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For The People & The Press

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Obama 47%-Romney 47%

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## Presidential Race Dead Even; Romney Maintains Turnout Edge

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Obama 47%-Romney 47%

## Presidential Race Dead Even; Romney Maintains Turnout Edge

As the presidential campaign enters its final week, Barack Obama has failed to regain much of the support he lost in the days following the first presidential debate and the race is now even among likely voters: 47% favor Obama while an identical percentage supports Mitt Romney.

The latest national survey by the Pew Research Center for the People & the Press, conducted Oct. 24-28 among 1,678 registered voters, including 1,495 likely voters, finds Obama holding statistically insignificant two-point edge among registered voters: 47% to 45%. This is little different from the 46% to 46% standoff among registered voters observed in early October, in the days following the first debate.

When the sample is narrowed to likely voters, the balance of opinion shifts slightly in Romney's direction, as it did in early October. This reflects Romney's turnout advantage over Obama, which could loom larger as Election Day approaches. In both October surveys, more Republicans and Republican leaners than Democrats and Democratic leaners are predicted to be likely voters. In September, the gap was more modest.

Indeed, surveys over the past month have found Republicans becoming much more upbeat about the race and about Mitt Romney himself. More Republicans now see the campaign as [interesting and informative](#). And compared with September, a greater proportion of Romney voters now say they are voting for him rather than against Obama.

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### Voters Split Between Obama and Romney

	Sept 12-16	Oct 4-7	Oct 24-28
<i>Likely voters</i>	%	%	%
Romney	43	49	47
Obama	51	45	47
Other/DK	<u>6</u>	<u>6</u>	<u>6</u>
	100	100	100
	2,192	1,112	1,495
<i>Registered voters</i>			
Romney	42	46	45
Obama	51	46	47
Other/DK	<u>7</u>	<u>8</u>	<u>8</u>
	100	100	100
	2,424	1,201	1,678

PEW RESEARCH CENTER Oct. 24-28, 2012.

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### More Republican Likely Voters

	Sept 12-16	Oct 4-7	Oct 24-28
	%	%	%
<b>Rep/Lean Rep</b>			
Likely to vote	69	76	76
Unlikely/ Not registered	31	24	24
<b>Dem/Lean Dem</b>			
Likely to vote	62	63	62
Unlikely/ Not registered	38	37	38

PEW RESEARCH CENTER Oct. 24-28, 2012. Based on general public. Likelihood of voting was determined using a 7-point scale in Sept. 12-16 and Oct. 4-7 and a 9-point scale in Oct. 24-28.

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The deadlock in candidate support continues to reflect the offsetting strengths and weaknesses of the two candidates. Romney's personal image has improved substantially since the summer, and his favorability rating among registered voters (50%) is now about the same as Obama's (52%).

But Obama continues to lead his rival on many personal characteristics and issues. Obama is seen as the candidate with more moderate positions on issues and as more willing to work with members of the other party. He also holds wide advantages on empathy and consistency. Obama leads Romney by about two-to-one (59% to 31%) as the candidate who connects well with ordinary Americans, and by 51% to 36% as the candidate who takes consistent positions on issues.

Obama also leads Romney by nine points on better representing voters' views on abortion and by about the same margin (50% to 42%) on making wise decisions about foreign policy.

Moreover, majorities of voters continue to agree with criticisms frequently lodged against Romney. About six-in-ten (61%) agree that Romney is "promising more than he can deliver" while 53% say "it's hard to know what Romney really stands for." Both percentages are virtually unchanged since early October.

## Obama's Strengths

<i>Candidate who would do better on ...</i>		Sept 12-16	Oct 4-7	Oct 24-28
		%	%	%
Connects well with ordinary Americans	Obama	66	59	59
	Romney	23	30	31
		O+43	O+29	O+28
Takes consistent positions on the issues	Obama	50	47	51
	Romney	34	37	36
		O+16	O+10	O+15
Takes more moderate positions	Obama	--	49	50
	Romney	--	39	38
			O+10	O+12
Representing your views on abortion	Obama	48	--	48
	Romney	35	--	39
		O+13		O+9
Making wise decisions about foreign policy	Obama	53	47	50
	Romney	38	43	42
		O+15	O+4	O+8
Is honest and truthful	Obama	48	44	46
	Romney	34	39	40
		O+14	O+5	O+6
Is willing to work with leaders from the other party	Obama	--	45	47
	Romney	--	42	41
			O+3	O+6
Dealing with Medicare	Obama	51	46	48
	Romney	38	43	43
		O+13	O+3	O+5
Is a strong leader	Obama	51	44	48
	Romney	38	44	43
		O+13	even	O+5

PEW RESEARCH CENTER Oct. 24-28, 2012. Q25 & Q26.  
Based on registered voters.

Romney's strengths – and Obama's weaknesses – continue to be the economy and the budget deficit. More see the former Massachusetts governor as better able to improve the job situation, by a 50% to 42% margin. Half of voters agree that "Obama doesn't know how to turn the economy around." And more voters say Romney has new ideas than say that about Obama (46% vs. 41%).

The poll finds that this year's debates collectively have had a much more positive impact on opinions of Romney than on views of Obama. Twice as many voters say they have a better opinion of Romney as a result of the debates than say that about Obama (36% vs. 18%).

And Romney continues to run about even with Obama on a number of issues on which he trailed earlier in the campaign, including health care and energy. Similarly, voters are divided over whether Obama (46%) or Romney (44%) would do better in dealing with taxes.

The poll finds familiar divides in support patterns among likely voters. Among age cohorts, Millennials continue to support Obama, while Gen Xers and Boomers split their support between the two candidates. Voters in the Silent Generation support Romney by a wide margin. Whites, especially working class whites, strongly favor Romney, while African Americans overwhelmingly favor Obama.

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## Romney's Strengths

<i>Candidate who would do better on ...</i>		Sept 12-16	Oct 4-7	Oct 24-28
		%	%	%
Reducing the federal budget deficit	Obama	43	36	37
	Romney	46	51	51
		R+3	R+15	R+14
Improving the job situation	Obama	46	41	42
	Romney	45	49	50
		O+1	R+8	R+8
Has new ideas	Obama	--	40	41
	Romney	--	47	46
			R+7	R+5

PEW RESEARCH CENTER Oct. 24-28, 2012. Q25 & Q26.  
Based on registered voters.

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## Debates Have Bigger Effect on Opinion of Romney

<i>Did the three debates give you a better or worse opinion of each candidate?</i>	Obama	Romney
	%	%
Better opinion	18	36
Worse opinion	20	20
Did not change opinion	59	41
Don't know	<u>2</u>	<u>3</u>
	100	100

PEW RESEARCH CENTER Oct. 24-28, 2012. Q21.  
Based on registered voters. Figures may not add to 100% because of rounding.

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Overall, the poll shows a modest gender gap. Men lean to Romney by a seven-point margin, women lean to Obama by about the same margin (six points). The marital gap is much wider. Both married men and women favor Romney, while 59% of unmarried women – and 56% of unmarried men – support Obama.

The swing vote has not decreased significantly since early October. Among likely voters, 13% are either undecided, lean toward a candidate or support Romney or Obama but say they could still change their mind. In early October, 14% were swing voters.

Third-party candidates attract scant support from likely voters. Libertarian Gary Johnson polls at 2% and Green Party candidate Jill Stein at less than 1%. This is comparable to levels of support for third-party candidates Ralph Nader and Bob Barr at this stage in the 2008 campaign.

## The 2012 Matchup

With voter preferences split evenly between Obama and Romney among likely voters, support for Barack Obama is substantially lower than it was in the election four years ago, according to national exit polls.

But Obama has held his ground among some voting blocs over this time period. Notably, he runs about as well among middle-aged voters (30-64) and those with high incomes as he did four years ago, and he continues to garner near universal support from blacks. His support among Democrats is slightly higher than in 2008.

Obama has lost ground since 2008 among young voters as well as those 65 and older. His support has also slipped among voters in the middle and lower-income brackets. Most notably, while Obama won independent voters by an eight-point margin in 2008, he now trails Romney by an identical margin among independents.

Among white voters, Obama's support has slipped more among those without a college degree than among college graduates. Currently, Obama trails Romney by nearly two-to-one among white voters who do not have a college degree.

## Patterns of Voter Support: 2008 and 2012

	2008 Exit Poll			2012 Likely Voter		
	Oba- ma	Mc- Cain	Marg	Oba- ma	Rom- ney	Marg
All Likely Voters	%	%		%	%	
	53	45	D+8	47	47	even
Men	49	48	D+1	44	51	R+7
Women	56	43	D+13	50	44	D+6
18-29	66	32	D+34	56	35	D+21
30-44	52	46	D+6	50	44	D+6
45-64	50	49	D+1	47	47	even
65+	45	53	R+8	38	57	R+19
White	43	55	R+12	37	57	R+20
Black	95	4	D+91	93	2	D+91
College grad+	53	45	D+8	49	45	D+4
No coll degree	53	46	D+7	45	49	R+4
\$100,000+	49	49	even	46	51	R+5
\$50k-\$99,999	49	49	even	43	52	R+9
<\$50k	60	38	D+22	52	41	D+11
Republican	9	90	R+81	6	92	R+86
Democrat	89	10	D+79	94	5	D+89
Independent	52	44	D+8	40	48	R+8
<b>Among whites</b>						
Men	41	57	R+16	35	60	R+25
Women	46	53	R+7	39	54	R+15
18-44	46	52	R+6	38	54	R+16
45-64	42	56	R+14	39	56	R+17
65+	40	58	R+18	34	63	R+29
College grad+	47	51	R+4	44	51	R+7
No coll degree	40	58	R+18	32	61	R+29
\$100,000+	44	55	R+11	40	58	R+18
\$50k-\$99,999	42	56	R+14	36	59	R+23
<\$50k	47	51	R+4	40	53	R+13
Republican	8	91	R+83	6	92	R+86
Democrat	85	14	D+71	91	7	D+84
Independent	47	49	R+2	35	53	R+18

PEW RESEARCH CENTER Oct. 24-28, 2012. Q5/5a. Based on registered voters. Whites and blacks are non-Hispanic; Hispanics are of any race. Exit poll results from NEP and the Roper Center for Public Opinion Research. See pg. 15 for details about demographic composition of the sample.

## Romney Support More Positive

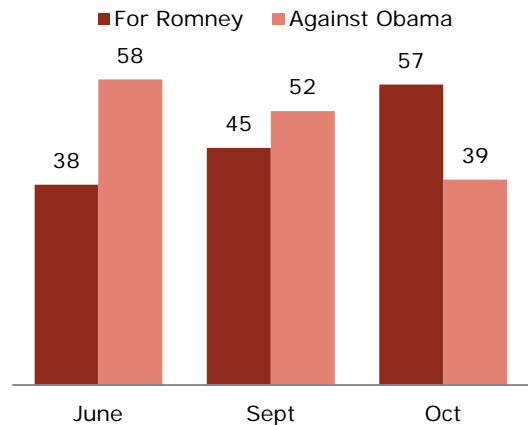
For the first time this year, a majority of registered voters who support Romney (57%) now think of their vote as a vote *for* Mitt Romney, not as a vote *against* Barack Obama. As recently as September, just over half of Romney voters (52%) said their main motivation was their opposition to Obama.

By contrast, registered voters who favor Obama have consistently described their vote as a vote for the president. Currently, 73% of Obama's supporters say they are voting *for* the president, while just 24% are voting *against* Romney.

Consistent with this, as many Romney as Obama voters express strong support for their candidate. This continues the pattern seen in the Pew Research poll in early October, after the first presidential debate, which represented a shift from polling earlier in the year when Romney's support was much more tepid.

## More Romney Supporters "For" Romney

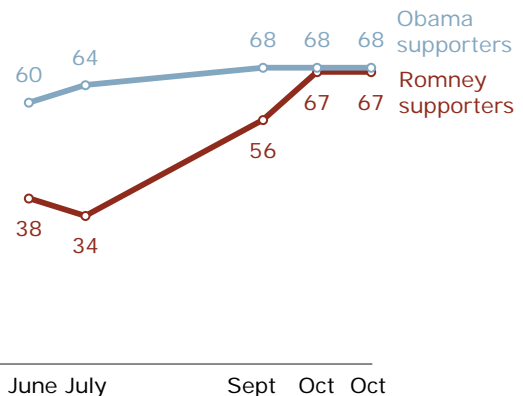
*Is your vote more a vote...*



PEW RESEARCH CENTER Oct. 24-28, 2012. Q5c.  
Based on registered voters.

## Strong Support for Both Romney and Obama

*Percent of each candidates supporters who back them strongly*



PEW RESEARCH CENTER Oct. 24-28, 2012. Q5b.  
Based on registered voters.

## Assessing Voter Turnout

As in many previous elections, turnout measures appear to favor the Republican candidate. In the poll, more of Mitt Romney's than Barack Obama's supporters say they are highly engaged and certain to vote. By a four-point margin, Romney supporters say they have given a lot of thought to the election (82% vs. 78%). Similarly, 66% of those voting for Romney say they have been following the campaign very closely. Fewer of Obama's supporters (60%) say this. And 88% of Romney supporters say they will definitely vote, compared with 83% for the president.

Obama's supporters report greater engagement now than they did earlier this month, just after the first presidential debate. The percentage who report giving a lot of thought to the election rose from 67% to 78%, and 60% now say they are following the campaign very closely, compared with 44% earlier in the month.

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### Romney Supporters More Engaged, Certain to Vote

	Sept 12-16	Oct 4-7	Oct 24-28
<b>Given a lot of thought to the election</b>	%	%	%
All voters	70	73	78
Romney supporters	73	82	82
Obama supporters	69	67	78
	R+4	R+15	R+4
<b>Following campaign news very closely</b>			
All voters	44	47	61
Romney supporters	44	53	66
Obama supporters	46	44	60
	O+2	R+9	R+6
<b>Definitely plan to vote</b>			
All voters	84	85	84
Romney supporters	86	90	88
Obama supporters	84	83	83
	R+2	R+7	R+5

PEW RESEARCH CENTER Oct. 24-28, 2012. THOUGHT, CAMPNII & SCALE10. Based on registered voters.

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While turnout forecasts are very difficult, the level of engagement at this point in the campaign suggests that a relatively high percentage of voters will go to the polls. Compared with final pre-election polls in four previous elections, the percentage giving a lot of thought to the election is higher than in 2000 and 1996, and only slightly lower than in 2008 and 2004 – both high turnout elections. Similarly, the percentage saying they definitely plan to vote is 84%, not significantly different from the figures in 2008 and 2004.

### Who Will Win Nov. 6?

Overall, more voters continue to expect Barack Obama to win the election (49%) than think Romney will win (31%). This reflects the continued confidence of Obama's supporters – throughout the year at least eight-in-ten Obama backers have said they expect him to win. Romney supporters, by comparison, are less uniformly confident. Currently 64% of Romney voters say they believe Romney will win, while 17% think Obama will win and 19% are not sure.

But Romney backers are more confident now than they were in September, when their candidate trailed in most national polling.

### GOP Turnout Edge Comparable to Pre-2008 Elections

<i>Given a lot of thought to the election</i>	<i>Among voters who support</i>		<b>Diff</b>
	<b>Republican candidate</b>	<b>Democratic candidate</b>	
	%	%	
2012	82	78	R+4
2008	83	82	R+1
2004	86	81	R+5
2000	76	70	R+6
1996	76	64	R+12
<i>Definitely plan to vote</i>			
2012	88	83	R+5
2008	88	86	R+2
2004	92	86	R+6
2000	83	79	R+4
1996	83	75	R+8

PEW RESEARCH CENTER Oct. 24-28, 2012.  
Trends to final pre-election surveys in previous years.

### Who is Most Likely to Win the Election?

	<b>March</b>	<b>June</b>	<b>Sept</b>	<b>Oct</b>
<i>All Voters</i>	%	%	%	%
Obama	59	52	53	49
Romney	32	34	24	31
Other/ Don't know	<u>9</u>	<u>15</u>	<u>23</u>	<u>19</u>
	100	100	100	100
<i>Among Obama Supporters</i>				
Obama	86	81	82	82
Romney	8	8	3	3
Other/ Don't know	<u>6</u>	<u>11</u>	<u>15</u>	<u>15</u>
	100	100	100	100
<i>Among Romney Supporters</i>				
Obama	26	21	22	17
Romney	64	63	53	64
Other/ Don't know	<u>10</u>	<u>16</u>	<u>26</u>	<u>19</u>
	100	100	100	100

PEW RESEARCH CENTER Oct. 24-28, 2012. Q15.  
Based on registered voters.  
Figures may not add to 100% because of rounding.

## Views of Candidate Traits, Issue Strengths

Since the aftermath of the first presidential debate, there has been little change in perceptions about the personal qualities of the two presidential candidates. Obama continues to hold a lead over Romney on empathy (by a 59%-31% margin, voters say he is the candidate who is better able to connect with ordinary Americans), and on taking consistent positions on issues (51%-36%). He also has a modest advantage on the question of which candidate takes more moderate positions (50%-38%).

But on questions of honesty, working with leaders of the other party, strength of leadership and coming up with new ideas, the candidates are evenly matched. Despite the fact that Obama was perceived as the candidate of change in 2008, 46% now say Romney is the candidate with new ideas; 41% say this better describes Obama. However, Obama has a comparably small edge on honesty, on being a strong leader and on working across the aisle.

### Obama Holds Edge on Empathy, Consistency, Moderation

<i>Which candidate...</i>		Sept 12-16	Oct 4-7	Oct 24-28
		%	%	%
Has new ideas	Obama	--	40	41
	Romney	--	47	46
			R+7	R+5
Is a strong leader	Obama	51	44	48
	Romney	38	44	43
		O+13	even	O+5
Is willing to work with leaders from the other party	Obama	--	45	47
	Romney	--	42	41
			O+3	O+6
Is honest and truthful	Obama	48	44	46
	Romney	34	39	40
		O+14	O+5	O+6
Takes more moderate positions	Obama	--	49	50
	Romney	--	39	38
			O+10	O+12
Takes consistent positions on the issues	Obama	50	47	51
	Romney	34	37	36
		O+16	O+10	O+15
Connects well with ordinary Americans	Obama	66	59	59
	Romney	23	30	31
		O+43	O+29	O+28

PEW RESEARCH CENTER Oct. 24-28, 2012. Q25. Based on registered voters.

The public is closely divided in its evaluations of which candidate can better handle the key issues facing the country. Romney holds an advantage on reducing the deficit (51%-37%) and a smaller edge on improving the job situation (50%-42%).

The candidates battle to a draw on several other important issues: dealing with the nation's energy problems (46% Romney-45% Obama), dealing with taxes (46% Obama, 44% Romney), dealing with health care (47% Obama, 45% Romney) and dealing with Medicare (48% Obama, 43% Romney).

Obama has a modest advantage on two other issues. On foreign policy 50% say Obama is the candidate better able to make wise decisions about foreign policy (compared with 42% for Romney), while 48% say he's better at representing the voter's views on abortion (compared with 39% for Romney).

## Romney Holds Edge on Jobs and Deficit

		Sept 12-16	Oct 4-7	Oct 24- 28
<i>Who would do better on ...</i>		%	%	%
Reducing the federal budget deficit	Obama	43	36	37
	Romney	46	51	51
		R+3	R+15	R+14
Improving the job situation	Obama	46	41	42
	Romney	45	49	50
		O+1	R+8	R+8
Dealing with nation's energy problems*	Obama	49*	--	45
	Romney	37	--	46
		O+12		R+1
Dealing with taxes	Obama	48	43	46
	Romney	42	47	44
		O+6	R+4	O+2
Dealing with health care	Obama	52	47	47
	Romney	39	44	45
		O+13	O+3	O+2
Dealing with Medicare	Obama	51	46	48
	Romney	38	43	43
		O+13	O+3	O+5
Making wise decisions about foreign policy	Obama	53	47	50
	Romney	38	43	42
		O+15	O+4	O+8
Representing your views on abortion	Obama	48	--	48
	Romney	35	--	39
		O+13		O+9

PEW RESEARCH CENTER Oct. 24-28, 2012. Q26. Based on registered voters.

\*Trend on [energy problems](#) from July.

Since much of the electorate has already made up its mind – not to mention having possibly voted – attention turns to the swing voters, including those who are undecided or have a weak commitment to their candidate.

Swing voters in the current poll favor Mitt Romney on the critical issue of improving the job situation (41% Romney, 32% Obama) and also on the deficit (41% Romney, 28% Obama). More swing voters also view Romney as the candidate of new ideas (44% Romney, 28% Obama). But Obama matches or surpasses Romney on every other issue and candidate trait, including empathy, honesty, consistency, strength of leadership, moderation and willingness to work across party lines.

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## Swing Voters – Issues and Traits

	Obama	Romney	Adv
<b>Traits:</b>			
<i>Which candidate ...</i>			
	%	%	
Has new ideas	28	44	R+16
Is honest and truthful	40	22	O+18
Takes consistent positions on issues	44	26	O+18
Is a strong leader	46	26	O+20
Takes more moderate positions	49	26	O+23
Is willing to work with other party	49	20	O+29
Connects well with ordinary Americans	61	15	O+46
<b>Issues:</b>			
<i>Who would do the better job ...</i>			
Reducing the federal budget deficit	28	41	R+13
Improving the job situation	32	41	R+9
Dealing with health care	37	35	O+2
Dealing with nation's energy problems	38	30	O+8
Representing your views on abortion	38	28	O+10
Dealing with taxes	41	28	O+13
Dealing with Medicare	42	29	O+13
Making wise decisions on foreign policy	49	24	O+25

PEW RESEARCH CENTER Oct. 24-28, 2012. Q25-Q26. Based on registered voters classified as swing voters (N=257); swing voters are undecided, only lean toward a candidate or say there is still a chance they will support the other. Figures read across, percent volunteering both, neither and don't know not shown.

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## Candidate Images

Mitt Romney trailed Barack Obama most of the year in personal favorability but closed the gap after the first presidential debate and maintains that parity in the current poll. Half of registered voters (50%) say they have a favorable opinion of him, compared with 52% favorable for Barack Obama. Comparable numbers of voters say they have a very favorable opinion of each of the candidates (23% for Obama, 19% for Romney), as well as a very unfavorable opinion (26% each).

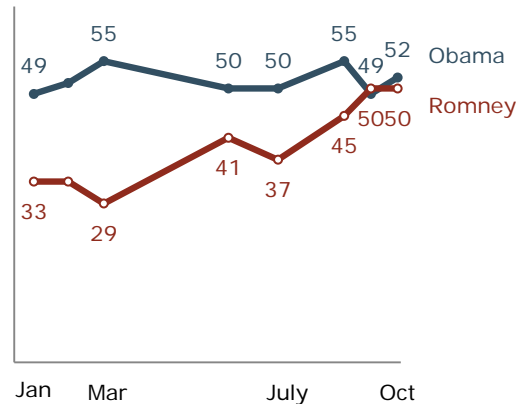
Voters are evenly divided in their views of the vice presidential candidates; 44% have a favorable view of Joe Biden, and 45% have a favorable view of Paul Ryan.

Looking at frequent criticisms of the presidential candidates, 61% of voters agree that Romney “is promising more than he can deliver,” while 35% disagree. Just more than half (53%) agree that “it’s hard to know what Romney really stands for”; 44% disagree.

Half of voters (50%) agree that Obama “doesn’t know how to turn the economy around”; about as many (47%) disagree. About four-in-ten (42%) agree that Obama “thinks government is the solution to every problem.” Just more than half (53%) disagree with this statement.

## Favorability Ratings Even

Percent with a favorable opinion of...



PEW RESEARCH CENTER Oct. 24-28, 2012. Q16a-b.  
Based on registered voters.

## Criticisms of the Candidates

% agree		Oct 4-7	Oct 24-28
		%	%
<b>Mitt Romney</b>			
Is promising more than he can deliver	Agree	62	61
	Disagree	35	35
It's hard to know what Romney really stands for	Agree	53	53
	Disagree	44	44
<b>Barack Obama</b>			
Doesn't know how to turn the economy around	Agree	54	50
	Disagree	44	47
Thinks government is the solution to every problem	Agree	46	42
	Disagree	51	53

PEW RESEARCH CENTER Oct. 24-28, 2012. Q40.  
Based on registered voters.

## About the Surveys

Most of the analysis in this report is based on telephone interviews conducted October 24-28, 2012, among a national sample of 2,008 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (1,204 respondents were interviewed on a landline telephone, and 804 were interviewed on a cell phone, including 433 who had no landline telephone). Data collection was managed by Princeton Survey Research Associates International and conducted by interviewers at Princeton Data Source and Abt SRBI. 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 and Spanish. 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 nativity and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the 2010 Census. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), 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 among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus...
Total	2,008	2.5 percentage points
Registered voters	1,678	2.8 percentage points
Likely voters	1,495	2.9 percentage points
<i>Among registered voters</i>		
Republican voters	570	4.8 percentage points
Democratic voters	560	4.8 percentage points
Independent voters	491	5.1 percentage points
Obama supporters	752	4.1 percentage points
Romney supporters	796	4.0 percentage points

Some of the analysis in this report is based on telephone interviews conducted October 18-21, 2012, among a national sample of 1,005 adults 18 years of age or older living in the continental United States (601 respondents were interviewed on a landline telephone, and 404 were interviewed on a cell phone, including 224 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 among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the unweighted sample size and the error attributable to sampling that would be expected at the 95% level of confidence for the total sample:

Group	Unweighted sample size	Plus or minus ...
Total sample	1,005	3.7 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.

### Likely Voter Scale

Likely voter estimates are based on a 9-item turnout scale that includes the following questions: thought, campnii, precinct, oftvote, where, plan1/plan3, folgov, pvote08a and scale10. The turnout estimate used in identifying likely voters is 59%. More details about the Pew Research Center's methodology for estimating likelihood to vote are available at <http://www.people-press.org/files/2011/01/UnderstandingLikelyVoters.pdf>.

## Sample Composition

The following table shows the profile of all adults interviewed, compared with population parameters from government surveys, as well as the profile of registered and likely voters interviewed.

Group	October 24-28, 2012 Political Weighted			
	Population Parameter	General Public	Registered Voters	Likely Voters
<u>Gender</u>	%	%	%	%
Men	49	49	47	46
Women	51	51	53	54
<u>Age</u>				
18-24	13	13	10	8
25-34	18	17	14	12
35-44	17	16	16	16
45-54	19	19	21	22
55-64	16	17	19	20
65+	17	16	19	21
<u>Education</u>				
College grad +	28	29	35	38
Some college	28	30	30	29
High school or less	44	40	35	32
<u>Race/Ethnicity</u>				
White non-Hispanic	68	68	73	74
Black non-Hispanic	12	11	12	12
Hispanic	14	12	8	7
Other non-Hispanic	7	6	6	6
<u>Region</u>				
Northeast	18	19	19	19
Midwest	22	22	24	24
South	37	37	36	36
West	23	22	21	21
<u>Phone use</u>				
Landline only	7	7	6	5
Dual – landline and cell	58	59	65	69
Cell phone only	35	34	29	25
Unweighted N	--	2,008	1,678	1,495

Population parameters for all adults from the March 2011 Current Population Survey except phoneuse, which is based on projections from the 2011 National Health Interview Survey. All figures are based on weighted data. Don't know responses for the current survey are not shown. Whites, blacks and other race are non-Hispanic; Hispanics are of any race.



## PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Oct 24-28, 2012

Q.5 If the presidential election were being held today, would you vote for the Republican ticket of Mitt Romney and Paul Ryan, the Democratic ticket of Barack Obama and Joe Biden, the Libertarian Party ticket headed by Gary Johnson or the Green Party ticket headed by Jill Stein?/Q.5a As of today, who do you lean more to?

	-----BASED ON LIKELY VOTERS-----							
	Oct 4-7, 2012				Oct 24-28, 2012			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
<b>ALL LIKELY VOTERS</b>	45	49	6	1112	47	47	6	1495
<b>GENDER</b>								
Men	43	51	6	490	44	51	6	689
Women	47	47	6	622	50	44	6	806
<b>AGE</b>								
18-49	46	49	5	338	52	41	7	472
50+	45	48	6	761	43	52	5	994
<b>DETAILED AGE</b>								
18-29	--	--	--	84	56	35	9	122
30-49	42	54	4	254	50	44	6	351
50-64	51	42	7	402	46	49	5	528
65+	37	58	5	359	38	57	4	465
<b>GENDER BY AGE</b>								
Men 18-49	43	51	6	172	48	44	8	239
Men 50+	44	50	6	315	40	57	4	445
Women 18-49	49	47	4	166	55	39	6	233
Women 50+	46	47	7	446	46	48	6	549
<b>MARITAL STATUS BY GENDER</b>								
Married men	--	--	--		36	59	5	448
Unmarried men	--	--	--		56	38	6	237
Married women	--	--	--		42	52	6	437
Unmarried women	--	--	--		59	34	7	362
<b>PARENT BY GENDER</b>								
Male parent	--	--	--		44	51	5	168
Male, not a parent	--	--	--		43	51	6	519
Female parent	--	--	--		49	45	6	183
Female, not a parent	--	--	--		50	44	6	619
<b>RACE</b>								
White, non-Hispanic	37	58	5	869	37	57	6	1184
Black, non-Hispanic	92	3	5	116	93	2	5	134
Hispanics	--	--	--	57	--	--	--	79
<b>EDUCATION</b>								
College grad+	48	47	5	534	49	45	6	734
Some college	41	54	5	311	43	51	6	417
High school or less	47	46	7	261	47	48	6	335
<b>FAMILY INCOME</b>								
\$75,000+	41	55	4	424	45	52	3	520
\$30,000-\$74,999	44	51	5	368	47	47	6	524
Less than \$30,000	60	35	5	213	55	38	7	272
<b>PARTY ID</b>								
Republican	7	91	2	392	6	92	2	522
Democrat	94	5	2	361	94	5	1	509
Independent	42	46	11	328	40	48	12	414
<b>IDEOLOGY</b>								
Conservative	22	74	3	505	23	74	3	659
Moderate	56	36	8	382	52	39	9	503
Liberal	85	9	6	204	89	6	5	296
<b>PARTY AND IDEOLOGY</b>								
Conservative Republican	6	92	2	299	4	95	1	391
Mod/Lib Republican	--	--	--	87	12	85	3	124
Mod/Cons Democrat	92	6	1	208	91	8	1	278
Liberal Democrat	97	1	2	146	97	2	1	217

## PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Oct 24-28, 2012

Q.5 If the presidential election were being held today, would you vote for the Republican ticket of Mitt Romney and Paul Ryan, the Democratic ticket of Barack Obama and Joe Biden, the Libertarian Party ticket headed by Gary Johnson or the Green Party ticket headed by Jill Stein?/Q.5a As of today, who do you lean more to?

	-----BASED ON LIKELY VOTERS-----							
	Oct 4-7, 2012		Unwgted		Oct 24-28, 2012		Unwgted	
	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>N</u>	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>N</u>
	%	%	%		%	%	%	
<b>RELIGIOUS PREFERENCE</b>								
Total Protestants	37	58	5	635	39	56	5	774
White NH evang. Prot.	20	76	4	266	16	78	6	324
White NH mainline Prot.	34	60	6	225	36	60	4	319
Black NH Prot.	--	--	--	94	--	--	--	93
Total Catholic	44	50	6	235	47	49	4	310
White NH Cath.	38	56	6	193	39	57	4	250
Unaffiliated	64	26	10	153	67	21	11	229
<b>ATTEND RELIGIOUS SERVICES</b>								
Weekly or more	33	62	5	492	38	57	5	599
Less than weekly	55	39	5	609	53	41	6	874
<b>LABOR UNION</b>								
Labor household	--	--	--		59	37	4	202
Non-labor household	--	--	--		45	49	6	1281
<b>REGION</b>								
Northeast	53	41	6	201	52	43	5	260
Midwest	44	50	6	271	51	45	4	374
South	40	53	7	417	42	51	7	556
West	51	46	4	223	46	46	8	306

## PRESIDENTIAL TRIAL HEAT AMONG WHITES

Pew Research Center for the People and the Press, Oct 24-28, 2012

Q.5 If the presidential election were being held today, would you vote for the Republican ticket of Mitt Romney and Paul Ryan, the Democratic ticket of Barack Obama and Joe Biden, the Libertarian Party ticket headed by Gary Johnson or the Green Party ticket headed by Jill Stein?/Q.5a As of today, who do you lean more to?

	-----BASED ON LIKELY VOTERS-----							
	Oct 4-7, 2012				Oct 24-28, 2012			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
	%	%	%		%	%	%	
<b>ALL WHITE NON-HI SP LVS</b>	37	58	5	869	37	57	6	1184
<b>GENDER</b>								
Men	36	59	5	386	35	60	6	537
Women	38	57	5	483	39	54	6	647
<b>AGE</b>								
18-49	34	63	3	226	39	54	7	330
50+	40	54	6	635	36	59	4	830
<b>DETAILED AGE</b>								
18-29	--	--	--	49	--	--	--	74
30-49	31	66	3	177	39	55	6	256
50-64	45	47	8	319	38	57	5	410
65+	33	62	5	316	34	63	4	421
<b>GENDER BY AGE</b>								
Men 18-49	32	64	4	112	38	55	7	165
Men 50+	39	55	7	271	32	64	4	368
Women 18-49	35	63	2	114	40	52	8	165
Women 50+	41	53	6	364	39	56	5	462
<b>EDUCATION</b>								
College grad+	43	53	3	432	44	51	5	607
Some college or less	33	61	6	432	32	61	6	570
<b>GENDER BY EDUCATION</b>								
College grad+ men	36	61	3	224	40	56	3	288
College grad+ women	51	46	4	208	47	47	6	319
Some coll or less men	36	58	7	159	31	63	6	247
Some coll or less women	31	63	5	273	34	60	6	323
<b>FAMILY INCOME</b>								
\$75,000+	35	61	4	347	39	58	3	429
\$30,000-\$74,999	38	58	5	295	36	56	7	418
Less than \$30,000	45	49	6	141	41	53	6	193
<b>PARTY ID</b>								
Republican	5	93	2	354	6	92	2	478
Democrat	91	7	2	223	91	7	2	333
Independent	39	52	9	271	35	53	13	338
<b>IDEOLOGY</b>								
Conservative	12	85	3	415	12	85	3	549
Moderate	49	43	8	299	43	47	10	392
Liberal	86	10	5	144	91	6	3	220
<b>REGION</b>								
Northeast	47	46	7	174	42	52	6	210
Midwest	37	58	4	227	45	52	4	329
South	27	68	6	294	27	67	7	404
West	45	52	2	174	40	52	8	241

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**LATE OCTOBER 2012 POLITICAL SURVEY**  
**FINAL TOPLINE**  
**October 24-28, 2012**  
**N=2,008**

**NO QUESTIONS 1-4****ASK ALL:**

THOUGHT      How much thought have you given to the coming presidential election...Quite a lot or only a little?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	Quite a lot	(VOL.) Some	Only a little	(VOL.) None	(VOL.) DK/Ref
<b>2012 Election</b>					
Oct 24-28, 2012	78	3	15	3	1
Oct 4-7, 2012	73	3	21	2	1
Sep 12-16, 2012	70	4	23	2	1
Jul 16-26, 2012	61	5	28	6	1
Jun 28-Jul 9, 2012	65	3	29	3	*
Jun 7-17, 2012	67	1	30	2	1
May 9-Jun 3, 2012	61	2	33	3	1
Apr 4-15, 2012	64	2	30	4	1
Mar 7-11, 2012	66	2	30	1	1
<b>2008 Election</b>					
November, 2008	81	3	13	2	1
Late October, 2008	81	3	13	2	1
Mid-October, 2008	81	3	13	3	*
Early October, 2008	81	2	14	2	1
Late September, 2008	80	3	14	2	1
Mid-September, 2008	78	4	14	3	1
August, 2008	74	6	17	2	1
July, 2008	74	2	20	3	1
June, 2008	72	2	23	2	1
Late May, 2008	75	4	17	3	1
April, 2008	77	7	13	2	1
March, 2008	78	3	15	3	1
Late February, 2008	74	3	19	2	2
<b>2004 Election</b>					
November, 2004	82	3	12	2	1
Mid-October, 2004	76	5	15	3	1
Early October, 2004	74	4	19	2	1
September, 2004	71	3	22	3	1
August, 2004	69	2	26	2	1
July, 2004	67	2	28	2	1
June, 2004	58	3	36	2	1
May, 2004	59	6	30	4	1
Late March, 2004	60	4	31	4	1
Mid-March, 2004	65	2	31	2	*
<b>2000 Election</b>					
November, 2000	72	6	19	2	1
Late October, 2000	66	6	24	4	*
Mid-October, 2000	67	9	19	4	1
Early October, 2000	60	8	27	4	1
September, 2000	59	8	29	3	1
July, 2000	46	6	45	3	*
June, 2000	46	6	43	5	*
May, 2000	48	4	42	5	1
April, 2000	45	7	41	7	*

## THOUGHT CONTINUED...

	Quite a lot	(VOL.) Some	Only a little	(VOL.) None	(VOL.) DK/Ref
<b>1996 Election</b>					
November, 1996	67	8	22	3	*
October, 1996	65	7	26	1	1
Late September, 1996	61	7	29	2	1
Early September, 1996	56	3	36	4	1
July, 1996	55	3	41	1	*
June, 1996	50	5	41	3	1
<b>1992 Election</b>					
Early October, 1992	77	5	16	1	1
September, 1992	69	3	26	1	1
August, 1992	72	4	23	1	*
June, 1992	63	6	29	1	1
<b>1988 Election</b>					
<i>Gallup:</i> November, 1988	73	8	17	2	0
<i>Gallup:</i> October, 1988	69	9	20	2	0
<i>Gallup:</i> September, 1988	57	18	23	2	0
<i>Gallup:</i> August, 1988	61	10	27	2	0

**ASK ALL:**

REG Which of these statements best describes you? Are you ABSOLUTELY CERTAIN that you are registered to vote at your current address, are you PROBABLY registered, but there is a chance your registration has lapsed, or are you NOT registered to vote at your current address?

**ASK IF NOT REGISTERED (REG=3,4,9) [N=xxx]:**

NREG Have you previously been registered to vote, or have you never been registered?

**ASK ALL REGISTERED VOTERS (REG=1) AND PROBABLY REGISTERED (REG=2):**

STATEREG Are you registered to vote in [INSERT STATE FROM SAMPLE], or in another state?

**IF REGISTERED IN ANOTHER STATE:** And what state is that?

**ASK ALL NON-REGISTERED VOTERS (REG=3,4,9):** STATENV Do you live in [INSERT STATE FROM SAMPLE], or in another state? **IF LIVE IN ANOTHER STATE:** And what state is that?

**IF STATENV IS "DAY OF STATE" AND REG=3, 4, 9**

PLANREG Do you plan to register so that you can vote in the upcoming election?

**A PERSON IS COUNTED AS "REGISTERED" (REGFINAL=1) IF ANY OF THE FOLLOWING:**

- 1) ANSWERED ABSOLUTELY CERTAIN TO REG (REG=1)
- 2) ANSWERED PROBABLY TO REG (REG=2) AND STATEREG IS "DAY OF" STATE
- 3) ANSWERED "YES" TO PLANREG (PLANREG=1)
- 4) STATEREG OR STATENV IS NORTH DAKOTA

**ALL OTHER RESPONDENTS ARE "NOT REGISTERED" (REGFINAL=2)**

**REGFINAL** Voter registration, based on total [N=2,008]:

Oct 24-28

2012

76 Total registered voters

24 Total not registered

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

CAMPNII How closely have you been following news about candidates for the 2012 presidential election... very closely, fairly closely, not too closely, or not at all closely?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	Very closely	Fairly closely	Not too closely	Not at all closely	(VOL.) DK/Ref
<b>2012 Election</b>					
Oct 24-28, 2012	61	27	8	3	*
Oct 4-7, 2012	47	33	13	5	1
Sep 12-16, 2012	44	34	15	7	*

**CAMPNII CONTINUED...**

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
Jun 7-17, 2012 <sup>1</sup>	37	35	18	9	*
<b>2008 Election</b>					
November, 2008	56	33	8	3	*
Late October, 2008	53	33	9	4	1
Mid-October, 2008	54	35	7	4	*
Mid-September, 2008	50	38	8	4	*
<b>2004 Election</b>					
November, 2004	52	36	8	4	*
<b>2000 Election</b>					
November, 2000	39	44	12	5	*
<b>1996 Election</b>					
November, 1996	34	45	15	6	*
<b>1992 Election</b>					
October, 1992	55	36	7	2	0

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

PRECINCT Have you ever voted in your precinct or election district?

**BASED ON REGISTERED VOTERS [N=1,678]:**

Oct 24-28		
<u>2012</u>		
84	Yes	
16	No	
*	Don't know/Refused (VOL.)	

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

OFTVOTE How often would you say you vote... [READ]

**BASED ON REGISTERED VOTERS [N=1,678]:**

	<u>Always</u>	<u>Nearly always</u>	<u>Part of the time</u>	<u>Seldom</u>	(VOL.) <u>Never vote</u>	(VOL.) <u>Other</u>	(VOL.) <u>DK/Ref</u>
Oct 24-28, 2012	59	24	8	5	3	1	*
Oct 4-7, 2012	67	20	6	4	1	1	0
Sep 12-16, 2012	64	22	7	4	2	1	*
Jun 7-17, 2012	64	24	6	4	1	*	*
Apr 4-15, 2012	57	29	8	4	1	*	*
Jan 4-8, 2012	60	24	8	6	1	1	*
Feb 22-Mar 14, 2011	62	24	8	4	1	*	*
Oct 27-30, 2010	58	24	11	5	2	1	*
Oct 13-18, 2010	57	27	10	4	2	1	*
Aug 25-Sep 6, 2010	59	26	9	4	1	*	*
June 16-20, 2010	52	31	11	5	1	1	1
Mar 31-Apr 6, 2009	62	23	7	5	1	1	1
November, 2008	60	23	8	5	2	2	*
Late October, 2008	57	26	8	5	3	1	*
Mid-October, 2008	57	27	7	5	3	1	*
Early October, 2008	53	27	9	6	3	1	1
Late September, 2008	55	27	9	6	2	1	*
Mid-September, 2008	54	28	10	5	2	1	*
August, 2008	55	29	9	4	2	1	*
July, 2008	53	30	10	4	1	1	1
January, 2007	58	29	9	3	1	*	*
November, 2006	58	26	8	5	2	1	*

<sup>1</sup> For June 7-17, 2012, question was asked as part of a list.

## OFTVOTE CONTINUED...

	<u>Always</u>	<u>Nearly always</u>	<u>Part of the time</u>	<u>Seldom</u>	<u>(VOL.) Never vote</u>	<u>(VOL.) Other</u>	<u>(VOL.) DK/Ref</u>
Late October, 2006	58	27	9	4	1	1	*
Early October, 2006	47	36	10	3	2	1	1
September, 2006	56	28	9	6	1	*	*
May, 2006	60	26	8	4	1	*	1
December, 2005	60	24	9	4	2	1	1
December, 2004	64	22	8	4	1	*	1
November, 2004	62	21	7	6	3	1	*
Mid-October, 2004	63	22	7	5	2	1	*
Early October, 2004	58	25	9	4	2	1	1
September, 2004	58	27	9	5	2	1	1
August, 2004	56	28	9	5	2	*	1
July, 2004	54	31	9	4	1	*	*
June, 2004	57	29	7	5	1	1	1
May, 2004	56	27	10	4	2	1	1
April, 2004	55	29	9	5	1	1	1
Late March, 2004	50	31	11	6	1	*	1
Mid-March, 2004	55	30	9	5	1	*	*
February, 2004	55	29	12	3	*	*	*
January, 2004	54	30	10	4	2	1	*
August, 2003	53	30	10	5	1	*	*
June, 2003	48	36	11	3	1	*	0
Early November, 2002	52	30	11	6	1	0	1
Early October, 2002	50	33	11	4	*	1	1
Early September, 2002	59	25	11	4	1	*	*
August, 2002	53	32	10	4	1	*	*
May, 2002	53	31	9	5	1	*	1
Early November, 2000	57	26	8	6	2	1	*
Late October, 2000	52	30	9	6	1	2	0
Mid-October, 2000	54	27	10	6	*	3	*
Early October, 2000	51	29	10	6	3	1	*
September, 2000	61	21	9	7	2	*	*
July, 2000	48	30	13	6	2	1	*
June, 2000	58	26	10	4	1	1	*
May, 2000	52	29	12	6	1	1	*
April, 2000	50	30	12	6	2	1	*
March, 2000	49	34	12	4	1	1	0
February, 2000	53	32	10	4	1	0	*
January, 2000	50	34	12	4	1	*	*
October, 1999	39	47	9	2	1	*	*
Late September, 1999	40	47	9	3	1	*	*
Late October, 1998	56	28	10	5	1	*	*
Early October, 1998	50	32	11	5	1	1	*
Early September, 1998	53	33	9	4	-	1	*
Late August, 1998	48	35	13	4	*	0	*
June, 1998	49	33	12	5	-	1	0
May, 1998	52	29	12	6	1	1	*
November, 1997	42	44	10	3	1	*	*
October, 1997	62	26	8	3	1	*	*
June, 1997	54	30	10	4	1	*	*
November, 1996	55	28	8	6	2	1	*
October, 1996	52	30	9	5	2	2	*
Late September, 1996	52	31	10	4	2	1	*
Early September, 1996	53	29	12	4	1	*	*
July, 1996	52	33	8	5	1	1	*
June, 1996	52	33	9	4	1	1	*
Late April, 1996	44	37	11	5	1	1	1

**OFTVOTE CONTINUED...**

	<u>Always</u>	<u>Nearly always</u>	<u>Part of the time</u>	<u>Seldom</u>	<b>(VOL.)</b> <u>Never vote</u>	<b>(VOL.)</b> <u>Other</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Early April, 1996	49	35	10	5	1	*	*
February, 1996	42	41	11	4	1	1	*
October, 1995	53	35	7	4	1	*	*
April, 1995	53	34	9	4	*	*	*
November, 1994	58	28	8	5	*	1	0
Late October, 1994	55	32	10	3	*	*	*
July, 1994	52	34	10	4	*	*	*
May, 1993	57	31	7	4	1	1	*
Early October, 1992	54	33	8	4	*	1	*
September, 1992	52	33	8	5	1	1	*
June, 1992	60	29	7	3	1	*	*
May, 1992	50	35	10	4	1	*	*
Early May, 1992	49	35	10	4	1	*	*
March, 1992	47	36	11	6	*	*	*
February, 1992	50	36	9	4	*	--	2
January 1992 (GP) <sup>2</sup>	40	35	11	11	4	--	*
November, 1991	46	41	9	4	*	*	*
May, 1990	42	42	11	4	1	*	*
January, 1989 (GP)	45	30	10	8	6	1	*
<i>Gallup</i> : November, 1988	57	26	10	4	2	1	*
October, 1988	51	37	8	3	1	*	*
May, 1988	43	41	11	3	2	1	*
January, 1988	49	39	9	2	1	*	*
September, 1988	51	40	6	2	*	1	*
May, 1987	43	43	9	3	1	1	*

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

WHERE Do you happen to know where people in your area go to vote?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	<u>Yes</u>	<u>No</u>	<b>(VOL.)</b> <u>Vote absentee or by mail</u>	<b>(VOL.)</b> <u>Vote early at a central polling place or election office</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Oct 24-28, 2012	87	10	3	*	1
Sep 12-16, 2012	86	10	3	0	1
Oct 27-30, 2010 <sup>3</sup>	88	9	2	--	1
	<u>Yes</u>	<u>No/DK/Ref</u>			
November, 2008	85	15			
Late October, 2008	83	17			
November, 2006	84	16			
Late October, 2006	86	14			
Early October, 2006	88	12			
November, 2004	85	15			
November, 2002	88	12			
November, 2000	84	16			
Late October, 1998	90	10			
Early October, 1998	87	13			
November, 1996	88	12			
October, 1996	85	15			
November, 1994	93	7			

<sup>2</sup> Trends for January 1992 and January 1989 are based on general public.<sup>3</sup> In October, 2010 half the sample was asked about "people in your neighborhood," the other half was asked about "people in your area." No significant differences were found; combined data is shown here. For November 2008 and earlier, question asked about "people in your neighborhood."



**WHERE CONTINUED...**

	<u>Yes</u>	<u>No/DK/Ref</u>
November, 1988 ( <i>Gallup</i> )	89	11
October, 1988 ( <i>Gallup</i> )	86	14

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

Q.5 If the presidential election were being held TODAY, would you vote for **[READ AND RANDOMIZE REPUBLICAN AND DEMOCRATIC TICKETS FIRST AND RANDOMIZE JOHNSON AND STEIN LAST WHERE APPLICABLE]** for the Republican ticket of Mitt Romney and Paul Ryan, for the Democratic ticket of Barack Obama and Joe Biden, for the Libertarian Party ticket headed by Gary Johnson or the Green Party ticket headed by Jill Stein<sup>4</sup>?

**ASK IF OTHER OR DK (Q.5=5,8,9):**

Q.5a As of TODAY, do you LEAN more to **[READ IN SAME ORDER AS Q.5]**?

**ASK IF CHOSE ROMNEY, OBAMA, JOHNSON OR STEIN IN Q.5 (Q.5=1-4) ASK:**

Q.5b Do you support **[INSERT LAST NAME OF PRESIDENTIAL CANDIDATE CHOSEN IN Q.5; DO NOT READ VP CHOICE]** strongly or only moderately?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	<u>Romney</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Johnson</u>	<u>Stein</u>	<u>(VOL.) Other/DK/Ref</u>
Oct 24-28, 2012	45	30	15	*	47	32	15	*	2	1	5
Oct 4-7, 2012	46	31	14	*	46	32	15	*	n/a	n/a	8
Sep 12-16, 2012	42	24	18	*	51	35	16	*	n/a	n/a	7
Jul 16-26, 2012 <sup>5</sup>	41				51				n/a	n/a	7
Jun 28-Jul 9, 2012	43	15	28	1	50	32	18	*	n/a	n/a	6
Jun 7-17, 2012	46	17	27	1	50	30	20	*	n/a	n/a	5
May 9-Jun 3, 2012	42				49				n/a	n/a	9
Apr 4-15, 2012	45				49				n/a	n/a	6
Mar 7-11, 2012	42				54				n/a	n/a	4
Feb 8-12, 2012	44				52				n/a	n/a	4
Jan 11-16, 2012	45				50				n/a	n/a	6
Nov 9-14, 2011	47				49				n/a	n/a	4
Sep 22-Oct 4, 2011	48				48				n/a	n/a	4

**TREND FOR COMPARISON:  
BASED ON REGISTERED VOTERS**

	<u>McCain</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Nader</u>	<u>Barr</u>	<u>Other/DK/Ref</u>
November, 2008	39	21	18	*	50	35	14	1	1	1	9
Late October, 2008	36	20	15	1	52	39	12	1	3	1	8
Mid-October, 2008	38	21	16	1	52	36	16	*	n/a	n/a	10
Early October, 2008	40	21	18	1	50	36	14	*	n/a	n/a	10
Late September, 2008	42	23	19	*	49	33	15	1	n/a	n/a	9
Mid-September, 2008	44	25	19	*	46	30	15	1	n/a	n/a	10
August, 2008	43	17	26	*	46	27	19	*	n/a	n/a	11
July, 2008	42	17	24	1	47	24	22	1	n/a	n/a	11
June, 2008	40	14	26	*	48	28	19	1	n/a	n/a	12
Late May, 2008	44				47				n/a	n/a	9
April, 2008	44				50				n/a	n/a	6
March, 2008	43				49				n/a	n/a	8
Late February, 2008	43				50				n/a	n/a	7

<sup>4</sup> Each respondent was asked about the candidates on the ballot in his or her state.

<sup>5</sup> After July 2012, August 2008, June 2004, July 2000, July 1996, June 1992, and June 1988 the question specified vice presidential candidates.

## Q.5-Q.5b TRENDS FOR COMPARISON CONTINUED...

	<b>Bush</b>	<i>Only</i>			<b>Kerry</b>	<i>Only</i>			<b>Nader</b>	<b>Other/ DK/Ref</b>
		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		
November, 2004	45	34	11	*	46	29	16	1	1	8
Mid-October, 2004	45	32	13	*	45	28	16	1	1	9
Early October, 2004	48	35	12	1	41	24	17	*	2	9
September, 2004	49	33	15	1	43	22	20	1	1	7
August, 2004	45	32	13	*	47	28	19	*	2	6
July, 2004	44				46				3	7
June, 2004	46				42				6	6
May, 2004	43				46				6	5
Late March, 2004	44				43				6	7
Mid-March, 2004	42				49				4	5
<b>Two-way trial heats:</b>										
June, 2004	48				46				n/a	6
May, 2004	45				50				n/a	5
Late March, 2004	46				47				n/a	7
Mid-March, 2004	43				52				n/a	5
Late February, 2004	44				48				n/a	8
Early February, 2004	47				47				n/a	6
Early January, 2004	52				41				n/a	7
October, 2003	50				42				n/a	8

	<b>Bush</b>	<i>Only</i>			<b>Gore</b>	<i>Only</i>			<b>Nader</b>	<b>Buchanan</b>	<b>Other/ DK/Ref</b>
		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		<i>Strongly</i>	<i>mod</i>	<i>DK</i>			
November, 2000	41	26	15	*	45	25	19	1	4	1	9
Late October, 2000	45	29	16	*	43	24	19	*	4	1	7
Mid-October, 2000	43	25	18	*	45	22	23	*	4	1	7
Early October, 2000	43	26	17	*	44	22	22	*	5	*	8
September, 2000	41	21	19	1	47	25	21	1	2	1	9
July, 2000	42				41				6	2	9
Late June, 2000	42				35				2	2	19
Mid-June, 2000	41				42				4	3	10
January, 2000	51				39				n/a	4	6
September, 1999	49				35				n/a	10	6
<b>Two-way trial heats:</b>											
July, 2000	48				46				n/a	n/a	6
Mid-June, 2000	45	20	25	*	46	18	27	1	n/a	n/a	9
May, 2000	46				45				n/a	n/a	9
March, 2000	43				49				n/a	n/a	8
February, 2000	46	19	27	*	45	18	26	1	n/a	n/a	9
December, 1999	55				40				n/a	n/a	5
October, 1999	54				39				n/a	n/a	7
September, 1999	54				39				n/a	n/a	7
July, 1999	53				42				n/a	n/a	5
March, 1999	54				41				n/a	n/a	5
January, 1999	50				44				n/a	n/a	6
Early September, 1998	53				40				n/a	n/a	7

	<b>Dole</b>	<i>Only</i>			<b>Clinton</b>	<i>Only</i>			<b>Perot</b>	<b>Other/ DK/Ref</b>
		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		<i>Strongly</i>	<i>mod</i>	<i>DK</i>		
November, 1996	32	17	15	*	51	26	24	1	9	8
October, 1996	34	17	16	1	51	25	26	*	8	7
Late September, 1996	35	16	18	1	51	26	25	*	7	7
Early September, 1996	34	17	17	*	52	26	26	0	8	6
July, 1996	34				44				16	6
March, 1996	35				44				16	5
September, 1995	36				42				19	3
July, 1994	36				39				20	5

**Q.5-Q.5b TRENDS FOR COMPARISON CONTINUED...**

	<b>Dole</b>	<i>Only</i> <b>Strongly mod DK</b>	<b>Clinton</b>	<i>Only</i> <b>Strongly mod DK</b>	<b>Perot</b>	<b>Other/ DK/Ref</b>
<b>Two-way trial heats:</b>						
July, 1996	42	11 30 *	53	20 31 1	n/a	5
June, 1996	40	13 23 1	55	22 29 1	n/a	5
April, 1996	40		54			6
March, 1996	41		53			6
February, 1996	44		52			4
January, 1996	41		53			6
July, 1994	49		46			5
<b>Two-way trial heats:</b>						
	<b>Bush Sr.</b>	<i>Only</i> <b>Strongly mod DK</b>	<b>Clinton</b>	<i>Only</i> <b>Strongly mod DK</b>	<b>Perot</b>	<b>Other/ DK/Ref</b>
Late October, 1992	34	20 14 --	44	26 18 --	19	3
Early October, 1992	35	14 21 --	48	23 25 --	8	9
June, 1992	31		27		36	6
<b>Two-way trial heats:</b>						
September, 1992	38	14 21 --	53	25 28 --	n/a	9
August, 1992	37	14 23 --	57	24 33 --	n/a	6
June, 1992	46	13 33 --	41	9 32 --	n/a	13
May, 1992	46	15 31 --	43	10 33 --	n/a	11
Late March, 1992	50	19 31 --	43	9 34 --	n/a	7
<b>Two-way trial heats:</b>						
	<b>Bush Sr.</b>	<i>Only</i> <b>Strongly mod DK</b>	<b>Dukakis</b>	<i>Only</i> <b>Strongly mod DK</b>		<b>Other/ DK/Ref</b>
October, 1988	50	24 26 --	42	20 22 --		8
September, 1988	50	26 24 --	44	19 25 --		6
May, 1988	40	12 28 --	53	14 39 --		7

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

Q.5 If the presidential election were being held TODAY, would you vote for **[READ AND RANDOMIZE REPUBLICAN AND DEMOCRATIC TICKETS FIRST AND RANDOMIZE JOHNSON AND STEIN LAST WHERE APPLICABLE]** for the Republican ticket of Mitt Romney and Paul Ryan, for the Democratic ticket of Barack Obama and Joe Biden, for the Libertarian Party ticket headed by Gary Johnson or the Green Party ticket headed by Jill Stein<sup>6</sup>?

**ASK IF OTHER OR DK (Q.5=5,8,9):**

Q.5a As of TODAY, do you LEAN more to **[READ IN SAME ORDER AS Q.5]**?

**ASK IF CHOOSE ROMNEY (Q.5=1 OR Q.5a=1):**

Q.5c Would you say that your choice is more a vote FOR Mitt Romney or more a vote AGAINST Barack Obama?

**ASK IF CHOOSE OBAMA (Q.5=2 OR Q.5a=2):**

Q.5d Would you say that your choice is more a vote FOR Barack Obama or more a vote AGAINST Mitt Romney?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	<b>Romney</b>	<i>Pro-</i> <b>Romney</b>	<i>Anti-</i> <b>Obama</b>	<b>DK</b>	<b>Obama</b>	<i>Pro-</i> <b>Obama</b>	<i>Anti-</i> <b>Romney</b>	<b>DK</b>	<b>Other/ DK/Ref<sup>7</sup></b>
Oct 24-28, 2012	45	25	17	2	47	34	11	2	8
Oct 4-7, 2012	46				46			*	8
Sep 12-16, 2012	42	19	22	1	51	38	11	2	7
Jul 16-26, 2012	41				51				7
Jun 28-Jul 9, 2012	43				50				6
Jun 7-17, 2012	46				50				5
May 9-Jun 3, 2012	42	16	24	2	49	35	11	3	9
Apr 4-15, 2012	45				49				6
Mar 7-11, 2012	42				54				4
Feb 8-12, 2012	44				52				4
Jan 11-16, 2012	45				50				6

<sup>6</sup> Each respondent was asked about the candidates on the ballot in his or her state.

<sup>7</sup> Includes Johnson and Stein in October 24-28, 2012 survey. See Q5/Q5a/Q5b earlier for vote choice for these candidates.

## Q.5/Q.5a/Q.5c/Q.5d CONTINUED...

	<u>Romney</u>	Pro- <i>Romney</i>	Anti- <i>Obama</i>	<i>DK</i>	<u>Obama</u>	Pro- <i>Obama</i>	Anti- <i>Romney</i>	<i>DK</i>	<u>Other/ DK/Ref</u>
Nov 9-14, 2011	47				49				4
Sep 22-Oct 4, 2011 <sup>8</sup>	48	15	33	1	48	33	11	3	4

## Q.5/Q.5a/Q.5c/Q.5d TRENDS FOR COMPARISON:

	<u>McCain</u>	Pro- <i>McCain</i>	Anti- <i>Obama</i>	<i>DK</i>	<u>Obama</u>	Pro- <i>Obama</i>	Anti- <i>McCain</i>	<i>DK</i>	<u>Nader</u> <sup>9</sup>	<u>Barr</u>	<u>Other/ DK/Ref</u>
November, 2008	39				50				1	1	9
Late October, 2008	36				52				3	1	8
Mid-October, 2008	38	24	12	2	52	40	10	2	n/a	n/a	10
Early October, 2008	40				50				n/a	n/a	10
Late Sept., 2008	42				49				n/a	n/a	9
Mid-Sept., 2008	44	29	13	2	46	32	11	3	n/a	n/a	10
August, 2008	43	25	16	2	46	33	12	1	n/a	n/a	11
July, 2008	42	25	14	3	47	32	12	3	n/a	n/a	11
June, 2008	40				48				n/a	n/a	12
Late May, 2008	44	28	14	2	47	35	11	1	n/a	n/a	9
April, 2008	44				50				n/a	n/a	6
March, 2008	43				49				n/a	n/a	8
Late February, 2008	43	27	14	2	50	38	10	2	n/a	n/a	7

	<u>Bush</u>	Pro- <i>Bush</i>	Anti- <i>Kerry</i>	<i>DK</i>	<u>Kerry</u>	Pro- <i>Kerry</i>	Anti- <i>Bush</i>	<i>DK</i>	<u>Nader</u>	<u>Fourth party</u>	<u>Other/ DK/Ref</u>
November, 2004	45	34	9	2	46	20	23	3	1	n/a	8
Mid-October, 2004	45	32	10	3	45	18	24	3	1	n/a	9
Early October, 2004	48	36	10	2	41	15	23	3	2	n/a	9
September, 2004	49	38	9	2	43	15	26	2	1	n/a	7
August, 2004	45	34	8	3	47	20	24	3	2	n/a	6
July, 2004	44				46				3	n/a	7
June, 2004	46				42				6	n/a	6
May, 2004	43				46				6	n/a	5
Late March, 2004	44				43				6	n/a	7
Mid-March, 2004	42				49				4	n/a	5
<b>Two-way trial heats:</b>											
June, 2004	48	35	11	2	46	17	27	2	n/a	n/a	6
May, 2004	45	33	10	2	50	15	32	3	n/a	n/a	5
Late March, 2004	46	36	8	2	47	17	27	3	n/a	n/a	7
Mid-March, 2004	43	34	7	2	52	21	29	2	n/a	n/a	5
Late February, 2004	44				48				n/a	n/a	8
Early February, 2004	47	39	6	2	47	15	30	2	n/a	n/a	6
Early January, 2004	52				41				n/a	n/a	7
October, 2003	50				42				n/a	n/a	8

	<u>Bush</u>	Pro- <i>Bush</i>	Anti- <i>Gore</i>	<i>DK</i>	<u>Gore</u>	Pro- <i>Gore</i>	Anti- <i>Bush</i>	<i>DK</i>	<u>Nader</u>	<u>Buchanan</u>	<u>Other/ DK/Ref</u>
November, 2000	41	27	12	2	45	29	14	2	4	1	9
Late October, 2000	45				43				4	1	7
Mid-October, 2000	43				45				4	1	7
Early October, 2000	43				44				5	*	8
September, 2000	41	24	14	3	47	30	14	3	2	1	9
July, 2000	42				41				6	2	9
Late June, 2000	42				35				2	2	19
Mid-June, 2000	41				42				4	3	10
January, 2000	51				39				n/a	4	6
September, 1999	49				35				n/a	10	6

<sup>8</sup> Pro- and Anti- percentages for October 2011 may not sum to candidate's overall percentage, because they were asked only of half-sample.

<sup>9</sup> The question regarding whether a vote was more for one's candidate of choice or more against his opponents was not asked of Nader or Barr supporters in 2008, Nader supporters in 2004, or Nader or Buchanan supporters in 2000.

## Q.5/Q.5a/Q.5c/Q.5d TRENDS FOR COMPARISON CONTINUED...

	<u>Bush</u>	<u>Pro-Bush</u>	<u>Anti-Gore</u>	<u>DK</u>	<u>Gore</u>	<u>Pro-Gore</u>	<u>Anti-Bush</u>	<u>DK</u>	<u>Nader</u>	<u>Buchanan</u>	<u>Other/DK/Ref</u>		
<b>Two-way trial heats:</b>													
July, 2000	48				46				n/a	n/a	6		
Mid-June, 2000	45				46				n/a	n/a	9		
May, 2000	46				45				n/a	n/a	9		
March, 2000	43				49				n/a	n/a	8		
February, 2000	46				45				n/a	n/a	9		
December, 1999	55				40				n/a	n/a	5		
October, 1999	54				39				n/a	n/a	7		
September, 1999	54				39				n/a	n/a	7		
July, 1999	53				42				n/a	n/a	5		
March, 1999	54				41				n/a	n/a	5		
January, 1999	50				44				n/a	n/a	6		
September, 1998	53				40				n/a	n/a	7		
	<u>Dole</u>	<u>Pro-Dole</u>	<u>Anti-other</u>	<u>DK</u>	<u>Clinton</u>	<u>Pro-Clinton</u>	<u>Anti-other</u>	<u>DK</u>	<u>Perot</u>	<u>Pro-Perot</u>	<u>Anti-other</u>	<u>DK</u>	<u>Other/DK/Ref</u>
November, 1996	32	15	15	2	51	33	15	3	9	4	5	*	8
October, 1996	34	15	18	1	51	33	16	2	8	4	4	*	7
Late September, 1996	35				51				7				7
Early September, 1996	34	16	17	1	52	35	15	2	8	3	5	0	6
July, 1996	34				44				16				6
March, 1996	35				44				16				5
September, 1995	36				42				19				3
July, 1994	36				39				20				5
<b>Two-way trial heats:</b>													
July, 1996	42				53				n/a				5
June, 1996	40				55				n/a				5
April, 1996	40				54				n/a				6
March, 1996	41	15	25	1	53	30	20	3	n/a				6
February, 1996	44				52				n/a				4
January, 1996	41				53				n/a				6
July, 1994	49				46				n/a				5
	<u>Bush Sr.</u>	<u>Pro-Bush</u>	<u>Anti-other</u>	<u>DK</u>	<u>Clinton</u>	<u>Pro-Clinton</u>	<u>Anti-other</u>	<u>DK</u>	<u>Perot</u>	<u>Pro-Perot</u>	<u>Anti-other</u>	<u>DK</u>	<u>Other/DK/Ref</u>
Late October, 1992	34	19	13	2	44	25	17	2	19	10	7	2	3
Early October, 1992	35	19	13	3	48	23	22	3	8	3	5	*	9
June, 1992	31				27				36				6
<b>Two-way trial heats:</b>													
September, 1992	38	20	16	2	53	21	29	3	n/a				9
August, 1992	37	20	16	1	57	27	28	2	n/a				6
June, 1992	46				41				n/a				13
May, 1992	46				43				n/a				11
Late March, 1992	50	33	15	2	43	13	28	2	n/a				7
	<u>Bush Sr.</u>	<u>Pro-Bush</u>	<u>Anti-Dukakis</u>	<u>DK</u>	<u>Du-kakis</u>	<u>Pro-Dukakis</u>	<u>Anti-Bush</u>	<u>DK</u>	<u>Third party</u>	<u>Fourth party</u>	<u>Other/DK/Ref</u>		
October, 1988	50	31	16	3	42	23	15	4	n/a	n/a	8		
September, 1988	50	31	15	4	44	21	19	4	n/a	n/a	6		
May, 1988	40	26	11	3	53	23	26	4	n/a	n/a	7		

**ASK IF DID NOT CHOOSE ROMNEY IN Q.5 OR Q.5a (Q.5=2,3,4 OR Q.5a=2,3,4,5,8,9):**

Q.6 Do you think there is a chance that you might vote for Mitt Romney in November, or have you definitely decided not to vote for him?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	<b>(VOL.)</b> <u>DK/Ref</u>
<b>Romney</b>			
Oct 24-28, 2012	6	45	5=55%
Oct 4-7, 2012	8	42	4=54%
Sep 12-16, 2012	8	45	5=58%
Jun 28-Jul 9, 2012	8	44	4=57%
Jun 7-17, 2012	9	42	3=54%
Apr 4-15, 2012	10	40	5=55%

**Q.6 TRENDS FOR COMPARISON:****McCain**

November, 2008	7	47	7=61%
Late October, 2008	7	51	6=64%
Mid-October, 2008	9	47	6=62%
Early October, 2008	10	45	5=60%
Late September, 2008	10	42	6=58%
Mid-September, 2008	9	40	7=56%
August, 2008	14	37	6=57%
July, 2008	13	38	7=58%
June, 2008	12	41	7=60%

**Bush**

November, 2004	6	44	5=55%
Mid-October, 2004	5	43	7=55%
Early October, 2004	9	39	4=52%
September, 2004	9	38	4=51%
August, 2004	10	42	3=55%
July, 2004	10	41	5=56%
June, 2004 <sup>10</sup>	9	41	2=52%
May, 2004	9	42	4=55%
Late March, 2004	11	40	3=54%
Mid-March, 2004	11	44	2=57%
Late February, 2004	10	43	3=56%
Early February, 2004	10	41	2=53%
November, 2000	8	44	7=59%
Late October, 2000	10	41	4=55%
Mid-October, 2000	12	40	5=57%
Early October, 2000	11	39	7=57%
September, 2000	15	38	6=59%
Mid-June, 2000	15	33	6=54%

**Dole**

November, 1996	8	54	6=68%
October, 1996	11	51	4=66%
Late September, 1996	16	44	5=65%
Early September, 1996	14	47	5=66%
July, 1996	15	40	3=58%

**Bush Sr.**

Late October, 1992	11	53	2=66%
Early October, 1992	13	46	6=65%
September, 1992	12	44	6=62%
August, 1992	15	45	4=64%
May, 1992	8	40	5=53%

<sup>10</sup> In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

**ASK IF DID NOT CHOOSE OBAMA IN Q.5 OR Q.5a (Q.5=1,3,4 OR Q.5a=1,3,4,5,8,9):**

Q.7 Do you think there is a chance that you might vote for Barack Obama in November, or have you definitely decided not to vote for him?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	<b>(VOL.)</b> <u>DK/Ref</u>
<b>Obama</b>			
Oct 24-28, 2012	4	45	4=53%
Oct 4-7, 2012	5	45	3=54%
Sep 12-16, 2012	7	39	4=49%
Jun 28-Jul 9, 2012	6	41	3=50%
Jun 7-17, 2012	6	42	2=50%
Apr 4-15, 2012	6	42	3=51%
November, 2008	6	38	6=50%
Late October, 2008	7	35	6=48%
Mid-October, 2008	8	35	5=48%
Early October, 2008	7	38	5=50%
Late September, 2008	8	37	6=51%
Mid-September, 2008	11	38	5=54%
August, 2008	12	36	6=54%
July, 2008	12	34	7=53%
June, 2008	14	32	6=52%

**Q.7 TRENDS FOR COMPARISON:**

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	<b>(VOL.)</b> <u>DK/Ref</u>
<b>Kerry</b>			
November, 2004	6	43	5=54%
Mid-October, 2004	6	42	7=55%
Early October, 2004	9	45	5=59%
September, 2004	11	42	4=57%
August, 2004	11	39	3=53%
July, 2004	13	36	5=54%
June, 2004 <sup>11</sup>	10	41	3=54%
May, 2004	11	35	4=50%
Late March, 2004	13	37	3=53%
Mid-March, 2004	13	32	3=48%
Late February, 2004	13	36	3=52%
Early February, 2004	15	33	5=53%
<b>Gore</b>			
November, 2000	8	41	6=55%
Late October, 2000	9	44	4=57%
Mid-October, 2000	10	40	5=55%
Early October, 2000	11	38	7=56%
September, 2000	13	35	5=53%
June, 2000	14	34	6=54%
<b>Clinton</b>			
November, 1996	6	37	6=49%
October, 1996	10	35	4=49%
Late September, 1996	11	35	3=49%
Early September, 1996	10	34	4=48%
July, 1996	8	36	4=48%
Late October, 1992	11	43	2=56%
Early October, 1992	14	32	6=52%
September, 1992	12	28	6=46%
August, 1992	14	26	3=43%
May, 1992	11	38	6=55%

<sup>11</sup> In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

**Q.8 HELD FOR FUTURE RELEASE****ASK ALL REGISTERED VOTERS (REGFINAL=1):**

PLAN1 Do you plan to vote in the presidential election, have you ALREADY voted, or don't you plan to vote?

**ASK IF VOTED EARLY (PLAN1=2):**

EARLY1 Did you vote in person or did you mail in your ballot?

**ASK IF PLAN TO VOTE (PLAN1=1):**

PLAN3 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

**BASED ON REGISTERED VOTERS [N=1,678]:**

Oct 24-28 <u>2012</u>		Nov <u>2008</u>	Late Oct <u>2008</u>
81	Plan to vote	72	81
74	Absolutely certain	67	75
6	Fairly certain	5	6
*	Not certain	*	*
*	Don't know/Refused (VOL.)	*	*
16	Already voted	26	15
6	Voted in person		
9	Mailed in ballot		
*	Other way (VOL.)		
0	Don't know/Refused (VOL.)		
2	Don't plan to vote	1	3
1	Don't know/Refused (VOL.)	1	1

**TREND FOR COMPARISON:****ASK ALL REGISTERED VOTERS:**

Do you yourself plan to vote in the election this November?

**ASK IF PLAN TO VOTE:**

How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

**BASED ON REGISTERED VOTERS:**

	<b>Yes, plan to vote</b>	<b>Absolutely certain</b>	<b>Fairly certain</b>	<b>Not certain<sup>12</sup></b>	<b>No, don't plan to</b>	<b>(VOL.) DK/Ref</b>
<b>2012 Election</b>						
Oct 4-7, 2012 <sup>13</sup>	<b>96</b>	89	6	*	3	2
Sep 12-16, 2012	<b>97</b>	89	7	1	2	1
Jun 7-17, 2012	<b>97</b>	86	10	*	2	1
<b>2010 Election</b>						
Aug 25-Sep 6, 2010	<b>94</b>	--	--	--	4	3
Jul 21-Aug 5, 2010 <sup>14</sup>	<b>91</b>	70	17	3	7	2
Jun 16-20, 2010	<b>90</b>	69	19	2	8	2
Mar 11-21, 2010	<b>91</b>	69	20	2	6	3
<b>2008 Election</b>						
Mid-October, 2008	<b>97</b>	92	5	*	2	1
Early October, 2008	<b>97</b>	92	4	1	2	1
Late September, 2008	<b>97</b>	91	6	*	2	1
Mid-September, 2008	<b>97</b>	90	6	1	2	1
August, 2008	<b>97</b>	--	--	--	2	1
July, 2008	<b>97</b>	--	--	--	2	1
June, 2008	<b>95</b>	85	8	2	2	3

<sup>12</sup> Don't know responses to PLANTO2 not shown.

<sup>13</sup> In October 2012, Mid-October 2008 and from Mid-October 2004 to November 2006 and in Early November 2002, the "Yes, Plan to vote" category also includes people who volunteered that they already voted.

<sup>14</sup> From March 11-21, 2010 to July 21-August 5, 2010, question asked "Thinking ahead to November, do you yourself plan to vote in the Congressional election this November, or not?" In November 2006, Early November 2002, Early November, 2000, Late October 1998, November 1996 and November 1994 the question was worded: "Do you yourself plan to vote in the election this Tuesday, or not?"



## PLAN1/PLAN3 TREND FOR COMPARISON CONTINUED...

	<b>Yes, plan to vote</b>	<b>Absolutely certain</b>	<b>Fairly certain</b>	<b>Not certain</b>	<b>No, don't plan to</b>	<b>(VOL.) DK/Ref</b>
<b>2006 Election</b>						
November, 2006	<b>90</b>	--	--	--	<b>8</b>	<b>2</b>
Late October, 2006	<b>94</b>	--	--	--	<b>3</b>	<b>3</b>
Early October, 2006	<b>93</b>	75	17	1	<b>4</b>	<b>3</b>
Early September, 2006	<b>92</b>	--	--	--	<b>5</b>	<b>3</b>
<b>2004 Election</b>						
November, 2004	<b>97</b>	--	--	--	<b>2</b>	<b>1</b>
Mid-October, 2004	<b>98</b>	--	--	--	<b>1</b>	<b>1</b>
Early October, 2004	<b>98</b>	91	6	1	<b>1</b>	<b>1</b>
September, 2004	<b>98</b>	91	6	1	<b>1</b>	<b>1</b>
August, 2004	<b>98</b>	89	8	1	<b>2</b>	<b>*</b>
June, 2004	<b>96</b>	85	10	1	<b>2</b>	<b>2</b>
<b>2002 Election</b>						
Early November, 2002	<b>90</b>	--	--	--	<b>8</b>	<b>2</b>
Early October, 2002	<b>95</b>	--	--	--	<b>3</b>	<b>2</b>
<b>2000 Election</b>						
Early November, 2000	<b>96</b>	--	--	--	<b>3</b>	<b>1</b>
Late October, 2000	<b>97</b>	--	--	--	<b>2</b>	<b>1</b>
Mid-October, 2000	<b>96</b>	--	--	--	<b>2</b>	<b>2</b>
Early October, 2000	<b>97</b>	87	9	1	<b>2</b>	<b>1</b>
September, 2000	<b>95</b>	84	10	1	<b>3</b>	<b>2</b>
June, 2000	<b>95</b>	84	10	1	<b>2</b>	<b>3</b>
<b>1998 Election</b>						
Late October, 1998	<b>91</b>	--	--	--	<b>6</b>	<b>3</b>
Early October, 1998	<b>92</b>	--	--	--	<b>4</b>	<b>4</b>
Early September, 1998	<b>95</b>	--	--	--	<b>2</b>	<b>3</b>
Late August, 1998	<b>93</b>	75	17	1	<b>3</b>	<b>4</b>
June, 1998	<b>95</b>	74	19	2	<b>3</b>	<b>2</b>
<b>1996 Election</b>						
November, 1996	<b>96</b>	--	--	--	<b>2</b>	<b>2</b>
October, 1996	<b>98</b>	87	10	1	<b>1</b>	<b>1</b>
Late September, 1996	<b>98</b>	89	8	1	<b>1</b>	<b>1</b>
Early September, 1996	<b>96</b>	83	11	2	<b>2</b>	<b>2</b>
July, 1996	<b>95</b>	82	12	1	<b>3</b>	<b>2</b>
June, 1996	<b>96</b>	84	11	1	<b>2</b>	<b>2</b>
<b>1994 Election</b>						
November, 1994	<b>93</b>	--	--	--	<b>5</b>	<b>2</b>
October, 1994	<b>95</b>	--	--	--	<b>3</b>	<b>2</b>
<b>1992 Election</b>						
October, 1992	<b>98</b>	91	6	1	<b>1</b>	<b>1</b>
September, 1992	<b>98</b>	85	11	2	<b>1</b>	<b>1</b>
August, 1992	<b>97</b>	89	8	*	<b>1</b>	<b>2</b>
June, 1992	<b>97</b>	88	8	1	<b>1</b>	<b>2</b>
<b>1988 Election</b>						
<i>Gallup</i> : November, 1988	<b>97</b>	87	9	1	<b>2</b>	<b>1</b>
October, 1988	<b>98</b>	--	--	--	<b>1</b>	<b>1</b>

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

PLAN1 Do you plan to vote in the presidential election, have you ALREADY voted, or don't you plan to vote?

**ASK IF YES IN PLAN1 (PLAN1=1):**

PLAN2 Do you plan to cast your vote BEFORE Election Day or ON Election Day?

**BASED ON REGISTERED VOTERS [N=1,678]:**

Oct 24-28 <u>2012</u>		Nov <u>2008</u>	Late Oct <u>2008</u>
58	Plan to vote on Election Day	62	64
36	Plan to vote early/Already voted	35	31
20	Will vote before Election Day	9	16
16	Already voted	26	15
3	Plan to vote but don't know when	1	1
3	Don't plan to vote/Don't know/Refused (VOL.)	2	4

**NO QUESTIONS 9-14****ASK ALL REGISTERED VOTERS (REGFINAL=1):**

Q.15 Regardless of who you might support, who do you think is most likely to win the presidential election? [READ AND RANDOMIZE]?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	Republican		Democrat		(VOL.) Other/DK
<b>2012 Election</b>					
Oct 24-28, 2012	31	<i>Romney</i>	49	<i>Obama</i>	19
Sep 12-16, 2012	24	<i>Romney</i>	53	<i>Obama</i>	23
Jun 7-17, 2012	34	<i>Romney</i>	52	<i>Obama</i>	15
Mar 7-11, 2012 <sup>15</sup>	32	<i>Romney</i>	59	<i>Obama</i>	9
<b>2008 Election</b>					
Mid-October, 2008	17	<i>McCain</i>	61	<i>Obama</i>	22
Mid-September, 2008	39	<i>McCain</i>	39	<i>Obama</i>	22
June, 2008	27	<i>McCain</i>	53	<i>Obama</i>	20
April, 2008 <sup>16</sup>	42	<i>McCain</i>	47	<i>Obama</i>	11
March, 2008	38	<i>McCain</i>	50	<i>Obama</i>	12
<b>2004 Election</b>					
November, 2004	48	<i>Bush</i>	27	<i>Kerry</i>	25
Mid-October, 2004	54	<i>Bush</i>	27	<i>Kerry</i>	19
Early October, 2004	61	<i>Bush</i>	27	<i>Kerry</i>	12
September, 2004	60	<i>Bush</i>	22	<i>Kerry</i>	18
August, 2004	44	<i>Bush</i>	37	<i>Kerry</i>	19
July, 2004	42	<i>Bush</i>	38	<i>Kerry</i>	20
June, 2004	51	<i>Bush</i>	35	<i>Kerry</i>	14
May, 2004	52	<i>Bush</i>	31	<i>Kerry</i>	17
Early February, 2004	56	<i>Bush</i>	32	<i>Dem Candidate</i>	12
Mid-January, 2004	61	<i>Bush</i>	21	<i>Dem Candidate</i>	18
September, 2003	47	<i>Bush</i>	34	<i>Dem Candidate</i>	19
June, 2003	66	<i>Bush</i>	22	<i>Dem Candidate</i>	12
<b>2000 Election</b>					
November, 2000	43	<i>Bush</i>	32	<i>Gore</i>	25
Late October, 2000	48	<i>Bush</i>	38	<i>Gore</i>	14
Early October, 2000	33	<i>Bush</i>	46	<i>Gore</i>	21
June, 2000	51	<i>Bush</i>	33	<i>Gore</i>	16
October, 1999	70	<i>Bush</i>	23	<i>Gore</i>	7

<sup>15</sup> In March 2012, this question was asked both about Mitt Romney/Barack Obama and Rick Santorum/ Barack Obama, and read: "Regardless of who you might support, who do you think is most likely to win the presidential election if it is between..."

<sup>16</sup> In March and April 2008, this question was asked both about John McCain/Barack Obama and John McCain/Hillary Clinton, and read: "Regardless of who you might support, who do you think is most likely to win the presidential election if it is between..."

## Q.15 CONTINUED...

	Republican		Democrat		(VOL.) Other/DK
<b>1996 Election</b>					
Late September, 1996 <sup>17</sup>	12	<i>Dole</i>	79	<i>Clinton</i>	9
Early September, 1996	16	<i>Dole</i>	75	<i>Clinton</i>	9
July, 1996	19	<i>Dole</i>	72	<i>Clinton</i>	9
<b>1992 Election</b>					
October, 1992	30	<i>Bush, Sr.</i>	61	<i>Clinton</i>	9
March, 1992	72	<i>Bush, Sr.</i>	20	<i>Dem Candidate</i>	8
February, 1992	66	<i>Bush, Sr.</i>	25	<i>Dem Candidate</i>	9
October, 1991	78	<i>Bush, Sr.</i>	11	<i>Dem Candidate</i>	11

## ASK ALL:

Q.16 Is your overall opinion of **[INSERT NAME, RANDOMIZE a-b, FOLLOWED BY RANDOMIZED cF1-dF1]** very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? How about **[NEXT NAME]? [IF NECESSARY: Just in general, is your overall opinion of [NAME] very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?]** **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

	-----Favorable-----			-----Unfavorable-----			(VOL.) Never	(VOL.) Can't
	Total	Very	Mostly	Total	Very	Mostly	heard of	rate/Ref
a. Barack Obama								
Oct 24-28, 2012	56	24	32	40	23	17	*	4
Oct 4-7, 2012	50	24	26	45	26	19	*	5
Sep 12-16, 2012	57	27	30	40	23	17	*	4
Jul 16-26, 2012	51	24	26	42	27	15	0	8
Jun 7-17, 2012	53	20	33	44	22	21	0	4
Mar 7-11, 2012	56	24	32	41	25	16	*	3
Feb 8-12, 2012	54	22	32	42	26	16	*	5
Jan 11-16, 2012	51	23	28	45	24	21	0	4
Nov 9-14, 2011	52	21	31	45	24	21	*	3
Mar 8-14, 2011	58	22	36	39	20	19	*	3
Dec 2-5, 2010	54	26	29	43	25	18	*	2
Aug 25-Sep 6, 2010	53	21	32	43	23	20	*	5
Jun 10-13, 2010	56	27	30	39	20	19	0	4
Oct 28-Nov 30, 2009	65	33	32	30	16	14	*	5
Jun 10-14, 2009	72	37	35	25	11	14	*	3
Apr 14-21, 2009	73	38	35	24	10	14	*	3
Jan 7-11, 2009	79	40	39	15	4	11	0	6
Mid-October, 2008	66	33	33	28	13	15	*	6
Late September, 2008	65	33	32	30	11	19	*	5
Mid-September, 2008	62	28	34	34	15	19	*	4
Late May, 2008	51	23	28	40	21	19	*	9
April, 2008	52	21	31	42	21	21	*	6
March, 2008	56	21	35	34	18	16	1	9
Late February, 2008	57	24	33	34	16	18	1	8
Early February, 2008	58	19	39	30	13	17	2	10
January, 2008	56	20	36	33	13	20	3	8
Late December, 2007	54	16	38	30	12	18	5	11
August, 2007	48	14	34	26	10	16	13	13
b. Mitt Romney								
Oct 24-28, 2012	45	16	28	49	28	21	*	6
Oct 4-7, 2012	45	17	29	47	27	20	1	7
Sep 12-16, 2012	40	12	28	53	27	26	1	7
Jul 16-26, 2012	34	11	23	50	26	24	3	13
Jun 7-17, 2012	38	7	31	47	21	25	3	12
Mar 7-11, 2012	29	6	23	51	21	30	5	15

<sup>17</sup> In 1996 and October 1992, the question also asked about Ross Perot. Results here are included in the "Other/DK" category.

**Q.16 CONTINUED...**

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
Feb 8-12, 2012	32	7	25	49	20	29	6	13
Jan 11-16, 2012	31	7	24	45	17	27	9	14
Nov 9-14, 2011	36	7	29	42	16	26	9	12
Oct 28-Nov 30, 2009	35	11	25	21	9	13	25	18
Jun 10-14, 2009	40	9	31	28	8	20	19	13
Early February, 2008	30	6	24	44	15	29	8	18
January, 2008	31	7	24	43	13	30	8	18
Late December, 2007	29	4	25	35	11	24	17	19
August, 2007	28	5	23	24	7	17	29	19

**BASED ON FORM 1 [N=1,014]:**

c.F1 Joe Biden								
Oct 24-28, 2012	44	17	27	42	26	16	5	10
Oct 4-7, 2012	38	13	24	46	26	21	5	11
Sep 12-16, 2012	41	15	26	43	22	21	4	11
Jun 7-17, 2012	40	10	30	37	18	19	6	17
Jan 11-16, 2012	38	10	28	41	18	22	9	12
Oct 28-Nov 30, 2009	50	13	36	29	13	16	8	13
Mid-Apr 2009	51	14	37	28	10	18	8	13
Jan 2009	63	22	41	20	7	13	6	11
Mid-October, 2008	55	20	34	35	10	19	6	10
Early October, 2008 (callback)	61	20	41	30	10	20	1	8
Late September, 2008	49	15	34	30	10	20	8	13
Mid-September, 2008	48	14	34	30	11	19	8	14
April, 2006	28	7	21	20	5	15	38	14
Late October, 2005	21	4	17	20	6	14	43	16
September, 1987	22	4	18	15	4	11	25	38
d.F1 Paul Ryan								
Oct 24-28, 2012	38	18	20	42	25	17	8	12
Oct 4-7, 2012	38	17	21	40	23	17	7	15
Sep 12-16, 2012	35	15	20	44	23	21	8	13

**NO QUESTIONS 17-19****ASK ALL REGISTERED VOTERS (REGFINAL=1):**

Now thinking about the presidential debates...

Q.20 Did you happen to watch any of the presidential debates this year, or didn't you get a chance to see them?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	Yes, <u>watched any</u>	No, <u>watched none</u>	(VOL.) <u>DK/Ref</u>
Oct 24-28, 2012	82	18	*
Oct 4-7, 2012 ( <i>First debate</i> )	69	31	*
<b>Obama/McCain</b>			
October, 2008	83	17	*
September, 2008 ( <i>First debate</i> )	60	39	1
<b>Kerry/Bush</b>			
Early October, 2004 ( <i>First debate</i> )	69	31	*
<b>Gore/Bush</b>			
Early October 2000 ( <i>First debate</i> )	63	37	*

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

Q.21 [IF DID NOT WATCH DEBATES (Q.20=2,9): From what you've heard or read,] [IF WATCHED DEBATES (Q.20=1): Overall,] did the three presidential debates give you a better opinion of [INSERT NAME, RANDOMIZE], a worse opinion of him, or didn't the debates change your opinion of [NAME]? And did the debates give you a better opinion of [INSERT NEXT NAME, RANDOMIZE], a worse opinion of him, or didn't the debates change your opinion of [NAME]?

**BASED ON REGISTERED VOTERS [N=1,678]:**

		Better <u>opinion</u>	Worse <u>opinion</u>	Did not <u>change</u>	(VOL.) Don't <u>know</u>
a.	Barack Obama October 24-28, 2012	18	20	59	2
b.	Mitt Romney October 24-28, 2012	36	20	41	3

**NO QUESTIONS 22-24****RANDOMIZE ORDER OF Q.25 AND Q.26****ASK ALL REGISTERED VOTERS (REGFINAL=1):**

Q.25 And as I read a list of phrases, tell me if you think each phrase better describes [RANDOMIZE ORDER OF CANDIDATES: Mitt Romney or Barack Obama]. [INSERT ITEM; RANDOMIZE] – does this better describe [READ IN SAME ORDER: Romney or Obama]? What about [INSERT ITEM]? [REPEAT IF NECESSARY: "Would you say this better describes [READ IN SAME ORDER: Romney or Obama]?"

**BASED ON REGISTERED VOTERS [N=1,678]:**

	Mitt <u>Romney</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) Both <u>equally</u>	(VOL.) <u>DK/Ref</u>
a.					
	A strong leader				
	<b>2012 Election</b>				
	Oct 24-28, 2012	43	48	3	3
	Oct 4-7, 2012	44	44	3	4
	Sep 12-16, 2012	38	51	5	4
		<u>McCain</u>	<u>Obama</u>		
	<b>2008 Election</b>				
	Late September, 2008	43	42	3	7
	<b>2004 Election</b>				
		<u>Bush</u>	<u>Kerry</u>		
	Mid-October, 2004	50	36	5	4
	Early October, 2004	57	32	3	2
	Mid-September, 2004	54	28	5	3
	Early September, 2004	58	30	4	3
	August, 2004	57	34	2	3
	May, 2004	50	31	8	4
	Late March, 2004	51	33	4	2
	Mid-March, 2004	52	34	4	4
	<b>2000 Election</b>				
		<u>Bush</u>	<u>Gore</u>		
	Late-October, 2000	44	41	6	6
	Mid-October, 2000	42	39	9	6
	Early October, 2000	41	38	7	10
	September, 2000	44	38	7	6

## Q.25 CONTINUED...

	Mitt <u>Romney</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) Both equally	(VOL.) <u>DK/Ref</u>
b. Takes more moderate positions					
<b>2012 Election</b>					
Oct 24-28, 2012	38	50	3	1	8
Oct 4-7, 2012	39	49	4	1	7
c. Willing to work with leaders from the other party					
<b>2012 Election</b>	<u>Romney</u>	<u>Obama</u>			
Oct 24-28, 2012	41	47	4	3	4
Oct 4-7, 2012	42	45	3	3	7
Jun 7-17, 2012	35	52	5	2	7
d. Connects well with ordinary Americans					
<b>2012 Election</b>	<u>Romney</u>	<u>Obama</u>			
Oct 24-28, 2012	31	59	5	2	3
Oct 4-7, 2012	30	59	4	2	4
Sep 12-16, 2012	23	66	5	2	3
Jun 7-17, 2012	28	59	7	3	4
<b>2008 Election</b>	<u>McCain</u>	<u>Obama</u>			
August, 2008	30	57	4	5	4
June, 2008	26	58	4	6	6
<b>2000 Election</b>	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	45	42	5	4	4
Mid-October, 2000	45	39	6	7	3
June, 2000	40	39	7	7	7
e. Honest and truthful					
<b>2012 Election</b>	<u>Romney</u>	<u>Obama</u>			
Oct 24-28, 2012	40	46	9	2	3
Oct 4-7, 2012	39	44	10	3	4
Sep 12-16, 2012	34	48	9	3	5
Jun 7-17, 2012	32	46	11	4	6
<b>2008 Election</b>	<u>McCain</u>	<u>Obama</u>			
August, 2008	39	36	9	10	6
June, 2008	37	36	11	9	7
<b>2004 Election</b>	<u>Bush</u>	<u>Kerry</u>			
Mid-October, 2004	40	37	14	3	6
Early October, 2004	47	34	10	3	6
Mid-September 22-26, 2004	41	32	15	3	9
September, 2004	43	35	12	4	6
August, 2004	42	38	12	2	6
May, 2004	34	36	17	4	9
Late March, 2004	37	38	12	3	10
Mid-March, 2004	35	39	16	5	5
<b>2000 Election</b>	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	43	32	15	5	5
Mid-October, 2000	38	30	19	6	7
Early October, 2000	36	32	17	8	7
September, 2000	35	37	13	9	6
June, 2000	35	31	19	7	8

## Q.25 CONTINUED...

	Mitt <u>Romney</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>Both equally</u>	(VOL.) <u>DK/Ref</u>
f. Has new ideas					
<b>2012 Election</b>					
Oct 24-28, 2012	46	41	7	2	4
Oct 4-7, 2012	47	40	7	2	4
<b>2008 Election</b>	<u>McCain</u>	<u>Obama</u>			
August, 2008	17	69	8	2	4
June, 2008	12	74	7	3	4
<b>2000 Election</b>	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	44	35	9	7	5
Mid-October, 2000	42	33	11	8	6
June, 2000	38	32	14	7	9
g. Takes consistent positions on issues					
<b>2012 Election</b>	<u>Romney</u>	<u>Obama</u>			
Oct 24-28, 2012	36	51	7	2	5
Oct 4-7, 2012	37	47	8	2	6
Sep 12-16, 2012	34	50	7	3	6
Jun 7-17, 2012	34	46	10	3	7

## RANDOMIZE ORDER OF Q.25 AND Q.26

## ASK ALL REGISTERED VOTERS (REGFINAL=1):

Q.26 Regardless of who you support, which one of the presidential candidates [RANDOMIZE ORDER OF CANDIDATES: Mitt Romney or Barack Obama] do you think would do the better job of [INSERT FIRST ITEM; RANDOMIZE]? And who do you think would do the better job of [INSERT NEXT ITEM]? [IF RESPONDENT MENTIONS ANYONE OTHER THAN ROMNEY OR OBAMA PROBE ONCE: "If you had to choose between (READ IN SAME ORDER: Romney or Obama)]?

## BASED ON REGISTERED VOTERS [N=1,678]:

	Mitt <u>Romney</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
a. Improving the job situation				
<b>2012 Election</b>				
Oct 24-28, 2012	50	42	4	4
Oct 4-7, 2012	49	41	5	5
Sep 12-16, 2012 <sup>18</sup>	45	46	4	5
Jun 28-Jul 9, 2012	46	42	6	6
b. Dealing with health care				
<b>2012 Election</b>				
Oct 24-28, 2012	45	47	3	5
Oct 4-7, 2012	44	47	4	5
Sep 12-16, 2012	39	52	4	5
Jun 28-Jul 9, 2012	41	49	5	5
Jun 7-17, 2012	44	45	5	6
<b>TREND FOR COMPARISON</b>				
<i>Improving the health care system</i>				
<b>2008 Election</b>	<u>McCain</u>	<u>Obama</u>		
Mid-October, 2008	27	57	6	10
Mid-September, 2008	31	52	7	10
Late May, 2008	32	49	6	13
<b>2004 Election</b>	<u>Bush</u>	<u>Kerry</u>		
Early October, 2004	31	49	8	12
September 22-26, 2004	32	48	7	13
Early September, 2004	32	50	8	10
August, 2004	29	55	5	11
May, 2004	29	51	7	13

<sup>18</sup> For all September 2012 and earlier trends, question read "...would do the best job..."

## Q.26 CONTINUED...

	<u>Bush</u>	<u>Kerry</u>	<b>(VOL.)</b> <u>Neither</u>	<b>(VOL.)</b> <u>DK/Ref</u>	
Late March, 2004	33	46	6	15	
Mid-March, 2004	29	57	4	10	
<b>2000 Election</b>	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	38	47	5	10	
Mid-October, 2000	37	48	4	11	
Early October, 2000	36	49	5	10	
September, 2000	32	51	6	11	
June, 2000	31	44	6	19	
March, 2000	31	51	6	12	
c. Reducing the federal budget deficit					
<b>2012 Election</b>	<u>Romney</u>	<u>Obama</u>			
Oct 24-28, 2012	51	37	6	6	
Oct 4-7, 2012	51	36	6	7	
Sep 12-16, 2012	46	43	7	5	
Jun 28-Jul 9, 2012 <sup>19</sup>	50	36	8	6	
<b>2008 Election</b>	<u>McCain</u>	<u>Obama</u>			
Mid-October, 2008	30	50	9	11	
<b>1996 Election</b>	<u>Dole</u>	<u>Clinton</u>			
September, 1996	41	38	11	10	
July, 1996	39	40	11	10	
d. Dealing with taxes					
<b>2012 Election</b>	<u>Romney</u>	<u>Obama</u>			
Oct 24-28, 2012	44	46	4	5	
Oct 4-7, 2012	47	43	4	6	
Sep 12-16, 2012	42	48	3	6	
Jun 28-Jul 9, 2012	40	48	5	7	
<b>2008 Election</b>	<u>McCain</u>	<u>Obama</u>			
Mid-October, 2008	35	50	5	10	
Late-September, 2008	36	49	6	9	
Mid-September, 2008	39	44	5	12	
June, 2008	36	47	6	11	
Late May, 2008	44	39	5	12	
<b>2000 Election</b>	<u>Bush</u>	<u>Gore</u>			
Late October, 2000	45	41	5	9	
Mid-October, 2000	41	42	5	12	
Early October, 2000	39	42	6	13	
September, 2000	41	41	5	13	
June, 2000	41	34	7	18	
March, 2000	40	44	5	11	
	<u>Dole</u>	<u>Clinton</u>	<b>(VOL.)</b> <u>Neither</u>	<b>(VOL.)</b> <u>DK/Ref</u>	
<b>TREND FOR COMPARISON</b>					
<i>Cutting taxes</i>					
<b>1996 Election</b>					
September, 1996	42	34	14	10	
July, 1996	42	35	12	11	
<b>TREND FOR COMPARISON</b>	<u>Bush</u>	<u>Clinton</u>	<u>Perot</u>	<u>Neither</u>	<u>DK/Ref</u>
<i>Not increasing taxes</i>					
<b>1992 Election</b>					
October, 1992	35	25	8	16	16

<sup>19</sup> In 2012 the word "federal" was added to the question.



**Q.26 CONTINUED...**

	<u>Romney</u>	<u>Obama</u>	<u>(VOL.) Neither</u>	<u>(VOL.) DK/Ref</u>	
e.	Making wise decisions about foreign policy				
	<b>2012 Election</b>				
	42	50	3	6	
	43	47	3	7	
	38	53	3	6	
	40	48	4	8	
	<b>2008 Election</b>				
	<u>McCain</u>	<u>Obama</u>			
	45	44	1	10	
	49	42	2	7	
	51	40	2	7	
	43	42	2	13	
	<b>2004 Election</b>				
	<u>Bush</u>	<u>Kerry</u>			
	53	37	3	7	
	43	47	2	8	
	43	42	4	11	
	44	38	4	14	
	44	45	3	8	
	<b>2000 Election</b>				
	<u>Bush</u>	<u>Gore</u>			
	40	46	4	10	
	<b>1996 Election</b>				
	<u>Dole</u>	<u>Clinton</u>			
	39	44	7	10	
	42	42	5	11	
	<b>TREND FOR COMPARISON</b>				
	<u>Bush</u>	<u>Clinton</u>	<u>Perot</u>	<u>Neither</u>	<u>DK/Ref</u>
	53	27	6	3	11
f.	Dealing with Medicare				
	<b>2012 Election</b>				
	<u>Romney</u>	<u>Obama</u>			
	43	48	3	5	
	43	46	4	7	
	38	51	4	6	
g.	Representing your views about abortion				
	<b>2012 Election</b>				
	<u>Romney</u>	<u>Obama</u>			
	39	48	4	9	
	35	48	5	12	
h.	Dealing with the nation's energy problems				
	<b>2012 Election</b>				
	<u>Romney</u>	<u>Obama</u>			
	46	45	3	6	
	37	49	4	9	
	<b>2008 Election</b>				
	<u>McCain</u>	<u>Obama</u>			
	34	53	4	9	
	36	52	4	8	
	40	46	4	10	
	33	51	5	11	

**NO QUESTIONS 27-29****QUESTIONS 30-32, 35-36 HELD FOR FUTURE RELEASE****NO QUESTIONS 33-34, 37-39**

**ASK ALL REGISTERED VOTERS (REGFINAL=1):**

Q.40 Here are a few statements that have been made about **[RANDOMIZE: Barack Obama or Mitt Romney]**. Please tell me if you agree or disagree with each. (The first one is...) **[INSERT ITEM; RANDOMIZE]**. **[REPEAT AS NECESSARY: Do you agree or disagree that (ITEM)]**.

**BASED ON REGISTERED VOTERS [N=1,678]:**

	<u>Agree</u>	<u>Disagree</u>	<u>(VOL.) DK/Ref</u>
a. It's hard to know what Romney really stands for			
Oct 24-28, 2012	53	44	3
Oct 4-7, 2012	53	44	3
b. Romney is promising more than he can deliver			
Oct 24-28, 2012	61	35	5
Oct 4-7, 2012	62	35	4
c. Obama doesn't know how to turn the economy around			
Oct 24-28, 2012	50	47	3
Oct 4-7, 2012	54	44	3
d. Obama thinks government is the solution to every problem			
Oct 24-28, 2012	42	53	5
Oct 4-7, 2012	46	51	3

**NO QUESTIONS 41-44****ASK ALL:**

Thinking more generally...

FOLGOV Would you say you follow what's going on in government and public affairs **[READ]**?**BASED ON REGISTERED VOTERS [N=1,678]:**

	<u>Most of the time</u>	<u>Some of the time</u>	<u>Only now and then</u>	<u>Hardly at all</u>	<u>(VOL.) DK/Ref</u>
Oct 24-28, 2012	58	26	10	5	*
Oct 4-7, 2012	65	23	8	4	*
Sep 12-16, 2012	60	26	10	4	*
Sep 22-Oct 4, 2011	55	28	11	5	1
Feb 22-Mar 14, 2011	57	28	11	4	*
Oct 27-30, 2010	56	29	10	5	1
Oct 13-18, 2010	59	27	10	4	*
Aug 25-Sep 6, 2010 <sup>20</sup>	62	25	9	4	*
January, 2007	61	27	8	4	*
November, 2006	58	26	10	6	*
Late October, 2006	57	30	8	5	*
December, 2005	54	29	12	5	0
December, 2004	49	35	12	4	*
November, 2004	61	27	9	3	*
Mid-October, 2004	63	26	8	3	*
June, 2004	49	35	11	4	*
August, 2003	56	31	10	3	*
November, 2002	57	26	11	6	1
August, 2002	60	29	8	2	0
March, 2001	55	26	11	7	1
Early November, 2000	51	32	12	5	*
September, 2000	51	34	10	4	1
June, 2000	45	31	15	8	*

<sup>20</sup>

In the Aug. 25-Sept. 6, 2010 survey, a wording experiment was conducted with one half of respondents asked the question wording shown above, the other half was asked: "Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs ...?" No significant differences were found between questions and the combined results are shown above. All surveys prior to Sept. 2010 used the longer question wording.

**FOLGOV CONTINUED ...**

	<u>Most of the time</u>	<u>Some of the time</u>	<u>Only now and then</u>	<u>Hardly at all</u>	<b>(VOL.) DK/Ref</b>
Late September, 1999	46	32	17	5	*
August, 1999 (GP)	40	35	17	8	*
November, 1998	52	27	11	9	*
Late October, 1998	57	29	10	4	*
Early October, 1998	51	33	11	5	*
Early September, 1998	52	33	11	4	*
June, 1998	42	33	18	7	*
November, 1997	47	34	14	4	*
November, 1996	52	32	12	4	*
October, 1996	43	37	13	6	1
June, 1996	47	34	14	5	*
October, 1995	52	34	11	4	*
April, 1995	49	34	13	4	*
November, 1994	57	30	10	3	*
October, 1994	52	34	10	4	0
July, 1994	51	32	13	4	*
May, 1990	43	36	15	6	*
February, 1989 (GP)	47	34	14	4	1
October, 1988	52	33	12	3	*
May, 1988 (GP)	37	37	17	6	3
January, 1988	42	35	17	5	2
November, 1987 (GP)	49	32	14	4	1
May, 1987	47	35	13	5	1
July, 1985	41	34	18	7	1

**QUESTIONS 45-46 HELD FOR FUTURE RELEASE****NO QUESTION 47****RANDOMIZE Q.48 AND Q.49 IN BLOCK WITH Q.50****ASK ALL:**

Thinking about the nation's economy...

Q.48 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<b>(VOL.) DK/Ref</b>
Oct 24-28, 2012	1	12	42	44	1
Sep 12-16, 2012	1	12	43	44	1
Jun 7-17, 2012	1	9	47	42	1
Mar 7-11, 2012	1	9	38	51	1
Feb 8-12, 2012	1	10	46	43	1
Jan 11-16, 2012	2	9	42	47	1
Dec 7-11, 2011	*	8	38	53	1
Aug 17-21, 2011	1	6	37	56	1
Jun 15-19, 2011	*	8	45	46	1
Mar 30-Apr 3, 2011	1	7	38	53	1
Feb 2-7, 2011	1	11	45	42	1
Dec 1-5, 2010	1	8	44	45	1
Oct 13-18, 2010	1	7	38	54	1
Aug 25-Sep 6, 2010	1	7	43	48	1
Jun 3-6, 2010	1	8	48	43	1
Apr 21-26, 2010	*	11	39	49	1
Mar 10-14, 2010	1	6	39	53	1
Feb 3-9, 2010	1	7	38	53	1
Dec 9-13, 2009	1	7	41	50	1
Oct 28-Nov 8, 2009	*	8	41	50	1
Sep 30-Oct 4, 2009	1	8	43	48	1
Aug 11-17, 2009	*	8	38	52	2
Jun 10-14, 2009	1	8	39	52	1

**Q.48 CONTINUED...**

	<u>Excellent</u>	<u>Good</u>	Only <u>fair</u>	<u>Poor</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Mar 9-12, 2009	*	6	25	68	1
Feb 4-8, 2009	*	4	24	71	1
December, 2008	*	7	33	59	1
November, 2008	1	6	28	64	1
Late October, 2008	*	7	25	67	1
Early October, 2008	1	8	32	58	1
Late September, 2008	*	7	27	65	1
July, 2008	1	9	39	50	1
April, 2008	1	10	33	56	*
March, 2008	1	10	32	56	1
Early February, 2008	1	16	36	45	2
January, 2008	3	23	45	28	1
November, 2007	3	20	44	32	1
September, 2007	3	23	43	29	2
June, 2007	6	27	40	25	2
February, 2007	5	26	45	23	1
December, 2006	6	32	41	19	2
Early November, 2006 (RVs)	9	35	37	17	2
Late October, 2006	6	27	40	25	2
September, 2006	5	32	41	20	2
March, 2006	4	29	44	22	1
January, 2006	4	30	45	19	2
Early October, 2005	2	23	45	29	1
Mid-September, 2005	3	28	44	24	1
Mid-May, 2005	3	29	47	20	1
January, 2005	3	36	45	15	1
December, 2004	3	33	43	20	1
Early November, 2004 (RVs)	5	31	37	26	1
Mid-September, 2004	4	34	40	20	2
August, 2004	3	30	45	21	1
Late April, 2004	4	34	38	22	2
Late February, 2004 <sup>21</sup>	2	29	42	26	1

**RANDOMIZE Q.48 AND Q.49 IN BLOCK WITH Q.50****ASK ALL:**

Q.49 Which of these best describes your opinion: **[READ; READ CATEGORIES IN REVERSE ORDER FOR HALF THE SAMPLE]**?

	<u>The economy is recovering</u>	<u>The economy is not yet recovering but will recover soon</u>	<u>It will be a long time before the economy recovers</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Oct 24-28, 2012	30	31	36	3
Sep 12-16, 2012	25	30	43	1
Feb 8-12, 2012	25	29	44	3
Mar 30-Apr 3, 2011	20	24	54	2
Feb 2-7, 2011	24	33	42	2
Dec 1-5, 2010	17	33	48	2
Aug 25-Sep 6, 2010 <sup>22</sup>	10	37	52	2
Jun 3-6, 2010	13	35	50	2
Mar 10-14, 2010	13	37	48	2

<sup>21</sup> Earlier trends available from Gallup.

<sup>22</sup> In September 2010 and earlier, the first answer choice read "The economy is now recovering."

**RANDOMIZE Q.48 AND Q.49 IN BLOCK WITH Q.50****ASK ALL:**

Thinking now about your own personal finances...

Q.50 How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape or poor shape financially?

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Oct 24-28, 2012	8	35	36	20	1
Sep 12-16, 2012	8	35	36	20	1
Jun 7-17, 2012	7	34	38	21	1
Jan 11-16, 2012	6	29	42	22	1
Dec 7-11, 2011	6	32	37	24	1
Jun 15-19, 2011	5	33	40	21	1
Mar 30-Apr 3, 2011	7	29	36	26	2
Feb 2-7, 2011	7	29	41	22	1
Dec 1-5, 2010	5	30	40	23	2
Oct 13-18, 2010	6	33	36	23	1
Aug 25-Sep 6, 2010	6	30	40	23	1
Jun 3-6, 2010	6	32	38	20	4
Mar 10-14, 2010	6	31	39	22	2
Dec 9-13, 2009	7	28	39	24	2
Oct 28-Nov 8, 2009	5	30	40	25	1
Sep 30-Oct 4, 2009	6	32	38	22	1
Aug 11-17, 2009	6	31	36	26	2
Jun 10-14, 2009	6	32	39	22	1
Feb 4-8, 2009	5	33	41	20	1
December, 2008	6	32	40	21	1
Early October, 2008	6	35	40	18	1
July, 2008	9	33	37	19	2
April, 2008	8	35	39	16	2
March, 2008	8	39	34	17	2
Early February, 2008	9	36	37	16	2
January, 2008	10	39	34	15	2
November, 2007	9	41	34	15	1
September, 2007	10	38	34	16	2
February, 2007	8	41	36	14	1
December, 2006	8	40	35	16	1
Late October, 2006	9	40	33	16	2
March, 2006	9	39	36	15	1
January, 2006	7	39	37	15	2
Mid-May, 2005	7	37	39	16	1
January, 2005	10	41	34	14	1
August, 2004	9	42	34	14	1
September, 2003	10	38	36	15	1
Late March, 2003	10	43	31	12	4
January, 2003	7	38	39	15	1
Early October, 2002	7	39	37	16	1
June, 2002	5	40	37	16	2
Late September, 2001	7	40	37	14	2
June, 2001	6	38	39	16	1
June, 2000	9	43	35	11	2
August, 1999	6	43	41	9	1
May, 1997	7	43	38	11	1
September, 1996 (RVs)	8	47	34	10	1
February, 1995	8	39	38	14	1
March, 1994	5	41	40	13	1
December, 1993	5	34	45	15	1
U.S. News: January, 1993	4	33	46	16	1
U.S. News: October, 1992	6	34	40	19	1
U.S. News: August, 1992	5	30	47	17	1
U.S. News: May, 1992	4	35	45	15	1
U.S. News: January, 1992	4	32	45	18	1

**QUESTION 51, 55, 58, 59, ATTEND 61, 62 HELD FOR FUTURE RELEASE****NO QUESTIONS 52-54, 56-57****ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

**ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):**

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

**BASED ON LIKELY VOTERS [N=1,495]:**

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	<i>Lean Rep</i>	<i>Lean Dem</i>
Oct 24-28, 2012	34	35	27	2	*	1	14	12
Oct 4-7, 2012	36	31	30	1	1	1	14	14
Sep 12-16, 2012	29	39	30	1	*	2	14	13

**BASED ON REGISTERED VOTERS [N=1,678]:**

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	<i>Lean Rep</i>	<i>Lean Dem</i>
Oct 24-28, 2012	33	34	29	2	*	1	13	13
Oct 4-7, 2012	33	32	31	1	1	1	14	14
Sep 12-16, 2012	28	37	31	1	*	2	14	13
Jul 16-26, 2012	25	38	33	2	1	2	15	12
Jun 28-Jul 9, 2012	27	36	34	1	*	2	15	15
Jun 7-17, 2012	28	35	35	1	*	1	17	14
May 9-Jun 3, 2012	28	35	31	2	*	3	13	12
Apr 4-15, 2012	28	34	35	1	*	1	16	12
Mar 7-11, 2012	28	38	31	1	1	1	15	14
Feb 8-12, 2012	32	34	31	1	*	1	13	15
Jan 11-16, 2012	24	33	38	2	*	2	17	14
Jan 4-8, 2012	31	32	32	3	*	2	15	12

**BASED ON GENERAL PUBLIC:**

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	<i>Lean Rep</i>	<i>Lean Dem</i>
Oct 24-28, 2012	28	33	33	4	*	2	12	16
Oct 4-7, 2012	27	31	36	3	1	3	15	15
Sep 12-16, 2012	24	35	36	2	*	2	14	16
Jul 16-26, 2012	22	33	38	4	*	3	14	15
Jun 28-Jul 9, 2012	24	33	37	3	*	3	15	17
Jun 7-17, 2012	24	33	39	2	*	2	17	17
May 9-Jun 3, 2012	24	32	36	4	*	4	13	14
Apr 4-15, 2012	24	31	39	3	*	2	15	15
Mar 7-11, 2012	24	34	36	3	1	2	16	17
Feb 8-12, 2012	26	32	36	4	1	2	13	17
Jan 11-16, 2012	22	31	42	3	*	2	17	16
Jan 4-8, 2012	26	31	35	4	*	4	14	14
<b>Yearly Totals</b>								
2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6

## PARTY/PARTYLN CONTINUED...

				(VOL.)	(VOL.)			
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	No	Other	(VOL.)	<i>Lean</i>	<i>Lean</i>
				preference	party	DK/Ref	<i>Rep</i>	<i>Dem</i>
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5

## BASED ON GENERAL PUBLIC:

				(VOL.)	(VOL.)			
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	No	Other	(VOL.)	<i>Lean</i>	<i>Lean</i>
				preference	party	DK/Ref	<i>Rep</i>	<i>Dem</i>
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

## ASK ALL:

PVOTE08A In the 2008 presidential election between Barack Obama and John McCain, did things come up that kept you from voting, or did you happen to vote?

## ASK IF YES (PVOTE08A=1):

PVOTE08B Did you vote for Obama, McCain or someone else?

## BASED ON REGISTERED VOTERS [N=1,678]:

					(VOL.)		(VOL.)
	<u>Voted</u>	<u>Obama</u>	<u>McCain</u>	<u>Other</u>	DK/Ref	Did not	Don't
				<u>candidate</u>		vote	remember/ Ref
Oct 24-28, 2012	84	43	35	3	3	15	*
Oct 4-7, 2012	85	42	37	4	3	14	1
Sep 12-16, 2012	86	47	32	4	3	13	1
Jun 7-17, 2012	88	45	33	7	3	11	1
Sep 22-Oct 4, 2011	88	46	32	5	4	12	*
Aug 17-21, 2011	89	46	33	6	5	11	1
Mar 8-14, 2011	88	46	32	5	5	12	*
Nov 4-7, 2010	89	45	33	6	4	11	1
Oct 27-30, 2010	88	44	35	4	5	10	2
Oct 13-18, 2010	89	45	35	4	4	10	1
Aug 25-Sep 6, 2010	89	46	34	4	4	10	1
Jan 6-10, 2010	92	44	37	4	6	8	*
Mar 31-Apr 21, 2009	93	47	34	5	7	7	*
Feb 4-8, 2009	93	48	33	4	8	7	*
Jan 7-11, 2009	93	48	35	4	6	7	*
December, 2008	93	50	32	3	9	7	*

**ASK ALL REGISTERED VOTERS (REGFINAL=1):****[IF RESPONDENT HAS ALREADY VOTED (PLAN1=2 AND EARLY1=1,2,3), CODE AS "10"]**

SCALE10 I'd like you to rate your chance of voting in November on a scale of 10 to 1. If TEN represents a person who definitely will vote and ONE represents a person who definitely will NOT vote, where on this scale of 10 to 1 would you place yourself?

**BASED ON REGISTERED VOTERS [N=1,678]:**

	Definitely will vote								Definitely will not vote		(VOL.) DK/Ref
	10	9	8	7	6	5	4	3	2	1	
<b>2012 Election</b>											
Oct 24-28, 2012	84	4	4	2	1	2	*	*	*	2	*
Oct 4-7, 2012	85	4	3	2	1	1	*	1	*	2	2
Sep 12-16, 2012	84	5	4	2	1	2	*	*	*	1	1
<b>2010 Election</b>											
Oct 27-30, 2010 <sup>23</sup>	72	6	5	4	1	4	*	1	1	3	1
Oct 13-18, 2010	71	8	7	3	2	2	1	1	*	4	1
Aug 25-Sep 6, 2010	71	9	7	3	2	4	1	1	*	2	1
<b>2008 Election</b>											
November, 2008	86	5	3	1	*	2	*	*	*	2	1
Late October, 2008	86	5	2	1	*	2	*	*	*	3	1
Mid-October, 2008	86	5	3	1	1	1	*	*	*	2	1
Mid-September, 2008	84	6	3	1	1	2	0	*	1	1	1
August, 2008	80	6	5	2	1	2	*	1	*	2	1
July, 2008	80	7	4	2	1	3	*	1	*	2	0
<b>2006 Election</b>											
November, 2006	72	7	5	3	2	4	*	1	1	4	1
Late October, 2006	71	8	9	4	2	3	*	1	*	1	1
Early October, 2006	68	10	9	4	1	4	*	1	*	2	1
September, 2006	67	9	9	2	2	5	1	1	1	2	1
<b>2004 Election</b>											
November, 2004	87	4	3	1	1	1	*	*	*	2	1
Mid-October, 2004	87	4	3	1	1	1	*	*	*	2	1
<b>2002 Election</b>											
Early November, 2002	66	9	9	3	1	4	1	1	1	5	1
Early October, 2002	64	10	10	4	3	4	1	*	*	2	2
<b>2000 Election</b>											
Early November, 2000	80	6	5	2	1	3	*	*	*	3	1
Late October, 2000	83	5	5	1	1	2	*	1	1	1	*
Mid-October, 2000	80	7	4	3	1	3	1	*	*	1	1
Early October, 2000	78	7	5	2	2	2	*	1	1	1	1
<b>1998 Election</b>											
Late October, 1998	70	6	7	4	1	4	1	1	1	4	1
Early October, 1998	64	9	10	4	2	4	1	2	1	2	1
<b>1996 Election</b>											
November, 1996	77	7	7	2	1	2	*	1	*	2	1
October, 1996	77	9	7	2	2	2	*	*	*	1	*
Late September, 1996	78	10	6	2	1	1	*	*	*	1	1
<b>1994 Election</b>											
November, 1994	67	9	8	2	2	4	1	1	1	3	2
Late October, 1994	66	10	9	4	2	4	1	1	*	2	1
<b>1992 Election</b>											
Gallup: September, 1992	77	5	4	3	2	4	*	1	*	4	*
<b>1988 Election</b>											
Gallup: November, 1988	77	7	6	2	1	3	*	*	*	2	2
Gallup: October, 1988	73	8	7	3	2	3	1	*	*	1	2

<sup>23</sup> In Oct 27-30, 2010 and Oct 13-18, 2010, Late October, Mid-October and November 2008, November 2006, November 2004 and Early November 2002, the "10 - definitely will vote" category also includes people who volunteered that they already voted.



**PEW RESEARCH CENTER**  
**October 18-21, 2012 OMNIBUS**  
**FINAL TOPLINE**  
**N=1,005**

**ASK ALL:**

PEW.1 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	Satis- fied	Dis- satisfied	(VOL.) DK/Ref		Satis- fied	Dis- satisfied	(VOL.) DK/Ref
Oct 18-21, 2012	32	61	8	October, 2007	28	66	6
Jun 28-Jul 9, 2012	31	64	5	February, 2007	30	61	9
Jun 7-17, 2012	28	68	5	Mid-January, 2007	32	61	7
May 9-Jun 3, 2012	29	64	7	Early January, 2007	30	63	7
Apr 4-15, 2012	24	69	6	December, 2006	28	65	7
Feb 8-12, 2012	28	66	6	Mid-November, 2006	28	64	8
Jan 11-16, 2012	21	75	4	Early October, 2006	30	63	7
Sep 22-Oct 4, 2011	17	78	5	July, 2006	30	65	5
Aug 17-21, 2011	17	79	4	May, 2006*	29	65	6
Jul 20-24, 2011	17	79	4	March, 2006	32	63	5
Jun 15-19, 2011	23	73	4	January, 2006	34	61	5
May 5-8, 2011	30	62	8	Late November, 2005	34	59	7
May 2, 2011	32	60	8	Early October, 2005	29	65	6
Mar 8-14, 2011	22	73	5	July, 2005	35	58	7
Feb 2-7, 2011	26	68	5	Late May, 2005*	39	57	4
Jan 5-9, 2011	23	71	6	February, 2005	38	56	6
Dec 1-5, 2010	21	72	7	January, 2005	40	54	6
Nov 4-7, 2010	23	69	8	December, 2004	39	54	7
Sep 23-26, 2010	30	63	7	Mid-October, 2004	36	58	6
Aug 25-Sep 6, 2010	25	71	5	July, 2004	38	55	7
Jun 24-27, 2010	27	64	9	May, 2004	33	61	6
May 13-16, 2010	28	64	7	Late February, 2004*	39	55	6
Apr 21-26, 2010	29	66	5	Early January, 2004	45	48	7
Apr 1-5, 2010	31	63	6	December, 2003	44	47	9
Mar 11-21, 2010	25	69	5	October, 2003	38	56	6
Mar 10-14, 2010	23	71	7	August, 2003	40	53	7
Feb 3-9, 2010	23	71	6	April 8, 2003	50	41	9
Jan 6-10, 2010	27	69	4	January, 2003	44	50	6
Oct 28-Nov 8, 2009	25	67	7	November, 2002	41	48	11
Sep 30-Oct 4, 2009	25	67	7	September, 2002	41	55	4
Sep 10-15, 2009 <sup>24</sup>	30	64	7	Late August, 2002	47	44	9
Aug 20-27, 2009	28	65	7	May, 2002	44	44	12
Aug 11-17, 2009	28	65	7	March, 2002	50	40	10
Jul 22-26, 2009	28	66	6	Late September, 2001	57	34	9
Jun 10-14, 2009	30	64	5	Early September, 2001	41	53	6
Apr 28-May 12, 2009	34	58	8	June, 2001	43	52	5
Apr 14-21, 2009	23	70	7	March, 2001	47	45	8
Jan 7-11, 2009	20	73	7	February, 2001	46	43	11
December, 2008	13	83	4	January, 2001	55	41	4
Early October, 2008	11	86	3	October, 2000 (RVs)	54	39	7
Mid-September, 2008	25	69	6	September, 2000	51	41	8
August, 2008	21	74	5	June, 2000	47	45	8
July, 2008	19	74	7	April, 2000	48	43	9
June, 2008	19	76	5	August, 1999	56	39	5
Late May, 2008	18	76	6	January, 1999	53	41	6
March, 2008	22	72	6	November, 1998	46	44	10
Early February, 2008	24	70	6	Early September, 1998	54	42	4
Late December, 2007	27	66	7	Late August, 1998	55	41	4
				Early August, 1998	50	44	6
				February, 1998	59	37	4
				January, 1998	46	50	4
				September, 1997	45	49	6
				August, 1997	49	46	5

24 In September 10-15, 2009 and other surveys noted with an asterisk, the question was worded "Overall, are you satisfied or dissatisfied with the way things are going in our country today?"

**PEW.1 CONTINUED...**

	Satis- fied	Dis- satisfied	(VOL.) DK/Ref		Satis- fied	Dis- satisfied	(VOL.) DK/Ref
January, 1997	38	58	4	May, 1993	22	71	7
July, 1996	29	67	4	January, 1993	39	50	11
March, 1996	28	70	2	January, 1992	28	68	4
October, 1995	23	73	4	November, 1991	34	61	5
June, 1995	25	73	2	Gallup: Late Feb, 1991	66	31	3
April, 1995	23	74	3	August, 1990	47	48	5
July, 1994	24	73	3	May, 1990	41	54	5
March, 1994	24	71	5	January, 1989	45	50	5
October, 1993	22	73	5	September, 1988 (RVs)	50	45	5
September, 1993	20	75	5				

**ASK ALL:**

PEW.2 What do you think is the most important problem facing the country today? **[RECORD VERBATIM RESPONSE. PROBE FOR CLARITY – DO NOT PROBE FOR ADDITIONAL MENTIONS. IF MORE THAN ONE MENTION, RECORD IN ORDER OF MENTION]**

Oct 18-21 2012		Mar 12 <sup>25</sup>	Dec 11	May 11	Jan 11	Aug 10	Feb 10	Aug 09	Feb 09	Early Oct 08	Jul 08	Jan 08	Sep 07
25	Unemployment/Lack of jobs	31	21	26	35	27	31	19	31	9	5	5	3
25	Economy (general)	24	19	28	27	35	24	27	53	55	39	20	10
9	Dissatisfaction with gov't/politics/ Obama	4	10	4	9	9	5	5	5	4	3	6	7
8	Deficit/National debt/Balanced budget/Gov't spending	8	9	10	11	3	11	6	4	1	1	2	1
5	Health care/costs/accessibility	5	4	6	9	4	13	20	3	4	3	10	7
3	Partisanship/Parties/Gridlock	3	4	--	--	--	--	--	--	--	--	--	--
3	Morality/Ethics/Family values	1	2	1	2	4	3	3	1	1	3	2	3
3	Education/schools/affording education	1	3	2	3	1	1	2	1	--	4	4	3
2	Finances/money	3	2	5	2	2	--	--	--	4	--	--	--
2	Inflation	1	1	2	2	1	--	--	2	5	6	3	1
2	U.S. foreign policy/International relations/U.S. image	--	--	1	--	--	--	1	1	1	2	2	1
2	War/War in Iraq/War in Afghan.	3	4	5	3	3	4	5	3	11	17	27	37
1	Poverty/Hunger/Starvation	1	2	1	1	2	1	1	1	1	1	3	3
1	Distribution of wealth/inequality	1	2	--	1	--	--	--	--	1	1	--	--
1	Taxes	2	2	1	1	1	1	--	--	1	--	2	1
1	Social Security	--	1	1	--	--	--	1	--	1	--	1	1
1	Energy costs	8	1	7	2	--	--	--	--	5	19	3	2
1	Crime/Violence	1	1	1	1	--	1	1	1	--	1	1	2
1	Defense/national security	2	1	1	1	--	1	1	1	1	3	3	3
1	Greed	1	1	--	--	--	--	--	--	--	--	--	--
1	Race relations/Racism	1	1	--	--	1	--	--	--	--	1	1	--
1	Medicare/Medicaid	1	--	1	--	--	1	--	--	--	--	--	--
1	Lack of leadership	--	2	--	--	--	--	--	--	--	--	--	--
1	Housing market/foreclosures	2	1	1	1	2	--	--	--	5	--	--	--
1	Immigration	2	1	1	2	2	1	1	1	1	2	6	6
1	Environment/Global warming	--	--	--	--	--	--	--	--	--	--	--	--
1	Welfare abuse/Gov't dependency	1	--	--	--	1	--	--	--	--	--	--	--
1	Oil dependence/Energy policy and alternatives	1	--	--	--	--	--	--	--	2	2	1	2
1	Too much foreign aid/Spend at home	1	1	1	--	--	--	--	--	1	--	--	1
12	Other												
6	Don't know/No answer	8	6	7	5	7	6	5	3	4	4	5	5
<b>6</b>	<b>(NET) FOREIGN ISSUES/ INTERNATIONAL</b>	<b>5</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>11</b>	<b>10</b>	<b>7</b>	<b>18</b>	<b>25</b>	<b>36</b>	<b>48</b>
<b>58</b>	<b>(NET) ECONOMIC</b>	<b>66</b>	<b>55</b>	<b>68</b>	<b>62</b>	<b>65</b>	<b>65</b>	<b>55</b>	<b>80</b>	<b>75</b>	<b>61</b>	<b>34</b>	<b>20</b>

Total exceeds 100% because of multiple responses.

25 Complete trend not shown; trends available to 1987.

**PEW.3, PEW.8-PEW.9 HELD FOR FUTURE RELEASE**

**NO QUESTIONS PEW.4, PEW.6-PEW.7**

**PEW.5 PREVIOUSLY RELEASED**