

The Economist/YouGov Poll



Sample 1000 General Population Respondents
 Conducted October 6-8, 2012
 Margin of Error ±5%

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

Very closely 50%
 Somewhat closely 30%
 Not too closely 13%
 Not at all 7%

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

Generally headed in the right direction 35%
 Off on the wrong track 56%
 Not sure 9%

3. How important are the following issues to you?

	Very Important	Somewhat Important	Not very Important	Unimportant
The economy	84%	15%	1%	0%
Immigration	43%	37%	15%	4%
The environment	33%	41%	18%	8%
Terrorism	54%	34%	10%	3%
Gay rights	16%	24%	27%	33%
Education	55%	35%	8%	3%
Health care	65%	28%	4%	2%
Social security	58%	34%	7%	1%
The budget deficit	65%	27%	6%	2%
The war in Afghanistan	34%	44%	16%	6%
Taxes	62%	32%	5%	1%
Medicare	53%	37%	8%	1%
Abortion	29%	32%	27%	12%

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

The economy	45%
Immigration	2%
The environment	4%
Terrorism	2%
Gay rights	1%
Education	7%
Health care	10%
Social security	9%
The budget deficit	8%
The war in Afghanistan	2%
Taxes	4%
Medicare	4%
Abortion	2%

5. Did you watch the first presidential debate between Barack Obama and Mitt Romney this past Wednesday?

Yes, I watched all of it	45%
Yes, I watched parts of it	28%
No, I didn't watch it	28%

6. Who do you think won the first presidential debate?

Obama won	13%
It was a tie	9%
Romney won	58%
Not sure	20%

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

- It made me more favorable towards Mitt Romney. 31%
- It made me more favorable towards Barack Obama. 13%
- It made me less favorable towards Mitt Romney. 10%
- It made me less favorable toward Barack Obama. 12%
- It didn't change my opinion of either candidate. 45%

8. Do you favor or oppose doing things now to reduce the federal government's budget deficit?

- Favor 67%
- Neither favor nor oppose 28%
- Oppose 5%

9. Which of the following things would you favor or oppose doing to reduce the federal budget deficit

Asked of respondents who indicated they favor doing things now to reduce the deficit

	Strongly favor	Somewhat favor	Neither favor nor oppose	Somewhat oppose	Strongly oppose
Raise taxes on all taxpayers	2%	12%	14%	20%	53%
Raise taxes on families making more than \$250,000 per year	35%	16%	10%	10%	30%
Reduce military spending	19%	22%	10%	16%	34%
Reduce spending on Medicare and Social Security	9%	19%	11%	23%	38%
Reduce spending on other domestic programs	40%	27%	12%	12%	10%

10. Should the federal government increase or decrease spending on the following programs?

	Increase	Keep the same	Decrease	Eliminate completely	Not sure
PBS (Public television)	11%	38%	19%	26%	7%
Investments in green energy	29%	24%	22%	19%	7%

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

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Barack Obama	33%	16%	7%	40%	4%
Mitt Romney	26%	21%	14%	34%	5%
Paul Ryan	29%	14%	13%	32%	12%
Joe Biden	21%	22%	14%	35%	10%

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

Strongly Approve	26%
Somewhat Approve	19%
Somewhat Disapprove	9%
Strongly Disapprove	42%
Not Sure	4%

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

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No opinion
The economy	20%	23%	6%	43%	7%
Immigration	17%	24%	8%	40%	10%
The environment	19%	25%	13%	30%	13%
Terrorism	27%	23%	12%	30%	8%
Gay rights	22%	18%	9%	31%	20%
Education	22%	23%	15%	27%	12%
Health care	28%	16%	7%	42%	7%
Social security	20%	22%	11%	32%	14%
The budget deficit	16%	22%	10%	44%	9%
The war in Afghanistan	19%	29%	13%	30%	9%
Taxes	20%	22%	9%	38%	10%
Medicare	20%	24%	10%	36%	10%
Abortion	19%	20%	11%	28%	22%

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

Strongly approve	2%
Somewhat approve	8%
Neither approve nor disapprove	16%
Somewhat disapprove	25%
Strongly disapprove	43%
Not sure	6%

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

Asked of registered voters

Extremely enthusiastic	44%
Very enthusiastic	24%
Somewhat enthusiastic	16%
Not too enthusiastic	10%
Not at all enthusiastic	6%

16. 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.

	Registered Voters	Likely Voters
Barack Obama	50%	49%
Mitt Romney	44%	46%
Other	3%	3%
Not sure	3%	2%

17. How sure are you about your plans to vote for [Obama/Romney]?

Asked of Obama/Romney supporters

I will definitely vote for [Obama/Romney]. My mind is made up	92%
I will probably vote for [Obama/Romney], but I could change my mind	6%
I'm leaning toward voting for [Obama/Romney]	2%

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

Asked of Obama/Romney supporters

I'm mostly voting for [Obama/Romney]	67%
I'm mostly voting against [other candidate]	31%
Not sure	1%

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

Asked of registered voters

Obama will definitely win	20%
Obama will probably win	30%
Obama and Romney are equally likely to win	14%
Romney will probably win	14%
Romney will definitely win	12%
Don't know	11%

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

	Registered Voters	Likely voters
The Democratic Party candidate	45%	46%
The Republican Party candidate	39%	41%
Other	2%	2%
Not sure	12%	10%
I would not vote	1%	1%

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

	Very well	Somewhat well	Not very well	Not well at all
Takes positions on issues and sticks by them	26%	28%	20%	26%
Is personally wealthy	37%	43%	12%	7%
Cares about people like me	32%	21%	15%	32%
Cares about the poor	36%	26%	13%	24%
Cares about the middle class	34%	21%	16%	29%
Cares about the wealthy	18%	31%	22%	28%

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

	Very well	Somewhat well	Not very well	Not well at all
Takes positions on issues and sticks by them	18%	29%	20%	32%
Is personally wealthy	81%	10%	5%	4%
Cares about people like me	25%	19%	19%	37%
Cares about the poor	21%	22%	17%	40%
Cares about the middle class	26%	23%	18%	34%
Cares about the wealthy	66%	24%	5%	5%

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

Very liberal	7%
Liberal	14%
Moderate	32%
Conservative	24%
Very Conservative	13%
Not sure	11%

24. Would you say Barack Obama is...

Very liberal	41%
Liberal	21%
Moderate	20%
Conservative	5%
Very conservative	3%
Not sure	11%

25. Would you say Mitt Romney is...

Very liberal	4%
Liberal	3%
Moderate	20%
Conservative	33%
Very conservative	24%
Not sure	15%

26. Do you think Barack Obama...

Says what he believes	43%
Says what he thinks people want to hear	50%
Not sure	8%

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

Like a lot	39%
Like somewhat	24%
Dislike	30%
Not sure	7%

28. Do you think Mitt Romney...

Says what he believes	33%
Says what he thinks people want to hear	56%
Not sure	11%

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

Like a lot	20%
Like somewhat	29%
Dislike	40%
Not sure	12%

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

	Yes	No Opinion	No
Arrogant	43%	27%	30%
Bold	33%	46%	21%
Effective	27%	35%	38%
Exciting	20%	54%	25%
Experienced	27%	37%	36%
Honest	35%	29%	36%
Hypocritical	39%	32%	29%
Inspiring	34%	42%	25%
Intelligent	58%	28%	15%
Partisan	32%	52%	15%
Patriotic	29%	38%	32%
Religious	17%	51%	31%
Sincere	37%	31%	32%
Steady	28%	50%	22%
Strong	35%	41%	24%

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

	Yes	No Opinion	No
Arrogant	41%	28%	32%
Bold	27%	57%	16%
Effective	34%	44%	22%
Exciting	16%	51%	33%
Experienced	46%	39%	15%
Honest	29%	36%	35%
Hypocritical	41%	33%	26%
Inspiring	22%	50%	28%
Intelligent	56%	33%	11%
Partisan	28%	57%	15%
Patriotic	44%	45%	11%
Religious	54%	41%	5%
Sincere	29%	40%	32%
Steady	29%	54%	17%
Strong	33%	52%	14%

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

Getting better	27%
About the same	28%
Getting worse	41%
Not sure	5%

33. Gender

Male	51%
Female	49%

34. Education

No high school	2%
High school graduate	40%
Some college	25%
2-year college	11%
4-year college	15%
Post-graduate	7%

35. Age

18-29	23%
30-44	25%
45-64	38%
65+	15%

36. Race

White	67%
Black	15%
Hispanic	11%
Other	7%

37. Region

Northeast	12%
Midwest	21%
South	36%
West	32%

38. Party Identification

Democrat	33%
Lean Democrat	8%
Independent	16%
Lean Republican	10%
Republican	33%

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Sponsorship	<i>The Economist</i>
Fieldwork	YouGov
Interviewing Dates	October 6-8, 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 7.8, with a mean of one and a standard deviation of 1.26.
Number of respondents	1000
Margin of error	± 5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	26 questions not reported.