

**GREENBERG QUINLAN ROSNER** RESEARCH

# Obama Builds Real Lead in Presidential Contest

**Report on post-convention survey**

**September 14, 2012**



**DEMOCRACY CORPS**  
CARVILLE ♦ GREENBERG

# Methodology and Overview

**This presentation is based on a survey conducted by Greenberg Quinlan Rosner Research for Democracy Corps.**

**The survey of 1000 likely 2012 voters (1000 weighted) nationwide was conducted from September 8 to 12, 2012.**

**Unless otherwise noted, margin of error= +/-3.1 percentage points at 95% confidence.**

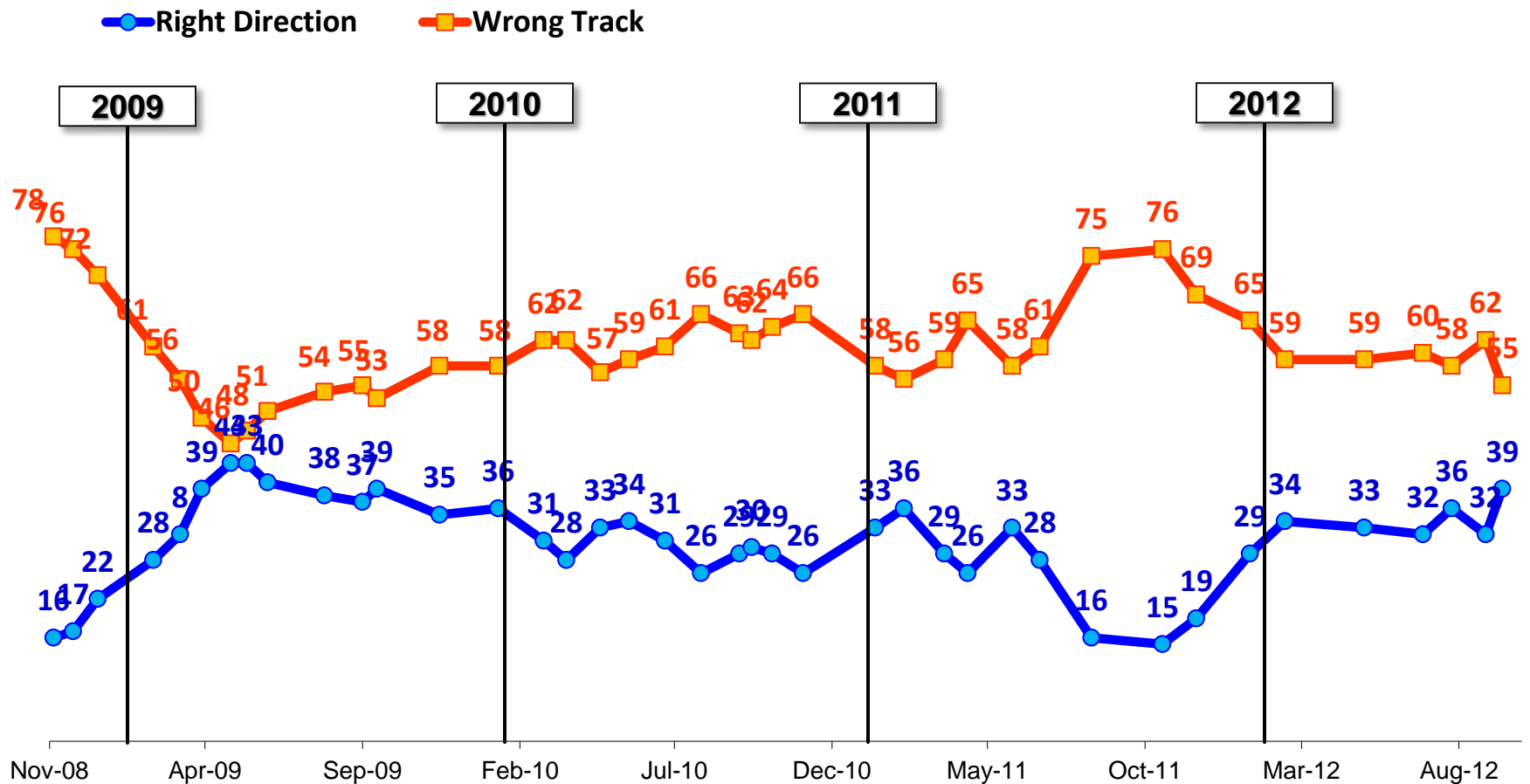
# Key Findings

- **Obama leads by 5 points on the ballot, 50 to 45 percent against Mitt Romney. All of the President's gains came with what we have called the Rising American Electorate—young people, minorities, and unmarried women—the new broad base for progressives. This was a base convention for Democrats whose base forms nearly half of the electorate. Obama is now winning 68 percent of unmarried women – matching his 2008 level with this group.**
- **Romney's running mate, Paul Ryan, is not helping the ticket. His personal rating has not improved in the three weeks since the Republican convention – stuck in slightly negative territory.**
- **The engagement gap: Nearly an equal number of Democrats and Republicans now say they are following the election very closely. But minorities, unmarried women, and particularly women, trail the electorate overall on this key measure.**
- **Both candidates improved their personal images in the conventions, but Mitt Romney remains in negative territory—and he is running out of opportunities to change voters' gut feelings about him. In our monthly tracking dating back to January 2011, Mitt Romney has yet to receive a net positive personal rating.**
- **Obama makes gains, but the weak economy still helps Romney. Obama has narrowed Romney's advantage on the economy to a 2-point deficit, but that still creates downward pressure in the race. There is no improvement in the country's economic mood, even if there is greater confidence in its leadership.**

# Political climate

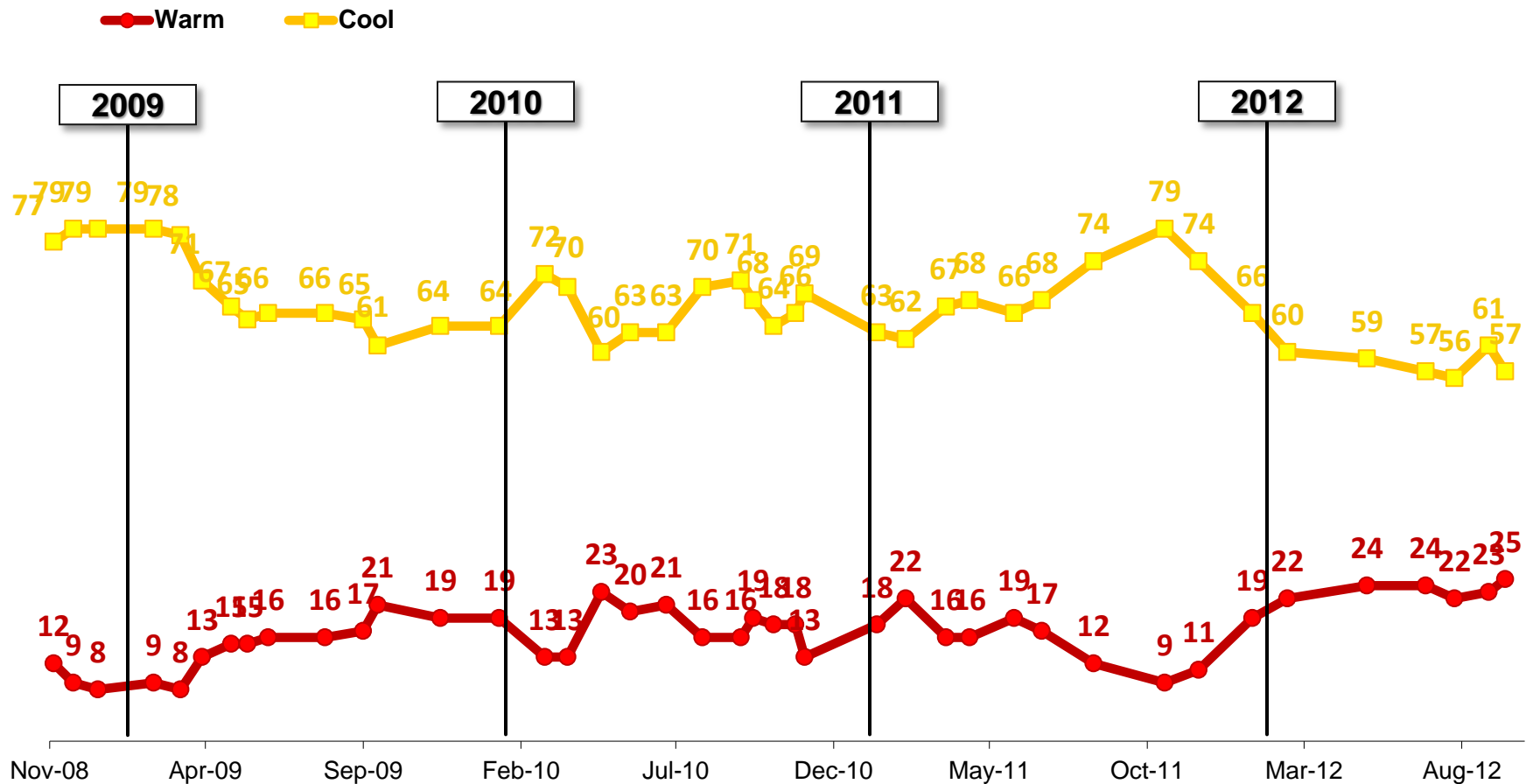
# Direction of the country: strongest in 3 years

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold... **The state of the economy.**



# Tough economy, with no improvement in 2012

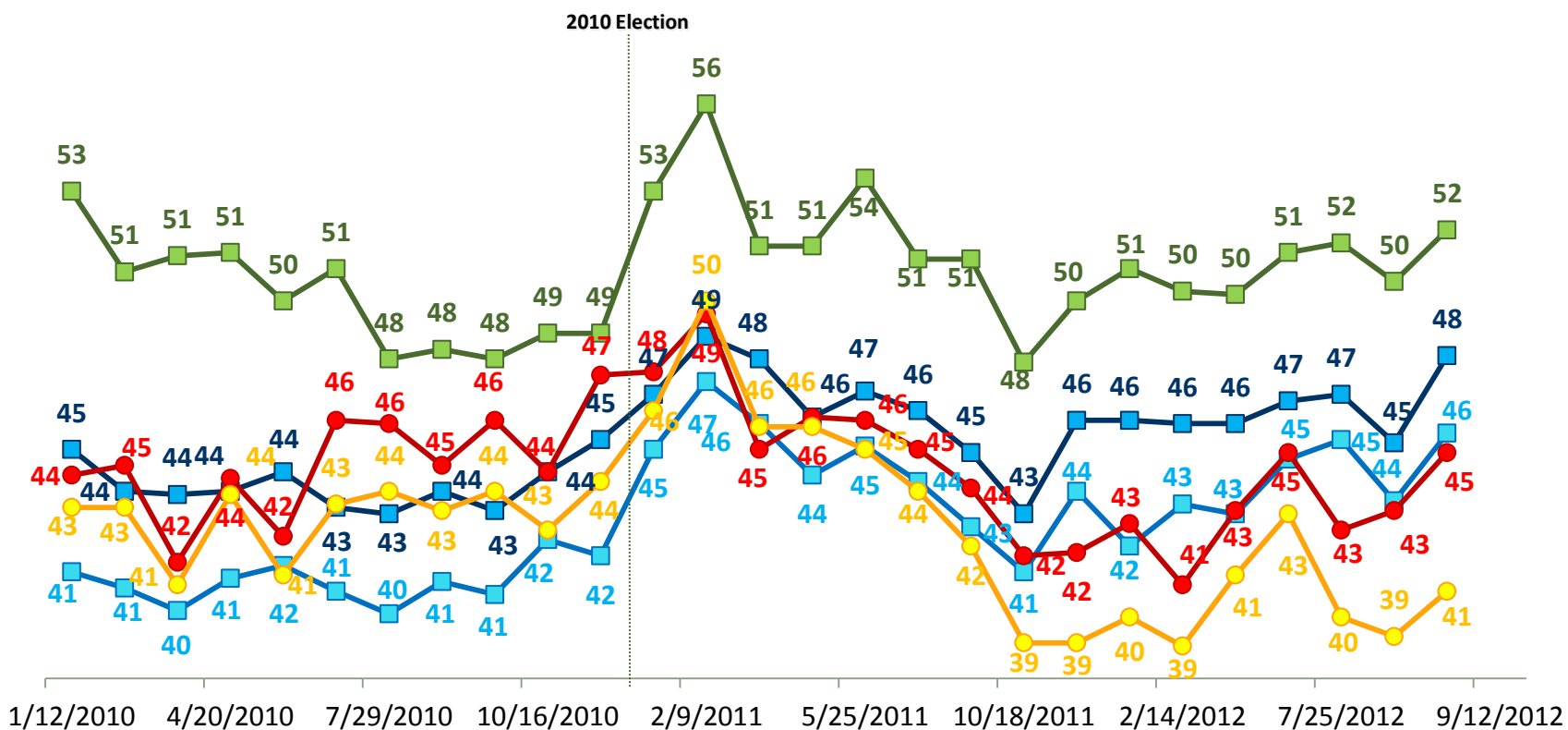
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold... **The state of the economy.**



# Image bump for everyone

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

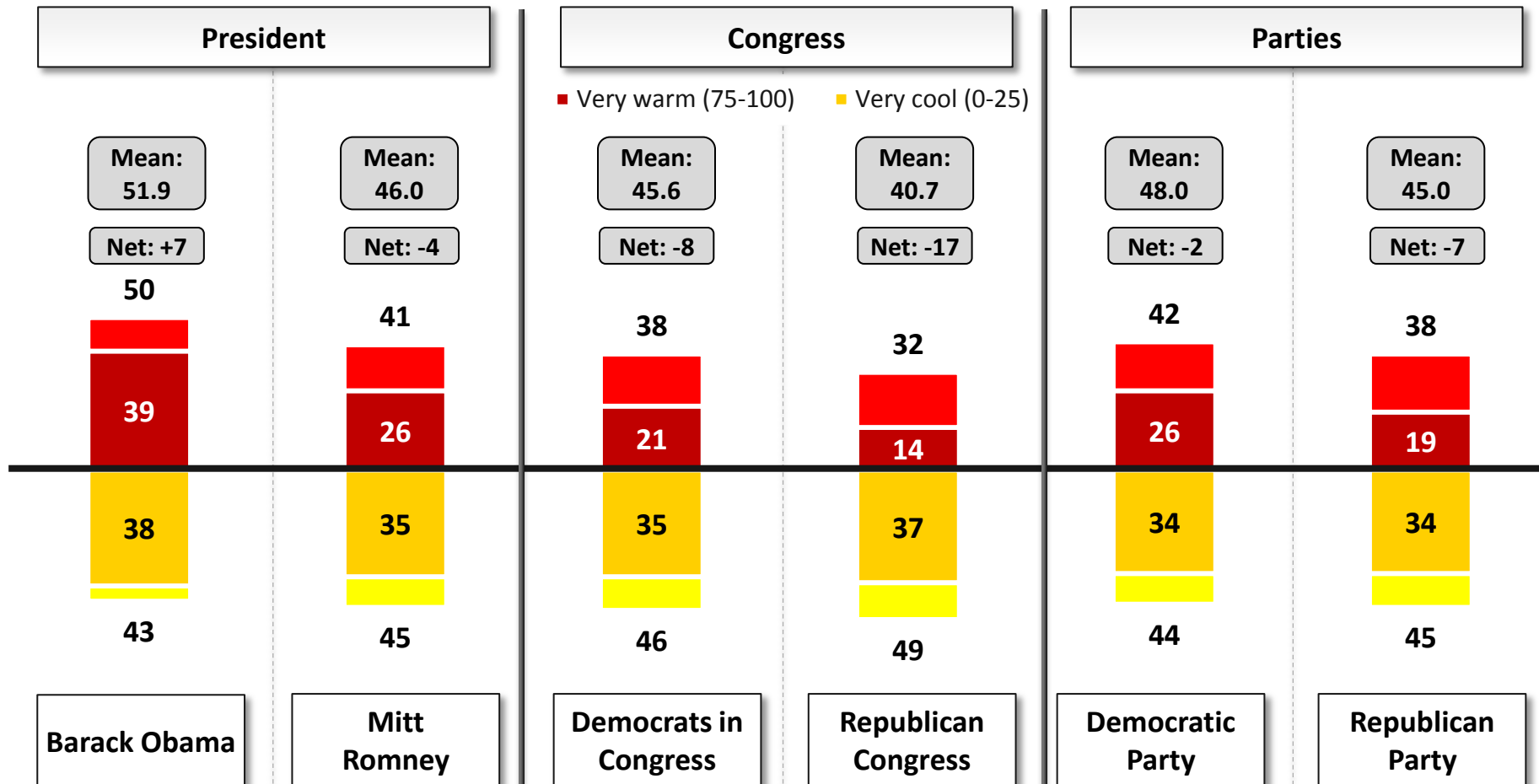
■ Barack Obama ■ Democratic Party ■ Democrats in Congress ■ Republican Party ■ Republican Congress



\*Note: From Democracy Corps surveys conducted in the past two years. Data represents MEAN ratings, likely voters.

# Obama, Democrats continue to enjoy favorability gap with Romney, Republicans

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.





# Obama a net 11 points more favorable than Romney

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.

**Barack Obama**

**Mitt Romney**

■ Very warm (75-100) ■ Very cool (0-25)

**Mean: 51.9**

**Net: +7**

50

39

38

43

**Mean: 46.0**

**Net: -4**

41

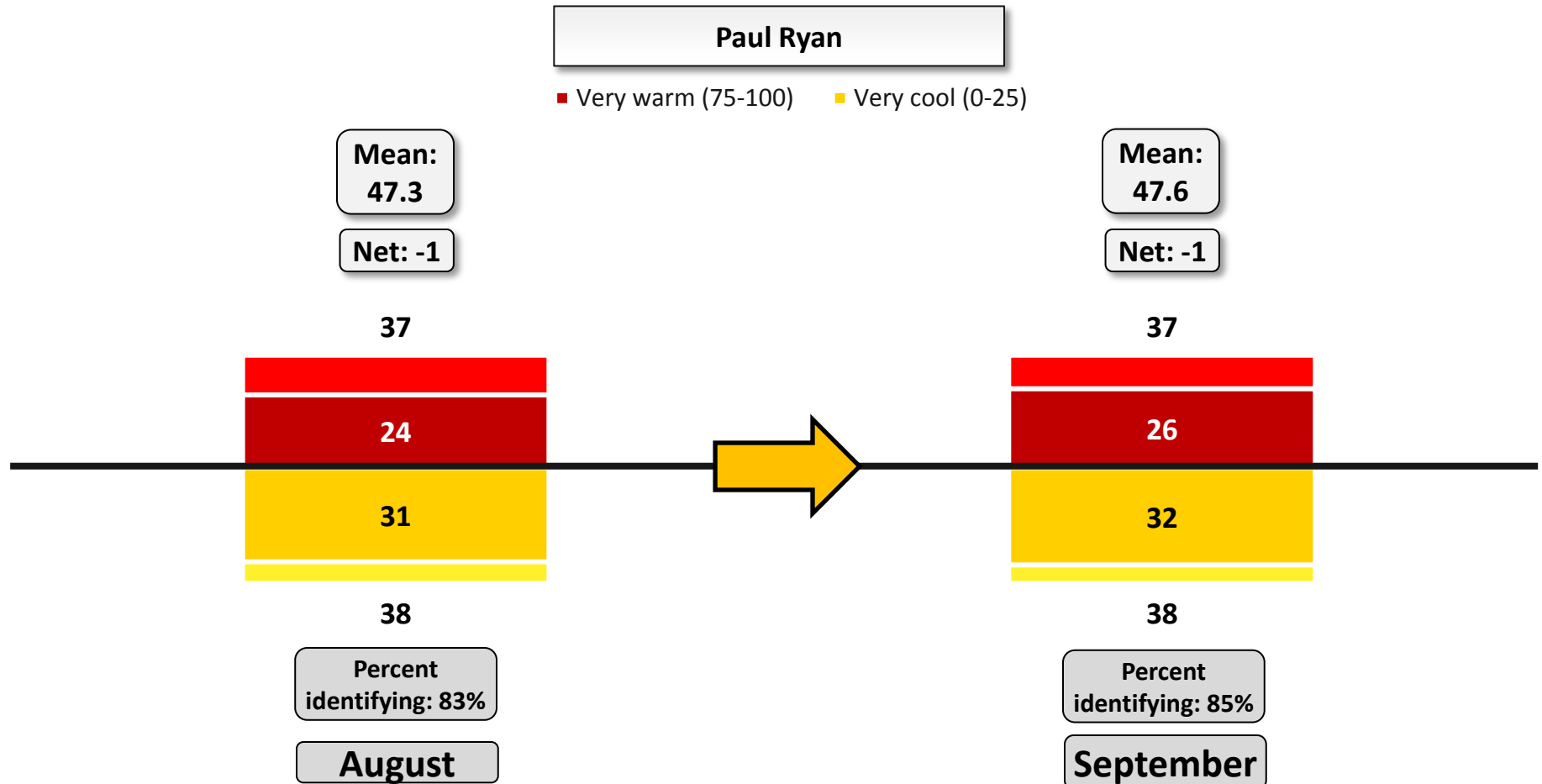
26

35

45

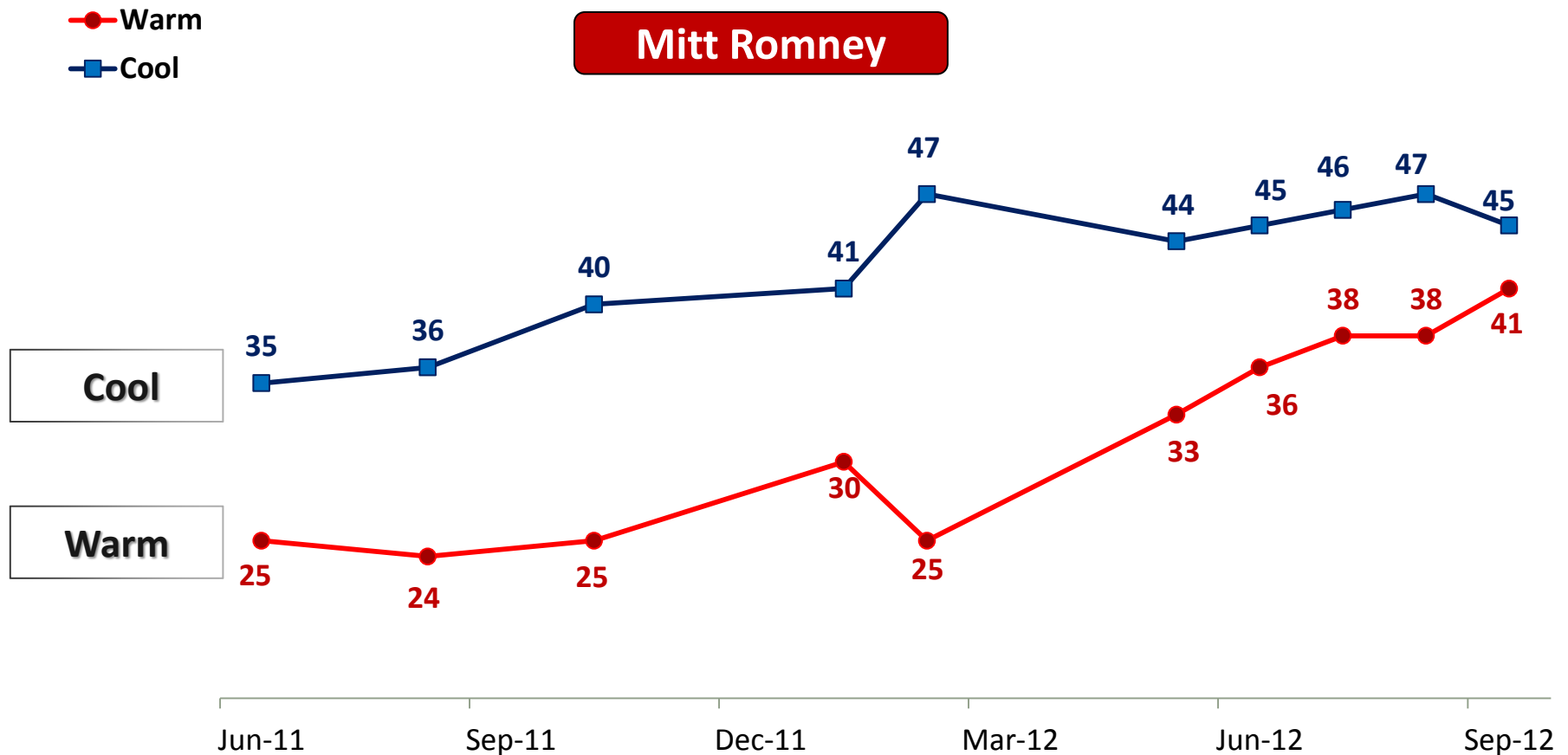
# Opinion of Ryan hasn't moved; not helping the ticket

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.



# Negative ratings of Romney down after Republican convention

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold....**Mitt Romney**.



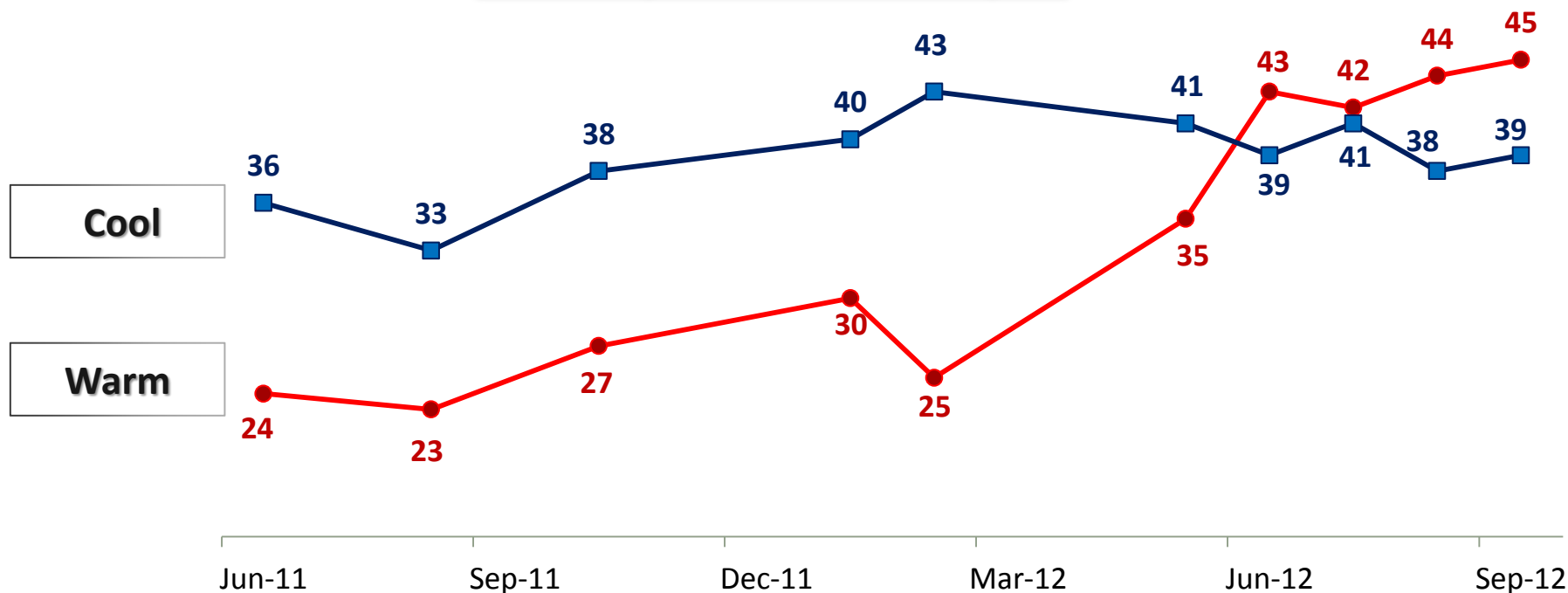
# Among white non-college

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold....**Mitt Romney**.

● Warm  
■ Cool

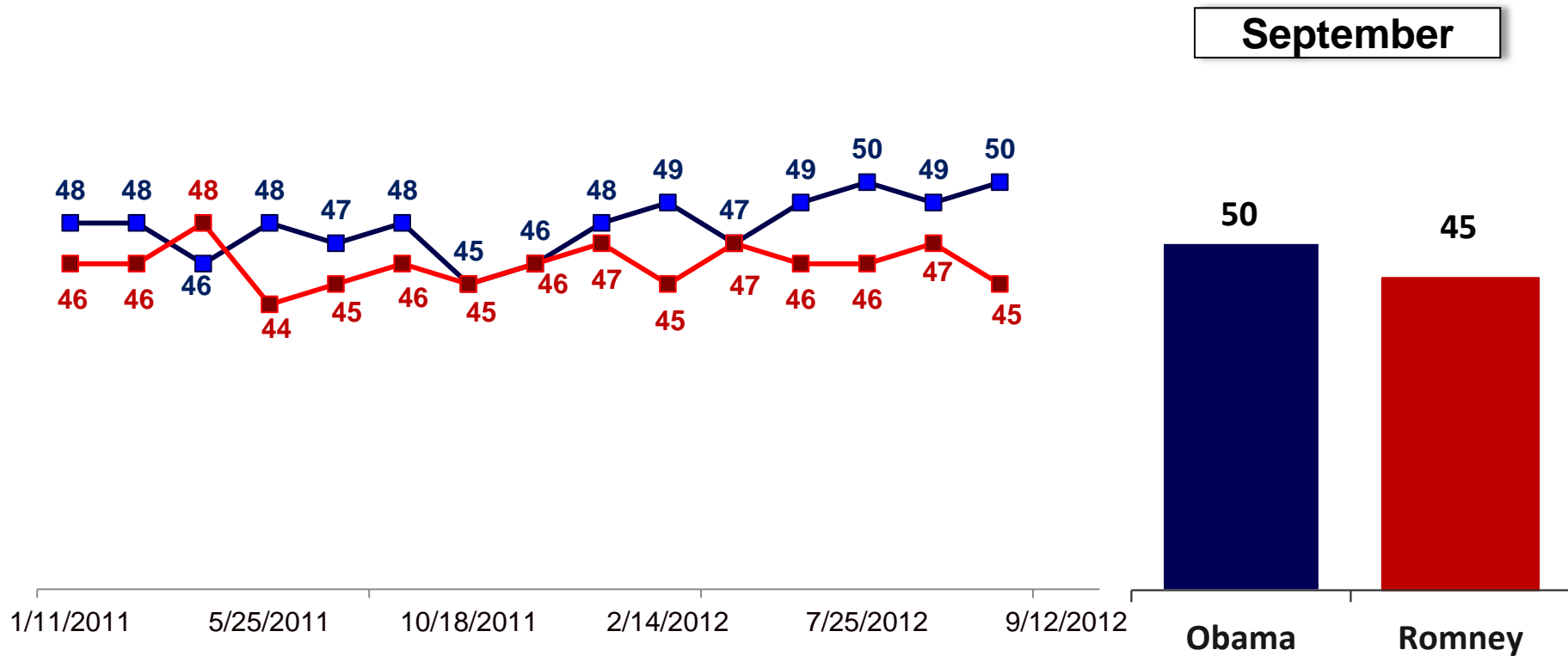
**Mitt Romney**

**Among white non-college**



# The vote matchup: After his convention, Obama's lead up to 5 points

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*

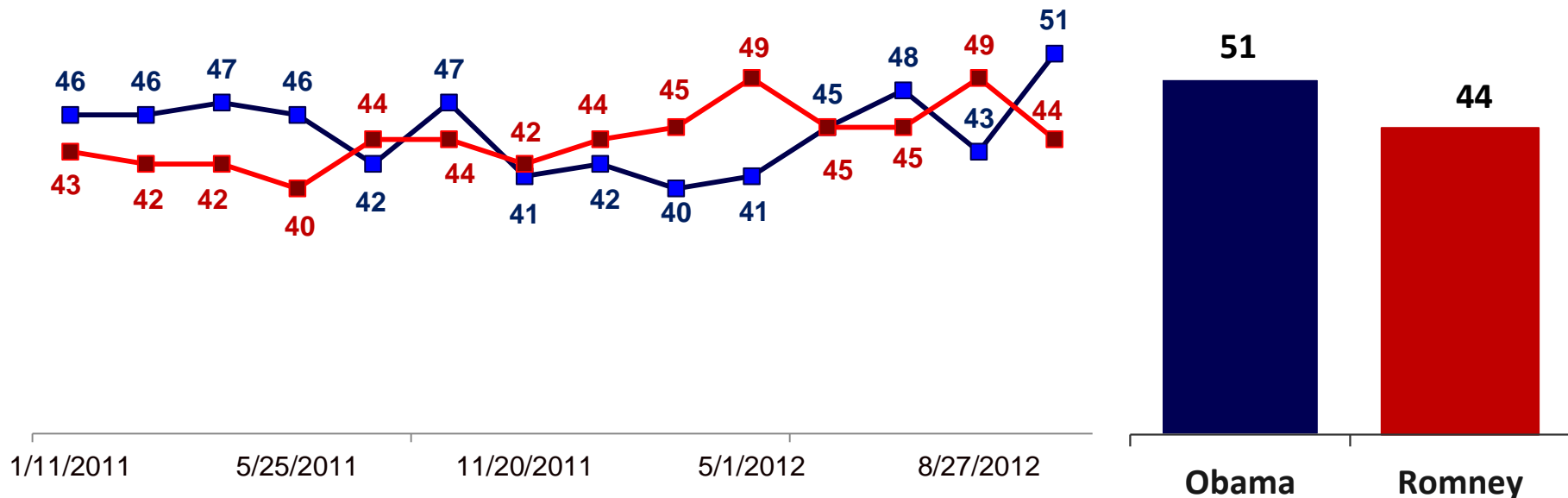


# In battleground states, Obama gains

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*

## Presidential Battleground States

September



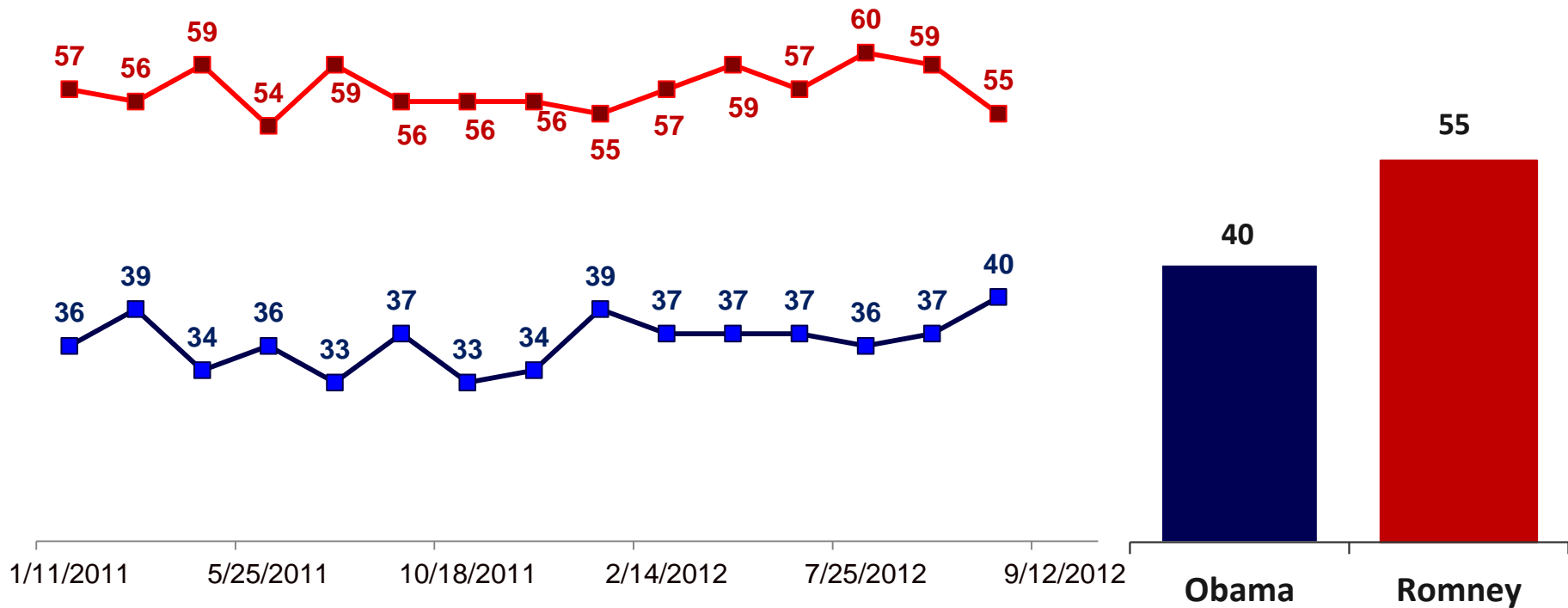
\*Note: The presidential battleground is composed of PA, WI, MI, NC, NV, CO, NM, VA, FL, IA, OH, and NH.

# Race tightening among white non-college voters

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*

## White non-college-educated

September

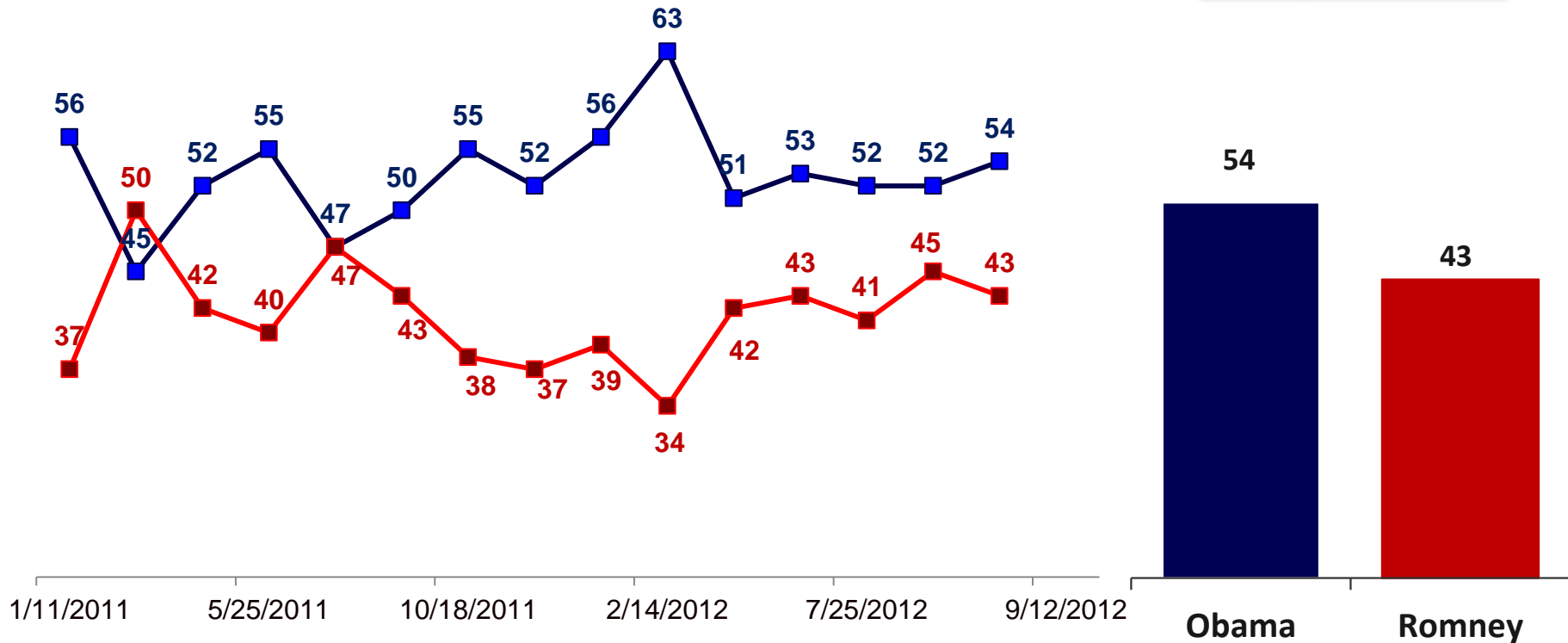


# Obama trending upwards among suburban voters

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*

## Suburban

September

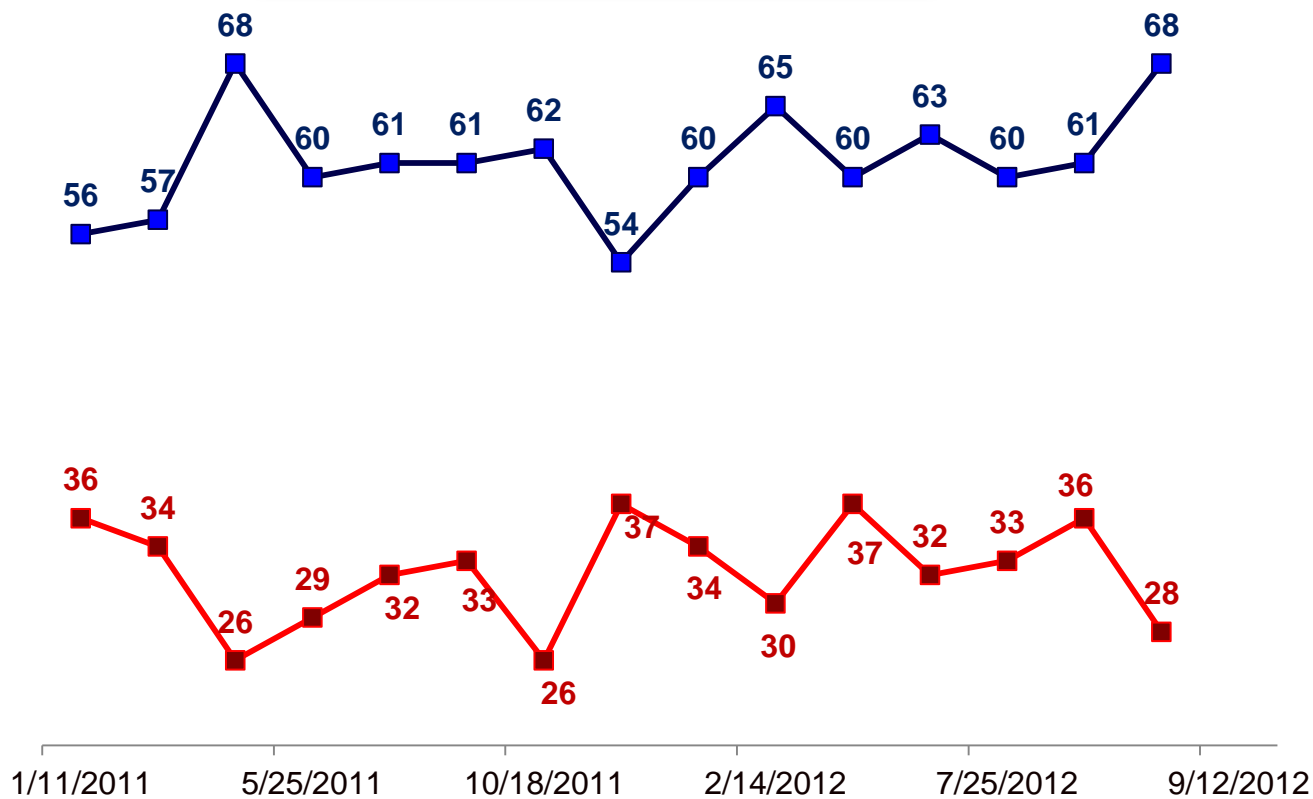




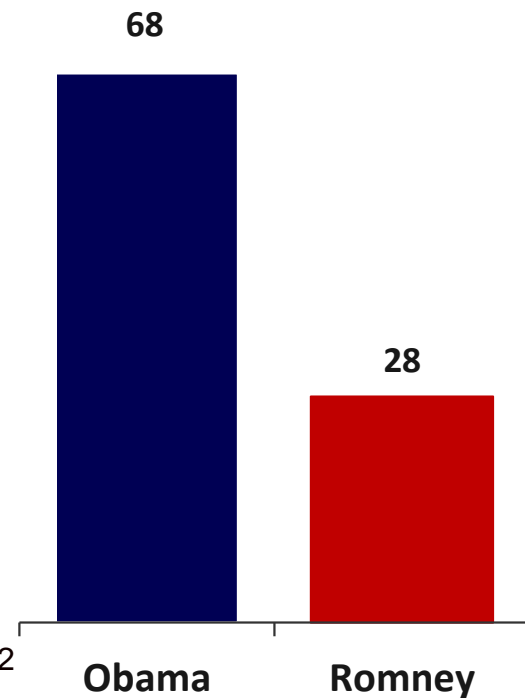
# Makes big gains among unmarried women

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*

## Unmarried women



## September

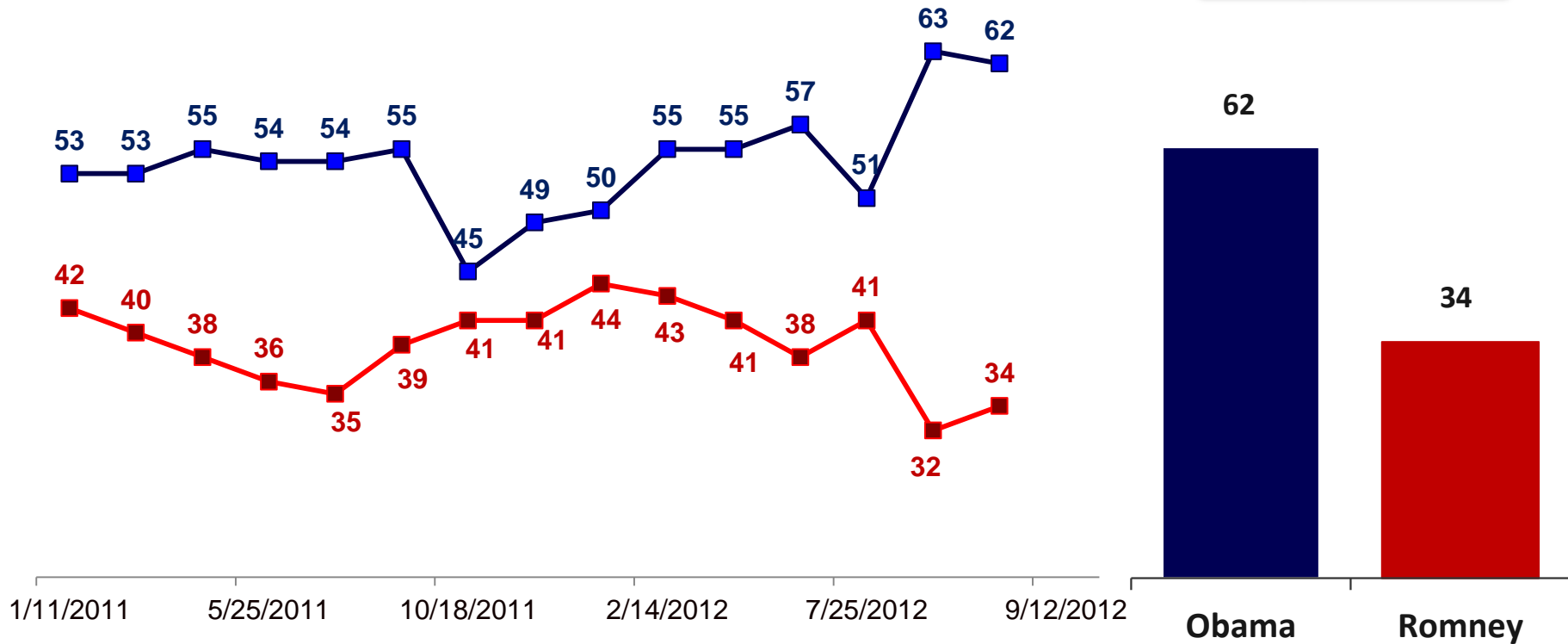


# Strong among youth last two months

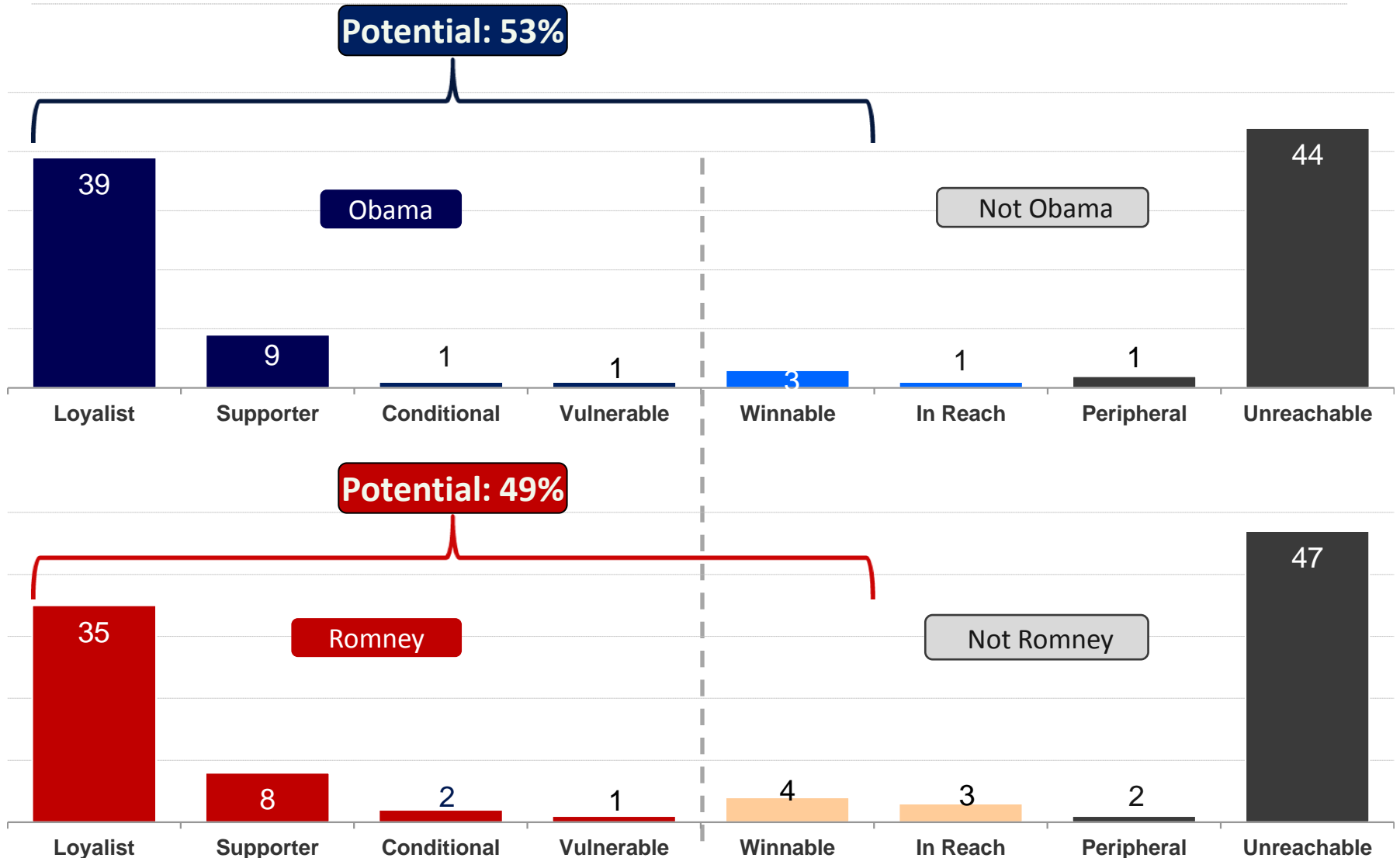
*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*

## Youth

## September

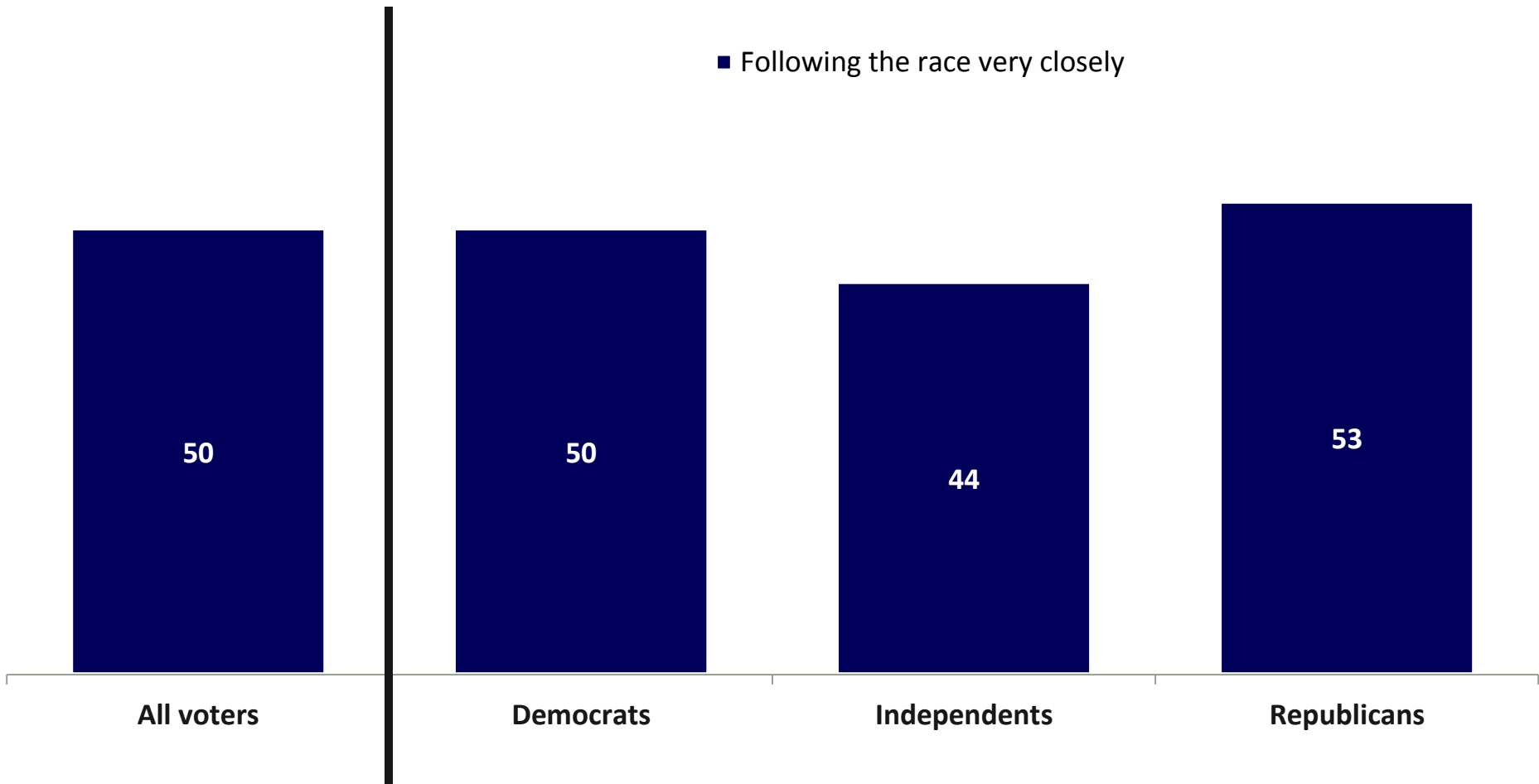


# Obama ahead on potential voters, loyalist support



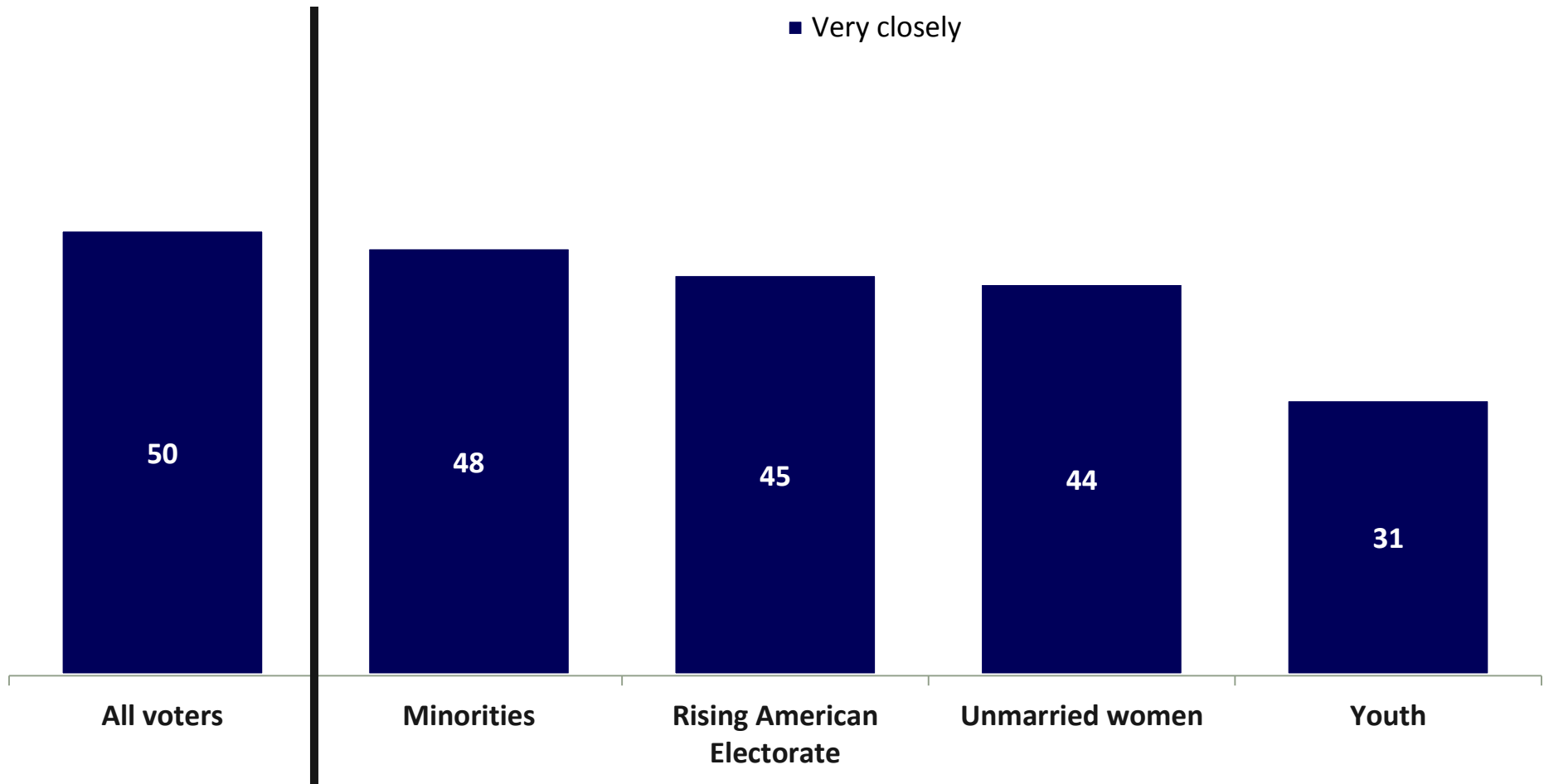
# No enthusiasm gap: Democrats are following nearly as closely as Republicans

*How closely have you been following news about candidates for this year's presidential election -- very closely, fairly closely, not too closely, or not closely at all?*



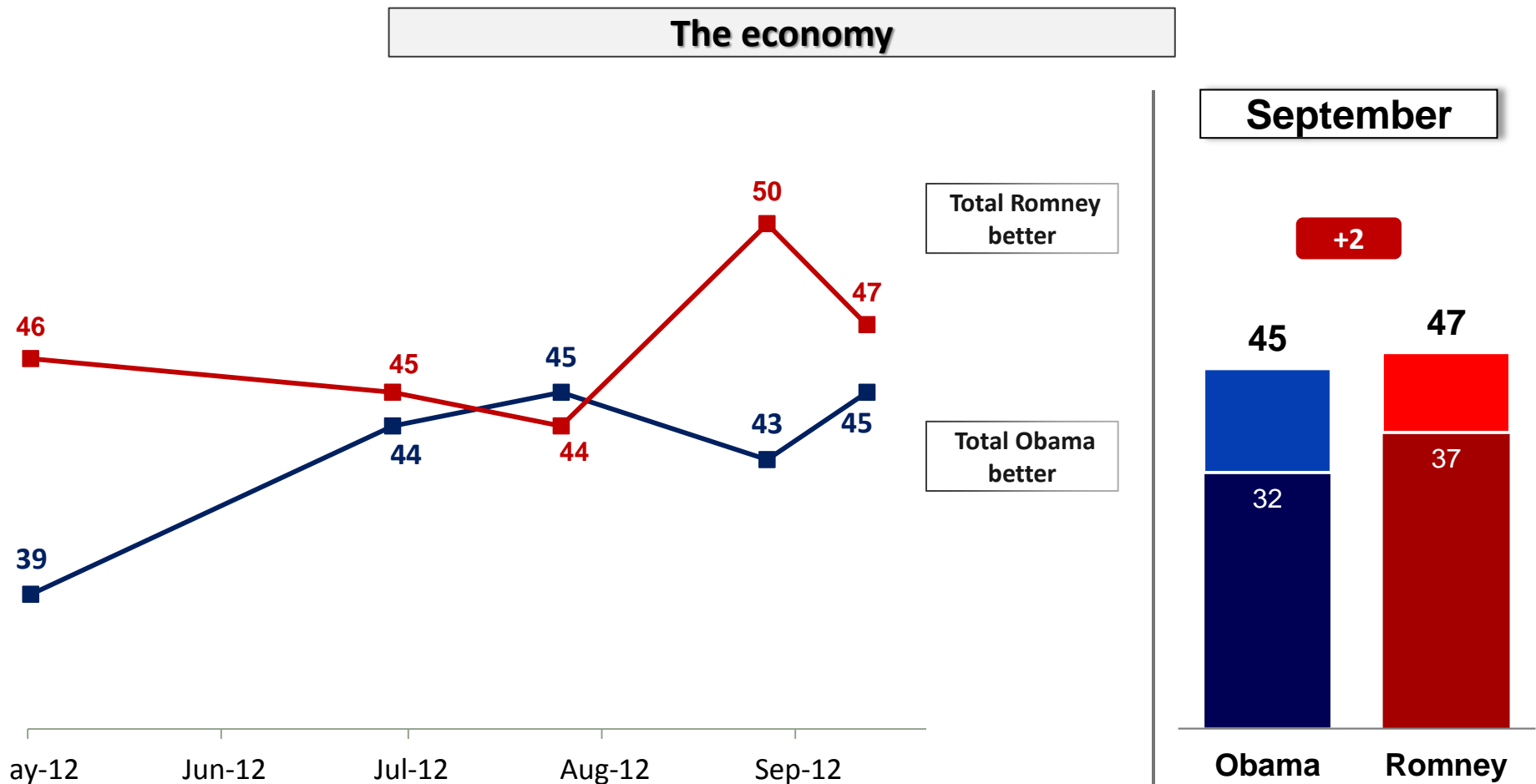
# But engagement among important Obama voters still lagging

*How closely have you been following news about candidates for this year's presidential election -- very closely, fairly closely, not too closely, or not closely at all?*



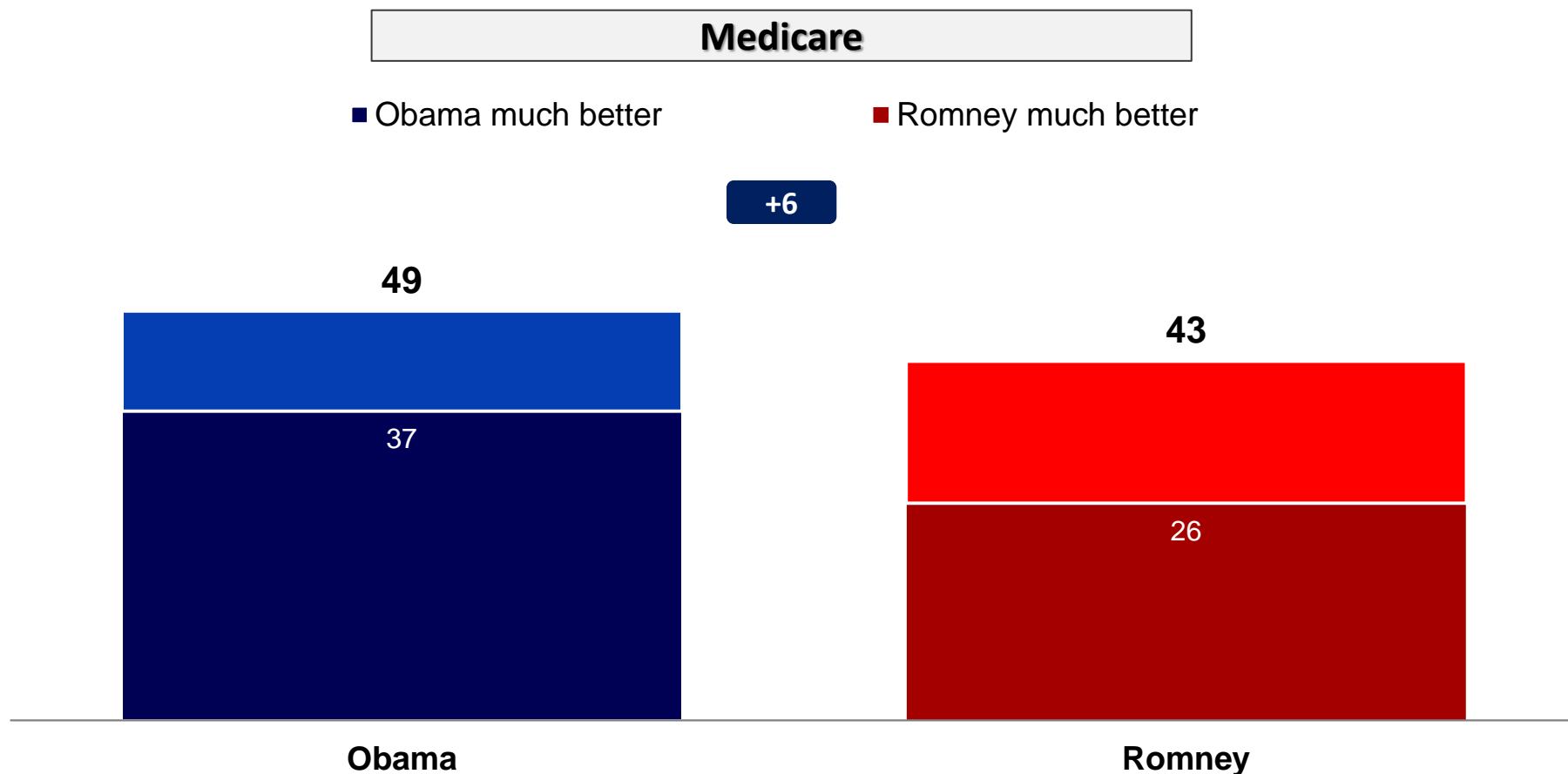
# Obama gains, but Romney with lead on the economy

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think the Barack Obama or the Mitt Romney would do a better job with this issue...**The economy**.



# Voters trust Obama more on Medicare

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or Mitt Romney would do a better job with this issue...Medicare.



# Obama approval at 49 percent

Do you approve or disapprove of the way Barack Obama is handling his job as president?

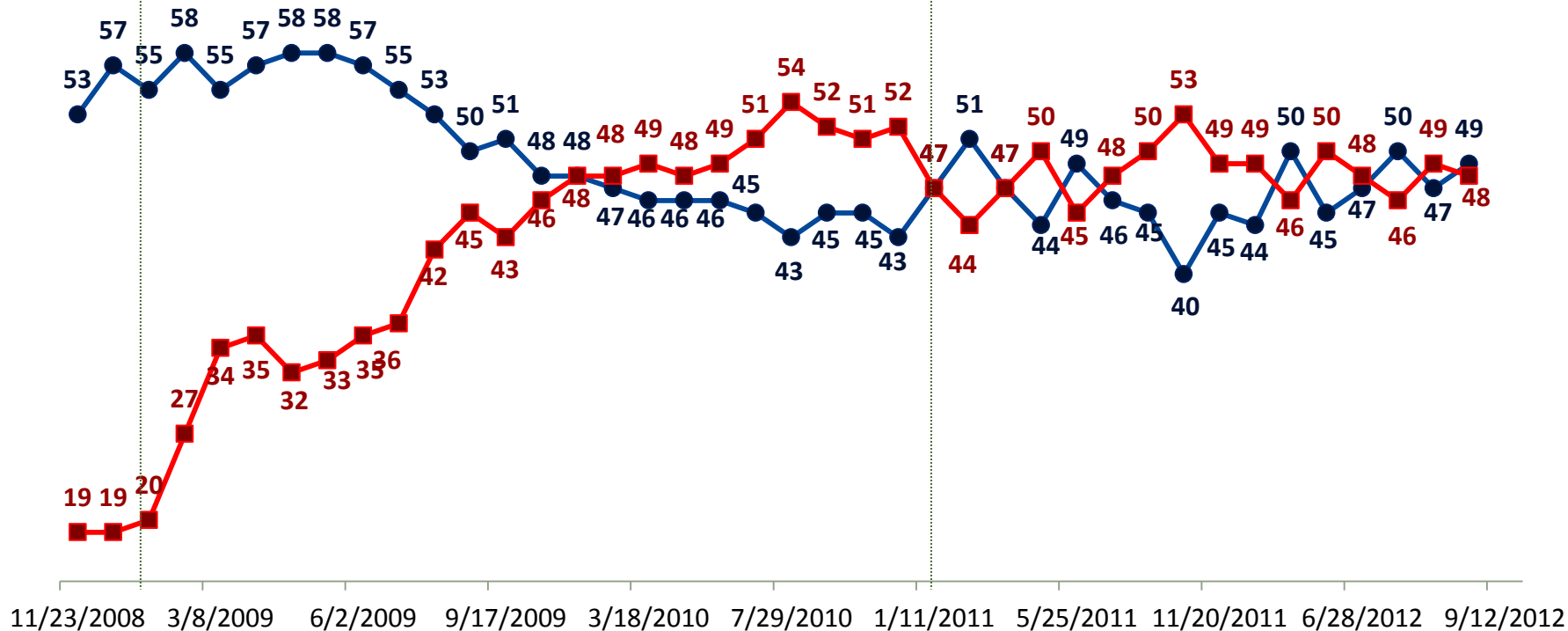
## Barack Obama

● Total Approve

■ Total Disapprove

Inauguration

2010 Election

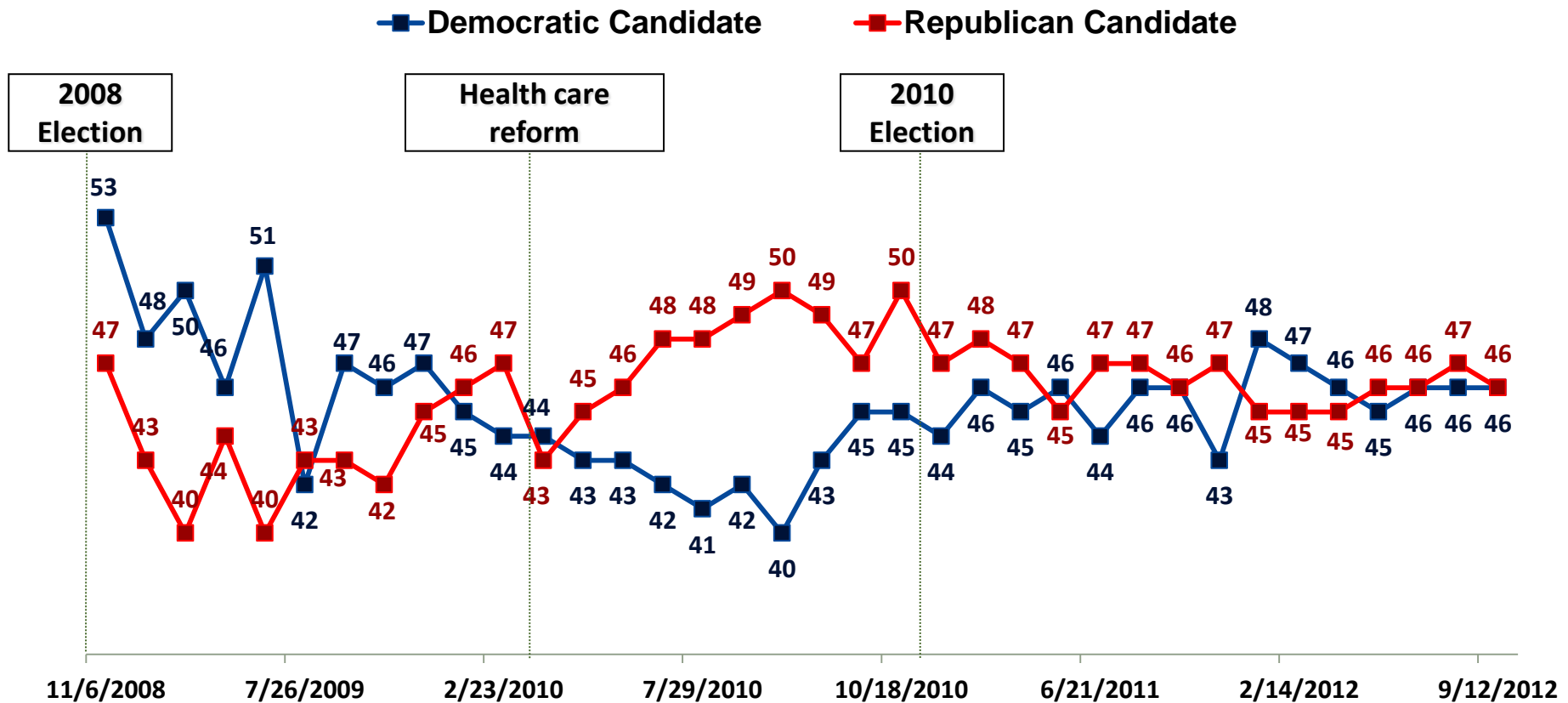


\*Note: From Democracy Corps surveys since the 2008 election. Before inauguration, question read: "Do you approve or disapprove of the job being done by Barack Obama as president-elect?"



# Congressional race still dead even

*I know it is a long way off, but thinking about the elections for Congress in 2012, if the election for U.S. Congress were held today, would you be voting for DEMOCRATIC HOUSE CANDIDATE or REPUBLICAN HOUSE CANDIDATE\*?*



\* In the landline sample, the incumbent names were inserted preceded by party identification. Generic "the Democratic candidate" or "the Republican candidate" were inserted for the opposition. For the cell phone sample and open seat districts, both candidates were given as generic

# **GREENBERG QUINLAN ROSNER** RESEARCH

WORLD HEADQUARTERS  
10 G Street, NE  
Suite 500  
Washington, DC 20002  
T: 202.478.8300  
F: 202.478.8301

EUROPEAN HEADQUARTERS  
405 Carrington House  
6 Hertford Street  
London, UK W1J 7SU  
T: +44.(0).207.096.5070  
F: +44.(0).207.096.5068

LATIN AMERICAN HEADQUARTERS  
Cabrera 6060, 7D  
C1414 BHN  
Ciudad de Buenos Aires, Argentina  
T: +54.11.4772.0813

[www.greenbergresearch.com](http://www.greenbergresearch.com) | [www.gqrr.com](http://www.gqrr.com)