

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

**PEW.1, PEWWP.1b, 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.]**<sup>1</sup>

a. Mitt Romney

Aug 23-26 2012	Mar 15-18 2012	Dec 8-11 2011	Oct 13-16 2011
32 Honest	31 No/No way/Nope	47 Mormon	60 Mormon
31 Business/Businessman	30 Rich	23 No/No way	17 Health care/program
31 Rich	19 Good/Good man	19 Flip-flop/Flip flopper	13 Flip-flop/Flip-flopper
23 Good	18 Mormon	15 Good/Good man	13 Good/Good man
21 Conservative	15 Moderate	15 OK	12 No/No way
18 Republican	11 Business/Businessman	10 Religion/Religious	12 Possibility/Possible
15 Leader/Leadership	11 Flip-flop/Flip-flopper	9 Business/Businessman	11 Religion/Religious
14 OK	11 Idiot	9 Honest	10 Intelligent/Intelligence
13 Liar	11 Possibility/Possible	9 Not sure/Unsure	10 Moderate
13 President/Presidential	10 Distrust/Untrustworthy	9 Possibility/Possible	10 Old
12 Arrogant	9 Arrogant	8 Loser	9 Boring
10 Crook/Crooked	9 Candidate	8 Slick	9 OK
10 Out of touch	9 Conservative	7 Conservative	9 Politician
9 Capable	9 Not sure/Unsure	7 Crook/Crooked	8 Competent
9 Distrust/Untrustworthy	9 OK	7 Idiot	8 President/Presidential
9 Don't like/Dislike	8 Crook/Crooked	7 Like	7 Conservative
9 Fake	8 Fake	7 Wishy-washy	7 Honest
8 Better	8 Like/Likeable	6 Distrust/Untrustworthy	7 Not sure/Unsure
8 Mormon	8 President/Presidential	6 Rich	7 Questionable/Questions
8 Sincere	8 Out of touch	5 Boring	7 Business/Businessman
7 Great/Greatest	8 Wealth/Wealthy	5 Liar	6 Established/Establishment
7 Greedy	7 Electable	5 Moderate	6 Fair
7 Wealthy	7 Liar	4 Alright	6 Fake
6 Dishonest	6 Don't like/Dislike	4 Bland	5 Experience
6 Fair	6 Fair	4 Candidate	5 Liar
6 Idiot	6 Interesting	4 Confident	5 Liberal
6 Intelligent	6 Qualified	4 Dumb	5 Like
6 Jerk	6 Leader	4 Fair	5 Money
6 Success/Successful	6 Winner	4 Intelligent/Intelligence	5 Qualified
5 Experienced	6 Yes	4 Interesting	5 Rich
5 Favorable	5 Liberal	4 Maybe	5 Strong
5 Loser	5 Money	4 Politician	4 Best
Not middle class/Doesn't care about middle class	5 Questionable/Questions	4 President/Presidential	4 Capable
5 Phony	4 Bad	4 Questionable/Questions	4 Confident
5 Smart	4 Competent	4 Smart	4 Crook/Crooked
5 Unknown	4 Frontrunner	4 Steady	4 Dull
4 Bad	4 Honest	4 Stupid	4 Front runner
4 Change/Changeable	4 Jerk	3 Bad	4 Jobs
	4 Maybe	3 Competent	4 Loser

<sup>1</sup> PEWWP.1 asked in conjunction with *The Washington Post*.

**PEWWP.1 CONTINUED...**

a. Mitt Romney

4	Confident	4	Politician	3	Dull		Not interested/
4	Competent	4	Phony	3	Electable	4	Uninterested
4	Flip-flopper	4	Scary	3	Experienced	4	Republican
4	Hypocrite	4	Michigan	3	Fake	3	Alright
4	Hope/Hopeful	3	Ass***/Ass	3	Jerk	3	Ass
4	Integrity	3	Don't care	3	Liberal	3	Bad
4	Money/Money hungry	3	Boring		Not interested/	3	Candidate
4	Politician/Political	3	Average	3	Uninterested	3	Decent
4	Prejudice/Prejudiced	3	Change/Changeable	3	Republican	3	Distrust/Untrustworthy
4	Questionable	3	Charismatic	3	Undecided	3	Electable
4	Responsibly	3	Clueless			3	Hypocrite
4	Scary	3	Intelligent/Intelligence			3	Jerk
4	Selfish	3	Loser			3	Leader
4	Solid	3	Massachusetts			3	Massachusetts
4	Unfavorable	3	Stupid			3	Nice
4	Unqualified	3	Republican			3	Smooth
4	Wrong	3	Undecided			3	Stable
3	Adequate	3	Weak			3	Undecided
3	Alright	3	Wonderful				
3	Ambitious	3	Hope/Hopeful				
3	Best	3	Second/Second choice				
3	Clueless						
3	Confused/Confusing						
3	Elite/Elitist						
3	Excellent						
3	Family man						
3	Honorable						
3	Horrible						
3	Millionaire						
3	Old						
3	Professional						
3	Puppet						
3	Shady						
3	Sneaky						
3	Stiff						
3	Stupid						
3	Trustworthy						
3	Undecided						
3	Likeable						
3	Nice						
		2	No answer/Nothing	24	No answer/Nothing	10	No answer
312	Other	361	Other	299	Other	296	Other
159	Don't know	222	Don't know/Refused	351	Don't know	313	Don't know

N=1,010

N=1,009

N=1,008

N=1,007

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.