

The Economist/YouGov Poll



Sample 1000 General Population Respondents
 Conducted August 4-6, 2012
 Margin of Error ±4.1%

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

Very closely	38%
Somewhat closely	32%
Not too closely	19%
Not at all	11%

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

Generally headed in the right direction	25%
Off on the wrong track	60%
Not sure	15%

3. How important are the following issues to you?

	Very Important	Somewhat Important	Not very Important	Unimportant
The economy	79%	18%	2%	1%
Immigration	41%	35%	16%	9%
The environment	35%	38%	18%	10%
Terrorism	45%	35%	14%	6%
Gay rights	18%	24%	22%	35%
Education	50%	34%	11%	5%
Health care	68%	24%	5%	3%
Social security	59%	28%	10%	3%
The budget deficit	62%	27%	8%	3%
The war in Afghanistan	28%	44%	19%	9%
Taxes	61%	30%	7%	2%
Medicare	53%	30%	13%	3%
Abortion	28%	35%	21%	17%

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

The economy	41%
Immigration	4%
The environment	4%
Terrorism	2%
Gay rights	3%
Education	4%
Health care	12%
Social security	11%
The budget deficit	7%
The war in Afghanistan	1%
Taxes	3%
Medicare	4%
Abortion	3%

5. If Barack Obama were reelected president in 2012, would the U.S. become more or less safe from foreign threats?

More safe from foreign threats	17%
About the same	41%
Less safe from foreign threats	31%
Not sure	11%

6. If Barack Obama were reelected president in 2012, would the U.S. become more or less respected by other countries?

More respected by other countries	22%
About the same	35%
Less respected by other countries	33%
Not sure	11%

7. If Mitt Romney were elected president in 2012, would the U.S. become more or less safe from foreign threats?

More safe from foreign threats	24%
About the same	30%
Less safe from foreign threats	27%
Not sure	19%

8. If Mitt Romney were elected president in 2012, would the U.S. become more or less respected by other countries?

More respected by other countries	27%
About the same	19%
Less respected by other countries	36%
Not sure	18%

9. If Barack Obama were reelected president, what do you think the effect would be on the following things?

	Would go up	Would stay the same	Would go down
The federal budget deficit	49%	33%	17%
Your own federal taxes	45%	45%	10%
The overall rate of economic growth in America	30%	34%	37%
Federal spending on social security and Medicare	31%	52%	17%
Defense spending	9%	46%	45%
Federal spending on domestic programs like education, food stamps, and highways	48%	40%	12%
The unemployment rate	42%	31%	28%

10. If Mitt Romney were elected president, what do you think the effect would be on the following things?

	Would go up	Would stay the same	Would go down
The federal budget deficit	34%	36%	30%
Your own federal taxes	35%	50%	15%
The overall rate of economic growth in America	37%	34%	29%
Federal spending on social security and Medicare	13%	48%	39%
Defense spending	51%	41%	8%
Federal spending on domestic programs like education, food stamps, and highways	10%	38%	52%
The unemployment rate	31%	34%	35%

11. 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	26%	19%	11%	38%	6%
Mitt Romney	17%	22%	20%	30%	11%
Tim Pawlenty	5%	19%	17%	11%	48%
Rob Portman	6%	11%	12%	7%	65%
Bobby Jindal	12%	15%	13%	14%	46%
Paul Ryan	14%	13%	11%	17%	45%
Marco Rubio	16%	15%	13%	13%	42%

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

Strongly Approve	17%
Somewhat Approve	27%
Somewhat Disapprove	11%
Strongly Disapprove	39%
Not Sure	6%

13. 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	14%	23%	12%	40%	10%
Immigration	13%	21%	15%	36%	16%
The environment	13%	27%	14%	26%	20%
Terrorism	24%	24%	14%	24%	14%
Gay rights	17%	22%	11%	31%	19%
Education	16%	25%	15%	26%	17%
Health care	23%	18%	11%	39%	10%
Social security	16%	22%	17%	28%	17%
The budget deficit	13%	22%	13%	41%	12%
The war in Afghanistan	17%	26%	19%	24%	15%
Taxes	20%	21%	12%	35%	12%
Medicare	16%	23%	15%	29%	17%
Abortion	14%	20%	12%	28%	26%

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

Strongly approve	1%
Somewhat approve	7%
Neither approve nor disapprove	17%
Somewhat disapprove	22%
Strongly disapprove	44%
Not sure	9%

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

Asked of registered voters

Extremely enthusiastic	38%
Very enthusiastic	21%
Somewhat enthusiastic	16%
Not too enthusiastic	15%
Not at all enthusiastic	11%

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

Asked of registered voters. Respondents who initially answered 'not sure' were then asked whom they would support if they had to choose. Those who answered 'Probably Obama' or 'Probably Romney' to the follow-up question are considered 'leaners.'

	Leaners Counted as Candidate Supporters	Leaners Counted as 'Not Sure'
Barack Obama	46%	41%
Mitt Romney	45%	42%
Other	4%	4%
Not sure	4%	13%

17. Would you say you are mostly voting for [Barack Obama/Mitt Romney] or against [other candidate]?

Asked of registered voters who indicate they plan to vote for Barack Obama or Mitt Romney

I'm mostly voting for [Barack Obama/Mitt Romney]	57%
I'm mostly voting against [other candidate]	40%
Not sure	3%

18. 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	15%
Obama will probably win	30%
Obama and Romney are equally likely to win	16%
Romney will probably win	14%
Romney will definitely win	10%
Don't know	14%

19. 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	35%
The Republican Party candidate	33%
Other	3%
Not sure	17%
I would not vote	11%

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

Yes	16%
No	68%
Not sure	16%

21. Thinking about politics these days, how would you describe your own political viewpoint?

Very liberal	4%
Liberal	12%
Moderate	34%
Conservative	26%
Very Conservative	7%
Not sure	16%

22. Would you say Barack Obama is...

Very liberal	35%
Liberal	20%
Moderate	23%
Conservative	4%
Very conservative	1%
Not sure	16%

23. Would you say Mitt Romney is...

Very liberal	4%
Liberal	3%
Moderate	21%
Conservative	31%
Very conservative	19%
Not sure	22%

24. Do you think Barack Obama...

Says what he believes	42%
Says what he thinks people want to hear	47%
Not sure	11%

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

Like a lot	32%
Like somewhat	28%
Dislike	29%
Not sure	11%

26. Do you think Mitt Romney...

Says what he believes	27%
Says what he thinks people want to hear	55%
Not sure	18%

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

Like a lot	13%
Like somewhat	30%
Dislike	37%
Not sure	20%

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

	Yes	No Opinion	No
Arrogant	38%	33%	29%
Bold	32%	54%	14%
Effective	27%	41%	32%
Exciting	18%	63%	20%
Experienced	22%	43%	36%
Honest	32%	33%	35%
Hypocritical	36%	37%	27%
Inspiring	33%	46%	22%
Intelligent	55%	33%	12%
Partisan	27%	58%	15%
Patriotic	31%	42%	27%
Religious	14%	56%	30%
Sincere	33%	36%	30%
Steady	26%	58%	16%
Strong	30%	51%	19%

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

	Yes	No Opinion	No
Arrogant	38%	36%	26%
Bold	19%	66%	15%
Effective	24%	57%	19%
Exciting	8%	58%	34%
Experienced	36%	51%	13%
Honest	22%	46%	32%
Hypocritical	34%	43%	22%
Inspiring	14%	56%	30%
Intelligent	45%	42%	13%
Partisan	26%	64%	10%
Patriotic	36%	55%	9%
Religious	48%	48%	4%
Sincere	21%	51%	28%
Steady	25%	64%	11%
Strong	24%	62%	14%

30. Senate Majority Leader Harry Reid said this last week that Mitt Romney, the Republican candidate for president, did not pay taxes for a decade according to an "extremely credible source." On Friday Romney said, "I have paid taxes every year – a lot of taxes". Do you believe Romney has paid personal income taxes every year?

Yes	41%
No	30%
Not sure	29%

31. Mitt Romney recently concluded a trip abroad to Britain, Poland, and Israel. Do you think this trip helped or hurt his candidacy for president?

Helped a lot	7%
Helped a little	13%
Neither helped nor hurt	30%
Hurt a little	20%
Hurt a lot	14%
Not sure	16%

32. How much time have you spent watching the summer Olympics in London this last week?

I haven't watched the Olympics at all	29%
Less than an hour a day	31%
1 to 2 hours daily	23%
3 or more hours daily	17%

33. Which of the following is your favorite summer Olympics event?

Archery	1%
Badminton	0%
Basketball	5%
Boxing	1%
Canoeing, Rowing, or Sailing	1%
Cycling	0%
Diving	3%
Equestrian	2%
Soccer	3%
Gymnastics	27%
Judo or Taekwondo	1%
Shooting	3%
Swimming	16%
Synchronized swimming	1%
Table tennis	0%
Track and Field	7%
Volleyball	5%
Water polo	0%
Weightlifting	1%
Wresting	0%
Field hockey	0%
Handball	0%
Don't know	23%

34. Which of the following restaurants have you eaten at in the last week?

Arby's	6%
Baja Fresh	0%
Burger King	13%
Carl's Jr	2%
Chipotle	3%
Hardee's	2%
In n' Out	2%
Jack In the Box	4%
KFC	7%
McDonald's	31%
Quiznos	1%
Subway	17%
Taco Bell	13%
Wendy's	13%
Chick-fil-A	14%
None of the above	35%

35. Did you eat at Chick-fil-A on August 1st?

Asked of respondents indicated they had eaten at Chick-fil-A in the last week

Yes, I ate at Chick-fil-A for 'Chick-fil-A Appreciation Day'	77%
Yes, but for no special reason	4%
No, but for no particular reason	15%
No, I avoided Chick-fil-A on 'Chick-fil-A Appreciation Day'	4%
Not sure	0%

36. Do you seek (or avoid) certain businesses due to their political stances?

Yes	35%
No	65%

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

Getting better	19%
About the same	35%
Getting worse	40%
Not sure	6%

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

Higher	23%
About the same	35%
Lower	19%
Not sure	22%

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

Better off financially than you were a year ago	16%
About the same financially as you were a year ago	46%
Worse off financially than you were a year ago	35%
Not sure	4%

40. Gender

Male	48%
Female	52%

41. Education

No high school	13%
High school graduate	30%
Some college	21%
2-year college	10%
4-year college	17%
Post-graduate	9%

42. Age

18-29	21%
30-44	27%
45-64	34%
65+	19%

43. Race

White	73%
Black	11%
Hispanic	9%
Other	8%

44. Region

Northeast	19%
Midwest	22%
South	37%
West	21%

45. Party Identification

Democrat	33%
Lean Democrat	12%
Independent	19%
Lean Republican	13%
Republican	23%

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Sponsorship	<i>The Economist</i>
Fieldwork	YouGov
Interviewing Dates	August 4-6, 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 0.2 to 7, with a mean of one and a standard deviation of 0.88.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	33 questions not reported.