

# GALLUP NEWS SERVICE

## JUNE WAVE 1

-- FINAL TOPLINE --

Timberline: 937008  
H: 230  
Princeton Job #: 12-06-008

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June 7-10, 2012

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Results are based on telephone interviews conducted June 7-10, 2012 with a random sample of ~1,004—adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is  $\pm 4$  percentage points.

For results based on the sample of ~899—registered voters, the maximum margin of sampling error is  $\pm 4$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2011 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

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10. Thinking about the following characteristics and qualities, please say whether you think each applies or doesn't apply to Barack Obama. How about –[RANDOM ORDER]?

**2012 Jun 7-10**

***(sorted by "applies")***

	<u>Applies</u>	<u>Doesn't apply</u>
Is likeable	81	17
Is honest and trustworthy	60	38
Changes his positions on issues for political reasons	60	35
Understands the problems Americans face in their daily lives	58	41
Is a strong and decisive leader	53	47
Shares your values	53	46
Can manage government effectively	45	54
Has a clear plan for solving the country's problems	40	59

**TREND RESULTS:**

**A. Is a strong and decisive leader**

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	53	47	1
2011 Mar 25-27	52	47	1
2010 Mar 26-28	60	39	1
2009 Sep 11-13	66	33	2
2009 Jul 17-19	67	31	2
2009 Apr 20-21	73	25	2
2008 Oct 10-12	61	37	2
2008 Apr 18-20	55	39	6
2008 Mar 14-16	56	37	7

**B. Shares your values**

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	53	46	1
2011 Mar 25-27	51	47	2
2010 Mar 26-28	48	50	2
2009 Sep 11-13	52	46	2
2009 Jul 17-19	55	43	2
2009 Apr 20-21	60	37	2
2008 Oct 10-12	58	40	2
2008 Apr 18-20	51	44	5
2008 Mar 14-16	51	44	5

## Q.10 (BARACK OBAMA PERSONAL CHARACTERISTICS) CONTINUED

### C. Understands the problems Americans face in their daily lives

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	58	41	1
2011 Mar 25-27	57	42	1
2010 Mar 26-28	56	43	1
2009 Sep 11-13	64	36	*
2009 Jul 17-19	66	33	1
2009 Apr 20-21	72	27	1
2008 Oct 10-12	73	26	1
2008 Apr 18-20	63	34	3
2008 Mar 14-16	67	30	3

### D. Has a clear plan for solving the country's problems

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	40	59	2
2011 Mar 25-27	36	60	4
2008 Oct 10-12	51	46	3
2008 Apr 18-20	40	53	7
2008 Mar 14-16	41	53	6

### E. Is honest and trustworthy

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	60	38	2
2011 Mar 25-27	61	36	3
2008 Apr 18-20	60	32	8
2008 Mar 14-16	63	29	7

### F. Can manage the government effectively

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	45	54	1
2010 Mar 26-28	49	49	2
2009 Sep 11-13	55	43	2
2009 Jul 17-19	59	39	2
2009 Apr 20-21	66	29	5
2008 Oct 10-12	55	41	4
2008 Apr 18-20	48	45	6
2008 Mar 14-16	48	45	7

**Q.10 (BARACK OBAMA PERSONAL CHARACTERISTICS) CONTINUED**

**G. Is likeable**

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	81	17	1

**H. Changes his positions on issues for political reasons**

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	60	35	4

11. Thinking about the following characteristics and qualities, please say whether you think each applies or doesn't apply to Mitt Romney. How about –[RANDOM ORDER]?

*2012 Jun 7-10*

*(sorted by "applies")*

	<u>Applies</u>	<u>Doesn't apply</u>
Is likeable	64	32
Changes his positions on issues for political reasons	61	30
Is a strong and decisive leader	55	37
Can manage government effectively	53	38
Is honest and trustworthy	50	42
Understands the problems Americans face in their daily lives	46	50
Shares your values	45	49
Has a clear plan for solving the country's problems	38	53

**FULL RESULTS:**

**A. Is a strong and decisive leader**

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	55	37	8

**B. Shares your values**

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	45	49	6

## Q.11 (MITT ROMNEY PERSONAL CHARACTERISTICS) CONTINUED

### C. Understands the problems Americans face in their daily lives

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	46	50	4

### D. Has a clear plan for solving the country's problems

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	38	53	8

### E. Is honest and trustworthy

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	50	42	7

### F. Can manage the government effectively

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	53	38	8

### G. Is likeable

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	64	32	5

### H. Changes his positions on issues for political reasons

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2012 Jun 7-10	61	30	9

**SUMMARY TABLE (Q.10/11): COMPARISON OF OBAMA AND ROMNEY CHARACTERISTICS***2012 Jun 7-10**(sorted by "advantage")*

	Obama	Romney	Advantage
Is likeable	81	64	O, +17
Understands the problems Americans face in their daily lives	58	46	O, +12
Is honest and trustworthy	60	50	O, +10
Shares your values	53	45	O, +8
Has a clear plan for solving the country's problems	40	38	O, +2
Changes his positions on issues for political reasons	60	61	O, -1
Is a strong and decisive leader	53	55	R, +2
Can manage government effectively	45	53	R, +8