

Interviews with 1,009 adult Americans conducted by telephone by ORC International on May 29-31, 2012. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. The sample also includes 895 interviews among registered voters (plus or minus 3.5 percentage points).

The sample includes 756 interviews among landline respondents and 253 interviews among cell phone respondents.
7. 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. (RANDOM ORDER)

|  | Favor- <br> able | Unfavorable | Never heard of | No opinion |
| :---: | :---: | :---: | :---: | :---: |
| Barack Obama |  |  |  |  |
| May 29-31, 2012 | 56\% | 42\% | * | 2\% |
| April 13-15, 2012 | 56\% | 42\% | * | 2\% |
| March 24-25, 2012 | 56\% | 42\% | * | 2\% |
| February 10-13, 2012 | 53\% | 45\% | * | 1\% |
| January 11-12, 2012 | 49\% | 49\% | * | 2\% |
| September 23-25, 2011 | 53\% | 45\% | * | 2\% |
| January 14-16, 2011 | 56\% | 42\% | * | 2\% |
| October 27-30, 2010 | 48\% | 48\% | * | 3\% |
| September 1-2, 2010 | 53\% | 45\% | * | 1\% |
| April 9-11, 2010 | 57\% | 41\% | * | 2\% |
| December 16-20, 2009 | 58\% | 40\% | * | 3\% |
| October 16-18, 2009 | 60\% | 39\% | * | 1\% |
| July 31-Aug. 3, 2009 | 64\% | 34\% | * | 2\% |
| April 23-26, 2009 | 69\% | 29\% | * | 2\% |
| January 12-15, 2009 | 78\% | 17\% | 1\% | 4\% |
| December 1-2, 2008 | 76\% | 21\% | * | 3\% |
| November 6-9, 2008 | 75\% | 22\% | * | 3\% |
| October 17-19, 2008 (RV) | 63\% | 33\% | * | 3\% |
| October 3-5, 2008 (RV) | 62\% | 36\% | * | 2\% |
| Sept. 19-21, 2008 (RV) | 63\% | 34\% | * | 3\% |
| Sept. 5-7, 2008 (RV) | 60\% | 34\% | * | 6\% |
| Aug. 29-31, 2008 (RV) | 64\% | 33\% | * | 2\% |
| Aug. 23-24, 2008 (RV) | 60\% | 36\% | * | 3\% |
| July 27-29, 2008 (RV) | 63\% | 33\% | * | 4\% |
| June 26-29, 2008 (RV) | 63\% | 32\% | * | 4\% |
| April 28-30, 2008 | 56\% | 38\% | * | 5\% |
| February 1-3, 2008 | 58\% | 31\% | 2\% | 8\% |
| January 9-10, 2008 | 55\% | 28\% | 6\% | 11\% |
| September 7-9, 2007 | 49\% | 27\% | 10\% | 13\% |
| June 23-24, 2007 | 47\% | 24\% | 14\% | 15\% |
| March 9-11, 2007 | 44\% | 21\% | 19\% | 16\% |
| November 3-5, 2006 | 36\% | 11\% | 37\% | 16\% |

7. 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. (RANDOM ORDER)

|  | Favor- <br> able | Unfavor- <br> able | Never <br> heard of | No <br> opinion |
| :--- | :---: | :---: | :---: | :---: |
| Mitt Romney <br> May 29-31, 2012 | $48 \%$ | $42 \%$ |  | $4 \%$ |
| April 13-15, 2012 |  |  |  | $7 \%$ |
| March 24-25, 2012 | $44 \%$ | $43 \%$ | $7 \%$ |  |
| February 10-13, 2012 | $37 \%$ | $49 \%$ | $5 \%$ | $6 \%$ |
| January 11-12, 2012 | $34 \%$ | $54 \%$ | $5 \%$ | $7 \%$ |
| November 11-13, 2011 | $43 \%$ | $42 \%$ | $8 \%$ | $7 \%$ |
| June 3-7, 2011 | $39 \%$ | $35 \%$ | $14 \%$ | $12 \%$ |
| April 29-May 1, 2011 | $39 \%$ | $29 \%$ | $17 \%$ | $15 \%$ |
| October 27-30, 2010 | $40 \%$ | $30 \%$ | $19 \%$ | $11 \%$ |
| April 9-11, 2010 | $36 \%$ | $29 \%$ | $18 \%$ | $17 \%$ |
| October 16-18, 2009 | $40 \%$ | $34 \%$ | $12 \%$ | $14 \%$ |
| May 14-17, 2009 | $36 \%$ | $26 \%$ | $17 \%$ | $20 \%$ |
| July 27-29, 2008 | $42 \%$ | $29 \%$ | $12 \%$ | $17 \%$ |
| February 1-3, 2008 | $41 \%$ | $32 \%$ | $13 \%$ | $13 \%$ |
| January 9-10, 2008 | $38 \%$ | $38 \%$ | $9 \%$ | $14 \%$ |
| September 7-9, 2007 | $31 \%$ | $39 \%$ | $11 \%$ | $19 \%$ |
| June 22-24, 2007 | $28 \%$ | $28 \%$ | $24 \%$ | $19 \%$ |
| March 9-11, 2007 | $27 \%$ | $23 \%$ | $26 \%$ | $24 \%$ |

*Wording Prior to Jan 2012: Former Massachusetts Governor Mitt Romney

## Michelle Obama

May 29-31, 2012

| $65 \%$ | $27 \%$ | $1 \%$ | $7 \%$ |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
| $71 \%$ | $22 \%$ | $*$ | $7 \%$ |
| $65 \%$ | $28 \%$ | $*$ | $6 \%$ |
| $62 \%$ | $25 \%$ | $1 \%$ | $11 \%$ |
| $68 \%$ | $19 \%$ | $*$ | $13 \%$ |
| $64 \%$ | $26 \%$ | $*$ | $9 \%$ |
| $67 \%$ | $22 \%$ | $1 \%$ | $9 \%$ |
| $73 \%$ | $18 \%$ | $1 \%$ | $8 \%$ |
| $69 \%$ | $16 \%$ | $3 \%$ | $12 \%$ |
| $67 \%$ | $21 \%$ | $1 \%$ | $10 \%$ |
| $56 \%$ | $30 \%$ | $2 \%$ | $12 \%$ |
| $50 \%$ | $32 \%$ | $2 \%$ | $15 \%$ |
| $51 \%$ | $28 \%$ | $4 \%$ | $17 \%$ |
|  |  |  |  |
|  | $22 \%$ | $15 \%$ | $23 \%$ |
| $40 \%$ |  |  |  |
|  | $20 \%$ | $20 \%$ | $19 \%$ |

7. 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. (RANDOM ORDER)

|  | Favorable | Unfavorable | Never heard of | No opinion |
| :---: | :---: | :---: | :---: | :---: |
| Joe Biden |  |  |  |  |
| May 29-31, 2012 | 41\% | 44\% | 6\% | 9\% |
| September 23-25, 2011 | 42\% | 41\% | 7\% | 10\% |
| July 18-20, 2011 | 43\% | 43\% | 6\% | 8\% |
| January 14-16, 2011 | 47\% | 38\% | 8\% | 7\% |
| September 1-2, 2010 | 43\% | 43\% | 7\% | 8\% |
| January 22-24, 2010 | 44\% | 39\% | 7\% | 9\% |
| December 2-3, 2009 | 47\% | 36\% | 6\% | 10\% |
| October 16-18, 2009 | 45\% | 40\% | 7\% | 8\% |
| July 31-Aug. 3, 2009 | 47\% | 33\% | 7\% | 13\% |
| April 23-26, 2009 | 51\% | 34\% | 6\% | 9\% |
| February 18-19, 2009 | 57\% | 29\% | 5\% | 9\% |
| January 12-15, 2009 | 52\% | 26\% | 8\% | 13\% |
| December 1-2, 2008 | 56\% | 28\% | 6\% | 10\% |
| November 6-9, 2008 | 64\% | 25\% | 3\% | 8\% |
| October 17-19, 2008 (RV) | 56\% | 31\% | 4\% | 9\% |
| October 3-5, 2008 (RV) | 56\% | 32\% | 6\% | 7\% |
| Sept. 19-21, 2008 (RV) | 52\% | 31\% | 6\% | 11\% |
| Sept. 5-7, 2008 (RV) | 51\% | 28\% | 7\% | 14\% |
| Aug. 29-31, 2008 (RV) | 53\% | 25\% | 7\% | 15\% |
| Aug. 23-24, 2008 (RV) | 38\% | 25\% | 12\% | 25\% |
| July 27-29, 2008* (RV) | 27\% | 22\% | 35\% | 16\% |
| *QUESTION WORDING: "Delaware Senator Joe Biden" (RV) BASED ON REGISTERED VOTERS |  |  |  |  |

7. 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. (RANDOM ORDER)

|  | Favor- <br> able | Unfavor- <br> able | Never <br> heard of | No <br> opinion |
| :--- | :---: | :---: | :---: | :---: |
| Hillary Clinton | $67 \%$ | $29 \%$ |  | $*$ |

## CNN/USA TODAY/GALLUP TRENDS



[^0] 2002-March 2003 WORDING: New York Senator Hillary Rodham Clinton.
8. Please tell me whether you agree or disagree that each of the following candidates has the personality and leadership qualities a President should have. (RANDOM ORDER)

## Barack Obama

May 29-31, 2012

| All respondents | $60 \%$ | $39 \%$ | $*$ |
| :--- | :--- | :--- | :--- |
| Registered voters | $58 \%$ | $42 \%$ | $*$ |

## Mitt Romney

May 29-31, 2012
All respondents
Registered voters

| Agree, <br> has qualities | Disagree, <br> does not | No <br> opinion |
| :---: | :---: | :---: |

All respondents
58\%
42\%
*
9. Please tell me whether you agree or disagree with each of the following candidates on the issues that matter most to you. (RANDOM ORDER)

## Barack Obama

May 29-31, 2012

| All respondents | $51 \%$ | $48 \%$ | $1 \%$ |
| :--- | :--- | :--- | :--- |
| Registered voters | $48 \%$ | $51 \%$ | $1 \%$ |

## Mitt Romney

May 29-31, 2012
All respondents
Registered voters

Agree Disagree No opinion

48\%
51\%
$1 \%$

46\% 51\% 3\%
$49 \% \quad 48 \% \quad 3 \%$
8. Please tell me whether you agree or disagree that each of the following candidates has the personality and leadership qualities a President should have. (RANDOM ORDER)

## Barack Obama

May 29-31, 2012
Sept. 23-25, 2011
Oct. 5-7, 2010
May 21-23, 2010
Jan. 8-10, 2010
Oct. 16-18, 2009
Apr. 23-26, 2009
Oct. 30-Nov. 1, 2008
Sept. 19-21, 2008*
June 4-5, 2008
Jan. 14-17, 2008
*Asked of a half sample.

## Mitt Romney

May 29-31, 2012
Nov. 11-13, 2011
Sept. 23-25, 2011

| Agree, has qualities | Disagree, does not | No opinion |
| :---: | :---: | :---: |
| 60\% | 39\% | * |
| 58\% | 41\% | 1\% |
| 59\% | 40\% | 1\% |
| 65\% | 35\% | * |
| 64\% | 35\% | * |
| 66\% | 33\% | 1\% |
| 75\% | 24\% | 1\% |
| 66\% | 34\% | * |
| 64\% | 36\% | 1\% |
| 63\% | 36\% | 1\% |
| 59\% | 38\% | 3\% |

9. Please tell me whether you agree or disagree with each of the following candidates on the issues that matter most to you. (RANDOM ORDER)

## Barack Obama

May 29-31, 2012
Sept. 23-25, 2011
Oct. 5-7, 2010
May 21-23, 2010
Jan. 8-10, 2010
Oct. 16-18, 2009
Sept. 23-25, 2009
Oct. 30-Nov. 1, 2008
Sept. 19-21, 2008*
June 4-5, 2008
Jan. 14-17, 2008
*Asked of a half sample.

| Agree | Disagree | No opinion |
| :---: | :---: | :---: |
| 51\% | 48\% | 1\% |
| 46\% | 52\% | 1\% |
| 42\% | 55\% | 3\% |
| 48\% | 50\% | 2\% |
| 49\% | 50\% | 1\% |
| 48\% | 51\% | 2\% |
| 57\% | 41\% | 2\% |
| 60\% | 40\% | * |
| 56\% | 43\% | 1\% |
| 56\% | 43\% | 1\% |
| 54\% | 43\% | 3\% |

## Mitt Romney

May 29-31, 2012
Nov. 11-13, 2011
Sept. 23-25, 2011

| $46 \%$ | $51 \%$ | $3 \%$ |
| :--- | :--- | :--- |
| $42 \%$ | $49 \%$ | $8 \%$ |
| $46 \%$ | $50 \%$ | $5 \%$ |

CNN/ORC International Poll -- May 29 to 31, 2012
Question 7A
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.
A. Barack Obama

Base = Total Sample


* percentage less than $1 \%$

CNN/ORC International Poll -- May 29 to 31, 2012
Question 7B
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.
B. Mitt Romney

Base = Total Sample


* percentage less than $1 \%$

CNN/ORC International Poll -- May 29 to 31, 2012
Question 7C
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.
C. Michelle Obama

Base = Total Sample


* percentage less than $1 \%$

CNN/ORC International Poll -- May 29 to 31, 2012
Question 7D
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.
D. Ann Romney

Base = Total Sample


* percentage less than $1 \%$

CNN/ORC International Poll -- May 29 to 31, 2012
Question 7E
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.
E. Joe Biden

Base = Total Sample


* percentage less than $1 \%$

CNN/ORC International Poll -- May 29 to 31, 2012
Question 7F
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.
F. Hillary Clinton

Base $=$ Total Sample


* percentage less than 1\%

CNN/ORC International Poll -- May 29 to 31, 2012
Question 8A
Please tell me whether you agree or disagree that each of the following candidates has the personality and leadership qualities a President should have.
A. Barack Obama

Base $=$ Total Sample

|  |  |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | White | Non-White | Reg to |
| vote |  |  |  |  |  |  |

* percentage less than 1\%

CNN/ORC International Poll -- May 29 to 31, 2012
Question 8B
Please tell me whether you agree or disagree that each of the following candidates has the personality and leadership qualities a President should have.
B. Mitt Romney

Base $=$ Total Sample


* percentage less than 1\%

CNN/ORC International Poll -- May 29 to 31, 2012
Question 9A
Please tell me whether you agree or disagree with each of the following candidates on the issues that matter most to you.
A. Barack Obama

Base $=$ Total Sample


* percentage less than 1\%

CNN/ORC International Poll -- May 29 to 31, 2012
Question 9B
Please tell me whether you agree or disagree with each of the following candidates on the issues that matter most to you.
B. Mitt Romney

Base $=$ Total Sample


* percentage less than 1\%


[^0]:    *Asked of a half sample. **Based on likely voters. ***Based on registered voters.

