



THE PEW RESEARCH CENTER
For The People & The Press

MONDAY, OCTOBER 8, 2012

GOP Challenger Viewed as Candidate with New Ideas

Romney's Strong Debate Performance Erases Obama's Lead

FOR FURTHER INFORMATION CONTACT:

Andrew Kohut

President, Pew Research Center

Carroll Doherty and Michael Dimock

Associate Directors

Scott Keeter

Director of Survey Research

1615 L St, N.W., Suite 700

Washington, D.C. 20036

Tel (202) 419-4350

Fax (202) 419-4399

www.people-press.org

GOP Challenger Viewed as Candidate with New Ideas Romney's Strong Debate Performance Erases Obama's Lead

Mitt Romney no longer trails Barack Obama in the Pew Research Center's presidential election polling. By about three-to-one, voters say Romney did a better job than Obama in the Oct. 3 debate, and the Republican is now better regarded on most personal dimensions and on most issues than he was in September. Romney is seen as the candidate who has new ideas and is viewed as better able than Obama to improve the jobs situation and reduce the budget deficit.

Fully 66% of registered voters say Romney did the better job in last Wednesday's debate, compared with just 20% who say Obama did better. A majority (64%) of voters who watched the debate describe it as mostly informative; just 26% say it was mostly confusing.

In turn, Romney has drawn even with Obama in the presidential race among registered voters (46% to 46%) after trailing by nine points (42% to 51%) in September. Among likely voters, Romney holds a slight 49% to 45% edge over Obama. He trailed by eight points among likely voters last month.

The latest national survey by the Pew Research Center for the People & the Press, conducted Oct. 4-7 among 1,511 adults, including 1,201 registered voters (1,112 likely voters), finds that 67% of Romney's backers support him strongly, up from 56% last month. For the first time in the campaign, Romney draws as much strong support as does Obama.

Romney Pulls Even ...

	Registered voters		Likely voters	
	Sept 12-16	Oct 4-7	Sept 12-16	Oct 4-7
<i>If election were today, would you support...</i>	%	%	%	%
Romney	42	46	43	49
Obama	51	46	51	45
Other/DK	<u>7</u>	<u>8</u>	<u>6</u>	<u>6</u>
	100	100	100	100
N	2,424	1,201	2,192	1,112

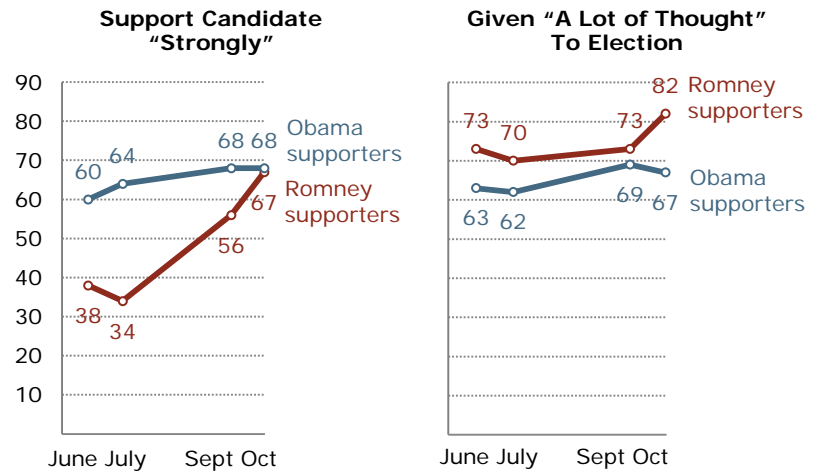
After Strong Debate Performance

<i>Who did the better job in the debate</i>	All voters	Rep	Dem	Ind
	%	%	%	%
Romney	66	89	39	72
Obama	20	4	44	14
Neither/Both/DK	<u>13</u>	<u>7</u>	<u>17</u>	<u>13</u>
	100	100	100	100

PEW RESEARCH CENTER Oct 4-7, 2012.

More generally, the poll finds Romney's supporters far more engaged in the campaign than they were in September. Fully 82% say they have given a lot of thought to the election, up from 73% in September. The new survey finds that Romney supporters hold a 15-point advantage over Obama backers on this key engagement measure. Supporters on both sides were about even in September.

GOP Engagement, Enthusiasm Grows



PEW RESEARCH CENTER Oct. 4-7, 2012. Based on registered voters. Q5b, THOUGHT.

Coming out of the debate, Mitt Romney's personal image has improved. His favorable rating has hit 50% among registered voters for the first time in Pew Research Center surveys and has risen five points since September. At the same time, Obama's personal favorability rating has fallen from 55% to 49%.

In the presidential horserace, Romney has made sizable gains over the past month among women voters, white non-Hispanics and those younger than 50. Currently, women are evenly divided (47% Obama, 47% Romney). Last month, Obama led Romney by 18 points (56% to 38%) among women likely voters.

Views of Candidates' Traits, Issue Strengths

Romney now ties Obama in being regarded as a strong leader and runs virtually even with the president in willingness to work with leaders of the other party. And by a 47% to 40% margin, voters pick Romney as the candidate who has new ideas.

Conversely, Obama continues hold leads as the candidate who connects well with ordinary people and takes consistent positions on issues. And Obama leads by 10 points (49% to 39%) as the candidate who takes more moderate positions on issues.

Romney has gained ground on several of these measures since earlier in the campaign. Most notably, Obama and Romney now run even (44% each) in terms of which candidate is the stronger leader. Obama held a 13-point advantage on this a month ago. And Obama's 14-point edge as the more honest and truthful candidate has narrowed to just five points.

In June, Obama held a 17-point lead as the candidate voters thought was more willing to work with leaders from the other party. Today, the candidates run about even on this (45% say Obama, 42% Romney).

Romney Pulls Even as "Strong Leader"

		June 7-17	Sept 12-16	Oct 4-7
<i>Which candidate...</i>		%	%	%
Has new ideas	Obama	--	--	40
	Romney	--	--	47
		R+7		
Is a strong leader	Obama	--	51	44
	Romney	--	38	44
		O+13 even		
Is willing to work with leaders from the other party	Obama	52	--	45
	Romney	35	--	42
		O+17		O+3
Is honest and truthful	Obama	46	48	44
	Romney	32	34	39
		O+14	O+14	O+5
Takes more moderate positions	Obama	--	--	49
	Romney	--	--	39
		O+10		
Takes consistent positions on the issues	Obama	46	50	47
	Romney	34	34	37
		O+12	O+16	O+10
Connects well with ordinary Americans	Obama	59	66	59
	Romney	28	23	30
		O+31	O+43	O+29

PEW RESEARCH CENTER Oct 4-7, 2012. Q26. Based on registered voters. Statistically significant advantages in bold.

Similarly, Romney has made progress on the issues. He and Obama now run about even on dealing with health care, Medicare, foreign policy and taxes. Obama led on most of these issues by significant margins in September. Romney also holds a significant 49% to 41% advantage on improving the job situation, despite the fact that most of the interviewing was conducted after the October jobs report, which showed the unemployment rate falling below 8%.

Romney also has once again opened a double-digit advantage as the candidate who can deal with the budget deficit (51% vs. 36%). Romney led by 14 points on the budget deficit in July, but had lost that advantage last month.

Romney Now Leads on Jobs, Budget Deficit

		Jun 28- Jul 9	Sept 12-16	Oct 4-7
<i>Who would do better on ...</i>		%	%	%
Reducing the federal budget deficit	Obama	36	43	36
	Romney	50	46	51
		R+14	R+3	R+15
Improving the job situation	Obama	42	46	41
	Romney	46	45	49
		R+4	O+1	R+8
Dealing with taxes	Obama	48	48	43
	Romney	40	42	47
		O+8	O+6	R+4
Having ideas about the role of government in solving problems	Obama	--	--	43
	Romney	--	--	47
				R+4
Dealing with Medicare	Obama	--	51	46
	Romney	--	38	43
			O+13	O+3
Dealing with health care	Obama	49	52	47
	Romney	41	39	44
		O+8	O+13	O+3
Making wise decisions about foreign policy	Obama	48	53	47
	Romney	40	38	43
		O+8	O+15	O+4

PEW RESEARCH CENTER Oct 4-7, 2012. Q27 & Q28. Based on registered voters. Statistically significant advantages in bold.

Swing voters express varying views of the candidates' strengths. Some 18% of registered voters are swing voters in the latest survey, meaning they are either undecided, only lean toward one of the candidates, or favor a candidate but say there is still a chance they will change their mind. A month ago, 22% of registered voters fell in this category.

By a 69% to 7% margin, swing voters say Obama is the candidate who connects will with ordinary Americans. Swing voters also tend to rate Obama as the more consistent, honest and moderate candidate, and as a strong leader. Swing voters also favor Obama on the issues of health care, Medicare and foreign policy.

But Romney continues to hold a decided edge over Obama on jobs and the budget deficit. By a 37% to 24% margin, more swing voters say Romney would improve the job situation. Swing voters favor Romney on the deficit by a two-to-one (41% vs. 20%) margin.

Swing Voters See Stark Choice

<i>Traits:</i>	Obama	Romney	Adv
<i>Which candidate ...</i>	%	%	
Has new ideas	29	39	R+10
Is willing to work with other party	34	29	O+5
Is a strong leader	36	23	O+13
Takes more moderate positions	42	26	O+16
Is honest and truthful	34	14	O+20
Takes consistent positions on issues	43	20	O+23
Connects well with ordinary Americans	69	7	O+62
<i>Issues:</i>			
<i>Who would do the better job ...</i>			
Reducing the federal budget deficit	20	41	R+21
Improving the job situation	24	37	R+13
Dealing with taxes	33	33	even
Making wise decisions on foreign policy	40	26	O+14
Dealing with Medicare	43	26	O+17
Dealing with health care	47	26	O+21
<i>Who ...</i>			
Has better ideas about the role of government in solving problems	35	33	O+2

PEW RESEARCH CENTER Oct. 4-7, 2012. Q26-Q28. Based on registered voters classified as swing voters (N=194); 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. Statistically significant advantages in **bold**.

Obama, Romney Now Seen as Equally Likely to Help the Middle Class

A substantial majority of voters continue to say that Mitt Romney's policies would help the wealthy, but he has made gains since the summer in the perception that his policies as president would help the much-discussed middle class. In July, just 41% thought

Romney's policies would help the middle class. This has risen to 49% in the current poll; a comparable percentage of voters (50%) say that Obama's policies would help the middle class.

Three-quarters of voters say Romney's policies would benefit the wealthy (75%), basically unchanged from July (74%). Far fewer (31%) see Obama's policies benefiting the wealthy. Conversely, two-thirds (66%) see Obama's policies as likely to benefit the poor, compared with 39% who say the same about Romney's policies.

More Now See Romney Helping the Middle Class

% who say...	Jul 2012	Oct 2012	Change
<i>Barack Obama's policies would help...</i>			
Wealthy people	35	31	-4
Middle class people	50	50	0
Poor people	61	66	+5
<i>Mitt Romney's policies would help...</i>			
Wealthy people	74	75	+1
Middle class people	41	49	+8
Poor people	33	39	+6

PEW RESEARCH CENTER Oct. 4-7, 2012. Q64 & Q65. Based on registered voters.

Romney's gains on the question of how his policies would affect the middle class have come largely among upper-income voters. Among voters with incomes of \$150,000 or more, the percentage saying

Romney's policies would help the middle class rose from 47% in July to 68% now. Among voters in households with incomes between \$75,000 and \$150,000, the increase was 10 points (from 44% to 54%). Voters in lower-income households have not changed their view of whether Romney would help the middle class, and those with household incomes under \$30,000 continue to see Obama as doing more for the middle class.

Who Would Help the Middle Class?

	<i>Romney's policies would help the middle class</i>			<i>Obama's policies would help the middle class</i>		
	July	Oct	Change	July	Oct	Change
	%	%		%	%	
All voters	41	49	+8	50	50	0
\$150,000+	47	68	+21	50	43	-7
\$75k-\$150,000	44	54	+10	48	42	-6
\$30k-75,000	45	47	+2	50	51	+1
<\$30,000	35	37	+2	58	63	+5

PEW RESEARCH CENTER Oct. 4-7, 2012. Q64 & Q65. Based on registered voters.

Romney's Image Improves, Obama's Dips

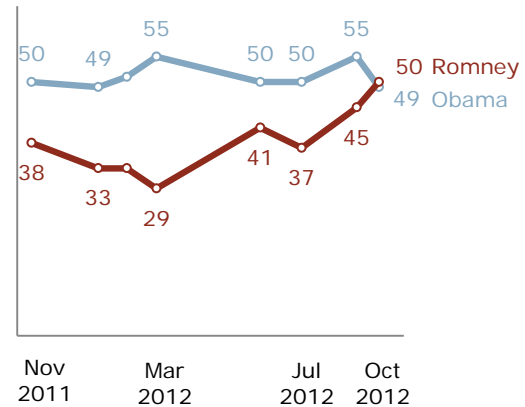
The edge in favorability ratings that Barack Obama had enjoyed throughout the campaign has now been erased, as voters' impressions of Romney have continued to improve while Obama's ratings have returned to levels seen earlier in the summer. Currently, voters are about evenly divided in their overall opinions of both Obama (49% favorable, 48% unfavorable) and Romney (50% favorable, 46% unfavorable).

While shifts are evident across many demographic groups, there has been a notable change among women voters: In September, just 42% viewed Romney favorably, while 60% had positive impressions of Obama. Today, about half view each of the candidates favorably (51% Obama, 48% Romney).

Romney also has gained ground with younger voters. Today, 51% of those under 50 have positive impressions of the GOP candidate, up from 43% in September. Mirroring Romney's improvement among these younger voters is an erosion in Obama's ratings among this group: 49% of 18-49-year-old voters now view him favorably, down 10 points from September.

Romney's Favorability Improves, Matches Obama's

Percent with a favorable opinion of...



PEW RESEARCH CENTER Oct. 4-7, 2012. Q15a-b. Based on registered voters.

Change in Views of the Candidates

	Obama			Romney		
	Sept 12-16	Oct 4-7	Change	Sept 12-16	Oct 4-7	Change
<i>% favorable</i>	%	%		%	%	
All voters	55	49	-6	45	50	+5
Men	50	47	-3	49	52	+3
Women	60	51	-9	42	48	+6
White	48	41	-7	51	59	+8
Black	95	88	-7	11	7	-4
18-29	65	58	-7	32	42	+10
30-49	57	45	-12	47	56	+9
50-64	54	55	+1	44	42	-2
65+	49	40	-9	52	58	+6
College grad+	56	53	-3	46	52	+6
Some college	53	45	-8	44	55	+11
HS or less	56	49	-7	45	43	-2
Republican	13	8	-5	88	91	+3
Democrat	93	94	+1	13	12	-1
Independent	50	48	-2	46	47	+1

PEW RESEARCH CENTER Oct. 4-7, 2012. Q15a-b. Based on registered voters. Whites and blacks include only those who are not Hispanic.

Views of Candidate Criticisms

While Romney's personal image and standing in the horserace have improved markedly, two criticisms of the candidate register widely with voters – especially swing voters.

About six-in-ten voters (62%) agree with the statement that “Romney is promising more than he can deliver,” while 35% disagree.

Among swing voters, fully 75% agree, which is closer to the views of certain Obama voters (89% agree) than certain Romney voters (30% agree).

Just more than half of voters (53%) also agree that “It's hard to know what Romney really stands for.” This includes two thirds (66%) of swing voters, 86% of certain Obama voters and just 16% of certain Romney voters.

Criticism of Obama centers on his ability to improve the economy. Overall, 54% agree that “Obama doesn't know how to turn the economy around”; 44% disagree with this statement. Romney voters are nearly unanimous in their agreement with this criticism (94%), while only 11% of Obama voters share this view. By a 54% to 39% margin, somewhat more swing voters agree than disagree that Obama doesn't know how to turn the economy around.

Voters are divided in their reactions to the statement: “Obama thinks government is the solution to every problem” – 46% agree with it, while 51% disagree. The balance of opinion among swing voters mirrors that of voters

Is Romney Promising More than He Can Deliver?

<i>Romney is promising more than he can deliver</i>	Agree	Disagree	DK
	%	%	%
All voters	62	35	4=100
Certain Obama	89	10	1=100
Certain Romney	30	66	4=100
Swing voter	75	17	9=100

It's hard to know what Romney really stands for

	Agree	Disagree	DK
	%	%	%
All voters	53	44	3=100
Certain Obama	86	13	2=100
Certain Romney	16	81	3=100
Swing voter	66	29	5=100

PEW RESEARCH CENTER Oct. 4-7, 2012. Q67a-b. Based on registered voters. **Certain voters** are those who back Romney or Obama and say there is no chance they will support the other. **Swing voters** are undecided, only lean toward a candidate or say there is still a chance they will support the other. Figures may not add to 100% because of rounding.

Doubts that Obama Knows How to Turn the Economy Around

<i>Obama doesn't know how to turn the economy around</i>	Agree	Disagree	DK
	%	%	%
All voters	54	44	3=100
Certain Obama	11	87	2=100
Certain Romney	94	5	1=100
Swing voter	54	39	7=100

Obama thinks government is the solution to every problem

	Agree	Disagree	DK
	%	%	%
All voters	46	51	3=100
Certain Obama	18	78	4=100
Certain Romney	75	24	1=100
Swing voter	43	51	6=100

PEW RESEARCH CENTER Oct. 4-7, 2012. Q67c-d. Based on registered voters. Figures may not add to 100% because of rounding.

overall (46% agree, 51% disagree), while Obama voters (78% *disagree*) and Romney voters (75% *agree*) hold opposing views.

Asked to describe their greater concern about each of the candidates, more swing voters say they disagree with Obama on issues than distrust him personally (58% vs. 21%). By comparison, roughly as many swing voters say their concern with Romney is his position on issues (44%) as say they don't trust him personally (36%).

Swing Voters' Concerns about Obama: Issues, Not Trust

<i>Which better describes your concern about ...?</i>	Obama	Romney
	%	%
Don't trust him personally	21	36
Disagree with him on issues	58	44
Both (vol.)	6	5
Neither/DK (vol.)	<u>16</u>	<u>15</u>
	100	100

PEW RESEARCH CENTER Oct. 4-7, 2012. Q68 & Q69.
Based on registered swing voters. Figures may not add to 100% because of rounding.

Shifting Horserace

Since September, Mitt Romney has made gains among women and younger voters, and has expanded his advantage among whites without a college degree. In the current poll, women likely voters are evenly divided between the candidates (47% each), while men support Romney by a 51%-43% margin. Last month, Obama led Romney by 18 points among women, and trailed among men by only two points.

Similarly, Obama held a solid 56%-39% lead among likely voters under 50 last month. In the current poll, Obama runs even with Romney among voters in this age group (46% Obama, 49% Romney).

Romney picked up seven points among white voters over the past month (from 51% in September to 58% now), while the horse race is unchanged among black voters. Obama's earlier edge among college graduates (53%-42% in September) is now gone (48% Obama, 47% Romney). And Romney picked up nine points among voters with family incomes of \$75,000 or more.

Obama trailed Romney last month among whites who don't have a college degree, but he has fallen further behind in the current poll.

Romney led Obama 53%-40% among this group in September but now holds a much larger 28-point lead (61%-33%).

Patterns of Voter Support, September - October

	Sept 2012		Oct 2012		Oct N
	Oba- ma %	Rom- ney %	Oba- ma %	Rom- ney %	
All likely voters	51	43	45	49	1112
Men	46	48	43	51	490
Women	56	38	47	47	622
18-49	56	39	46	49	338
50+	48	45	45	48	761
White	44	51	37	58	869
Black	93	2	92	3	116
Hispanic	72	22	-	-	57
College grad+	53	42	48	47	534
Some college	49	44	41	54	311
HS or less	52	41	47	46	261
\$75,000+	50	46	41	55	424
\$30k-74,999	50	44	44	51	368
Less than \$30k	62	32	60	35	213
Republican	5	92	7	91	392
Democrat	93	5	94	5	361
Independent	45	44	42	46	328
<i>Among whites</i>					
Men	38	56	36	59	386
Women	49	46	38	57	483
18-49	47	48	34	63	226
50+	41	53	40	54	635
College grad+	49	47	43	55	432
< College grad	40	53	33	61	432

PEW RESEARCH CENTER Oct. 4-7, 2012. Q5/5a.
Based on likely voters. Whites and blacks are non-Hispanic;
Hispanics may be of any race.

Debate Reactions

A substantial majority of voters (69%) say they watched at least some part of last week's presidential debate and by a more than three-to-one margin (72%-20%), voters who watched say that Romney did a better job than Obama. Romney's performance exceeded voters' expectations. Heading into the debate, about half said that Obama (51%) would do a better job, while only 29% said Romney would win. Republican and Democratic voters were about equally likely to have watched the debate.

The vast majority of Republican voters who watched the debate (95%) say that Romney did the better job, and many Democratic voters agree. Democrats are split in their assessment of who did better: 45% say Romney, 44% Obama.

Among independent voters, Romney was the clear winner (78% vs. 14%). And views of swing voters mirror those of independents: 70% say Romney won, 14% Obama.

Nearly two-thirds of voters who watched the debate say it was mostly informative (64%) compared with mostly confusing (26%).

Republican voters overwhelmingly found the debate mostly informative (83%); only 11% say the debate was mostly confusing. By contrast, about as many Democratic voters say the debate was confusing (41%) as say it was informative (47%).

The First Debate: Romney Exceeds Expectations

Sept 27-30 <i>Who <u>will do</u> better job?</i>	All RVs %	Oct 4-7 <i>Who <u>did</u> better job?</i>	<i>Watched debate:</i>	
			Yes %	No %
Romney	29	Romney	72	54
Obama	51	Obama	20	21
Other/DK	<u>20</u>	Other/DK	<u>7</u>	<u>26</u>
	100		100	100
N	828		880	321

PEW RESEARCH CENTER Oct 4-7, 2012. Q21.
Based on registered voters. Figures may not add to 100% because of rounding.

Assessing the First Debate

<i>Watched pres. debate?</i>	All voters %	Rep %	Dem %	Ind %
Some	20	20	22	18
A little	6	5	5	8
Didn't watch	31	28	31	32
Don't know	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>
	100	100	100	100

Among debate watchers:

<i>Who did better job?</i>				
Mitt Romney	72	95	45	78
Barack Obama	20	4	44	14
Neither/Both (vol.)	4	1	5	5
Don't know (vol.)	<u>4</u>	<u>1</u>	<u>6</u>	<u>3</u>
	100	100	100	100

Debate was ...

Mostly informative	64	83	47	61
Mostly confusing	26	11	41	29
Neither/Both (vol.)	6	5	7	6
Don't know (vol.)	<u>4</u>	<u>1</u>	<u>5</u>	<u>5</u>
	100	100	100	100

PEW RESEARCH CENTER Oct. 4-7, 2012. Q20-Q22.
Based on registered voters. Figures may not add to 100% because of rounding.

About the Survey

The analysis in this report is based on telephone interviews conducted October 4-7, 2012, among a national sample of 1,511 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (906 respondents were interviewed on a landline telephone, and 605 were interviewed on a cell phone, including 291 who had no landline telephone). Data collection was managed by Princeton Survey Research Associates International and conducted by interviewers at Princeton Data Source. 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 Decennial 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	1,511	2.9 percentage points
Registered voters	1,201	3.3 percentage points
Likely voters	1,112	3.4 percentage points
<i>Among registered voters</i>		
Republican voters	403	5.7 percentage points
Democratic voters	396	5.7 percentage points
Independent voters	364	6.0 percentage points
Obama supporters	552	4.8 percentage points
Romney supporters	567	4.8 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 7-item turnout scale that includes the following questions: thought, campnii, precinct, oftvote, planto1/planto2, 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 Analysis

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 4-7, 2012 Political Weighted			
	Population Parameter	General Public	Registered Voters	Likely Voters
<u>Gender</u>	%	%	%	%
Men	49	50	47	46
Women	51	50	53	54
<u>Age</u>				
18-24	13	13	10	9
25-34	18	17	13	12
35-44	17	17	17	17
45-54	19	19	20	21
55-64	16	16	19	19
65+	17	17	20	21
<u>Education</u>				
College grad +	28	30	36	39
Some college	28	28	30	30
High school or less	44	41	34	31
<u>Race/Ethnicity</u>				
White non-Hispanic	68	67	74	75
Black non-Hispanic	12	11	11	11
Hispanic	14	13	8	7
Other non-Hispanic	7	7	5	5
<u>Region</u>				
Northeast	18	19	18	18
Midwest	22	22	24	24
South	37	37	36	37
West	23	23	21	21

Group	Population Parameter	General Public	Registered Voters	Likely Voters
<u>Phone use</u>				
Landline only	7	7	6	5
Dual – landline and cell	58	59	65	68
Cell phone only	35	33	29	26
Unweighted N	--	1,511	1,201	1,112

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, October 4-7, 2012

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

	----REGISTERED VOTERS----				-----LIKELY VOTERS-----			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
	%	%	%					
ALL VOTERS	46	46	8	1201	45	49	6	1112
GENDER								
Men	44	47	9	529	43	51	6	490
Women	49	45	7	672	47	47	6	622
AGE								
18-49	47	45	7	387	46	49	5	338
50+	46	46	8	799	45	48	6	761
DETAILED AGE								
18-29	52	35	14	107	-	-	-	84
30-49	45	51	4	280	42	54	4	254
50-64	52	40	8	424	51	42	7	402
65+	38	55	7	375	37	58	5	359
GENDER BY AGE								
Men 18-49	44	47	9	197	43	51	6	172
Men 50+	44	49	8	328	44	50	6	315
Women 18-49	50	44	6	190	49	47	4	166
Women 50+	48	45	7	471	46	47	7	446
RACE								
White, non-Hispanic	38	55	7	924	37	58	5	869
Black, non-Hispanic	90	3	6	128	92	3	5	116
Hispanics	-	-	-	70	-	-	-	57
EDUCATION								
College grad+	48	46	6	553	48	47	5	534
Some college	42	52	7	337	41	54	5	311
High school or less	49	41	10	305	47	46	7	261
FAMILY INCOME								
\$75,000+	41	54	5	437	41	55	4	424
\$30,000-\$74,999	45	48	7	388	44	51	5	368
Less than \$30,000	60	33	7	256	60	35	5	213
REGION								
Northeast	54	38	7	219	53	41	6	201
Midwest	46	46	9	294	44	50	6	271
South	41	52	8	449	40	53	7	417
West	50	43	7	239	51	46	4	223
PARTY ID								
Republican	7	89	4	403	7	91	2	392
Democrat	93	5	3	396	94	5	2	361
Independent	42	44	14	364	42	46	11	328
IDEOLOGY								
Conservative	25	72	3	530	22	74	3	505
Moderate	55	33	12	420	56	36	8	382
Liberal	82	10	8	221	85	9	6	204
RELIGIOUS PREFERENCE								
Total Protestants	38	56	6	673	37	58	5	635
White NH evang. Prot.	21	73	5	282	20	76	4	266
White NH mainline Prot.	34	60	6	235	34	60	6	225
Black NH Prot.	87	5	8	102	-	-	-	94
Total Catholic	47	45	8	257	44	50	6	235
White NH Cath.	40	52	8	207	38	56	6	193
Unaffiliated	63	24	12	173	64	26	10	153
ATTEND RELIGIOUS SERVICES								
Weekly or more	35	59	6	521	33	62	5	492
Less than weekly	55	36	8	667	55	39	5	609

PRESIDENTIAL TRIAL HEAT AMONG WHITES

Pew Research Center for the People and the Press, October 4-7, 2012

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

	----REGISTERED VOTERS----				-----LIKELY VOTERS-----			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
	%	%	%					
ALL WHITE NON-HISP VOTERS	38	55	7	924	37	58	5	869
GENDER								
Men	36	56	8	404	36	59	5	386
Women	40	55	6	520	38	57	5	483
AGE								
18-49	34	60	6	256	34	63	3	226
50+	41	52	7	660	40	54	6	635
DETAILED AGE								
18-29	-	-	-	63	-	-	-	49
30-49	33	64	4	193	31	66	3	177
50-64	46	46	9	334	45	47	8	319
65+	35	60	5	326	33	62	5	316
GENDER BY AGE								
Men 18-49	33	60	8	126	32	64	4	112
Men 50+	39	53	7	276	39	55	7	271
Women 18-49	36	60	4	130	35	63	2	114
Women 50+	43	51	7	384	41	53	6	364
EDUCATION								
College grad+	44	53	4	445	43	53	3	432
Some college or less	35	57	8	474	33	61	6	432
GENDER BY EDUCATION								
College grad+ men	36	60	4	227	36	61	3	224
College grad+ women	51	46	3	218	51	46	4	208
Some coll or less men	36	54	10	175	36	58	7	159
Some coll or less women	33	59	7	299	31	63	5	273
FAMILY INCOME								
\$75,000+	35	61	5	356	35	61	4	347
\$30,000-\$74,999	39	55	6	309	38	58	5	295
Less than \$30,000	47	45	8	168	45	49	6	141
PARTY ID								
Republican	5	92	3	362	5	93	2	354
Democrat	89	7	4	243	91	7	2	223
Independent	39	49	12	294	39	52	9	271
IDEOLOGY								
Conservative	15	83	3	433	12	85	3	415
Moderate	47	41	12	322	49	43	8	299
Liberal	84	10	6	153	86	10	5	144
REGION								
Northeast	47	45	8	183	47	46	7	174
Midwest	39	53	8	245	37	58	4	227
South	27	66	7	313	27	68	6	294
West	46	51	3	183	45	52	2	174

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
EARLY OCTOBER 2012 POLITICAL SURVEY
TOPLINE
October 4-7, 2012
N=1,511

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=1,201]:

	Quite a lot	(VOL.) Some	Only a little	(VOL.) None	(VOL.) DK/Ref
2012 Election					
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
2008 Election					
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
2004 Election					
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	*
2000 Election					
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	*
1996 Election					
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

THOUGHT CONTINUED...

	Quite <u>a lot</u>	(VOL.) <u>Some</u>	Only a <u>little</u>	(VOL.) <u>None</u>	(VOL.) <u>DK/Ref</u>
July, 1996	55	3	41	1	*
June, 1996	50	5	41	3	1
1992 Election					
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
1988 Election					
<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:

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=1,201]:

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
2012 Election					
Oct 4-7, 2012	47	33	13	5	1
Sep 12-16, 2012	44	34	15	7	*
Jun 7-17, 2012 ¹	37	35	18	9	*
2008 Election					
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	*
2004 Election					
November, 2004	52	36	8	4	*
2000 Election					
November, 2000	39	44	12	5	*
1996 Election					
November, 1996	34	45	15	6	*
1992 Election					
October, 1992	55	36	7	2	0

ASK ALL:

REG Which of these statements best describes you? [READ IN ORDER] [INSTRUCTION: BE SURE TO CLARIFY WHETHER RESPONDENT IS ABSOLUTELY CERTAIN THEY ARE REGISTERED OR ONLY PROBABLY REGISTERED; IF RESPONDENT VOLUNTEERS THAT THEY ARE IN NORTH DAKOTA AND DON'T HAVE TO REGISTER, PUNCH 1]

Oct 4-7

2012

72	Are you ABSOLUTELY CERTAIN that you are registered to vote at your current address
5	Are you PROBABLY registered, but there is a chance your registration has lapsed
22	Are you NOT registered to vote at your current address
1	Don't know/Refused (VOL.)

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

ASK ALL REGISTERED VOTERS (REG= 1):

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

BASED ON REGISTERED VOTERS [N=1,201]:

Oct 4-7

2012

82 Yes

18 No

* Don't know/Refused **(VOL.)****ASK ALL REGISTERED VOTERS (REG= 1):**FOLGOV Would you say you follow what's going on in government and public affairs **[READ]?****BASED ON REGISTERED VOTERS [N=1,201]:**

	<u>Most of the time</u>	<u>Some of the time</u>	<u>Only now and then</u>	<u>Hardly at all</u>	(VOL.) DK/Ref
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 ²	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	*
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	*

²

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 survey prior to Sept. 2010 used the longer question wording.

FOLGOV CONTINUED...

	Most of <u>the time</u>	Some of <u>the time</u>	Only now <u>and then</u>	Hardly <u>at all</u>	(VOL.) <u>DK/Ref</u>
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

NO QUESTIONS 1-4

ASK ALL REGISTERED VOTERS (REG=1):

Q.5 If the presidential election were being held TODAY, would you vote [READ AND RANDOMIZE: for the Democratic ticket of Barack Obama and Joe Biden OR the Republican ticket of Mitt Romney and Paul Ryan]?

ASK IF OTHER OR DK (Q.5=3-9):

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

ASK IF CHOSE ROMNEY OR OBAMA (Q.5=1,2):

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=1,201]:

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

TREND FOR COMPARISON:

BASED ON REGISTERED VOTERS

	<u>McCain</u>	<u>Strongly</u>	<u>Only</u> <u>mod</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Only</u> <u>mod</u>	<u>DK</u>	<u>Nader</u>	<u>Barr</u>	<u>Other/</u> <u>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

³ After July 2102, August 2008, June 2004, July 2000, July 1996, June 1992, and June 1988 the question specified vice presidential candidates.

Q.5-Q.5b TREND FOR COMPARISON CONTINUED...

	Bush	<i>Only</i>			Kerry	<i>Only</i>			Nader	Other/ DK/Ref
		<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
Two-way trial heats:										
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

	Bush	<i>Only</i>			Gore	<i>Only</i>			Nader	Buchanan	Other/ DK/Ref
		<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
Two-way trial heats:											
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

	Dole	<i>Only</i>			Clinton	<i>Only</i>			Perot	Other/ DK/Ref
		<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
Two-way trial heats:										
July, 1996	42	11	30	*	53	20	31	1	n/a	5

Q.5-Q.5b TREND FOR COMPARISON CONTINUED...

	<u>Dole</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Clinton</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Perot</u>	<u>Other/ DK/Ref</u>
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

	<u>Bush Sr.</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Clinton</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Perot</u>	<u>Other/ DK/Ref</u>
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
Two-way trial heats:										
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

	<u>Bush Sr.</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Dukakis</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Perot</u>	<u>Other/ DK/Ref</u>
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

NO QUESTION 6

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

Q.7 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=1,201]:

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	(VOL.) <u>DK/Ref</u>
Romney			
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%
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%

Q. 7 CONTINUED...

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	(VOL.) <u>DK/Ref</u>
June, 2004 ⁴	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%

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

Q.8 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=1,201]:

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	(VOL.) <u>DK/Ref</u>
Obama			
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%
Kerry			
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%

⁴ 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 CONTINUED...

	Chance might <u>vote for</u>	Decided not <u>to vote for</u>	(VOL.) <u>DK/Ref</u>
June, 2004 ⁵	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%
Gore			
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%
Clinton			
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%

NO QUESTIONS 9-11**ASK ALL REGISTERED VOTERS (REG=1):**

Just in general...

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

BASED ON REGISTERED VOTERS [N=1,201]:

	<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 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

⁵ 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.

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>
January, 2007	58	29	9	3	1	*	*
November, 2006	58	26	8	5	2	1	*
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	*	*

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>
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
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) ⁶	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 (REG=1):

PLANTO1 Do you yourself plan to vote in the election this November?

ASK IF PLAN TO VOTE (PLANTO1=1):

PLANTO2 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

BASED ON REGISTERED VOTERS [N=1,201]:

	<u>Yes, plan to vote</u>	<u>Absolutely certain</u>	<u>Fairly certain</u>	<u>Not certain⁷</u>	<u>No, don't plan to</u>	<u>(VOL.) DK/Ref</u>
2012 Election						
Oct 4-7, 2012 ⁸	96	89	6	*	3	2
Sep 12-16, 2012	97	89	7	1	2	1
Jun 7-17, 2012	97	86	10	*	2	1
2010 Election						
Aug 25-Sep 6, 2010	94	--	--	--	4	3
Jul 21-Aug 5, 2010 ⁹	91	70	17	3	7	2
Jun 16-20, 2010	90	69	19	2	8	2
Mar 11-21, 2010	91	69	20	2	6	3
2008 Election						
Mid-October, 2008	97	92	5	*	2	1

⁶ Trends for January 1992 and January 1989 are based on general public.⁷ Don't know responses to PLANTO2 not shown.⁸ 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.⁹ 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?"

PLANTO1/PLANTO2 CONTINUED...

	<u>Yes, plan to vote</u>	<u>Absolutely certain</u>	<u>Fairly certain</u>	<u>Not certain</u>	<u>No, don't plan to</u>	<u>(VOL.) DK/Ref</u>
Early October, 2008	97	92	4	1	2	1
Late September, 2008	97	91	6	*	2	1
Mid-September, 2008	97	90	6	1	2	1
August, 2008	97	--	--	--	2	1
July, 2008	97	--	--	--	2	1
June, 2008	95	85	8	2	2	3
2006 Election						
November, 2006	90	--	--	--	8	2
Late October, 2006	94	--	--	--	3	3
Early October, 2006	93	75	17	1	4	3
Early September, 2006	92	--	--	--	5	3
2004 Election						
November, 2004	97	--	--	--	2	1
Mid-October, 2004	98	--	--	--	1	1
Early October, 2004	98	91	6	1	1	1
September, 2004	98	91	6	1	1	1
August, 2004	98	89	8	1	2	*
June, 2004	96	85	10	1	2	2
2002 Election						
Early November, 2002	90	--	--	--	8	2
Early October, 2002	95	--	--	--	3	2
2000 Election						
Early November, 2000	96	--	--	--	3	1
Late October, 2000	97	--	--	--	2	1
Mid-October, 2000	96	--	--	--	2	2
Early October, 2000	97	87	9	1	2	1
September, 2000	95	84	10	1	3	2
June, 2000	95	84	10	1	2	3
1998 Election						
Late October, 1998	91	--	--	--	6	3
Early October, 1998	92	--	--	--	4	4
Early September, 1998	95	--	--	--	2	3
Late August, 1998	93	75	17	1	3	4
June, 1998	95	74	19	2	3	2
1996 Election						
November, 1996	96	--	--	--	2	2
October, 1996	98	87	10	1	1	1
Late September, 1996	98	89	8	1	1	1
Early September, 1996	96	83	11	2	2	2
July, 1996	95	82	12	1	3	2
June, 1996	96	84	11	1	2	2
1994 Election						
November, 1994	93	--	--	--	5	2
October, 1994	95	--	--	--	3	2
1992 Election						
October, 1992	98	91	6	1	1	1
September, 1992	98	85	11	2	1	1
August, 1992	97	89	8	*	1	2
June, 1992	97	88	8	1	1	2
1988 Election						
<i>Gallup:</i> November, 1988	97	87	9	1	2	1
October, 1988	98	--	--	--	1	1

NO QUESTIONS 11-14

ASK ALL:

Q.15 Is your overall opinion of **[INSERT NAME, RANDOMIZE a-b, FOLLOWED BY c-d]** 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.)	(VOL.)
	Total	Very	Mostly	Total	Very	Mostly	Never heard of	Can't rate/Ref
a. Barack Obama								
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 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
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

Q.15c AND Q.15d HELD FOR FUTURE RELEASE

NO QUESTIONS 16-19

ASK ALL:

Thinking about the presidential campaign ...

Q.20 Did you happen to watch the presidential debate between **[RANDOMIZE: Barack Obama and Mitt Romney]** on Wednesday night, or didn't you get a chance to see it? **[IF YES, ASK: How much of the debate did you watch: all of it, some of it, or only a little?]**

BASED ON REGISTERED VOTERS [N=1,201]:

Oct 4-7 <u>2012</u>		<i>Obama/McCain</i> <u>Sep 2008</u>	<i>Bush/Kerry</i> <u>Early Oct 2004</u>	<i>Gore/Bush</i> <u>Early Oct 2000</u>
43	Yes, all	34	41	32
20	Yes, some	20	22	24
6	Yes, a little	6	6	7
31	No, didn't watch	37	31	37
*	Don't know/Refused (VOL.)	1	*	*

ASK ALL:

Q.21 **[IF WATCHED DEBATE (Q.20=1-3):** Regardless of which presidential candidate you support; **IF DID NOT WATCH DEBATE (Q.20=4,9):** From what you've heard or read], who do you think did the better job in the presidential debate **[RANDOMIZE: Barack Obama or Mitt Romney]**?

BASED ON REGISTERED VOTERS:

<u>Oct 4-7, 2012</u>		TREND BASED ON WATCHERS:			
<i>Based on all RVs</i>	<i>Based on RV watchers</i>	<u>Early Oct 2004</u>		<u>Early Oct 2000</u>	
20	20	58	<i>Kerry</i>	41	<i>Gore</i>
66	72	26	<i>Bush</i>	32	<i>Bush</i>
3	4	9		22	
10	4	7		5	
<i>[N=1,201]</i>	<i>[N=880]</i>				

TREND FOR COMPARISON :**BASED ON REGISTERED VOTERS:****ASK IF WATCHED AT LEAST A LITTLE DEBATE COVERAGE OF ANY DEBATES:**

Overall, who do you think did the better job in the presidential debates – Barack Obama or John McCain?

<u>Oct 2008</u>	
67	Barack Obama
22	John McCain
9	Neither/Both (VOL.)
2	Don't know/Refused (VOL.)

ASK IF WATCHED DEBATE (Q.20=1-3):

Q.22 Overall, would you describe what you heard in the debate as **[RANDOMIZE: mostly informative OR mostly confusing]**?

BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE [N=880]:

Oct 4-7 <u>2012</u>	
64	Mostly informative
26	Mostly confusing
6	Neither/Both (VOL.)
4	Don't know/Refused (VOL.)

NO QUESTIONS 23-25

RANDOMIZE ORDER OF Q.26 AND Q.27**ASK ALL REGISTERED VOTERS (REG=1):**

Q.26 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=1,201]:

	Mitt <u>Romney</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>Both equally</u>	(VOL.) <u>DK/Ref</u>
a. A strong leader					
2012 Election					
Oct 4-7, 2012	44	44	3	5	4
Sep 12-16, 2012	38	51	5	2	4
2008 Election	<u>McCain</u>	<u>Obama</u>			
Late September, 2008	43	42	3	7	5
2004 Election	<u>Bush</u>	<u>Kerry</u>			
Mid-October, 2004	50	36	5	4	5
Early October, 2004	57	32	3	2	6
Mid-September, 2004	54	28	5	3	10
Early September, 2004	58	30	4	3	5
August, 2004	57	34	2	3	4
May, 2004	50	31	8	4	7
Late March, 2004	51	33	4	2	10
Mid-March, 2004	52	34	4	4	6
2000 Election	<u>Bush</u>	<u>Gore</u>			
Late-October, 2000	44	41	6	6	3
Mid-October, 2000	42	39	9	6	4
Early October, 2000	41	38	7	10	4
September, 2000	44	38	7	6	5
b. Takes more moderate positions					
2012 Election	<u>Romney</u>	<u>Obama</u>			
Oct 4-7, 2012	39	49	4	1	7
c. Willing to work with leaders from the other party					
2012 Election					
Oct 4-7, 2012	42	45	3	3	7
Jun 7-17, 2012	35	52	5	2	7
d. Connects well with ordinary Americans					
2012 Election					
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
2008 Election	<u>McCain</u>	<u>Obama</u>			
August, 2008	30	57	4	5	4
June, 2008	26	58	4	6	6
2000 Election	<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					
2012 Election	<u>Romney</u>	<u>Obama</u>			
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

Q.26 CONTINUED...

			(VOL.)	(VOL.)	(VOL.)
	<u>McCain</u>	<u>Obama</u>	<u>Neither</u>	Both equally	<u>DK/Ref</u>
2008 Election					
August, 2008	39	36	9	10	6
June, 2008	37	36	11	9	7
2004 Election	<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
2000 Election	<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
f.	Has new ideas				
	<u>Romney</u>	<u>Obama</u>			
2012 Election					
Oct 4-7, 2012	47	40	7	2	4
2008 Election	<u>McCain</u>	<u>Obama</u>			
August, 2008	17	69	8	2	4
June, 2008	12	74	7	3	4
2000 Election	<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				
	<u>Romney</u>	<u>Obama</u>			
2012 Election					
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.26 AND Q.27

ASK ALL REGISTERED VOTERS (REG=1):

Q.27 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=1,201]:

	<u>Mitt Romney</u>	<u>Barack Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
a.	Improving the job situation			
2012 Election				
Oct 4-7, 2012	49	41	5	5
Sep 12-16, 2012 ¹⁰	45	46	4	5
Jun 28-Jul 9, 2012	46	42	6	6
b.	Dealing with health care			
2012 Election				
Oct 4-7, 2012	44	47	4	5

¹⁰ For all September 2012 and earlier trends, question read "...would do the best job..."

Q.27 CONTINUED...

	<u>Romney</u>	<u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
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
TREND FOR COMPARISON				
<i>Improving the health care system</i>				
2008 Election	<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
2004 Election	<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
Late March, 2004	33	46	6	15
Mid-March, 2004	29	57	4	10
2000 Election	<u>Bush</u>	<u>Gore</u>	<u>Neither</u>	<u>DK/Ref</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				
2012 Election	<u>Romney</u>	<u>Obama</u>		
Oct 4-7, 2012	51	36	6	7
Sep 12-16, 2012	46	43	7	5
Jun 28-Jul 9, 2012 ¹¹	50	36	8	6
2008 Election	<u>McCain</u>	<u>Obama</u>		
Mid-October, 2008	30	50	9	11
1996 Election	<u>Dole</u>	<u>Clinton</u>		
September, 1996	41	38	11	10
July, 1996	39	40	11	10
d. Dealing with taxes				
2012 Election	<u>Romney</u>	<u>Obama</u>	<u>(VOL.) Neither</u>	<u>(VOL.) DK/Ref</u>
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
2008 Election	<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
2000 Election	<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

¹¹ In 2012 the word "federal" was added to the question.

Q.28 CONTINUED...

FOR COMPARISON*Cutting taxes***1996 Election**

September, 1996

Dole Clinton Neither DK/Ref

42 34 14 10

July, 1996

42 35 12 11

TREND FOR COMPARISON*Not increasing taxes***1992 Election**

October, 1992

Bush Clinton Perot Neither DK/Ref

35 25 8 16 16

- e. Making wise decisions about
-
- foreign policy

2012 Election

Oct 4-7, 2012

Romney Obama

43 47 3 7

Sep 12-16, 2012

38 53 3 6

Jun 28-Jul 9, 2012

40 48 4 8

2008 Election

Mid-October, 2008

McCain Obama

45 44 1 10

Late September, 2008

49 42 2 7

Mid-September, 2008

51 40 2 7

July, 2008

43 42 2 13

2004 Election

September, 2004

Bush Kerry

53 37 3 7

August, 2004

43 47 2 8

May, 2004

43 42 4 11

Late March, 2004

44 38 4 14

Mid-March, 2004

44 45 3 8

2000 Election

March, 2000

Bush Gore

40 46 4 10

1996 Election

Early September, 1996

Dole Clinton

39 44 7 10

July, 1996

42 42 5 11

TREND FOR COMPARISON**1992 Election**

October, 1992

Bush Clinton Perot Neither DK/Ref

53 27 6 3 11

- f. Dealing with Medicare

2012 Election

Oct 4-7, 2012

Romney Obama

43 46 4 7

Sep 12-16, 2012

38 51 4 6

ASK ALL REGISTERED VOTERS (REG=1):

- Q.28 Overall, which candidate has better ideas about the role of the federal government in solving
-
- problems [RANDOMIZE: Mitt Romney or Barack Obama]?

BASED ON REGISTERED VOTERS [N=1,201]:

Oct 4-7

201247 Mitt Romney
43 Barack Obama
4 Neither (VOL.)
6 Don't know/Refused (VOL.)**NO QUESTIONS 29-33**

ASK ALL:

On another subject...

Q.34 Since taking office, have Barack Obama's economic policies made economic conditions better, worse, or not had an effect so far?

	<u>Better</u>	<u>Worse</u>	<u>No effect so far</u>	<u>(VOL.) Too soon/ early to tell</u>	<u>(VOL.) DK/Ref</u>
Oct 4-7, 2012	33	35	27	1	5
Feb 9-12, 2012	33	35	25	1	6
Sep 22-Oct 4, 2011	20	38	37	1	4
Jun 15-19, 2011	27	34	33	2	5
Jan 5-9, 2011	28	31	35	2	4
Aug 25-Sep 6, 2010	27	32	36	2	4
Jun 3-6, 2010	23	29	35	3	9
Feb 3-9, 2010	24	27	42	3	5
Dec 9-13, 2009	30	24	39	3	4
Sep 30-Oct 4, 2009	31	20	42	4	3
Jul 20-26, 2009	24	21	46	3	6
Jun 10-14, 2009	26	16	49	4	4
Apr 14-21, 2009	26	17	47	6	4
Mar 9-12, 2009	14	15	64	4	3

QUESTIONS 35, 39, 40, 42, 43, 52, 56-63 HELD FOR FUTURE RELEASE

NO QUESTIONS 36-38, 41, 44-51, 53-55

RANDOMIZE ORDER OF Q.64 AND Q.65**ASK ALL:**

Q.64 (Next,) Thinking about what Barack Obama might do for some groups if he were elected for a second term, do you think his policies would help **[INSERT FIRST ITEM; RANDOMIZE]**, or not? How about **[NEXT ITEM]**? **[IF NECESSARY: Would Barack Obama's policies help [ITEM], or not?]**

	<u>Yes, would help</u>	<u>No, would not</u>	<u>(VOL.) Depends/ Both/Neither</u>	<u>(VOL.) DK/Ref</u>
a. Middle class people				
Oct 4-7, 2012	52	41	1	6
Jul 16-26, 2012	50	39	1	9
b. Wealthy people				
Oct 4-7, 2012	33	56	2	8
Jul 16-26, 2012	37	48	2	12
c. Poor people				
Oct 4-7, 2012	64	30	1	5
Jul 16-26, 2012	60	30	2	9

RANDOMIZE ORDER OF Q.64 AND Q.65**ASK ALL:**

Q.65 (Next,) Thinking about what Mitt Romney might do for some groups if he were elected president, do you think his policies would help **[INSERT FIRST ITEM; RANDOMIZE ITEMS IN SAME ORDER AS Q.64]**, or not? How about **[NEXT ITEM]**? **[IF NECESSARY: Would Mitt Romney's policies help [ITEM], or not?]**

	<u>Yes, would help</u>	<u>No, would not</u>	<u>(VOL.) Depends/ Both/Neither</u>	<u>(VOL.) DK/Ref</u>
a. Middle class people				
Oct 4-7, 2012	46	46	1	6
Jul 16-26, 2012	40	41	3	16

Q.65 CONTINUED...

		Yes, <u>would help</u>	No, <u>would not</u>	(VOL.) Depends/ <u>Both/Neither</u>	(VOL.) <u>DK/Ref</u>
b.	Wealthy people				
	Oct 4-7, 2012	74	17	1	7
	Jul 16-26, 2012	71	12	2	16
c.	Poor people				
	Oct 4-7, 2012	35	58	1	6
	Jul 16-26, 2012	31	53	2	14

Q.66 HELD FOR FUTURE RELEASE**ASK ALL REGISTERED VOTERS (REG=1):**

Q.67 Now I'm going to read 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=1,201]:

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

ASK ALL REGISTERED VOTERS (REG=1):

And one last question about the candidates...

RANDOMIZE ORDER OF Q.68 AND Q.69**ASK CERTAIN OBAMA VOTERS AND SWING VOTERS ((Q.5=2,3,8,9) OR (Q.5=1 AND Q.8=1)):**

Q.68 Which better describes your concerns about Mitt Romney? Is it more that you **[RANDOMIZE]** or more that you **[RANDOMIZE]**?

BASED ON CERTAIN OBAMA VOTERS AND SWING VOTERS [N=676]:

Oct 4-7

2012

39	Don't trust him personally
44	Disagree with him on issues
2	Neither (VOL.)
12	Both equally (VOL.)
3	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF Q.68 AND Q.69**ASK CERTAIN ROMNEY VOTERS AND SWING VOTERS ((Q.5=1,3,8,9) OR (Q.5=2 AND Q.7 = 1)):**

Q.69 Which better describes your concerns about Barack Obama? Is it more that you [RANDOMIZE] or more that you [RANDOMIZE]?

BASED ON CERTAIN ROMNEY VOTERS AND SWING VOTERS [N=719]:

Oct 4-7

2012

21 Don't trust him personally
61 Disagree with him on issues
3 Neither (VOL.)
13 Both equally (VOL.)
3 Don't know/Refused (VOL.)

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=1,112]:

				(VOL.) No	(VOL.) Other	(VOL.) DK/Ref	Lean Rep	Lean Dem
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>preference</u>	<u>party</u>			
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=1,201]:

				(VOL.) No	(VOL.) Other	(VOL.) DK/Ref	Lean Rep	Lean Dem
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>preference</u>	<u>party</u>			
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:

				(VOL.) No	(VOL.) Other	(VOL.) DK/Ref	Lean Rep	Lean Dem
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>preference</u>	<u>party</u>			
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

PARTY/PARTYLN CONTINUED...

				No	Other	(VOL.)	(VOL.)	Lean	Lean
	Republican	Democrat	Independent	preference	party	(VOL.)	DK/Ref	Rep	Dem
Yearly Totals									
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
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
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:

TEAPARTY2 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

	Agree	Disagree	No opinion either way	(VOL.) Haven't heard of	(VOL.) Refused	Not heard of/ DK
Oct 4-7, 2012	19	25	52	2	2	--
Sep 12-16, 2012	18	26	53	2	2	--
Jul 16-26, 2012	16	27	54	2	1	--
Jun 28-Jul 9, 2012	19	27	49	3	2	--
Jun 7-17, 2012	21	25	52	2	1	--
May 9-Jun 3, 2012	16	25	54	2	3	--
Apr 4-15, 2012	20	26	50	3	2	--
Mar 7-11, 2012	19	29	48	2	2	--
Feb 8-12, 2012	18	25	53	2	2	--
Jan 11-16, 2012	20	24	52	2	2	--
Jan 4-8, 2012	18	25	52	2	3	--
Dec 7-11, 2011	19	27	50	2	2	--
Nov 9-14, 2011	20	27	51	1	1	--
Sep 22-Oct 4, 2011	19	27	51	2	1	--
Aug 17-21, 2011	20	27	50	1	1	--
Jul 20-24, 2011	20	24	53	1	1	--
Jun 15-19, 2011	20	26	50	3	2	--
May 25-30, 2011	18	23	54	2	2	--
Mar 30-Apr 3, 2011	22	29	47	1	1	--
Mar 8-14, 2011	19	25	54	1	1	--
Feb 22-Mar 1, 2011	20	25	52	2	2	--
Feb 2-7, 2011 ¹²	22	22	53	2	2	--

¹² In the February 2-7, 2011 survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard

TEAPARTY2 CONTINUED...

	<u>Agree</u>	<u>Disagree</u>	<u>No opinion either way</u>	<u>Haven't heard of</u>	<u>(VOL.) Refused</u>	<u>Not heard of/ DK</u>
Jan 5-9, 2011	24	22	50	2	1	--
Dec 1-5, 2010	22	26	49	2	2	--
Nov 4-7, 2010	27	22	49	1	1	--
Oct 27-30, 2010 (RVs)	29	25	32	--	1	13
Oct 13-18, 2010 (RVs)	28	24	30	--	1	16
Aug 25-Sep 6, 2010 (RVs)	29	26	32	--	1	13
Jul 21-Aug 5, 2010	22	18	37	--	1	21
Jun 16-20, 2010	24	18	30	--	*	27
May 20-23, 2010	25	18	31	--	1	25
Mar 11-21, 2010	24	14	29	--	1	31

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=1,201]:

	<u>Voted</u>	<u>Obama</u>	<u>McCain</u>	<u>Other candidate</u>	<u>(VOL.) DK/Ref</u>	<u>Did not vote</u>	<u>(VOL.) Don't remember/ Ref</u>
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 (REG=1):

[IF RESPONDENT HAS ALREADY VOTED (PLANTO1=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=1,201]:

	<u>Definitely will vote</u>								<u>Definitely will not vote</u>		<u>(VOL.) DK/Ref</u>
	<u>10</u>	<u>9</u>	<u>8</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	
2012 Election											
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

or read a lot or a little about the Tea Party. In May 2010 through October 2010, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."

SCALE10 CONTINUED...

	Definitely will vote								Definitely will not vote		(VOL.) DK/Ref
	<u>10</u>	<u>9</u>	<u>8</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	
2010 Election											
Oct 27-30, 2010 ¹³	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
2008 Election											
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
2006 Election											
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
2004 Election											
November, 2004	87	4	3	1	1	1	*	*	*	2	1
Mid-October, 2004	87	4	3	1	1	1	*	*	*	2	1
2002 Election											
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
2000 Election											
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
1998 Election											
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
1996 Election											
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
1994 Election											
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
1992 Election											
<i>Gallup</i> : September, 1992	77	5	4	3	2	4	*	1	*	4	*
1988 Election											
<i>Gallup</i> : November, 1988	77	7	6	2	1	3	*	*	*	2	2
<i>Gallup</i> : October, 1988	73	8	7	3	2	3	1	*	*	1	2

¹³ 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.