

Romney's favorability ratings on the decline

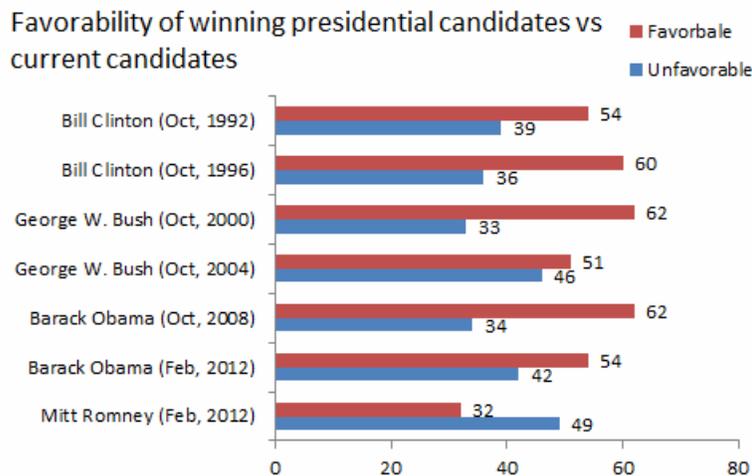
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Mitt Romney's favorability ratings are way down. In the latest Pew poll, 32 percent have a favorable opinion of him and 49 percent have an unfavorable one. In contrast, 54 percent have a favorable opinion towards President Obama and 42 percent an unfavorable one.

Even if Romney is able to win Michigan, the last couple of weeks have cost him dearly in the form of personal likability. Romney's declining ratings will certainly hurt him in the general election *if* he gets the Republican nomination. But how much?

Since 1992, the lowest favorability rating of a winning presidential candidate in October of the election year was George W. Bush's in 2004. In late October 2004, 51 percent had a favorable opinion of him and 46 percent did not. But unlike Romney right now, Bush in 2004 had a net favorable rating. Compared to where other winning candidates ended their election cycle, Romney needs to pick up a lot of ground.



Source: Pew: 2012; Gallup: 1992, 1996, 2000, 2004, and 2008.