

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

**ASK ALL:**

PEW.1 Thinking about **[INSERT NAME, IN ORDER]**, in the past few days, have you come to have a MORE favorable opinion of him, a LESS favorable opinion, or hasn't your opinion of him changed lately? Now, thinking about **[INSERT NEXT NAME, IN ORDER]**, in the past few days, have you come to have a MORE favorable opinion of him, a LESS favorable opinion, or hasn't your opinion of him changed lately?

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	<u>(VOL.) DK/Ref</u>
a. Mitt Romney				
August 31-September 3, 2012	25	20	44	11
August 23-26, 2012 <sup>1</sup>	18	26	46	11
b. Paul Ryan				
August 31-September 3, 2012	23	21	41	15

**PEWWP.1 HELD FOR FUTURE RELEASE****NO QUESTION PEW.2****ASK ALL:**

PEW.3 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE;] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>(VOL.) DK/Ref</u>
a. Reports about the condition of the U.S. economy					
August 31-September 3, 2012	33	31	20	16	1
August 23-26, 2012	38	30	15	16	1
August 16-19, 2012	33	32	16	19	*
August 9-12, 2012	30	31	20	18	1
August 2-5, 2012	33	29	20	17	1
July 26-29, 2012	32	30	20	19	*
July 19-22, 2012	39	29	16	16	*
July 12-15, 2012	32	33	18	17	1
July 5-8, 2012	34	28	18	19	1
June 28-July 1, 2012	38	28	15	18	1
June 21-24, 2012	33	32	17	17	*
June 14-17, 2012	39	28	15	17	*
June 7-10, 2012	35	32	15	18	*
May 31-June 3, 2012	37	34	13	14	1
May 24-27, 2012	33	31	19	16	1
May 17-20, 2012	35	30	16	19	*
May 10-13, 2012	40	26	16	17	*
May 3-6, 2012	38	29	13	20	*
April 26-29, 2012	34	32	17	16	1
April 19-22, 2012	35	35	13	14	2
April 12-15, 2012	39	28	16	17	1
April 5-8, 2012	37	31	16	16	1
March 29-April 1, 2012	34	33	15	18	1
March 22-25, 2012	36	29	16	18	1
March 15-18, 2012	40	35	11	14	1

<sup>1</sup> For Aug 23-26, 2012, question began "Please think about each of the following candidates – Mitt Romney"

## PEW.3 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
March 8-11, 2012	37	32	14	17	*
March 1-4, 2012	41	27	15	17	1
February 23-26, 2012	37	33	14	15	1
February 16-20, 2012	33	32	16	17	1
February 9-12, 2012	42	30	14	13	1
February 2-5, 2012	38	32	16	13	1
January 26-29, 2012	35	31	16	19	*
January 19-22, 2012	35	30	16	19	1
January 12-15, 2012	33	32	14	20	1
January 5-8, 2012	39	31	15	15	*
December 15-18, 2011	36	32	14	16	1
December 8-11, 2011	41	29	13	16	1
December 1-4, 2011	40	33	13	13	1
November 17-20, 2011	35	33	16	15	1
November 10-13, 2011	39	31	15	14	*
November 3-6, 2011	37	31	15	17	1
October 27-30, 2011	38	33	14	15	1
October 20-23, 2011	38	32	14	16	1
October 13-16, 2011	39	32	14	14	*
October 6-9, 2011	43	28	14	14	1
September 29-October 2, 2011	46	26	14	14	*
September 22-25, 2011	44	33	11	11	*
September 8-11, 2011	40	30	15	14	1
September 1-4, 2011	44	30	11	15	*
August 25-28, 2011	44	28	14	13	1
August 18-21, 2011	44	29	12	14	1
August 4-7, 2011	46	30	11	13	1
July 28-31, 2011	43	30	13	13	*
July 21-24, 2011	41	32	13	13	1
July 14-17, 2011	41	30	14	14	1
July 7-10, 2011	36	30	15	18	1
June 30-July 3, 2011	38	32	13	16	1
June 23-26, 2011	37	29	15	19	*
June 16-19, 2011	39	33	14	13	*
June 9-12, 2011	39	30	15	16	1
June 2-5, 2011	35	34	17	14	*
May 19-22, 2011	33	34	17	16	*
May 12-15, 2011	32	32	17	18	2
May 5-8, 2011	40	35	15	9	1
April 21-25, 2011	41	33	12	14	*
April 14-17, 2011	44	30	14	12	1
April 7-10, 2011	46	30	14	10	*
March 31-April 3, 2011	42	31	16	11	0
March 24-27, 2011	36	32	17	15	*
March 17-20, 2011	38	32	17	13	*
March 10-13, 2011	40	30	16	13	*
March 3-6, 2011	37	31	17	13	1
February 24-27, 2011	49	29	11	10	*
February 17-20, 2011	35	33	14	17	*
February 10-13, 2011	36	34	13	16	*
February 3-6, 2011	35	37	14	14	*
January 20-23, 2011	37	33	14	15	1
January 13-16, 2011	37	29	15	18	1
January 6-9, 2011	39	37	11	12	1

[SEE TRENDS FOR PREVIOUS YEARS:](http://www.people-press.org/files/2011/11/NII-Economy-Trends.pdf) <http://www.people-press.org/files/2011/11/NII-Economy-Trends.pdf>

## b. Hurricane Isaac

August 31-September 3, 2012	31	36	18	13	2
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## PEW.3 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>(VOL.) DK/Ref</u>
<b>TRENDS FOR COMPARISON</b>					
September 1-4, 2011: <i>The impact of Hurricane Irene</i>	39	33	17	10	*
August 25-28, 2011: <i>Hurricane Irene</i>	45	26	14	15	1
September 2-6, 2010: <i>Hurricane Earl</i>	28	31	19	21	1
September 19-22, 2008: <i>Hurricane Ike</i>	42	37	16	5	*
September 12-15, 2008: <i>Hurricane Ike</i>	50	32	13	5	*
September 5-8, 2008: <i>Hanna (Southeast)</i>	34	37	19	10	0
September 5-8, 2008: <i>Gustav (Gulf coast)</i>	42	35	17	6	*
August 29-31, 2008: <i>Gustav (Gulf coast)</i>	33	30	23	14	*
July 25-28, 2008: <i>Dolly (Texas coast)</i>	19	29	29	23	*
November 2-5, 2007: <i>Noel (Bahamas and Cuba)</i>	11	22	31	35	1
September 7-10, 2007: <i>Felix and Henriette (Mexico and Central America)</i>	14	29	29	27	1
August 24-27, 2007: <i>Dean (Mexico and Caribbean)</i>	18	39	24	18	1
November, 2005: <i>Wilma (Mexico and Florida)</i>	34	37	21	8	*
September, 2005: <i>Katrina (New Orleans and Gulf Coast)</i>	70	21	7	2	*
July, 2005: <i>Recent hurricanes (Gulf coast)</i>	38	37	17	8	*
September, 2003: <i>Isabel</i>	47	28	15	10	*
Early October, 2002: <i>Recent hurricanes (Gulf of Mexico and Louisiana)</i>	38	34	18	10	*
c. News about candidates for the 2012 presidential election					
August 31-September 3, 2012	29	29	20	20	1
August 23-26, 2012	27	31	19	22	1
August 16-19, 2012	32	27	19	22	1
August 9-12, 2012	27	27	21	24	1
August 2-5, 2012	31	25	19	23	1
July 26-29, 2012	25	28	21	25	1
July 19-22, 2012	35	22	17	25	1
July 12-15, 2012	33	24	20	23	*
July 5-8, 2012	29	26	20	25	*
June 28-July 1, 2012	32	24	19	25	*
June 21-24, 2012	27	30	17	25	1
June 14-17, 2012	31	30	15	24	*
June 7-10, 2012	30	29	16	25	1
May 31-June 3, 2012	29	28	19	23	1
May 24-27, 2012	32	28	16	24	1
May 17-20, 2012	31	26	19	23	*
May 10-13, 2012	34	23	18	24	*
May 3-6, 2012	29	27	19	24	*
April 26-29, 2012	29	29	18	23	1
April 19-22, 2012	29	29	20	20	1
April 12-15, 2012	32	28	16	23	1
April 5-8, 2012	31	27	18	23	*
March 29-April 1, 2012	23	29	21	27	*
March 22-25, 2012	28	28	18	25	1
March 15-18, 2012	28	31	17	24	*
March 8-11, 2012	28	27	21	23	*
March 1-4, 2012	31	24	20	24	1
February 23-26, 2012	28	29	18	24	1
February 16-20, 2012	25	29	19	25	2
February 9-12, 2012	35	25	18	20	1
February 2-5, 2012	30	27	20	21	1

**PEW.3 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
January 26-29, 2012	28	30	21	21	1
January 19-22, 2012	28	30	17	24	*
January 12-15, 2012	29	29	18	23	1
January 5-8, 2012	29	30	16	25	*
December 15-18, 2011	26	24	20	29	1
December 8-11, 2011	27	27	18	28	*
December 1-4, 2011	25	28	20	26	1
November 17-20, 2011	24	31	21	23	1
November 3-6, 2011	22	31	20	26	1
October 27-30, 2011	21	26	21	30	1
October 20-23, 2011	21	28	22	28	1
October 13-16, 2011	26	29	22	23	1
October 6-9, 2011	25	25	23	27	1
September 29-October 2, 2011	27	26	21	25	*
September 22-25, 2011	25	26	23	25	1
September 15-18, 2011	24	28	21	27	1
September 8-11, 2011	22	26	21	31	*
September 1-4, 2011	22	23	22	32	1
August 25-28, 2011	22	22	22	33	1
August 18-21, 2011	27	26	19	28	1
August 11-14, 2011	19	24	20	36	1
August 4-7, 2011	18	21	22	37	1
July 28-31, 2011	17	27	21	35	1
July 21-24, 2011	17	22	28	32	*
July 14-17, 2011	18	26	27	28	1
July 7-10, 2011	16	23	27	33	1
June 30-July 3, 2011	21	28	24	25	2
June 23-26, 2011	19	26	24	31	*
June 16-19, 2011	23	29	23	25	*
June 9-12, 2011	18	30	22	30	1
June 2-5, 2011	21	31	22	26	*
May 26-29, 2011	20	27	24	28	*
May 19-22, 2011	15	27	24	32	1
May 12-15, 2011	15	22	26	35	1
May 5-8, 2011	16	24	27	32	1
April 21-25, 2011	18	26	23	32	1
April 14-17, 2011	20	23	29	27	1
March 24-27, 2011	13	19	26	41	1
March 10-13, 2011	15	21	26	38	0
February 10-13, 2011	16	19	24	40	*
February 3-6, 2011	15	20	23	42	*

[SEE TRENDS FOR PREVIOUS YEARS:](http://www.people-press.org/files/2011/11/NII-Election-Trends.pdf) <http://www.people-press.org/files/2011/11/NII-Election-Trends.pdf>

**NO QUESTION PEW.4****ASK ALL:**

PEW.5 Thinking about the Republican convention in Tampa, how much of the convention coverage did you watch? Did you watch all or most of the coverage, some of it, just a little, or none of it?

		<i>Republican Convention</i>	<i>Democratic Convention</i>
		<u>Sep 5-8 2008</u>	<u>Aug 29-31 2008</u>
Aug 31-Sep 1 2012			
17	All or most	23	22
21	Some of it	33	24
21	Just a little	23	25
40	None of it	21	29
1	Don't know/Refused <b>(VOL.)</b>	*	*

**ASK IF WATCHED AT LEAST A LITTLE CONVENTION COVERAGE (PEW.5=1-3) [N=677]:**

PEW.6 For you, what was the highlight of the Republican convention? [OPEN-END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE.]

Aug 31-Sep 1

2012

20	Clint Eastwood's speech
17	Mitt Romney's speech
10	Ann Romney's speech
9	Paul Ryan's speech
3	Marco Rubio's speech
2	Condoleezza Rice's speech
2	Chris Christie's speech
1	Susana Martinez's speech
12	Other
20	There was no highlight/That it's over
9	Don't know/Refused

*Figures add to more than 100% because of multiple responses.*

**TREND FOR COMPARISON...**

*For you, what was the highlight of the Republican convention? [OPEN-END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE.]*

Sep 5-8

2008

50	Sarah Palin's speech
17	John McCain's speech
4	Seeing a woman on a major party ticket
2	Rudy Guiliani's speech
2	Fred Thompson's speech
1	Cindy McCain's speech
1	Joe Lieberman's speech
1	Selection of Sarah Palin as the Vice Presidential nominee
5	Other
19	There was no highlight/That it's over
5	Don't know/Refused

*Figures add to more than 100% because of multiple responses.*

**ASK IF WATCHED AT LEAST A LITTLE CONVENTION COVERAGE (PEW.5=1-3) [N=677]:**

PEW.7 How would you rate Mitt Romney's speech at the convention? Would you say it was excellent, good, only fair, or poor?

Aug 31-Sep 3

2012

21	Excellent
32	Good
21	Only fair
13	Poor
12	Did not see speech (VOL.)
2	Don't know/Refused (VOL.)

*McCain*

Sep 5-8

2008

16
36
23
9
15
1

*Obama*

Aug 29-31

2008

42
31
11
3
12
1