

The Economist/YouGov Poll



Sample 1000 General Population Respondents
 Conducted November 10-12, 2012
 Margin of Error ±4.9%

1. How closely did you follow news about the 2012 Presidential election campaign?

Very closely 64%
 Somewhat closely 24%
 Not too closely 8%
 Not at all 4%

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

Generally headed in the right direction 39%
 Off on the wrong track 52%
 Not sure 9%

3. How important are the following issues to you?

	Very Important	Somewhat Important	Not very Important	Unimportant
The economy	83%	12%	3%	2%
Immigration	46%	32%	15%	6%
The environment	37%	34%	17%	12%
Terrorism	51%	29%	13%	7%
Gay rights	23%	22%	19%	36%
Education	50%	34%	11%	5%
Health care	69%	24%	4%	3%
Social security	63%	27%	7%	2%
The budget deficit	65%	22%	8%	4%
The war in Afghanistan	33%	41%	18%	9%
Taxes	66%	25%	7%	2%
Medicare	55%	31%	11%	3%
Abortion	34%	28%	22%	16%

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

The economy	40%
Immigration	5%
The environment	4%
Terrorism	3%
Gay rights	3%
Education	5%
Health care	12%
Social security	8%
The budget deficit	10%
The war in Afghanistan	1%
Taxes	4%
Medicare	3%
Abortion	4%

5. Please check any words that describe how you feel about this year's election results. (Check all that apply).

Excited	28%
Angry	25%
Satisfied	37%
Disappointed	41%
Happy	32%
Sad	27%
Relieved	34%
Worried	39%
Bored	4%

6. In the next four years, do you expect government spending to increase or decrease?

Increase a lot	37%
Increase a little	14%
Stay about the same	20%
Decrease a little	16%
Decrease a lot	3%
Not sure	10%

7. In the next four years, do you expect your taxes to increase or decrease?

Increase a lot	31%
Increase a little	23%
Stay about the same	29%
Decrease a little	6%
Decrease a lot	2%
Not sure	10%

8. If Mitt Romney had won the election, do you think government spending would have increased or decreased over the next four years?

Increased a lot	20%
Increased a little	11%
Stayed about the same	14%
Decreased a little	22%
Decreased a lot	21%
Not sure	12%

9. If Mitt Romney had won the election, do you think your taxes would have increased or decreased over the next four years?

Increased a lot	27%
Increased a little	16%
Stayed about the same	28%
Decreased a little	16%
Decreased a lot	4%
Not sure	10%

10. Would you call yourself "Pro-choice" or "Pro-Life"?

Pro-choice	41%
Pro-life	24%
Both	18%
Neither	16%

11. Do you favor increasing taxes on families making over \$250,000 per year?

Favor 59%
 Oppose 28%
 Not sure 13%

12. Should members of Congress stand up for their principles no matter what, or compromise with their opponents in order to get something done?

Stand up for their principles 37%
 Compromise to get something done 63%

13. 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	34%	17%	8%	37%	3%
Mitt Romney	22%	24%	13%	37%	4%
Paul Ryan	26%	17%	12%	36%	9%
Joe Biden	29%	18%	11%	36%	7%

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

Strongly Approve 24%
 Somewhat Approve 24%
 Somewhat Disapprove 8%
 Strongly Disapprove 39%
 Not Sure 5%

15. 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	22%	23%	9%	41%	6%
Immigration	19%	23%	12%	35%	10%
The environment	16%	28%	15%	26%	15%
Terrorism	27%	24%	9%	29%	10%
Gay rights	21%	21%	10%	28%	20%
Education	24%	23%	13%	23%	15%
Health care	28%	19%	8%	39%	6%
Social security	21%	23%	13%	30%	12%
The budget deficit	16%	23%	11%	41%	8%
The war in Afghanistan	25%	27%	14%	24%	11%
Taxes	21%	25%	10%	34%	9%
Medicare	20%	25%	12%	30%	12%
Abortion	21%	22%	11%	26%	20%

16. Based on what you thought in 2008, has Barack Obama turned out to be a better or worse President than you expected?

Much better	15%
A little better	12%
About what I expected	32%
A little worse	10%
A lot worse	31%

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

Strongly approve	3%
Somewhat approve	8%
Neither approve nor disapprove	19%
Somewhat disapprove	24%
Strongly disapprove	40%
Not sure	7%

18. Who did you vote for in the 2012 Presidential election?

Asked of registered voters

Barack Obama	47%
Mitt Romney	45%
Other	4%
Did not vote	4%

19. Which method did you use to vote in the 2012 Presidential election?

Asked of registered voters

I voted in my polling site on election day	56%
I voted in my polling site before election day	18%
I voted by mail	26%

20. Would you say you mostly voted for [Obama/Romney] or against [other candidate]?

Asked of Obama/Romney supporters

I mostly voted for [Obama/Romney]	71%
I mostly voted against [other candidate]	28%
Not sure	1%

21. Did you ever consider voting for \$opposetext?

Asked of registered voters

Yes	10%
No	88%
Not sure	1%

22. Were you ever "undecided" about whether to support Obama or Romney?

Asked of registered voters

Yes	12%
No	88%

23. Would you preferred to have voted for a candidate who had Obama’s positions on social issues, but was closer to Romney on economic issues?

Asked of Obama voters

Yes	11%
No	76%
Not sure	13%

24. Would you preferred to have voted for a candidate who had Romney’s positions on economic issues, but was closer to Obama on social issues?

Asked of Romney voters

Yes	13%
No	76%
Not sure	12%

25. Please indicate if you engaged in the following activities in relation to any candidate running for office in the 2012 election. (Check all that apply)

Asked of registered voters

Read an email from a candidate	50%
Forwarded an email from a candidate	18%
Liked a candidate on Facebook	32%
Posted a comment about a candidate on Facebook	33%
Followed a candidate on Twitter	10%
Tweeted about a candidate on Twitter	7%
Blogged about a candidate	9%
Donated money to a candidate	28%
Made phone calls on behalf of a candidate	8%
Knocked on doors on behalf of a candidate	5%
Went to a political rally or event	15%
Read a leaflet or flyer about a candidate	45%
Read a letter that came to your home in the mail about a candidate	44%
None of these	23%
Not sure	3%

26. Who did you vote for in the 2008 Presidential election?

Asked of registered voters

Obama	48%
McCain	40%
Other	4%
Did not vote	8%
Not sure	1%

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

Yes	18%
No	68%
Not sure	13%

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

Very liberal	8%
Liberal	16%
Moderate	29%
Conservative	28%
Very Conservative	11%
Not sure	8%

29. Would you say Barack Obama is...

Very liberal	39%
Liberal	21%
Moderate	25%
Conservative	4%
Very conservative	1%
Not sure	10%

30. Would you say Mitt Romney is...

Very liberal	3%
Liberal	3%
Moderate	22%
Conservative	31%
Very conservative	25%
Not sure	16%

31. Do you think Barack Obama...

Says what he believes	45%
Says what he thinks people want to hear	48%
Not sure	7%

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

Like a lot	37%
Like somewhat	23%
Dislike	31%
Not sure	9%

33. Do you think Mitt Romney...

Says what he believes	33%
Says what he thinks people want to hear	57%
Not sure	11%

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

Like a lot	18%
Like somewhat	28%
Dislike	39%
Not sure	15%

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

	Yes	No Opinion	No
Arrogant	39%	30%	31%
Bold	30%	56%	14%
Effective	28%	42%	30%
Exciting	21%	59%	19%
Experienced	30%	41%	29%
Honest	36%	28%	36%
Hypocritical	34%	37%	28%
Inspiring	36%	40%	24%
Intelligent	58%	27%	15%
Partisan	28%	53%	18%
Patriotic	32%	35%	33%
Religious	14%	55%	31%
Sincere	38%	32%	30%
Steady	33%	53%	14%
Strong	34%	44%	22%

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

	Yes	No Opinion	No
Arrogant	39%	31%	30%
Bold	18%	69%	13%
Effective	26%	56%	18%
Exciting	10%	60%	30%
Experienced	43%	44%	13%
Honest	29%	36%	35%
Hypocritical	39%	35%	27%
Inspiring	17%	54%	28%
Intelligent	52%	39%	10%
Partisan	27%	58%	15%
Patriotic	45%	47%	9%
Religious	61%	34%	5%
Sincere	29%	41%	31%
Steady	25%	59%	16%
Strong	28%	59%	14%

37. Are you a fan of the James Bond movies?

Yes, a big fan	21%
Yes, something of a fan	40%
No, not a fan	39%

38. Which actor is your favorite portrayal of James Bond?

Asked of Bond movie fans

Sean Connery	52%
Roger Moore	10%
Timothy Dalton	0%
Pierce Brosnan	13%
Daniel Craig	16%
Don't know	7%

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

Getting better	29%
About the same	28%
Getting worse	39%
Not sure	3%

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

Higher	24%
About the same	25%
Lower	33%
Not sure	17%

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

Better off financially than you were a year ago	17%
About the same financially as you were a year ago	44%
Worse off financially than you were a year ago	35%
Not sure	4%

42. Gender

Male	47%
Female	53%

43. Education

No high school	4%
High school graduate	38%
Some college	23%
2-year college	10%
4-year college	17%
Post-graduate	9%

44. Age

18-29	25%
30-44	25%
45-64	35%
65+	16%

45. Race

White	67%
Black	16%
Hispanic	11%
Other	6%

46. Region

Northeast	18%
Midwest	24%
South	36%
West	22%

47. Party Identification

Democrat	38%
Lean Democrat	7%
Independent	16%
Lean Republican	8%
Republican	32%

Sponsorship	<i>The Economist</i>
Fieldwork	YouGov
Interviewing Dates	November 10-12, 2012
Target population	U.S. citizens, aged 18 and over.
Sampling method	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.
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 to 10.5, with a mean of one and a standard deviation of 1.24.
Number of respondents	1000
Margin of error	± 4.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	17 questions not reported.