

The Economist/YouGov Poll



Sample 1000 General Population Respondents
 Conducted October 26-28, 2012
 Margin of Error ±4.6%

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

Very closely 54%
 Somewhat closely 26%
 Not too closely 14%
 Not at all 6%

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

Generally headed in the right direction 36%
 Off on the wrong track 53%
 Not sure 11%

3. How important are the following issues to you?

	Very Important	Somewhat Important	Not very Important	Unimportant
The economy	81%	16%	2%	1%
Immigration	45%	34%	16%	5%
The environment	32%	39%	18%	10%
Terrorism	50%	32%	14%	4%
Gay rights	20%	20%	26%	34%
Education	59%	28%	10%	3%
Health care	67%	22%	8%	3%
Social security	62%	28%	7%	3%
The budget deficit	62%	26%	10%	3%
The war in Afghanistan	33%	46%	14%	7%
Taxes	64%	27%	6%	3%
Medicare	59%	29%	9%	2%
Abortion	40%	25%	23%	13%

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

The economy	43%
Immigration	3%
The environment	3%
Terrorism	2%
Gay rights	4%
Education	4%
Health care	13%
Social security	9%
The budget deficit	9%
The war in Afghanistan	1%
Taxes	4%
Medicare	2%
Abortion	4%

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

Yes, I watched all of it	43%
Yes, I watched parts of it	27%
No, I didn't watch it	29%

6. Who do you think won the third Presidential debate?

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

Obama won	49%
It was a tie	16%
Romney won	29%
Not sure	6%

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

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

It made me more favorable towards Barack Obama	25%
It made me more favorable towards Mitt Romney	20%
It made me less favorable towards Barack Obama	13%
It made me less favorable toward Mitt Romney	11%
It didn't change my opinion of either candidate.	41%

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

More safe from foreign threats	24%
About the same	30%
Less safe from foreign threats	38%
Not sure	8%

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

More safe from foreign threats	33%
About the same	22%
Less safe from foreign threats	33%
Not sure	12%

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

More respected by other countries	28%
About the same	30%
Less respected by other countries	34%
Not sure	8%

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

More respected by other countries 32%
 About the same 17%
 Less respected by other countries 39%
 Not sure 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	33%	16%	8%	40%	3%
Mitt Romney	25%	20%	14%	36%	4%
Paul Ryan	27%	16%	11%	36%	9%
Joe Biden	21%	24%	12%	36%	7%

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

Strongly Approve 23%
 Somewhat Approve 24%
 Somewhat Disapprove 7%
 Strongly Disapprove 41%
 Not Sure 5%

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	21%	24%	8%	41%	5%
Immigration	18%	22%	11%	39%	11%
The environment	18%	28%	12%	29%	13%
Terrorism	28%	22%	9%	33%	8%
Gay rights	22%	21%	8%	32%	16%
Education	24%	25%	15%	26%	10%
Health care	30%	17%	8%	41%	5%
Social security	23%	22%	11%	34%	9%
The budget deficit	16%	23%	11%	42%	8%
The war in Afghanistan	23%	28%	15%	27%	8%
Taxes	21%	23%	11%	38%	7%
Medicare	25%	21%	10%	36%	8%
Abortion	23%	18%	8%	34%	17%

15. 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	29%
Strongly disapprove	40%
Not sure	7%

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

Asked of registered voters

Extremely enthusiastic	46%
Very enthusiastic	24%
Somewhat enthusiastic	15%
Not too enthusiastic	9%
Not at all enthusiastic	6%

17. 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	48%	48%
Mitt Romney	46%	47%
Other	4%	3%
Not sure	2%	1%

18. 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	95%
I will probably vote for [Obama/Romney], but I could change my mind	4%
I'm leaning toward voting for [Obama/Romney]	1%

19. 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]	63%
I'm mostly voting against [other candidate]	34%
Not sure	3%

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	19%
Obama will probably win	26%
Obama and Romney are equally likely to win	18%
Romney will probably win	20%
Romney will definitely win	9%
Don't know	8%

21. 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	41%	41%
The Republican Party candidate	43%	45%
Other	2%	2%
Not sure	12%	10%
I would not vote	1%	0%

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

Yes	14%
No	71%
Not sure	15%

23. 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	27%	30%	20%	23%
Is personally wealthy	41%	41%	12%	6%
Cares about people like me	32%	22%	15%	32%
Cares about the poor	33%	27%	18%	23%
Cares about the middle class	35%	23%	16%	27%
Cares about the wealthy	17%	36%	19%	27%

24. 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%	26%	23%	33%
Is personally wealthy	81%	11%	4%	4%
Cares about people like me	24%	20%	21%	35%
Cares about the poor	23%	20%	20%	37%
Cares about the middle class	27%	24%	19%	31%
Cares about the wealthy	63%	26%	7%	4%

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

Very liberal	8%
Liberal	17%
Moderate	29%
Conservative	25%
Very Conservative	14%
Not sure	7%

26. Would you say Barack Obama is...

Very liberal	42%
Liberal	22%
Moderate	22%
Conservative	3%
Very conservative	1%
Not sure	10%

27. Would you say Mitt Romney is...

Very liberal	1%
Liberal	3%
Moderate	20%
Conservative	35%
Very conservative	26%
Not sure	14%

28. Do you think Barack Obama...

Says what he believes	45%
Says what he thinks people want to hear	47%
Not sure	8%

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

Like a lot	35%
Like somewhat	25%
Dislike	31%
Not sure	9%

30. Do you think Mitt Romney...

Says what he believes	36%
Says what he thinks people want to hear	55%
Not sure	9%

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

Like a lot	22%
Like somewhat	26%
Dislike	38%
Not sure	13%

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

	Yes	No Opinion	No
Arrogant	44%	25%	31%
Bold	30%	53%	17%
Effective	33%	33%	34%
Exciting	22%	55%	23%
Experienced	28%	40%	32%
Honest	36%	26%	38%
Hypocritical	36%	33%	30%
Inspiring	37%	38%	25%
Intelligent	60%	25%	15%
Partisan	31%	51%	18%
Patriotic	31%	34%	35%
Religious	15%	54%	31%
Sincere	37%	30%	33%
Steady	31%	49%	20%
Strong	36%	41%	22%

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

	Yes	No Opinion	No
Arrogant	40%	26%	33%
Bold	25%	61%	14%
Effective	34%	45%	21%
Exciting	12%	56%	32%
Experienced	41%	42%	17%
Honest	31%	31%	38%
Hypocritical	39%	34%	27%
Inspiring	19%	53%	29%
Intelligent	52%	36%	12%
Partisan	26%	58%	15%
Patriotic	46%	45%	10%
Religious	64%	31%	5%
Sincere	30%	39%	31%
Steady	28%	52%	20%
Strong	34%	50%	16%

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

Getting better	31%
About the same	24%
Getting worse	38%
Not sure	7%

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

Higher	26%
About the same	30%
Lower	20%
Not sure	24%

36. 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	45%
Worse off financially than you were a year ago	35%
Not sure	6%

37. Gender

Male	50%
Female	50%

38. Education

No high school	3%
High school graduate	35%
Some college	24%
2-year college	11%
4-year college	20%
Post-graduate	6%

39. Age

18-29	23%
30-44	28%
45-64	33%
65+	15%

40. Race

White	63%
Black	16%
Hispanic	14%
Other	8%

41. Region

Northeast	17%
Midwest	18%
South	37%
West	29%

42. Party Identification

Democrat	35%
Lean Democrat	8%
Independent	14%
Lean Republican	10%
Republican	34%

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