorable opinion that voters have of the candidate they are voting against. Fully 93% of Romney supporters say they have an unfavorable opinion of Barack Obama. By comparison, in the fall of 2008 just 68% of McCain voters offered an unfavorable opinion of Obama, while 29% viewed him favorably.

This pattern also is seen among Obama supporters: 84% view Romney unfavorably, compared with 70% who expressed an unfavorable opinion of McCain the fall of 2008.

About the Survey

The analysis in this report is based on telephone interviews conducted July 16-26, 2012 among a national sample of 2,508 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (1,505 respondents were interviewed on a landline telephone, and 1,003 were interviewed on a cell phone, including 531 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source and Universal Survey under the direction of Princeton Survey Research Associates International. Interviews were conducted in English and Spanish.

A combination of landline and cell phone random digit dial (RDD) samples were used; both samples were provided by Survey Sampling International. Both the landline and cell RDD samples were stratified by county based on estimated incidences of African-American and Hispanic adults, and counties with higher densities of African-American and Hispanic adults were oversampled. The final sample is weighted to correct for this disproportionate sampling. 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 sample was divided into three racial/ethnic groups (Hispanics, non-Hispanic African Americans, and non-Hispanic whites/other race) for weighting; each group was weighted using an iterative technique that matches gender, age, education, nativity (among Hispanics) and region to parameters within each racial/ethnic group from the March 2011 Current Population Survey (CPS). The combined sample was then weighted to match gender, age, race, Hispanic origin and nativity, education and region to parameters from the March 2011 CPS and to match population density to a parameter from the Decennial Census. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the disproportionate sampling, adjusts for household size among respondents with a landline phone, and accounts for the fact that respondents with both a landline and cell phone have a greater probability of being included in the combined sample. 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	2,508	2.8 percentage points
Registered voters	1,956	3.2 percentage points
Republican voters	459	6.6 percentage points
Democratic voters	813	4.9 percentage points
Independent voters	599	5.7 percentage points
Obama voters	1,068	4.3 percentage points
Romney voters	753	5.1 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.

Battleground states were identified using ratings for each state from late May to early June from: The Cook Political Report, MSNBC, The New York Times, Real Clear Politics, Karl Rove, CNN, Pollster.com, and the Washington Post. The ratings by these different groups yield 12 battleground states (rated as tossup or lean Republican or Democrat) and 39 safe states, including Washington, D.C. Battleground states are: Colorado, Florida, Iowa, Michigan, Missouri, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Virginia and Wisconsin. Solid or likely Republican states are: Alabama, Alaska, Arizona, Arkansas, Georgia, Idaho, Indiana, Kansas, Kentucky, Louisiana, Mississippi, Montana, Nebraska, North Dakota, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, West Virginia and Wyoming. Solid or likely Democratic states are: California, Delaware, Washington D.C., Hawaii, Illinois, Maine, Maryland, Massachusetts, Minnesota, New Jersey, New Mexico, New York, Oregon, Rhode Island, Vermont and Washington.

PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Jul 16-26, 2012

Q.P2 Now suppose the 2012 presidential election were being held today and you had to choose between Barack Obama, the Democrat, and Mitt Romney, the Republican, who would you vote for?/Q.P2a As of today, who do you lean more to?

	Obama	Romney	Other/ DK/Ref	Unweighted N	Weighted % of registered voters
	%	%	%		
ALL VOTERS	51	41	7	1956	100%
SEX					
Men	46	47	7	866	48
Women	56	37	8	1090	52
AGE					
18-49	55	36	9	712	48
50+	47	47	6	1206	51
DETAILED AGE					
18-29	58	34	8	196	14
30-49	54	37	9	516	34
50-64	49	45	6	647	30
65+	45	49	6	559	20
SEX BY AGE					
Men 18-49	48	44	9	346	24
Men 50+	45	50	5	512	23
Women 18-49	63	28	9	366	24
Women 50+	49	44	7	694	27
RACE					
White, non-Hispanic	42	51	7	1275	72
Black, non-Hispanic	92	4	4	332	12
Hispanics	70	26	4	204	9
EDUCATION					
College grad+	50	44	6	866	35
Some college	47	43	10	517	30
High school or less	56	38	6	559	35
FAMILY INCOME					
\$75,000+	46	46	8	665	33
\$30,000-\$74,999	52	44	4	588	33
Less than \$30,000	60	32	9	403	22
DETAILED INCOME					
\$100,000+	43	49	9	376	17
\$75,000-\$99,000	50	43	7	289	16
\$50,000-\$74,990	50	46	4	275	14
\$30,000-\$49,999	54	42	4	313	19
Less than \$30,000	60	32	9	403	22
REGION					
Northeast	56	36	8	326	19
Midwest	50	41	9	339	23
South	48	44	8	848	37
West	53	42	5	443	20
PARTY ID					
Republican	6	90	4	459	25
Democrat	91	6	3	813	38
Independent	43	45	13	599	33
IDEOLOGY					
Conservative	27	68	5	734	39
Moderate	59	31	10	692	36
Liberal	86	11	4	430	21
PARTY AND IDEOLOGY					
Conservative Republican	4	94	2	335	15
Mod/Lib Republican	12	81	7	119	7
Mod/Cons Democrat	89	8	3	482	20
Liberal Democrat	95	2	3	289	12
TEA PARTY (REP/LEAN REP)					
Agree	1	97	2	299	40
Disagree/No opinion	9	84	7	398	59

PRESIDENTIAL TRIAL HEAT (CONT.)

Pew Research Center for the People and the Press, Jul 16-26, 2012

Q.P2 Now suppose the 2012 presidential election were being held today and you had to choose between Barack Obama, the Democrat, and Mitt Romney, the Republican, who would you vote for?/Q.P2a As of today, who do you lean more to?

	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	Unweighted <u>N</u>
	%	%	%	
RELIGIOUS PREFERENCE				
Total Protestants	45	48	7	1018
White NH evang. Prot.	24	69	7	351
White NH mainline Prot.	42	51	8	294
Black NH Prot.	91	4	5	257
Total Catholic	53	40	8	439
White NH Cath.	45	47	8	284
Unaffiliated	65	27	8	316
ATTEND RELIGIOUS SERVICES				
Weekly or more	40	52	8	810
Less than weekly	58	35	7	1116

PRESIDENTIAL TRIAL HEAT-AMONG WHITES

Pew Research Center for the People and the Press, Jul 16-26, 2012

Q.P2 Now suppose the 2012 presidential election were being held today and you had to choose between Barack Obama, the Democrat, and Mitt Romney, the Republican, who would you vote for?/Q.P2a As of today, who do you lean more to?

	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>N</u>
	%	%	%	
ALL WHITE NON-HISP VOTERS	42	51	7	1275
SEX				
Men	37	56	6	563
Women	46	46	8	712
AGE				
18-49	44	47	9	394
50+	40	55	6	859
DETAILED AGE				
18-29	46	45	9	105
30-49	44	47	9	289
50-64	40	54	6	417
65+	39	55	6	442
SEX BY AGE				
Men 18-49	36	55	8	207
Men 50+	38	57	5	351
Women 18-49	53	38	9	187
Women 50+	41	52	7	508
EDUCATION				
College grad+	43	51	6	614
Some college or less	41	51	8	658
FAMILY INCOME				
\$75,000+	40	53	7	468
\$30,000-\$74,999	43	53	4	389
Less than \$30,000	46	43	11	217
PARTY ID				
Republican	6	91	3	409
Democrat	87	9	4	388
Independent	39	50	11	430
IDEOLOGY				
Conservative	18	77	5	528
Moderate	51	40	10	447
Liberal	85	12	3	252
REGION				
Northeast	50	43	7	203
Midwest	46	47	8	268
South	33	58	9	515
West	43	53	4	289

PRESIDENTIAL TRIAL HEAT BY GENDER

Pew Research Center for the People and the Press, Jul 16-26, 2012

Q.P2 Now suppose the 2012 presidential election were being held today and you had to choose between Barack Obama, the Democrat, and Mitt Romney, the Republican, who would you vote for?/Q.P2a As of today, who do you lean more to?

	-----AMONG MEN-----				-----AMONG WOMEN-----			
	Obama	Romney	Other/ DK/Ref	N	Obama	Romney	Other/ DK/Ref	N
	%	%	%		%	%	%	
ALL VOTERS	46	47	7	866	56	37	8	1090
DETAILED AGE								
18-29	59	29	12	105	56	39	5	91
30-49	43	50	7	241	66	24	10	275
50-64	46	49	5	271	51	42	7	376
65+	42	52	6	241	46	47	7	318
EDUCATION								
College grad+	47	50	3	378	53	38	9	488
Some college or less	46	45	9	479	57	36	7	597
FAMILY INCOME								
\$75,000+	44	49	7	351	49	43	9	314
\$30,000-\$74,999	40	57	3	245	62	33	4	343
Less than \$30,000	59	34	7	159	60	30	10	244
PARTY ID								
Republican	7	91	3	214	6	90	4	245
Democrat	91	8	1	298	90	5	5	515
Independent	41	46	12	315	44	43	13	284
IDEOLOGY								
Conservative	22	73	5	347	31	64	5	387
Moderate	54	38	8	311	64	25	11	381
Liberal	86	11	3	169	85	10	4	261
MARITAL STATUS								
Married	37	56	7	502	48	44	8	533
Not married	59	35	7	360	64	28	8	548

PEW RESEARCH CENTER
Late July 2012 Survey
July 16-26, 2012
N=2,508

ASK ALL:

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

BASED ON REGISTERED VOTERS [N=1,956]:

	Quite a lot	(VOL.) Some	Only a little	(VOL.) None	(VOL.) DK/Ref
2012 Election					
Jul 16-26, 2012	61	5	28	6	1
Jun 28-Jul 9, 2012	65	3	29	3	*
Jun 7-17, 2012	67	1	30	2	1
May 9-Jun 3, 2012	61	2	33	3	1
Apr 4-15, 2012	64	2	30	4	1
Mar 7-11, 2012	66	2	30	1	1
2008 Election					
November, 2008	81	3	13	2	1
Late October, 2008	81	3	13	2	1
Mid-October, 2008	81	3	13	3	*
Early October, 2008	81	2	14	2	1
Late September, 2008	80	3	14	2	1
Mid-September, 2008	78	4	14	3	1
August, 2008	74	6	17	2	1
July, 2008	74	2	20	3	1
June, 2008	72	2	23	2	1
Late May, 2008	75	4	17	3	1
April, 2008	77	7	13	2	1
March, 2008	78	3	15	3	1
Late February, 2008	74	3	19	2	2
2004 Election					
November, 2004	82	3	12	2	1
Mid-October, 2004	76	5	15	3	1
Early October, 2004	74	4	19	2	1
September, 2004	71	3	22	3	1
August, 2004	69	2	26	2	1
July, 2004	67	2	28	2	1
June, 2004	58	3	36	2	1
May, 2004	59	6	30	4	1
Late March, 2004	60	4	31	4	1
Mid-March, 2004	65	2	31	2	*
2000 Election					
November, 2000	72	6	19	2	1
Late October, 2000	66	6	24	4	*
Mid-October, 2000	67	9	19	4	1
Early October, 2000	60	8	27	4	1
September, 2000	59	8	29	3	1
July, 2000	46	6	45	3	*
June, 2000	46	6	43	5	*
May, 2000	48	4	42	5	1
April, 2000	45	7	41	7	*
1996 Election					
November, 1996	67	8	22	3	*
October, 1996	65	7	26	1	1
Late September, 1996	61	7	29	2	1
Early September, 1996	56	3	36	4	1
July, 1996	55	3	41	1	*
June, 1996	50	5	41	3	1

THOUGHT CONTINUED...

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

ASK ALL:

Q.P1 Is your overall opinion of [INSERT NAME; RANDOMIZE] very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? How about [NEXT NAME]? [IF NECESSARY: Just in general, is your overall opinion of [NAME] very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?] [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

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

Q.P1 CONTINUED...

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
January, 2008	31	7	24	43	13	30	8	18
Late December, 2007	29	4	25	35	11	24	17	19
August, 2007	28	5	23	24	7	17	29	19

ASK ALL:

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

[INSTRUCTION: IF RESPONDENT VOLUNTEERS THAT THEY ARE IN NORTH DAKOTA AND DON'T HAVE TO REGISTER, PUNCH 1 FOR REGIST AND REGICERT]

ASK IF RESPONDENT ANSWERED '1' YES IN REGIST:

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

Jul 16-26

2012

77	Yes, registered
73	Absolutely certain
3	Chance registration has lapsed
1	Don't know/Refused (VOL.)
23	No, not registered
*	Don't know/Refused (VOL.)

ASK ALL:

Q.P2 Now, suppose the 2012 presidential election were being held TODAY. If you had to choose between **[READ AND RANDOMIZE: Barack Obama, the Democrat OR Mitt Romney, the Republican]** who would you vote for?

ASK IF OTHER OR DK (Q.P2=3,9):

Q.P2a As of TODAY, do you LEAN more to **[READ IN SAME ORDER AS Q.P2]**?

BASED ON REGISTERED VOTERS [N=1,956]:

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

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

	<u>McCain</u>	<u>Obama</u>	<u>Nader</u>	<u>Barr</u>	(VOL.) <u>Other/ DK/Ref</u>
November, 2008	39	50	1	1	9
Late October, 2008	36	52	3	1	8
Mid-October, 2008	38	52	n/a	n/a	10
Early October, 2008	40	50	n/a	n/a	10
Late September, 2008	42	49	n/a	n/a	9

Q.P2/P2a TREND FOR COMPARISON CONTINUED...

	<u>McCain</u>	<u>Obama</u>	<u>Nader</u>	<u>Barr</u>	(VOL.) <u>Other/ DK/Ref</u>
Mid-September, 2008 ¹	44	46	n/a	n/a	10
August, 2008	43	46	n/a	n/a	11
July, 2008	42	47	n/a	n/a	11
June, 2008	40	48	n/a	n/a	12
Late May, 2008	44	47	n/a	n/a	9
April, 2008	44	50	n/a	n/a	6
March, 2008	43	49	n/a	n/a	8
Late February, 2008	43	50	n/a	n/a	7

	<u>Bush</u>	<u>Kerry</u>	<u>Nader</u>	(VOL.) <u>Other/ DK/Ref</u>
November, 2004	45	46	1	8
Mid-October, 2004	45	45	1	9
Early October, 2004	48	41	2	9
September, 2004	49	43	1	7
August, 2004	45	47	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
Late March, 2004	46	47	n/a	7
Mid-March, 2004	43	52	n/a	5
Late February, 2004	44	48	n/a	8
Early February, 2004	47	47	n/a	6
Early January, 2004	52	41	n/a	7
October, 2003	50	42	n/a	8

	<u>Bush</u>	<u>Gore</u>	<u>Nader</u>	<u>Buchanan</u>	(VOL.) <u>Other/ DK/Ref</u>
November, 2000	41	45	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	47	2	1	9
July, 2000	42	41	6	2	9
Late June, 2000	42	35	2	2	19
Mid-June, 2000	41	42	4	3	10
January, 2000	51	39	n/a	4	6
September, 1999	49	35	n/a	10	6
Two-way trial heats:					
July, 2000	48	46	n/a	n/a	6
Mid-June, 2000	45	46	n/a	n/a	9
May, 2000	46	45	n/a	n/a	9
March, 2000	43	49	n/a	n/a	8
February, 2000	46	45	n/a	n/a	9
December, 1999	55	40	n/a	n/a	5
October, 1999	54	39	n/a	n/a	7
September, 1999	54	39	n/a	n/a	7

¹ After August 2008, June 2004, July 2000, July 1996, June 1992 and June 1988 the question specified vice presidential candidates.

Q.P2/P2a TREND FOR COMPARISON CONTINUED...

	<u>Bush</u>	<u>Gore</u>	<u>Nader</u>	<u>Buchanan</u>	(VOL.) <u>Other/ DK/Ref</u>
July, 1999	53	42	n/a	n/a	5
March, 1999	54	41	n/a	n/a	5
January, 1999	50	44	n/a	n/a	6
Early September, 1998	53	40	n/a	n/a	7

	<u>Dole</u>	<u>Clinton</u>	<u>Perot</u>	(VOL.) <u>Other/ DK/Ref</u>	
November, 1996	32	51	9	8	
October, 1996	34	51	8	7	
Late September, 1996	35	51	7	7	
Early September, 1996	34	52	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	53	n/a	5	
June, 1996	40	55	n/a	5	
April, 1996	40	54		6	
March, 1996	41	53		6	
February, 1996	44	52		4	
January, 1996	41	53		6	
July, 1994	49	46		5	

	<u>Bush Sr.</u>	<u>Clinton</u>	<u>Perot</u>	<u>Other/ DK/Ref</u>
Late October, 1992	34	44	19	3
Early October, 1992	35	48	8	9
June, 1992	31	27	36	6
Two-way trial heats:				
September, 1992	38	53	n/a	9
August, 1992	37	57	n/a	6
June, 1992	46	41	n/a	13
May, 1992	46	43	n/a	11
Late March, 1992	50	43	n/a	7

	<u>Bush Sr.</u>	<i>Only</i>			<u>Dukakis</u>	<i>Only</i>			<u>Other/ DK/Ref</u>
		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		<i>Strongly</i>	<i>mod</i>	<i>DK</i>	
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

QUESTIONS 1-21 HELD FOR FUTURE RELEASE

ASK ALL:

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

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

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

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	<i>Lean Rep</i>	<i>Lean Dem</i>
Jul 16-26, 2012	22	33	38	4	*	3	14	15
Jun 28-Jul 9, 2012	24	33	37	3	*	3	15	17
Jun 7-17, 2012	24	33	39	2	*	2	17	17
May 9-Jun 3, 2012	24	32	36	4	*	4	13	14
Apr 4-15, 2012	24	31	39	3	*	2	15	15
Mar 7-11, 2012	24	34	36	3	1	2	16	17
Feb 8-12, 2012	26	32	36	4	1	2	13	17
Jan 11-16, 2012	22	31	42	3	*	2	17	16
Jan 4-8, 2012	26	31	35	4	*	4	14	14
Dec 7-11, 2011	23	33	38	3	*	2	12	17
Nov 9-14, 2011	24	33	38	3	1	2	16	15
Sep 22-Oct 4, 2011	23	33	38	2	1	3	18	16
Aug 17-21, 2011	24	30	40	3	*	3	17	18
Yearly Totals								
2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

ASK ALL:

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

	<u>Agree</u>	<u>Disagree</u>	No opinion either way	(VOL.) Haven't heard of	(VOL.) Refused	<i>Not heard of/ DK</i>
Jul 16-26, 2012	16	27	54	2	1	--
Jun 28-Jul 9, 2012	19	27	49	3	2	--
Jun 7-17, 2012	21	25	52	2	1	--
May 9-Jun 3, 2012	16	25	54	2	3	--
Apr 4-15, 2012	20	26	50	3	2	--
Mar 7-11, 2012	19	29	48	2	2	--

TEAPARTY2 CONTINUED...

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

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