

**List of Tables**

1. Attention to election campaign	3
2. Direction of country	4
3. Importance of issues	5
4. Most important issue	6
5. Presidential debate viewership	8
6. Who won third presidential debate	9
7. Debate effects	10
8. Safety from foreign threats if Obama is reelected	11
9. Safety from foreign threats if Romney is elected	12
10. Respect from other countries if Obama is reelected	13
11. Respect from other countries if Romney is elected	14
12. Respondents have a somewhat or very favorable opinion of these individuals	15
13. Respondents have a somewhat or very unfavorable opinion of these individuals	16
14. Approval of Obama as President	17
15. Obama approval on issues	18
16. Approval of U.S. Congress	19
17. Level of enthusiasm about voting in general election	20
18. Presidential Vote Preference – Registered Voters	21
19. Presidential Vote Preference – Likely Voters	22
20. Strength of support for Obama/Romney	23
21. Reason for supporting Obama/Romney	24
22. Predicted election outcome	25
23. Congressional vote – Registered Voters	26
24. Congressional vote – Likely voters	27
25. Tea Party identification	28
26. Respondents think these traits describe Barack Obama somewhat or very well	29
27. Respondents think these traits describe Barack Obama not very well or not well at all	30
28. Respondents think these traits describe Mitt Romney somewhat or very well	31
29. Respondents think these traits describe Mitt Romney not very well or not well at all	32
30. Respondent’s ideology	33
31. Perceived Obama ideology	34
32. Perceived Romney ideology	35
33. Perceived Obama sincerity	36
34. Obama likeability	37
35. Perceived Romney sincerity	38
36. Romney likeability	39

# The Economist/YouGov Poll

October 26-28, 2012



37. Which of these words to describe Barack Obama . . . . .	40
38. Which of these words to describe Mitt Romney . . . . .	42
39. Trend of economy . . . . .	44
40. Stock market expectations over next year . . . . .	45
41. Change in personal finances over past year . . . . .	46

# The Economist/YouGov Poll

October 26-28, 2012



## 1. Attention to election campaign

How closely have you been following news about the 2012 Presidential election campaign?

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Very closely	54%	33%	60%	56%	73%	58%	45%	43%	61%	48%	48%	55%	62%
Somewhat closely	26%	26%	23%	33%	19%	24%	28%	37%	25%	28%	29%	24%	26%
Not too closely	14%	29%	11%	8%	8%	14%	14%	15%	11%	17%	15%	15%	10%
Not at all	6%	12%	7%	3%	0%	4%	13%	4%	4%	8%	8%	6%	2%
Totals (Unweighted)	100% (998)	100% (205)	100% (225)	100% (422)	100% (146)	100% (736)	100% (148)	100% (114)	100% (469)	100% (529)	100% (384)	100% (343)	100% (271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Very closely	54%	54%	67%	47%	50%	47%	69%	45%	55%	56%	57%	47%	63%	47%
Somewhat closely	26%	28%	21%	33%	28%	33%	20%	27%	26%	27%	25%	31%	22%	40%
Not too closely	14%	13%	8%	18%	20%	13%	9%	15%	12%	14%	14%	16%	12%	13%
Not at all	6%	6%	4%	2%	2%	7%	2%	12%	8%	3%	4%	6%	3%	0%
Totals (Unweighted)	100% (998)	100% (375)	100% (264)	100% (274)	100% (246)	100% (331)	100% (321)	100% (169)	100% (216)	100% (359)	100% (254)	100% (441)	100% (327)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 2. Direction of country

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Generally headed in the right direction	36%	43%	34%	33%	36%	28%	67%	40%	33%	39%	32%	35%	43%
Off on the wrong track	53%	39%	54%	59%	61%	64%	12%	44%	57%	49%	55%	53%	50%
Not sure	11%	18%	12%	8%	3%	8%	21%	16%	10%	12%	12%	12%	7%
Totals (Unweighted)	100% (998)	100% (205)	100% (225)	100% (421)	100% (147)	100% (737)	100% (148)	100% (113)	100% (470)	100% (528)	100% (384)	100% (344)	100% (270)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Generally headed in the right direction	36%	75%	5%	28%	71%	45%	7%	42%	41%	30%	37%	39%	32%	39%
Off on the wrong track	53%	16%	89%	60%	15%	43%	90%	40%	46%	62%	53%	45%	64%	55%
Not sure	11%	10%	6%	12%	14%	12%	3%	18%	13%	8%	10%	16%	4%	6%
Totals (Unweighted)	100% (998)	100% (375)	100% (263)	100% (275)	100% (247)	100% (331)	100% (321)	100% (169)	100% (216)	100% (358)	100% (255)	100% (442)	100% (326)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 3. Importance of issues

How important are the following issues to you?

	Total	Age					Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate	
The economy	97%	91%	97%	99%	99%	97%	94%	99%	96%	97%	96%	96%	98%	
Immigration	79%	69%	78%	82%	90%	80%	76%	75%	78%	80%	78%	81%	78%	
The environment	71%	73%	69%	74%	63%	67%	80%	77%	64%	77%	70%	71%	72%	
Terrorism	82%	65%	87%	83%	93%	82%	81%	80%	78%	85%	85%	82%	77%	
Gay rights	40%	44%	44%	34%	41%	39%	45%	38%	30%	50%	39%	40%	42%	
Education	87%	85%	87%	90%	83%	85%	92%	92%	86%	88%	84%	88%	91%	
Health care	89%	86%	87%	92%	91%	89%	91%	88%	86%	92%	90%	87%	90%	
Social security	90%	80%	89%	93%	98%	90%	86%	96%	87%	93%	95%	88%	86%	
The budget deficit	87%	78%	86%	91%	97%	90%	78%	87%	85%	90%	88%	87%	87%	
The war in Afghanistan	79%	72%	78%	79%	88%	81%	70%	77%	77%	80%	80%	81%	73%	
Taxes	91%	88%	88%	94%	94%	92%	88%	87%	88%	94%	91%	89%	94%	
Medicare	88%	78%	83%	95%	99%	88%	87%	93%	85%	91%	92%	88%	83%	
Abortion	64%	57%	67%	62%	73%	62%	70%	67%	58%	70%	66%	62%	63%	
Totals	(1,000)	(205)	(225)	(423)	(147)	(738)	(148)	(114)	(470)	(530)	(385)	(344)	(271)	

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
The economy	97%	98%	96%	98%	98%	96%	99%	92%	93%	98%	100%	97%	100%	100%
Immigration	79%	79%	89%	71%	75%	70%	92%	70%	73%	85%	80%	81%	81%	79%
The environment	71%	87%	51%	75%	91%	79%	51%	69%	65%	72%	73%	79%	65%	76%
Terrorism	82%	81%	87%	77%	76%	76%	91%	82%	81%	85%	78%	81%	83%	77%
Gay rights	40%	59%	25%	38%	62%	42%	25%	34%	38%	39%	47%	42%	44%	40%
Education	87%	95%	78%	92%	94%	89%	83%	85%	82%	89%	90%	91%	85%	94%
Health care	89%	96%	85%	88%	95%	91%	86%	84%	91%	92%	88%	90%	90%	97%
Social security	90%	93%	88%	92%	92%	91%	91%	90%	84%	94%	89%	90%	94%	88%
The budget deficit	87%	85%	93%	88%	80%	87%	95%	83%	82%	89%	91%	88%	92%	81%
The war in Afghanistan	79%	76%	84%	80%	78%	77%	86%	75%	72%	83%	79%	77%	84%	82%
Taxes	91%	89%	93%	95%	87%	92%	96%	83%	89%	93%	93%	90%	96%	95%
Medicare	88%	92%	88%	87%	92%	86%	90%	85%	82%	93%	89%	92%	87%	96%
Abortion	64%	68%	66%	57%	70%	56%	68%	66%	59%	71%	58%	67%	68%	60%
Totals	(1,000)	(376)	(264)	(275)	(247)	(332)	(321)	(169)	(216)	(360)	(255)	(442)	(328)	(74)

# The Economist/YouGov Poll

October 26-28, 2012



## 4. Most important issue

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

	Total	Age					Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate	
The economy	43%	33%	48%	51%	32%	44%	40%	44%	47%	40%	42%	44%	44%	
Immigration	3%	2%	7%	1%	2%	2%	2%	10%	3%	3%	2%	4%	3%	
The environment	3%	4%	3%	2%	5%	4%	1%	2%	2%	4%	1%	3%	7%	
Terrorism	2%	1%	1%	3%	6%	3%	1%	0%	2%	2%	4%	1%	1%	
Gay rights	4%	12%	3%	0%	3%	4%	5%	2%	4%	3%	2%	6%	3%	
Education	4%	7%	5%	2%	1%	2%	8%	6%	3%	4%	2%	3%	7%	
Health care	13%	16%	14%	14%	6%	12%	17%	11%	7%	19%	14%	12%	13%	
Social security	9%	5%	4%	12%	16%	7%	13%	14%	9%	9%	13%	7%	4%	
The budget deficit	9%	7%	10%	6%	13%	11%	3%	4%	10%	7%	10%	7%	9%	
The war in Afghanistan	1%	1%	0%	1%	0%	0%	2%	1%	1%	0%	1%	1%	1%	
Taxes	4%	5%	2%	5%	2%	4%	5%	2%	6%	1%	3%	5%	3%	
Medicare	2%	1%	1%	2%	8%	3%	3%	0%	1%	3%	4%	1%	1%	
Abortion	4%	6%	3%	3%	6%	5%	1%	3%	4%	4%	2%	6%	4%	
Totals (Unweighted)	100% (955)	100% (181)	100% (216)	100% (414)	100% (144)	100% (709)	100% (140)	100% (106)	100% (446)	100% (509)	100% (370)	100% (328)	100% (257)	

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
The economy	43%	38%	48%	48%	30%	46%	51%	36%	45%	49%	39%	35%	49%	37%
Immigration	3%	5%	2%	1%	2%	4%	3%	1%	2%	1%	7%	3%	4%	0%
The environment	3%	4%	2%	3%	9%	2%	0%	2%	6%	1%	5%	3%	2%	8%
Terrorism	2%	1%	3%	2%	2%	2%	3%	3%	5%	1%	2%	4%	1%	3%
Gay rights	4%	8%	0%	4%	13%	1%	0%	1%	2%	1%	10%	2%	5%	7%
Education	4%	6%	0%	4%	5%	5%	1%	6%	3%	3%	3%	3%	3%	8%
Health care	13%	17%	8%	10%	19%	14%	7%	18%	12%	14%	9%	15%	10%	14%
Social security	9%	9%	9%	8%	9%	10%	7%	12%	5%	10%	8%	17%	2%	4%
The budget deficit	9%	3%	11%	14%	2%	8%	14%	6%	8%	9%	9%	5%	14%	9%
The war in Afghanistan	1%	2%	0%	0%	2%	0%	0%	1%	2%	0%	0%	0%	1%	0%
Taxes	4%	2%	5%	4%	3%	4%	4%	4%	3%	3%	5%	2%	4%	6%
Medicare	2%	3%	2%	1%	3%	2%	2%	2%	3%	3%	1%	4%	1%	0%
Abortion	4%	2%	9%	1%	2%	0%	8%	8%	4%	3%	3%	5%	3%	4%

continued on the next page ...

# The Economist/YouGov Poll

October 26-28, 2012



continued from previous page

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Totals (Unweighted)	100% (955)	100% (365)	100% (258)	100% (262)	100% (235)	100% (320)	100% (313)	100% (157)	100% (207)	100% (349)	100% (242)	100% (419)	100% (318)	100% (73)

# The Economist/YouGov Poll

October 26-28, 2012



## 5. Presidential debate viewership

Did you watch the third Presidential debate between Barack Obama and Mitt Romney this past Monday?

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Yes, I watched all of it	43%	25%	50%	42%	62%	44%	38%	48%	48%	39%	44%	41%	45%
Yes, I watched parts of it	27%	30%	27%	30%	20%	28%	31%	20%	27%	28%	27%	27%	28%
No, I didn't watch it	29%	45%	24%	28%	18%	29%	30%	33%	26%	33%	29%	32%	26%
Totals (Unweighted)	100% (1,000)	100% (205)	100% (225)	100% (423)	100% (147)	100% (738)	100% (148)	100% (114)	100% (470)	100% (530)	100% (385)	100% (344)	100% (271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Yes, I watched all of it	43%	49%	47%	37%	44%	40%	51%	41%	40%	47%	41%	41%	47%	41%
Yes, I watched parts of it	27%	26%	27%	30%	30%	29%	25%	26%	33%	28%	24%	26%	31%	24%
No, I didn't watch it	29%	24%	26%	33%	27%	31%	25%	33%	27%	25%	34%	33%	22%	35%
Totals (Unweighted)	100% (1,000)	100% (376)	100% (264)	100% (275)	100% (247)	100% (332)	100% (321)	100% (169)	100% (216)	100% (360)	100% (255)	100% (442)	100% (328)	100% (74)



# The Economist/YouGov Poll

October 26-28, 2012



## 6. Who won third presidential debate

Who do you think won the third Presidential debate?

*Asked of respondents who watched all or parts of second Presidential debate*

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Obama won	49%	71%	47%	45%	40%	39%	88%	60%	44%	56%	46%	47%	56%
It was a tie	16%	14%	16%	18%	12%	19%	3%	14%	17%	14%	16%	17%	14%
Romney won	29%	8%	30%	31%	42%	36%	4%	17%	34%	23%	28%	33%	25%
Not sure	6%	6%	6%	6%	5%	6%	5%	9%	5%	7%	9%	3%	5%
Totals (Unweighted)	100% (664)	100% (109)	100% (150)	100% (287)	100% (118)	100% (472)	100% (114)	100% (78)	100% (342)	100% (322)	100% (227)	100% (239)	100% (198)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Obama won	49%	92%	6%	49%	95%	64%	10%	66%	53%	41%	50%	53%	45%	55%
It was a tie	16%	4%	24%	20%	3%	16%	24%	10%	21%	12%	22%	16%	13%	10%
Romney won	29%	1%	63%	23%	1%	13%	59%	18%	22%	41%	22%	25%	33%	27%
Not sure	6%	2%	7%	8%	1%	7%	7%	6%	4%	7%	6%	6%	9%	7%
Totals (Unweighted)	100% (664)	100% (271)	100% (189)	100% (182)	100% (168)	100% (231)	100% (234)	100% (104)	100% (138)	100% (249)	100% (173)	100% (264)	100% (242)	100% (53)

# The Economist/YouGov Poll

October 26-28, 2012



## 7. Debate effects

Did the third Presidential debate change your opinion of either candidate? Check all that apply.

*Asked of respondents who watched all or parts of second Presidential debate*

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
It made me more favorable towards Barack Obama	25%	39%	25%	18%	22%	17%	45%	42%	19%	31%	23%	22%	30%
It made me more favorable towards Mitt Romney	20%	5%	21%	22%	30%	26%	0%	12%	25%	16%	19%	24%	18%
It made me less favorable towards Barack Obama	13%	11%	11%	12%	19%	15%	2%	15%	14%	11%	13%	12%	14%
It made me less favorable toward Mitt Romney	11%	18%	14%	9%	5%	11%	16%	9%	9%	14%	10%	14%	11%
It didn't change my opinion of either candidate.	41%	45%	38%	44%	39%	41%	50%	35%	45%	37%	43%	44%	36%
Totals	(664)	(109)	(150)	(287)	(118)	(472)	(114)	(78)	(342)	(322)	(227)	(239)	(198)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
It made me more favorable towards Barack Obama	25%	49%	3%	21%	44%	35%	5%	39%	22%	20%	26%	31%	20%	27%
It made me more favorable towards Mitt Romney	20%	1%	41%	22%	1%	11%	40%	11%	28%	22%	18%	18%	19%	23%
It made me less favorable towards Barack Obama	13%	4%	24%	8%	3%	8%	22%	16%	9%	14%	13%	13%	13%	10%
It made me less favorable toward Mitt Romney	11%	22%	3%	8%	22%	16%	1%	14%	16%	9%	11%	12%	9%	10%
It didn't change my opinion of either candidate.	41%	36%	40%	49%	40%	41%	42%	35%	35%	46%	43%	37%	49%	36%
Totals	(664)	(271)	(189)	(182)	(168)	(231)	(234)	(104)	(138)	(249)	(173)	(264)	(242)	(53)

# The Economist/YouGov Poll

October 26-28, 2012



## 8. Safety from foreign threats if Obama is reelected

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
More safe from foreign threats	24%	22%	24%	25%	23%	19%	41%	28%	21%	26%	25%	22%	24%
About the same	30%	48%	30%	26%	14%	28%	35%	35%	28%	32%	27%	25%	42%
Less safe from foreign threats	38%	19%	39%	43%	54%	47%	5%	28%	44%	32%	37%	45%	31%
Not sure	8%	11%	7%	7%	8%	5%	19%	9%	6%	10%	11%	8%	4%
Totals (Unweighted)	100% (998)	100% (205)	100% (225)	100% (422)	100% (146)	100% (736)	100% (148)	100% (114)	100% (469)	100% (529)	100% (384)	100% (344)	100% (270)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
More safe from foreign threats	24%	53%	1%	16%	44%	32%	5%	33%	22%	23%	20%	26%	21%	27%
About the same	30%	36%	19%	38%	43%	40%	15%	26%	39%	26%	32%	31%	31%	31%
Less safe from foreign threats	38%	4%	77%	39%	4%	24%	76%	23%	31%	45%	42%	32%	45%	38%
Not sure	8%	7%	3%	7%	8%	4%	4%	18%	8%	5%	6%	11%	4%	5%
Totals (Unweighted)	100% (998)	100% (376)	100% (264)	100% (274)	100% (246)	100% (331)	100% (321)	100% (169)	100% (215)	100% (359)	100% (255)	100% (442)	100% (326)	100% (74)

**9. Safety from foreign threats if Romney is elected**

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
More safe from foreign threats	33%	10%	35%	38%	53%	41%	6%	24%	37%	29%	34%	36%	27%
About the same	22%	41%	21%	18%	6%	23%	20%	23%	25%	20%	21%	19%	28%
Less safe from foreign threats	33%	33%	33%	35%	31%	28%	50%	41%	28%	38%	31%	32%	38%
Not sure	12%	16%	10%	10%	11%	8%	25%	12%	10%	13%	14%	13%	7%
Totals (Unweighted)	100% (998)	100% (204)	100% (225)	100% (422)	100% (147)	100% (736)	100% (148)	100% (114)	100% (469)	100% (529)	100% (385)	100% (344)	100% (269)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
More safe from foreign threats	33%	6%	67%	30%	1%	19%	68%	22%	25%	38%	37%	28%	38%	31%
About the same	22%	19%	19%	31%	21%	30%	18%	20%	25%	24%	20%	21%	28%	21%
Less safe from foreign threats	33%	61%	10%	30%	63%	42%	9%	38%	37%	28%	34%	36%	27%	39%
Not sure	12%	14%	4%	9%	15%	9%	5%	20%	13%	10%	8%	15%	6%	8%
Totals (Unweighted)	100% (998)	100% (374)	100% (264)	100% (275)	100% (246)	100% (331)	100% (321)	100% (169)	100% (215)	100% (360)	100% (254)	100% (442)	100% (326)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 10. Respect from other countries if Obama is reelected

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
More respected by other countries	28%	36%	27%	25%	27%	24%	48%	31%	24%	32%	27%	30%	29%
About the same	30%	37%	31%	30%	20%	28%	34%	37%	31%	29%	29%	26%	39%
Less respected by other countries	34%	14%	36%	39%	48%	42%	3%	24%	38%	30%	37%	35%	27%
Not sure	8%	13%	6%	7%	5%	6%	15%	9%	6%	9%	8%	9%	6%
Totals (Unweighted)	100% (998)	100% (205)	100% (224)	100% (422)	100% (147)	100% (738)	100% (147)	100% (113)	100% (469)	100% (529)	100% (384)	100% (343)	100% (271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
More respected by other countries	28%	61%	5%	19%	58%	36%	6%	33%	31%	23%	30%	29%	25%	30%
About the same	30%	31%	26%	34%	35%	37%	21%	34%	29%	30%	29%	37%	26%	32%
Less respected by other countries	34%	2%	66%	38%	1%	21%	68%	16%	31%	42%	34%	25%	44%	32%
Not sure	8%	6%	3%	9%	6%	5%	5%	17%	9%	4%	6%	9%	6%	7%
Totals (Unweighted)	100% (998)	100% (375)	100% (264)	100% (274)	100% (247)	100% (332)	100% (320)	100% (169)	100% (216)	100% (359)	100% (254)	100% (441)	100% (327)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 11. Respect from other countries if Romney is elected

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
More respected by other countries	32%	13%	31%	40%	47%	39%	8%	25%	35%	30%	34%	33%	28%
About the same	17%	27%	19%	12%	8%	16%	19%	18%	18%	15%	18%	18%	13%
Less respected by other countries	39%	42%	39%	38%	32%	35%	53%	42%	35%	42%	34%	35%	50%
Not sure	13%	18%	11%	10%	12%	11%	20%	14%	13%	13%	14%	14%	9%
Totals (Unweighted)	100% (1,000)	100% (205)	100% (225)	100% (423)	100% (147)	100% (738)	100% (148)	100% (114)	100% (470)	100% (530)	100% (385)	100% (344)	100% (271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
More respected by other countries	32%	4%	65%	32%	1%	21%	65%	16%	25%	40%	36%	25%	42%	34%
About the same	17%	13%	17%	19%	17%	18%	15%	16%	18%	19%	13%	18%	16%	11%
Less respected by other countries	39%	73%	9%	36%	72%	51%	10%	41%	44%	33%	41%	41%	31%	46%
Not sure	13%	9%	9%	13%	11%	10%	10%	27%	12%	9%	10%	16%	10%	9%
Totals (Unweighted)	100% (1,000)	100% (376)	100% (264)	100% (275)	100% (247)	100% (332)	100% (321)	100% (169)	100% (216)	100% (360)	100% (255)	100% (442)	100% (328)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 12. Respondents have a somewhat or very favorable opinion of these individuals

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Barack Obama	48%	56%	49%	44%	44%	40%	79%	58%	43%	54%	48%	46%	53%
Mitt Romney	45%	33%	45%	50%	56%	54%	17%	33%	50%	41%	43%	50%	42%
Paul Ryan	43%	26%	45%	49%	54%	54%	12%	25%	46%	40%	42%	46%	41%
Joe Biden	45%	46%	49%	43%	41%	38%	69%	56%	42%	48%	44%	42%	52%
Totals	(1,000)	(205)	(225)	(423)	(147)	(738)	(148)	(114)	(470)	(530)	(385)	(344)	(271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Barack Obama	48%	93%	11%	42%	87%	63%	13%	58%	52%	41%	49%	55%	42%	45%
Mitt Romney	45%	9%	83%	49%	7%	35%	82%	32%	42%	50%	49%	37%	57%	41%
Paul Ryan	43%	7%	83%	43%	4%	31%	83%	28%	38%	52%	43%	38%	52%	35%
Joe Biden	45%	86%	13%	40%	83%	58%	15%	52%	45%	42%	45%	51%	39%	48%
Totals	(1,000)	(376)	(264)	(275)	(247)	(332)	(321)	(169)	(216)	(360)	(255)	(442)	(328)	(74)

# The Economist/YouGov Poll

October 26-28, 2012



## 13. Respondents have a somewhat or very unfavorable opinion of these individuals

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Barack Obama	48%	36%	49%	52%	56%	57%	16%	41%	54%	42%	48%	51%	45%
Mitt Romney	50%	61%	50%	46%	43%	42%	76%	64%	47%	53%	50%	47%	54%
Paul Ryan	48%	56%	48%	42%	45%	40%	73%	59%	43%	52%	46%	46%	52%
Joe Biden	48%	39%	46%	51%	57%	56%	24%	33%	53%	42%	46%	52%	44%
Totals	(1,000)	(205)	(225)	(423)	(147)	(738)	(148)	(114)	(470)	(530)	(385)	(344)	(271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Barack Obama	48%	5%	88%	55%	9%	35%	86%	34%	42%	56%	50%	42%	55%	51%
Mitt Romney	50%	88%	13%	48%	90%	62%	14%	62%	52%	46%	48%	57%	40%	55%
Paul Ryan	48%	88%	13%	40%	82%	59%	14%	59%	52%	41%	46%	53%	38%	50%
Joe Biden	48%	9%	84%	52%	7%	38%	83%	32%	46%	53%	52%	40%	57%	47%
Totals	(1,000)	(376)	(264)	(275)	(247)	(332)	(321)	(169)	(216)	(360)	(255)	(442)	(328)	(74)



# The Economist/YouGov Poll

October 26-28, 2012



## 14. Approval of Obama as President

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Strongly Approve	23%	26%	20%	19%	30%	17%	49%	25%	16%	29%	23%	23%	22%
Somewhat Approve	24%	33%	26%	24%	7%	22%	29%	30%	26%	22%	22%	21%	31%
Somewhat Disapprove	7%	10%	6%	8%	4%	8%	4%	7%	8%	7%	10%	4%	8%
Strongly Disapprove	41%	20%	43%	46%	56%	51%	4%	30%	46%	35%	40%	45%	36%
Not Sure	5%	11%	4%	4%	2%	3%	14%	8%	4%	6%	6%	7%	3%
Totals (Unweighted)	100% (998)	100% (205)	100% (225)	100% (422)	100% (146)	100% (736)	100% (148)	100% (114)	100% (470)	100% (528)	100% (384)	100% (343)	100% (271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Strongly Approve	23%	53%	3%	11%	47%	28%	4%	31%	21%	19%	24%	27%	19%	22%
Somewhat Approve	24%	36%	6%	30%	38%	35%	6%	23%	29%	24%	21%	25%	20%	30%
Somewhat Disapprove	7%	5%	7%	11%	8%	9%	6%	5%	11%	7%	7%	9%	8%	5%
Strongly Disapprove	41%	3%	81%	44%	2%	25%	82%	24%	34%	49%	44%	32%	51%	39%
Not Sure	5%	3%	2%	4%	6%	3%	2%	17%	5%	2%	4%	6%	2%	4%
Totals (Unweighted)	100% (998)	100% (376)	100% (263)	100% (274)	100% (247)	100% (331)	100% (320)	100% (169)	100% (216)	100% (360)	100% (253)	100% (442)	100% (326)	100% (74)

**15. Obama approval on issues**

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

	Total	Age					Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate	
The economy	45%	52%	47%	43%	37%	37%	75%	57%	42%	48%	42%	46%	49%	
Immigration	40%	50%	40%	34%	37%	34%	67%	40%	34%	45%	40%	37%	42%	
The environment	46%	50%	43%	45%	45%	38%	73%	56%	41%	51%	43%	48%	47%	
Terrorism	50%	54%	50%	51%	40%	44%	69%	58%	48%	52%	46%	47%	58%	
Gay rights	43%	61%	39%	38%	36%	39%	60%	45%	39%	48%	38%	46%	48%	
Education	49%	53%	50%	51%	40%	41%	80%	60%	44%	55%	47%	49%	55%	
Health care	46%	54%	48%	43%	37%	37%	78%	59%	42%	51%	44%	46%	51%	
Social security	45%	50%	44%	46%	39%	36%	76%	59%	41%	49%	44%	43%	50%	
The budget deficit	39%	39%	42%	39%	34%	29%	71%	52%	31%	47%	37%	37%	44%	
The war in Afghanistan	50%	57%	51%	48%	42%	43%	68%	67%	48%	53%	45%	52%	55%	
Taxes	44%	52%	42%	43%	39%	36%	74%	55%	40%	48%	41%	43%	49%	
Medicare	46%	53%	46%	43%	38%	37%	76%	57%	41%	50%	43%	44%	52%	
Abortion	41%	49%	38%	40%	34%	36%	64%	39%	34%	48%	36%	42%	46%	
Totals	(997)	(204)	(225)	(422)	(146)	(736)	(147)	(114)	(469)	(528)	(384)	(343)	(270)	

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
The economy	45%	85%	10%	41%	86%	58%	10%	62%	47%	36%	46%	51%	39%	50%
Immigration	40%	76%	9%	32%	77%	50%	9%	50%	42%	36%	37%	46%	32%	42%
The environment	46%	79%	17%	40%	73%	63%	16%	58%	49%	35%	49%	51%	41%	53%
Terrorism	50%	86%	20%	43%	85%	61%	20%	60%	55%	43%	49%	58%	42%	50%
Gay rights	43%	78%	14%	39%	82%	55%	12%	44%	41%	40%	48%	45%	42%	42%
Education	49%	87%	17%	44%	82%	66%	17%	63%	52%	41%	50%	55%	43%	56%
Health care	46%	87%	10%	39%	89%	59%	10%	59%	48%	40%	46%	52%	40%	45%
Social security	45%	82%	13%	40%	80%	60%	13%	60%	47%	40%	43%	54%	37%	46%
The budget deficit	39%	77%	9%	29%	71%	49%	9%	52%	44%	32%	37%	45%	32%	42%
The war in Afghanistan	50%	80%	20%	54%	80%	64%	22%	60%	56%	41%	52%	55%	49%	53%
Taxes	44%	84%	10%	38%	80%	56%	13%	55%	41%	39%	47%	51%	41%	44%
Medicare	46%	85%	10%	41%	85%	59%	11%	55%	50%	39%	46%	52%	40%	44%
Abortion	41%	77%	9%	35%	75%	56%	9%	44%	41%	36%	44%	44%	37%	46%
Totals	(997)	(374)	(264)	(275)	(247)	(332)	(320)	(169)	(216)	(358)	(254)	(441)	(328)	(74)

# The Economist/YouGov Poll

October 26-28, 2012



## 16. Approval of U.S. Congress

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

	Age					Race			Gender		Education		
	Total	18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Strongly approve	2%	2%	3%	0%	1%	0%	3%	6%	2%	2%	2%	2%	1%
Somewhat approve	8%	13%	6%	6%	6%	8%	6%	8%	7%	8%	7%	12%	3%
Neither approve nor disapprove	16%	11%	19%	17%	13%	14%	20%	16%	15%	16%	20%	15%	10%
Somewhat disapprove	29%	29%	25%	28%	36%	30%	24%	25%	29%	28%	26%	30%	31%
Strongly disapprove	40%	30%	41%	45%	41%	43%	34%	33%	43%	37%	37%	36%	49%
Not sure	7%	15%	6%	3%	3%	4%	13%	12%	5%	9%	8%	6%	6%
Totals (Unweighted)	100% (997)	100% (204)	100% (225)	100% (422)	100% (146)	100% (735)	100% (148)	100% (114)	100% (469)	100% (528)	100% (383)	100% (343)	100% (271)

	Party ID			Ideology			Region				Family Income			
	Total	Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Strongly approve	2%	3%	1%	0%	3%	1%	1%	2%	1%	2%	1%	2%	2%	0%
Somewhat approve	8%	12%	7%	4%	11%	6%	7%	4%	7%	9%	8%	8%	7%	4%
Neither approve nor disapprove	16%	17%	18%	8%	9%	10%	20%	15%	14%	18%	14%	21%	11%	4%
Somewhat disapprove	29%	24%	36%	27%	30%	25%	34%	29%	28%	26%	32%	25%	28%	39%
Strongly disapprove	40%	39%	35%	54%	37%	54%	35%	32%	41%	41%	43%	36%	47%	49%
Not sure	7%	5%	3%	7%	9%	3%	3%	18%	9%	4%	3%	8%	5%	4%
Totals (Unweighted)	100% (997)	100% (375)	100% (264)	100% (273)	100% (247)	100% (330)	100% (320)	100% (169)	100% (216)	100% (357)	100% (255)	100% (440)	100% (327)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 17. Level of enthusiasm about voting in general election

How enthusiastic are you about voting in the 2012 Presidential election?

Asked of registered voters

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Extremely enthusiastic	46%	35%	46%	44%	63%	47%	45%	45%	45%	48%	47%	49%	42%
Very enthusiastic	24%	23%	23%	24%	29%	23%	30%	23%	23%	26%	25%	19%	30%
Somewhat enthusiastic	15%	23%	19%	13%	6%	14%	17%	18%	17%	13%	14%	18%	12%
Not too enthusiastic	9%	11%	6%	13%	2%	10%	6%	5%	8%	9%	8%	10%	8%
Not at all enthusiastic	6%	9%	6%	7%	1%	6%	2%	8%	7%	5%	5%	4%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted)	(754)	(142)	(181)	(305)	(126)	(534)	(131)	(89)	(364)	(390)	(226)	(287)	(241)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Extremely enthusiastic	46%	44%	60%	35%	46%	33%	59%	45%	39%	53%	44%	41%	51%	37%
Very enthusiastic	24%	31%	20%	18%	33%	28%	17%	24%	22%	25%	25%	27%	21%	31%
Somewhat enthusiastic	15%	18%	10%	17%	17%	16%	13%	20%	21%	10%	15%	15%	14%	16%
Not too enthusiastic	9%	5%	10%	13%	2%	12%	8%	8%	13%	4%	11%	11%	7%	4%
Not at all enthusiastic	6%	1%	0%	17%	2%	12%	3%	3%	5%	8%	5%	5%	6%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted)	(754)	(314)	(214)	(204)	(204)	(256)	(266)	(121)	(168)	(268)	(197)	(298)	(274)	(65)

# The Economist/YouGov Poll

October 26-28, 2012



## 18. Presidential Vote Preference – Registered Voters

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.*

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Barack Obama	48%	65%	48%	47%	35%	36%	92%	59%	41%	55%	47%	46%	53%
Mitt Romney	46%	26%	46%	47%	65%	58%	5%	36%	52%	41%	48%	49%	40%
Other	4%	7%	6%	2%	0%	4%	3%	1%	5%	2%	3%	3%	6%
Not sure	2%	2%	1%	4%	0%	2%	1%	3%	2%	2%	2%	2%	1%
Totals	(757)	(143)	(183)	(305)	(126)	(536)	(132)	(89)	(366)	(391)	(228)	(288)	(241)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Barack Obama	48%	95%	5%	41%	99%	63%	6%	63%	55%	44%	42%	57%	42%	51%
Mitt Romney	46%	4%	91%	46%	0%	26%	90%	33%	40%	51%	50%	34%	57%	39%
Other	4%	1%	4%	8%	1%	7%	3%	2%	3%	3%	5%	6%	1%	6%
Not sure	2%	0%	0%	5%	0%	4%	1%	1%	3%	2%	2%	3%	1%	4%
Totals	(757)	(316)	(214)	(204)	(205)	(256)	(266)	(121)	(170)	(269)	(197)	(301)	(274)	(65)

# The Economist/YouGov Poll

October 26-28, 2012



## 19. Presidential Vote Preference – Likely Voters

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.*

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Barack Obama	48%	68%	49%	46%	34%	37%	91%	62%	40%	56%	47%	46%	52%
Mitt Romney	47%	26%	45%	50%	65%	58%	5%	37%	54%	42%	50%	50%	41%
Other	3%	7%	5%	2%	0%	4%	3%	0%	6%	1%	3%	2%	6%
Not sure	1%	0%	1%	2%	0%	1%	1%	0%	1%	1%	1%	1%	1%
Totals	(688)	(119)	(166)	(282)	(121)	(493)	(118)	(77)	(323)	(365)	(202)	(259)	(227)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Barack Obama	48%	96%	5%	42%	99%	65%	5%	61%	57%	46%	40%	57%	41%	52%
Mitt Romney	47%	3%	91%	47%	0%	26%	91%	36%	40%	51%	53%	36%	57%	41%
Other	3%	0%	4%	8%	1%	7%	3%	1%	3%	3%	6%	6%	1%	6%
Not sure	1%	0%	0%	4%	0%	2%	1%	2%	2%	0%	2%	1%	1%	0%
Totals	(688)	(290)	(201)	(183)	(189)	(234)	(244)	(107)	(154)	(243)	(184)	(266)	(247)	(63)

# The Economist/YouGov Poll

October 26-28, 2012



## 20. Strength of support for Obama/Romney

How sure are you about your plans to vote for [Obama/Romney]? (A) I will definitely vote for [Obama/Romney]. My mind is made up; (B) I will probably vote for [Obama/Romney], but I could change my mind; (C) I'm leaning toward voting for [Obama/Romney]

*Asked of Obama/Romney supporters*

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
A	95%	89%	94%	97%	100%	95%	96%	97%	96%	94%	97%	97%	91%
B	4%	9%	6%	2%	0%	5%	4%	2%	3%	5%	3%	2%	7%
C	1%	2%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%
Totals (Unweighted)	100% (509)	100% (100)	100% (121)	100% (206)	100% (82)	100% (359)	100% (90)	100% (60)	100% (258)	100% (251)	100% (150)	100% (198)	100% (161)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
A	95%	97%	97%	91%	98%	93%	97%	98%	91%	98%	93%	95%	93%	96%
B	4%	3%	3%	8%	1%	6%	3%	1%	8%	2%	6%	3%	6%	4%
C	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	2%	0%	0%
Totals (Unweighted)	100% (509)	100% (217)	100% (144)	100% (134)	100% (138)	100% (173)	100% (180)	100% (101)	100% (122)	100% (179)	100% (107)	100% (188)	100% (195)	100% (44)

# The Economist/YouGov Poll

October 26-28, 2012



## 21. Reason for supporting Obama/Romney

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

*Asked of Obama/Romney supporters*

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
I'm mostly voting for [Obama/Romney]	63%	66%	61%	63%	63%	57%	83%	70%	57%	69%	64%	61%	64%
I'm mostly voting against [other candidate]	34%	33%	36%	33%	36%	41%	12%	28%	39%	30%	35%	37%	30%
Not sure	3%	2%	3%	4%	0%	2%	5%	2%	4%	1%	0%	3%	6%
Totals (Unweighted)	100% (691)	100% (127)	100% (162)	100% (280)	100% (122)	100% (487)	100% (124)	100% (80)	100% (332)	100% (359)	100% (203)	100% (269)	100% (219)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
I'm mostly voting for [Obama/Romney]	63%	84%	47%	55%	82%	68%	48%	69%	64%	61%	62%	68%	57%	70%
I'm mostly voting against [other candidate]	34%	15%	49%	44%	17%	31%	49%	28%	36%	36%	34%	29%	39%	29%
Not sure	3%	1%	4%	1%	1%	1%	3%	2%	1%	3%	4%	3%	3%	2%
Totals (Unweighted)	100% (691)	100% (301)	100% (201)	100% (173)	100% (194)	100% (228)	100% (248)	100% (110)	100% (153)	100% (250)	100% (178)	100% (261)	100% (261)	100% (60)



# The Economist/YouGov Poll

October 26-28, 2012



## 22. Predicted election outcome

Regardless of which candidate you support, who do you think is most likely to win the Presidential election in November?

Asked of registered voters

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Obama will definitely win	19%	20%	16%	20%	18%	9%	53%	25%	14%	23%	25%	17%	13%
Obama will probably win	26%	39%	26%	24%	15%	26%	23%	27%	24%	27%	18%	25%	37%
Obama and Romney are equally likely to win	18%	17%	26%	18%	6%	20%	6%	24%	23%	13%	16%	16%	23%
Romney will probably win	20%	12%	19%	21%	30%	26%	4%	10%	25%	16%	19%	27%	13%
Romney will definitely win	9%	3%	5%	10%	21%	12%	0%	8%	9%	10%	14%	6%	8%
Don't know	8%	8%	8%	7%	9%	7%	14%	4%	4%	11%	8%	9%	6%
Totals (Unweighted)	100% (755)	100% (142)	100% (182)	100% (305)	100% (126)	100% (534)	100% (132)	100% (89)	100% (364)	100% (391)	100% (227)	100% (287)	100% (241)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Obama will definitely win	19%	42%	4%	8%	35%	26%	2%	32%	20%	17%	14%	25%	15%	19%
Obama will probably win	26%	38%	6%	37%	50%	34%	7%	28%	29%	22%	27%	22%	27%	42%
Obama and Romney are equally likely to win	18%	12%	21%	25%	10%	18%	23%	17%	22%	20%	14%	18%	19%	20%
Romney will probably win	20%	3%	45%	13%	1%	10%	40%	12%	15%	19%	30%	17%	24%	10%
Romney will definitely win	9%	0%	18%	10%	0%	4%	19%	6%	3%	16%	7%	7%	10%	2%
Don't know	8%	6%	6%	6%	3%	8%	7%	4%	10%	7%	8%	11%	6%	6%
Totals (Unweighted)	100% (755)	100% (315)	100% (214)	100% (204)	100% (204)	100% (256)	100% (266)	100% (121)	100% (168)	100% (269)	100% (197)	100% (299)	100% (274)	100% (65)

# The Economist/YouGov Poll

October 26-28, 2012



## 23. Congressional vote – Registered Voters

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
The Democratic Party candidate	41%	57%	41%	40%	26%	31%	70%	55%	36%	45%	40%	39%	43%
The Republican Party candidate	43%	21%	47%	43%	61%	55%	6%	26%	48%	38%	42%	45%	42%
Other	2%	3%	2%	3%	2%	2%	0%	4%	2%	2%	1%	2%	3%
Not sure	12%	18%	8%	13%	10%	10%	20%	12%	11%	13%	13%	13%	8%
I would not vote	1%	1%	0%	1%	0%	1%	2%	0%	1%	1%	1%	0%	2%
Totals	(757)	(143)	(183)	(305)	(126)	(536)	(132)	(89)	(366)	(391)	(228)	(288)	(241)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
The Democratic Party candidate	41%	88%	4%	28%	88%	50%	7%	48%	47%	40%	34%	47%	36%	44%
The Republican Party candidate	43%	1%	88%	45%	0%	26%	84%	27%	40%	49%	46%	31%	52%	43%
Other	2%	2%	1%	5%	1%	3%	2%	7%	2%	1%	2%	2%	2%	0%
Not sure	12%	7%	5%	22%	9%	19%	6%	14%	10%	9%	16%	18%	9%	13%
I would not vote	1%	0%	0%	0%	1%	0%	0%	1%	2%	0%	1%	1%	1%	0%
Totals	(757)	(316)	(214)	(204)	(205)	(256)	(266)	(121)	(170)	(269)	(197)	(301)	(274)	(65)

# The Economist/YouGov Poll

October 26-28, 2012



## 24. Congressional vote – Likely voters

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
The Democratic Party candidate	41%	60%	41%	41%	26%	31%	76%	56%	36%	46%	40%	40%	44%
The Republican Party candidate	45%	20%	46%	46%	61%	56%	7%	26%	51%	39%	44%	46%	43%
Other	2%	2%	2%	3%	2%	2%	0%	3%	2%	2%	2%	2%	4%
Not sure	10%	18%	8%	9%	9%	9%	14%	11%	9%	12%	11%	11%	8%
I would not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	(688)	(119)	(166)	(282)	(121)	(493)	(118)	(77)	(323)	(365)	(202)	(259)	(227)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
The Democratic Party candidate	41%	89%	4%	29%	90%	52%	6%	49%	48%	41%	34%	48%	36%	46%
The Republican Party candidate	45%	1%	88%	46%	0%	26%	86%	29%	40%	49%	49%	34%	52%	45%
Other	2%	2%	1%	5%	1%	3%	2%	6%	2%	1%	2%	2%	2%	0%
Not sure	10%	6%	6%	20%	8%	18%	5%	12%	9%	8%	14%	15%	9%	9%
I would not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	(688)	(290)	(201)	(183)	(189)	(234)	(244)	(107)	(154)	(243)	(184)	(266)	(247)	(63)

# The Economist/YouGov Poll

October 26-28, 2012



## 25. Tea Party identification

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Yes	14%	3%	15%	15%	28%	18%	3%	8%	17%	12%	16%	15%	11%
No	71%	76%	73%	69%	62%	68%	78%	77%	71%	70%	69%	66%	79%
Not sure	15%	21%	11%	16%	10%	14%	19%	14%	11%	18%	15%	19%	10%
Totals (Unweighted)	100% (997)	100% (204)	100% (225)	100% (423)	100% (145)	100% (736)	100% (148)	100% (113)	100% (469)	100% (528)	100% (383)	100% (344)	100% (270)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Yes	14%	2%	28%	16%	1%	3%	34%	9%	12%	21%	11%	10%	18%	9%
No	71%	88%	54%	75%	89%	85%	53%	73%	73%	66%	74%	74%	71%	74%
Not sure	15%	10%	18%	9%	10%	12%	13%	18%	15%	14%	14%	16%	10%	17%
Totals (Unweighted)	100% (997)	100% (375)	100% (263)	100% (274)	100% (247)	100% (331)	100% (319)	100% (169)	100% (216)	100% (358)	100% (254)	100% (439)	100% (328)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 26. Respondents think these traits describe Barack Obama somewhat or very well

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Takes positions on issues and sticks by them	57%	67%	60%	55%	42%	49%	82%	67%	55%	59%	50%	55%	69%
Is personally wealthy	82%	78%	76%	88%	87%	85%	70%	80%	83%	81%	80%	84%	83%
Cares about people like me	54%	62%	54%	53%	42%	42%	90%	71%	50%	58%	51%	52%	60%
Cares about the poor	58%	68%	56%	60%	46%	50%	85%	72%	56%	61%	52%	57%	69%
Cares about the middle class	58%	71%	54%	56%	48%	47%	90%	74%	55%	60%	54%	57%	64%
Cares about the wealthy	53%	61%	53%	54%	42%	49%	67%	62%	49%	58%	56%	48%	57%
Totals	(990)	(201)	(224)	(419)	(146)	(731)	(146)	(113)	(469)	(521)	(381)	(342)	(267)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Takes positions on issues and sticks by them	57%	92%	22%	57%	92%	70%	26%	61%	60%	53%	58%	60%	54%	59%
Is personally wealthy	82%	79%	84%	88%	75%	84%	88%	73%	84%	86%	81%	81%	87%	83%
Cares about people like me	54%	95%	15%	49%	94%	64%	18%	65%	58%	45%	55%	60%	47%	58%
Cares about the poor	58%	93%	29%	53%	91%	71%	29%	65%	59%	52%	63%	61%	57%	70%
Cares about the middle class	58%	94%	24%	54%	95%	69%	24%	69%	62%	50%	58%	66%	50%	61%
Cares about the wealthy	53%	75%	30%	56%	70%	66%	34%	53%	59%	55%	48%	61%	51%	52%
Totals	(990)	(374)	(262)	(273)	(246)	(330)	(317)	(168)	(212)	(357)	(253)	(438)	(324)	(74)

# The Economist/YouGov Poll

October 26-28, 2012



## 27. Respondents think these traits describe Barack Obama not very well or not well at all

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Takes positions on issues and sticks by them	42%	32%	40%	45%	57%	50%	17%	33%	45%	40%	49%	44%	31%
Is personally wealthy	18%	22%	24%	12%	12%	15%	30%	19%	17%	19%	20%	16%	17%
Cares about people like me	46%	38%	46%	47%	56%	57%	10%	29%	50%	42%	49%	47%	40%
Cares about the poor	40%	30%	41%	39%	53%	48%	15%	24%	43%	36%	45%	41%	31%
Cares about the middle class	42%	29%	46%	44%	51%	52%	10%	26%	45%	39%	45%	43%	36%
Cares about the wealthy	46%	39%	47%	46%	57%	51%	33%	38%	51%	42%	44%	52%	43%
Totals	(990)	(201)	(224)	(419)	(146)	(731)	(146)	(113)	(469)	(521)	(381)	(342)	(267)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Takes positions on issues and sticks by them	42%	7%	78%	42%	8%	30%	74%	37%	39%	47%	42%	39%	45%	41%
Is personally wealthy	18%	21%	16%	12%	24%	16%	12%	27%	16%	14%	18%	19%	13%	17%
Cares about people like me	46%	5%	85%	51%	6%	35%	82%	35%	42%	55%	44%	39%	53%	42%
Cares about the poor	40%	6%	70%	44%	5%	28%	70%	29%	39%	48%	37%	36%	42%	30%
Cares about the middle class	42%	6%	76%	46%	5%	30%	75%	31%	37%	50%	42%	34%	50%	39%
Cares about the wealthy	46%	25%	69%	44%	30%	34%	66%	46%	41%	45%	52%	39%	48%	48%
Totals	(990)	(374)	(262)	(273)	(246)	(330)	(317)	(168)	(212)	(357)	(253)	(438)	(324)	(74)

# The Economist/YouGov Poll

October 26-28, 2012



## 28. Respondents think these traits describe Mitt Romney somewhat or very well

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Takes positions on issues and sticks by them	44%	29%	43%	48%	58%	49%	22%	40%	43%	44%	51%	44%	32%
Is personally wealthy	92%	93%	91%	94%	87%	94%	84%	88%	95%	88%	87%	96%	93%
Cares about people like me	44%	28%	43%	49%	58%	49%	24%	38%	47%	40%	45%	47%	38%
Cares about the poor	43%	30%	44%	46%	55%	50%	15%	38%	45%	41%	46%	45%	36%
Cares about the middle class	50%	40%	51%	53%	57%	57%	25%	45%	54%	46%	51%	56%	42%
Cares about the wealthy	89%	90%	87%	92%	86%	91%	85%	86%	92%	86%	87%	93%	87%
Totals	(987)	(200)	(224)	(417)	(146)	(727)	(147)	(113)	(468)	(519)	(378)	(341)	(268)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Takes positions on issues and sticks by them	44%	16%	79%	34%	12%	30%	75%	38%	40%	49%	42%	41%	45%	43%
Is personally wealthy	92%	87%	94%	98%	91%	94%	95%	85%	91%	94%	94%	87%	98%	99%
Cares about people like me	44%	13%	77%	40%	10%	28%	78%	39%	39%	49%	43%	36%	50%	40%
Cares about the poor	43%	12%	78%	42%	9%	28%	78%	41%	38%	50%	38%	35%	50%	43%
Cares about the middle class	50%	17%	86%	48%	15%	37%	84%	42%	42%	57%	51%	45%	54%	44%
Cares about the wealthy	89%	89%	90%	92%	93%	88%	90%	86%	88%	89%	91%	86%	93%	92%
Totals	(987)	(374)	(261)	(271)	(245)	(330)	(316)	(167)	(213)	(356)	(251)	(436)	(325)	(73)

# The Economist/YouGov Poll

October 26-28, 2012



## 29. Respondents think these traits describe Mitt Romney not very well or not well at all

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Takes positions on issues and sticks by them	56%	69%	57%	52%	41%	50%	78%	60%	57%	54%	48%	55%	67%
Is personally wealthy	8%	7%	9%	6%	13%	5%	16%	12%	4%	12%	13%	4%	6%
Cares about people like me	56%	70%	57%	51%	41%	50%	76%	62%	53%	58%	55%	52%	62%
Cares about the poor	57%	69%	56%	54%	44%	49%	85%	62%	55%	59%	54%	55%	63%
Cares about the middle class	49%	59%	49%	46%	39%	42%	75%	55%	46%	53%	47%	44%	58%
Cares about the wealthy	11%	10%	13%	8%	14%	9%	15%	14%	8%	14%	13%	7%	13%
Totals	(987)	(200)	(224)	(417)	(146)	(727)	(147)	(113)	(468)	(519)	(378)	(341)	(268)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Takes positions on issues and sticks by them	56%	82%	21%	65%	88%	69%	25%	60%	59%	50%	58%	58%	55%	57%
Is personally wealthy	8%	13%	6%	2%	9%	6%	5%	14%	9%	6%	6%	13%	2%	1%
Cares about people like me	56%	86%	23%	60%	90%	71%	22%	59%	60%	51%	57%	63%	50%	60%
Cares about the poor	57%	88%	22%	58%	91%	71%	22%	58%	62%	49%	62%	64%	50%	57%
Cares about the middle class	49%	82%	14%	52%	84%	63%	16%	58%	58%	42%	48%	54%	45%	56%
Cares about the wealthy	11%	11%	10%	7%	7%	12%	10%	14%	12%	11%	9%	14%	7%	8%
Totals	(987)	(374)	(261)	(271)	(245)	(330)	(316)	(167)	(213)	(356)	(251)	(436)	(325)	(73)



# The Economist/YouGov Poll

October 26-28, 2012



## 30. Respondent's ideology

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Very liberal	8%	16%	8%	3%	3%	6%	15%	9%	7%	8%	6%	10%	6%
Liberal	17%	24%	18%	13%	14%	17%	17%	21%	14%	21%	16%	18%	18%
Moderate	29%	29%	28%	36%	18%	26%	37%	38%	30%	28%	27%	25%	38%
Conservative	25%	11%	23%	27%	46%	30%	4%	24%	30%	21%	28%	23%	24%
Very Conservative	14%	6%	18%	15%	18%	18%	4%	4%	14%	14%	14%	15%	12%
Not sure	7%	13%	4%	6%	1%	3%	23%	5%	5%	8%	8%	8%	2%
Totals (Unweighted)	100% (1,000)	100% (205)	100% (225)	100% (423)	100% (147)	100% (738)	100% (148)	100% (114)	100% (470)	100% (530)	100% (385)	100% (344)	100% (271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Very liberal	8%	15%	1%	7%	30%	0%	0%	11%	9%	4%	9%	7%	9%	13%
Liberal	17%	37%	3%	12%	70%	0%	0%	20%	17%	18%	15%	19%	14%	12%
Moderate	29%	32%	13%	49%	0%	100%	0%	24%	32%	26%	35%	26%	30%	47%
Conservative	25%	7%	49%	23%	0%	0%	64%	24%	24%	27%	24%	28%	26%	16%
Very Conservative	14%	2%	33%	8%	0%	0%	36%	6%	13%	20%	12%	10%	19%	12%
Not sure	7%	6%	1%	2%	0%	0%	0%	15%	5%	5%	4%	10%	3%	0%
Totals (Unweighted)	100% (1,000)	100% (376)	100% (264)	100% (275)	100% (247)	100% (332)	100% (321)	100% (169)	100% (216)	100% (360)	100% (255)	100% (442)	100% (328)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 31. Perceived Obama ideology

Would you say Barack Obama is...

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Very liberal	42%	22%	45%	47%	55%	51%	11%	30%	47%	36%	42%	46%	35%
Liberal	22%	39%	18%	17%	15%	21%	28%	20%	19%	25%	20%	22%	27%
Moderate	22%	18%	24%	25%	18%	18%	31%	32%	26%	18%	18%	21%	30%
Conservative	3%	3%	2%	4%	5%	3%	3%	4%	1%	5%	5%	2%	2%
Very conservative	1%	1%	0%	1%	2%	0%	3%	2%	0%	1%	2%	1%	0%
Not sure	10%	17%	11%	7%	4%	6%	25%	13%	7%	13%	14%	9%	6%
Totals (Unweighted)	100% (995)	100% (205)	100% (225)	100% (419)	100% (146)	100% (734)	100% (147)	100% (114)	100% (466)	100% (529)	100% (384)	100% (341)	100% (270)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Very liberal	42%	10%	79%	41%	6%	25%	83%	33%	35%	49%	42%	36%	48%	49%
Liberal	22%	36%	8%	24%	52%	24%	5%	18%	20%	23%	25%	26%	20%	10%
Moderate	22%	38%	6%	25%	35%	39%	5%	24%	26%	18%	23%	20%	24%	41%
Conservative	3%	6%	1%	2%	2%	3%	3%	6%	4%	3%	1%	4%	2%	0%
Very conservative	1%	2%	0%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%
Not sure	10%	8%	6%	7%	5%	9%	2%	19%	14%	6%	7%	12%	6%	0%
Totals (Unweighted)	100% (995)	100% (375)	100% (264)	100% (272)	100% (246)	100% (330)	100% (319)	100% (169)	100% (215)	100% (360)	100% (251)	100% (440)	100% (327)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 32. Perceived Romney ideology

Would you say Mitt Romney is...

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Very liberal	1%	2%	1%	2%	0%	1%	5%	0%	1%	2%	3%	1%	0%
Liberal	3%	5%	6%	2%	0%	3%	2%	7%	4%	2%	5%	3%	2%
Moderate	20%	18%	21%	21%	17%	23%	13%	12%	24%	15%	15%	22%	23%
Conservative	35%	23%	32%	41%	49%	40%	13%	39%	38%	33%	35%	34%	38%
Very conservative	26%	30%	28%	22%	24%	24%	35%	24%	19%	33%	26%	27%	24%
Not sure	14%	21%	13%	12%	10%	10%	33%	18%	13%	16%	16%	13%	13%
Totals (Unweighted)	100% (996)	100% (204)	100% (224)	100% (421)	100% (147)	100% (734)	100% (148)	100% (114)	100% (469)	100% (527)	100% (383)	100% (344)	100% (269)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Very liberal	1%	3%	0%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	0%
Liberal	3%	4%	3%	2%	4%	4%	3%	8%	3%	3%	1%	3%	2%	4%
Moderate	20%	10%	26%	26%	5%	15%	35%	19%	23%	22%	16%	16%	22%	12%
Conservative	35%	22%	53%	36%	26%	34%	48%	26%	33%	39%	38%	31%	41%	48%
Very conservative	26%	42%	15%	22%	51%	31%	9%	21%	24%	25%	30%	29%	26%	17%
Not sure	14%	18%	3%	13%	12%	14%	4%	24%	15%	10%	14%	18%	8%	19%
Totals (Unweighted)	100% (996)	100% (376)	100% (263)	100% (274)	100% (246)	100% (331)	100% (319)	100% (169)	100% (214)	100% (360)	100% (253)	100% (441)	100% (326)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 33. Perceived Obama sincerity

Do you think Barack Obama...

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Says what he believes	45%	50%	44%	46%	39%	39%	73%	48%	43%	48%	40%	44%	55%
Says what he thinks people want to hear	47%	34%	47%	49%	59%	55%	12%	42%	50%	44%	52%	46%	39%
Not sure	8%	16%	9%	5%	2%	6%	15%	9%	8%	8%	8%	10%	6%
Totals (Unweighted)	100% (994)	100% (204)	100% (224)	100% (420)	100% (146)	100% (734)	100% (147)	100% (113)	100% (466)	100% (528)	100% (381)	100% (344)	100% (269)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Says what he believes	45%	84%	16%	37%	82%	55%	16%	44%	49%	45%	45%	49%	41%	47%
Says what he thinks people want to hear	47%	11%	80%	54%	10%	40%	80%	38%	45%	51%	47%	41%	53%	49%
Not sure	8%	5%	4%	9%	8%	6%	4%	18%	7%	4%	8%	11%	6%	4%
Totals (Unweighted)	100% (994)	100% (376)	100% (263)	100% (274)	100% (246)	100% (329)	100% (319)	100% (169)	100% (214)	100% (357)	100% (254)	100% (439)	100% (326)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 34. Obama likeability

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Like a lot	35%	41%	33%	32%	37%	29%	67%	32%	29%	42%	32%	37%	37%
Like somewhat	25%	24%	26%	28%	17%	24%	16%	40%	29%	20%	25%	21%	29%
Dislike	31%	18%	32%	33%	45%	39%	3%	17%	32%	30%	34%	30%	27%
Not sure	9%	17%	9%	8%	2%	8%	14%	10%	10%	8%	9%	11%	7%
Totals (Unweighted)	100% (998)	100% (205)	100% (224)	100% (422)	100% (147)	100% (737)	100% (148)	100% (113)	100% (468)	100% (530)	100% (384)	100% (344)	100% (270)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Like a lot	35%	76%	5%	25%	74%	41%	7%	43%	35%	30%	37%	39%	32%	32%
Like somewhat	25%	19%	27%	29%	20%	34%	22%	22%	29%	24%	24%	27%	20%	37%
Dislike	31%	2%	60%	36%	1%	16%	65%	18%	28%	38%	31%	24%	41%	20%
Not sure	9%	3%	8%	11%	5%	9%	6%	17%	7%	8%	8%	11%	7%	10%
Totals (Unweighted)	100% (998)	100% (375)	100% (264)	100% (275)	100% (246)	100% (332)	100% (320)	100% (169)	100% (215)	100% (360)	100% (254)	100% (441)	100% (328)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 35. Perceived Romney sincerity

Do you think Mitt Romney...

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Says what he believes	36%	20%	36%	40%	51%	42%	14%	31%	40%	33%	38%	38%	30%
Says what he thinks people want to hear	55%	66%	52%	51%	48%	51%	69%	56%	52%	57%	50%	53%	63%
Not sure	9%	14%	11%	8%	1%	7%	17%	12%	8%	10%	12%	9%	7%
Totals (Unweighted)	100% (991)	100% (205)	100% (223)	100% (419)	100% (144)	100% (730)	100% (147)	100% (114)	100% (467)	100% (524)	100% (379)	100% (344)	100% (268)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Says what he believes	36%	11%	68%	31%	10%	28%	63%	28%	27%	39%	42%	30%	42%	37%
Says what he thinks people want to hear	55%	83%	27%	57%	84%	66%	29%	53%	61%	53%	53%	57%	53%	55%
Not sure	9%	6%	5%	12%	6%	6%	7%	19%	12%	8%	5%	13%	6%	8%
Totals (Unweighted)	100% (991)	100% (372)	100% (259)	100% (275)	100% (245)	100% (329)	100% (317)	100% (167)	100% (214)	100% (356)	100% (254)	100% (437)	100% (325)	100% (73)

# The Economist/YouGov Poll

October 26-28, 2012



## 36. Romney likeability

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Like a lot	22%	14%	17%	20%	44%	27%	2%	18%	22%	21%	26%	22%	16%
Like somewhat	26%	22%	24%	36%	17%	27%	25%	22%	30%	22%	20%	29%	31%
Dislike	38%	41%	45%	34%	32%	35%	47%	45%	34%	43%	39%	34%	44%
Not sure	13%	22%	14%	10%	6%	10%	25%	16%	14%	13%	15%	15%	9%
Totals (Unweighted)	100% (993)	100% (205)	100% (223)	100% (420)	100% (145)	100% (732)	100% (148)	100% (113)	100% (467)	100% (526)	100% (379)	100% (344)	100% (270)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Like a lot	22%	3%	47%	15%	1%	11%	45%	18%	13%	27%	22%	18%	25%	5%
Like somewhat	26%	13%	35%	35%	14%	28%	36%	16%	34%	25%	29%	21%	32%	45%
Dislike	38%	71%	8%	40%	73%	49%	11%	40%	42%	34%	41%	43%	35%	37%
Not sure	13%	14%	10%	10%	12%	12%	8%	25%	11%	14%	7%	18%	8%	12%
Totals (Unweighted)	100% (993)	100% (372)	100% (261)	100% (275)	100% (244)	100% (331)	100% (318)	100% (167)	100% (213)	100% (359)	100% (254)	100% (437)	100% (327)	100% (73)

# The Economist/YouGov Poll

October 26-28, 2012



## 37. Which of these words to describe Barack Obama

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Arrogant	44%	31%	42%	48%	59%	53%	12%	33%	52%	36%	40%	48%	45%
Bold	30%	31%	32%	28%	31%	26%	50%	28%	29%	32%	30%	34%	26%
Effective	33%	38%	29%	34%	30%	25%	60%	41%	29%	37%	29%	36%	35%
Exciting	22%	27%	22%	18%	24%	18%	44%	19%	18%	26%	23%	23%	19%
Experienced	28%	27%	30%	27%	28%	22%	55%	28%	23%	33%	29%	27%	28%
Honest	36%	39%	36%	35%	36%	29%	65%	44%	31%	42%	37%	34%	40%
Hypocritical	36%	19%	38%	40%	51%	44%	8%	28%	43%	30%	37%	41%	29%
Inspiring	37%	41%	37%	36%	33%	30%	65%	41%	33%	41%	33%	40%	39%
Intelligent	60%	71%	54%	59%	55%	57%	77%	52%	58%	61%	53%	58%	72%
Partisan	31%	16%	34%	35%	38%	36%	15%	24%	37%	24%	24%	35%	34%
Patriotic	31%	31%	29%	30%	39%	28%	48%	30%	28%	34%	28%	32%	34%
Religious	15%	11%	16%	18%	15%	10%	35%	18%	14%	16%	20%	11%	14%
Sincere	37%	38%	37%	35%	37%	31%	60%	41%	31%	43%	33%	36%	43%
Steady	31%	33%	31%	30%	31%	26%	55%	28%	27%	35%	30%	30%	34%
Strong	36%	42%	36%	34%	34%	30%	70%	32%	26%	46%	35%	34%	40%
Totals	(1,000)	(205)	(225)	(423)	(147)	(738)	(148)	(114)	(470)	(530)	(385)	(344)	(271)



# The Economist/YouGov Poll

October 26-28, 2012



	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Arrogant	44%	6%	80%	53%	3%	33%	82%	31%	36%	50%	49%	35%	56%	42%
Bold	30%	50%	15%	28%	47%	38%	15%	39%	29%	24%	35%	31%	31%	34%
Effective	33%	60%	9%	29%	59%	40%	11%	43%	33%	29%	32%	35%	31%	33%
Exciting	22%	47%	5%	13%	41%	28%	6%	34%	22%	20%	18%	25%	18%	16%
Experienced	28%	55%	7%	22%	51%	40%	6%	40%	32%	25%	24%	33%	20%	31%
Honest	36%	76%	8%	25%	72%	44%	8%	46%	39%	32%	35%	42%	32%	32%
Hypocritical	36%	5%	71%	38%	3%	23%	72%	23%	27%	46%	37%	30%	44%	33%
Inspiring	37%	71%	7%	35%	70%	47%	9%	46%	39%	31%	39%	38%	35%	47%
Intelligent	60%	88%	35%	58%	90%	71%	35%	65%	63%	55%	61%	60%	58%	72%
Partisan	31%	13%	50%	35%	11%	26%	52%	20%	26%	34%	35%	22%	39%	36%
Patriotic	31%	59%	10%	27%	57%	43%	7%	43%	33%	26%	30%	34%	30%	26%
Religious	15%	30%	4%	11%	24%	21%	5%	22%	15%	15%	12%	19%	14%	8%
Sincere	37%	75%	8%	27%	71%	48%	9%	45%	42%	32%	34%	40%	32%	43%
Steady	31%	61%	7%	24%	62%	38%	7%	41%	35%	28%	27%	34%	25%	32%
Strong	36%	69%	9%	29%	65%	46%	10%	47%	41%	30%	35%	40%	33%	31%
Totals	(1,000)	(376)	(264)	(275)	(247)	(332)	(321)	(169)	(216)	(360)	(255)	(442)	(328)	(74)

# The Economist/YouGov Poll

October 26-28, 2012



## 38. Which of these words to describe Mitt Romney

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Arrogant	40%	45%	42%	40%	32%	37%	57%	41%	36%	45%	38%	36%	50%
Bold	25%	23%	23%	25%	32%	28%	16%	19%	23%	28%	27%	29%	18%
Effective	34%	22%	33%	39%	45%	39%	19%	27%	41%	28%	32%	43%	26%
Exciting	12%	5%	11%	12%	24%	15%	0%	7%	12%	12%	15%	11%	9%
Experienced	41%	30%	44%	41%	50%	47%	19%	35%	45%	36%	36%	49%	38%
Honest	31%	17%	27%	33%	54%	37%	14%	19%	37%	24%	33%	33%	25%
Hypocritical	39%	44%	38%	40%	31%	35%	57%	37%	36%	42%	34%	37%	50%
Inspiring	19%	6%	20%	20%	32%	23%	2%	15%	19%	18%	21%	17%	17%
Intelligent	52%	43%	47%	58%	62%	59%	31%	40%	58%	47%	50%	57%	49%
Partisan	26%	22%	27%	29%	25%	28%	22%	21%	30%	23%	18%	26%	40%
Patriotic	46%	34%	38%	52%	62%	51%	28%	36%	48%	43%	42%	51%	44%
Religious	64%	64%	60%	63%	75%	72%	40%	51%	67%	61%	56%	70%	67%
Sincere	30%	14%	26%	35%	50%	35%	15%	21%	35%	25%	30%	36%	22%
Steady	28%	12%	30%	30%	47%	33%	9%	26%	32%	25%	28%	31%	27%
Strong	34%	25%	33%	38%	39%	39%	15%	31%	36%	32%	33%	37%	31%
Totals	(1,000)	(205)	(225)	(423)	(147)	(738)	(148)	(114)	(470)	(530)	(385)	(344)	(271)

# The Economist/YouGov Poll

October 26-28, 2012



	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Arrogant	40%	73%	10%	42%	72%	53%	12%	46%	44%	37%	40%	44%	39%	43%
Bold	25%	20%	37%	20%	16%	19%	37%	23%	24%	28%	24%	25%	27%	13%
Effective	34%	7%	63%	34%	7%	20%	63%	27%	24%	40%	38%	27%	41%	24%
Exciting	12%	1%	29%	5%	0%	4%	26%	7%	9%	16%	11%	10%	15%	2%
Experienced	41%	13%	71%	38%	9%	31%	71%	34%	35%	46%	41%	30%	50%	37%
Honest	31%	4%	63%	25%	5%	16%	59%	22%	23%	38%	30%	23%	41%	18%
Hypocritical	39%	72%	13%	35%	71%	49%	13%	48%	41%	34%	38%	42%	34%	52%
Inspiring	19%	3%	41%	12%	1%	9%	38%	12%	16%	23%	18%	16%	23%	11%
Intelligent	52%	27%	77%	55%	32%	42%	75%	46%	47%	59%	50%	45%	61%	57%
Partisan	26%	36%	16%	32%	39%	37%	14%	19%	34%	23%	30%	22%	27%	40%
Patriotic	46%	20%	73%	47%	21%	35%	73%	34%	40%	50%	49%	35%	57%	38%
Religious	64%	46%	81%	70%	60%	54%	80%	54%	65%	64%	69%	56%	73%	59%
Sincere	30%	5%	60%	27%	5%	17%	58%	19%	24%	37%	31%	21%	39%	30%
Steady	28%	8%	55%	23%	2%	19%	56%	20%	20%	32%	35%	24%	34%	30%
Strong	34%	10%	61%	30%	10%	23%	58%	25%	27%	42%	33%	24%	40%	42%
Totals	(1,000)	(376)	(264)	(275)	(247)	(332)	(321)	(169)	(216)	(360)	(255)	(442)	(328)	(74)

# The Economist/YouGov Poll

October 26-28, 2012



## 39. Trend of economy

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Getting better	31%	39%	26%	29%	32%	29%	41%	30%	29%	32%	22%	31%	43%
About the same	24%	21%	29%	25%	19%	23%	24%	30%	26%	23%	31%	19%	21%
Getting worse	38%	26%	38%	44%	44%	44%	16%	31%	39%	37%	38%	41%	33%
Not sure	7%	14%	8%	2%	5%	4%	19%	9%	7%	8%	9%	9%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted)	(995)	(205)	(223)	(420)	(147)	(735)	(146)	(114)	(468)	(527)	(382)	(344)	(269)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Getting better	31%	60%	7%	28%	63%	39%	7%	35%	31%	27%	33%	29%	29%	41%
About the same	24%	25%	24%	23%	21%	30%	22%	19%	28%	27%	21%	29%	24%	16%
Getting worse	38%	12%	64%	41%	7%	26%	68%	32%	32%	43%	39%	34%	43%	43%
Not sure	7%	3%	5%	7%	9%	6%	3%	14%	9%	3%	7%	8%	4%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted)	(995)	(374)	(263)	(273)	(246)	(329)	(321)	(169)	(213)	(358)	(255)	(439)	(326)	(74)

**40. Stock market expectations over next year**

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Higher	26%	33%	28%	21%	22%	25%	28%	29%	28%	24%	21%	27%	32%
About the same	30%	29%	29%	34%	27%	28%	34%	37%	30%	30%	33%	28%	29%
Lower	20%	8%	17%	25%	32%	24%	4%	15%	21%	18%	24%	17%	17%
Not sure	24%	31%	26%	20%	19%	23%	34%	20%	21%	28%	23%	27%	22%
Totals (Unweighted)	100% (997)	100% (203)	100% (225)	100% (422)	100% (147)	100% (736)	100% (147)	100% (114)	100% (470)	100% (527)	100% (384)	100% (344)	100% (269)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Higher	26%	47%	11%	23%	46%	32%	12%	27%	22%	25%	30%	24%	25%	35%
About the same	30%	31%	32%	28%	27%	36%	28%	31%	32%	32%	26%	35%	29%	32%
Lower	20%	7%	30%	25%	8%	13%	33%	15%	19%	23%	19%	19%	22%	22%
Not sure	24%	15%	27%	24%	19%	19%	26%	28%	27%	21%	25%	22%	25%	10%
Totals (Unweighted)	100% (997)	100% (375)	100% (263)	100% (274)	100% (247)	100% (331)	100% (319)	100% (169)	100% (215)	100% (359)	100% (254)	100% (440)	100% (327)	100% (74)

# The Economist/YouGov Poll

October 26-28, 2012



## 41. Change in personal finances over past year

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Better off financially than you were a year ago	14%	19%	16%	14%	5%	12%	18%	23%	16%	13%	7%	14%	26%
About the same financially as you were a year ago	45%	46%	45%	39%	53%	43%	57%	38%	48%	42%	43%	42%	50%
Worse off financially than you were a year ago	35%	23%	33%	43%	41%	41%	9%	31%	33%	37%	43%	36%	23%
Not sure	6%	12%	6%	4%	1%	4%	16%	8%	4%	8%	7%	8%	1%
Totals (Unweighted)	100% (995)	100% (204)	100% (224)	100% (420)	100% (147)	100% (736)	100% (146)	100% (113)	100% (470)	100% (525)	100% (380)	100% (344)	100% (271)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Better off financially than you were a year ago	14%	24%	8%	12%	24%	16%	8%	11%	13%	16%	15%	11%	18%	28%
About the same financially as you were a year ago	45%	55%	38%	44%	53%	49%	39%	43%	48%	46%	43%	43%	44%	43%
Worse off financially than you were a year ago	35%	15%	51%	40%	16%	31%	51%	34%	31%	36%	37%	37%	38%	30%
Not sure	6%	5%	3%	3%	7%	4%	1%	12%	8%	2%	6%	8%	0%	0%
Totals (Unweighted)	100% (995)	100% (373)	100% (263)	100% (274)	100% (247)	100% (330)	100% (319)	100% (168)	100% (215)	100% (358)	100% (254)	100% (439)	100% (326)	100% (74)

## **The Economist/YouGov Poll**

October 26-28, 2012



<b>Sponsorship</b>	<i>The Economist</i>
<b>Fieldwork</b>	YouGov
<b>Interviewing Dates</b>	October 26-28, 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 7.4, with a mean of one and a standard deviation of 1.12.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.6% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	27 questions not reported.