

2012 U.S. PRESIDENTIAL ELECTION

Obama and Romney Are Dead Even in American Presidential Race

The Democratic incumbent leads on likeability, while the Republican contender is ahead on economic management.

[NEW YORK – Jul. 17, 2012] - With just over a month to go before the start of the nominating conventions, the two main presidential candidates in the United States are tied, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,001 American adults, 47 per cent of decided voters (+1 since June) say they will vote for Democratic incumbent Barack Obama, while 47 per cent (=) would cast a ballot for Republican challenger Mitt Romney.

As was the case in May, Romney holds a double-digit lead among male voters (52% to 40%), while Obama maintains the upper hand among female voters (54% to 42%).

Obama is ahead among American voters aged 18-to-34 (54% to 36%), while Romney holds a four-point edge among those aged 35-to-54 (49% to 45%) and a more significant advantage among voters over the age of 55 (54% to 43%).

Issues

Respondents were asked which one of the two major candidates is best suited to deal with 11 issues. Romney posted the highest ranking in seven categories: managing the deficit (40% to 27%), the economy (40% to 32%), job creation (39% to 30%), energy and oil (38% to 30%), government accountability (37%

KEY FINDINGS

- **Mitt Romney (47%, =) is tied with Barack Obama (47%, +1)**
- **12-Point lead for Romney among male voters; eight-point edge for Obama among women**

Full topline results are at the end of this release.

From July 12 to July 13, 2012, Angus Reid Public Opinion conducted an online survey among 1,001 randomly selected American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States. Discrepancies in or between totals are due to rounding.

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to 31%), immigration (35% to 33%) and crime (32% to 29%). Obama is ahead of Romney on four issues: health care (38% to 35%), foreign policy (37% to 31%), education (37% to 34%) and the environment (36% to 29%).

Momentum Score

President Obama's momentum score is -22 among all Americans (41% of respondents say their opinion of the head of state worsened in the past three months, while 19% say it improved). Romney's momentum score for July is -5. Among Independents, both candidates fared badly: Obama at -34, and Romney at -7.

Traits and Characteristics

Obama gets a higher score from respondents than Romney on three of the nine characteristics tracked: being a good speaker and communicator (71%), being in touch with ordinary Americans (43%) and being honest and trustworthy (also 43%),

The two contenders posted comparable scores on sharing the values of voters, being able to unite the country and not divide it, agreeing with people on issues they care about, and dealing with labour unions effectively in the event of a dispute.

Romney continues to hold a sizeable advantage on being a good economic manager (46%) and bringing the kind of change America needs (37%).

Attributes

Respondents to this survey were asked to select up to six words or expressions from a list to describe the two presidential candidates. The top five results for each one of the leaders among all respondents are:

- *Barack Obama – Intelligent (50%), inefficient (35%), arrogant (32%), dishonest (32%), out of touch (31%)*

- *Mitt Romney – Intelligent (46%), out of touch (34%), strong (33%), arrogant (31%), efficient (29%)*

Among Independent voters, the top five results are:

- *Barack Obama – Intelligent (51%), inefficient (38%), arrogant (32%), out of touch (32%), secretive (29%)*

- *Mitt Romney – Intelligent (43%), out of touch (33%), arrogant (32%), efficient (29%), strong (25%)*

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Analysis

The tie in voting intention provides different interpretations for supporters of the two main parties. Obama continues to win the battle on likeability, with more than two-in-five Americans looking at the incumbent president as a person who is in touch and exudes honesty.

Obama, however, is unable to reach the 40 per cent mark on being the best person to handle specific issues—something that Romney achieves on managing the deficit and the economy.

Also, almost half of Americans regard the Republican contender as a good economic manager, while just three-in-ten feel the same way about Obama.

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About Angus Reid Public Opinion

[Angus Reid Public Opinion](#) is a public affairs practice headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

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**For more information, please contact
our spokesperson listed in the footnote.**

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2012 U.S. Presidential Election

As you may know, there will be a presidential election on Nov. 6. Which one of the following candidates would you be most likely to support on Election Day?

– Based on 886 respondents who expressed a preference.

	Gender			Age			Party ID		
	All	Men	Women	18-34	35-54	55+	Dem.	Rep.	Ind.
Barack Obama	47%	40%	54%	54%	45%	43%	92%	9%	45%
Mitt Romney	47%	52%	42%	36%	49%	54%	7%	87%	39%
Some other candidate	6%	8%	4%	10%	6%	3%	1%	4%	16%

2012 U.S. Presidential Election

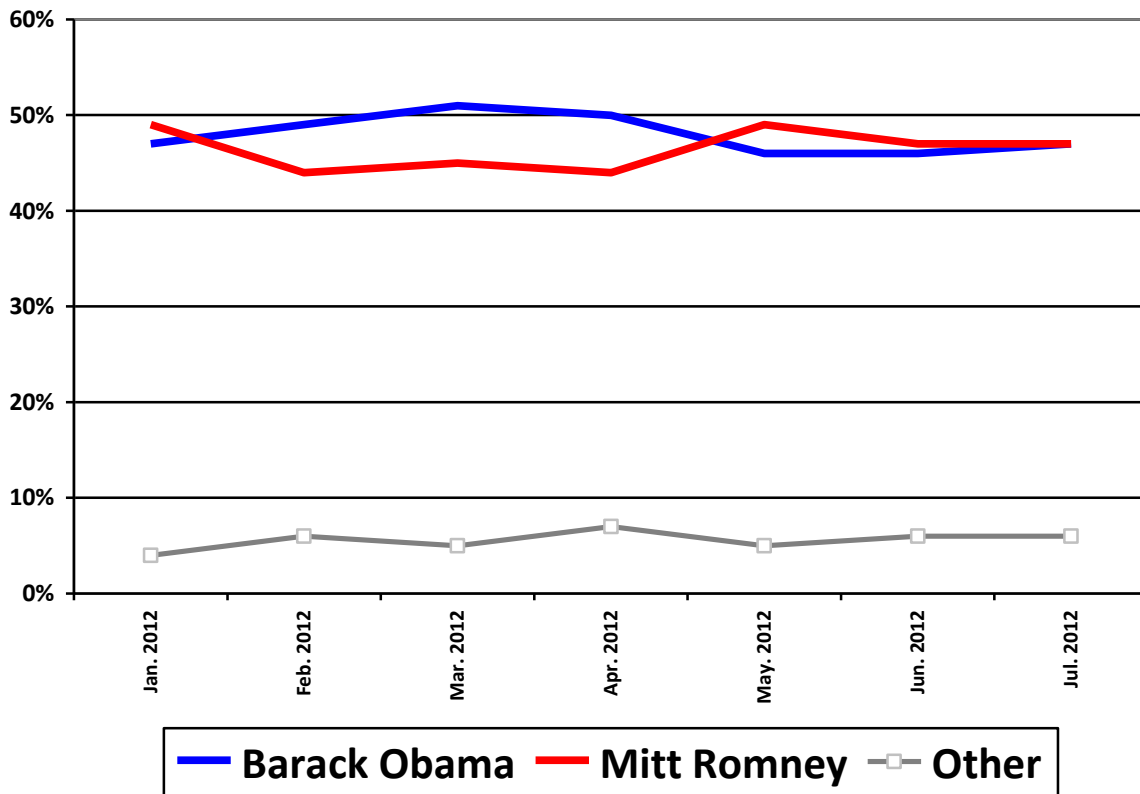
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	Jul. 2012	Jun. 2012	May 2012	Apr. 2012	Mar. 2012
Barack Obama	47%	46%	46%	50%	51%
Mitt Romney	47%	47%	49%	44%	45%
Some other candidate	6%	6%	5%	7%	5%

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Barack Obama (D) Vs. Mitt Romney (R)
Decided Voters



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The Presidential Candidates

Which of these presidential candidates is best suited to deal with each of the following issues?

	Barack Obama	Mitt Romney	Neither	Not sure
Crime	29%	32%	17%	22%
Health Care	38%	35%	17%	10%
Economy	32%	40%	17%	12%
Environment	36%	29%	17%	18%
Education	37%	34%	14%	15%
Job creation	30%	39%	17%	14%
Managing the deficit	27%	40%	19%	14%
Energy and Oil	30%	38%	16%	16%
Government Accountability	31%	37%	18%	14%
Foreign Policy	37%	31%	16%	17%
Immigration	33%	35%	17%	16%

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The Presidential Candidates

In the past three months, would you say your opinion of each of the following people has improved, stayed the same, or worsened? – **All Americans**

	Improved	Stayed the same	Worsened	Not sure	<i>Momentum Score</i>
Barack Obama	19%	36%	41%	5%	-22
Mitt Romney	23%	27%	28%	12%	-5

The Presidential Candidates

In the past three months, would you say your opinion of each of the following people has improved, stayed the same, or worsened? – **Independents**

	Improved	Stayed the same	Worsened	Not sure	<i>Momentum Score</i>
Barack Obama	10%	43%	44%	3%	-34
Mitt Romney	20%	28%	27%	16%	-7

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The Presidential Candidates

Here are some characteristics that people may find in politicians. Thinking specifically about Barack Obama / Mitt Romney, do you think he possesses each one of these characteristics? – **“Yes, he does”** for each leader listed – **All Americans**

	Barack Obama	Mitt Romney
Is honest and trustworthy	43%	35%
Generally agrees with you on issues you care about	39%	39%
Can unite America and not divide it	31%	32%
Shares your values	38%	36%
Can bring the kind of change America needs	34%	37%
Is in touch with the problems ordinary Americans face in their daily lives	43%	32%
Is a good speaker and communicator	71%	52%
Is a good economic manager	30%	46%
Can deal with labor unions effectively in the event of a dispute	34%	36%

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The Presidential Candidates

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	Barack Obama	Mitt Romney
Is honest and trustworthy	39%	27%
Generally agrees with you on issues you care about	34%	27%
Can unite America and not divide it	24%	19%
Shares your values	30%	23%
Can bring the kind of change America needs	25%	28%
Is in touch with the problems ordinary Americans face in their daily lives	35%	18%
Is a good speaker and communicator	73%	50%
Is a good economic manager	22%	40%
Can deal with labor unions effectively in the event of a dispute	26%	29%

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The Presidential Candidates

Here are some words that people may use to describe Barack Obama / Mitt Romney. Please select up to six words that you thin describe Barack Obama / Mitt Romney. – **All Americans**

	Barack Obama	Mitt Romney
Down to earth	30%	15%
Arrogant	32%	31%
Open	21%	19%
Secretive	29%	22%
Efficient	17%	29%
Inefficient	35%	14%
Compassionate	30%	16%
Uncaring	17%	22%
Honest	29%	22%
Dishonest	32%	23%
Strong	27%	33%
Weak	20%	11%
Exciting	9%	6%
Boring	7%	20%
In touch	24%	16%
Out of touch	31%	34%
Intelligent	50%	46%
Foolish	15%	11%
None of these	4%	10%

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Uncaring	15%	20%
Honest	26%	15%
Dishonest	27%	22%
Strong	23%	25%
Weak	22%	11%
Exciting	7%	3%
Boring	7%	20%
In touch	22%	15%
Out of touch	32%	33%
Intelligent	51%	43%
Foolish	13%	12%
None of these	8%	15%

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