



THE PEW RESEARCH CENTER  
For The People & The Press

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## Democrats Want to Hear More about Romney's Tax Returns

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# Most Say They Already Know Enough about the Candidates

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**FOR FURTHER INFORMATION CONTACT:**

**Andrew Kohut**

President, Pew Research Center

**Carroll Doherty and Michael Dimock**

Associate Directors

**Scott Keeter**

Director of Survey Research

1615 L St, N.W., Suite 700

Washington, D.C. 20036

Tel (202) 419-4350

Fax (202) 419-4399

[www.peoplepress.org](http://www.peoplepress.org)

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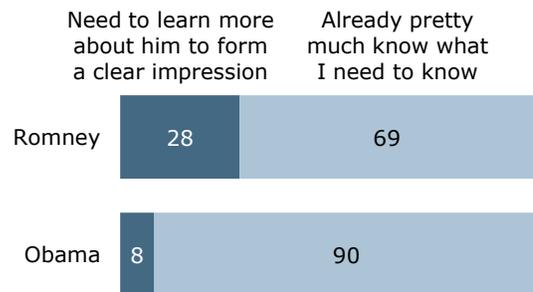
## Democrats Want to Hear More about Romney's Tax Returns Most Say They Already Know Enough about the Candidates

With more than three months to go before Election Day, most voters already feel that there's little left to learn about the presidential candidates. When it comes to Barack Obama, 90% say they already pretty much know what they need to know about him; just 8% say they need to learn more. A substantial majority (69%) also says they already mostly know what they need to know about Mitt Romney. Only about a quarter (28%) say they need to learn more to get a clear impression of Romney. Combining these two questions, fully two-thirds of voters say they already know as much as they need to about *both* presidential candidates.

When it comes to specific details of Romney's background and experience, 41% of voters say they would like to learn more about Romney's record as governor, 36% would like to learn more about his tax returns, while 35% want to know more about his record as chief executive of Bain Capital. Far fewer want to hear more about Romney's wealth (21%), his family and upbringing (19%) or his religious beliefs (16%).

The latest national survey by the Pew Research Center for the People & the Press, conducted July 19-22 among 1,001 adults, including 798 registered voters, finds that overwhelming percentages of Democrats (93%), independents (91%) and Republicans (89%) say they already know enough about Obama to form a clear

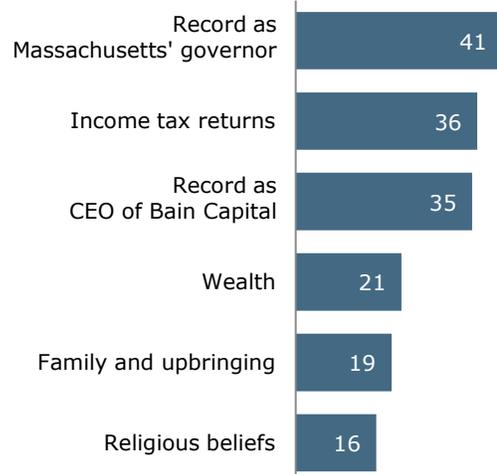
### Most Voters Know What They Need to Know about Candidates



PEW RESEARCH CENTER July 19-22, 2012.  
Based on registered voters.

### Few Want to Hear about Romney's Wealth, Family or Religion

*% who would like to hear more about Mitt Romney's...*



PEW RESEARCH CENTER July 19-22, 2012.  
Based on registered voters.

impression of him.

By contrast, Republican voters are more likely than Democrats to feel they need to learn more about Romney to form a clear impression of him (34% vs. 21%). About three-in-ten independents (29%) say they feel they need to learn more about Romney.

When it comes to what people want to learn about Romney's record and background, the biggest political divide is over his tax returns. A majority of Democratic voters (56%) say they want to hear more about Romney's tax returns – in fact, Democrats are more interested in this than any other part of his background tested. By comparison, 35% of independents and just 18% of Republicans want to hear more about Romney's tax returns.

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### Wide Partisan Gap in Interest in Romney's Tax Returns

<i>Like to hear more about Romney's ...</i>	<b>Total</b>	<b>Rep</b>	<b>Dem</b>	<b>Ind</b>	<b>Diff</b>
	%	%	%	%	
Income tax returns	36	18	56	35	D+38
Wealth	21	12	29	21	D+17
Record as CEO of Bain Capital	35	27	42	37	D+15
Religious beliefs	16	21	13	16	R+8
Family and upbringing	19	23	17	19	R+6
Record as governor	41	44	41	42	R+3

PEW RESEARCH CENTER July 19-22, 2012. Based on registered voters.

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More Democrats than Republicans also say they want to hear about Romney's wealth (29% vs. 12% of Republicans) and his record as CEO of Bain Capital (42% vs. 27%). There are only modest partisan differences the percentages interested in hearing more about Romney's religious beliefs, his family and upbringing and his record as governor of Massachusetts.

## About the Survey

The analysis in this report is based on telephone interviews conducted July 19-22, 2012 among a national sample of 1,001 adults 18 years of age or older living in the continental United States (600 respondents were interviewed on a landline telephone, and 401 were interviewed on a cell phone, including 191 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus ...</b>
Total sample	1,001	3.6 percentage points
Registered voters	798	4.0 percentage points
Republican voters	216	7.8 percentage points
Democratic voters	247	7.3 percentage points
Independent voters	289	6.7 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

**PEW RESEARCH CENTER**  
**July 19-22, 2012 OMNIBUS**  
**FINAL TOPLINE**  
**N=1,001**

**PEW.1a-e HELD FOR FUTURE RELEASE****PEW.1f PREVIOUSLY RELEASED****NO QUESTION PEW.2**

Thinking about the presidential candidates...

PEW.3 Do you feel you need to learn more about **[INSERT ITEM; RANDOMIZE]** to form a clear impression of him, or do you already know pretty much what you need to know?

	<u>Need to learn more</u>	<u>Already know enough</u>	<b>(VOL.) DK/Ref</b>
a. Barack Obama July 19-22, 2012	12	86	2
b. Mitt Romney July 19-22, 2012	30	66	4

**ASK ALL:**

PEW.4 When it comes to Mitt Romney, would you like to hear more about **[INSERT ITEM; RANDOMIZE]**, or not?

	<u>Yes, want to hear more</u>	<u>No, do not</u>	<b>(VOL.) DK/Ref</b>
a. His record as governor of Massachusetts July 19-22, 2012	41	59	*
b. His record as CEO of the Bain Capital investment firm July 19-22, 2012	33	66	1
c. His religious beliefs July 19-22, 2012	18	81	1
d. His family and upbringing July 19-22, 2012	20	79	1
e. His wealth July 19-22, 2012	19	80	1
f. His federal income tax returns July 19-22, 2012	36	63	1

**PEW.5 HELD FOR FUTURE RELEASE**