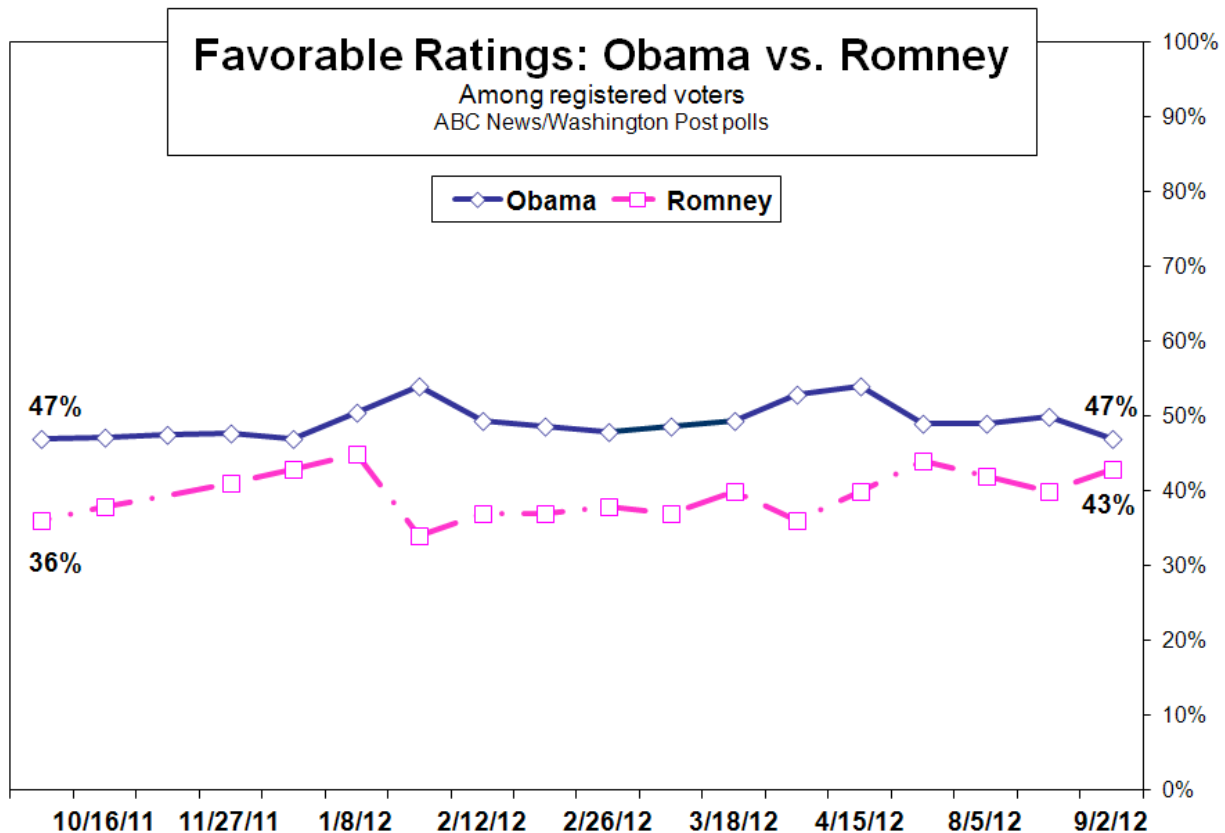


Obama's Popularity Dips Underwater; For Romney, a Faint Favorability Bounce

Barack Obama approaches his nomination for a second term with the lowest pre-convention personal popularity of an incumbent president in ABC News/Washington Post polls since the 1980s. He's also at his lowest of the year among registered voters, with trouble among women.

Just 47 percent of registered voters in the latest ABC News/Washington Post poll see Obama favorably overall, down 7 percentage points from his recent peak in April, while 49 percent rate him unfavorably. He's numerically underwater in this group for the first time since February.

The decline has occurred entirely among women registered voters – from 57-39 percent favorable-unfavorable in April to a numerically negative 46-50 percent now. That's Obama's lowest score among women voters – a focus of recent political positioning – in ABC/Post polls since he took office. Unusually, his rating among men, 50-47 percent favorable-unfavorable, is numerically better than it is among women, albeit not by a significant margin.



persistently high unemployment and a range of related woes, 69 percent in an ABC/Post poll last week said the country was seriously off on the wrong track.

In addition to the drop among women, one other result stands out in evaluating the change for Obama since April: His favorable rating has lost 13 points among Republicans, from 20 percent then to a mere 7 percent now.

Romney, for his part, has solidified his popularity in some core Republican groups. Eighty-nine percent of Republicans now see Romney favorably overall, as do 78 percent of “very” conservatives, both new highs for Romney this cycle. (Among “somewhat” conservatives, fewer, 61 percent, see Romney favorably.)

Obama continues to do considerably better than Romney among moderates – 57-40 percent favorable-unfavorable for the president, vs. 36-54 percent for his challenger. Both are struggling among independents – often swing voters, and the predominant political group in recent years. They see Obama more unfavorably than favorably by a scant 6-point margin; Romney, by 17.

HISTORY – Favorable ratings of some candidates have moved considerably in measurements taken before or after conventions in past years. Using available ABC/Post favorability ratings from before either party’s convention in previous cycles, Obama’s rating is lower than George W. Bush’s in 2004 (54 percent), Bill Clinton’s in 1996 (56 percent) and George H.W. Bush’s in 1992 (57 percent). The available measurement for Ronald Reagan, 60 percent favorable, was taken two weeks after his 1984 convention.

Romney’s favorability rating last week was the lowest of any major-party nominee using the same, pre-convention data. Using post-convention measurements, however, he’s now ahead (at least numerically) of some previous candidates, including John Kerry and George H.W. Bush.

		Comparison to pre-convention favorability (among registered voters)		
		Favorable	Unfavorable	No opinion
Mitt Romney	9/2/12	43%	48	10
Barack Obama	9/2/12	47	49	4
Barack Obama	8/22/08	62	34	4
John McCain	8/22/08	59	37	4
John Kerry	7/25/04	48	39	12
George W. Bush	7/25/04	54	43	3
George W. Bush	7/23/00	61	30	9
Al Gore	7/23/00	53	37	10
Bill Clinton	6/30/96	56	40	4
Bob Dole	6/30/96	50	37	13
Bill Clinton	7/8/92	53	33	14
George Bush	7/8/92	57	39	4
Mike Dukakis	7/17/88	56	24	20

George Bush	7/17/88	49	36	15
Walter Mondale	9/11/84*	47	49	4
Ronald Reagan	9/11/84*	60	38	2

*Post-convention

METHODOLOGY – This ABC News/Washington Post poll was conducted by landline and cell phone Aug. 29-Sept. 2, 2012, among a random national sample of 1,022 adults and 842 registered voters. Results have a margin of [sampling error](#) of 3.5 points for the full sample and 4 points for the sample of registered voters, including design effect. The survey was produced for ABC News by [Langer Research Associates](#) of New York, N.Y., with sampling, data collection and tabulation by SSRS/Social Science Research Solutions of Media, Pa.

Analysis by Gary Langer.

ABC News polls can be found at ABCNEWS.com at <http://abcnews.com/pollingunit>.

Media contacts: [David Ford](#), (212) 456-7243, and [Julie Townsend](#), (212) 456-4934.

Full results follow.

1. Overall, do you have a favorable or unfavorable impression of (ITEM)? Do you feel that way strongly or somewhat?

Among registered voters:

a. Barack Obama

	----- Favorable -----			----- Unfavorable -----			No
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	op.
9/2/12	47	28	19	49	14	34	4
8/26/12	50	29	20	47	13	34	4
8/5/12	49	31	19	47	12	35	4
5/27/12	49	29	20	48	14	34	3
4/15/12	54	31	24	43	13	30	3
3/25/12	53	33	19	45	14	31	2
2/26/12	48	26	22	50	12	38	2
1/22/12	54	30	24	43	12	31	3
12/11/11	47	24	23	50	15	35	3
9/18/11	47	23	24	49	15	33	6

b. Mitt Romney

	----- Favorable -----			----- Unfavorable -----			No
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	op.
9/2/12	43	20	22	48	18	30	10
8/26/12	40	21	19	51	18	33	9
8/5/12	42	19	23	50	17	33	8
5/27/12	44	16	28	44	19	25	12
4/15/12	40	13	27	48	24	23	12
3/25/12	36	8	28	52	24	28	12

3/18/12	40	12	28	47	22	25	13
3/4/12	37	9	28	50	22	27	13
2/26/12	38	6	31	48	24	24	14
2/19/12	37	9	28	49	23	26	14
2/12/12	37	9	28	46	20	26	17
1/22/12	34	7	27	49	25	24	17
1/8/12	45	11	34	36	19	17	19
11/27/11	41	9	32	40	21	20	19
10/16/11	38	9	29	38	22	16	24
9/18/11	36	7	30	33	19	15	31

*** END ***