

# The Economist/YouGov Poll



Sample            1000 General Population Respondents  
 Conducted        October 13-15, 2012  
 Margin of Error   ±4.9%

## 1. How closely have you been following news about the 2012 presidential election campaign?

Very closely ..... 47%  
 Somewhat closely ..... 34%  
 Not too closely ..... 13%  
 Not at all ..... 5%

## 2. Would you say things in this country today are...

Generally headed in the right direction ..... 33%  
 Off on the wrong track ..... 57%  
 Not sure ..... 10%

## 3. How important are the following issues to you?

	Very Important	Somewhat Important	Not very Important	Unimportant
The economy	81%	18%	1%	0%
Immigration	41%	39%	16%	4%
The environment	32%	37%	22%	9%
Terrorism	47%	35%	14%	3%
Gay rights	19%	24%	24%	33%
Education	53%	34%	10%	2%
Health care	68%	27%	3%	2%
Social security	59%	33%	7%	1%
The budget deficit	60%	29%	9%	2%
The war in Afghanistan	32%	43%	19%	5%
Taxes	64%	31%	4%	1%
Medicare	55%	32%	11%	2%
Abortion	30%	33%	24%	13%

4. Which of these is the **most** important issue for you?

The economy	48%
Immigration	3%
The environment	2%
Terrorism	1%
Gay rights	2%
Education	5%
Health care	10%
Social security	7%
The budget deficit	9%
The war in Afghanistan	1%
Taxes	4%
Medicare	3%
Abortion	3%

5. Did you watch the vice presidential debate between Joe Biden and Paul Ryan this past Thursday?

Yes, I watched all of it	43%
Yes, I watched parts of it	23%
No, I didn't watch it	33%

6. Who do you think won the vice presidential debate?

Biden won	33%
It was a tie	12%
Ryan won	30%
Not sure	26%

7. Did the vice presidential debate change your opinion of either candidate? Check all that apply.

It made me more favorable towards Joe Biden .....	20%
It made me more favorable towards Paul Ryan .....	20%
It made me less favorable towards Joe Biden .....	20%
It made me less favorable toward Paul Ryan .....	9%
It didn't change my opinion of either candidate. ....	44%

8. Do you think Joe Biden is qualified to serve effectively as President, if that becomes necessary?

Yes .....	41%
No .....	44%
Not sure .....	15%

9. Do you think Paul Ryan is qualified to serve effectively as President, if that becomes necessary?

Yes .....	40%
No .....	37%
Not sure .....	23%

10. Do you plan to watch the second presidential debate between Barack Obama and Mitt Romney, to be held this coming Tuesday?

I will definitely watch it .....	53%
I will probably watch it .....	26%
I will probably not watch it .....	13%
I will definitely not watch it .....	8%

11. Who do you think will win the second presidential debate?

Obama will win .....	29%
It will be a tie .....	7%
Romney will win .....	31%
Not sure .....	32%

12. Do you think the debates will affect the outcome of the election?

Yes .....	50%
No .....	23%
Not sure .....	27%

13. If Barack Obama were re-elected president in 2012, would the economy get better, get worse, or stay about the same?

Get better .....	36%
About the same .....	15%
Get worse .....	43%
Not sure .....	6%

14. If Mitt Romney were elected president in 2012, would the economy get better, get worse, or stay about the same?

Get better .....	42%
About the same .....	15%
Get worse .....	31%
Not sure .....	11%

15. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Barack Obama	29%	20%	8%	40%	4%
Mitt Romney	25%	22%	14%	31%	7%
Paul Ryan	26%	19%	14%	30%	12%
Joe Biden	25%	21%	12%	34%	8%

16. Do you approve or disapprove of the way Barack Obama is handling his job as President?

Strongly Approve	20%
Somewhat Approve	26%
Somewhat Disapprove	11%
Strongly Disapprove	41%
Not Sure	3%

17. Do you approve or disapprove of the way Barack Obama is handling these specific issues?

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No opinion
The economy	20%	22%	10%	43%	4%
Immigration	16%	25%	11%	38%	10%
The environment	16%	27%	16%	27%	13%
Terrorism	27%	25%	11%	29%	8%
Gay rights	21%	21%	10%	32%	16%
Education	20%	27%	16%	25%	12%
Health care	28%	16%	9%	43%	4%
Social security	20%	25%	14%	32%	10%
The budget deficit	14%	20%	15%	44%	7%
The war in Afghanistan	20%	28%	17%	26%	9%
Taxes	21%	23%	13%	36%	7%
Medicare	23%	19%	14%	33%	10%
Abortion	21%	19%	8%	32%	19%

18. Overall, do you approve or disapprove of the way that the United States Congress is handling its job?

Strongly approve	1%
Somewhat approve	9%
Neither approve nor disapprove	16%
Somewhat disapprove	26%
Strongly disapprove	42%
Not sure	6%

19. How enthusiastic are you about voting for president in the upcoming presidential election in November?

*Asked of registered voters*

Extremely enthusiastic	39%
Very enthusiastic	25%
Somewhat enthusiastic	18%
Not too enthusiastic	12%
Not at all enthusiastic	6%

20. Who will you vote for in the 2012 Presidential election?

*Asked of registered voters. Those responding "not sure" were asked a followup question about which way they leaned, and they were allocated to the candidate to which they lean.*

	Registered Voters	Likely Voters
Barack Obama	48%	47%
Mitt Romney	43%	46%
Other	5%	4%
Not sure	3%	3%

21. How sure are you about your plans to vote for [Obama/Romney]?

*Asked of Obama/Romney supporters*

I will definitely vote for [Obama/Romney]. My mind is made up	91%
I will probably vote for [Obama/Romney], but I could change my mind	7%
I'm leaning toward voting for [Obama/Romney]	3%

**22. Would you say you are mostly voting for [Obama/Romney] or against [other candidate]?**  
*Asked of Obama/Romney supporters*

I'm mostly voting for [Obama/Romney] ..... 68%  
 I'm mostly voting against [other candidate] ..... 31%  
 Not sure ..... 1%

**23. Regardless of which candidate you support, who do you think is most likely to win the Presidential election in November?**  
*Asked of registered voters*

Obama will definitely win ..... 16%  
 Obama will probably win ..... 29%  
 Obama and Romney are equally likely to win ..... 17%  
 Romney will probably win ..... 18%  
 Romney will definitely win ..... 11%  
 Don't know ..... 10%

**24. If an election for U.S. Congress were being held today, who would you vote for in the district where you live?**

	Registered Voters	Likely voters
The Democratic Party candidate	42%	42%
The Republican Party candidate	40%	43%
Other	2%	2%
Not sure	14%	13%
I would not vote	2%	1%

25. How well do you think each the following describes Barack Obama?

	Very well	Somewhat well	Not very well	Not well at all
Takes positions on issues and sticks by them	23%	31%	22%	24%
Is personally wealthy	37%	47%	11%	5%
Cares about people like me	33%	20%	17%	31%
Cares about the poor	33%	26%	19%	22%
Cares about the middle class	33%	22%	17%	28%
Cares about the wealthy	18%	35%	21%	26%

26. How well do you think each the following describes Mitt Romney?

	Very well	Somewhat well	Not very well	Not well at all
Takes positions on issues and sticks by them	21%	30%	17%	32%
Is personally wealthy	83%	11%	2%	4%
Cares about people like me	23%	24%	18%	35%
Cares about the poor	21%	22%	18%	39%
Cares about the middle class	25%	25%	18%	32%
Cares about the wealthy	63%	30%	4%	3%



27. In general, how would you describe your own political viewpoint?

Very liberal .....	6%
Liberal .....	16%
Moderate .....	33%
Conservative .....	25%
Very Conservative .....	13%
Not sure .....	7%

28. Would you say Barack Obama is...

Very liberal .....	41%
Liberal .....	27%
Moderate .....	20%
Conservative .....	3%
Very conservative .....	1%
Not sure .....	9%

29. Would you say Mitt Romney is...

Very liberal .....	3%
Liberal .....	4%
Moderate .....	15%
Conservative .....	42%
Very conservative .....	23%
Not sure .....	14%

30. Do you think Barack Obama...

Says what he believes .....	42%
Says what he thinks people want to hear .....	53%
Not sure .....	4%

31. Regardless of whether you agree with him, do you like Barack Obama as a person?

Like a lot .....	36%
Like somewhat .....	23%
Dislike .....	35%
Not sure .....	5%

32. Do you think Mitt Romney...

Says what he believes .....	37%
Says what he thinks people want to hear .....	52%
Not sure .....	12%

33. Regardless of whether you agree with him, do you like Mitt Romney as a person?

Like a lot .....	23%
Like somewhat .....	29%
Dislike .....	39%
Not sure .....	9%

**34. Which of these words would you use to describe Barack Obama?**

	Yes	No Opinion	No
Arrogant	45%	23%	32%
Bold	31%	51%	18%
Effective	27%	36%	38%
Exciting	21%	55%	24%
Experienced	25%	39%	36%
Honest	35%	26%	39%
Hypocritical	37%	33%	30%
Inspiring	35%	38%	27%
Intelligent	62%	24%	15%
Partisan	32%	49%	19%
Patriotic	30%	35%	35%
Religious	16%	48%	36%
Sincere	36%	28%	35%
Steady	30%	46%	24%
Strong	34%	40%	26%

**35. Which of these words would you use to describe Mitt Romney?**

	Yes	No Opinion	No
Arrogant	40%	25%	34%
Bold	29%	56%	14%
Effective	34%	47%	19%
Exciting	12%	56%	32%
Experienced	43%	41%	16%
Honest	33%	31%	36%
Hypocritical	38%	36%	26%
Inspiring	21%	46%	33%
Intelligent	56%	34%	9%
Partisan	29%	55%	16%
Patriotic	43%	46%	11%
Religious	62%	34%	3%
Sincere	30%	36%	34%
Steady	31%	49%	20%
Strong	34%	51%	15%

**36. Overall, do you think the economy is getting better or worse?**

Getting better .....	30%
About the same .....	27%
Getting worse .....	38%
Not sure .....	4%

**37. Do you think the stock market will be higher or lower 12 months from now?**

Higher .....	25%
About the same .....	37%
Lower .....	17%
Not sure .....	21%

**38. Would you say that you and your family are...**

Better off financially than you were a year ago .....	18%
About the same financially as you were a year ago .....	44%
Worse off financially than you were a year ago .....	36%
Not sure .....	2%

**39. Gender**

Male .....	49%
Female .....	51%

**40. Education**

No high school .....	1%
High school graduate .....	38%
Some college .....	24%
2-year college .....	8%
4-year college .....	20%
Post-graduate .....	8%

**41. Age**

18-29 .....	25%
30-44 .....	27%
45-64 .....	33%
65+ .....	15%

**42. Race**

White .....	68%
Black .....	15%
Hispanic .....	11%
Other .....	6%

**43. Region**

Northeast .....	15%
Midwest .....	18%
South .....	36%
West .....	31%

**44. Party Identification**

Democrat .....	33%
Lean Democrat .....	9%
Independent .....	17%
Lean Republican .....	8%
Republican .....	33%

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<b>Sponsorship</b>	<i>The Economist</i>
<b>Fieldwork</b>	YouGov
<b>Interviewing Dates</b>	October 13-15, 2012
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, political interest, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, news interest, voter registration, and non-placement on an ideology scale. The weights range from 0 to 8, with a mean of one and a standard deviation of 1.21.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	34 questions not reported.