

The Economist/YouGov Poll



Sample 1000 General Population Respondents
 Conducted May 26-28, 2012
 Margin of Error ±4.1%

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

Very closely 36%
 Somewhat closely 32%
 Not too closely 21%
 Not at all 10%

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

Generally headed in the right direction 27%
 Off on the wrong track 57%
 Not sure 16%

3. How important are the following issues to you?

	Very Important	Somewhat Important	Not very Important	Unimportant
The war in Iraq	31%	37%	22%	11%
The economy	81%	16%	3%	1%
Immigration	40%	34%	20%	5%
The environment	36%	35%	18%	11%
Terrorism	48%	30%	16%	6%
Gay rights	19%	26%	23%	31%
Education	56%	31%	10%	4%
Health care	66%	25%	6%	3%
Social security	62%	29%	7%	1%
The budget deficit	59%	26%	10%	4%
The war in Afghanistan	35%	39%	19%	7%
Taxes	56%	34%	7%	3%
Medicare	55%	30%	13%	3%
Abortion	30%	29%	22%	18%

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

The war in Iraq	0%
The economy	39%
Immigration	2%
The environment	3%
Terrorism	2%
Gay rights	2%
Education	6%
Health care	12%
Social security	12%
The budget deficit	11%
The war in Afghanistan	1%
Taxes	3%
Medicare	5%
Abortion	2%

5. 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	25%	21%	12%	38%	5%
Mitt Romney	14%	26%	18%	31%	10%

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

Strongly Approve	16%
Somewhat Approve	26%
Somewhat Disapprove	16%
Strongly Disapprove	36%
Not Sure	7%

7. Below are some issues facing the country. For each one, indicate whether you approve or disapprove of the way Barack Obama is handling that issue.

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No opinion
The war in Iraq	20%	31%	15%	21%	13%
The economy	16%	23%	16%	38%	7%
Immigration	10%	23%	18%	31%	18%
The environment	11%	31%	16%	27%	16%
Terrorism	23%	28%	15%	22%	12%
Gay rights	20%	21%	12%	32%	15%
Education	16%	26%	19%	25%	14%
Health care	19%	21%	11%	42%	7%
Social security	12%	23%	17%	30%	16%
The budget deficit	13%	19%	17%	42%	9%
The war in Afghanistan	15%	33%	20%	22%	10%
Taxes	16%	23%	16%	35%	10%
Medicare	14%	22%	18%	32%	14%
Abortion	14%	20%	13%	28%	26%

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

Strongly approve	1%
Somewhat approve	5%
Neither approve nor disapprove	14%
Somewhat disapprove	26%
Strongly disapprove	43%
Not sure	11%

9. If the 2012 presidential election were being held today, who would you vote for?
Asked of registered voters. Respondents who initially answered 'not sure' but indicated they were leaning toward Obama or Romney in a follow-up question are counted as Obama or Romney supporters

Barack Obama	46%
Mitt Romney	43%
Other	7%
Not sure	5%

10. 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	14%
Obama will probably win	29%
Obama and Romney are equally likely to win	22%
Romney will probably win	19%
Romney will definitely win	7%
Don't know	11%

11. How familiar are you with the following companies?

	Very familiar	Somewhat familiar	Not very familiar	Have not heard of
Bain Capital	14%	23%	23%	40%
Blackstone Group	5%	17%	32%	46%
Goldman Sachs	17%	34%	29%	20%
JP Morgan Chase	28%	40%	27%	6%

12. Overall, do you have a favorable or an unfavorable impression of the following companies?
Items only asked of respondents who indicated that they had heard of the respective companies

	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable
Bain Capital	5%	15%	39%	15%	26%
Blackstone Group	2%	10%	60%	17%	12%
Goldman Sachs	1%	9%	39%	25%	26%
JP Morgan Chase	5%	13%	38%	21%	22%

13. Which of the following positions has Mitt Romney held? Check all that apply.

CEO of Bain Capital	50%
Governor of Massachusetts	71%
Director of Marriott International	5%
U.S. Senator	14%
Lecturer at Harvard Business School	9%
None of the above	15%

14. Which of the following positions has Barack Obama held? Check all that apply.

President of the Harvard Law Review	33%
U.S. Senator	73%
Governor of Illinois	13%
Lecturer at University of Chicago Law School	33%
Director of Goldman Sachs	1%
None of the above	13%

15. Before Mitt Romney became Governor of Massachusetts, he was the CEO of Bain Capital. Do you think Romney mostly *created* or *eliminated* jobs when he ran Bain Capital?

Created many jobs	11%
Created a few jobs	10%
Neither created nor eliminated jobs	10%
Eliminated a few jobs	10%
Eliminated many jobs	24%
Not sure	35%

16. To be an effective President, is it more important for someone to have had experience in politics or business?

Experience in politics is more important	19%
Both equally important	57%
Experience in business is more important	13%
Not sure	12%

17. Which party do you think would be better for ...

	Democrats	About the same	Republicans	Not sure
The poor	51%	13%	22%	14%
The middle class	39%	16%	31%	14%
Wall Street	13%	19%	53%	15%
Immigrants	49%	18%	16%	17%
Small businesses	32%	20%	35%	13%

18. Do you think of yourself as a part of the Tea Party movement?

Yes	11%
No	73%
Not sure	15%

19. Would you say Barack Obama is...

Very liberal	33%
Liberal	21%
Moderate	26%
Conservative	3%
Very conservative	3%
Not sure	14%

20. Would you say Mitt Romney is...

Very liberal	3%
Liberal	6%
Moderate	23%
Conservative	30%
Very conservative	18%
Not sure	20%

21. Do you think Barack Obama...

Says what he believes	37%
Says what he thinks people want to hear	51%
Not sure	12%

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

Like a lot	32%
Like somewhat	28%
Dislike	27%
Not sure	13%

23. Do you think Mitt Romney...

Says what he believes	20%
Says what he thinks people want to hear	59%
Not sure	21%

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

Like a lot	8%
Like somewhat	32%
Dislike	36%
Not sure	24%

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

	Yes	No Opinion	No
Arrogant	36%	34%	30%
Bold	30%	56%	14%
Effective	24%	42%	33%
Exciting	21%	62%	17%
Experienced	22%	44%	34%
Honest	30%	37%	33%
Hypocritical	32%	40%	28%
Inspiring	35%	45%	20%
Intelligent	60%	29%	12%
Partisan	27%	56%	18%
Patriotic	27%	43%	29%
Religious	15%	55%	30%
Sincere	33%	37%	30%
Steady	25%	58%	17%
Strong	30%	51%	19%

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

	Yes	No Opinion	No
Arrogant	34%	47%	19%
Bold	19%	67%	14%
Effective	23%	60%	17%
Exciting	5%	59%	36%
Experienced	40%	50%	10%
Honest	15%	54%	32%
Hypocritical	30%	51%	18%
Inspiring	9%	59%	32%
Intelligent	48%	42%	10%
Partisan	23%	67%	10%
Patriotic	33%	58%	9%
Religious	44%	51%	5%
Sincere	16%	55%	30%
Steady	22%	65%	13%
Strong	22%	65%	13%

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

Getting better	26%
About the same	38%
Getting worse	30%
Not sure	6%

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

Higher	21%
About the same	35%
Lower	19%
Not sure	25%

29. Would you say that you and your family are...

Better off financially than you were a year ago	14%
About the same financially as you were a year ago	52%
Worse off financially than you were a year ago	30%
Not sure	4%

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

The Democratic Party candidate	37%
The Republican Party candidate	35%
Other	2%
Not sure	16%
I would not vote	10%

31. Gender

Male	48%
Female	52%

32. Education

No high school	12%
High school graduate	28%
Some college	25%
2-year college	7%
4-year college	18%
Post-graduate	9%

33. Age

18-29	21%
30-44	27%
45-64	34%
65+	18%

34. Race

White	74%
Black	11%
Hispanic	8%
Other	6%

35. Region

Northeast	18%
Midwest	22%
South	38%
West	22%

36. Party Identification

Democrat	33%
Lean Democrat	13%
Independent	16%
Lean Republican	11%
Republican	27%

Sponsorship	<i>The Economist</i>
Fieldwork	YouGov
Interviewing Dates	May 26-28, 2012
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov’s PollingPoint panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2005–2007 American Community Study. Voter registration, turnout, religion, news interest, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Current Population Survey Registration and Voting Supplement and the Pew Religion in American Life Survey. Matching respondents were selected from the PollingPoint panel, an opt-in Internet panel.
Weighting	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 0.1 to 7, with a mean of one and a standard deviation of 0.87.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	29 questions not reported.