

USA TODAY/GALLUP POLL

PRE-CONVENTIONS POLL

-- FINAL TOPLINE --

Timberline: 160861
H: 309
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Results are based on telephone interviews conducted August 20-22, 2012 with a random sample of –1,033— 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 ±4 percentage points.

For results based on the sample of –955— registered voters, the maximum margin of sampling error is ±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.

9. Next, we'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about -- [ITEMS A-B READ IN ORDER, THEN ITEMS C-F READ IN RANDOM ORDER, THEN ITEMS G-H READ IN RANDOM ORDER, THEN ITEMS I-J READ IN RANDOM ORDER]?

B. Mitt Romney

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2012 Aug 20-22	48	46	1	4
2012 Jul 19-22	46	45	3	6
2012 Jul 9-12	39	48	4	9
2012 May 10-13	50	41	2	7
2012 Feb 16-19	39	47	7	7
2011 Dec 15-18	40	42	9	9
2010 Jul 8-11	36	28	18	18
2009 Jul 10-12	37	29	16	18
2008 Feb 8-10	34	46	7	13
2008 Jan 30- Feb 2	37	39	10	14
2008 Jan 10-13 ^	32	42	13	14
2007 Dec 14-16	32	35	17	15
2007 Nov 30-Dec 2	36	30	20	14
2007 Nov 2-4	28	31	24	17
2007 Oct 12-14	26	34	23	17
2007 Oct 4-7	29	26	29	15
2007 Sep 14-16	27	35	23	15
2007 Sep 7-8	27	28	28	17
2007 Aug 13-16	33	24	26	17
2007 Aug 3-5	22	31	30	17
2007 Jul 12-15	22	28	31	18
2007 Jul 6-8	23	31	30	16
2007 Jun 1-3	25	24	31	19
2007 May 10-13	27	19	41	14
2007 May 4-6	24	22	39	15
2007 Apr 13-15	23	24	36	17
2007 Apr 2-5	25	21	37	17
2007 Mar 23-25	22	18	37	22
2007 Mar 2-4	23	19	41	17
2007 Feb 9-11	18	18	47	18
2006 Dec 8-10 †	19	12	52	17

^ Asked of a half sample.

† WORDING: Massachusetts Governor, Mitt Romney.

F. New Jersey Governor, Chris Christie

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2012 Aug 20-22	34	26	25	14
2011 Mar 25-27	27	22	34	18

H. Ann Romney, wife of Mitt Romney

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2012 Aug 20-22	42	24	9	25