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[www.gfk.com](http://www.gfk.com)

Interview dates: December 23, 2009 – January 10, 2010  
 Interviews: 1,037 adults  
 Sampling margin of error for a 50% statistic with 95%  
 confidence is: ±3.04 for all interviews

Interview dates: August 30 – September 11, 2012  
 Interviews: 1,071 adults  
 Sampling margin of error for a 50% statistic with 95%  
 confidence is: ± 3.78 for all interviews

Link: [2008 results](#)

THE ASSOCIATED PRESS  
 Racial Attitudes Survey  
 CONDUCTED BY GfK  
 October 26, 2012

**NOTE: All results shown are weighted and are percentages unless otherwise labeled. Results represent all respondents unless otherwise indicated. Numbers may not add to 100 due to rounding.**

**MD1NEW.** Generally speaking, would you say things in this country are heading in the right direction or in the wrong direction?

	2010	2012
Right direction	45	34
Wrong direction	55	65
Refused/Not Answered	0	1

**FAV1.** For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

[RANDOMIZE ALL THE NAMES]

Barack Obama

	2010	2012
Very favorable	28	24
Somewhat favorable	24	24
Somewhat unfavorable	15	13
Very unfavorable	26	31
Don't know enough to say	7	6
Refused/Not answered	0	1

Michelle Obama

	2010	2012
Very favorable	30	32
Somewhat favorable	24	26
Somewhat unfavorable	15	14
Very unfavorable	14	17
Don't know enough to say	17	10
Refused/Not answered	1	1

Joe Biden

	2010	2012
Very favorable	11	11
Somewhat favorable	31	24
Somewhat unfavorable	19	19
Very unfavorable	19	27
Don't know enough to say	20	17
Refused/Not answered	0	2

Mitt Romney

	2012
Very favorable	16
Somewhat favorable	23
Somewhat unfavorable	17
Very unfavorable	28
Don't know enough to say	14
Refused/Not answered	2

Ann Romney

	2012
Very favorable	19
Somewhat favorable	19
Somewhat unfavorable	13
Very unfavorable	14
Don't know enough to say	34
Refused/Not answered	2

Paul Ryan

	2012
Very favorable	17
Somewhat favorable	16
Somewhat unfavorable	14
Very unfavorable	22
Don't know enough to say	29
Refused/Not answered	2

**APP1.** Overall, do you approve, disapprove, or neither approve nor disapprove of the way Barack Obama is handling his job as President?

	2010	2012
Strongly approve	19	13
Somewhat approve	22	21
Have mixed feelings	26	27
Somewhat disapprove	10	10
Strongly disapprove	24	27
Refused/Not Answered	0	1

[ASK IF APP1="HAVE MIXED FEELINGS OR REFUSED"]

**APP2.** If you had to choose, do you lean more toward approve or disapprove?

	2010	2012
Lean towards approve	28	27
Lean towards disapprove	27	30
Still have mixed feelings	45	39
Refused/Not Answered	0	4

[COMBINED VARIABLE, APP1 AND APP2]

**APPOBAMA.** Overall, do you approve, disapprove, or neither approve nor disapprove of the way Barack Obama is handling his job as President?

	2010	2012
Strongly approve	19	13
Somewhat approve	29	29
Have mixed feelings	12	11
Somewhat disapprove	17	18
Strongly disapprove	24	27
Refused/Not Answered	0	1

**APP3.** Do you approve, disapprove, or neither approve nor disapprove of the way Barack Obama is handling each of the following issues?

[ITEMS TO INSERT - RANDOMIZE]

ECONOMY

	2010	2012
Strongly approve	11	8
Somewhat approve	25	19
Neither approve nor disapprove	19	18
Somewhat disapprove	19	20
Strongly disapprove	25	32
Refused/Not Answered	1	2

Taxes

	2010	2012
Strongly approve	9	13
Somewhat approve	18	17
Neither approve nor disapprove	31	23
Somewhat disapprove	19	19
Strongly disapprove	24	25
Refused/Not Answered	1	3

The situation in Afghanistan

	2010	2012
Strongly approve	9	8
Somewhat approve	26	22
Neither approve nor disapprove	28	31
Somewhat disapprove	21	18
Strongly disapprove	16	18
Refused/Not Answered	1	2

The situation in Iran

	2012
Strongly approve	10
Somewhat approve	20
Neither approve nor disapprove	32
Somewhat disapprove	18
Strongly disapprove	18
Refused/Not Answered	2

Health care

	2010	2012
Strongly approve	14	18
Somewhat approve	22	17
Neither approve nor disapprove	16	16
Somewhat disapprove	15	17
Strongly disapprove	32	31
Refused/Not Answered	1	2

Environment

	2010	2012
Strongly approve	12	10
Somewhat approve	23	23
Neither approve nor disapprove	38	35
Somewhat disapprove	11	13
Strongly disapprove	16	17
Refused/Not Answered	0	2

Energy

	2010	2012
Strongly approve	12	10
Somewhat approve	24	23
Neither approve nor disapprove	34	30
Somewhat disapprove	14	14
Strongly disapprove	16	22
Refused/Not Answered	1	2

Gas prices

	2010	2012
Strongly approve	7	4
Somewhat approve	18	12
Neither approve nor disapprove	42	28
Somewhat disapprove	19	19
Strongly disapprove	14	35
Refused/Not Answered	1	2

Relationships with other countries

	2010	2012
Strongly approve	21	15
Somewhat approve	23	20
Neither approve nor disapprove	25	30
Somewhat disapprove	14	14
Strongly disapprove	17	19
Refused/Not Answered	1	2

Federal budget deficit	2010	2012
Strongly approve	8	6
Somewhat approve	16	16
Neither approve nor disapprove	25	22
Somewhat disapprove	20	18
Strongly disapprove	31	35
Refused/Not Answered	0	2

Terrorism	2010	2012
Strongly approve	11	15
Somewhat approve	26	26
Neither approve nor disapprove	27	29
Somewhat disapprove	18	12
Strongly disapprove	17	15
Refused/Not Answered	1	2

Unemployment	2010	2012
Strongly approve	10	7
Somewhat approve	22	20
Neither approve nor disapprove	24	22
Somewhat disapprove	21	20
Strongly disapprove	23	29
Refused/Not Answered	1	2

Immigration	2012
Strongly approve	10
Somewhat approve	19
Neither approve nor disapprove	24
Somewhat disapprove	16
Strongly disapprove	29
Refused/Not Answered	2

**APP3A.** Overall, do you approve, disapprove, or neither approve nor disapprove of the way Barack Obama handled the raid that resulted in the death of Osama bin Laden?

	2012
Strongly approve	42
Somewhat approve	23
Neither approve nor disapprove	26
Somewhat disapprove	4
Strongly disapprove	3
Refused/Not Answered	1

**FAV2.** Do you have a favorable or unfavorable impression of...

[RANDOMIZE PARTIES]

The Democratic Party	2010	2012
Very favorable	16	16
Somewhat favorable	35	30
Somewhat unfavorable	23	27
Very unfavorable	24	24
Refused/Not Answered	2	3

The Republican Party	2010	2012
Very favorable	7	12
Somewhat favorable	31	28
Somewhat unfavorable	37	26
Very unfavorable	23	30
Refused/Not Answered	3	5

**LV1.** Are you registered to vote?

	2012
Yes, at my current address	77
Yes, but at a different address	6
No	13
Not sure	3
Refused/Not Answered	1

**LV6.** How often would you say you vote?

	2012
Always	42
Nearly always	25
Part of the time	12
Seldom	7
Never	13
Refused/Not Answered	2

**LV7.** Do you happen to know where people in your neighborhood go to vote, or not?

	2012
Yes	78
No	21
Refused/Not Answered	1

**LV3.** How much interest do you have in following news about the campaign for president, a great deal, quite a bit, only some, very little, or no interest at all?

	2012
A great deal	20
Quite a bit	28
Only some	26
Very little	14
No interest at all	10
Refused/Not Answered	1

**CND1.** How much thought, if any, have you given to candidates who are running for president in 2012?

	2012
A lot	44
Some	34
Not much	14
None at all	7
Refused/Not Answered	1

**LV31.** On November 6, 2012, the election for President will be held. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming presidential election? You can use any number between 1 and 10 to indicate how strongly you feel about your likelihood to vote.

	2012
1 – Certain will NOT vote	10
2	1
3	1
4	1
5	7
6	3
7	3
8	4
9	7
10 – Certain to vote	62
Refused/Not Answered	2

**VOT3B.** If the 2012 general election for President were being held today and these were the candidates, would you vote for...

[RANDOMIZE THE FIRST TWO]

	2012
Barack Obama, the Democrat	42
Mitt Romney, the Republican	33
Gary Johnson, the Libertarian	2
Jill Stein, the Green Party candidate	1
Someone else (specify)	2
Don't know	18
Refused/Not answered	2

[ASKED IF VOT3B IS "SOMEONE ELSE" OR "DON'T KNOW"]

**VOT3BA.** If you had to choose, is there one of these candidates that you lean more toward?

[RANDOMIZE THE FIRST TWO]

	2012
Barack Obama, the Democrat	15
Mitt Romney, the Republican	10
Gary Johnson, the Libertarian	1
Jill Stein, the Green Party candidate	0
No, don't lean toward any of these candidates	36
Don't know	36
Refused/Not answered	2

[ASKED IF VOT3B IS "BARACK OBAMA", "MITT ROMNEY", "GARY JOHNSON", OR "JILL STEIN"]

**VOT3BB.** Are you certain to support (FILL RESPONSE FROM VOT3B) or do you think you might change your mind?

	2012
Certain to support (RESPONSE FROM VOT3B)	88
Might change my mind	11
Refused/Not answered	0

[ASKED IF VOT3BA OR VOT3B IS NOT "BARACK OBAMA" OR "MITT ROMNEY"]

**VOT3BC.** If you had to choose between [Barack Obama, the Democrat] and [Mitt Romney, the Republican], who would you vote for?

[RANDOMIZE THE FIRST TWO]

	2012
Barack Obama, the Democrat	40
Mitt Romney, the Republican	37
Refused/Not answered	23



SHOW IMG8 AND IMG8A ON THE SAME SCREEN

**IMG8.** Please mark the words and phrases below that you *personally believe* describe [Barack Obama, red font color]. Please check all that apply.

[RANDOMIZE ITEMS, SHOW IN 2 COLUMNS]

	2010	2012
Inexperienced	42	26
Out of touch	23	24
Elitist	14	9
Un-American	18	18
Christian	19	18
Intelligent	62	50
Honest	36	30
Will bring about change	48	28
Popular	49	31
Inconsistent	30	26
Courageous	27	27
Strong military leader	7	11
Down to earth	39	32
Straight-talker	31	24
Past his prime	1	4
Corrupt	14	15
Hot-tempered	4	5
Patriotic	26	24
Independent	21	11
Unifying	21	12
Experienced	12	21
Ethical	31	25
Stubborn	15	13
Socialist	N/A	23
Radical	N/A	13
Inspiring	N/A	28
Foreign	N/A	7
Liar	N/A	21
American	N/A	38
Refused/Not Answered	2	6

**IMG8a.** In your opinion, what other words describe [Barack Obama, red font color]?

**[To be coded]**

SHOW IMG8 AND IMG8A ON THE SAME SCREEN

**IMG8.** Please mark the words and phrases below that you *personally believe* describe [Mitt Romney, red font color]. Please check all that apply.

[RANDOMIZE ITEMS, SHOW IN 2 COLUMNS]

	2012
Inexperienced	14
Out of touch	32
Elitist	21
Un-American	4
Christian	22
Intelligent	39
Honest	21
Will bring about change	26
Popular	11
Inconsistent	29
Courageous	12
Strong military leader	4
Down to earth	15
Straight-talker	16
Past his prime	5
Corrupt	16
Hot-tempered	4
Patriotic	27
Independent	8
Unifying	8
Experienced	25
Ethical	21
Stubborn	10
Socialist	2
Radical	7
Inspiring	14
Foreign	0
Liar	23
American	45
Refused/Not Answered	11

**IMG8a.** In your opinion, what other words describe [Mitt Romney, red font color]?

**[To be coded]**

**CIS8.** How well do you think [CANDIDATE, red font color] understands how the federal government works?

Barack Obama	2010	2012
Extremely well	20	22
Very well	27	30
Moderately well	26	22
Slightly well	12	10
Not at all	14	14
Refused/Not Answered	1	2

Mitt Romney	2012
Extremely well	14
Very well	26
Moderately well	27
Slightly well	16
Not at all	13
Refused/Not Answered	4

**CIS10NEW.** How much time and effort is [Barack Obama, red font color] spending working on the issues you want him to work on the most?

	2010	2012
A great deal	15	12
A lot	20	18
A moderate amount	28	25
A little	20	20
None at all	16	23
Refused/Not Answered	1	3

**CIS10.** If [Mitt Romney, red font color] is elected President, how much time and effort do you think he would spend working on the issues you want him to work on the most?

	2012
A great deal	11
A lot	17
A moderate amount	26
A little	21
None at all	22
Refused/Not Answered	3

**CIS11.** How well do you think [CANDIDATE, red font color] understands the important issues the country will need to focus on during the next four years?

Barack Obama	2010	2012
Not at all well	23	25
Slightly well	18	12
Moderately well	22	17
Very well	20	23
Extremely well	16	20
Refused/Not Answered	1	3

Mitt Romney

	2012
Not at all well	22
Slightly well	16
Moderately well	24
Very well	20
Extremely well	15
Refused/Not Answered	4

**EC13.** Now thinking about the economy in the country as a whole, would you say that over the past year, the national economy has gotten better, stayed the same, or gotten worse?

	2010	2012
Gotten much better	5	3
Gotten a little better	34	28
Stayed about the same	20	27
Gotten a little worse	21	20
Gotten much worse	20	21
Refused/Not Answered	0	2

**EC14.** Now thinking about the amount of unemployment in the country as a whole, would you say that over the past year, unemployment has gotten better, stayed the same, or gotten worse?

	2012
Gotten much better	2
Gotten a little better	25
Stayed about the same	30
Gotten a little worse	22
Gotten much worse	18
Refused/Not Answered	3

**EC15.** Now thinking about the stock market in the country as a whole, would you say that over the past year, the stock market has gotten better, stayed the same, or gotten worse?

	2012
Gotten much better	7
Gotten a little better	28
Stayed about the same	37
Gotten a little worse	18
Gotten much worse	7
Refused/Not Answered	3

**EC16.** Now thinking about gas prices in the country as a whole, would you say that over the past year, gas prices have gotten better, stayed the same, or gotten worse?

	2012
Gotten much better	1
Gotten a little better	7
Stayed about the same	23
Gotten a little worse	30
Gotten much worse	36
Refused/Not Answered	3

**EC17.** Now thinking about the prices for products and services in the country as a whole, would you say that over the past year, prices for products and services have gotten better, stayed the same, or gotten worse?

	2012
Gotten much better	1
Gotten a little better	6
Stayed about the same	24
Gotten a little worse	40
Gotten much worse	27
Refused/Not Answered	3

**EC13B.** How much influence do you think the president has over the economy in the country?

	2012
A great deal	13
A lot	25
A moderate amount	37
A little	19
None at all	5
Refused/Not Answered	2

**EC16B.** How much influence do you think the president has over gas prices in the country?

	2012
A great deal	9
A lot	18
A moderate amount	32
A little	23
None at all	16
Refused/Not Answered	2

**IMG4.** Do you happen to know the religion of each of the following people? If you don't know, you can mark that too.

[RANDOMIZE THE ORDER OF RELIGION ITEMS IN ROWS]  
 [RANDOMIZE THE ORDER OF NAMES IN THE COLUMNS]

Barack Obama	2010	2012
Protestant	26	28
Catholic	4	5
Mormon	0	0
Jewish	0	18
Muslim	17	10
Some other religion	8	2
No religion	2	35
Don't know	41	2
Refused/Not Answered	1	28

Mitt Romney	2012
Protestant	2
Catholic	2
Mormon	67
Jewish	0
Muslim	0
Some other religion	1
No religion	0
Don't know	26
Refused/Not Answered	2

[ASK IF CHOSEN "SOME OTHER RELIGION" FOR BARACK OBAMA]

**IMG4A.** Do you happen to know the religion of [Barack Obama, red font color]? If you don't know, you can mark that, too.

**[text box] To be coded**

[ASK IF CHOSEN "SOME OTHER RELIGION" FOR MITT ROMNEY]

**IMG4B.** Do you happen to know the religion of [Mitt Romney, red font color]? If you don't know, you can mark that, too.

**[text box] To be coded**

**CQ8.** Does [CANDIDATE, red font color]'s religion make you more likely to vote for him, less likely to vote for him, or have no effect on whether you'd vote for him?

Barack Obama

	2012
More likely	6
Less likely	15
Has no effect	77
Refused/Not Answered	2

Mitt Romney

	2012
More likely	5
Less likely	15
Has no effect	77
Refused/Not Answered	2

**HC1.** In general, do you support, oppose or neither support nor oppose the health care reform plans being discussed in Congress?

2012 wording: In general, do you support, oppose or neither support nor oppose the law changing the health care system that the U.S. Congress passed in March 2010?

	2010	2012
Strongly support	28	16
Somewhat support	12	17
Neither support nor oppose	24	24
Somewhat oppose	22	14
Strongly oppose	12	26
Refused/Not Answered	1	3

**RAC7.** How much do you like or dislike each of the following groups

[RANDOMIZE ITEMS]

Whites

	2010	2012
Like a great deal	34	33
Like a moderate amount	22	15
Like a little	5	4
Neither like nor dislike	38	43
Dislike a little	1	0
Dislike a moderate amount	0	0
Dislike a great deal	0	1
Refused/Not answered	1	4

Blacks

	2010	2012
Like a great deal	31	24
Like a moderate amount	17	16
Like a little	6	5
Neither like nor dislike	40	45
Dislike a little	3	3
Dislike a moderate amount	1	2
Dislike a great deal	1	2
Refused/Not answered	1	3

Hispanics

	2010	2012
Like a great deal	28	25
Like a moderate amount	15	13
Like a little	8	6
Neither like nor dislike	41	46
Dislike a little	4	3
Dislike a moderate amount	2	1
Dislike a great deal	1	2
Refused/Not answered	1	4

[RANDOMIZE THE RESPONSE OPTIONS 1 - 7]

**WIN9.** Who do you think should have been the Republican Party's candidate for the 2012 presidential election?

	2012
Mitt Romney	30
Rick Santorum	9
Ron Paul	16
Newt Gingrich	7
Michele Bachmann	3
Herman Cain	4
Rick Perry	4
Some other candidate (Specify)	13
Refused/Not answered	13

[RANDOMIZE THE RESPONSE OPTIONS]

**DIV1NEW.** After this year's elections, which of the following would you prefer?

	2010	2012
Barack Obama as president and Democrats controlling the Congress	52	45
Barack Obama as president and Republicans controlling the Congress	43	7
Mitt Romney as president and Democrats controlling the Congress	NA	7
Mitt Romney as president and Republicans controlling the Congress	NA	34
Refused/Not Answered	5	7

**CIS13.** How liberal, moderate, or conservative do you think [CANDIDATE, red font color] is?

Barack Obama

	2010	2012
Extremely conservative	2	3
Moderately conservative	5	4
Slightly conservative	4	5
Moderate	23	23
Slightly liberal	13	15
Moderately liberal	23	19
Extremely liberal	28	25
Refused/Not Answered	2	7

Mitt Romney

	2012
Extremely conservative	21
Moderately conservative	31
Slightly conservative	11
Moderate	21
Slightly liberal	4
Moderately liberal	2
Extremely liberal	3
Refused/Not Answered	6



[RANDOMIZE ITEMS]

**RAC8.** When it comes to politics, would you say that each of the groups listed below has too much influence, just about the right amount of influence, or to little influence?

Whites	2010	2012
Too much influence	21	23
Just about the right amount of influence	64	60
Too little influence	13	12
Refused/Not Answered	2	4

Blacks	2010	2012
Too much influence	14	15
Just about the right amount of influence	53	56
Too little influence	31	24
Refused/Not Answered	2	5

Elderly people	2010	2012
Too much influence	9	9
Just about the right amount of influence	37	49
Too little influence	52	38
Refused/Not Answered	2	4

Wealthy people	2010	2012
Too much influence	78	69
Just about the right amount of influence	17	24
Too little influence	3	4
Refused/Not Answered	2	4

Hispanics	2012
Too much influence	16
Just about the right amount of influence	54
Too little influence	25
Refused/Not Answered	5

Immigrants	2012
Too much influence	26
Just about the right amount of influence	42
Too little influence	26
Refused/Not Answered	6

**RAC11.** How well does each of these words describe most blacks?

[ITEMS TO INSERT, RANDOMIZE]

Friendly	2010	2012
Extremely well	10	8
Very well	26	24
Moderately well	43	40
Slightly well	13	14
Not at all	5	6
Refused/Not answered	3	9

Determined to succeed	2010	2012
Extremely well	9	6
Very well	17	18
Moderately well	44	35
Slightly well	19	21
Not at all	8	10
Refused/Not answered	4	10

Law abiding	2010	2012
Extremely well	5	5
Very well	16	17
Moderately well	43	38
Slightly well	24	21
Not at all	9	10
Refused/Not answered	3	9

Hard-working	2010	2012
Extremely well	9	8
Very well	21	23
Moderately well	43	35
Slightly well	17	17
Not at all	7	8
Refused/Not answered	3	9

Intelligent at school	2010	2012
Extremely well	9	6
Very well	15	17
Moderately well	48	39
Slightly well	19	20
Not at all	6	8
Refused/Not answered	3	9

Smart at everyday things

	2010	2012
Extremely well	7	7
Very well	21	19
Moderately well	45	40
Slightly well	18	18
Not at all	5	8
Refused/Not answered	4	9

Good neighbors

	2010	2012
Extremely well	9	7
Very well	21	22
Moderately well	45	38
Slightly well	15	17
Not at all	6	7
Refused/Not answered	4	9

Dependable

	2010	2012
Extremely well	7	7
Very well	19	20
Moderately well	44	37
Slightly well	20	18
Not at all	7	9
Refused/Not answered	4	8

Keep up their property

	2010	2012
Extremely well	6	5
Very well	16	18
Moderately well	42	38
Slightly well	23	21
Not at all	9	9
Refused/Not answered	4	9

Violent

	2010	2012
Extremely well	5	6
Very well	10	10
Moderately well	33	27
Slightly well	28	23
Not at all	20	26
Refused/Not answered	4	9

Boastful

	2010	2012
Extremely well	6	7
Very well	15	13
Moderately well	36	30
Slightly well	21	18
Not at all	18	23
Refused/Not answered	4	9

Complaining		
	2010	2012
Extremely well	8	8
Very well	17	15
Moderately well	32	26
Slightly well	23	23
Not at all	16	19
Refused/Not answered	4	9

Lazy		
	2010	2012
Extremely well	3	5
Very well	7	9
Moderately well	29	23
Slightly well	28	24
Not at all	30	30
Refused/Not answered	4	8

Irresponsible		
	2010	2012
Extremely well	3	5
Very well	7	7
Moderately well	31	26
Slightly well	30	25
Not at all	25	27
Refused/Not answered	4	10

[RANDOMIZE ITEMS]

**RAC11W.** How well does each of these words describe most whites?

Friendly		
	2010	2012
Extremely well	7	7
Very well	26	26
Moderately well	49	46
Slightly well	12	9
Not at all	3	2
Refused/Not answered	4	9

Determined to succeed		
	2010	2012
Extremely well	8	9
Very well	26	31
Moderately well	51	41
Slightly well	9	6
Not at all	3	3
Refused/Not answered	4	9

Law abiding		
	2010	2012
Extremely well	6	7
Very well	22	25
Moderately well	53	47
Slightly well	11	8
Not at all	4	4
Refused/Not answered	4	9

Hard-working		
	2010	2012
Extremely well	8	9
Very well	24	28
Moderately well	51	45
Slightly well	10	7
Not at all	3	3
Refused/Not answered	4	9

Intelligent at school		
	2010	2012
Extremely well	8	10
Very well	26	26
Moderately well	53	46
Slightly well	7	6
Not at all	3	3
Refused/Not answered	4	9

Smart at everyday things		
	2010	2012
Extremely well	6	8
Very well	21	24
Moderately well	53	46
Slightly well	12	10
Not at all	4	4
Refused/Not answered	3	9

Good neighbors		
	2010	2012
Extremely well	7	9
Very well	26	31
Moderately well	51	43
Slightly well	9	6
Not at all	3	3
Refused/Not answered	4	9

Dependable		
	2010	2012
Extremely well	6	7
Very well	24	26
Moderately well	49	46
Slightly well	15	8
Not at all	3	4
Refused/Not answered	4	9

Keep up their property		
	2010	2012
Extremely well	7	10
Very well	28	30
Moderately well	50	41
Slightly well	8	7
Not at all	3	3
Refused/Not answered	4	9

Violent		
	2010	2012
Extremely well	2	3
Very well	8	3
Moderately well	36	31
Slightly well	33	31
Not at all	16	22
Refused/Not answered	4	9

  

Boastful		
	2010	2012
Extremely well	6	6
Very well	17	14
Moderately well	44	37
Slightly well	18	20
Not at all	12	13
Refused/Not answered	4	10

  

Complaining		
	2010	2012
Extremely well	4	4
Very well	17	13
Moderately well	41	36
Slightly well	22	23
Not at all	11	15
Refused/Not answered	4	9

  

Lazy		
	2010	2012
Extremely well	2	1
Very well	6	4
Moderately well	36	32
Slightly well	35	30
Not at all	17	23
Refused/Not answered	4	10

  

Irresponsible		
	2010	2012
Extremely well	2	2
Very well	6	4
Moderately well	39	34
Slightly well	34	30
Not at all	15	21
Refused/Not answered	3	10

[RANDOMIZE ITEMS]

**RAC11H.** How well does each of these words describe most Hispanics?

	Extremely well	Very well	Moderately well	Slightly well	Not at all	Refused/Not Answered
Friendly	9	23	41	13	5	9
Determined to succeed	9	22	39	14	6	9
Law abiding	5	15	42	21	7	10
Hard-working	20	28	32	6	5	9
Intelligent at school	5	15	41	22	7	10
Smart at everyday things	7	15	41	21	6	9
Good neighbors	8	19	40	18	6	9
Dependable	9	22	40	14	6	9
Keep up their property	7	16	38	21	8	10
Violent	3	7	28	30	23	9
Boastful	3	7	29	25	26	10
Complaining	4	6	27	26	26	10
Lazy	2	4	24	26	34	10
Irresponsible	2	5	29	28	26	9

[RANDOMIZE ITEMS]

**RAC12.** Please indicate how much you agree or disagree with the following statements:

Irish, Italians, Jewish, and other minorities overcame prejudice and worked their way up. Blacks should do the same without special favors

	2010	2012
Strongly disagree	8	7
Somewhat disagree	10	10
Neither agree nor disagree	32	32
Somewhat agree	28	25
Strongly agree	20	21
Refused/Not answered	3	6

It's really a matter of some people just not trying hard enough; if blacks would only try harder, they could just be as well off as whites

	2010	2012
Strongly disagree	12	11
Somewhat disagree	16	13
Neither agree nor disagree	38	35
Somewhat agree	22	22
Strongly agree	9	11
Refused/Not answered	3	7

Generations of slavery have created conditions that make it difficult for blacks to work their way out of the lower class

	2010	2012
Strongly disagree	27	27
Somewhat disagree	19	21
Neither agree nor disagree	27	26
Somewhat agree	16	15
Strongly agree	8	5
Refused/Not answered	2	6

Blacks are demanding too much from the rest of society

	2010	2012
Strongly disagree	12	10
Somewhat disagree	15	12
Neither agree nor disagree	35	35
Somewhat agree	23	23
Strongly agree	12	13
Refused/Not answered	3	6

Over the past few years, blacks have gotten LESS than they deserve

	2010	2012
Strongly disagree	19	18
Somewhat disagree	19	20
Neither agree nor disagree	45	42
Somewhat agree	11	10
Strongly agree	3	4
Refused/Not answered	3	7

Most blacks who receive money from welfare programs could get along without it if they tried

	2010	2012
Strongly disagree	8	7
Somewhat disagree	14	12
Neither agree nor disagree	38	35
Somewhat agree	26	25
Strongly agree	11	14
Refused/Not answered	3	6

Government officials usually pay less attention to a request or complaint from a black person than from a white person

	2010	2012
Strongly disagree	14	15
Somewhat disagree	18	16
Neither agree nor disagree	40	38
Somewhat agree	20	17
Strongly agree	6	7
Refused/Not answered	2	7

Over the past few years, blacks have gotten more ECONOMICALLY than they deserve

	2010	2012
Strongly disagree	16	14
Somewhat disagree	18	13
Neither agree nor disagree	44	47
Somewhat agree	14	13
Strongly agree	5	7
Refused/Not answered	2	6



**RAC13.** Some people say that black leaders have been trying to push too fast. Others feel that they haven't pushed fast enough. What do you think?

	2010	2012
Trying to push too fast	24	23
Haven't pushed fast enough	19	20
Pushing at about the right speed	53	51
Refused/Not Answered	5	7

**RAC14.** How much of the racial tension that exists in the United States today do you think blacks are responsible for creating?

	2010	2012
All of it	3	4
Most	20	24
Some	58	48
Not much at all	17	18
Refused/Not Answered	1	6

**RAC14W.** How much of the racial tension that exists in the United States today do you think whites are responsible for creating?

	2010	2012
All of it	4	5
Most	22	19
Some	61	57
Not much at all	9	12
Refused/Not Answered	3	7

**RAC14H.** How much of the ethnic and racial tension that exists in the United States today do you think Hispanics are responsible for creating?

	2010	2012
A lot of it	5	6
Most of it	8	8
Some of it	66	56
Not much of it	19	24
Refused/Not Answered	1	6

**RAC15.** How much discrimination against [GROUP, red font color] do you feel there is in the United States today, limiting their chances to get ahead?

	2010	2012
Blacks		
A lot	13	11
Some	37	39
Just a little	35	29
None at all	12	16
Refused/Not Answered	2	5

**Whites**

	2012
A lot	5
Some	21
Just a little	29
None at all	40
Refused/Not Answered	5

**Hispanics**

	2010	2012
A lot	11	10
Some	45	42
Just a little	30	28
None at all	11	15
Refused/Not Answered	2	5

**Asians**

	2012
A lot	2
Some	24
Just a little	37
None at all	31
Refused/Not Answered	6

**Men**

	2012
A lot	5
Some	14
Just a little	23
None at all	54
Refused/Not Answered	5

**Women**

	2010	2012
A lot	13	10
Some	40	39
Just a little	32	31
None at all	14	15
Refused/Not Answered	2	4

**Evangelical Christians**

	2012
A lot	5
Some	17
Just a little	29
None at all	44
Refused/Not Answered	6

**Immigrants**

	2012
A lot	19
Some	40
Just a little	22
None at all	14
Refused/Not Answered	5

[RANDOMIZE PRESENTATION OF NEW1, NEW2, NEW3, RECORD IN THE DATA-ONLY VARIABLES]

**NEW1.** Do you think that the things Barack Obama has done as President of the United States has made most White Americans better off, worse off, or made them neither better off nor worse off overall?

	2010	2012
Better off	13	15
Worse off	25	32
Neither better off nor worse off	61	49
Refused/Not Answered	1	4

**NEW2.** Do you think that the things Barack Obama has done as President of the United States has made most Black Americans better off, worse off, or made them neither better off nor worse off overall?

	2010	2012
Better off	29	28
Worse off	13	17
Neither better off nor worse off	56	51
Refused/Not Answered	1	5

**NEW3.** Do you think that the things Barack Obama has done as President of the United States has made most Hispanic Americans better off, worse off, or made them neither better off nor worse off overall?

	2010	2012
Better off	21	32
Worse off	12	17
Neither better off nor worse off	65	48
Refused/Not Answered	1	4

**BKS1.** How similar do you think Barack Obama is to most Black Americans?

	2012
Extremely similar	5
Very similar	12
Moderately similar	27
A little similar	26
Not at all similar	24
Refused/Not Answered	6

**BKS2.** How similar do you think Barack Obama is to most White Americans?

	2012
Extremely similar	3
Very similar	13
Moderately similar	29
A little similar	25
Not at all similar	24
Refused/Not Answered	6

**BTH1.** Where was Barack Obama born, as far as you know?

**[text box, to be coded]**

[IF BTH1 IS NOT ANSWERED]

**BTH1A.** Is it your best guess that Obama was born in the United States, or in another country?

	2012
In the United States	49
In another country	39
Refused/Not Answered	12

**BTH2A.** As far as you know, is Hawaii one of the 50 United States of America, is it an unincorporated territory of the United States of America, or is it not a part of the United States of America?

	2012
One of the 50 United States of America	91
An unincorporated territory of the United States of America	4
Not part of the United States of America	2
Refused/Not Answered	3

**BTH2B.** As far as you know, is Hawaii not a part of the United States of America, is it an unincorporated territory of the United States of America, or is it one of the 50 United States of America?

	2012
One of the 50 United States of America	2
An unincorporated territory of the United States of America	5
Not part of the United States of America	88
Refused/Not Answered	5

[COMBINED VARIABLE, BTH2A AND BTH2B]

**BTH2.** As far as you know, is Hawaii not a part of the United States of America, is it an unincorporated territory of the United States of America, or is it one of the 50 United States of America?

	2012
One of the 50 United States of America	89
An unincorporated territory of the United States of America	4
Not part of the United States of America	2
Refused/Not Answered	4

[IF BTH2A OR BTH2B = "ONE OF THE 50 UNITED STATES OF AMERICA"]

**BTH3A.** As far as you know, was Hawaii one of the 50 United States of America in 1961, or was Hawaii not part of the United States of America in that year?

	2012
One of the 50 United States of America	82
Not part of the United States of America	14
Refused/Not Answered	4

[IF BTH2A OR BTH2B = "AN UNINCORPORATED TERRITORY OF THE UNITED STATES OF AMERICA"]

**BTH3B.** As far as you know, was Hawaii an unincorporated territory of the United States of America in 1961, or was Hawaii not part of the United States of America in that year?

	2012
An unincorporated territory of the United States of America	62
Not part of the United States of America	33
Refused/Not Answered	6

**DIV2.** What do you think are the chances that the majority of people in the U.S. House of Representatives and the majority of the people in the U.S. Senate after the November election will be Democrats? Please give an answer between 0% (meaning this definitely won't happen) and 100% (meaning this definitely will happen).

Mean = 52.97  
 Median = 50  
 Mode = 50  
 Std. Dev = 26.36

**CIS12.** Would you prefer that the new president be politically conservative, liberal, or moderate?

	2012
Conservative	29
Liberal	21
Moderate	43
Refused/Not Answered	7

**CQ11.** Does that fact that Barack Obama is the first Black president of the United States make you more likely to vote for him, less likely to vote for him, or does it not affect your vote either way?

	2012
More likely to vote for him	8
Less likely to vote for him	7
Not affect your vote either way	80
Refused/Not Answered	5

**GV1.** If you had to choose, would you favor a small federal government providing few services or a big federal government providing many services?

	2012
Small federal government providing few services	53
Big federal government providing many services	39
Refused/Not Answered	8

**ID1.** Generally speaking, do you consider yourself...

[REVERSE SCALE FOR HALF OF SAMPLE]

	2010	2012
Very liberal	8	5
Somewhat liberal	17	15
Moderate	40	41
Somewhat conservative	23	24
Very conservative	11	10
Refused/Not Answered	2	5

**PID1.** Do you consider yourself a Democrat, Republican, an Independent, a supporter of some other party, or none of these?

	2010	2012
Democrat	37	35
Republican	24	27
Independent	24	20
Some other party	1	1
None of these	13	12
Refused/Not Answered	1	4

[ASK IF PID1=DEMOCRAT OR REPUBLICAN]

**PID2.** Would you call yourself a strong [Democrat/Republican] or a not very strong [Democrat/Republican]?

	2010	2012
Strong	52	54
Not very strong	48	45
Refused/Not Answered	0	1

[ASK IF PID1=3 OR 5 OR REFUSAL]

**PID3.** Do you think of yourself as CLOSER to the Democratic Party or to the Republican Party?

	2010	2012
Closer to the Democratic Party	33	29
Closer to the Republican Party	27	24
Neither	39	37
Refused/Not Answered	1	10

[COMBINED VARIABLE, PID1 AND PID3]

**PARTYID.** Do you consider yourself a Democrat, Republican, an Independent, a supporter of some other party, or none of these?

	2010	2012
Democrat	49	46
Republican	34	36
Independent	7	14
Some other party	1	4
None of these	8	46
Refused / Not Answered	0	36

**TP4.** Do you consider yourself a supporter of the [MOVEMENT, red font color], or are you not a supporter of the [MOVEMENT, red font color]

	2012
Supporter	21
Not a supporter	72
Refused/Not answered	7

**TP4A.** Do you consider yourself a strong supporter of the [MOVEMENT, red font color], or are you a moderate supporter of the [MOVEMENT, red font color]?

	2012
Strong supporter	32
Moderate supporter	68
Refused/Not answered	1

[COMBINED VARIABLE, TP4 AND TP4A.]

**TP4SUPPORT.** Do you consider yourself a supporter of the [MOVEMENT, red font color], or are you not a supporter of the [MOVEMENT, red font color]?

	2012
Strong supporter	7
Moderate supporter	14
Not a supporter	72
Refused/Not answered	7

**REL1.** Would you describe yourself as a born-again or evangelical Christian, or not?

	2010	2012
Born-again or evangelical Christian	36	31
Neither born-again nor evangelical Christian	61	64
Refused/Not Answered	2	5

**REL2.** What is your religious preference?

	2010	2012
Protestant	29	30
Catholic	19	23
Mormon	2	2
Jewish	1	2
Some other religion (Specify)	21	15
None	25	24
Refused/Not Answered	1	5

[ASK IF REL2=1]

**REL5.** To which Protestant church or group do you belong?

	2010	2012
Baptist	23	22
Methodist	14	15
Lutheran	9	12
Presbyterian	6	7
Pentecostal	4	4
Episcopalian	5	4
Church of Christ or Disciples of Christ	5	2
Holiness	1	0
Reformed	1	1
Adventist	0	0
Church of God	1	2
Nondenominational or Independent Church	15	13
Just a Protestant	12	11
Something else (Specify)	3	7
Refused/Not Answered	0	0

**REL3.** How often do you attend religious services?

	2010	2012
More than once a week	14	10
Once a week	21	20
A few times a month	8	9
A few times a year	24	28
Never	32	30
Refused/Not Answered	1	3



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<b>DEMOGRAPHICS</b>		
<b>AGE</b>		
	2010	2012
18-29	22	21
30-44	27	26
45-59	28	28
60+	24	25
<b>GENDER</b>		
	2010	2012
Male	48	48
Female	52	52
<b>EDUCATION</b>		
	2010	2012
Less than high school	13	12
High school	31	31
Some college	29	29
Bachelors degree or higher	28	28
<b>RACE / ETHNICITY</b>		
	2010	2012
White, Non-Hispanic	69	67
Black, Non-Hispanic	11	12
Other, Non-Hispanic	5	6
Hispanic	13	14
2+ Races, Non-Hispanic	1	1
<b>CENSUS REGION</b>		
	2010	2012
Northeast	19	18
Midwest	22	22
South	36	37
West	23	23
<b>MARITAL STATUS</b>		
	2010	2012
Married	55	52
Single (never married)	24	6
Divorced	9	9
Widowed	5	1
Separated	2	24
Living with Partner	6	9

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## METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research.

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## The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. GfK, one of the leading market research organizations worldwide, operates in more than 100 countries and employs over 11,000 staff. In 2010, the GfK Group's sales amounted to EUR 1.29 billion. For further information, visit our website: [www.gfk.com](http://www.gfk.com). Follow us on Twitter: [www.twitter.com/gfk\\_group](http://www.twitter.com/gfk_group).