

The Economist/YouGov Poll



Sample 1000 General Population Respondents
 Conducted September 1-3, 2012
 Margin of Error ±4.2%

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

Very closely 38%
 Somewhat closely 34%
 Not too closely 18%
 Not at all 10%

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

Generally headed in the right direction 24%
 Off on the wrong track 59%
 Not sure 17%

3. How important are the following issues to you?

	Very Important	Somewhat Important	Not very Important	Unimportant
The economy	77%	18%	3%	1%
Immigration	39%	38%	17%	6%
The environment	35%	35%	18%	12%
Terrorism	40%	37%	17%	7%
Gay rights	20%	26%	23%	31%
Education	50%	35%	10%	4%
Health care	66%	25%	6%	3%
Social security	58%	31%	7%	4%
The budget deficit	57%	29%	11%	4%
The war in Afghanistan	31%	41%	20%	7%
Taxes	58%	32%	7%	2%
Medicare	54%	32%	10%	4%
Abortion	31%	30%	23%	16%

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

The economy	42%
Immigration	2%
The environment	3%
Terrorism	2%
Gay rights	2%
Education	4%
Health care	12%
Social security	11%
The budget deficit	9%
The war in Afghanistan	2%
Taxes	5%
Medicare	3%
Abortion	3%

5. Did you watch or listen to any of the Republican National Convention this past week?

Yes	53%
No	47%

6. On which days did you watch the convention? (Check all that apply)

Asked of respondents who watched part of the Republican convention

Tuesday	59%
Wednesday	73%
Thursday	79%

7. Which of the following people spoke at the Republican Convention in Tampa? (Check all that apply)

Asked of respondents who watched part of the Republican Convention

Clint Eastwood	93%
Condoleezza Rice	84%
George W. Bush	2%
Chris Christie	79%
Marco Rubio	75%
Jon Voight	8%
Sarah Palin	5%

8. How would you rate Mitt Romney's speech at the Republican National Convention?

Asked of respondents who watched part of the Republican Convention

Excellent	28%
Good	26%
Fair	22%
Poor	14%
Didn't watch it	10%

9. How would you rate Clint Eastwood's speech at the Republican National Convention?

Asked of respondents who knew of Eastwood's speech

Good	51%
Bad	14%
Ugly	34%

10. Do you think political candidates running for office talk too much or too little about their religious beliefs?

Talk too much	35%
Talk about the right amount	49%
Talk too little	16%

11. Which party do you trust to do a better job on the following issues?

	The Democrats	The Republicans	Neither	Not sure
The economy	34%	34%	18%	13%
The budget deficit	30%	34%	24%	12%
Social security	37%	31%	19%	13%
Foreign policy	36%	34%	17%	14%
Medicare	38%	31%	18%	13%

12. 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	29%	19%	9%	36%	7%
Mitt Romney	21%	19%	18%	31%	11%
Paul Ryan	26%	14%	11%	34%	16%
Joe Biden	17%	24%	12%	32%	14%

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

Strongly Approve	17%
Somewhat Approve	26%
Somewhat Disapprove	9%
Strongly Disapprove	39%
Not Sure	9%

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

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No opinion
The economy	14%	22%	10%	40%	13%
Immigration	15%	17%	14%	39%	16%
The environment	12%	26%	16%	28%	18%
Terrorism	23%	27%	12%	23%	16%
Gay rights	19%	20%	9%	32%	19%
Education	16%	25%	15%	26%	19%
Health care	24%	17%	7%	39%	13%
Social security	18%	20%	11%	32%	18%
The budget deficit	11%	22%	11%	41%	15%
The war in Afghanistan	15%	24%	20%	26%	16%
Taxes	17%	24%	10%	33%	15%
Medicare	19%	19%	11%	35%	16%
Abortion	16%	20%	12%	28%	24%

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

Strongly approve	1%
Somewhat approve	7%
Neither approve nor disapprove	17%
Somewhat disapprove	23%
Strongly disapprove	42%
Not sure	10%

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

Asked of registered voters

Extremely enthusiastic	39%
Very enthusiastic	21%
Somewhat enthusiastic	19%
Not too enthusiastic	12%
Not at all enthusiastic	8%

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

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

	Leaners Included	Leaners Excluded
Barack Obama	47%	45%
Mitt Romney	46%	44%
Other	3%	3%
Not sure	4%	8%

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

Asked of Obama/Romney supporters

I will definitely vote for [Barack Obama/Mitt Romney]. My mind is made up.	87%
I will probably vote for [Barack Obama/Mitt Romney], but I could change my mind.	9%
I'm leaning toward voting for [Barack Obama/Mitt Romney].	3%

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

Asked of Obama/Romney supporters

I'm mostly voting for [Barack Obama/Mitt Romney]	59%
I'm mostly voting against [other candidate]	39%
Not sure	2%

20. 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	14%
Obama will probably win	26%
Obama and Romney are equally likely to win	18%
Romney will probably win	17%
Romney will definitely win	13%
Don't know	13%

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

The Democratic Party candidate	40%
The Republican Party candidate	32%
Other	2%
Not sure	16%
I would not vote	11%

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

Yes	14%
No	67%
Not sure	18%

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

Very liberal	4%
Liberal	12%
Moderate	35%
Conservative	26%
Very Conservative	8%
Not sure	15%

24. Would you say Barack Obama is...

Very liberal	35%
Liberal	19%
Moderate	24%
Conservative	5%
Very conservative	1%
Not sure	18%

25. Would you say Mitt Romney is...

Very liberal	3%
Liberal	3%
Moderate	17%
Conservative	34%
Very conservative	21%
Not sure	22%

26. Would you say Paul Ryan is...

Very liberal	2%
Liberal	2%
Moderate	5%
Conservative	29%
Very conservative	37%
Not sure	24%

27. Would you say Joe Biden is...

Very liberal	27%
Liberal	27%
Moderate	18%
Conservative	4%
Very conservative	1%
Not sure	23%

28. Do you think Barack Obama...

Says what he believes	43%
Says what he thinks people want to hear	47%
Not sure	11%

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

Like a lot	36%
Like somewhat	23%
Dislike	29%
Not sure	12%

30. Do you think Mitt Romney...

Says what he believes	29%
Says what he thinks people want to hear	54%
Not sure	17%

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

Like a lot	16%
Like somewhat	26%
Dislike	38%
Not sure	19%

32. Do you think Joe Biden..

Says what he believes	38%
Says what he thinks people want to hear	35%
Not sure	27%

33. Regardless of whether you agree with him, do you like Joe Biden as a person?

Like a lot	18%
Like somewhat	24%
Dislike	32%
Not sure	26%

34. Do you think Paul Ryan..

Says what he believes	46%
Says what he thinks people want to hear	31%
Not sure	23%

35. Regardless of whether you agree with him, do you like Paul Ryan as a person?

Like a lot	24%
Like somewhat	17%
Dislike	33%
Not sure	27%

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

	Yes	No Opinion	No
Arrogant	37%	33%	30%
Bold	29%	55%	16%
Effective	26%	43%	31%
Exciting	19%	61%	19%
Experienced	19%	47%	34%
Honest	32%	36%	32%
Hypocritical	34%	39%	27%
Inspiring	32%	46%	22%
Intelligent	57%	32%	11%
Partisan	27%	57%	15%
Patriotic	31%	39%	30%
Religious	15%	59%	26%
Sincere	34%	38%	27%
Steady	28%	56%	16%
Strong	31%	49%	20%

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

	Yes	No Opinion	No
Arrogant	37%	38%	25%
Bold	19%	68%	14%
Effective	27%	58%	16%
Exciting	7%	61%	32%
Experienced	39%	47%	14%
Honest	25%	42%	32%
Hypocritical	35%	43%	21%
Inspiring	17%	56%	28%
Intelligent	48%	43%	9%
Partisan	24%	63%	13%
Patriotic	35%	56%	9%
Religious	53%	43%	3%
Sincere	24%	48%	28%
Steady	26%	61%	13%
Strong	26%	60%	14%

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

Getting better	20%
About the same	34%
Getting worse	36%
Not sure	9%

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

Higher	21%
About the same	33%
Lower	16%
Not sure	30%

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

Better off financially than you were a year ago	14%
About the same financially as you were a year ago	46%
Worse off financially than you were a year ago	36%
Not sure	5%

41. Gender

Male	49%
Female	51%

42. Education

No high school	11%
High school graduate	30%
Some college	20%
2-year college	11%
4-year college	18%
Post-graduate	9%

43. Age

18-29	22%
30-44	26%
45-64	35%
65+	18%

44. Race

White	75%
Black	10%
Hispanic	8%
Other	7%

45. Region

Northeast	18%
Midwest	24%
South	37%
West	21%

46. Party Identification

Democrat	35%
Lean Democrat	14%
Independent	15%
Lean Republican	11%
Republican	26%

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Sponsorship	<i>The Economist</i>
Fieldwork	YouGov
Interviewing Dates	September 1-3, 2012
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's PollingPoint panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2005–2007 American Community Study. Voter registration, turnout, religion, news interest, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Current Population Survey Registration and Voting Supplement and the Pew Religion in American Life Survey. Matching respondents were selected from the PollingPoint panel, an opt-in Internet panel.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, news interest, voter registration, and non-placement on an ideology scale. The weights range from 0.1 to 7.1, with a mean of one and a standard deviation of 0.9.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	35 questions not reported.