

GREENBERG QUINLAN ROSNER RESEARCH

Obama and Democrats have clear advantage in 2012 election

July 30, 2012



DEMOCRACY CORPS
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Methodology and Overview

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

The survey of 900 likely 2012 voters (700 weighted) nationwide was conducted from July 21-25, 2012, and also includes an oversample of 200 unmarried women.

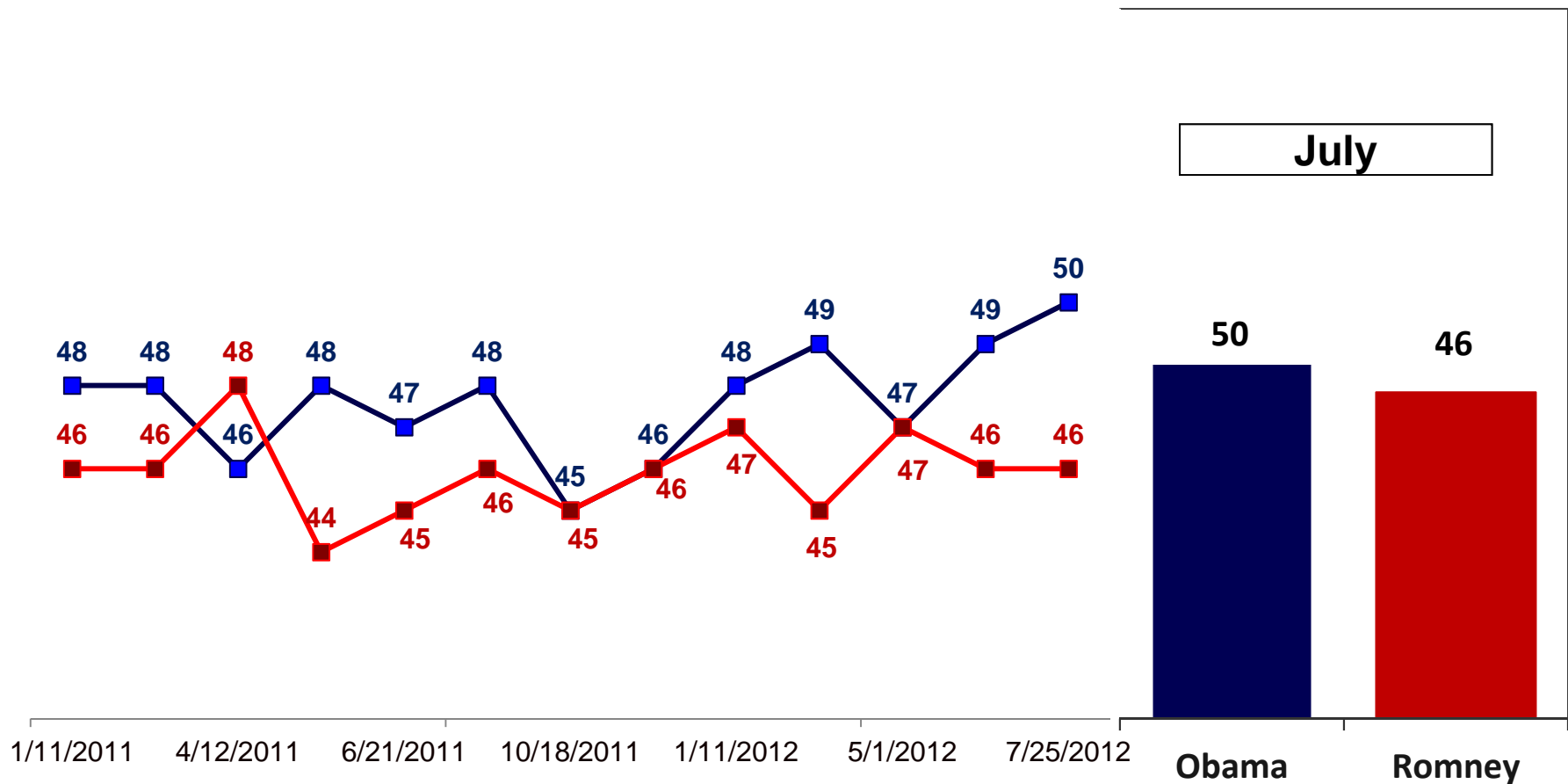
Unless otherwise noted, margin of error= +/-3.70 percentage points at 95% confidence.

100 Days

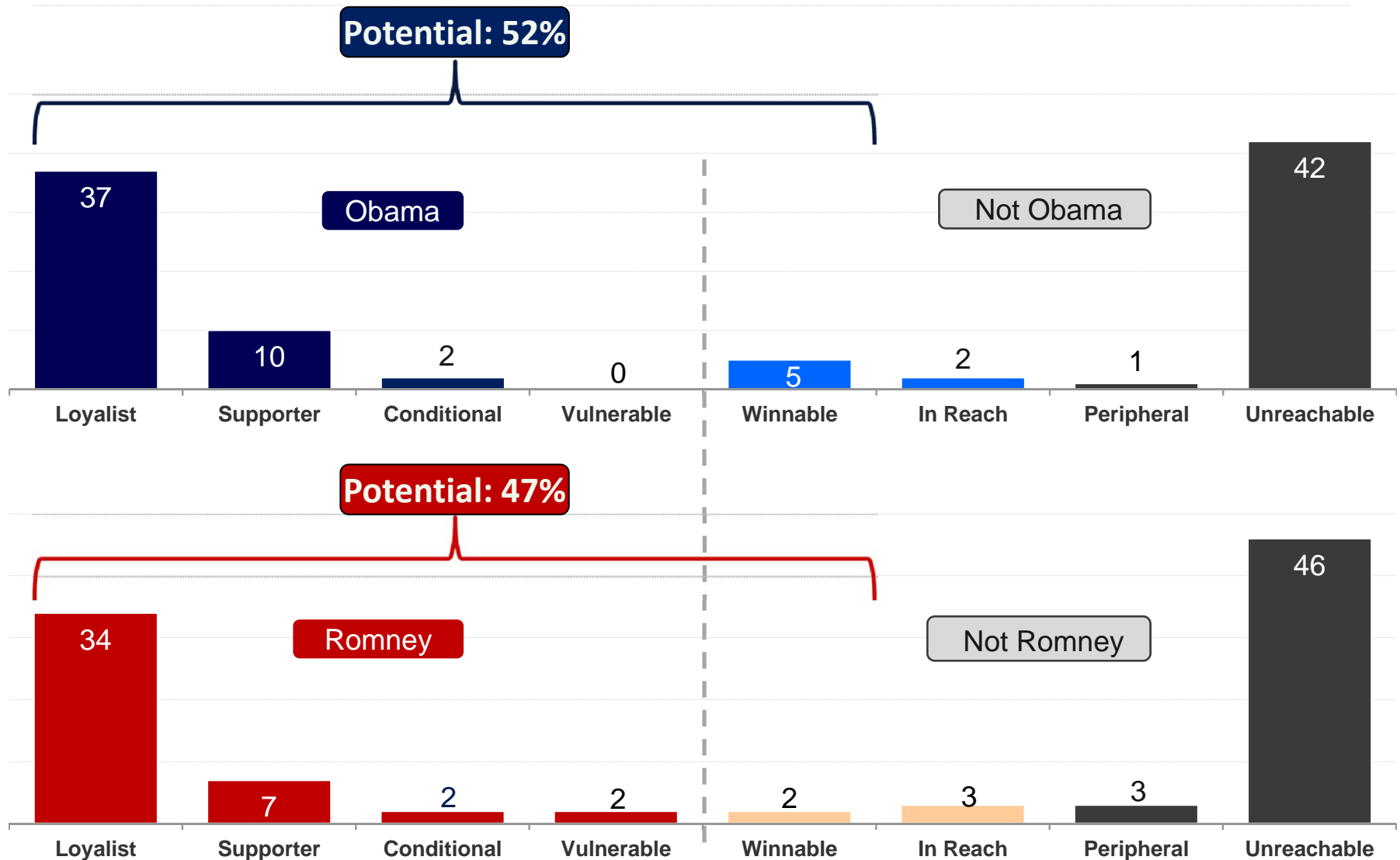
- **The shift in Democratic fortunes since 2010 has been produced by a growing and deepening contempt for everything Republican. The Democrats' standing with the public is relatively stable, but the pattern has left a pretty astonishing gap between the parties that is shaping the race, despite the economic slow down.**
- **Already unpopular Republicans see favorability drop out from underneath them, while Democrats maintain standing.**
- **Dead heat in Congressional race; Obama pulls away from Romney, hitting crucial 50-percent mark.**

Obama vote stable near 50 percent most of this year

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?



Romney hits ceiling below 50 percent; more strong supporters for Obama



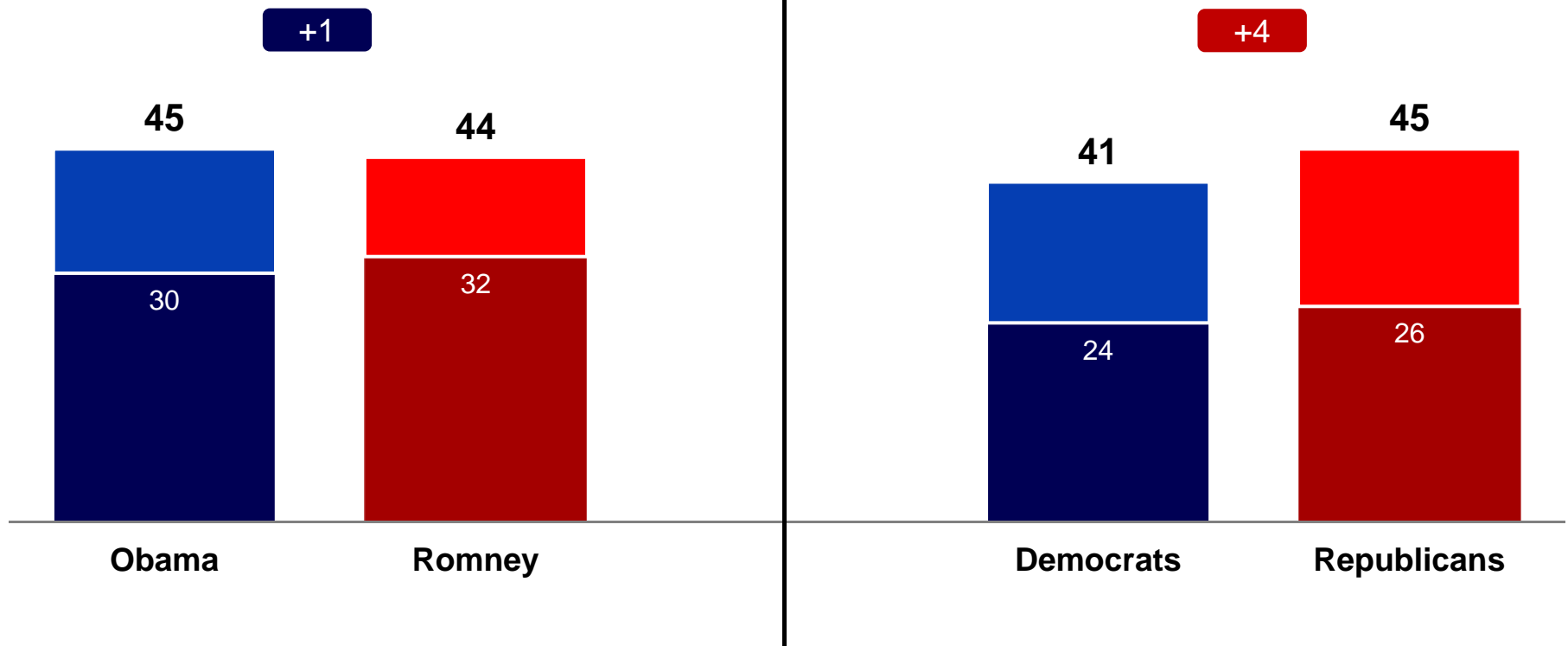
Obama and Romney at parity on economy, while Democrats trail GOP slightly

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 Democrats/Barack Obama or the Republicans/Mitt Romney would do a better job with this issue... **The economy.**

The economy

■ Obama/Democrats much better

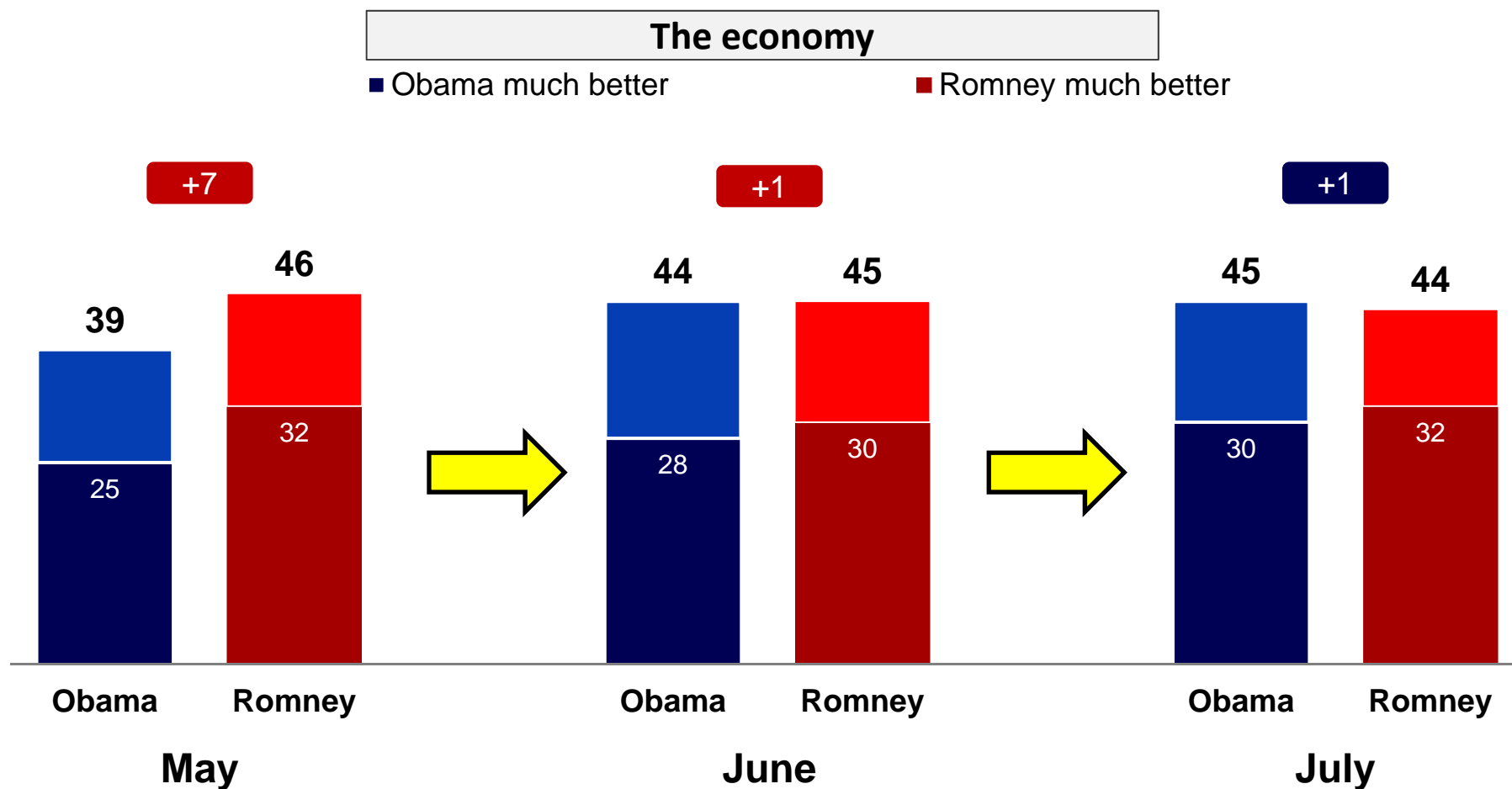
■ Romney/Republicans much better



* In November 2010, the Republicans' margin on the economy was 9 points— more than double the current margin.

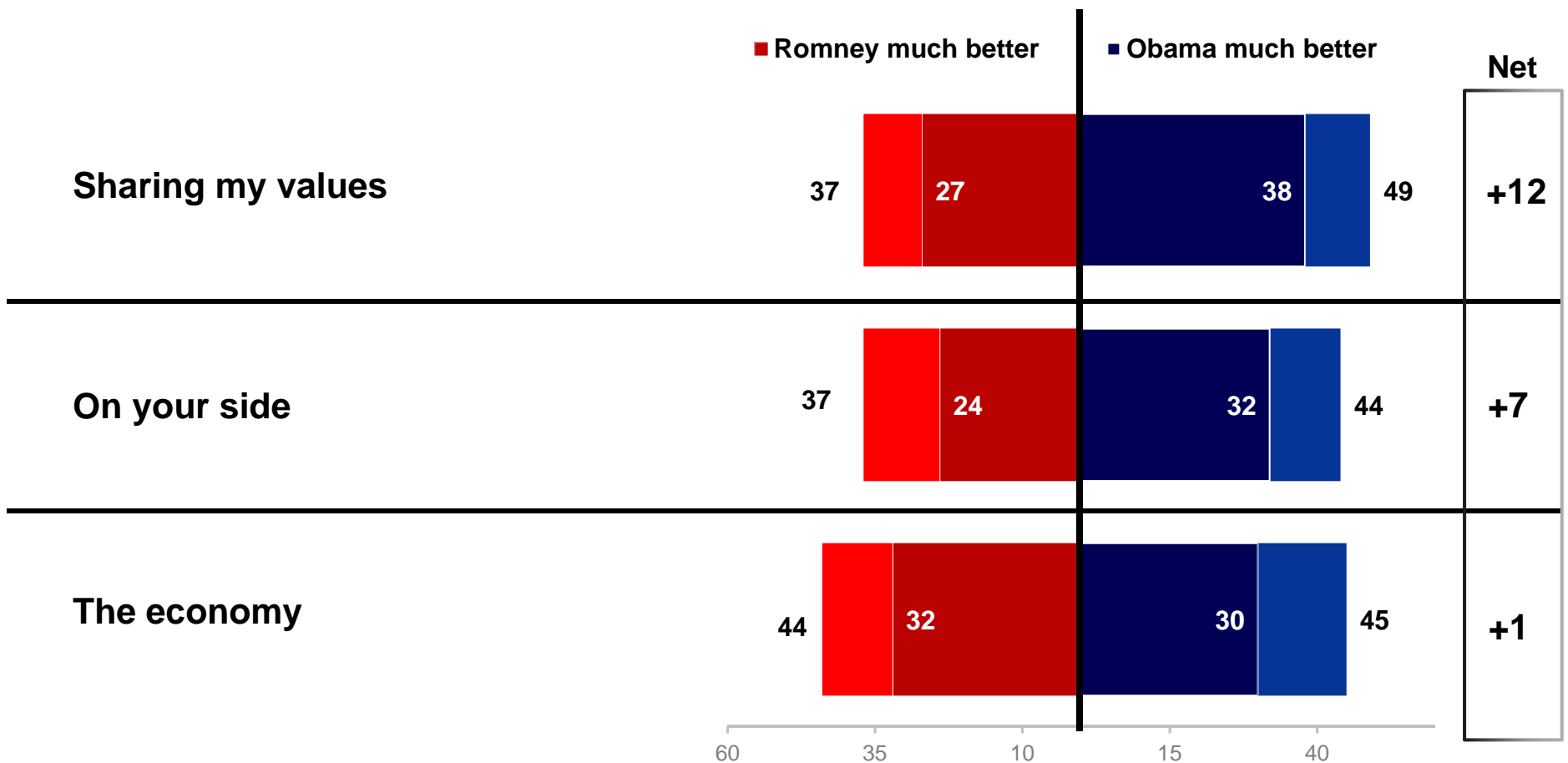
Obama and Romney at parity on economy, despite economy's weakness

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.**



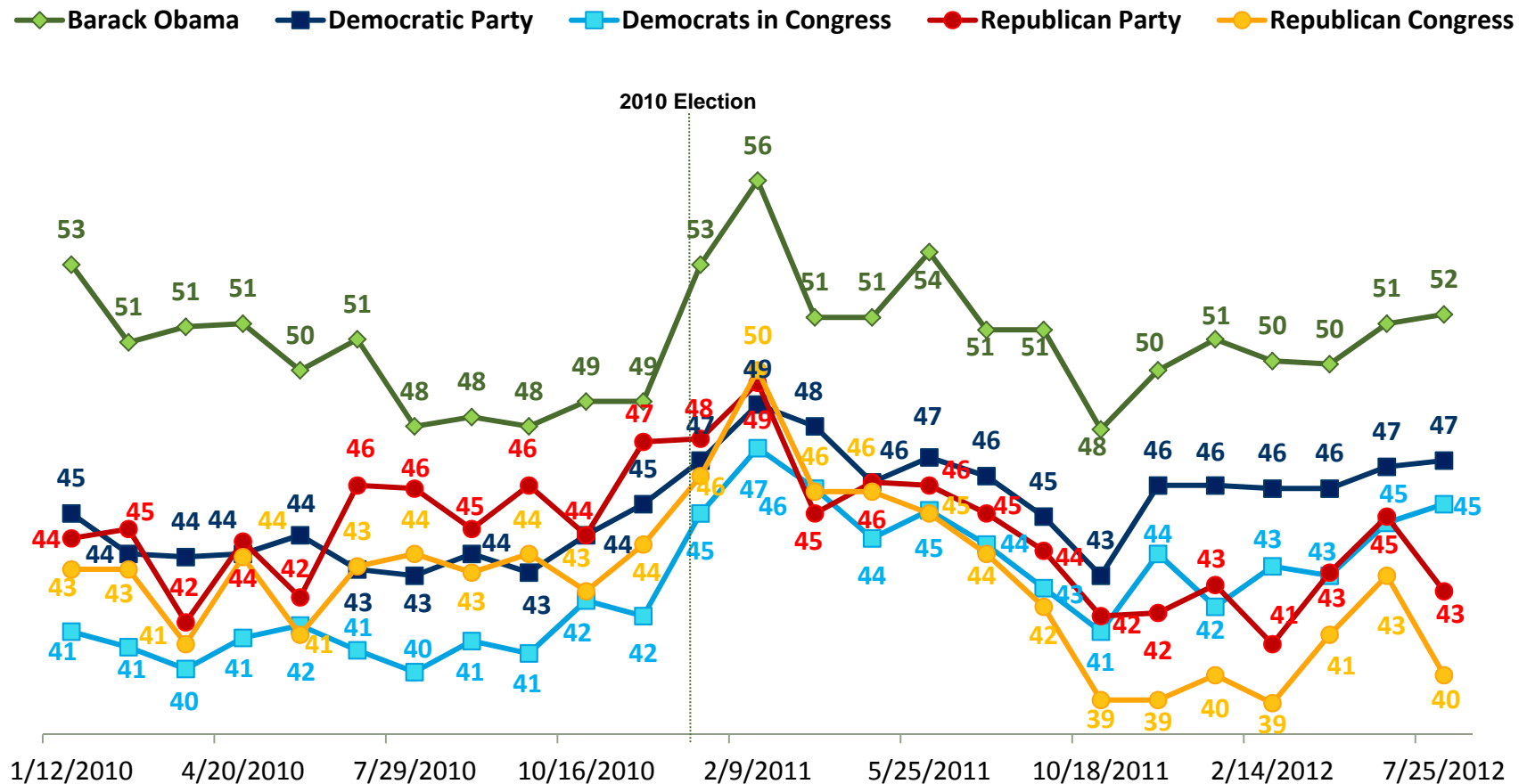
Pluralities find Obama relatable – half think “shares my values”, almost as many “on your side”

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. If you do not know, just tell me and we will move on to the next item.



Race shaped by views of Republicans: they fall while Democrats hold steady

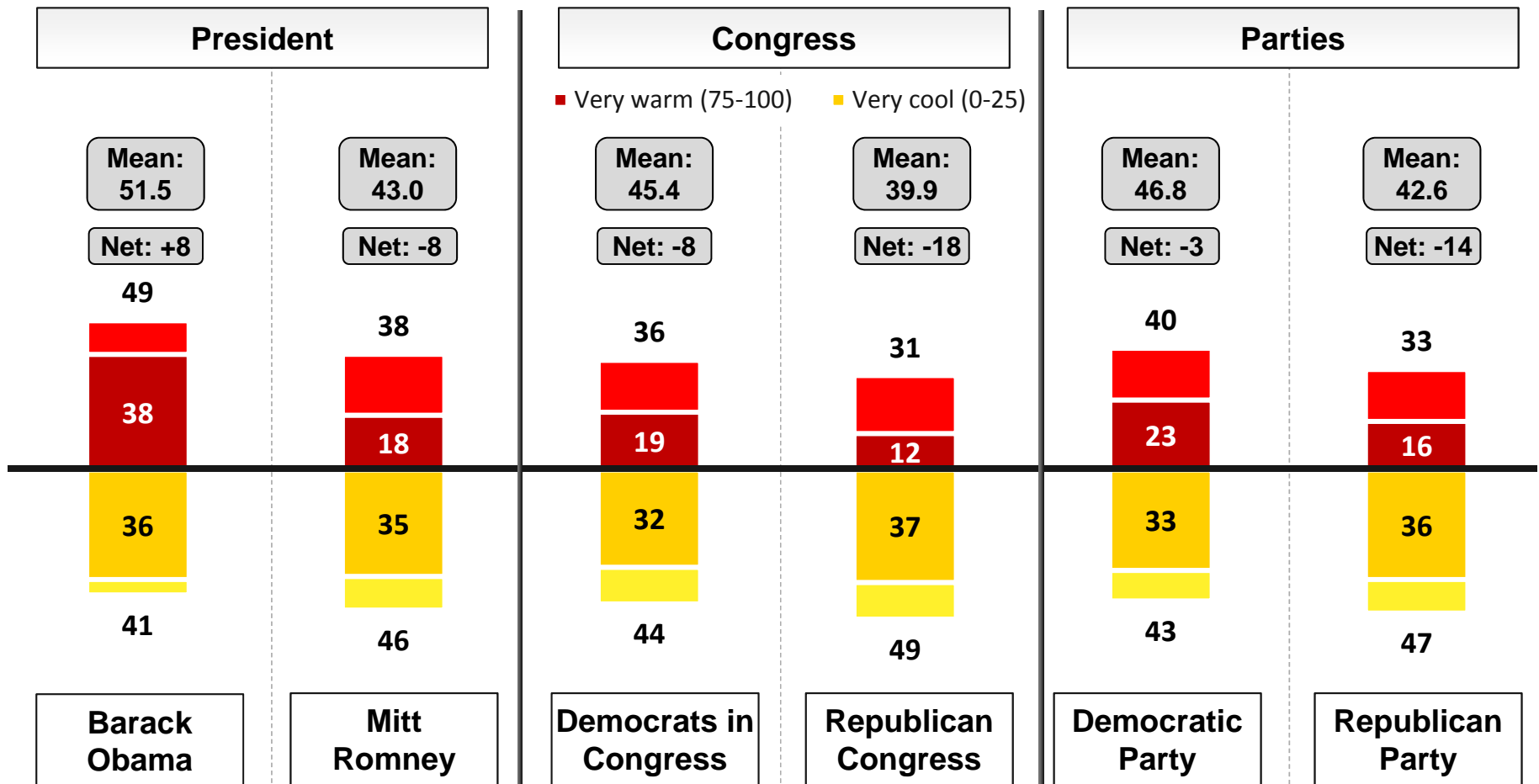
Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.



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

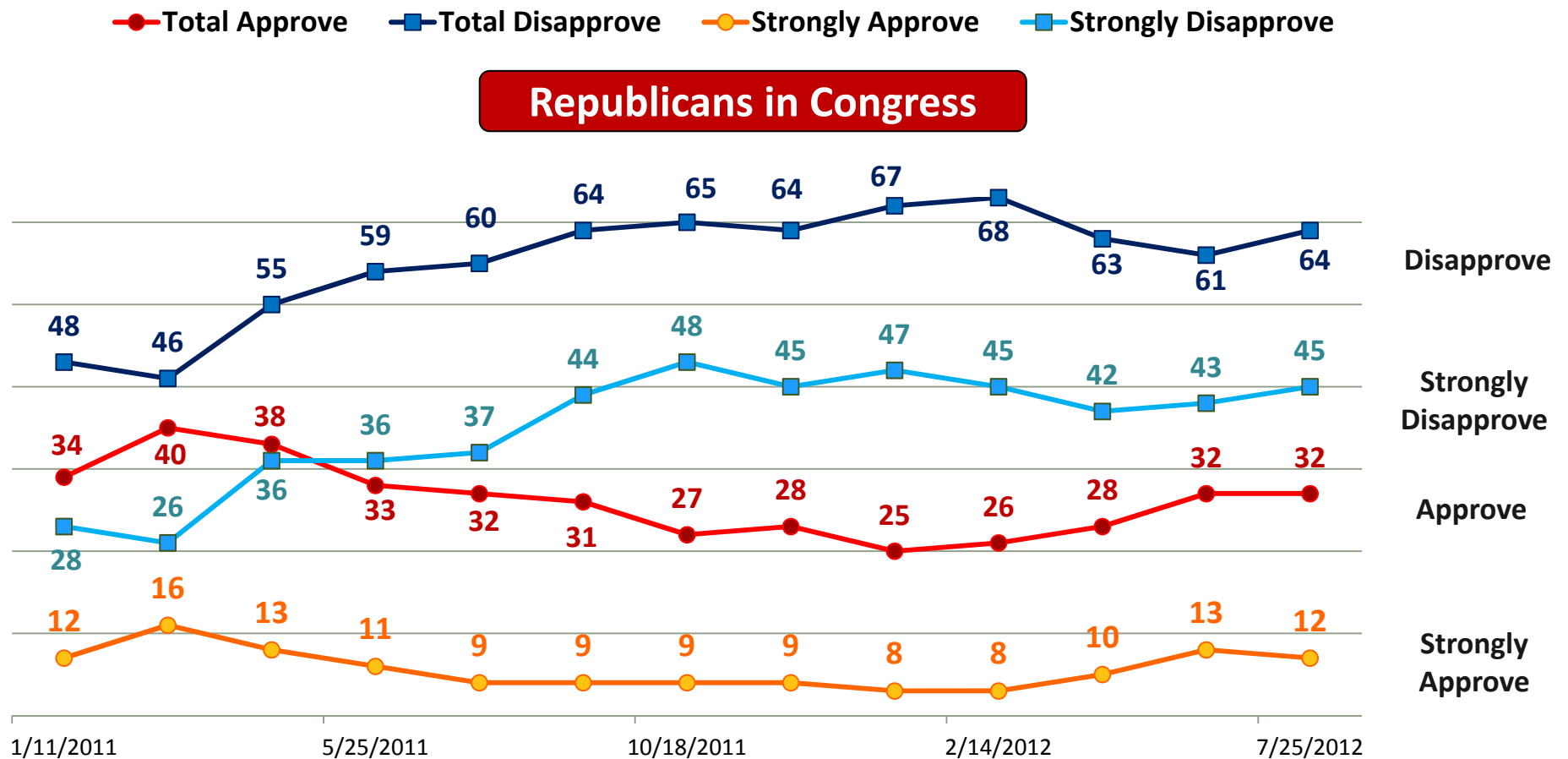
Democrats have powerful image advantage over weakened Republicans in each area

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.



'Republicans in Congress': almost two-thirds disapprove; strong disapproval higher than total approval

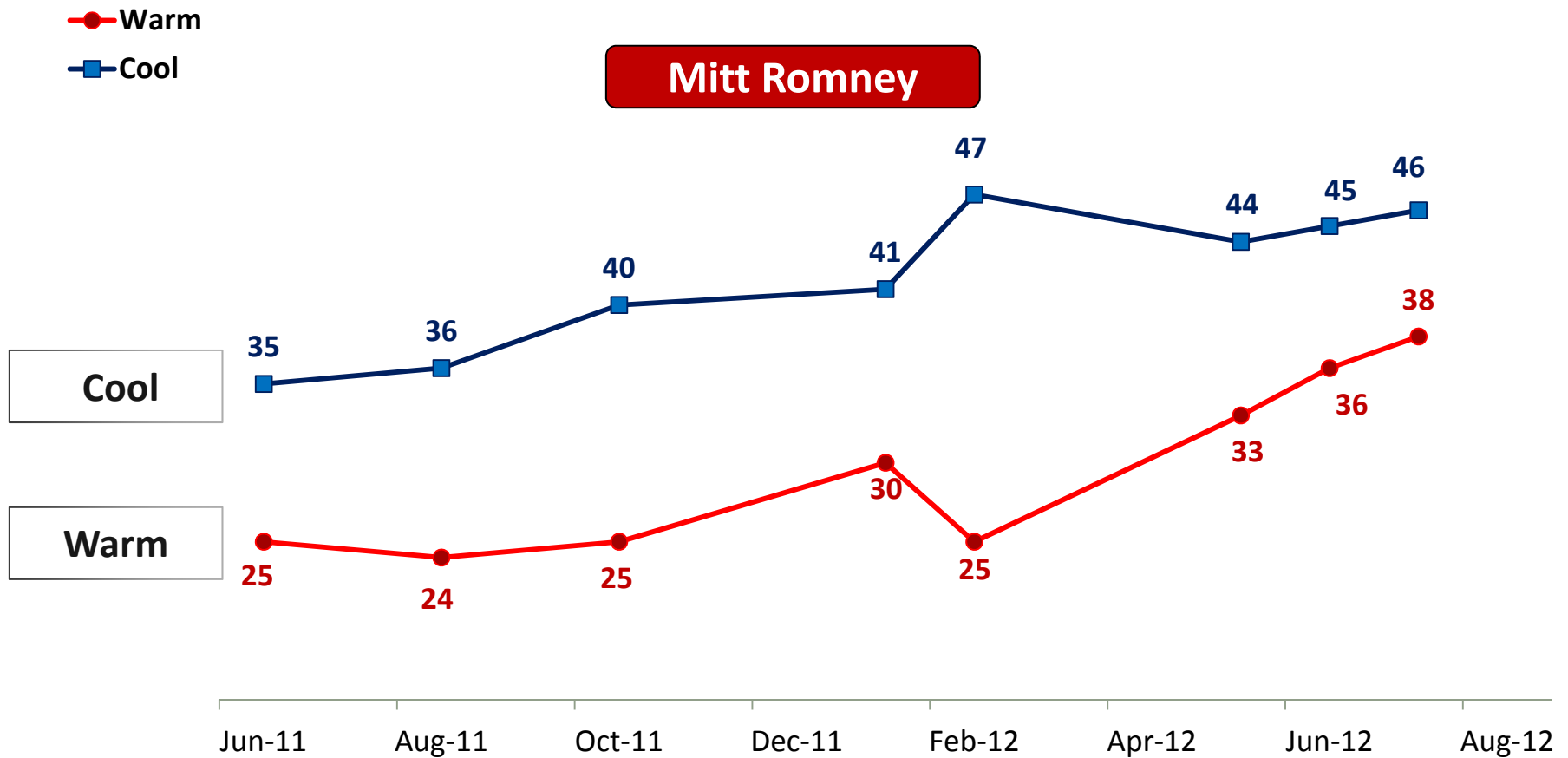
Do you approve or disapprove of the way Republicans in Congress are handling their job in charge of the House of Representatives?



*Note: Question was not asked in March 2011 or March 2012.

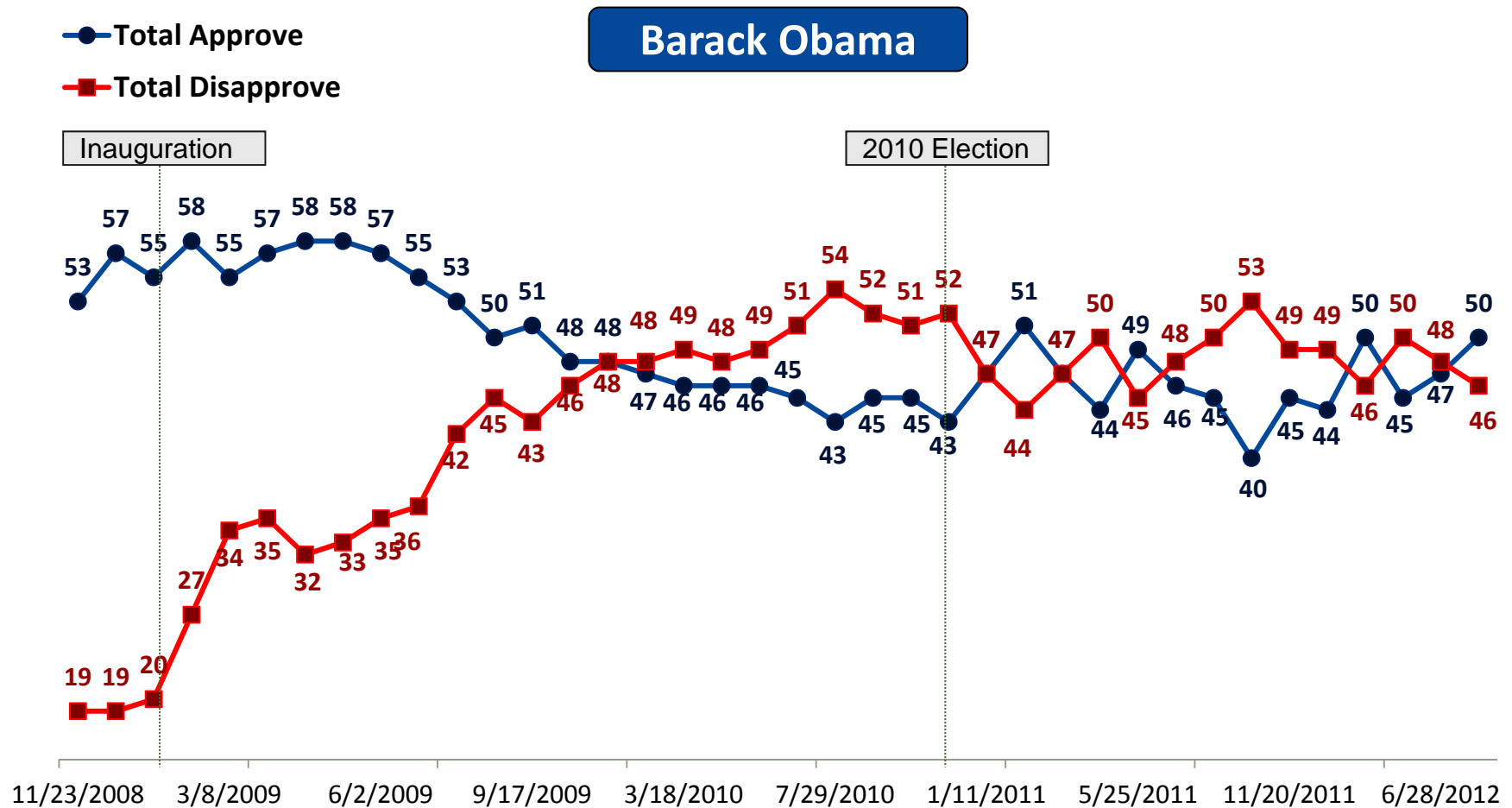
Negative ratings of Romney high and unchanged this year

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.**



Obama edges to 50 percent approval rating

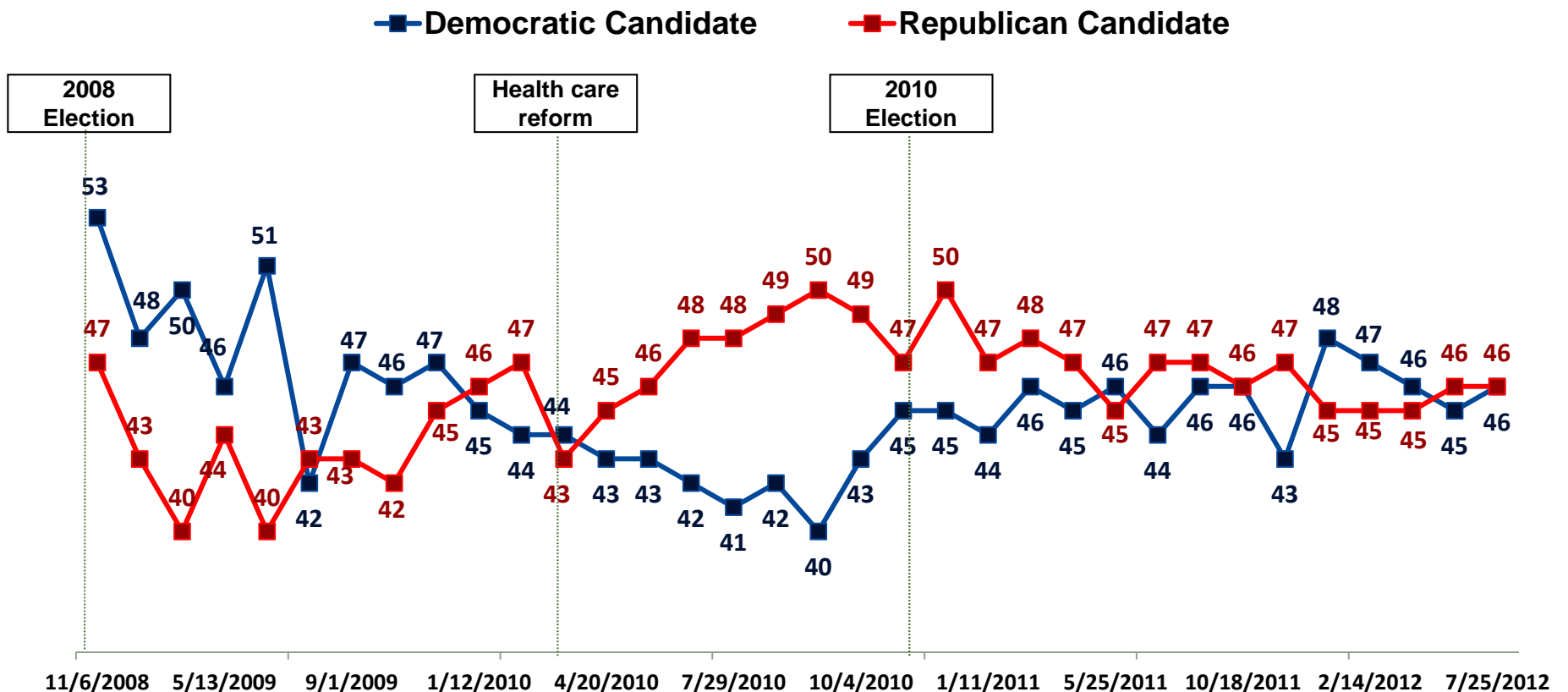
Do you approve or disapprove of the way Barack Obama is handling his job as president?



*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 a dead heat

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

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