

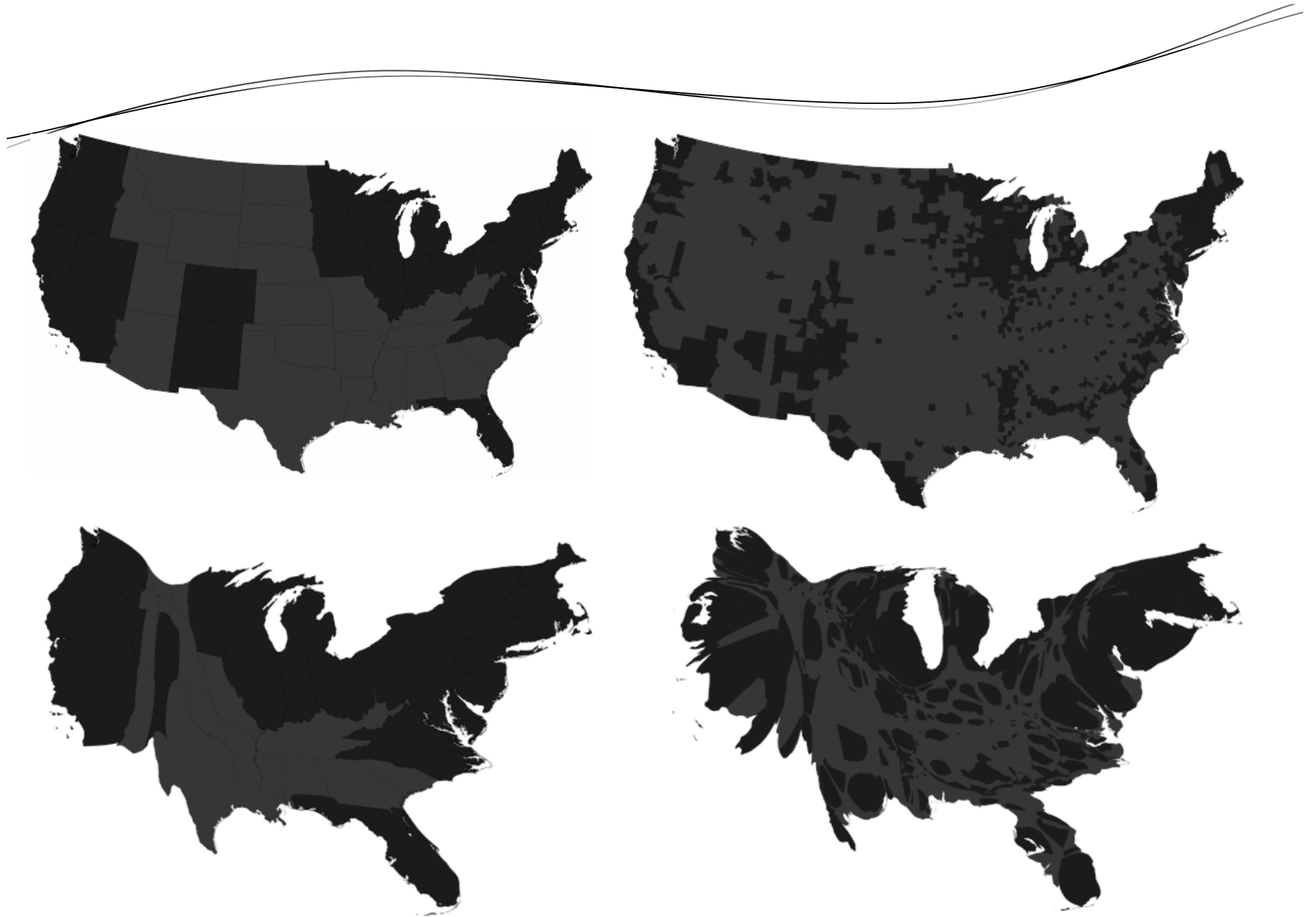


***The 2012 Republican primaries
...and the campaign ahead***

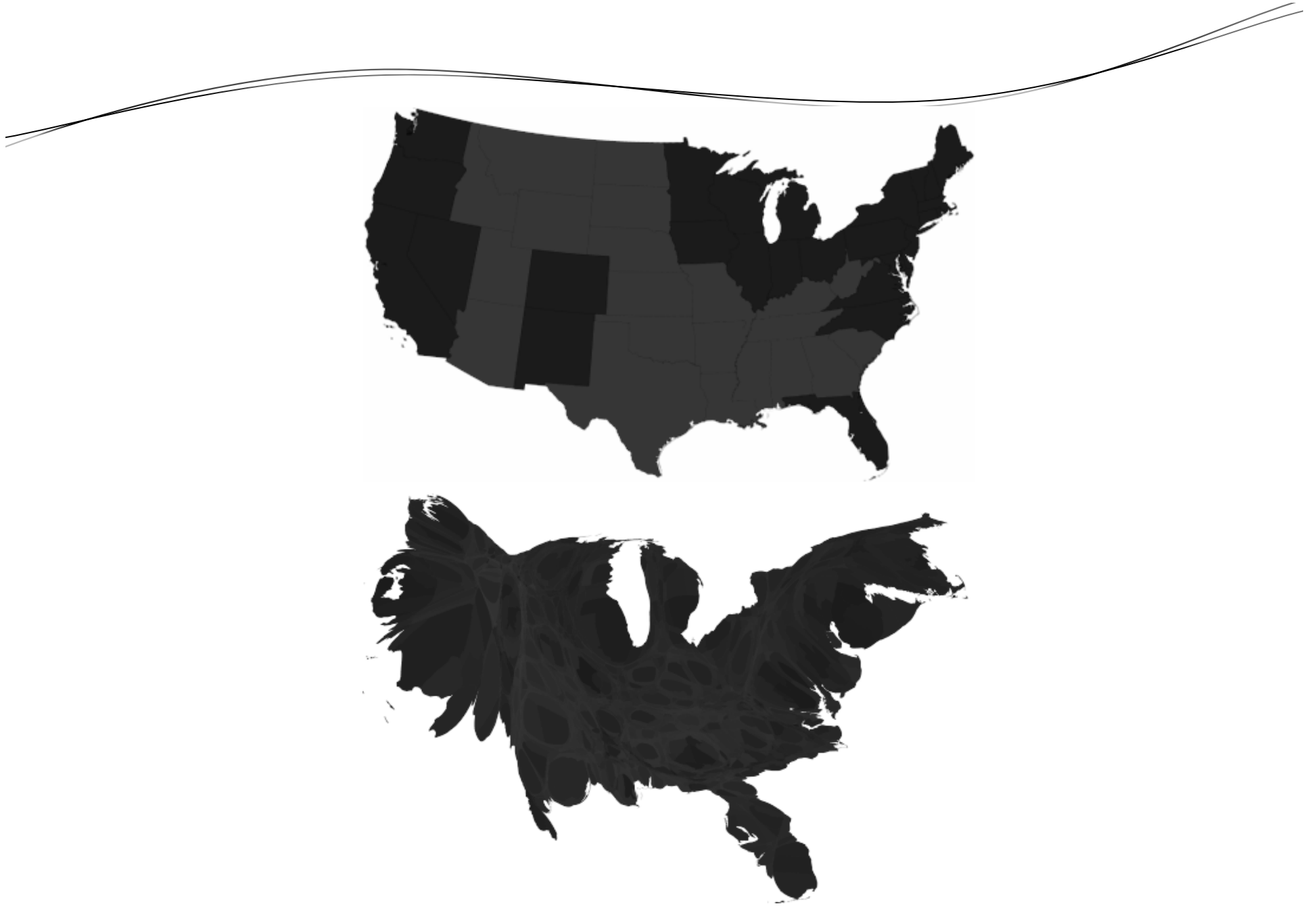
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**American Association for Public Opinion Research
May 19, 2012**



M. Newman, Department of Physics and Center for the Study of Complex Systems, University of Michigan

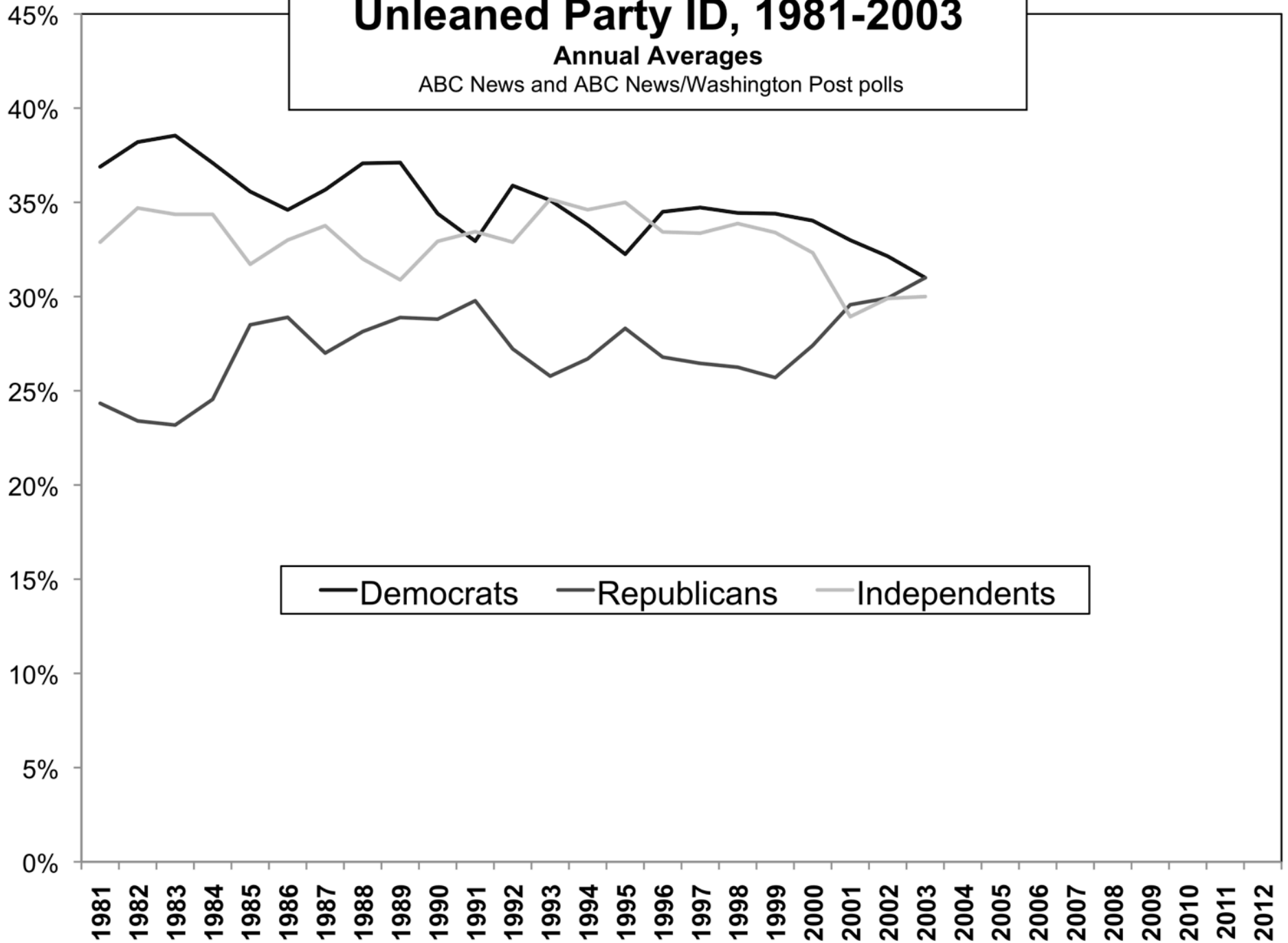


M. Newman, Department of Physics and Center for the Study of Complex Systems, University of Michigan

Unleaned Party ID, 1981-2003

Annual Averages

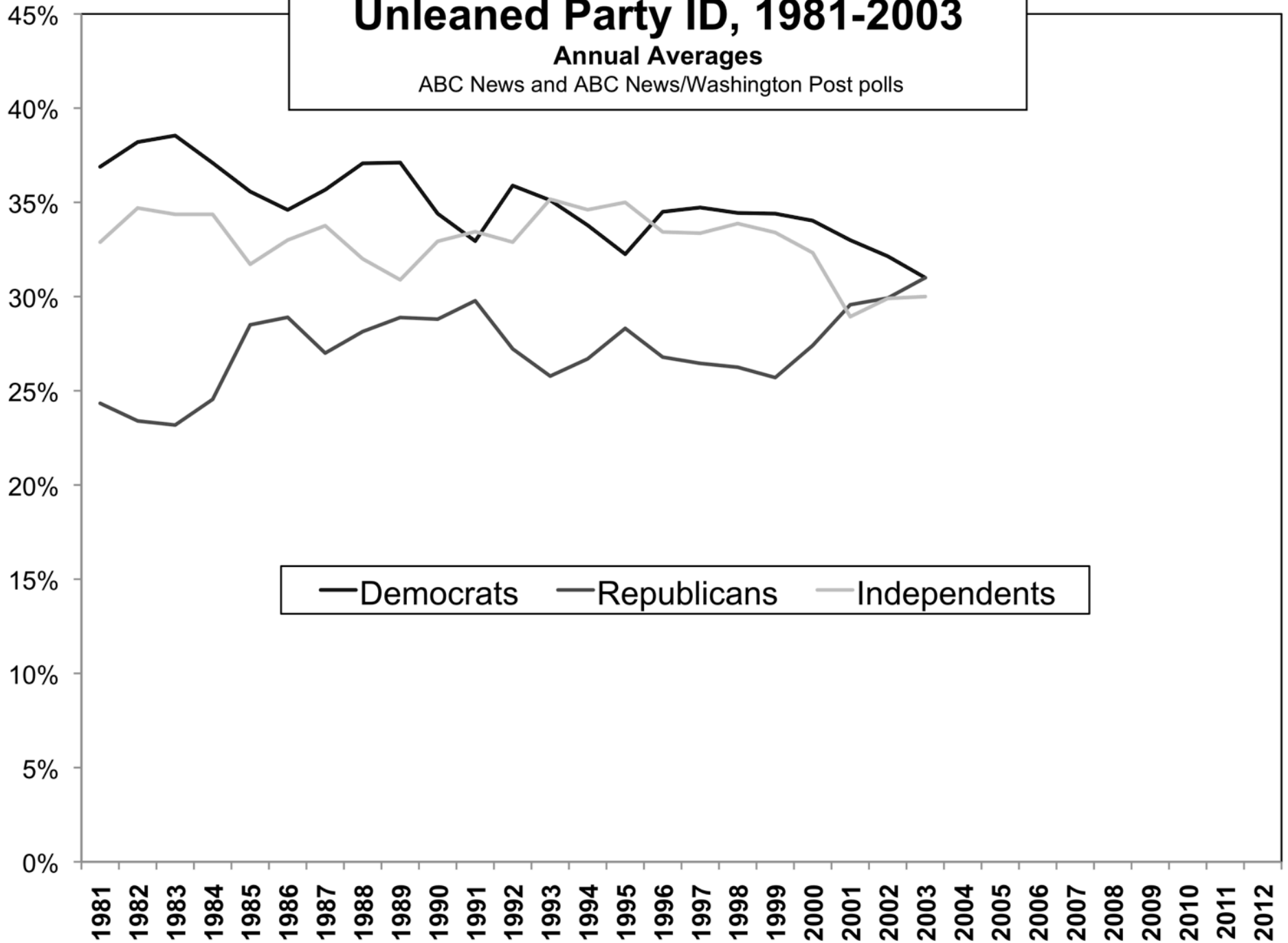
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2003

Annual Averages

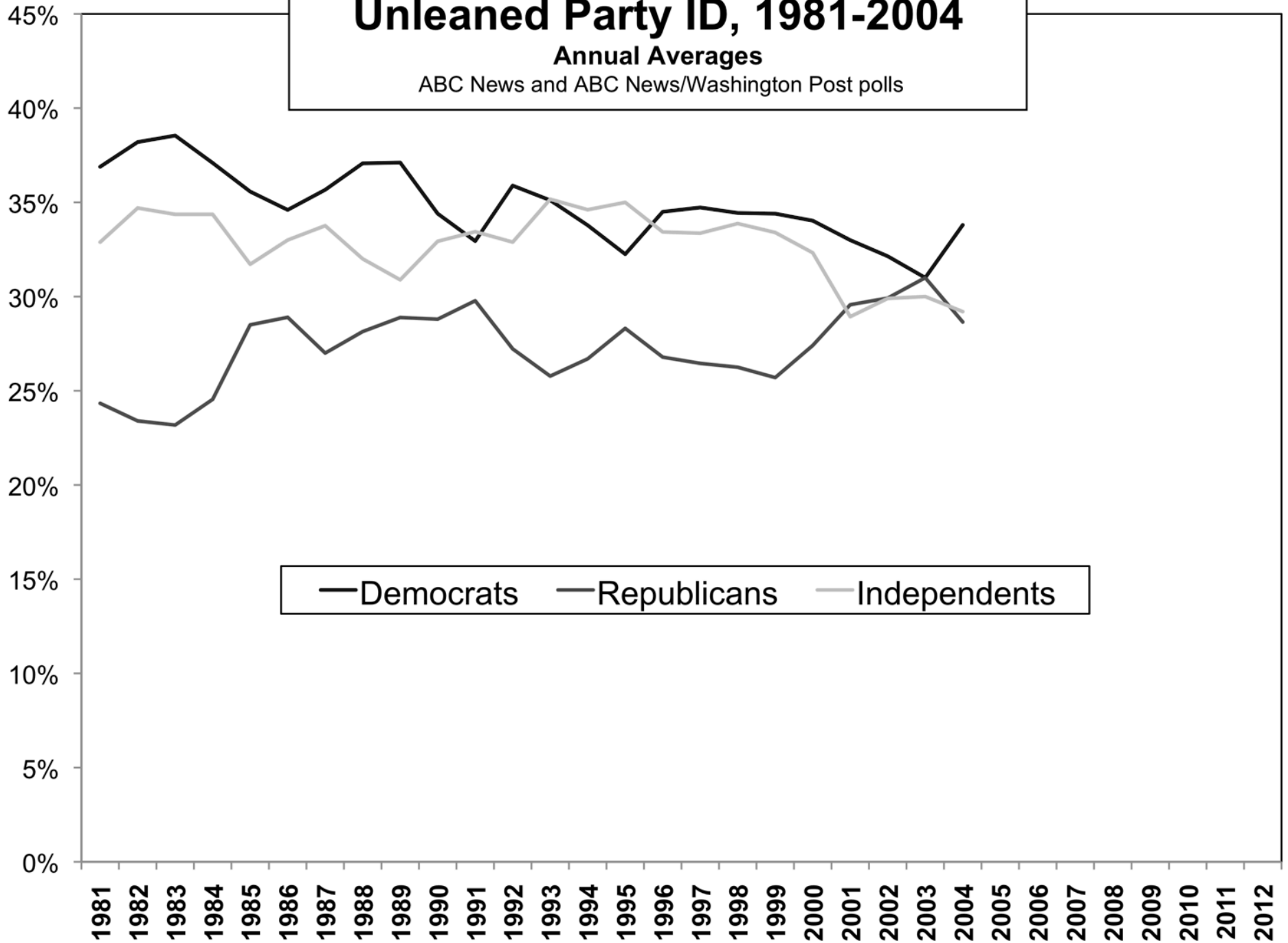
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2004

Annual Averages

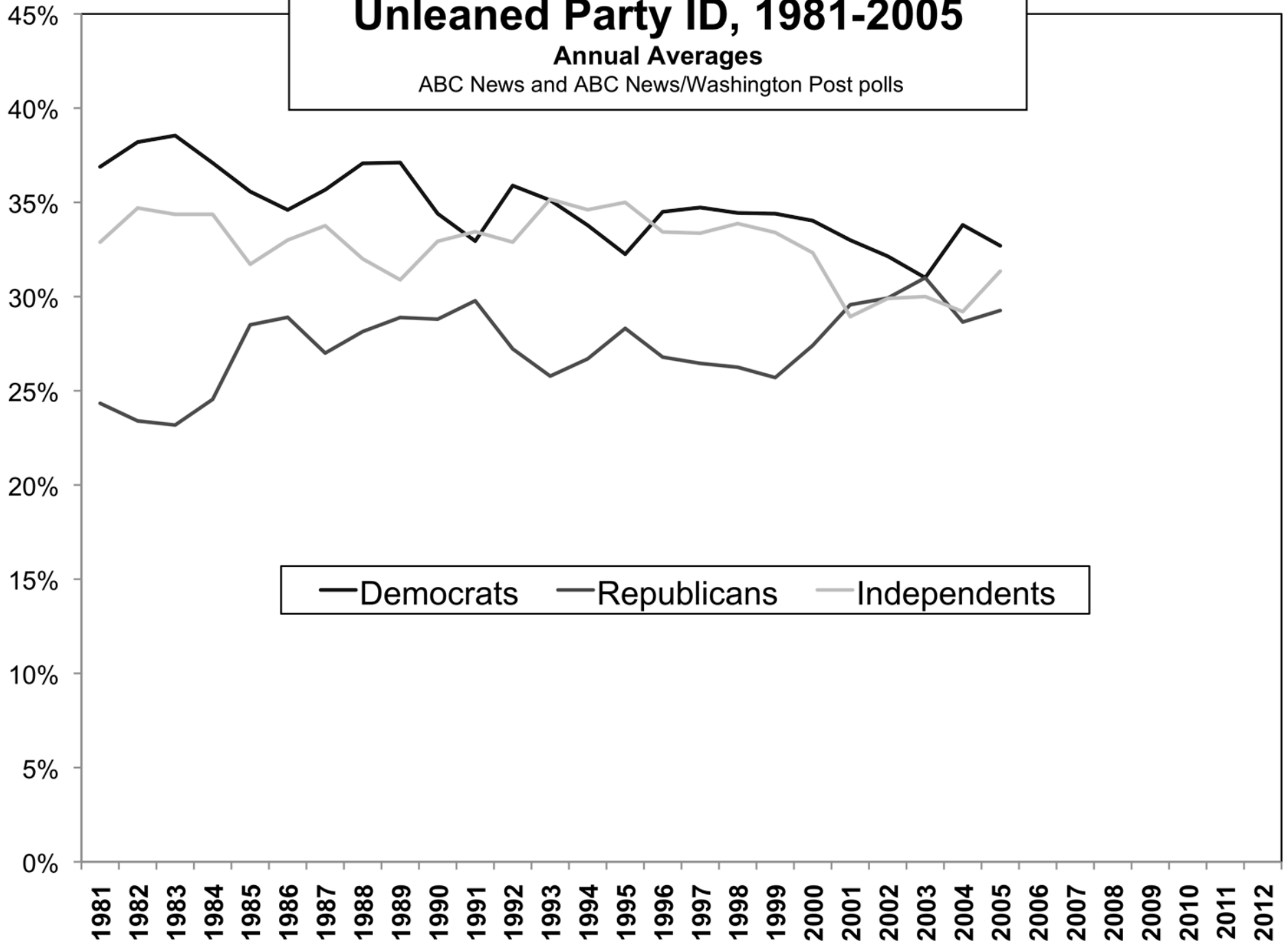
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2005

Annual Averages

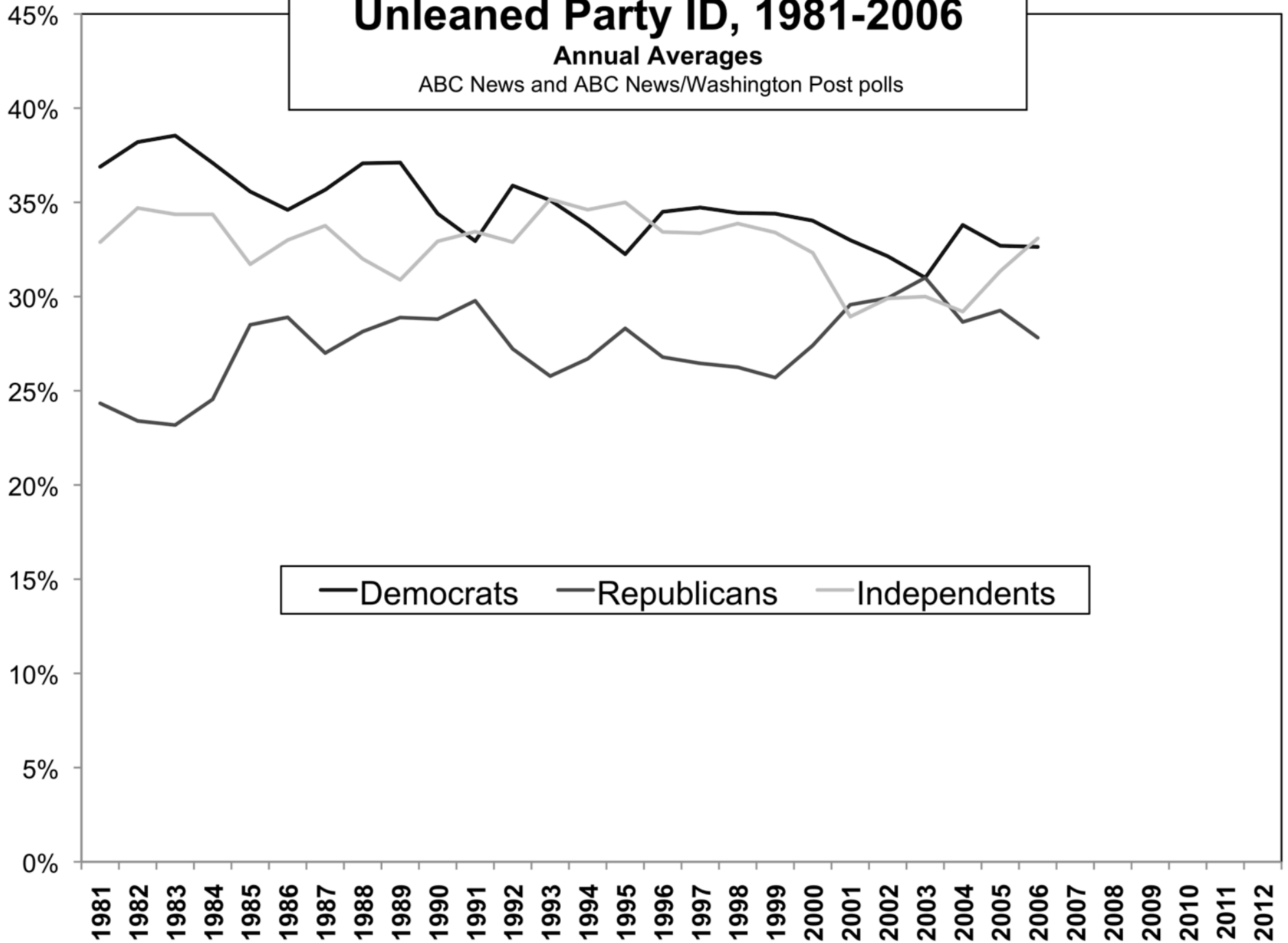
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2006

Annual Averages

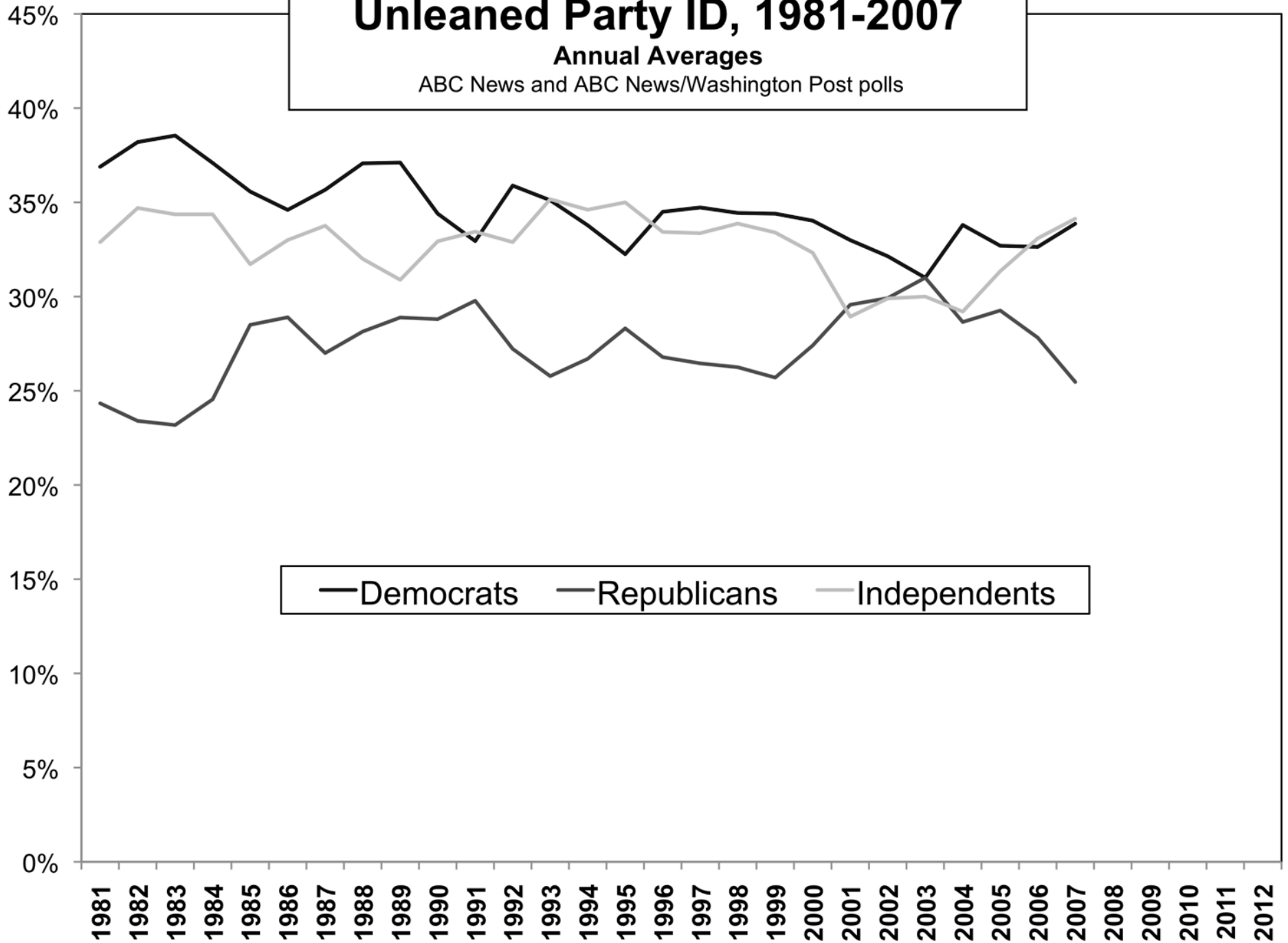
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2007

Annual Averages

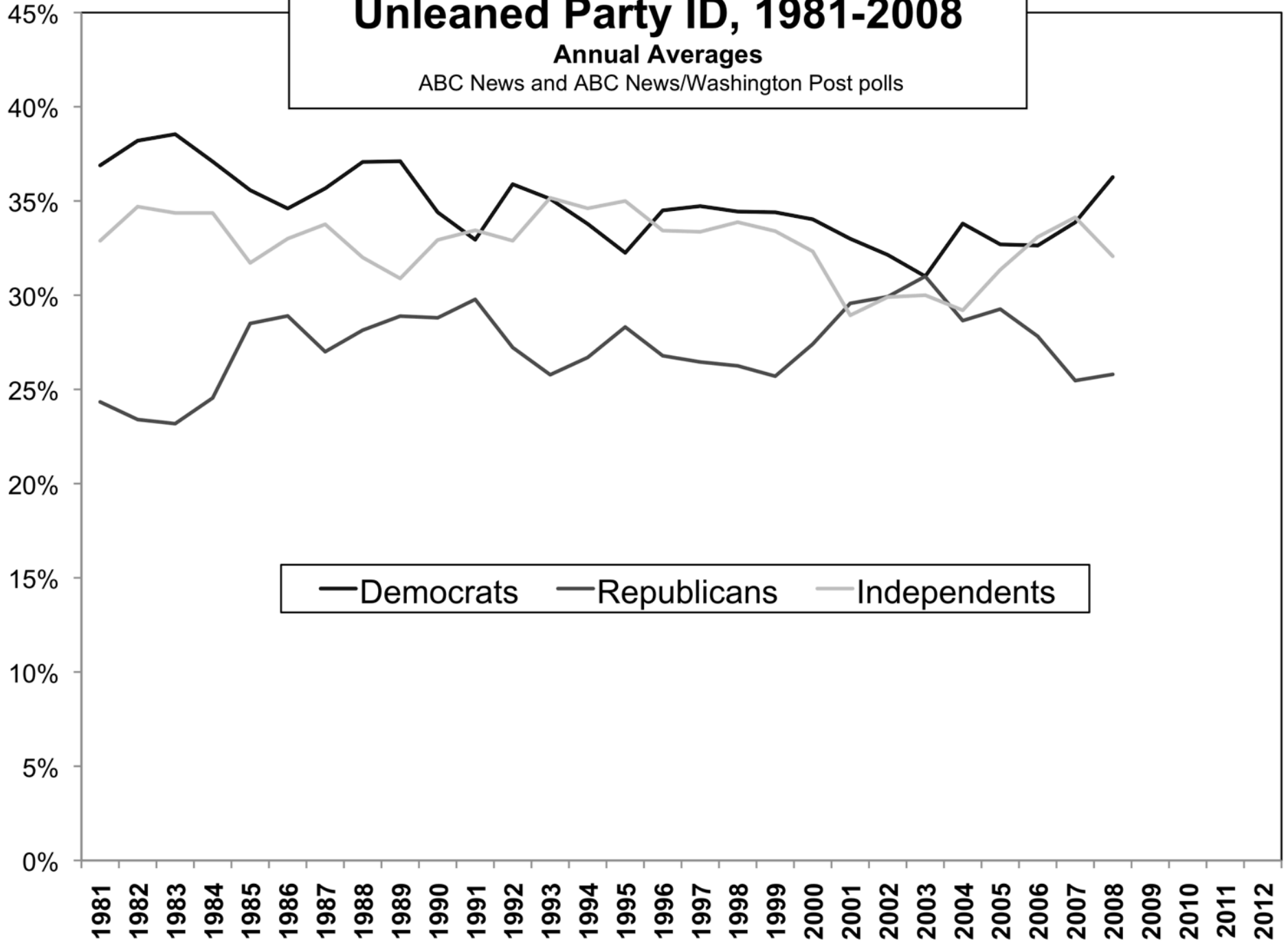
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2008

Annual Averages

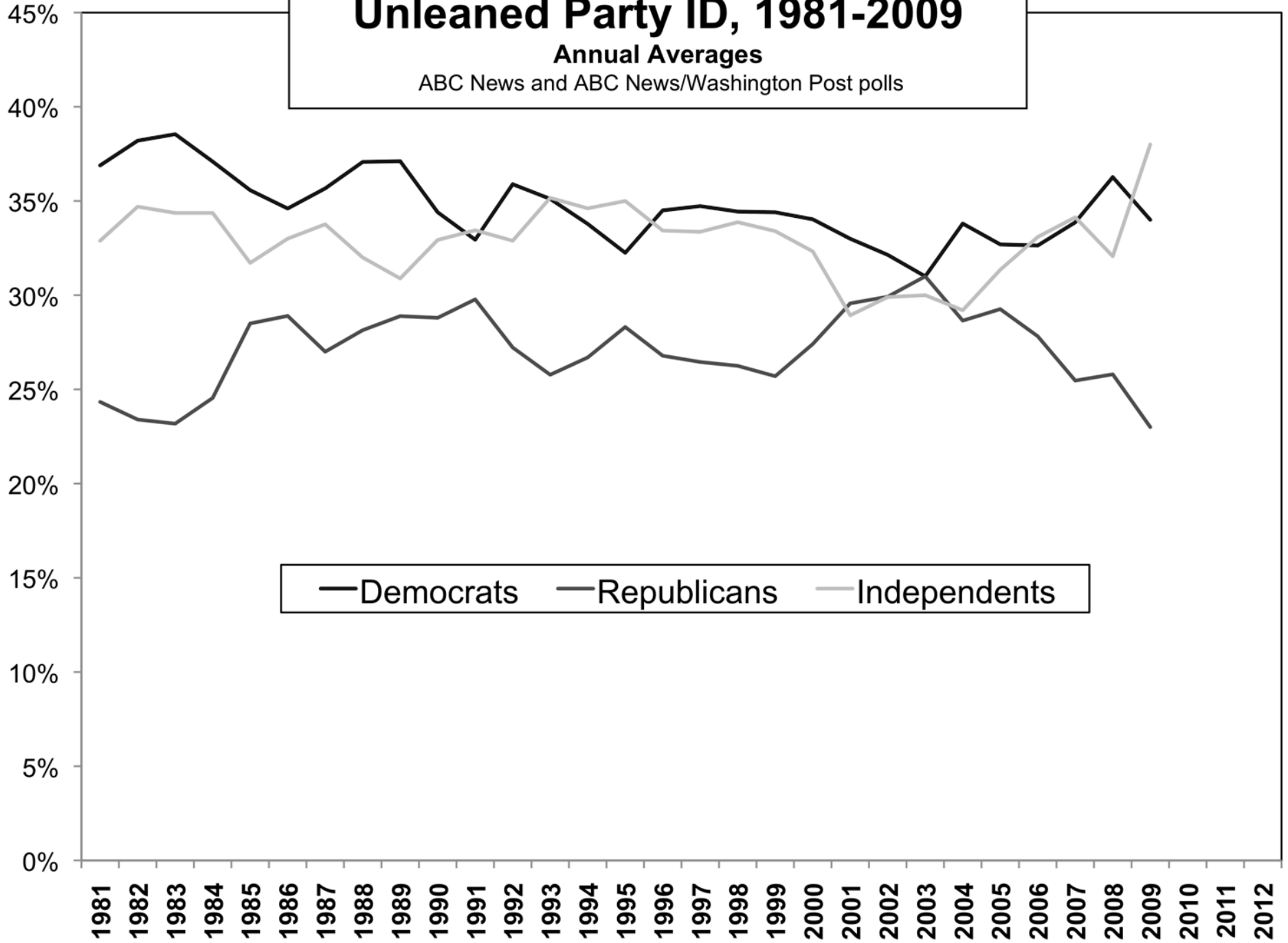
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2009

Annual Averages

ABC News and ABC News/Washington Post polls

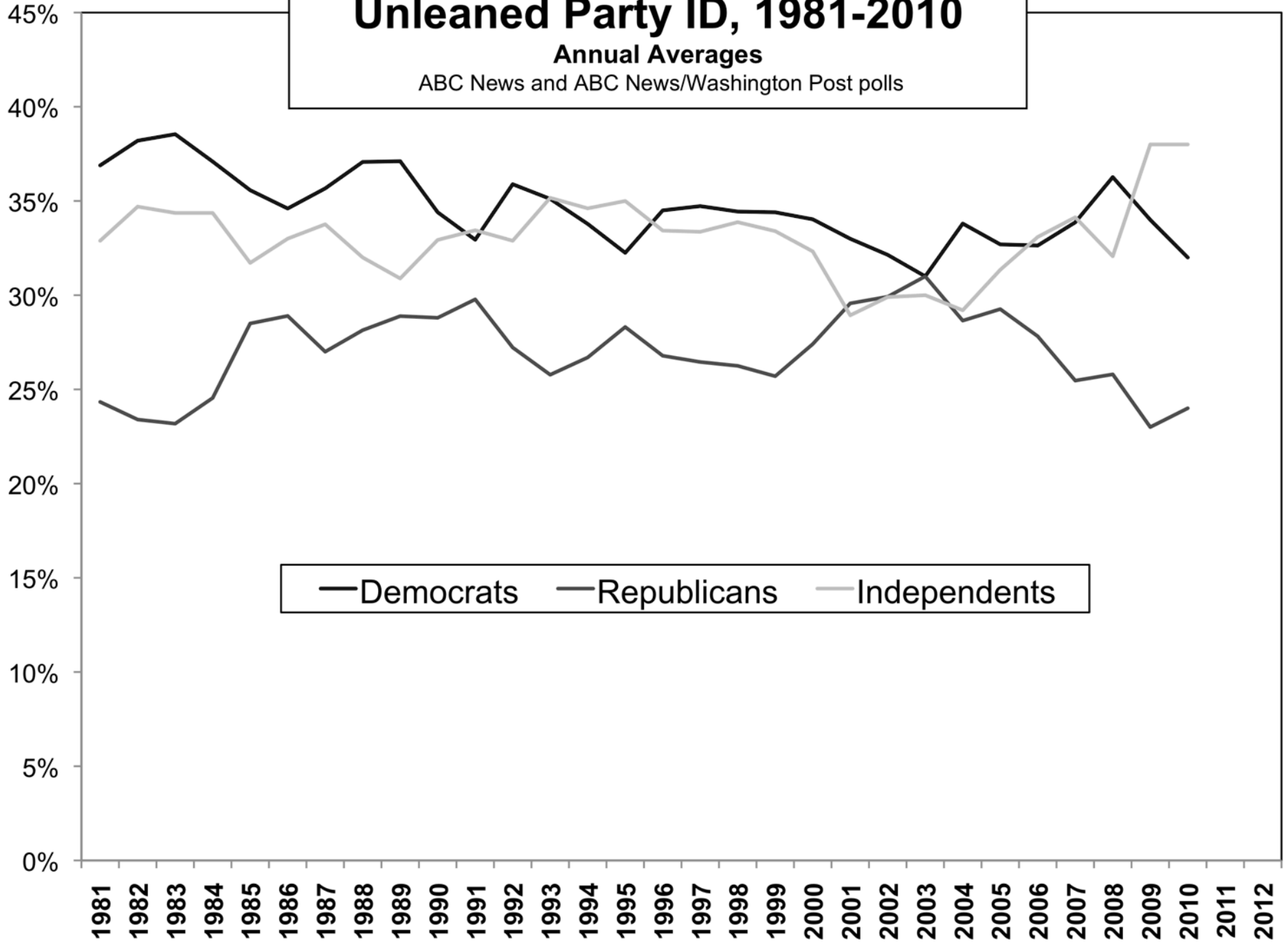


— Democrats — Republicans — Independents

Unleaned Party ID, 1981-2010

Annual Averages

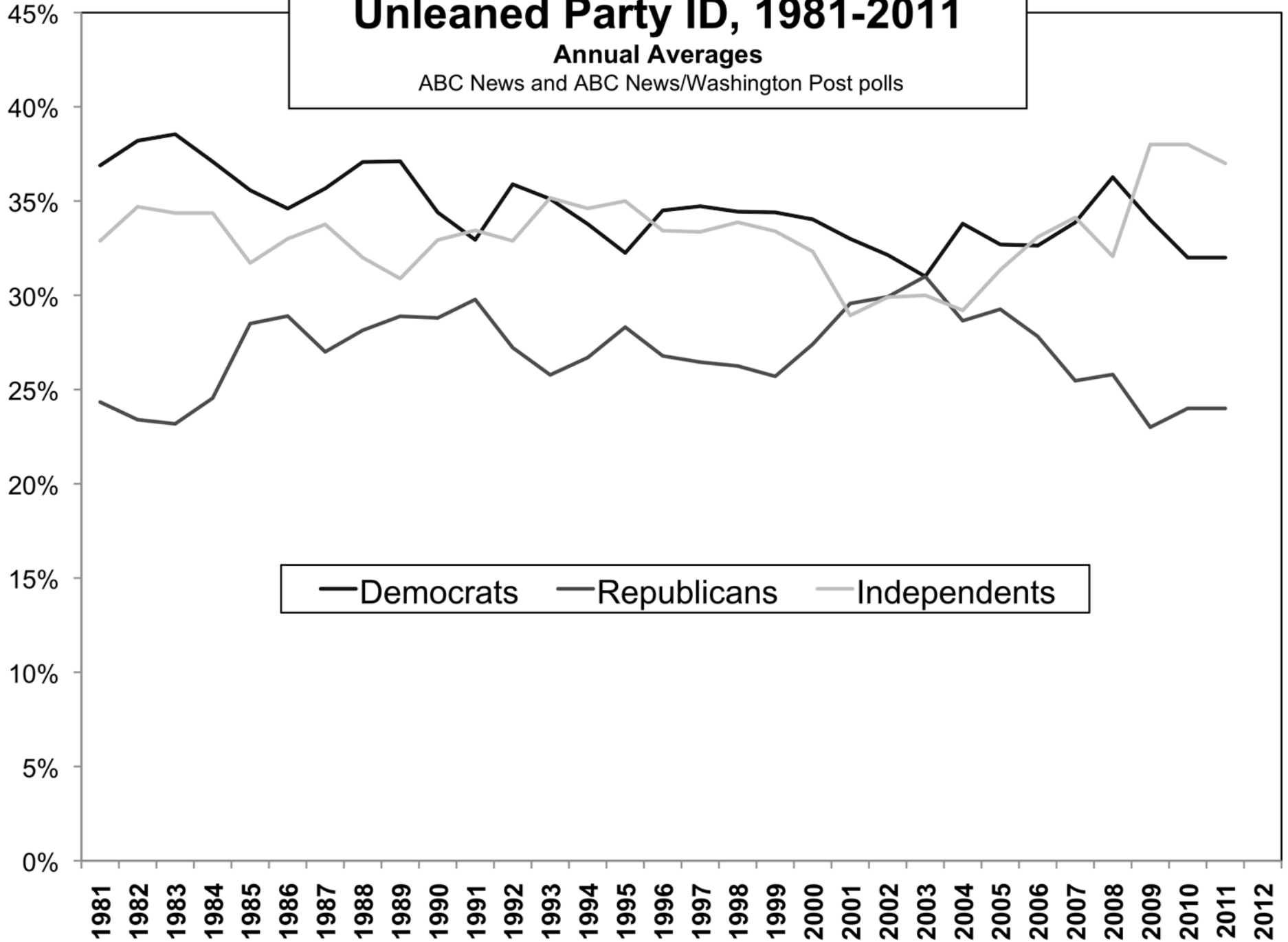
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2011

Annual Averages

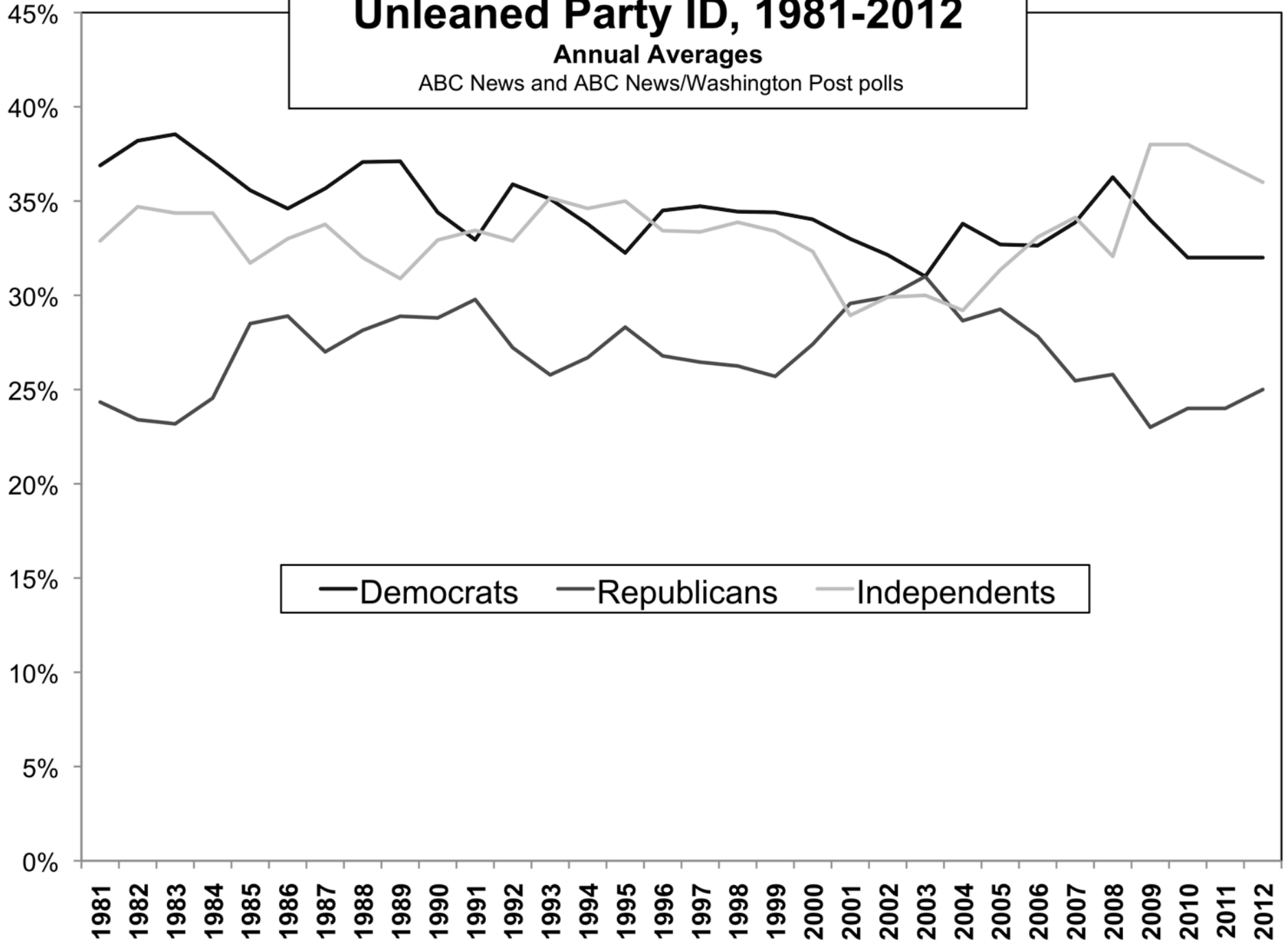
ABC News and ABC News/Washington Post polls



Unleaned Party ID, 1981-2012

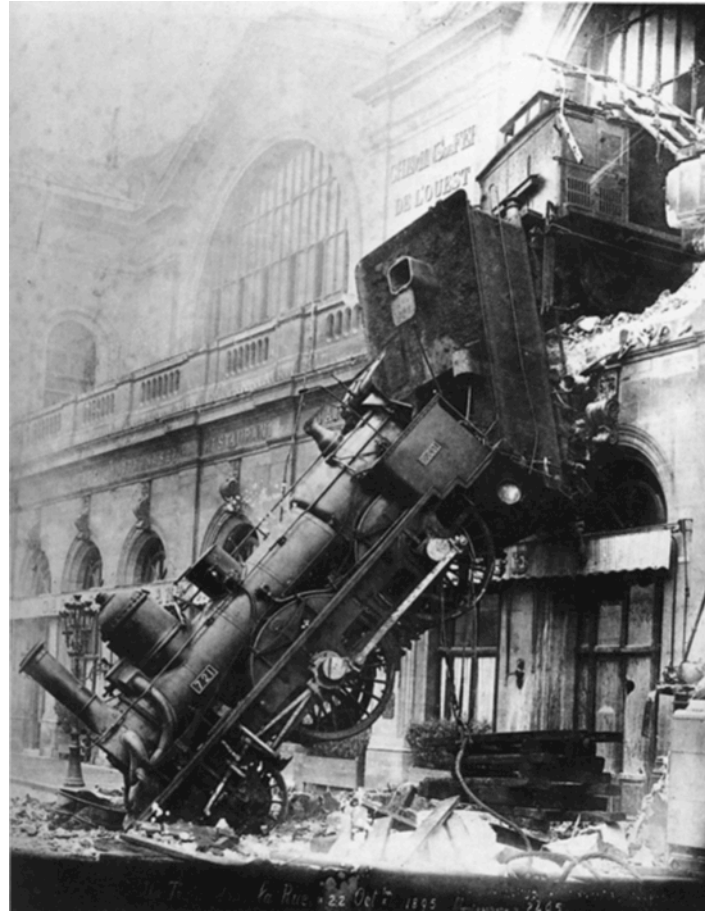
Annual Averages

ABC News and ABC News/Washington Post polls



— Democrats — Republicans — Independents

Dynamic II

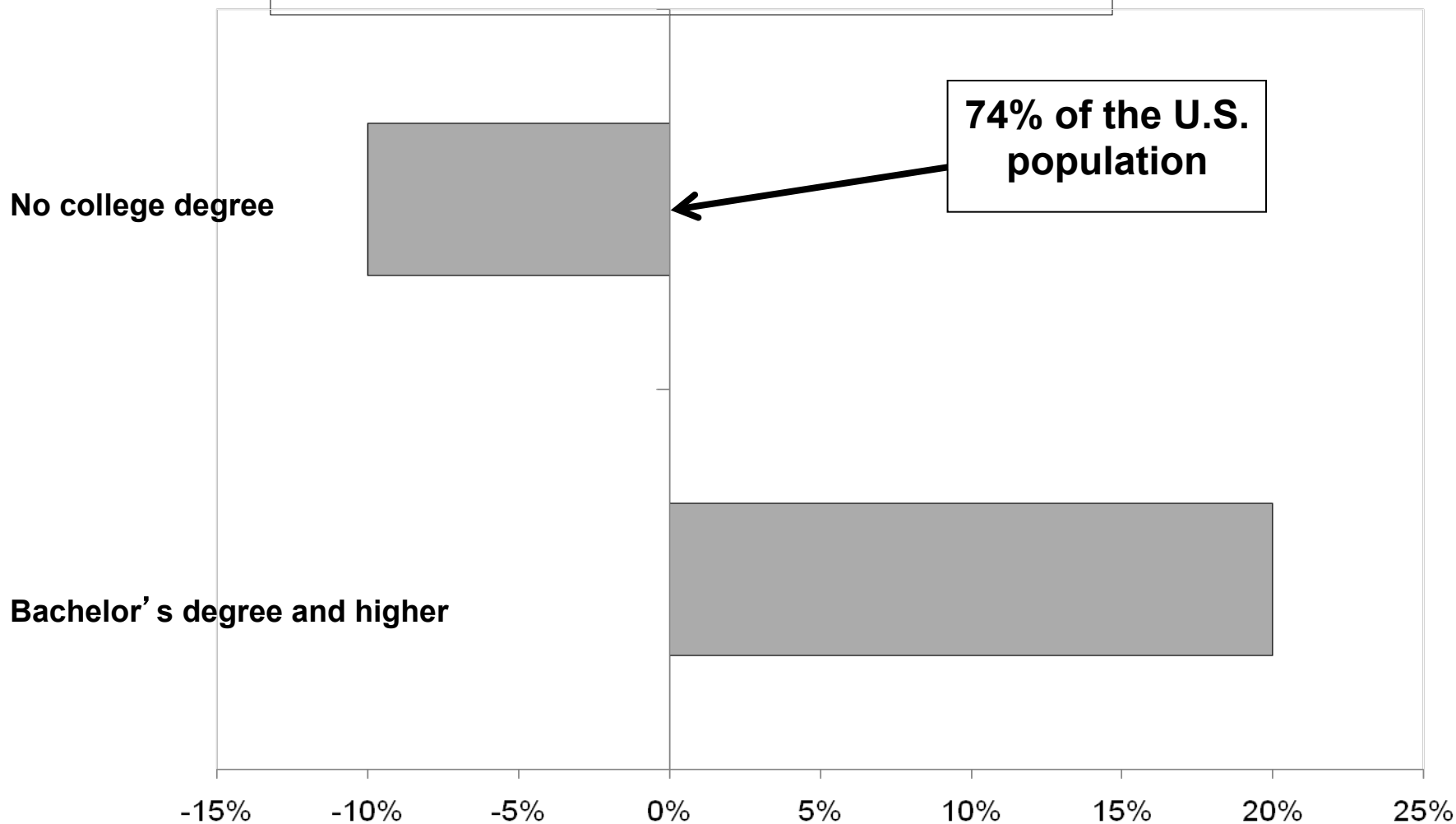


(the economy)

Real median weekly earnings

1979-2009

Bureau of Labor Statistics



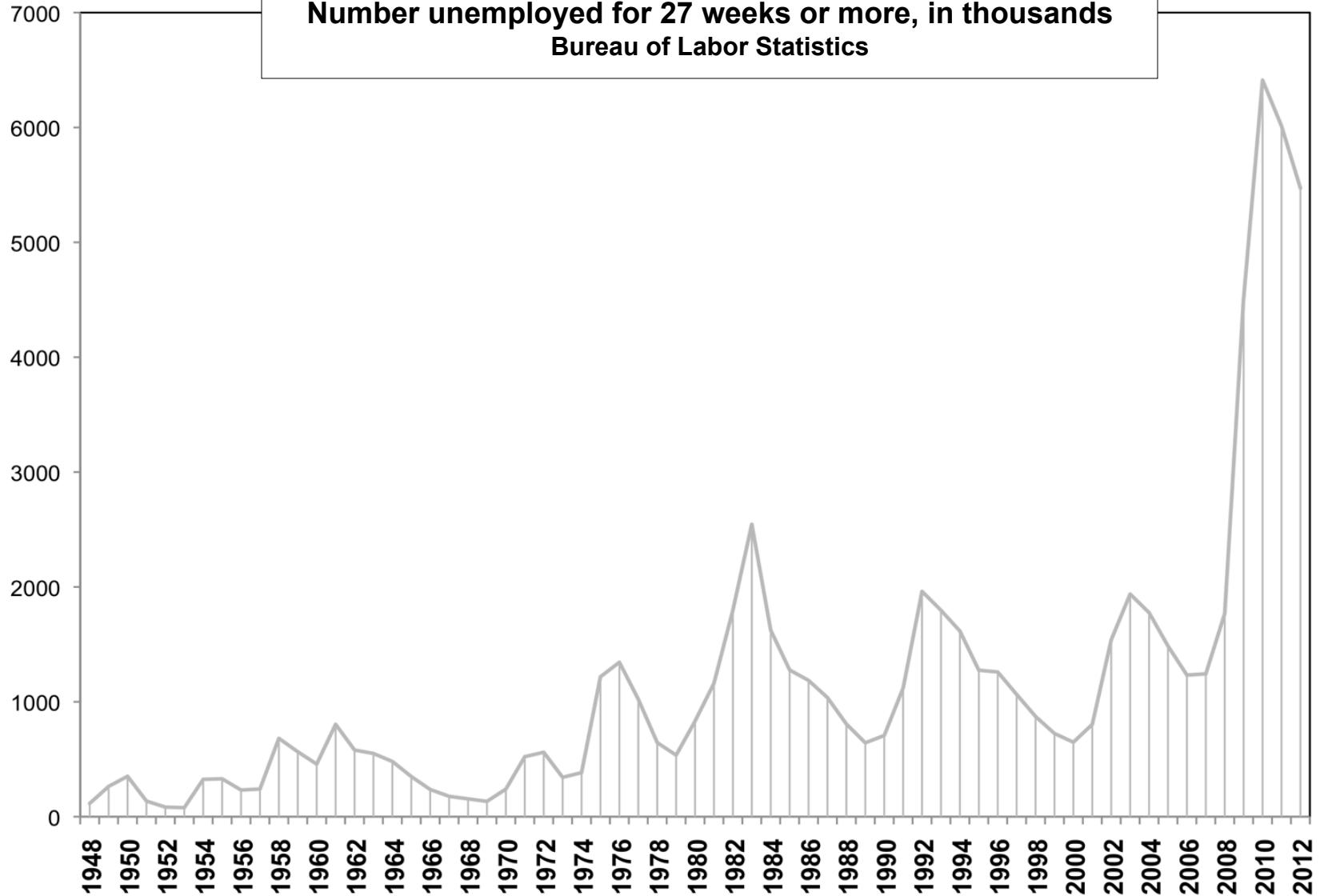
U6 Rate

Percent unemployed or marginally attached
Bureau of Labor Statistics

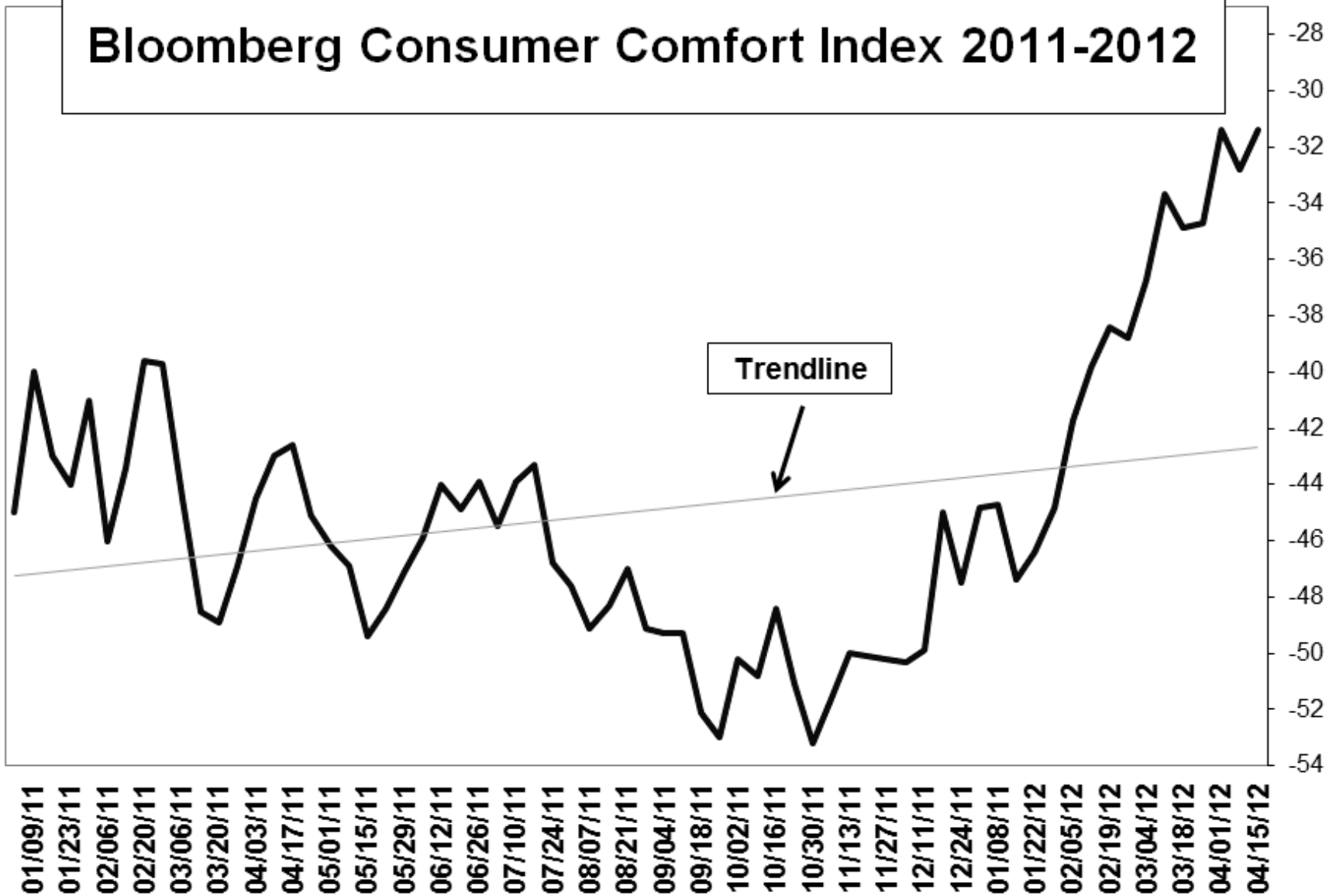


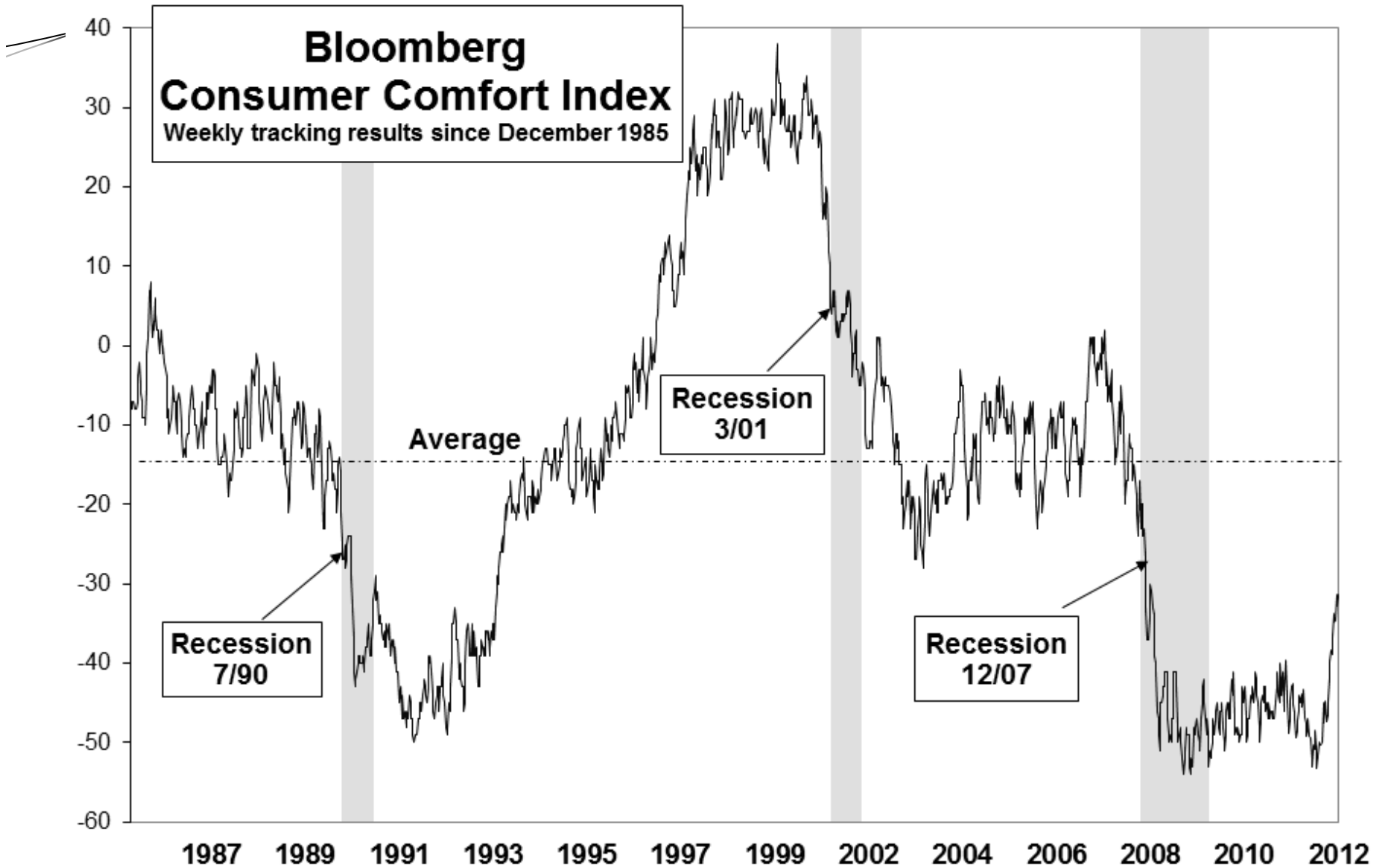
Long-term Unemployment

Number unemployed for 27 weeks or more, in thousands
Bureau of Labor Statistics

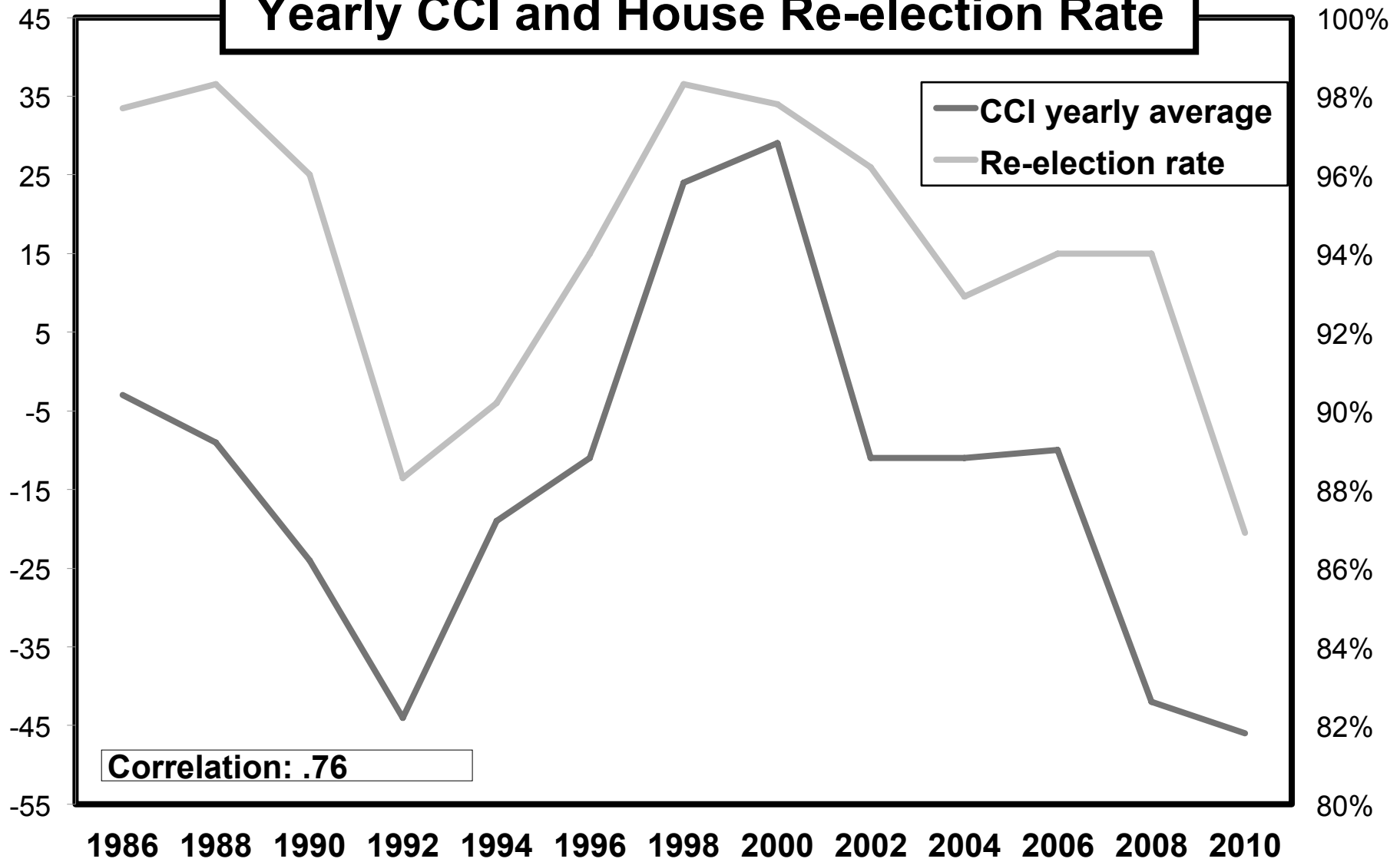


Bloomberg Consumer Comfort Index 2011-2012





Yearly CCI and House Re-election Rate



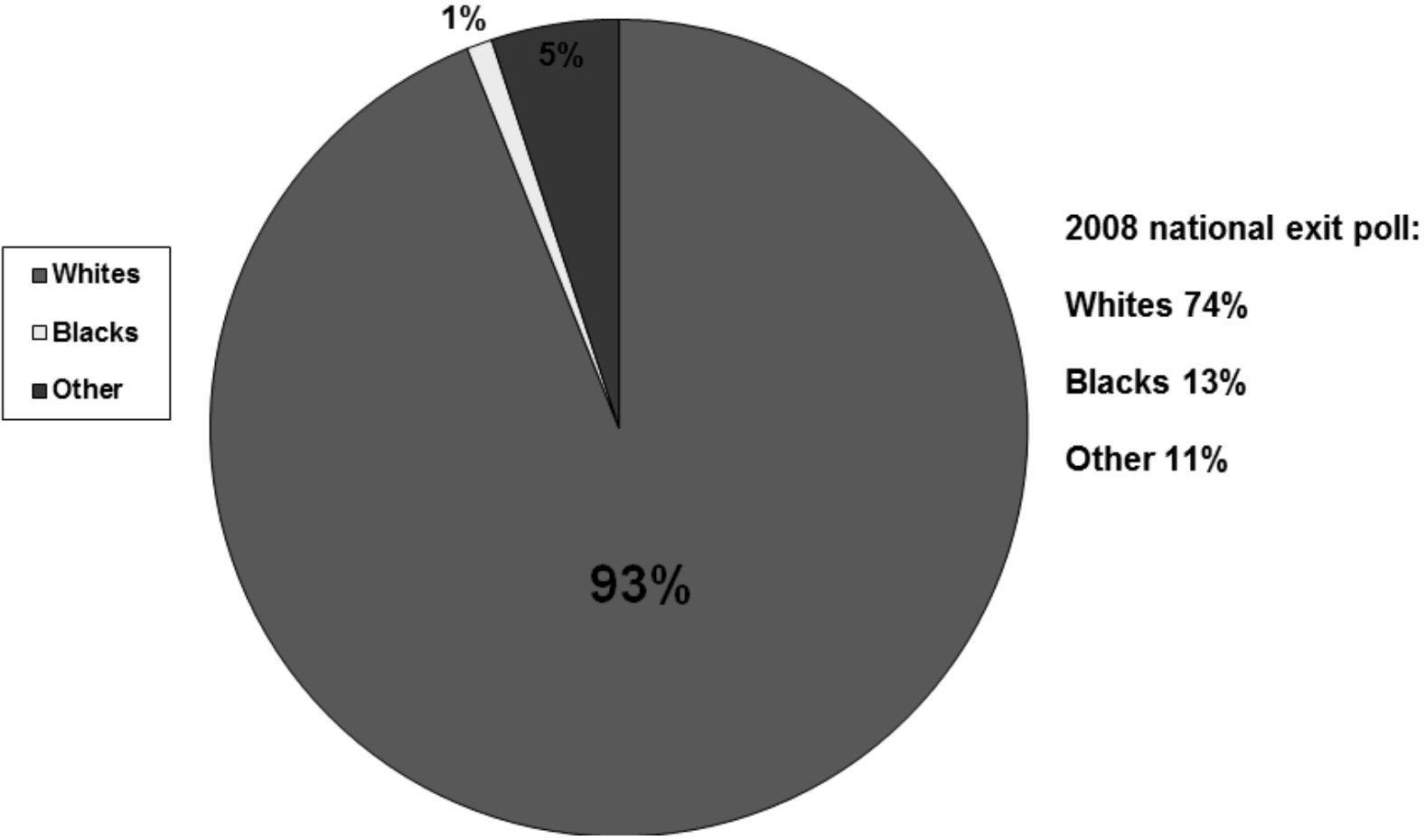
Correlation: .76



So, let's have an election.

Race of GOP Primary Voters

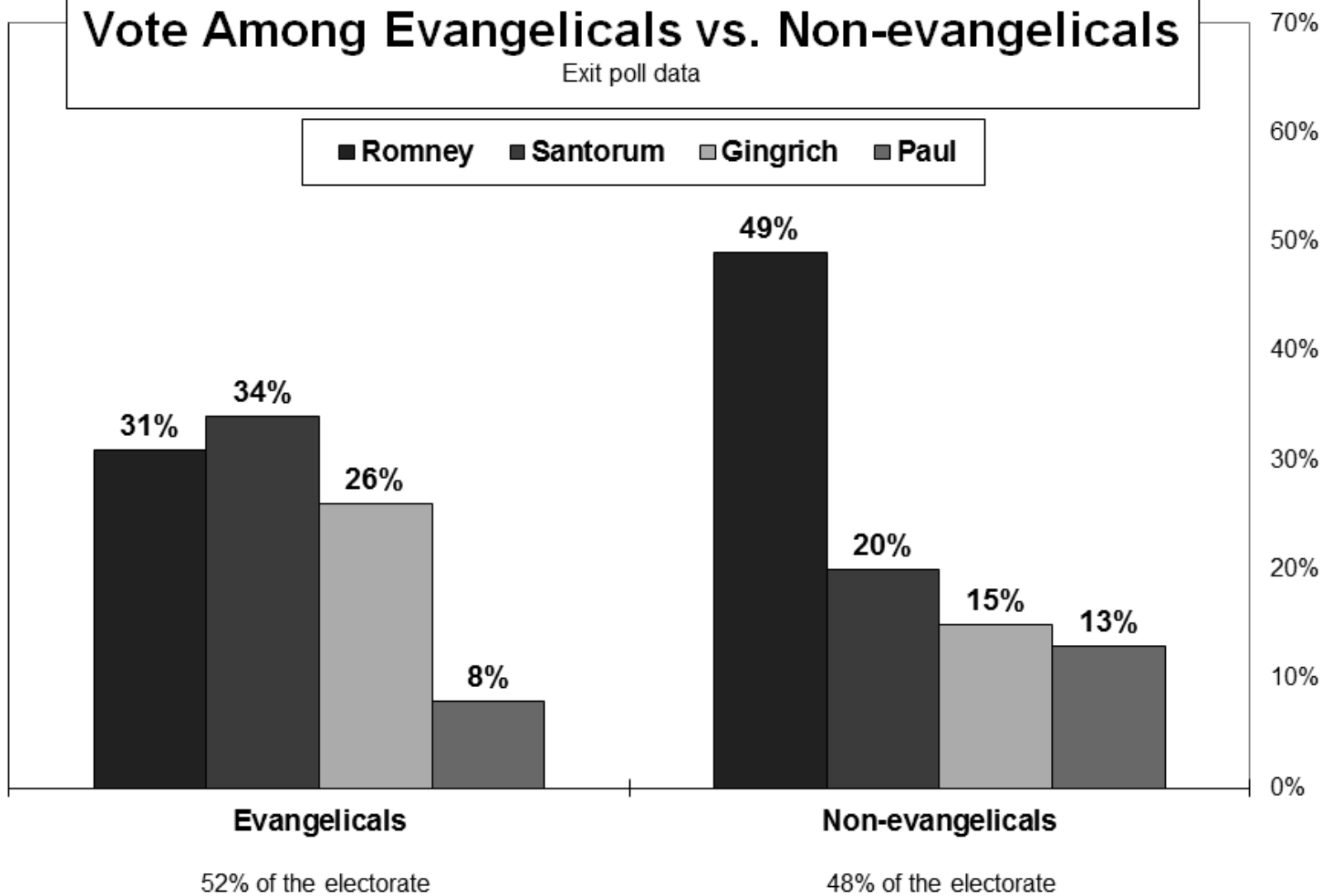
Exit poll data



Vote Among Evangelicals vs. Non-evangelicals

Exit poll data

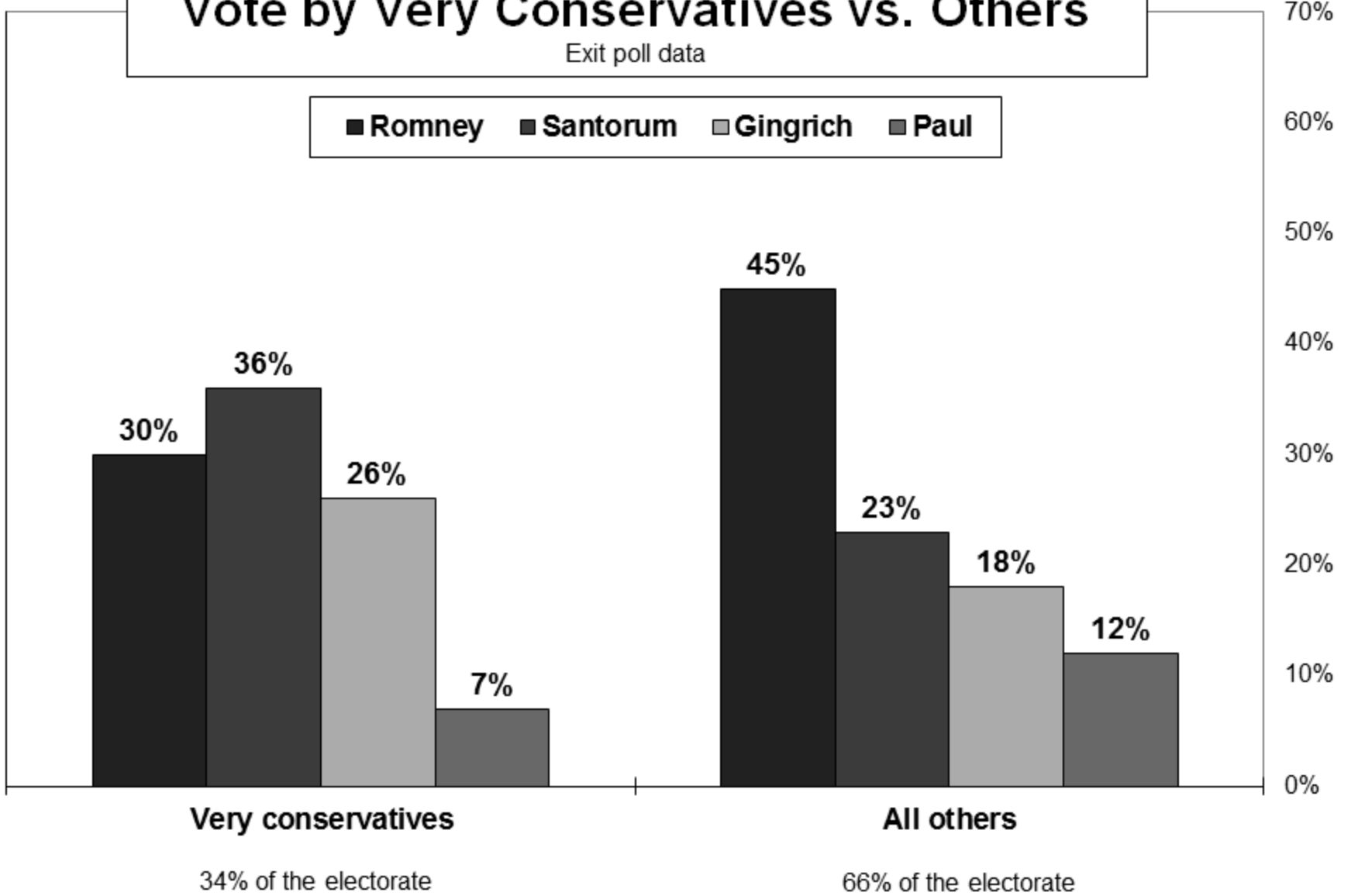
■ Romney ■ Santorum ■ Gingrich ■ Paul



Vote by Very Conservatives vs. Others

Exit poll data

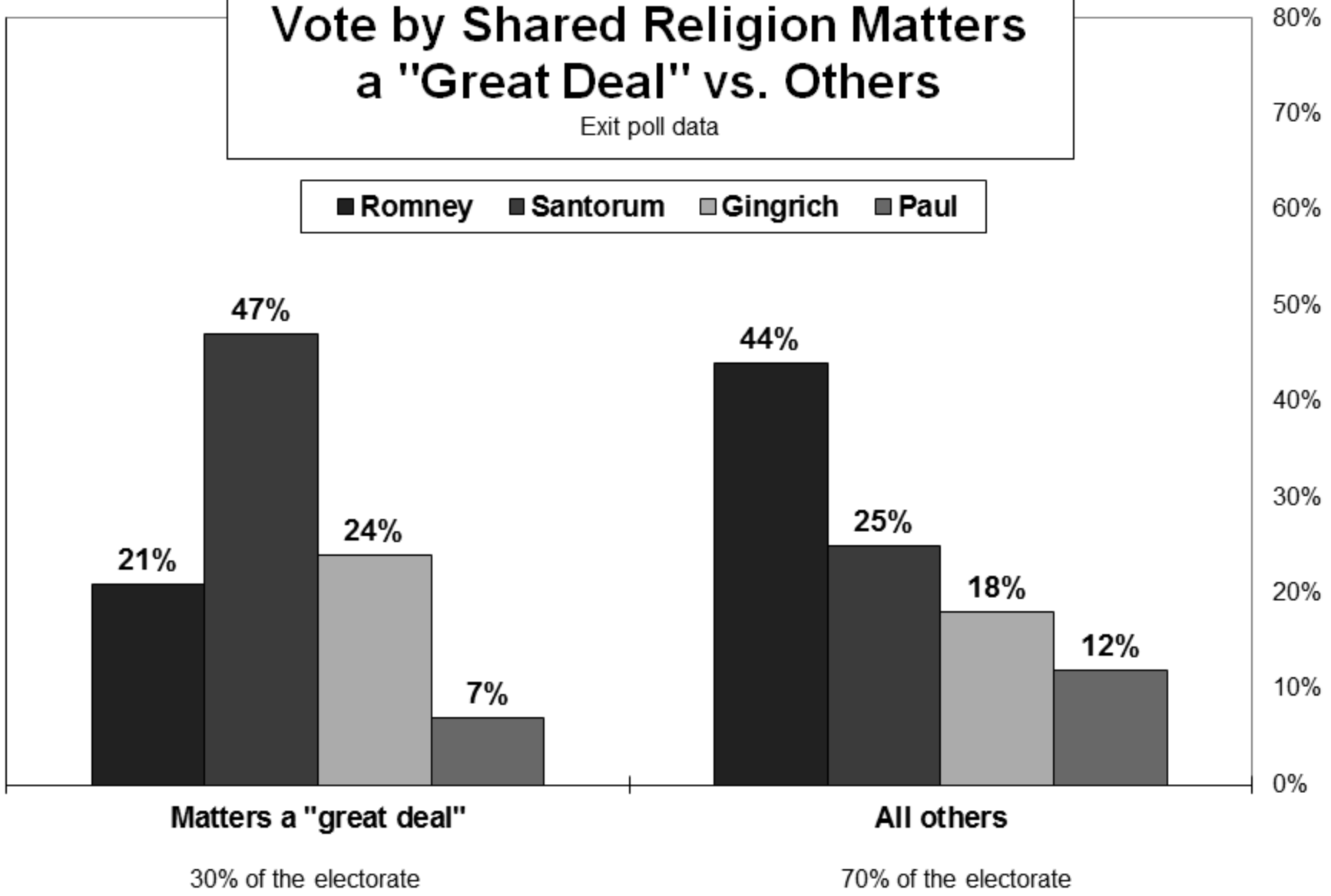
■ Romney ■ Santorum ■ Gingrich ■ Paul



Vote by Shared Religion Matters a "Great Deal" vs. Others

Exit poll data

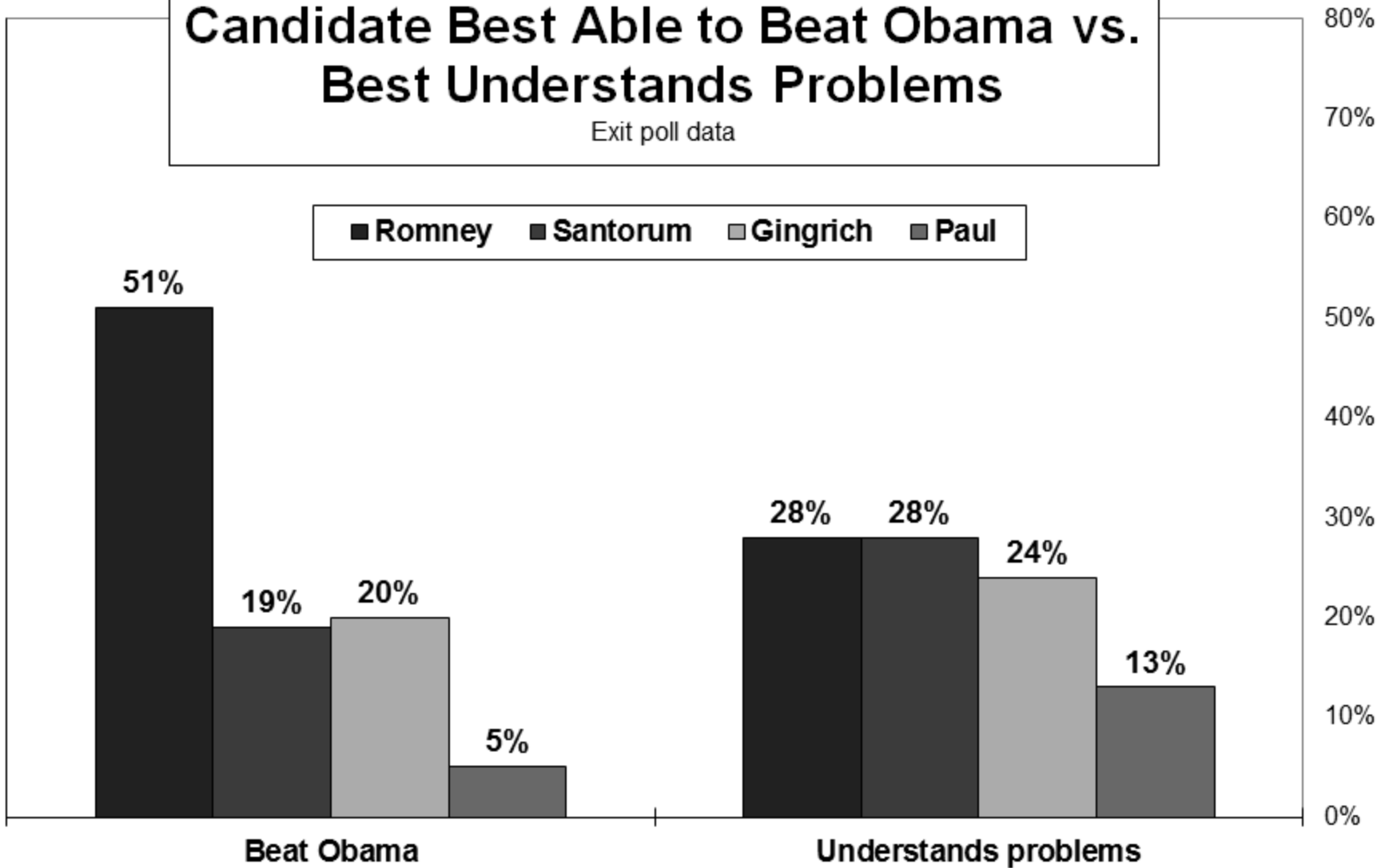
■ Romney ■ Santorum ■ Gingrich ■ Paul



Candidate Best Able to Beat Obama vs. Best Understands Problems

Exit poll data

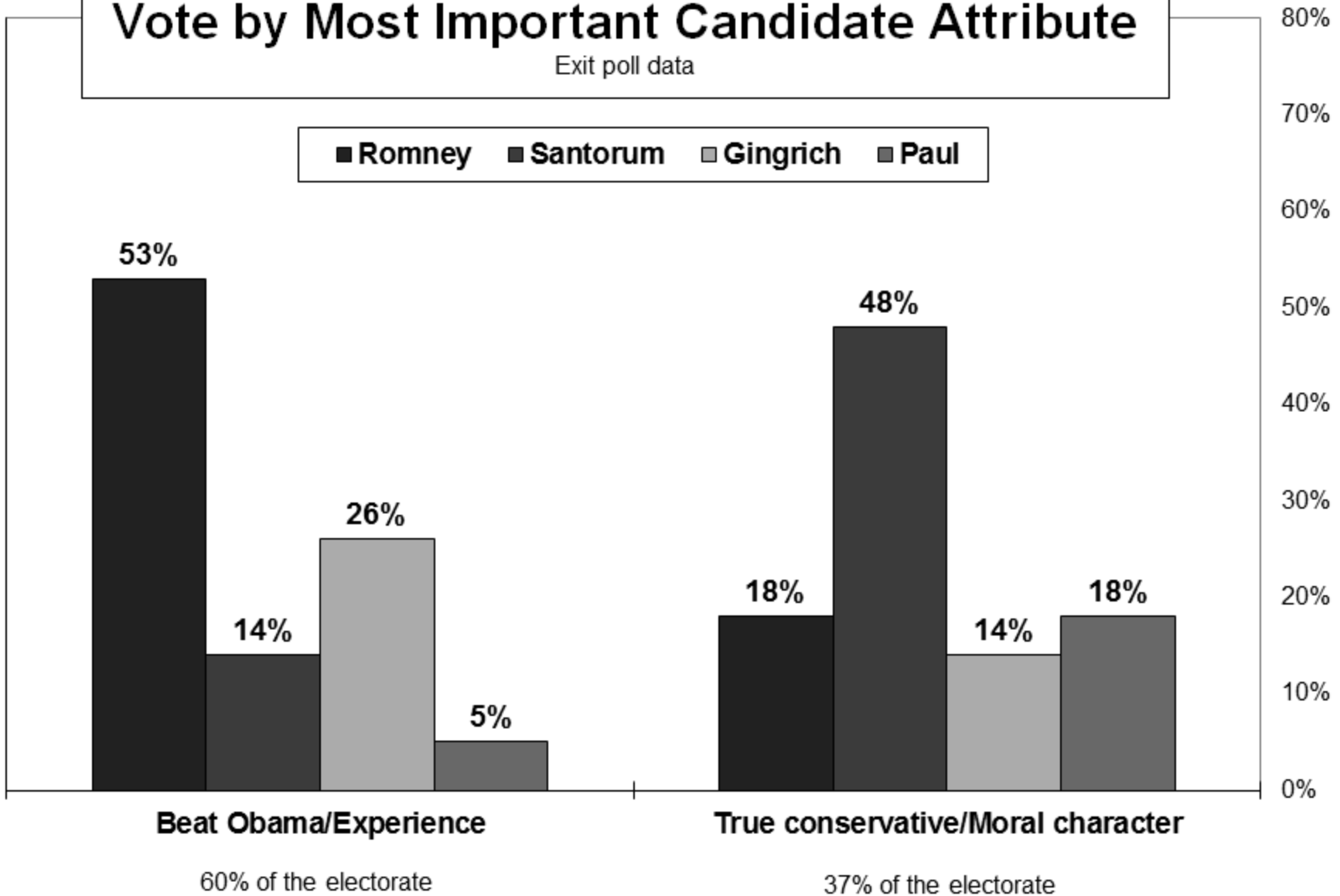
■ Romney ■ Santorum ■ Gingrich ■ Paul



Vote by Most Important Candidate Attribute

Exit poll data

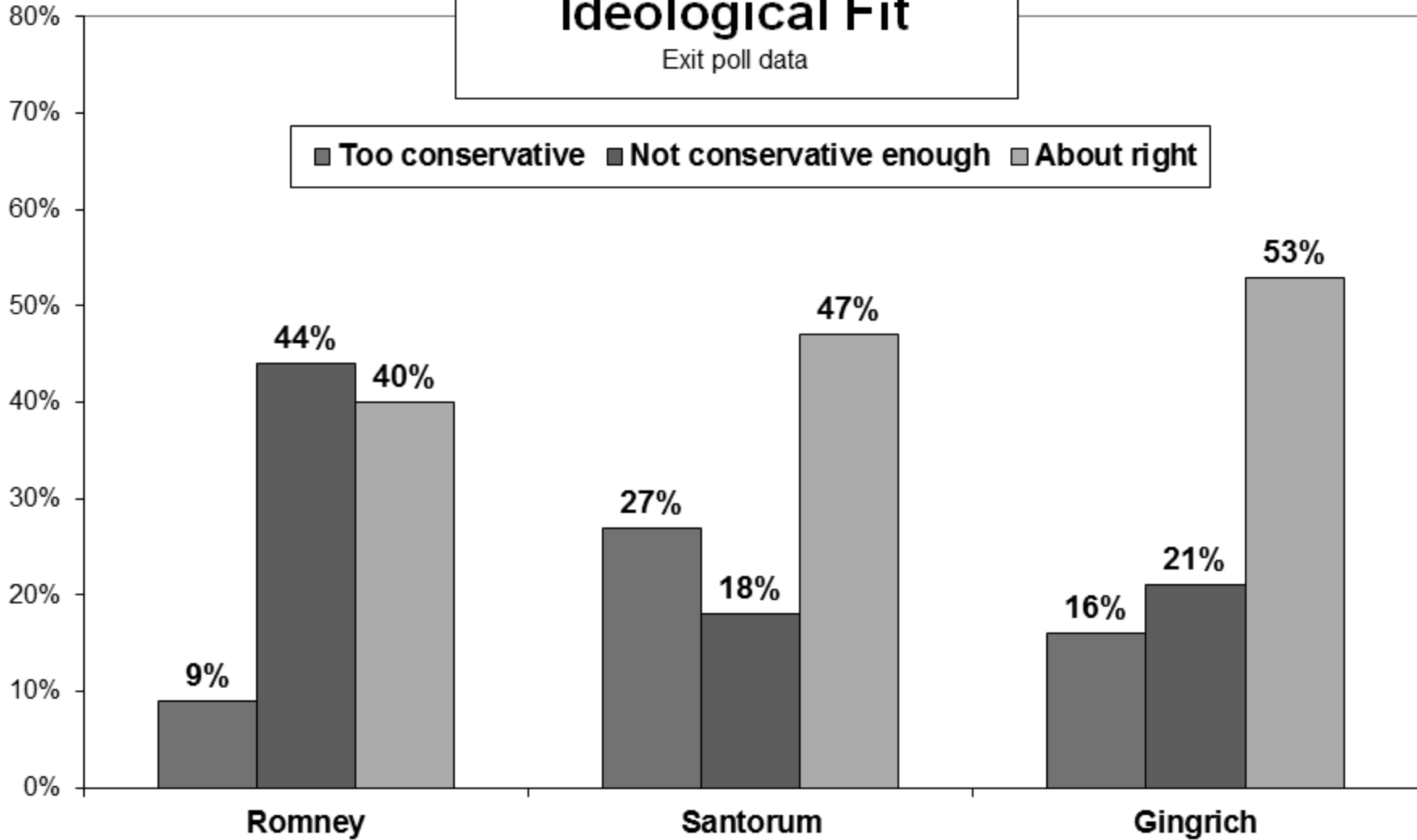
■ Romney ■ Santorum ■ Gingrich ■ Paul



Ideological Fit

Exit poll data

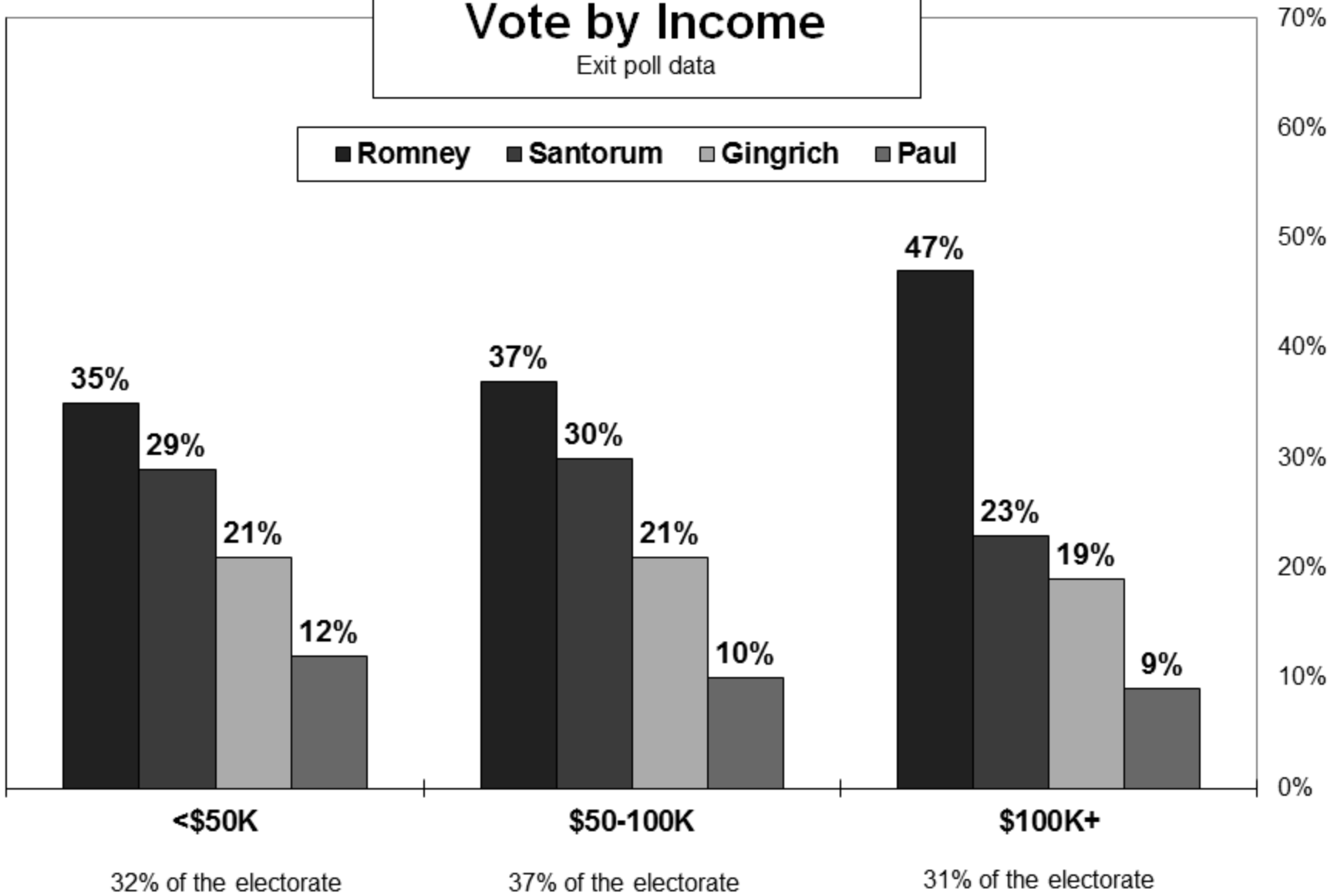
■ Too conservative ■ Not conservative enough ■ About right



Vote by Income

Exit poll data

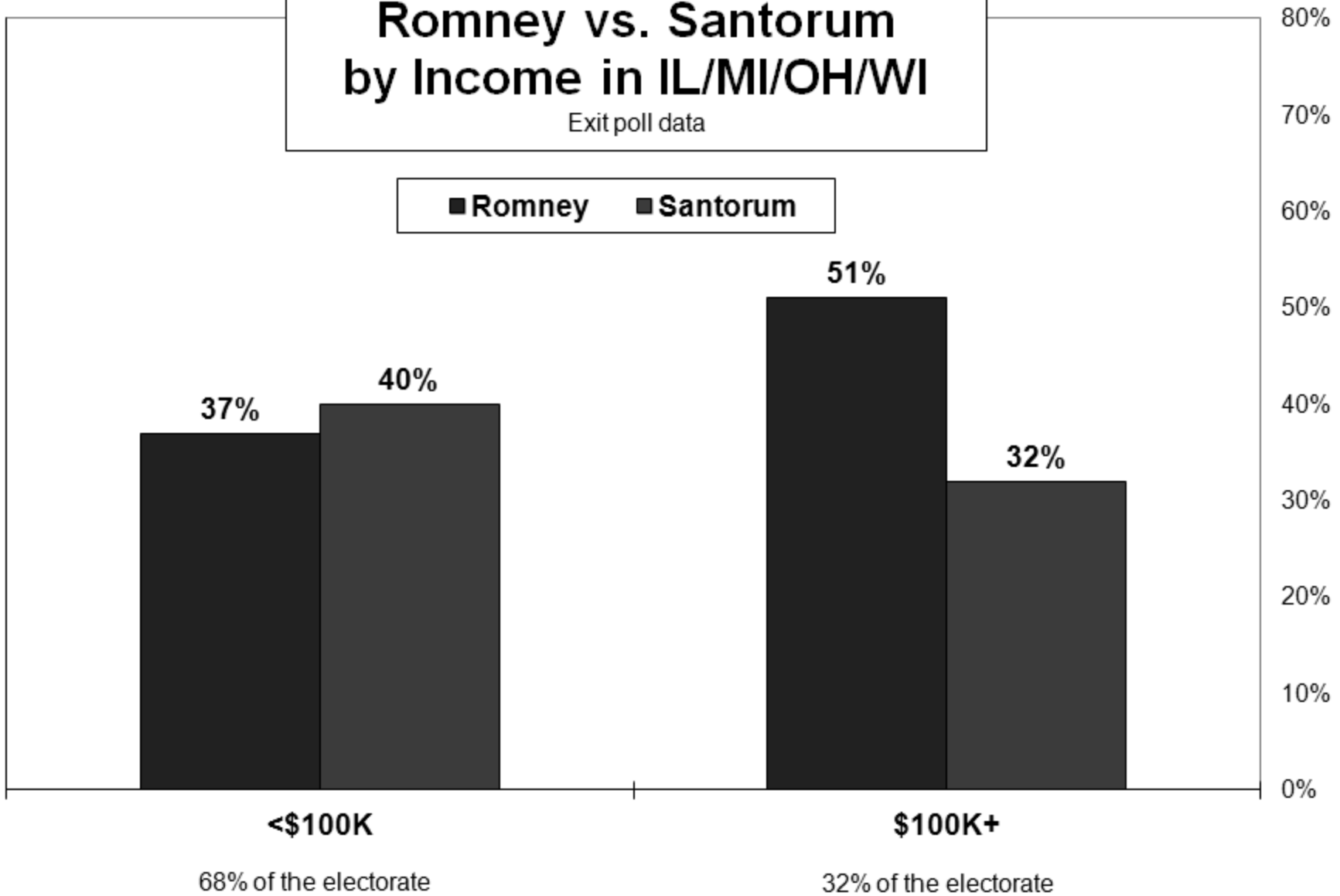
■ Romney ■ Santorum ■ Gingrich ■ Paul



Romney vs. Santorum by Income in IL/MI/OH/WI

Exit poll data

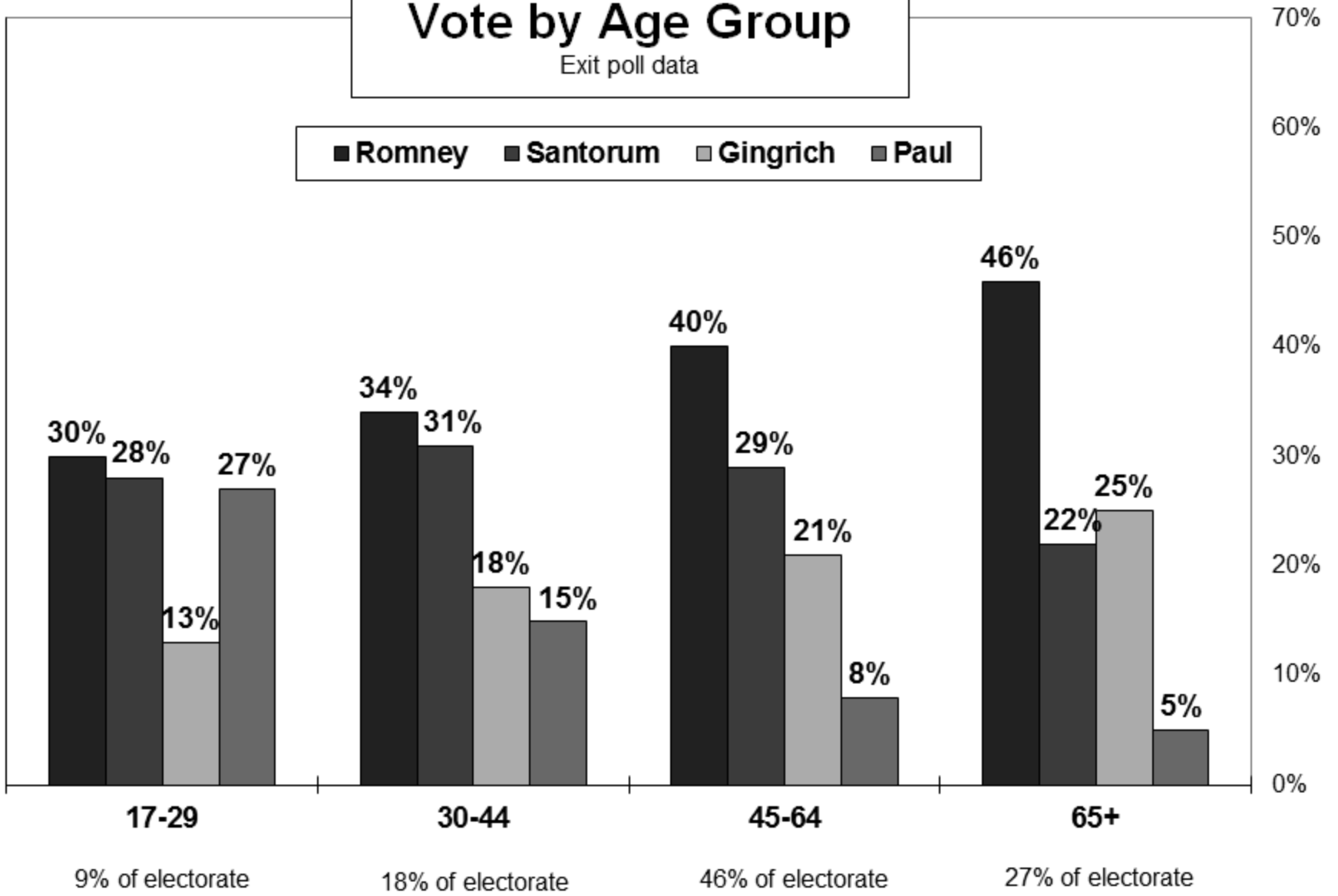
■ Romney ■ Santorum



Vote by Age Group

Exit poll data

■ Romney ■ Santorum ■ Gingrich ■ Paul



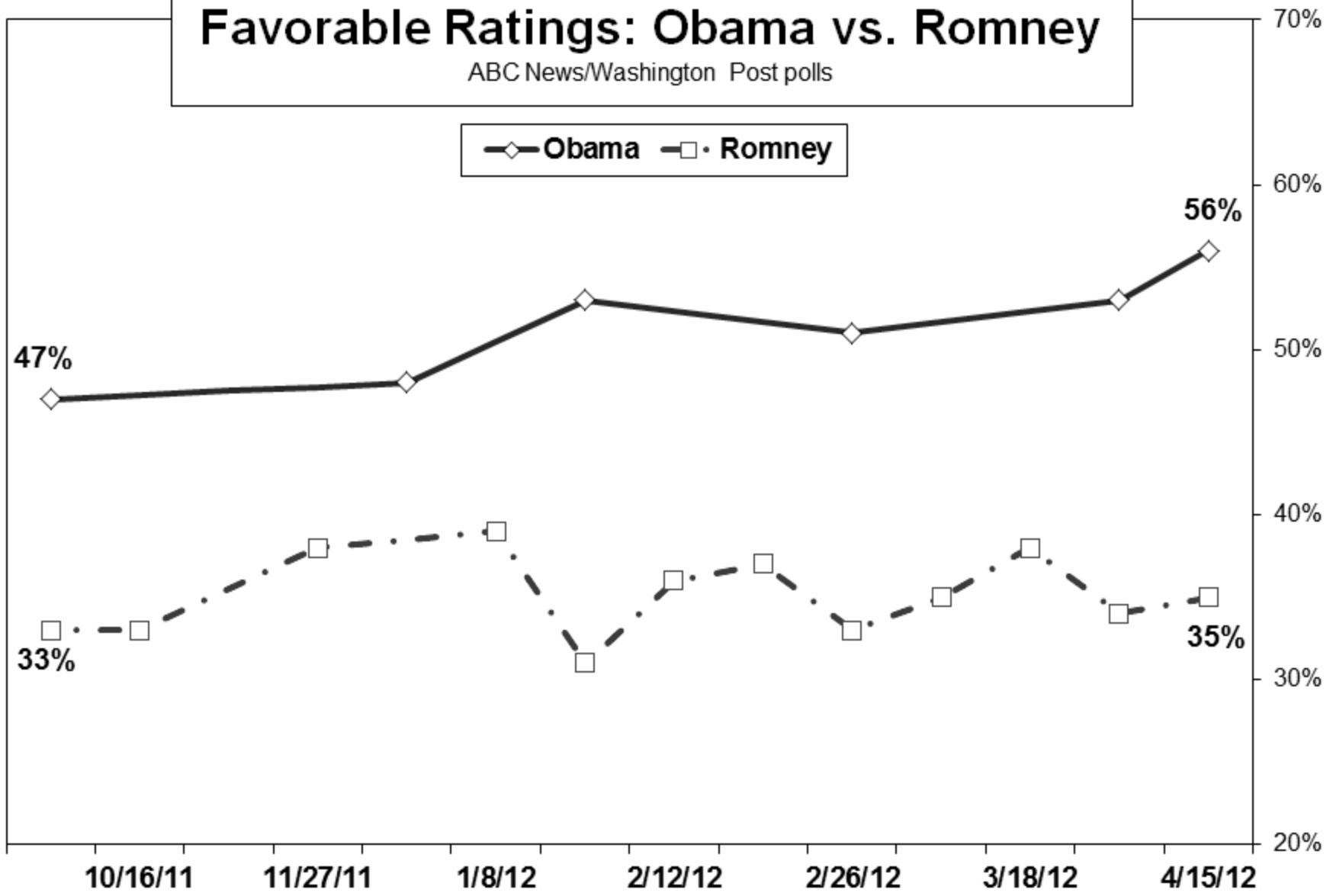


The main event.

Favorable Ratings: Obama vs. Romney

ABC News/Washington Post polls

—◇— Obama —□— Romney



		Favorable	Unfavorable	No opinion
Mitt Romney	4/12	35%	47	18
Barack Obama	4/12	56	40	5
Barack Obama	4/08	56	39	5
John McCain	4/08	53	40	7
John Kerry	3/04	54	26	20
George W. Bush	3/04	47	46	7
George W. Bush	4/00	50	31	19
Al Gore	4/00	47	35	19
Bill Clinton	6/96	56	38	5
Bob Dole	6/96	49	36	14
Bill Clinton	3/92	37	37	26
George Bush	3/92	50	47	3
Mike Dukakis	3/88	54	12	34
George Bush	3/88	62	30	7
Walter Mondale	1/84	48	30	23
Ronald Reagan	1/84	54	38	8

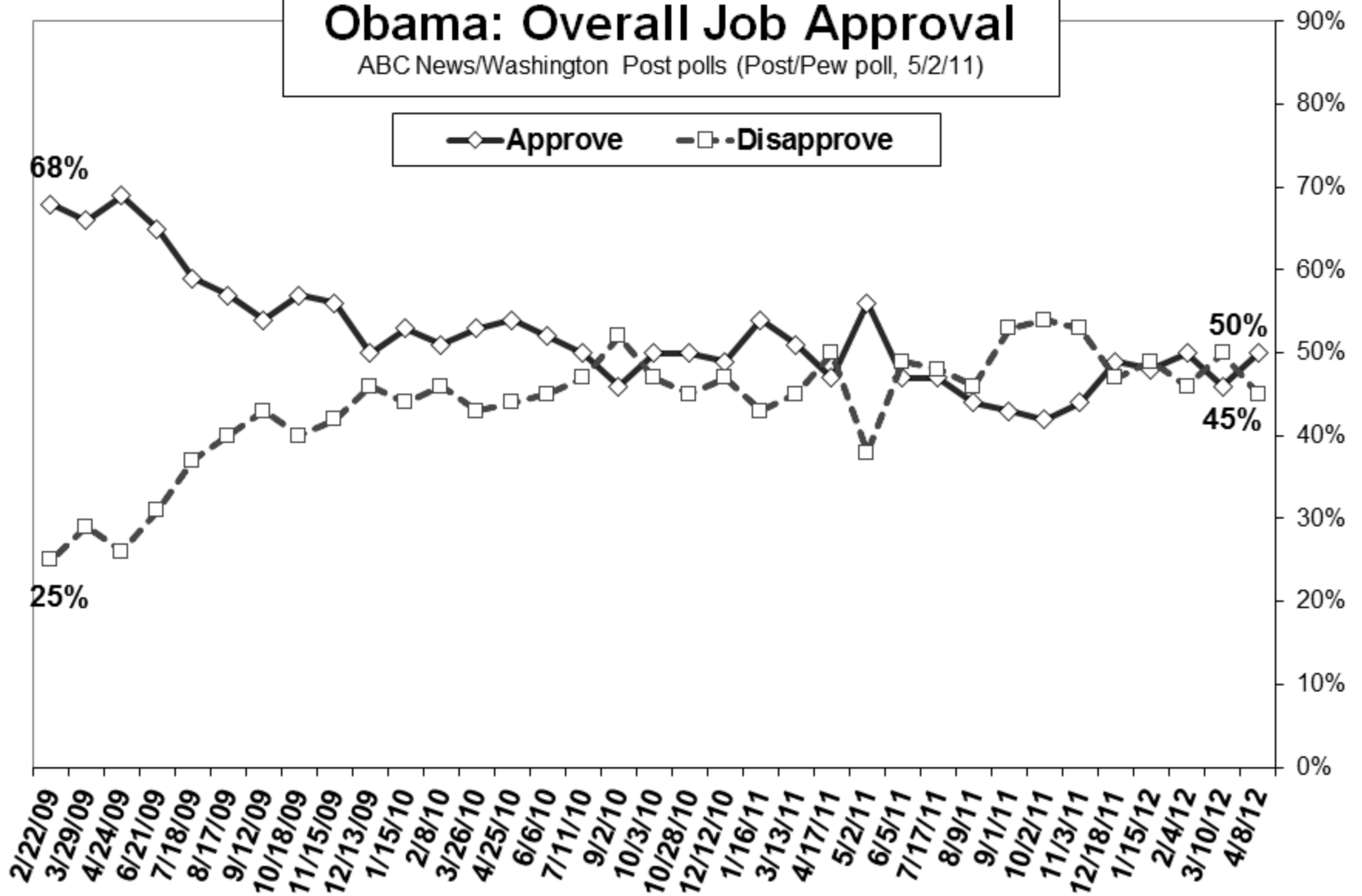
Favorability by groups

	Romney	Obama		Romney	Obama
Men	44%	53	18-39	28%	64
Women	27	58	40-64	37	54
			65+	45	43
Democrats	14	86			
Republicans	69	21	Married	40	49
Independents	34	53	Unmarried	28	65
Liberals	16	77	Whites, non-college	41	38
Moderates	30	63	Whites, college	43	52
Conservatives	57	34			
Whites	42	43	Married men	47	46
Non-whites	21	82	Married women	32	52
<50K	30	59	Unmarried men	38	63
50K+	44	51	Unmarried women	21	66

Obama: Overall Job Approval

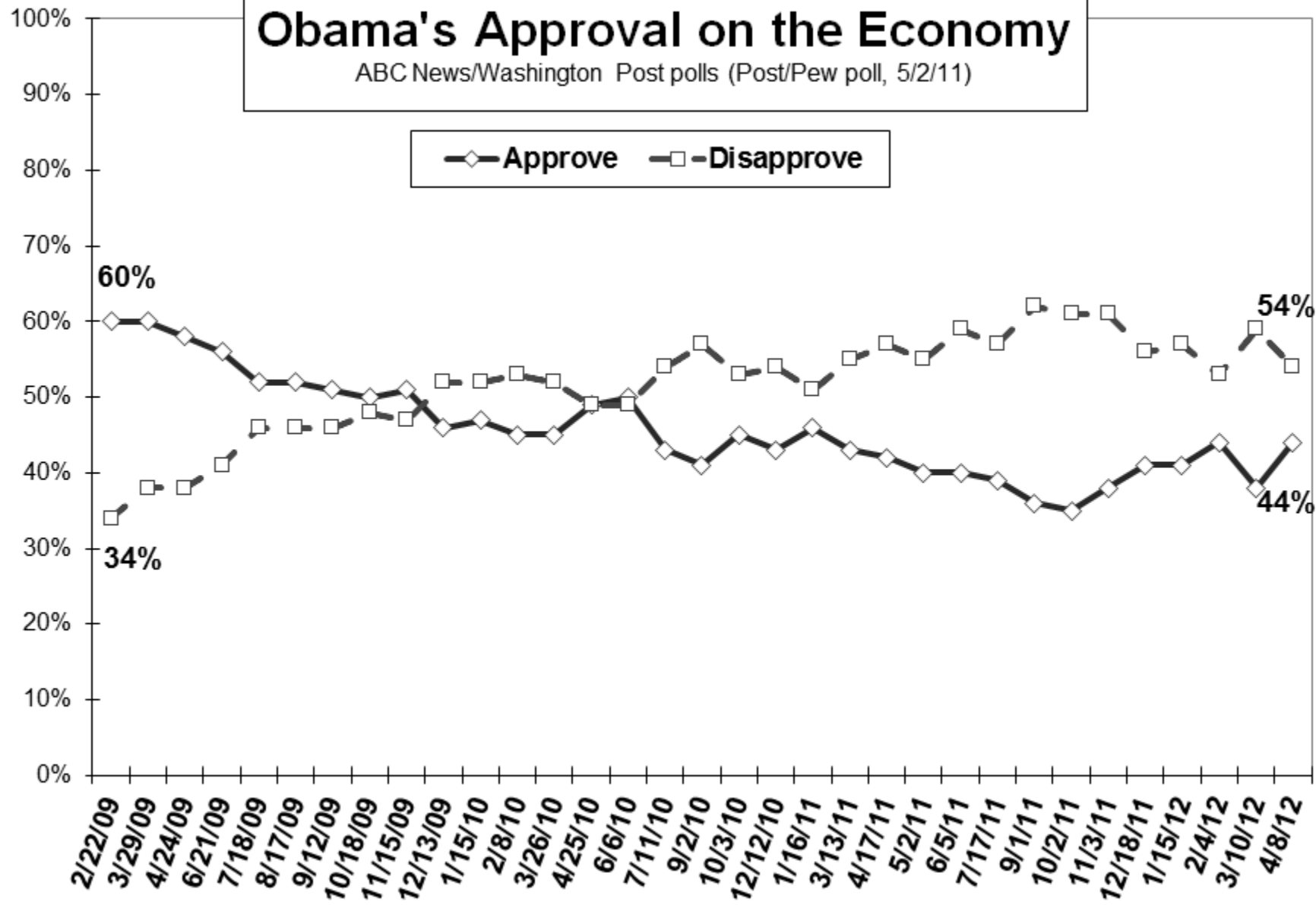
ABC News/Washington Post polls (Post/Pew poll, 5/2/11)

◆ Approve □ Disapprove



Obama's Approval on the Economy

ABC News/Washington Post polls (Post/Pew poll, 5/2/11)



Right Direction or on Wrong Track?

ABC News/Washington Post polls



Job Opportunities In Your Area

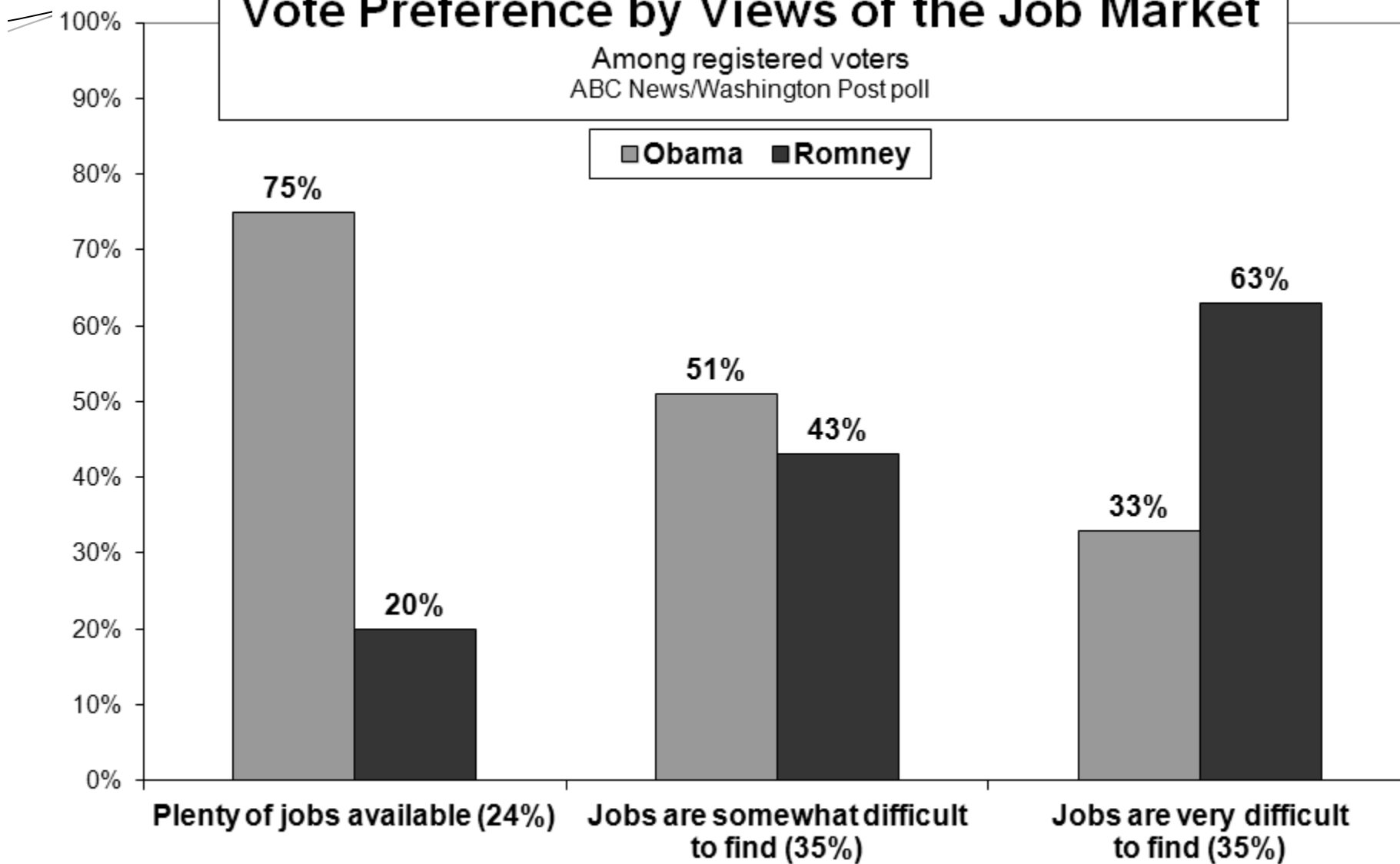
ABC News/Washington Post, Pew, and U.S. News & World Reports polls



Vote Preference by Views of the Job Market

Among registered voters
ABC News/Washington Post poll

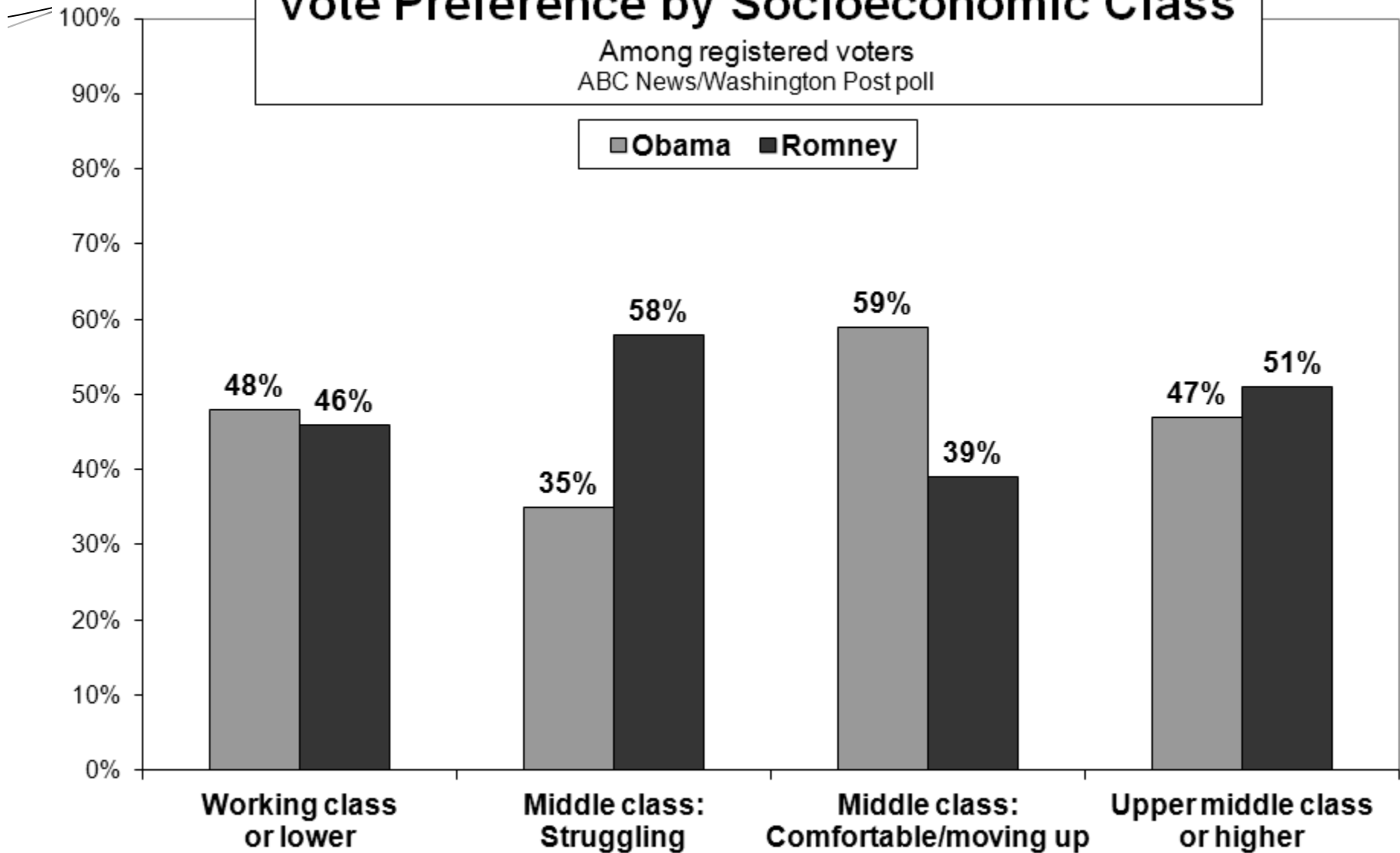
■ Obama ■ Romney



Vote Preference by Socioeconomic Class

Among registered voters
ABC News/Washington Post poll

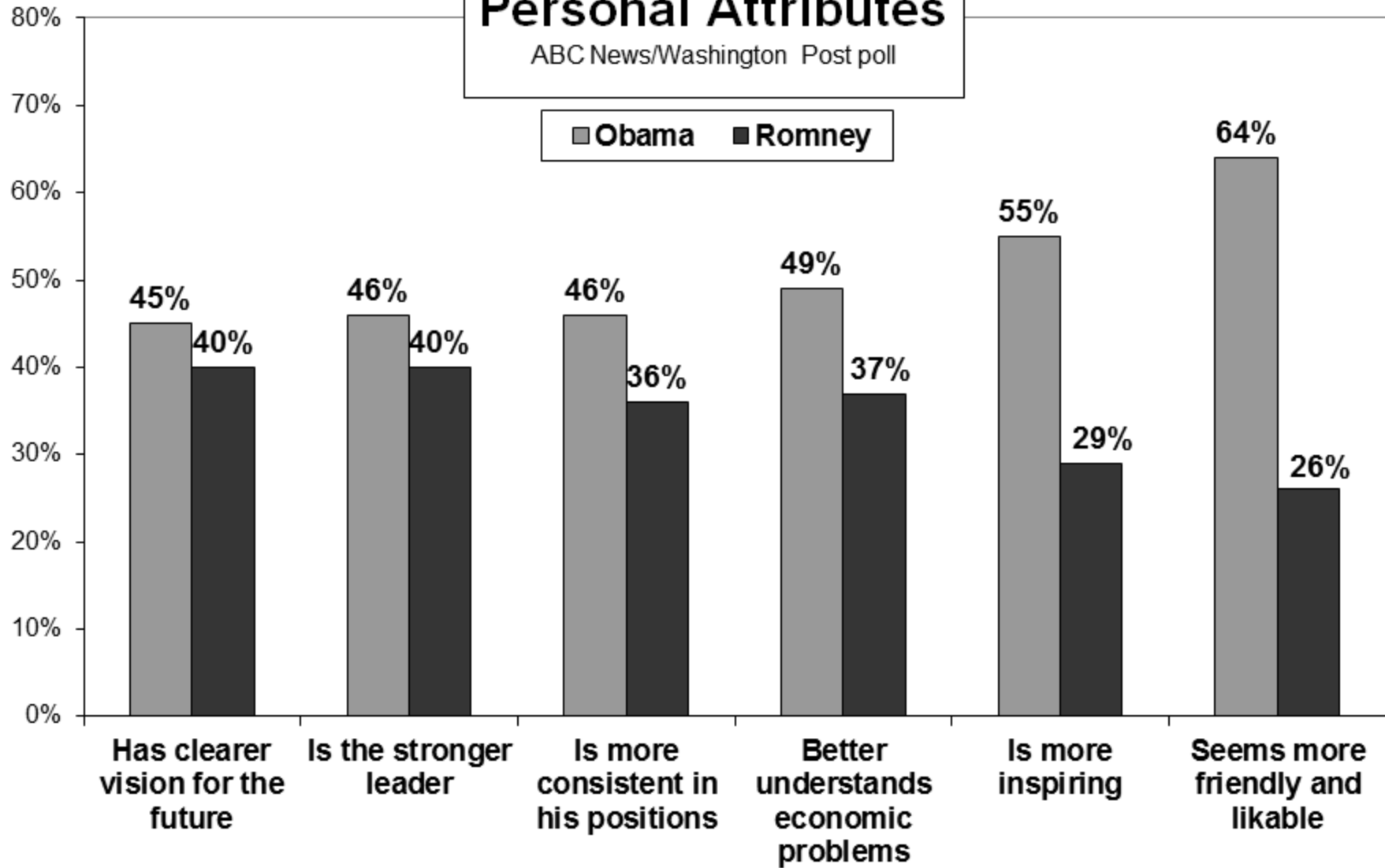
■ Obama ■ Romney



Personal Attributes

ABC News/Washington Post poll

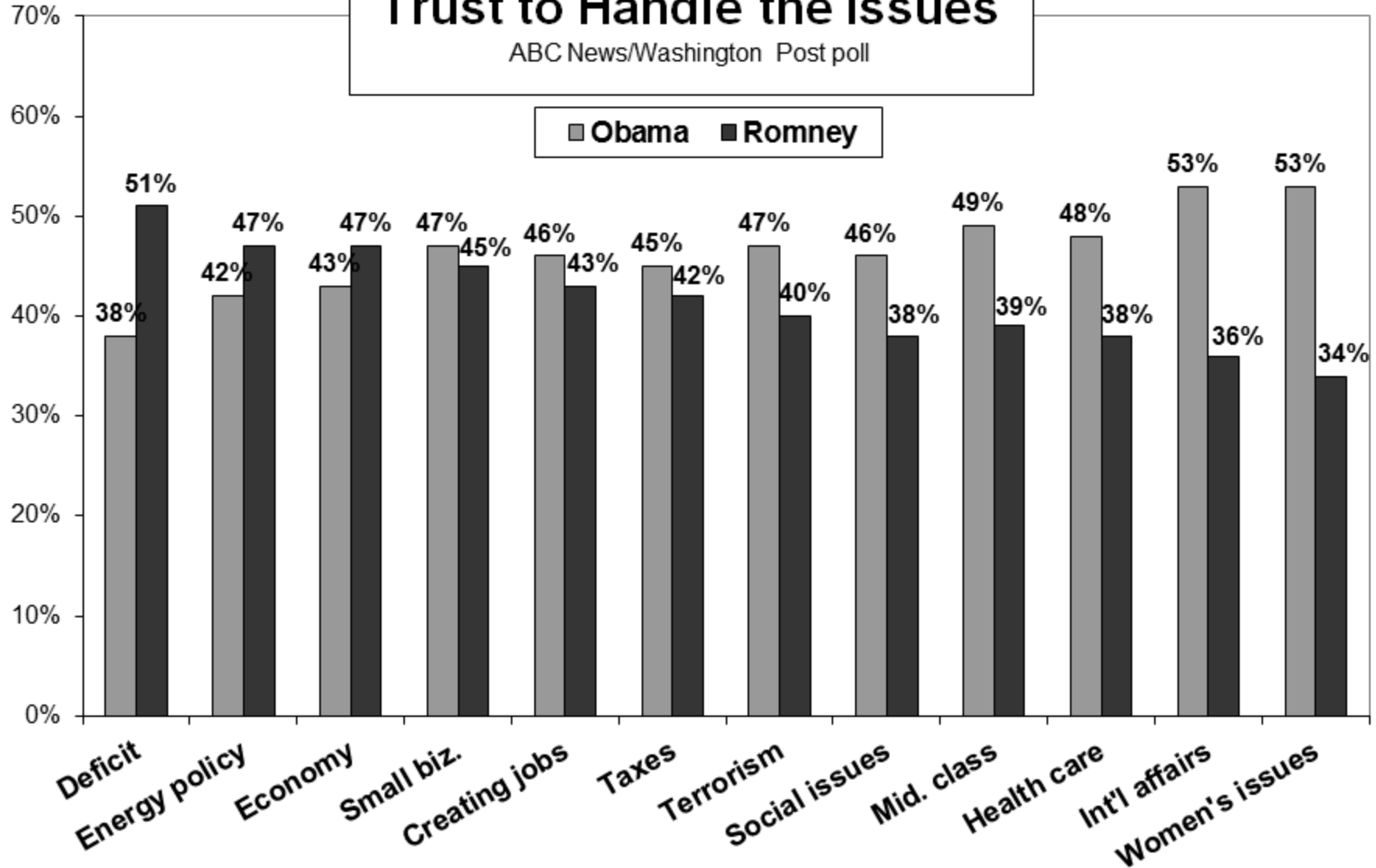
■ Obama ■ Romney



Trust to Handle the Issues

ABC News/Washington Post poll

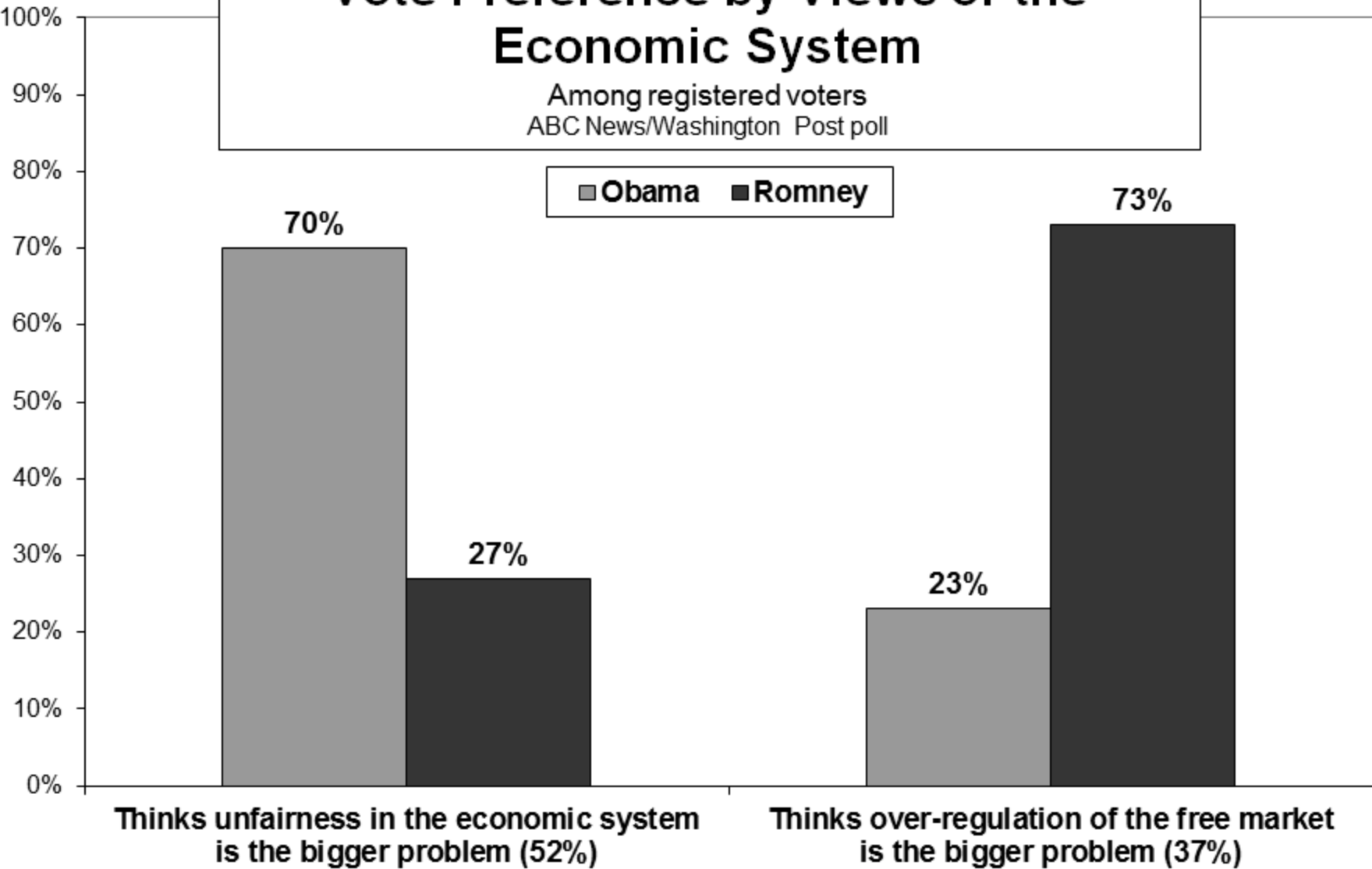
■ Obama ■ Romney



Vote Preference by Views of the Economic System

Among registered voters
ABC News/Washington Post poll

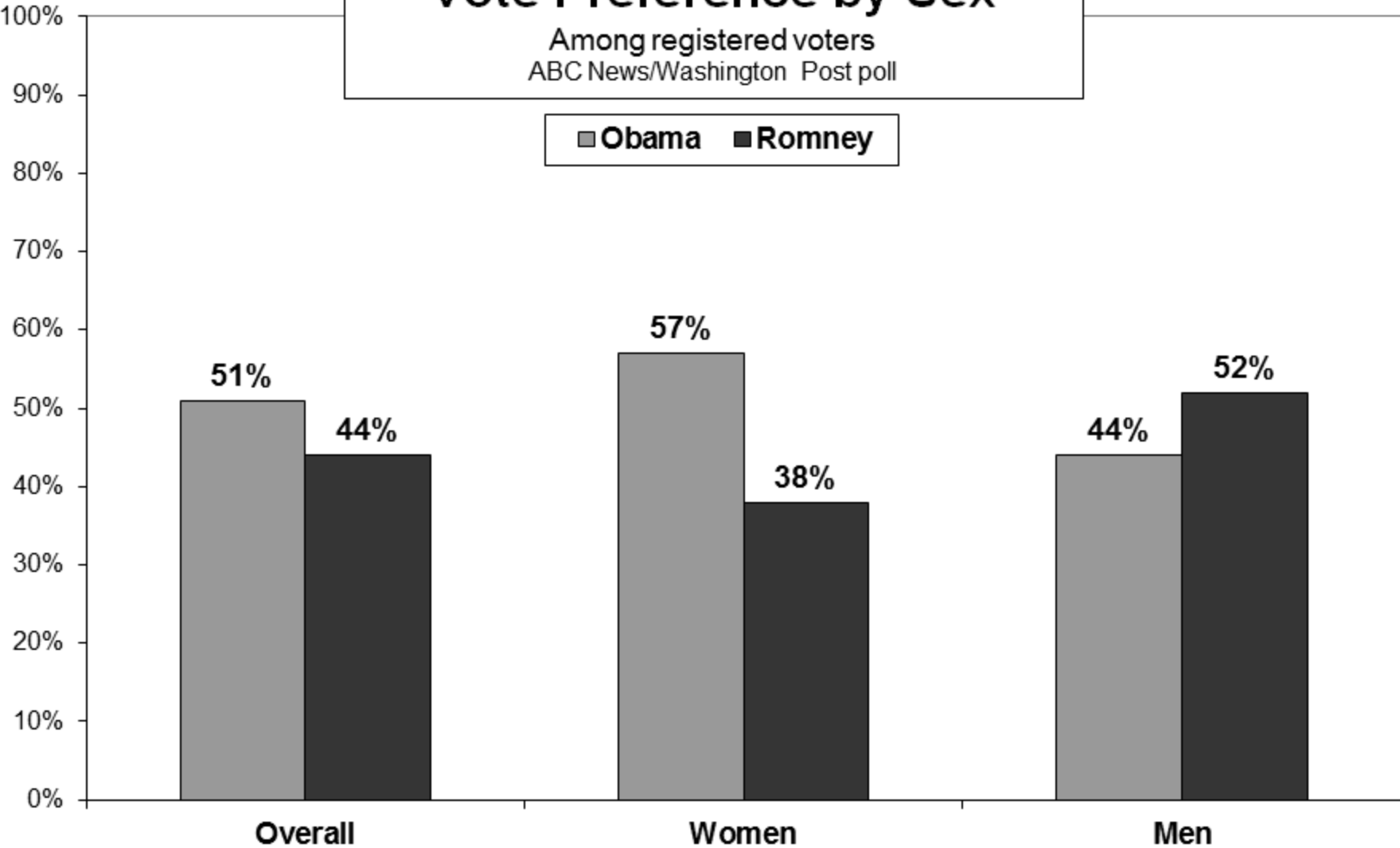
■ Obama ■ Romney



Vote Preference by Sex

Among registered voters
ABC News/Washington Post poll

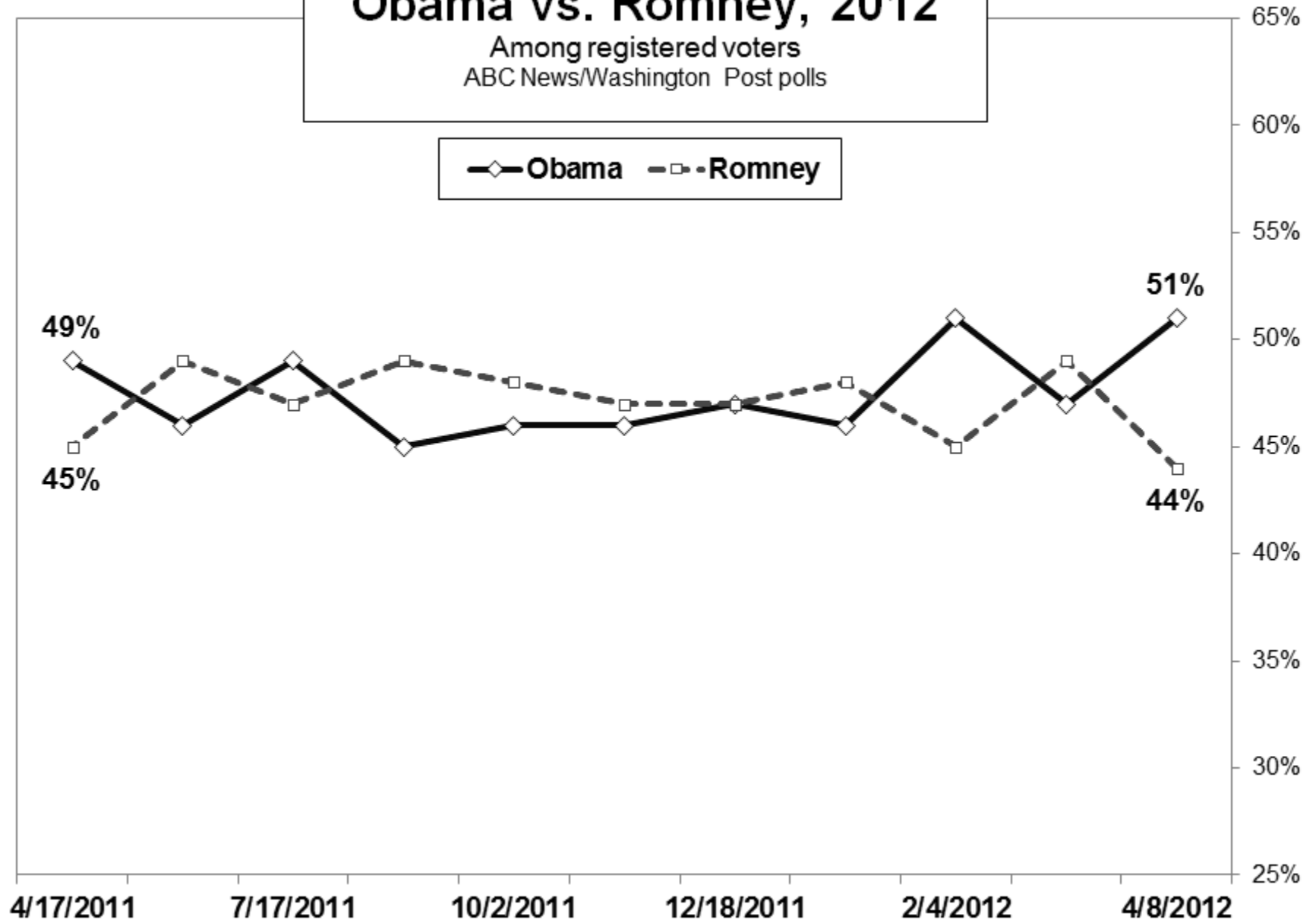
■ Obama ■ Romney



Obama vs. Romney, 2012

Among registered voters
ABC News/Washington Post polls

—◇— Obama -□- Romney





Anything's possible



Thank you!

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**American Association for Public Opinion Research
May 19, 2012**