

## List of Tables

1. Attention to election campaign	2
2. Direction of country	3
3. Importance of issues	4
4. Most important issue	5
5. Feelings about election results	7
6. Expectations about government spending in next four years	8
7. Expectations about personal taxes in next four years	9
8. Expected government spending had Romney won	10
9. Expected personal taxes had Romney won	11
10. "Pro-choice" versus "pro-life"	12
11. Increase Taxes on Wealthy	13
12. Compromise versus standing for principles	14
13. Respondents have a somewhat or very favorable opinion of these individuals	15
14. Respondents have a somewhat or very unfavorable opinion of these individuals	16
15. Approval of Obama as President	17
16. Obama approval on issues	18
17. How Obama has performed as President compared to what respondent expected in 2008	19
18. Approval of U.S. Congress	20
19. Presidential vote	21
20. Method of casting a ballot in 2012 election	22
21. Reason for supporting Obama/Romney	23
22. Whether respondent ever considered voting for the other candidate	24
23. Whether respondent was ever undecided in the presidential race	25
24. Preference for candidate with Obama social positions and Romney economic positions - Obama voters	26
25. Preference for candidate with Obama social positions and Romney economic positions - Romney voters	27
26. Respondent campaign activities	28
27. 2008 Presidential vote	30
28. Tea Party identification	31
29. Respondent's ideology	32
30. Perceived Obama ideology	33
31. Perceived Romney ideology	34
32. Perceived Obama sincerity	35
33. Obama likeability	36
34. Perceived Romney sincerity	37
35. Romney likeability	38
36. Which of these words to describe Barack Obama	39

# The Economist/YouGov Poll

November 10-12, 2012



37. Which of these words to describe Mitt Romney . . . . .	41
38. Bond movie fans . . . . .	43
39. Favorite Bond portrayer . . . . .	44
40. Trend of economy . . . . .	45
41. Stock market expectations over next year . . . . .	46
42. Change in personal finances over past year . . . . .	47

# The Economist/YouGov Poll

November 10-12, 2012



## 1. Attention to election campaign

How closely did you follow 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	64%	55%	61%	65%	80%	67%	63%	46%	74%	55%	54%	68%	75%
Somewhat closely	24%	24%	28%	27%	13%	22%	27%	33%	17%	31%	32%	18%	18%
Not too closely	8%	14%	6%	6%	7%	8%	3%	15%	5%	11%	10%	8%	6%
Not at all	4%	7%	5%	2%	0%	3%	7%	6%	4%	4%	4%	5%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(214)	(133)	(499)	(154)	(738)	(137)	(125)	(472)	(528)	(337)	(359)	(304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Very closely	64%	66%	69%	60%	67%	61%	71%	55%	56%	68%	73%	56%	64%	81%
Somewhat closely	24%	24%	21%	27%	24%	25%	23%	29%	33%	20%	18%	29%	26%	13%
Not too closely	8%	8%	5%	10%	7%	11%	5%	7%	10%	9%	6%	12%	6%	3%
Not at all	4%	3%	5%	3%	3%	3%	1%	8%	1%	4%	3%	3%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(398)	(251)	(300)	(249)	(354)	(334)	(167)	(230)	(373)	(230)	(388)	(379)	(87)

# The Economist/YouGov Poll

November 10-12, 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	39%	45%	40%	38%	33%	31%	78%	40%	39%	40%	35%	41%	45%
Off on the wrong track	52%	41%	49%	55%	65%	60%	15%	46%	55%	48%	56%	47%	50%
Not sure	9%	14%	11%	7%	2%	9%	7%	14%	6%	12%	10%	12%	5%
Totals (Unweighted N)	100% (999)	100% (214)	100% (133)	100% (498)	100% (154)	100% (737)	100% (137)	100% (125)	100% (472)	100% (527)	100% (337)	100% (358)	100% (304)

	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	39%	75%	5%	35%	76%	48%	7%	40%	39%	38%	41%	42%	34%	40%
Off on the wrong track	52%	15%	89%	56%	15%	39%	90%	46%	53%	52%	54%	48%	59%	59%
Not sure	9%	10%	6%	9%	9%	13%	3%	14%	8%	10%	5%	10%	8%	1%
Totals (Unweighted N)	100% (999)	100% (398)	100% (251)	100% (300)	100% (249)	100% (354)	100% (334)	100% (167)	100% (230)	100% (373)	100% (229)	100% (388)	100% (378)	100% (87)

# The Economist/YouGov Poll

November 10-12, 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	95%	86%	97%	98%	100%	98%	86%	95%	94%	97%	95%	94%	97%	
Immigration	78%	74%	73%	82%	82%	81%	67%	75%	74%	81%	78%	77%	80%	
The environment	71%	76%	71%	71%	62%	68%	81%	78%	61%	79%	75%	68%	67%	
Terrorism	80%	66%	77%	87%	95%	80%	86%	76%	71%	89%	85%	81%	72%	
Gay rights	45%	58%	43%	38%	40%	45%	49%	36%	38%	51%	39%	48%	50%	
Education	84%	89%	81%	85%	76%	81%	90%	93%	78%	89%	82%	87%	82%	
Health care	93%	89%	94%	93%	95%	93%	93%	90%	89%	96%	94%	92%	91%	
Social security	90%	77%	88%	97%	100%	92%	85%	89%	87%	93%	94%	90%	86%	
The budget deficit	87%	78%	83%	93%	98%	88%	87%	83%	83%	91%	91%	88%	81%	
The war in Afghanistan	73%	65%	71%	77%	82%	73%	82%	62%	65%	81%	76%	71%	72%	
Taxes	91%	84%	91%	94%	94%	91%	91%	89%	88%	94%	92%	91%	89%	
Medicare	86%	72%	79%	94%	99%	87%	79%	89%	79%	91%	90%	83%	82%	
Abortion	62%	72%	59%	57%	59%	61%	65%	62%	51%	71%	61%	61%	63%	
Totals	(997)	(212)	(132)	(499)	(154)	(737)	(136)	(124)	(471)	(526)	(335)	(359)	(303)	

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
The economy	95%	94%	97%	97%	94%	96%	98%	95%	93%	97%	95%	95%	99%	
Immigration	78%	78%	84%	73%	78%	75%	85%	76%	78%	77%	82%	74%	79%	
The environment	71%	87%	51%	75%	89%	80%	52%	73%	79%	70%	61%	72%	55%	
Terrorism	80%	75%	89%	77%	67%	82%	89%	83%	79%	80%	80%	82%	73%	
Gay rights	45%	62%	28%	40%	76%	41%	28%	47%	47%	41%	45%	43%	50%	
Education	84%	89%	79%	83%	88%	88%	79%	83%	85%	86%	80%	86%	86%	
Health care	93%	96%	89%	93%	98%	94%	90%	90%	95%	94%	90%	94%	92%	
Social security	90%	89%	91%	95%	86%	93%	92%	88%	88%	93%	90%	93%	92%	
The budget deficit	87%	83%	94%	89%	80%	90%	92%	86%	86%	89%	87%	86%	92%	
The war in Afghanistan	73%	73%	77%	70%	68%	76%	76%	73%	76%	74%	70%	75%	75%	
Taxes	91%	89%	95%	90%	88%	92%	93%	86%	91%	93%	92%	88%	96%	
Medicare	86%	86%	86%	86%	86%	89%	88%	87%	90%	86%	80%	90%	90%	
Abortion	62%	68%	58%	58%	69%	60%	58%	59%	65%	61%	61%	65%	50%	
Totals	(997)	(396)	(251)	(299)	(247)	(354)	(334)	(166)	(230)	(371)	(230)	(386)	(87)	

# The Economist/YouGov Poll

November 10-12, 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	40%	36%	44%	43%	31%	40%	40%	36%	44%	36%	36%	48%	35%	
Immigration	5%	6%	8%	2%	4%	3%	7%	11%	5%	5%	7%	3%	3%	
The environment	4%	7%	5%	2%	1%	4%	1%	2%	5%	3%	2%	3%	6%	
Terrorism	3%	1%	6%	1%	3%	3%	1%	4%	1%	4%	2%	2%	5%	
Gay rights	3%	5%	3%	1%	6%	4%	0%	2%	4%	3%	4%	4%	1%	
Education	5%	10%	6%	2%	1%	4%	4%	8%	4%	5%	1%	6%	9%	
Health care	12%	12%	12%	13%	14%	10%	22%	13%	8%	16%	15%	6%	16%	
Social security	8%	0%	2%	11%	19%	8%	9%	6%	7%	8%	11%	8%	2%	
The budget deficit	10%	9%	11%	10%	8%	10%	11%	8%	12%	7%	12%	6%	10%	
The war in Afghanistan	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	
Taxes	4%	3%	2%	8%	1%	5%	2%	3%	5%	4%	5%	4%	3%	
Medicare	3%	1%	1%	3%	10%	4%	3%	2%	2%	4%	3%	4%	3%	
Abortion	4%	10%	0%	2%	2%	4%	1%	5%	3%	5%	1%	5%	6%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(970)	(198)	(125)	(493)	(154)	(717)	(131)	(122)	(457)	(513)	(329)	(347)	(294)	

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
The economy	40%	38%	47%	35%	34%	43%	40%	36%	41%	41%	38%	37%	45%	53%
Immigration	5%	5%	4%	6%	0%	4%	6%	1%	1%	6%	9%	7%	4%	0%
The environment	4%	4%	1%	7%	5%	4%	3%	5%	7%	2%	1%	4%	3%	3%
Terrorism	3%	0%	5%	2%	1%	1%	5%	4%	2%	3%	1%	1%	5%	4%
Gay rights	3%	7%	0%	1%	10%	1%	1%	3%	1%	3%	7%	3%	3%	0%
Education	5%	7%	2%	5%	9%	7%	1%	1%	4%	6%	6%	4%	3%	6%
Health care	12%	15%	7%	14%	15%	14%	8%	16%	11%	9%	16%	14%	9%	16%
Social security	8%	11%	4%	8%	10%	8%	6%	12%	8%	7%	6%	13%	3%	2%
The budget deficit	10%	5%	12%	13%	6%	6%	15%	8%	16%	8%	7%	9%	10%	11%
The war in Afghanistan	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%
Taxes	4%	3%	7%	3%	4%	3%	6%	10%	1%	5%	3%	2%	8%	3%
Medicare	3%	4%	5%	1%	2%	5%	3%	2%	2%	5%	2%	3%	3%	0%
Abortion	4%	2%	7%	3%	3%	4%	4%	2%	4%	5%	3%	4%	3%	2%

continued on the next page ...

# The Economist/YouGov Poll

November 10-12, 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 N)	100% (970)	100% (383)	100% (246)	100% (292)	100% (240)	100% (344)	100% (327)	100% (161)	100% (225)	100% (360)	100% (224)	100% (378)	100% (369)	100% (85)

# The Economist/YouGov Poll

November 10-12, 2012



## 5. Feelings about election results

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Excited	28%	35%	30%	26%	21%	21%	61%	30%	25%	31%	28%	29%	28%
Angry	25%	13%	23%	28%	36%	31%	3%	13%	27%	23%	21%	30%	24%
Satisfied	37%	42%	40%	36%	28%	32%	66%	31%	34%	40%	38%	34%	40%
Disappointed	41%	31%	36%	45%	54%	50%	8%	27%	45%	38%	39%	44%	41%
Happy	32%	40%	35%	30%	19%	27%	55%	33%	28%	36%	28%	34%	35%
Sad	27%	14%	27%	32%	36%	34%	2%	17%	28%	26%	27%	27%	27%
Relieved	34%	45%	31%	32%	25%	31%	50%	29%	33%	34%	27%	36%	41%
Worried	39%	23%	39%	42%	60%	48%	4%	35%	40%	39%	39%	37%	42%
Bored	4%	6%	5%	2%	3%	3%	1%	11%	4%	4%	4%	2%	6%
Totals (Unweighted N)	267% (992)	248% (208)	267% (131)	274% (499)	282% (154)	277% (732)	249% (137)	226% (123)	264% (470)	270% (522)	252% (334)	274% (355)	285% (303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Excited	28%	61%	1%	16%	53%	37%	6%	25%	30%	29%	29%	30%	24%	29%
Angry	25%	1%	50%	28%	1%	18%	49%	27%	18%	25%	30%	19%	28%	29%
Satisfied	37%	68%	3%	36%	68%	45%	7%	38%	43%	33%	36%	40%	32%	28%
Disappointed	41%	3%	83%	43%	3%	31%	77%	43%	33%	44%	44%	35%	48%	47%
Happy	32%	65%	3%	23%	65%	41%	5%	27%	30%	34%	35%	30%	32%	33%
Sad	27%	2%	59%	24%	2%	17%	55%	23%	23%	29%	32%	23%	32%	39%
Relieved	34%	64%	3%	29%	73%	41%	6%	29%	43%	32%	31%	32%	34%	33%
Worried	39%	5%	77%	43%	8%	28%	74%	37%	34%	41%	44%	34%	46%	50%
Bored	4%	2%	3%	7%	3%	7%	3%	2%	5%	5%	2%	3%	3%	6%
Totals (Unweighted N)	267% (992)	271% (397)	284% (249)	250% (297)	274% (246)	263% (353)	281% (333)	250% (165)	259% (229)	272% (370)	284% (228)	246% (384)	279% (377)	296% (87)



**6. Expectations about government spending in next four years**

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Increase a lot	37%	17%	33%	44%	55%	45%	6%	26%	41%	33%	37%	36%	37%
Increase a little	14%	21%	10%	16%	6%	15%	10%	15%	15%	13%	11%	17%	16%
Stay about the same	20%	28%	26%	11%	21%	19%	26%	18%	17%	23%	21%	16%	24%
Decrease a little	16%	16%	16%	17%	10%	12%	31%	19%	17%	14%	16%	17%	12%
Decrease a lot	3%	5%	1%	4%	4%	3%	5%	5%	4%	3%	3%	4%	3%
Not sure	10%	13%	13%	8%	4%	6%	22%	17%	6%	13%	13%	9%	6%
Totals (Unweighted N)	100% (999)	100% (213)	100% (133)	100% (499)	100% (154)	100% (738)	100% (137)	100% (124)	100% (472)	100% (527)	100% (337)	100% (358)	100% (304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Increase a lot	37%	5%	70%	42%	4%	27%	71%	31%	29%	42%	40%	31%	43%	47%
Increase a little	14%	18%	13%	9%	18%	15%	12%	12%	13%	13%	19%	13%	15%	17%
Stay about the same	20%	32%	7%	21%	35%	22%	9%	15%	26%	23%	15%	20%	19%	15%
Decrease a little	16%	26%	3%	17%	24%	23%	3%	26%	16%	14%	10%	19%	14%	19%
Decrease a lot	3%	6%	2%	1%	5%	4%	2%	3%	5%	3%	3%	5%	3%	1%
Not sure	10%	13%	6%	9%	14%	9%	3%	12%	11%	7%	12%	12%	7%	1%
Totals (Unweighted N)	100% (999)	100% (398)	100% (251)	100% (299)	100% (249)	100% (353)	100% (334)	100% (166)	100% (230)	100% (373)	100% (230)	100% (387)	100% (379)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 7. Expectations about personal taxes in next four years

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Increase a lot	31%	13%	23%	41%	48%	38%	4%	23%	32%	29%	30%	32%	30%
Increase a little	23%	27%	17%	24%	25%	24%	16%	27%	23%	23%	20%	25%	25%
Stay about the same	29%	35%	37%	24%	20%	26%	39%	38%	29%	29%	27%	31%	30%
Decrease a little	6%	10%	6%	5%	2%	3%	20%	2%	3%	8%	7%	4%	6%
Decrease a lot	2%	2%	1%	2%	1%	1%	3%	1%	2%	1%	2%	1%	1%
Not sure	10%	13%	17%	6%	5%	9%	18%	9%	11%	10%	14%	7%	7%
Totals (Unweighted N)	100% (993)	100% (212)	100% (132)	100% (496)	100% (153)	100% (735)	100% (136)	100% (122)	100% (469)	100% (524)	100% (334)	100% (356)	100% (303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Increase a lot	31%	4%	58%	36%	3%	24%	58%	26%	24%	36%	33%	23%	37%	39%
Increase a little	23%	23%	24%	21%	24%	26%	21%	23%	24%	19%	28%	23%	23%	26%
Stay about the same	29%	49%	11%	22%	47%	38%	11%	29%	30%	31%	25%	30%	28%	26%
Decrease a little	6%	10%	1%	6%	11%	5%	1%	11%	8%	3%	3%	7%	4%	3%
Decrease a lot	2%	3%	0%	1%	4%	2%	0%	2%	1%	2%	0%	2%	2%	1%
Not sure	10%	10%	6%	14%	11%	6%	8%	8%	13%	10%	10%	15%	6%	5%
Totals (Unweighted N)	100% (993)	100% (396)	100% (249)	100% (298)	100% (248)	100% (350)	100% (332)	100% (162)	100% (230)	100% (372)	100% (229)	100% (384)	100% (378)	100% (86)

**8. Expected government spending had Romney won**

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Increased a lot	20%	22%	21%	22%	12%	14%	37%	35%	16%	23%	23%	19%	16%
Increased a little	11%	8%	11%	15%	7%	12%	11%	2%	13%	9%	8%	9%	18%
Stayed about the same	14%	24%	14%	9%	13%	12%	24%	17%	16%	13%	15%	17%	11%
Decreased a little	22%	18%	27%	19%	25%	26%	4%	16%	24%	19%	19%	22%	26%
Decreased a lot	21%	13%	9%	28%	34%	25%	7%	13%	23%	19%	18%	23%	21%
Not sure	12%	15%	18%	8%	9%	11%	17%	17%	8%	16%	17%	10%	9%
Totals (Unweighted N)	100% (998)	100% (213)	100% (133)	100% (498)	100% (154)	100% (736)	100% (137)	100% (125)	100% (471)	100% (527)	100% (336)	100% (358)	100% (304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Increased a lot	20%	36%	4%	18%	33%	28%	4%	20%	27%	18%	15%	26%	18%	19%
Increased a little	11%	13%	10%	9%	12%	12%	10%	13%	9%	10%	13%	11%	11%	16%
Stayed about the same	14%	22%	9%	11%	24%	14%	7%	14%	13%	15%	14%	14%	14%	10%
Decreased a little	22%	7%	35%	25%	9%	21%	34%	18%	16%	25%	25%	18%	25%	30%
Decreased a lot	21%	10%	34%	23%	10%	16%	35%	19%	19%	22%	21%	18%	23%	22%
Not sure	12%	12%	8%	15%	12%	10%	10%	16%	16%	9%	11%	13%	8%	2%
Totals (Unweighted N)	100% (998)	100% (396)	100% (251)	100% (300)	100% (248)	100% (353)	100% (334)	100% (166)	100% (230)	100% (372)	100% (230)	100% (387)	100% (379)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 9. Expected personal taxes had Romney won

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Increased a lot	27%	28%	29%	28%	18%	21%	45%	40%	22%	31%	32%	26%	19%
Increased a little	16%	13%	20%	15%	18%	17%	12%	15%	18%	15%	10%	19%	23%
Stayed about the same	28%	32%	19%	27%	38%	31%	19%	23%	33%	23%	28%	27%	30%
Decreased a little	16%	14%	14%	20%	12%	18%	8%	8%	16%	15%	12%	17%	19%
Decreased a lot	4%	2%	1%	5%	11%	5%	1%	5%	4%	4%	4%	5%	3%
Not sure	10%	11%	17%	6%	4%	9%	16%	9%	7%	12%	14%	6%	7%
Totals (Unweighted N)	100% (995)	100% (212)	100% (133)	100% (497)	100% (153)	100% (737)	100% (134)	100% (124)	100% (470)	100% (525)	100% (335)	100% (356)	100% (304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Increased a lot	27%	49%	5%	21%	44%	36%	7%	27%	29%	24%	29%	35%	21%	22%
Increased a little	16%	17%	13%	21%	19%	22%	11%	16%	19%	18%	12%	12%	19%	20%
Stayed about the same	28%	19%	39%	26%	19%	25%	38%	28%	23%	30%	30%	23%	32%	41%
Decreased a little	16%	6%	27%	17%	9%	10%	26%	10%	17%	17%	16%	14%	18%	13%
Decreased a lot	4%	1%	9%	3%	1%	2%	9%	2%	6%	4%	5%	4%	4%	0%
Not sure	10%	8%	8%	12%	8%	4%	9%	17%	7%	8%	9%	11%	7%	5%
Totals (Unweighted N)	100% (995)	100% (394)	100% (251)	100% (299)	100% (248)	100% (351)	100% (333)	100% (165)	100% (230)	100% (370)	100% (230)	100% (386)	100% (379)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 10. "Pro-choice" versus "pro-life"

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Pro-choice	41%	42%	40%	43%	38%	43%	34%	42%	44%	39%	33%	46%	48%
Pro-life	24%	26%	22%	21%	32%	29%	7%	18%	29%	20%	25%	22%	26%
Both	18%	18%	16%	22%	17%	16%	28%	23%	11%	26%	22%	15%	17%
Neither	16%	15%	21%	15%	13%	13%	31%	17%	17%	16%	20%	16%	10%
Totals (Unweighted N)	100% (998)	100% (214)	100% (132)	100% (498)	100% (154)	100% (738)	100% (136)	100% (124)	100% (472)	100% (526)	100% (336)	100% (359)	100% (303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Pro-choice	41%	58%	25%	40%	66%	50%	23%	47%	41%	39%	40%	35%	43%	52%
Pro-life	24%	6%	45%	26%	5%	16%	46%	20%	27%	26%	21%	27%	25%	22%
Both	18%	18%	18%	18%	16%	22%	17%	20%	22%	15%	20%	19%	21%	13%
Neither	16%	18%	11%	16%	13%	13%	14%	13%	11%	20%	19%	20%	11%	13%
Totals (Unweighted N)	100% (998)	100% (398)	100% (251)	100% (300)	100% (248)	100% (354)	100% (334)	100% (167)	100% (230)	100% (371)	100% (230)	100% (387)	100% (379)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 11. Increase Taxes on Wealthy

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Favor	59%	65%	60%	59%	48%	53%	78%	75%	55%	63%	63%	56%	57%
Oppose	28%	24%	23%	29%	41%	35%	8%	17%	38%	20%	25%	28%	34%
Not sure	13%	11%	17%	11%	11%	13%	14%	9%	7%	17%	12%	16%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(214)	(133)	(499)	(154)	(738)	(137)	(125)	(472)	(528)	(337)	(359)	(304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Favor	59%	90%	26%	57%	93%	73%	27%	63%	68%	55%	53%	59%	61%	47%
Oppose	28%	4%	55%	33%	3%	17%	58%	25%	21%	31%	33%	27%	29%	43%
Not sure	13%	6%	19%	9%	4%	10%	15%	13%	10%	14%	13%	14%	10%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(398)	(251)	(300)	(249)	(354)	(334)	(167)	(230)	(373)	(230)	(388)	(379)	(87)

# The Economist/YouGov Poll

November 10-12, 2012



## 12. Compromise versus standing for principles

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Stand up for their principles	37%	37%	39%	36%	34%	40%	24%	34%	39%	35%	37%	37%	35%
Compromise to get something done	63%	63%	61%	64%	66%	60%	76%	66%	61%	65%	63%	63%	65%
Totals (Unweighted N)	100% (991)	100% (210)	100% (132)	100% (496)	100% (153)	100% (733)	100% (135)	100% (123)	100% (471)	100% (520)	100% (332)	100% (356)	100% (303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Stand up for their principles	37%	13%	55%	45%	10%	25%	61%	34%	32%	38%	41%	38%	37%	33%
Compromise to get something done	63%	87%	45%	55%	90%	75%	39%	66%	68%	62%	59%	62%	63%	67%
Totals (Unweighted N)	100% (991)	100% (395)	100% (249)	100% (299)	100% (248)	100% (352)	100% (331)	100% (165)	100% (230)	100% (368)	100% (228)	100% (385)	100% (376)	100% (87)

**13. 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	52%	59%	58%	48%	37%	43%	82%	63%	49%	53%	50%	52%	53%
Mitt Romney	45%	36%	37%	50%	63%	52%	18%	41%	46%	45%	45%	48%	43%
Paul Ryan	43%	29%	38%	47%	60%	51%	11%	32%	45%	40%	40%	44%	45%
Joe Biden	47%	55%	44%	47%	36%	40%	69%	56%	46%	47%	43%	48%	51%
Totals	(998)	(213)	(133)	(498)	(154)	(738)	(137)	(123)	(471)	(527)	(336)	(358)	(304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Barack Obama	52%	91%	9%	48%	87%	65%	15%	52%	55%	50%	50%	58%	45%	47%
Mitt Romney	45%	11%	84%	47%	9%	37%	81%	45%	41%	47%	49%	41%	53%	47%
Paul Ryan	43%	8%	81%	46%	3%	34%	81%	40%	36%	49%	40%	37%	49%	52%
Joe Biden	47%	83%	12%	38%	85%	60%	14%	44%	49%	47%	45%	48%	43%	45%
Totals	(998)	(397)	(251)	(299)	(248)	(353)	(334)	(166)	(230)	(373)	(229)	(387)	(379)	(87)



**14. 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	45%	33%	38%	51%	61%	54%	11%	32%	48%	42%	46%	43%	45%
Mitt Romney	50%	56%	58%	48%	35%	44%	76%	53%	50%	51%	51%	46%	55%
Paul Ryan	47%	55%	54%	42%	36%	40%	79%	52%	47%	47%	45%	46%	52%
Joe Biden	47%	31%	47%	51%	61%	53%	25%	34%	49%	45%	49%	44%	47%
Totals	(998)	(213)	(133)	(498)	(154)	(738)	(137)	(123)	(471)	(527)	(336)	(358)	(304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Barack Obama	45%	7%	86%	49%	12%	32%	83%	42%	44%	47%	45%	39%	52%	49%
Mitt Romney	50%	87%	13%	47%	90%	61%	15%	50%	55%	50%	47%	54%	46%	49%
Paul Ryan	47%	84%	10%	45%	91%	60%	8%	48%	56%	43%	45%	52%	43%	43%
Joe Biden	47%	12%	82%	54%	10%	34%	81%	48%	44%	47%	47%	43%	53%	51%
Totals	(998)	(397)	(251)	(299)	(248)	(353)	(334)	(166)	(230)	(373)	(229)	(387)	(379)	(87)

# The Economist/YouGov Poll

November 10-12, 2012



## 15. 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	24%	28%	17%	28%	22%	18%	55%	24%	23%	25%	24%	27%	21%
Somewhat Approve	24%	31%	29%	20%	12%	22%	28%	29%	21%	26%	22%	22%	29%
Somewhat Disapprove	8%	9%	10%	6%	3%	8%	2%	10%	8%	7%	10%	6%	5%
Strongly Disapprove	39%	22%	35%	44%	61%	49%	4%	30%	45%	34%	38%	39%	41%
Not Sure	5%	9%	8%	1%	2%	3%	12%	6%	3%	7%	6%	5%	3%
Totals (Unweighted N)	100% (998)	100% (212)	100% (133)	100% (499)	100% (154)	100% (738)	100% (137)	100% (123)	100% (472)	100% (526)	100% (337)	100% (358)	100% (303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Strongly Approve	24%	54%	1%	12%	51%	29%	5%	27%	25%	25%	20%	25%	23%	15%
Somewhat Approve	24%	36%	5%	29%	39%	31%	7%	23%	28%	22%	23%	26%	21%	29%
Somewhat Disapprove	8%	3%	11%	11%	7%	10%	7%	8%	13%	5%	5%	8%	8%	5%
Strongly Disapprove	39%	3%	79%	46%	2%	27%	79%	34%	33%	44%	44%	35%	44%	51%
Not Sure	5%	4%	5%	2%	1%	3%	2%	9%	1%	4%	8%	6%	3%	0%
Totals (Unweighted N)	100% (998)	100% (398)	100% (251)	100% (298)	100% (248)	100% (353)	100% (334)	100% (166)	100% (230)	100% (372)	100% (230)	100% (386)	100% (379)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 16. 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	44%	53%	45%	44%	31%	36%	85%	42%	40%	48%	45%	42%	47%
Immigration	43%	49%	48%	38%	35%	34%	82%	40%	38%	47%	42%	40%	48%
The environment	44%	50%	41%	46%	36%	38%	64%	55%	40%	48%	42%	43%	49%
Terrorism	51%	52%	48%	55%	44%	46%	73%	51%	50%	52%	48%	49%	59%
Gay rights	43%	49%	41%	41%	38%	40%	51%	46%	41%	44%	32%	45%	57%
Education	48%	51%	50%	46%	42%	39%	81%	57%	43%	52%	44%	47%	54%
Health care	47%	52%	53%	46%	34%	38%	83%	57%	44%	51%	45%	47%	53%
Social security	44%	41%	50%	45%	39%	36%	78%	50%	43%	46%	45%	42%	46%
The budget deficit	39%	48%	40%	38%	28%	31%	74%	43%	37%	42%	40%	36%	43%
The war in Afghanistan	52%	54%	49%	54%	46%	46%	79%	46%	53%	51%	48%	51%	59%
Taxes	46%	55%	45%	47%	34%	39%	80%	45%	43%	49%	46%	45%	49%
Medicare	45%	48%	45%	46%	40%	39%	74%	47%	43%	47%	47%	39%	50%
Abortion	43%	52%	36%	42%	40%	38%	63%	43%	37%	48%	39%	42%	50%
Totals	(996)	(211)	(133)	(499)	(153)	(736)	(137)	(123)	(471)	(525)	(335)	(358)	(303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
The economy	44%	87%	6%	34%	86%	56%	7%	47%	47%	42%	43%	46%	43%	43%
Immigration	43%	80%	8%	35%	76%	54%	10%	45%	48%	38%	43%	43%	42%	41%
The environment	44%	76%	13%	40%	79%	61%	12%	51%	46%	41%	42%	45%	42%	47%
Terrorism	51%	80%	25%	44%	80%	67%	23%	59%	54%	49%	45%	49%	49%	63%
Gay rights	43%	68%	14%	43%	80%	51%	14%	48%	42%	43%	38%	36%	43%	61%
Education	48%	83%	12%	45%	82%	60%	15%	50%	55%	45%	41%	46%	46%	52%
Health care	47%	88%	8%	40%	86%	62%	10%	51%	49%	46%	45%	51%	43%	42%
Social security	44%	82%	11%	34%	76%	57%	13%	52%	46%	41%	42%	47%	41%	45%
The budget deficit	39%	78%	4%	30%	80%	48%	7%	44%	43%	37%	36%	38%	40%	38%
The war in Afghanistan	52%	81%	24%	45%	79%	68%	24%	59%	53%	52%	44%	45%	54%	61%
Taxes	46%	86%	10%	37%	88%	59%	12%	54%	50%	43%	41%	44%	48%	47%
Medicare	45%	82%	13%	35%	85%	58%	13%	54%	52%	41%	37%	43%	45%	43%
Abortion	43%	77%	12%	36%	81%	55%	12%	45%	47%	41%	39%	37%	44%	42%
Totals	(996)	(396)	(251)	(298)	(247)	(353)	(333)	(164)	(230)	(372)	(230)	(385)	(379)	(87)

# The Economist/YouGov Poll

November 10-12, 2012



## 17. How Obama has performed as President compared to what respondent expected in 2008

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

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Much better	15%	10%	17%	17%	15%	8%	49%	12%	13%	17%	18%	14%	11%
A little better	12%	11%	17%	10%	8%	11%	16%	13%	9%	14%	12%	13%	10%
About what I expected	32%	47%	31%	27%	22%	32%	27%	42%	33%	31%	32%	30%	34%
A little worse	10%	14%	9%	11%	4%	12%	1%	11%	11%	10%	8%	11%	13%
A lot worse	31%	18%	27%	35%	50%	38%	8%	22%	34%	29%	31%	32%	32%
Totals (Unweighted N)	100% (996)	100% (213)	100% (132)	100% (497)	100% (154)	100% (735)	100% (137)	100% (124)	100% (470)	100% (526)	100% (335)	100% (359)	100% (302)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Much better	15%	31%	1%	11%	25%	18%	4%	12%	12%	16%	19%	18%	13%	7%
A little better	12%	18%	3%	12%	17%	16%	4%	14%	11%	12%	11%	12%	11%	16%
About what I expected	32%	39%	21%	32%	43%	35%	22%	31%	46%	29%	23%	35%	28%	25%
A little worse	10%	10%	11%	11%	14%	12%	9%	13%	11%	7%	13%	9%	12%	14%
A lot worse	31%	2%	64%	34%	1%	19%	62%	30%	20%	36%	35%	27%	36%	39%
Totals (Unweighted N)	100% (996)	100% (396)	100% (251)	100% (300)	100% (248)	100% (353)	100% (334)	100% (166)	100% (230)	100% (371)	100% (229)	100% (388)	100% (378)	100% (86)

# The Economist/YouGov Poll

November 10-12, 2012



## 18. Approval of U.S. Congress

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

	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	3%	1%	6%	2%	0%	1%	11%	1%	2%	3%	5%	1%	2%
Somewhat approve	8%	8%	8%	8%	8%	5%	17%	12%	8%	8%	11%	6%	4%
Neither approve nor disapprove	19%	25%	19%	16%	15%	18%	21%	19%	15%	23%	22%	19%	15%
Somewhat disapprove	24%	23%	24%	23%	24%	27%	10%	20%	22%	25%	22%	28%	21%
Strongly disapprove	40%	31%	36%	44%	50%	42%	31%	38%	49%	32%	31%	37%	58%
Not sure	7%	11%	7%	7%	2%	6%	10%	10%	5%	9%	9%	9%	1%
Totals (Unweighted N)	100% (998)	100% (213)	100% (133)	100% (498)	100% (154)	100% (737)	100% (136)	100% (125)	100% (470)	100% (528)	100% (336)	100% (358)	100% (304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Strongly approve	3%	5%	1%	1%	0%	3%	2%	1%	1%	3%	6%	4%	2%	1%
Somewhat approve	8%	9%	5%	11%	5%	5%	10%	18%	5%	6%	7%	10%	7%	11%
Neither approve nor disapprove	19%	22%	18%	15%	21%	20%	16%	13%	21%	21%	17%	22%	15%	17%
Somewhat disapprove	24%	18%	33%	20%	18%	19%	34%	18%	23%	27%	24%	21%	26%	20%
Strongly disapprove	40%	41%	36%	46%	51%	48%	31%	41%	44%	38%	37%	34%	44%	49%
Not sure	7%	5%	6%	8%	5%	5%	7%	9%	6%	6%	8%	7%	6%	2%
Totals (Unweighted N)	100% (998)	100% (397)	100% (251)	100% (299)	100% (248)	100% (354)	100% (333)	100% (166)	100% (229)	100% (373)	100% (230)	100% (388)	100% (378)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 19. Presidential vote

Who did you vote for 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
Barack Obama	47%	56%	47%	51%	29%	38%	93%	46%	46%	49%	45%	48%	48%
Mitt Romney	45%	29%	46%	43%	67%	53%	5%	41%	47%	42%	47%	43%	44%
Other	4%	6%	3%	4%	2%	4%	1%	7%	4%	4%	3%	4%	5%
Did not vote	4%	8%	4%	2%	1%	4%	2%	6%	3%	5%	5%	5%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(880)	(182)	(105)	(446)	(147)	(649)	(123)	(108)	(420)	(460)	(266)	(327)	(287)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Barack Obama	47%	91%	8%	37%	92%	59%	10%	54%	50%	46%	39%	54%	43%	43%
Mitt Romney	45%	4%	84%	52%	1%	32%	84%	41%	39%	45%	53%	38%	48%	47%
Other	4%	1%	6%	6%	1%	5%	5%	3%	7%	3%	4%	3%	4%	9%
Did not vote	4%	5%	2%	5%	6%	4%	1%	2%	4%	6%	4%	4%	5%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(880)	(359)	(234)	(256)	(222)	(317)	(307)	(150)	(204)	(322)	(204)	(322)	(352)	(83)

# The Economist/YouGov Poll

November 10-12, 2012



## 20. Method of casting a ballot in 2012 election

Which method did you use to vote 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
I voted in my polling site on election day	56%	56%	63%	55%	51%	58%	45%	56%	54%	59%	59%	56%	53%
I voted in my polling site before election day	18%	20%	16%	18%	21%	17%	23%	19%	22%	15%	18%	16%	22%
I voted by mail	26%	24%	21%	28%	28%	24%	32%	26%	25%	26%	24%	28%	25%
Totals (Unweighted N)	100% (840)	100% (161)	100% (100)	100% (435)	100% (144)	100% (616)	100% (120)	100% (104)	100% (404)	100% (436)	100% (255)	100% (310)	100% (275)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
I voted in my polling site on election day	56%	50%	62%	53%	55%	53%	58%	93%	70%	45%	26%	53%	60%	52%
I voted in my polling site before election day	18%	21%	16%	18%	20%	18%	17%	2%	13%	38%	8%	19%	18%	21%
I voted by mail	26%	29%	22%	29%	24%	29%	25%	5%	17%	18%	67%	28%	21%	27%
Totals (Unweighted N)	100% (840)	100% (345)	100% (229)	100% (241)	100% (207)	100% (306)	100% (299)	100% (146)	100% (196)	100% (301)	100% (197)	100% (307)	100% (332)	100% (81)

# The Economist/YouGov Poll

November 10-12, 2012



## 21. Reason for supporting Obama/Romney

Would you say you mostly voted 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 mostly voted for [Obama/Romney]	71%	74%	60%	74%	71%	67%	89%	71%	67%	75%	73%	73%	66%
I mostly voted against [other candidate]	28%	24%	38%	26%	29%	32%	11%	29%	33%	24%	27%	26%	33%
Not sure	1%	2%	2%	0%	0%	1%	0%	0%	1%	1%	0%	1%	2%
Totals (Unweighted N)	100% (808)	100% (148)	100% (97)	100% (421)	100% (142)	100% (591)	100% (119)	100% (98)	100% (388)	100% (420)	100% (247)	100% (299)	100% (262)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
I mostly voted for [Obama/Romney]	71%	85%	65%	56%	83%	69%	63%	62%	77%	73%	68%	73%	72%	65%
I mostly voted against [other candidate]	28%	15%	35%	42%	17%	30%	36%	35%	22%	27%	31%	26%	28%	35%
Not sure	1%	0%	0%	2%	0%	0%	1%	2%	1%	0%	0%	1%	0%	0%
Totals (Unweighted N)	100% (808)	100% (343)	100% (219)	100% (226)	100% (203)	100% (291)	100% (288)	100% (142)	100% (184)	100% (293)	100% (189)	100% (298)	100% (321)	100% (74)



# The Economist/YouGov Poll

November 10-12, 2012



## 22. Whether respondent ever considered voting for the other candidate

Did you ever consider voting for \$opposetext?

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
Yes	10%	13%	19%	8%	2%	10%	10%	10%	14%	6%	7%	13%	11%
No	88%	87%	78%	90%	97%	88%	90%	88%	85%	92%	92%	86%	88%
Not sure	1%	0%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%
Totals (Unweighted N)	100% (807)	100% (148)	100% (97)	100% (420)	100% (142)	100% (590)	100% (119)	100% (98)	100% (388)	100% (419)	100% (247)	100% (298)	100% (262)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Yes	10%	8%	8%	15%	7%	15%	8%	10%	7%	8%	17%	13%	8%	16%
No	88%	91%	91%	85%	93%	83%	92%	87%	92%	91%	82%	86%	91%	81%
Not sure	1%	1%	1%	0%	1%	1%	0%	3%	0%	1%	1%	0%	1%	3%
Totals (Unweighted N)	100% (807)	100% (342)	100% (219)	100% (226)	100% (203)	100% (290)	100% (288)	100% (142)	100% (184)	100% (293)	100% (188)	100% (298)	100% (320)	100% (74)

# The Economist/YouGov Poll

November 10-12, 2012



## 23. Whether respondent was ever undecided in the presidential race

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

*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
Yes	12%	17%	15%	10%	6%	11%	9%	22%	12%	12%	11%	14%	11%
No	88%	83%	85%	90%	94%	89%	91%	78%	88%	88%	89%	86%	89%
Totals (Unweighted N)	100% (843)	100% (161)	100% (101)	100% (436)	100% (145)	100% (619)	100% (120)	100% (104)	100% (406)	100% (437)	100% (255)	100% (311)	100% (277)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Yes	12%	7%	12%	19%	5%	18%	11%	16%	10%	9%	16%	13%	12%	12%
No	88%	93%	88%	81%	95%	82%	89%	84%	90%	91%	84%	87%	88%	88%
Totals (Unweighted N)	100% (843)	100% (346)	100% (230)	100% (242)	100% (207)	100% (306)	100% (302)	100% (147)	100% (196)	100% (303)	100% (197)	100% (308)	100% (334)	100% (81)

# The Economist/YouGov Poll

November 10-12, 2012



## 24. Preference for candidate with Obama social positions and Romney economic positions - Obama voters

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

	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	11%	8%	23%	8%	8%	9%	16%	8%	13%	8%	10%	11%	12%
No	76%	80%	65%	77%	80%	78%	71%	79%	75%	78%	78%	69%	81%
Not sure	13%	12%	12%	15%	12%	13%	13%	13%	12%	14%	12%	20%	7%
Totals (Unweighted N)	100% (455)	100% (97)	100% (57)	100% (241)	100% (60)	100% (285)	100% (110)	100% (60)	100% (206)	100% (249)	100% (125)	100% (174)	100% (156)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Yes	11%	7%	14%	18%	4%	14%	27%	11%	12%	10%	10%	17%	6%	13%
No	76%	79%	70%	72%	86%	69%	67%	80%	77%	76%	69%	70%	82%	68%
Not sure	13%	14%	17%	10%	10%	17%	6%	9%	12%	13%	21%	14%	12%	19%
Totals (Unweighted N)	100% (455)	100% (322)	100% (17)	100% (107)	100% (199)	100% (202)	100% (38)	100% (82)	100% (104)	100% (170)	100% (99)	100% (187)	100% (165)	100% (41)

# The Economist/YouGov Poll

November 10-12, 2012



## 25. Preference for candidate with Obama social positions and Romney economic positions - Romney voters

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

	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	13%	23%	11%	14%	6%	13%	3%	9%	12%	13%	7%	16%	15%
No	76%	72%	66%	79%	81%	76%	97%	72%	78%	73%	77%	71%	79%
Not sure	12%	6%	23%	7%	13%	11%	0%	19%	10%	14%	15%	14%	5%
Totals (Unweighted N)	100% (353)	100% (51)	100% (40)	100% (180)	100% (82)	100% (306)	100% (9)	100% (38)	100% (182)	100% (171)	100% (122)	100% (125)	100% (106)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Yes	13%	10%	10%	18%	24%	32%	7%	7%	5%	12%	23%	13%	9%	22%
No	76%	38%	82%	71%	50%	48%	87%	71%	81%	78%	70%	76%	84%	61%
Not sure	12%	52%	8%	11%	26%	20%	7%	22%	14%	9%	7%	12%	7%	17%
Totals (Unweighted N)	100% (353)	100% (21)	100% (202)	100% (119)	100% (4)	100% (89)	100% (250)	100% (60)	100% (80)	100% (123)	100% (90)	100% (111)	100% (156)	100% (33)

# The Economist/YouGov Poll

November 10-12, 2012



## 26. Respondent campaign activities

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) (A) Read an email from a candidate; (B) Forwarded an email from a candidate; (C) Liked a candidate on Facebook; (D) Posted a comment about a candidate on Facebook; (E) Followed a candidate on Twitter; (F) Tweeted about a candidate on Twitter; (G) Blogged about a candidate; (H) Donated money to a candidate; (I) Made phone calls on behalf of a candidate; (J) Knocked on doors on behalf of a candidate; (K) Went to a political rally or event; (L) Read a leaflet or flyer about a candidate; (M) Read a letter that came to your home in the mail about a candidate; (N) None of these; (O) Not sure

*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
A	50%	47%	39%	50%	63%	54%	35%	39%	59%	40%	39%	49%	62%
B	18%	13%	12%	21%	27%	19%	16%	19%	21%	15%	14%	20%	21%
C	32%	43%	32%	31%	18%	35%	19%	30%	36%	27%	18%	39%	39%
D	33%	48%	40%	27%	15%	36%	13%	34%	39%	26%	23%	37%	38%
E	10%	15%	9%	10%	4%	10%	9%	10%	11%	8%	9%	8%	13%
F	7%	8%	7%	9%	3%	7%	4%	11%	8%	6%	5%	5%	11%
G	9%	11%	8%	9%	5%	8%	6%	17%	10%	7%	6%	12%	7%
H	28%	30%	15%	28%	39%	30%	22%	21%	38%	18%	20%	27%	38%
I	8%	12%	3%	7%	8%	8%	10%	4%	9%	7%	8%	7%	8%
J	5%	11%	1%	4%	3%	5%	4%	3%	7%	3%	2%	4%	8%
K	15%	23%	10%	13%	14%	17%	8%	10%	18%	11%	9%	16%	20%
L	45%	38%	34%	46%	62%	49%	36%	32%	48%	42%	42%	41%	53%
M	44%	37%	32%	46%	64%	49%	32%	31%	49%	40%	38%	46%	50%
N	23%	22%	28%	26%	16%	20%	32%	34%	19%	28%	31%	23%	15%
O	3%	3%	4%	2%	1%	3%	3%	1%	2%	3%	4%	2%	2%
Totals	(843)	(161)	(101)	(436)	(145)	(619)	(120)	(104)	(406)	(437)	(255)	(311)	(277)

# The Economist/YouGov Poll

November 10-12, 2012



	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
A	50%	47%	53%	51%	54%	43%	56%	43%	53%	47%	56%	41%	53%	59%
B	18%	13%	23%	19%	13%	12%	27%	10%	13%	20%	28%	15%	19%	21%
C	32%	34%	34%	25%	39%	22%	37%	25%	38%	30%	32%	25%	34%	38%
D	33%	34%	31%	28%	44%	24%	34%	34%	34%	30%	33%	29%	34%	33%
E	10%	12%	8%	9%	16%	7%	9%	16%	7%	9%	9%	9%	9%	12%
F	7%	7%	7%	8%	9%	6%	7%	13%	5%	5%	8%	5%	9%	8%
G	9%	10%	9%	8%	11%	6%	10%	11%	6%	8%	10%	5%	7%	9%
H	28%	27%	31%	25%	33%	20%	33%	25%	24%	28%	35%	18%	34%	30%
I	8%	9%	7%	7%	10%	7%	8%	6%	4%	9%	12%	7%	6%	7%
J	5%	8%	4%	2%	10%	3%	4%	4%	4%	4%	8%	4%	5%	2%
K	15%	13%	17%	15%	16%	9%	20%	9%	18%	15%	17%	13%	17%	4%
L	45%	35%	55%	47%	42%	39%	53%	45%	49%	38%	52%	40%	47%	53%
M	44%	34%	55%	48%	40%	35%	56%	42%	49%	39%	51%	39%	47%	60%
N	23%	27%	22%	24%	21%	31%	18%	26%	19%	25%	22%	27%	23%	14%
O	3%	4%	0%	2%	3%	2%	0%	3%	4%	2%	2%	4%	2%	1%
Totals	(843)	(346)	(230)	(242)	(207)	(306)	(302)	(147)	(196)	(303)	(197)	(308)	(334)	(81)

# The Economist/YouGov Poll

November 10-12, 2012



## 27. 2008 Presidential vote

Who did you vote for in the 2008 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
Obama	48%	54%	46%	51%	34%	38%	92%	54%	48%	47%	50%	44%	49%
McCain	40%	23%	37%	42%	64%	49%	4%	30%	43%	38%	40%	40%	41%
Other	4%	5%	5%	4%	1%	4%	1%	8%	4%	3%	3%	4%	5%
Did not vote	8%	17%	10%	3%	2%	9%	3%	7%	5%	11%	7%	11%	4%
Not sure	1%	0%	2%	0%	0%	1%	0%	1%	0%	1%	0%	0%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(881)	(182)	(106)	(446)	(147)	(650)	(123)	(108)	(420)	(461)	(266)	(327)	(288)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Obama	48%	89%	11%	41%	84%	61%	14%	51%	51%	48%	41%	53%	47%	45%
McCain	40%	2%	79%	44%	3%	28%	77%	36%	40%	40%	46%	36%	42%	43%
Other	4%	1%	4%	7%	1%	6%	4%	3%	4%	3%	6%	4%	3%	9%
Did not vote	8%	7%	6%	9%	11%	5%	5%	8%	5%	10%	7%	8%	8%	3%
Not sure	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(881)	(360)	(234)	(256)	(224)	(317)	(306)	(149)	(204)	(323)	(205)	(323)	(352)	(83)

**28. 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	18%	14%	14%	17%	35%	23%	3%	12%	26%	11%	18%	19%	17%
No	68%	73%	71%	70%	54%	66%	75%	77%	65%	71%	64%	69%	75%
Not sure	13%	14%	15%	13%	11%	12%	23%	11%	8%	18%	17%	12%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(214)	(132)	(494)	(151)	(732)	(136)	(123)	(469)	(522)	(334)	(354)	(303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Yes	18%	2%	34%	22%	2%	4%	42%	13%	16%	22%	18%	18%	19%	15%
No	68%	87%	49%	70%	93%	85%	44%	67%	76%	66%	65%	65%	73%	79%
Not sure	13%	11%	16%	9%	5%	11%	14%	20%	8%	12%	16%	18%	8%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(394)	(250)	(297)	(246)	(350)	(333)	(165)	(228)	(372)	(226)	(384)	(375)	(86)



# The Economist/YouGov Poll

November 10-12, 2012



## 29. 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%	18%	5%	7%	2%	7%	13%	11%	8%	9%	8%	8%	10%
Liberal	16%	22%	12%	15%	15%	16%	14%	16%	16%	16%	14%	16%	18%
Moderate	29%	26%	28%	34%	25%	28%	31%	36%	25%	33%	24%	32%	33%
Conservative	28%	16%	26%	29%	43%	33%	9%	21%	35%	21%	31%	22%	29%
Very Conservative	11%	9%	10%	11%	15%	12%	4%	11%	11%	11%	11%	13%	7%
Not sure	8%	8%	19%	4%	1%	4%	29%	5%	5%	10%	11%	8%	2%
Totals (Unweighted N)	100% (1,000)	100% (214)	100% (133)	100% (499)	100% (154)	100% (738)	100% (137)	100% (125)	100% (472)	100% (528)	100% (337)	100% (359)	100% (304)

	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%	18%	0%	6%	34%	0%	0%	7%	16%	7%	5%	8%	9%	7%
Liberal	16%	34%	2%	9%	66%	0%	0%	18%	18%	14%	14%	14%	14%	16%
Moderate	29%	31%	19%	42%	0%	100%	0%	28%	25%	32%	30%	28%	30%	37%
Conservative	28%	5%	54%	29%	0%	0%	72%	23%	26%	29%	32%	24%	33%	33%
Very Conservative	11%	3%	22%	6%	0%	0%	28%	8%	11%	12%	12%	13%	11%	5%
Not sure	8%	9%	3%	8%	0%	0%	0%	15%	5%	7%	7%	13%	4%	1%
Totals (Unweighted N)	100% (1,000)	100% (398)	100% (251)	100% (300)	100% (249)	100% (354)	100% (334)	100% (167)	100% (230)	100% (373)	100% (230)	100% (388)	100% (379)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 30. 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	39%	22%	32%	48%	54%	47%	11%	27%	44%	34%	38%	39%	39%
Liberal	21%	29%	15%	22%	17%	20%	20%	27%	21%	22%	18%	24%	22%
Moderate	25%	32%	33%	18%	18%	22%	37%	27%	24%	27%	24%	23%	31%
Conservative	4%	2%	6%	3%	2%	2%	11%	4%	2%	5%	4%	3%	3%
Very conservative	1%	2%	1%	1%	2%	0%	6%	0%	0%	2%	3%	1%	0%
Not sure	10%	12%	13%	7%	8%	8%	15%	14%	9%	11%	13%	10%	5%
Totals (Unweighted N)	100% (1,000)	100% (214)	100% (133)	100% (499)	100% (154)	100% (738)	100% (137)	100% (125)	100% (472)	100% (528)	100% (337)	100% (359)	100% (304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Very liberal	39%	5%	78%	42%	6%	27%	77%	34%	36%	42%	41%	34%	46%	44%
Liberal	21%	33%	9%	17%	41%	26%	9%	29%	23%	17%	19%	22%	16%	21%
Moderate	25%	44%	6%	25%	46%	38%	3%	15%	26%	28%	28%	23%	30%	26%
Conservative	4%	4%	1%	6%	3%	3%	2%	8%	1%	4%	2%	5%	3%	5%
Very conservative	1%	3%	0%	1%	0%	1%	2%	3%	1%	1%	0%	2%	0%	0%
Not sure	10%	10%	6%	9%	4%	5%	7%	10%	13%	8%	10%	14%	5%	5%
Totals (Unweighted N)	100% (1,000)	100% (398)	100% (251)	100% (300)	100% (249)	100% (354)	100% (334)	100% (167)	100% (230)	100% (373)	100% (230)	100% (388)	100% (379)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 31. 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	3%	1%	7%	2%	2%	1%	13%	3%	2%	4%	5%	3%	0%
Liberal	3%	4%	3%	2%	2%	3%	2%	5%	3%	3%	3%	3%	3%
Moderate	22%	17%	19%	23%	31%	25%	12%	12%	27%	18%	22%	22%	21%
Conservative	31%	32%	31%	34%	26%	35%	11%	35%	37%	26%	28%	32%	36%
Very conservative	25%	29%	16%	28%	25%	25%	23%	26%	15%	33%	19%	28%	30%
Not sure	16%	17%	24%	11%	14%	11%	38%	19%	16%	16%	23%	12%	9%
Totals (Unweighted N)	100% (998)	100% (214)	100% (132)	100% (499)	100% (153)	100% (736)	100% (137)	100% (125)	100% (472)	100% (526)	100% (337)	100% (357)	100% (304)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Very liberal	3%	5%	0%	5%	0%	4%	1%	7%	1%	4%	2%	8%	0%	1%
Liberal	3%	3%	4%	2%	3%	2%	4%	5%	2%	2%	4%	4%	3%	3%
Moderate	22%	7%	35%	29%	7%	16%	40%	17%	23%	24%	21%	20%	23%	27%
Conservative	31%	24%	43%	26%	28%	32%	39%	32%	31%	28%	37%	22%	40%	39%
Very conservative	25%	39%	12%	21%	53%	30%	7%	21%	31%	25%	20%	26%	20%	21%
Not sure	16%	23%	5%	16%	9%	17%	9%	18%	12%	18%	16%	20%	13%	10%
Totals (Unweighted N)	100% (998)	100% (398)	100% (251)	100% (298)	100% (249)	100% (352)	100% (334)	100% (165)	100% (230)	100% (373)	100% (230)	100% (388)	100% (378)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 32. 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%	47%	44%	48%	38%	38%	77%	46%	42%	48%	43%	45%	49%
Says what he thinks people want to hear	48%	41%	45%	50%	58%	57%	5%	48%	54%	42%	49%	47%	46%
Not sure	7%	12%	11%	2%	4%	5%	18%	6%	4%	10%	8%	8%	4%
Totals (Unweighted N)	100% (999)	100% (214)	100% (133)	100% (498)	100% (154)	100% (737)	100% (137)	100% (125)	100% (472)	100% (527)	100% (337)	100% (359)	100% (303)

	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%	85%	10%	37%	79%	61%	12%	41%	46%	48%	43%	45%	43%	53%
Says what he thinks people want to hear	48%	10%	84%	56%	15%	36%	84%	45%	48%	49%	47%	47%	52%	46%
Not sure	7%	6%	6%	6%	7%	4%	4%	14%	6%	4%	9%	9%	5%	1%
Totals (Unweighted N)	100% (999)	100% (398)	100% (250)	100% (300)	100% (249)	100% (354)	100% (333)	100% (166)	100% (230)	100% (373)	100% (230)	100% (388)	100% (378)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 33. 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	37%	42%	36%	39%	30%	29%	71%	41%	34%	40%	34%	39%	40%
Like somewhat	23%	28%	23%	22%	16%	24%	13%	31%	23%	22%	26%	20%	21%
Dislike	31%	21%	30%	33%	46%	40%	3%	17%	36%	27%	31%	33%	30%
Not sure	9%	9%	11%	7%	9%	7%	13%	10%	7%	11%	9%	9%	9%
Totals (Unweighted N)	100% (1,000)	100% (214)	100% (133)	100% (499)	100% (154)	100% (738)	100% (137)	100% (125)	100% (472)	100% (528)	100% (337)	100% (359)	100% (304)

	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	37%	77%	5%	25%	72%	47%	7%	34%	39%	40%	34%	37%	35%	38%
Like somewhat	23%	21%	20%	27%	24%	24%	22%	20%	31%	19%	21%	24%	26%	17%
Dislike	31%	2%	63%	35%	4%	21%	62%	25%	26%	36%	34%	29%	34%	39%
Not sure	9%	1%	12%	13%	1%	8%	9%	20%	4%	4%	11%	10%	6%	5%
Totals (Unweighted N)	100% (1,000)	100% (398)	100% (251)	100% (300)	100% (249)	100% (354)	100% (334)	100% (167)	100% (230)	100% (373)	100% (230)	100% (388)	100% (379)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 34. 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	33%	20%	20%	42%	53%	40%	6%	27%	31%	34%	36%	34%	26%
Says what he thinks people want to hear	57%	65%	63%	54%	40%	51%	80%	62%	58%	55%	52%	57%	64%
Not sure	11%	15%	17%	4%	7%	10%	14%	11%	10%	11%	12%	10%	9%
Totals (Unweighted N)	100% (995)	100% (214)	100% (133)	100% (495)	100% (153)	100% (735)	100% (136)	100% (124)	100% (470)	100% (525)	100% (336)	100% (357)	100% (302)

	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	33%	6%	70%	26%	9%	25%	60%	37%	30%	29%	38%	31%	38%	33%
Says what he thinks people want to hear	57%	88%	22%	58%	89%	67%	29%	48%	60%	61%	54%	58%	54%	64%
Not sure	11%	5%	8%	16%	3%	8%	11%	16%	9%	10%	8%	12%	8%	3%
Totals (Unweighted N)	100% (995)	100% (396)	100% (250)	100% (299)	100% (249)	100% (352)	100% (331)	100% (165)	100% (230)	100% (372)	100% (228)	100% (387)	100% (376)	100% (87)

**35. 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	18%	8%	7%	23%	42%	23%	1%	15%	17%	19%	18%	19%	18%
Like somewhat	28%	20%	33%	31%	25%	31%	19%	21%	35%	22%	28%	30%	25%
Dislike	39%	54%	34%	37%	28%	35%	51%	49%	37%	41%	36%	39%	44%
Not sure	15%	18%	25%	9%	5%	11%	29%	15%	12%	18%	18%	12%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(214)	(133)	(496)	(154)	(737)	(136)	(124)	(470)	(527)	(336)	(359)	(302)

	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	18%	2%	40%	14%	2%	11%	37%	12%	18%	21%	20%	16%	22%	20%
Like somewhat	28%	11%	43%	38%	11%	27%	42%	25%	22%	31%	31%	25%	32%	36%
Dislike	39%	72%	9%	30%	80%	45%	9%	38%	52%	35%	33%	41%	36%	40%
Not sure	15%	15%	8%	18%	6%	17%	11%	25%	8%	13%	16%	18%	10%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(397)	(250)	(300)	(249)	(353)	(332)	(166)	(230)	(373)	(228)	(387)	(377)	(87)

# The Economist/YouGov Poll

November 10-12, 2012



## 36. 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	39%	26%	34%	42%	57%	47%	13%	23%	46%	32%	34%	43%	40%
Bold	30%	36%	21%	34%	31%	28%	44%	30%	28%	33%	30%	29%	33%
Effective	28%	29%	24%	32%	24%	22%	48%	36%	26%	30%	28%	29%	25%
Exciting	21%	23%	17%	24%	22%	16%	41%	28%	20%	23%	21%	21%	22%
Experienced	30%	34%	27%	30%	28%	22%	64%	29%	26%	34%	30%	30%	30%
Honest	36%	35%	35%	39%	33%	30%	66%	35%	30%	41%	36%	34%	40%
Hypocritical	34%	20%	31%	40%	52%	43%	3%	26%	42%	27%	34%	36%	33%
Inspiring	36%	46%	30%	37%	27%	30%	58%	41%	35%	36%	30%	38%	43%
Intelligent	58%	61%	55%	61%	50%	51%	84%	64%	53%	62%	59%	53%	64%
Partisan	28%	19%	28%	34%	30%	33%	13%	21%	41%	17%	25%	28%	35%
Patriotic	32%	36%	22%	36%	31%	29%	45%	33%	31%	33%	25%	35%	40%
Religious	14%	9%	14%	18%	15%	9%	37%	17%	13%	16%	18%	12%	13%
Sincere	38%	38%	39%	41%	31%	32%	64%	39%	36%	40%	35%	37%	46%
Steady	33%	33%	34%	34%	29%	27%	61%	29%	31%	35%	29%	34%	38%
Strong	34%	34%	31%	38%	33%	27%	64%	37%	28%	40%	36%	34%	32%
Totals	(1,000)	(214)	(133)	(499)	(154)	(738)	(137)	(125)	(472)	(528)	(337)	(359)	(304)



# The Economist/YouGov Poll

November 10-12, 2012



	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Arrogant	39%	3%	75%	47%	4%	27%	72%	35%	29%	44%	43%	31%	45%	46%
Bold	30%	47%	18%	24%	50%	36%	16%	27%	30%	34%	26%	30%	28%	31%
Effective	28%	55%	5%	18%	56%	34%	7%	26%	27%	30%	27%	27%	26%	31%
Exciting	21%	44%	3%	12%	44%	29%	4%	21%	21%	23%	20%	19%	21%	17%
Experienced	30%	54%	6%	25%	55%	36%	9%	35%	31%	28%	27%	29%	30%	20%
Honest	36%	70%	6%	29%	67%	50%	5%	34%	37%	38%	34%	37%	34%	32%
Hypocritical	34%	2%	67%	41%	6%	21%	70%	29%	33%	36%	39%	33%	36%	44%
Inspiring	36%	65%	7%	30%	68%	47%	10%	36%	37%	36%	33%	32%	32%	42%
Intelligent	58%	86%	30%	57%	86%	71%	31%	63%	62%	55%	54%	58%	59%	59%
Partisan	28%	10%	48%	31%	11%	22%	50%	29%	27%	29%	29%	24%	32%	37%
Patriotic	32%	57%	11%	24%	62%	40%	11%	33%	33%	29%	37%	27%	33%	36%
Religious	14%	26%	3%	13%	27%	16%	4%	24%	12%	13%	11%	20%	10%	12%
Sincere	38%	71%	7%	34%	73%	52%	7%	38%	41%	40%	32%	35%	38%	44%
Steady	33%	60%	7%	31%	61%	44%	6%	33%	36%	33%	29%	33%	31%	31%
Strong	34%	64%	11%	23%	63%	42%	11%	37%	34%	34%	34%	34%	33%	30%
Totals	(1,000)	(398)	(251)	(300)	(249)	(354)	(334)	(167)	(230)	(373)	(230)	(388)	(379)	(87)

# The Economist/YouGov Poll

November 10-12, 2012



## 37. 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	39%	46%	42%	39%	23%	33%	62%	44%	38%	41%	32%	43%	46%
Bold	18%	19%	11%	20%	23%	18%	17%	20%	19%	17%	20%	20%	12%
Effective	26%	17%	18%	31%	41%	31%	5%	22%	27%	25%	24%	29%	26%
Exciting	10%	8%	3%	9%	26%	13%	0%	7%	13%	8%	10%	11%	8%
Experienced	43%	28%	40%	50%	58%	51%	16%	31%	50%	37%	38%	49%	44%
Honest	29%	17%	14%	39%	50%	36%	2%	22%	31%	27%	30%	28%	27%
Hypocritical	39%	46%	40%	39%	24%	34%	54%	46%	36%	41%	33%	39%	47%
Inspiring	17%	13%	6%	20%	35%	21%	2%	16%	18%	17%	17%	22%	12%
Intelligent	52%	37%	44%	59%	71%	60%	21%	41%	57%	47%	47%	55%	55%
Partisan	27%	28%	21%	28%	32%	28%	28%	14%	29%	25%	16%	31%	41%
Patriotic	45%	29%	35%	53%	65%	51%	21%	36%	47%	43%	43%	46%	47%
Religious	61%	52%	51%	66%	79%	70%	30%	49%	64%	58%	50%	67%	71%
Sincere	29%	20%	14%	37%	47%	34%	9%	25%	29%	28%	31%	29%	25%
Steady	25%	12%	18%	31%	44%	30%	9%	17%	28%	23%	23%	27%	26%
Strong	28%	22%	18%	33%	40%	33%	7%	27%	26%	29%	26%	31%	27%
Totals	(1,000)	(214)	(133)	(499)	(154)	(738)	(137)	(125)	(472)	(528)	(337)	(359)	(304)

# The Economist/YouGov Poll

November 10-12, 2012



	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Arrogant	39%	66%	9%	38%	70%	49%	8%	43%	44%	42%	26%	41%	35%	40%
Bold	18%	14%	26%	12%	11%	19%	25%	24%	17%	13%	24%	16%	21%	18%
Effective	26%	5%	52%	24%	6%	25%	45%	29%	20%	29%	26%	20%	30%	38%
Exciting	10%	1%	23%	7%	1%	8%	19%	12%	8%	9%	12%	7%	15%	4%
Experienced	43%	15%	73%	47%	20%	33%	71%	44%	39%	43%	47%	40%	45%	53%
Honest	29%	4%	64%	23%	6%	21%	56%	27%	25%	29%	34%	26%	33%	31%
Hypocritical	39%	67%	8%	37%	70%	48%	10%	41%	42%	41%	29%	40%	37%	35%
Inspiring	17%	1%	38%	13%	3%	12%	34%	21%	13%	16%	21%	16%	20%	14%
Intelligent	52%	26%	80%	56%	25%	52%	75%	49%	49%	52%	56%	45%	57%	64%
Partisan	27%	39%	13%	26%	47%	33%	13%	22%	31%	26%	28%	23%	27%	38%
Patriotic	45%	22%	76%	42%	24%	42%	68%	38%	45%	45%	49%	39%	52%	55%
Religious	61%	48%	76%	64%	57%	64%	71%	53%	67%	60%	63%	54%	64%	73%
Sincere	29%	7%	59%	23%	9%	21%	53%	26%	28%	25%	38%	26%	34%	31%
Steady	25%	6%	51%	23%	4%	21%	47%	22%	20%	27%	32%	19%	31%	33%
Strong	28%	10%	49%	27%	8%	25%	47%	28%	22%	27%	36%	23%	32%	35%
Totals	(1,000)	(398)	(251)	(300)	(249)	(354)	(334)	(167)	(230)	(373)	(230)	(388)	(379)	(87)

# The Economist/YouGov Poll

November 10-12, 2012



## 38. Bond movie fans

Are you a fan of the James Bond movies?

	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, a big fan	21%	17%	25%	23%	16%	19%	32%	22%	28%	15%	19%	23%	23%
Yes, something of a fan	40%	42%	37%	43%	37%	40%	41%	40%	45%	36%	44%	37%	39%
No, not a fan	39%	41%	38%	34%	47%	41%	28%	38%	27%	49%	38%	40%	38%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(214)	(132)	(499)	(154)	(738)	(136)	(125)	(471)	(528)	(337)	(359)	(303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Yes, a big fan	21%	20%	19%	26%	18%	26%	19%	25%	14%	21%	27%	19%	24%	30%
Yes, something of a fan	40%	43%	34%	42%	44%	44%	39%	36%	47%	39%	38%	44%	42%	42%
No, not a fan	39%	37%	46%	32%	39%	30%	42%	39%	39%	40%	35%	38%	35%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(397)	(251)	(300)	(248)	(354)	(334)	(167)	(229)	(373)	(230)	(387)	(379)	(87)

# The Economist/YouGov Poll

November 10-12, 2012



## 39. Favorite Bond portrayal

Which actor is your favorite portrayal of James Bond?

Asked of Bond movie fans

	Total	Age				Race			Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Male	Female	HS or less	Some college	College graduate
Sean Connery	52%	28%	35%	69%	83%	51%	57%	51%	50%	56%	56%	48%	51%
Roger Moore	10%	3%	19%	12%	2%	11%	8%	9%	12%	8%	14%	8%	6%
Timothy Dalton	0%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	1%	1%
Pierce Brosnan	13%	21%	21%	6%	5%	15%	9%	8%	15%	12%	12%	14%	14%
Daniel Craig	16%	29%	17%	11%	7%	17%	9%	23%	20%	11%	9%	19%	25%
Don't know	7%	18%	8%	1%	3%	5%	17%	7%	4%	12%	8%	11%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(611)	(128)	(73)	(321)	(89)	(433)	(98)	(80)	(345)	(266)	(187)	(226)	(198)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Sean Connery	52%	43%	62%	58%	46%	53%	59%	55%	58%	47%	53%	49%	56%	49%
Roger Moore	10%	9%	12%	8%	6%	12%	13%	12%	12%	12%	4%	13%	11%	3%
Timothy Dalton	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	2%
Pierce Brosnan	13%	15%	11%	13%	21%	7%	13%	13%	11%	19%	6%	15%	13%	6%
Daniel Craig	16%	19%	13%	16%	21%	20%	12%	13%	13%	18%	20%	12%	15%	38%
Don't know	7%	13%	0%	4%	7%	7%	3%	7%	6%	4%	16%	12%	5%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(611)	(238)	(143)	(198)	(148)	(237)	(197)	(94)	(132)	(233)	(152)	(222)	(251)	(58)

**40. 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	29%	36%	23%	29%	29%	27%	45%	26%	32%	27%	22%	34%	36%
About the same	28%	30%	38%	26%	14%	25%	34%	39%	26%	30%	38%	21%	21%
Getting worse	39%	25%	36%	44%	55%	45%	15%	33%	38%	40%	39%	40%	38%
Not sure	3%	8%	3%	1%	2%	3%	7%	2%	3%	3%	2%	4%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(213)	(133)	(494)	(154)	(733)	(136)	(125)	(468)	(526)	(336)	(356)	(302)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Getting better	29%	57%	4%	23%	62%	32%	7%	22%	32%	28%	36%	28%	26%	35%
About the same	28%	32%	22%	30%	27%	36%	21%	36%	34%	28%	16%	36%	27%	18%
Getting worse	39%	9%	71%	43%	10%	29%	70%	34%	33%	40%	47%	33%	46%	46%
Not sure	3%	2%	4%	4%	1%	3%	2%	7%	2%	4%	2%	2%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(397)	(249)	(297)	(249)	(352)	(332)	(167)	(228)	(372)	(227)	(386)	(378)	(85)

**41. 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	24%	34%	23%	24%	13%	21%	37%	25%	28%	21%	18%	28%	29%
About the same	25%	27%	28%	27%	18%	23%	31%	34%	25%	26%	31%	20%	24%
Lower	33%	17%	36%	35%	50%	38%	11%	31%	35%	32%	30%	37%	33%
Not sure	17%	22%	14%	14%	19%	17%	20%	10%	12%	21%	20%	15%	14%
Totals (Unweighted N)	100% (996)	100% (213)	100% (132)	100% (497)	100% (154)	100% (735)	100% (136)	100% (125)	100% (470)	100% (526)	100% (336)	100% (357)	100% (303)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Higher	24%	45%	5%	20%	49%	30%	7%	24%	27%	25%	22%	20%	28%	26%
About the same	25%	28%	20%	30%	25%	29%	21%	33%	31%	24%	15%	33%	25%	19%
Lower	33%	9%	61%	36%	6%	24%	60%	27%	26%	32%	48%	31%	34%	47%
Not sure	17%	19%	15%	14%	20%	17%	12%	16%	17%	18%	15%	16%	13%	8%
Totals (Unweighted N)	100% (996)	100% (395)	100% (250)	100% (300)	100% (248)	100% (352)	100% (333)	100% (166)	100% (229)	100% (371)	100% (230)	100% (387)	100% (376)	100% (87)

# The Economist/YouGov Poll

November 10-12, 2012



## 42. 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	17%	30%	15%	15%	4%	17%	20%	18%	21%	14%	11%	15%	30%
About the same financially as you were a year ago	44%	42%	43%	45%	43%	40%	51%	54%	43%	44%	49%	43%	36%
Worse off financially than you were a year ago	35%	19%	35%	39%	52%	41%	15%	26%	34%	37%	36%	37%	32%
Not sure	4%	9%	6%	0%	1%	2%	14%	3%	2%	6%	4%	5%	2%
Totals (Unweighted N)	100% (992)	100% (213)	100% (132)	100% (494)	100% (153)	100% (735)	100% (135)	100% (122)	100% (469)	100% (523)	100% (335)	100% (358)	100% (299)

	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	17%	28%	8%	12%	32%	17%	10%	18%	17%	19%	13%	14%	18%	30%
About the same financially as you were a year ago	44%	52%	36%	43%	54%	45%	37%	37%	58%	40%	39%	44%	45%	37%
Worse off financially than you were a year ago	35%	17%	52%	43%	12%	34%	53%	37%	24%	38%	42%	37%	37%	33%
Not sure	4%	4%	4%	2%	2%	3%	0%	8%	1%	3%	6%	5%	1%	0%
Totals (Unweighted N)	100% (992)	100% (394)	100% (250)	100% (297)	100% (247)	100% (352)	100% (332)	100% (166)	100% (229)	100% (368)	100% (229)	100% (388)	100% (374)	100% (87)



# **The Economist/YouGov Poll**

November 10-12, 2012



<b>Sponsorship</b>	<i>The Economist</i>
<b>Fieldwork</b>	YouGov
<b>Interviewing Dates</b>	November 10-12, 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 10.5, with a mean of one and a standard deviation of 1.24.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	17 questions not reported.