

**PEW RESEARCH CENTER/WASHINGTON POST
MARCH 15-18, 2012 OMNIBUS
FINAL TOPLINE
N=1,009**

PEW.1-PEW.2 PREVIOUSLY RELEASED

ASK ALL:

Now a different kind of question...

PEWWP.1 As I name a few Republican candidates for president please tell me the ONE word that comes to mind. First, **[INSERT FIRST ITEM; RANDOMIZE]**. **[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 VERBATIM RESPONSE, RECORD FIRST MENTION ONLY]**¹

a. Newt Gingrich

Mar 15-18 2012		Dec 8-11 2011	
33	Old/Old timer/Old school	29	No/No way
32	No/No way/Nope	20	Intelligent
21	Idiot	20	Old/Old timer/Old school
19	Untrustworthy/Don't trust/Distrust/Not trustworthy	17	Conservative
16	Don't like/Dislike	16	Idiot
15	Smart/Smartest	15	Smart/Smartest
14	Intelligent	14	Good
11	Conservative	14	Knowledgeable
11	Crook/Crooked	13	Crook/Crooked
11	Loser	12	Experienced
10	Crazy	10	Possible/Possibility
10	Good	9	Liar
8	Jerk	7	Like/Likeable
8	Egotistical	7	OK
7	Experienced	7	Speaker/House Speaker
7	Hypocrite/Hypocritical	7	Untrustworthy
7	OK	6	Arrogant
7	Not good/No good	6	Bad
6	Speaker/Speaker of the House	6	Interesting
6	Cheat/Cheater	6	Joke
6	Negative	6	Politician
5	Ass/Ass****	5	Fair
5	Best	5	Pompous
5	Knowledgeable	5	President
5	Mean	5	Slimy/Slime ball
4	Arrogant	5	Stupid
4	Baggage	5	Newt/Newt Gingrich
4	Blowhard	4	Adulterer
4	Confused/Confusing	4	Blowhard
4	Disgusting	4	Bullsh*t
4	Done	4	Dishonest/Not honest
4	Fair	4	Hypocrite/Hypocritical
4	Honest	4	Don't trust/Distrust/Not trustworthy
4	Laughable	4	Jerk
4	Maybe	4	Questionable
4	Money	4	Talk/Talkative/Talker
4	Not interested	4	Trustworthy
4	Politician	3	Alright
<i>Continued</i>		<i>Continued</i>	

¹ PEWWP.1a-d asked in conjunction with *The Washington Post*.

PEWWP.1 CONTINUED...

a. Newt Gingrich (Cont.)

Mar 15-18 <u>2012</u>		Dec 8-11 <u>2011</u>	
3	All right	3	Ass/Ass****
3	Brilliant	3	Awful
3	Dishonest/Not honest	3	Brilliant
3	Corrupt	3	Business/Businessman
3	Drop out	3	Decent
3	Extreme	3	Fake/Faker
3	Joke	3	Goof/Goofy
3	Like/Likeable	3	Don't like/Dislike
3	Lost	3	Immoral
3	No chance	3	Insider
3	Out of touch	3	Loser
3	Pompous	3	Not interested
3	Republican	3	Progressive
3	Sucks	3	Racist
3	Unsure	3	Republican
2	Aggressive	3	Scary
2	Bad	3	Terrible
2	Bulldog	2	Aggressive
2	Candidate	312	Other
2	Cocky	31	Nothing/None/No idea
2	Controversial	292	Don't know
2	Desperate		
2	Devil		
2	Divorce		
2	Don't care		
4	Possible/Possibility		
4	Ridiculous		
4	Weird		
2	Excellent		
2	Fake/Faker		
2	Forget it		
2	Great		
2	Has been		
2	Hilarious		
2	Historian		
2	Horrible		
2	Irrelevant		
2	Leader		
2	Liar		
2	Moron		
2	Not electable		
2	Obama		
2	Overbearing		
2	Popular		
2	Powerful		
2	President		
2	Qualified		
2	Questionable		
2	Quit		
2	Racist		
2	Scary		
2	Seasoned		
2	Selfish		
2	Sexist		

Continued

PEWWP.1 CONTINUED...

a. Newt Gingrich (Cont.)

Mar	
15-18	
<u>2012</u>	
2	Skeptical
2	Slimy/Slimeball
2	Unfavorable
2	Washington
2	Yuck
4	Nothing
291	Other
230	Don't know/Refused

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

PEWWP.1 CONTINUED...

b. Mitt Romney

Mar 15-18 <u>2012</u>		Dec 8-11 <u>2011</u>		Oct 13-16 <u>2011</u>	
31	No/No way/Nope	47	Mormon	60	Mormon
30	Rich	23	No/No way	17	Health care/Health program
19	Good/Good man	19	Flip-flop/Flip flopper/Flipper	13	Flip-flop/Flip-flopper/Flipper
18	Mormon	15	Good/Good man	13	Good/Good man
15	Moderate	15	OK	12	No/No way
11	Business/Businessman	10	Religion/Religious	12	Possibility/Possible
11	Flip-flop/Flip-flopper	9	Business/Businessman	11	Religion/Religious
11	Idiot	9	Honest	10	Intelligent/Intelligence
11	Possibility/Possible	9	Not sure/Unsure	10	Moderate
	Distrust/Can't				
10	trust/Untrustworthy	9	Possibility/Possible	10	Old
9	Arrogant	8	Loser	9	Boring
9	Candidate	8	Slick	9	OK
9	Conservative	7	Conservative	9	Politician
9	Not sure/Unsure	7	Crook/Crooked	8	Competent
9	OK	7	Idiot	8	President/Presidential
8	Crook/Crooked	7	Like	7	Conservative
8	Fake	7	Wishy-washy	7	Honest
8	Like/Likeable	6	Rich	7	Not sure/Unsure
8	President/Presidential	5	Boring	7	Questionable/Questions
8	Out of touch	5	Liar	7	Business/Businessman
8	Wealth/Wealthy	5	Moderate	6	Established/Establishment
7	Electable	4	Alright	6	Fair
7	Liar	4	Bland	6	Fake
6	Don't like/Dislike	4	Candidate	5	Experience
6	Fair	4	Confident	5	Liar
6	Interesting	4	Dumb	5	Liberal
6	Qualified	4	Fair	5	Like
6	Leader	4	Intelligent/Intelligence	5	Money
6	Winner	4	Interesting	5	Qualified
6	Yes	4	Maybe	5	Rich
5	Liberal	4	Politician	5	Strong
5	Money	4	President/Presidential	4	Best
5	Questionable/Questions	4	Questionable/Questions	4	Capable
4	Bad	4	Smart	4	Confident
4	Competent	4	Steady	4	Crook/Crooked
4	Frontrunner	4	Stupid	4	Dull
4	Honest	4	Untrustworthy	4	Front runner
4	Jerk	3	Bad	4	Jobs
4	Maybe	3	Competent	4	Loser
4	Politician	3	Dull	4	Not interested/Uninterested
4	Phony	3	Electable	4	Republican
4	Scary	3	Experienced	3	Alright
4	Michigan	3	Fake	3	Ass
3	Ass***/Ass	3	Jerk	3	Bad
3	Don't care	3	Liberal	3	Candidate
3	Boring	3	Not interested/Uninterested	3	Decent
3	Average	3	Republican	3	Distrust/Mistrust
3	Change/Changeable	3	Undecided	3	Electable
3	Charismatic	2	Best	3	Hypocrite
3	Clueless	2	Capable	3	Jerk
3	Intelligent/Intelligence	2	Decent	3	Massachusetts

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PEWWP.1 CONTINUED...

b. Mitt Romney (Cont.)

Mar 15-18 <u>2012</u>		Dec 8-11 <u>2011</u>		Oct 13-16 <u>2011</u>	
3	Loser	2	Distrust/Mistrust	3	New York
3	Massachusetts	2	Front-runner	3	Nice
3	Stupid	2	Health care/Health	3	Smooth
3	Republican	2	program/Mass. health care	3	Stable
3	Undecided	2	Massachusetts	3	Undecided
3	Weak	2	Money	10	No answer
3	Wonderful	2	Nice	296	Other
3	Hope/Hopeful	2	Smooth	313	Don't know
3	Second/Second choice	2	Stable		
2	Best	1	Established/Establishment		
2	Capable	1	Hypocrite		
2	Confident	24	Romneycare		
2	Nice	274	No answer/Nothing		
2	Not		Other		
2	interested/Uninterested	351	Don't know		
2	Religion/Religious				
2	Smooth				
2	Slick				
2	Smart				
2	Blah				
2	Bold				
2	Capitalist				
2	Cheater				
2	Corporate				
2	Crazy				
2	Corrupt				
2	Devil				
2	Disingenuous				
2	Empty suit				
2	Favorite				
2	Gingrich				
2	Governor				
2	Ignorant				
2	Inconsistent				
2	Insincere				
2	Joke				
2	Negative				
2	Never				
2	Not				
2	Popular				
2	Respect				
2	Seasoned				
2	Shady				
2	So so				
2	Trustworthy				
2	Unelectable				
2	Wall Street				
2	Who				
2	No answer/Nothing				
285	Other				
222	Don't know/Refused				

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

PEWWP.1 CONTINUED...

c. Rick Santorum

Mar 15-18 <u>2012</u>	
57	Conservative/Very conservative
24	No
21	Good/Very good
16	OK
15	Crazy
13	Religion/Religious
10	Too conservative/Ultra conservative
10	Young
9	Extreme/Extremist
9	Honest
9	Idiot
9	Inexperienced
8	Dislike/Don't like him
8	Unknown
7	Christian
7	Interested/Interesting
7	Overly religious/Too religious/Religious nut
7	Trustworthy/Truthful
6	Better/Best
6	Pennsylvania
6	Sincere
5	Candidate
5	Catholic
5	Electable
5	Fair
5	Liar
5	Like him/Likeable
5	Jerk
5	Out of touch/Out of it
5	Right wing/Too far right
5	Scary
5	Second/Second place
5	Trying/Tries
5	Uncertain/Unsure
4	Distrust/Don't trust him
4	Don't care for him
4	Great
4	Loser
4	Political/Politician
4	Smart
4	Zealot
4	Yes/Yes to be president
3	Admirable/Admire
3	Bad
3	Cocky
3	Crook
3	Decent
3	Disgusting
3	Family
3	Flake/Flaky
3	Horrible/Horrid
3	Insane
3	Jobs
3	Maybe

Continued

d. Ron Paul

Mar 15-18 <u>2012</u>	
41	No
41	Old/Older
20	Libertarian
15	Honest
12	Crazy
12	Good
12	OK
12	Too old
11	Like him/Likeable/Love him
11	Out of it/Out of touch
10	Conservative
10	Idiot
10	Radical
9	Interesting
9	No good/Not good
8	Unknown
7	Fair
7	Intelligent
6	Extreme/Extremist
6	Loser
6	Nobody/Non-entity
6	Ridiculous
5	Consistent
5	Constitution/Constitutional
5	Different
5	Drop out of the race/Get out
5	No chance/Not a chance
5	Who
4	Awesome
4	Candidate
4	Cool
4	Don't like/Dislike
4	Fringe
4	Liar
4	Not electable/Unelectable
4	Not to be next president/Not ready
4	Not sure/Unsure
4	Odd/Odd ideas
4	Real/Realist/Realistic
4	Smart
3	Ass****
3	Bad
3	Best/Best of lot/Better
3	Businessman
3	Funny
3	Gay/Gay rights
3	Independent
3	Negative
3	Not interested/Uninteresting
3	Nut/Nuts/Nutty
3	Obama/Barack Obama
3	Persistent
3	Strange
3	Wacky/Wacko

Continued

PEWWP.1 CONTINUED...

c. Rick Santorum (Cont.)

Mar 15-18 2012	
3	No good/Not good
3	No way/No way he's going to win
3	Passionate
3	Possible/Possibility
3	President/Next president
3	Radical
3	Santorum
3	Sense/Sensible
3	Shady
3	Stupid
3	Weak/Weaker
3	Wishy-washy
2	All right
2	Anti-women/Anti-women's rights
2	Arrogant
2	Average
2	Bias
2	Bigot/Bigoted
2	Dangerous
2	Despicable
2	Don't follow him
2	Evangelical/Evangelist
2	Fake
2	Fool
2	Good leader
2	Hope/Hopeful
2	Hypocrite
2	Joke
2	Negative
2	New guy/Newcomer
2	Nice/Nice guy
2	Not interested
2	Nut/Nuts
2	Obama
2	People-oriented/People person
2	Phony
2	Pornography
2	Positive
2	Prejudice
2	Sanctimonious
2	Sanatorium
2	Sucks
2	Underdog
2	Undecided
2	Unrealistic
4	No answer/Nothing
229	Other
277	Don't Know/Refused

d. Ron Paul (Cont.)

Mar 15-18 2012	
3	Unlikely
2	Age
2	Arrogant
2	Bumper sticker
2	Confused
2	Dedicated
2	Disgusted/Disgusting
2	Doctor
2	Don't care
2	Don't trust him
2	Elderly
2	Experience/Experienced
2	Fake/False
2	Hopeful
2	Hopeless
2	Inexperienced
2	Insignificant
2	Irrelevant
2	Jerk
2	Laugh/Laughable
2	Money
2	Neutral
2	Nonconformist
2	Off the wall
2	Outsider
2	Patriot
2	Politics/Politician
2	President
2	Quit
2	Republican
2	Respect/Respected
2	Retire/Retirement
2	Sincere
2	Steadfast/Steady
2	Sucks
2	Terrible
2	Texas
2	Unconventional
2	Undecided
2	Underdog
2	Unrealistic
2	Fun
2	Goof/Goofball
2	Wise
2	Ideas/Good ideas
2	Unpredictable
2	Nice guy/Nice man
2	No answer/Nothing
6	Other
208	Don't know/Refused
299	

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 March 15-18, 2012 among a national sample of 1,009 adults 18 years of age or older living in the continental United States (605 respondents were interviewed on a landline telephone, and 404 were interviewed on a cell phone, including 176 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 within the landline 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	1,009	4.0 percentage points
Republican/Lean Republican	405	6.0 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.