

The Economist/YouGov Poll



Sample 1000 General Population Respondents
 Conducted September 29-October 1, 2012
 Margin of Error ±4.7%

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

Very closely	44%
Somewhat closely	33%
Not too closely	17%
Not at all	6%

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

Generally headed in the right direction	33%
Off on the wrong track	54%
Not sure	13%

3. How important are the following issues to you?

	Very Important	Somewhat Important	Not very Important	Unimportant
The economy	81%	16%	2%	1%
Immigration	38%	39%	16%	7%
The environment	35%	37%	16%	12%
Terrorism	43%	36%	15%	7%
Gay rights	17%	23%	27%	33%
Education	53%	33%	10%	4%
Health care	66%	27%	4%	3%
Social security	57%	30%	10%	3%
The budget deficit	60%	29%	8%	4%
The war in Afghanistan	32%	43%	17%	8%
Taxes	60%	32%	5%	3%
Medicare	54%	31%	12%	3%
Abortion	27%	34%	20%	19%

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

The economy	37%
Immigration	3%
The environment	5%
Terrorism	3%
Gay rights	1%
Education	8%
Health care	10%
Social security	10%
The budget deficit	11%
The war in Afghanistan	1%
Taxes	4%
Medicare	3%
Abortion	3%

5. Do you plan to watch the first presidential debate between Barack Obama and Mitt Romney, to be held in Denver next Wednesday?

I will definitely watch it	43%
I will probably watch it	32%
I will probably not watch it	16%
I will definitely not watch it	9%

6. Who do you think will win the first presidential debate?

Obama will win	35%
It will be a tie	9%
Romney will win	24%
Not sure	31%

7. Do you think the debates will affect the outcome of the election?

Yes	41%
No	32%
Not sure	27%

8. 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	32%	16%	10%	38%	5%
Mitt Romney	20%	22%	20%	30%	9%
Paul Ryan	28%	14%	13%	32%	14%
Joe Biden	20%	21%	17%	32%	10%

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

Strongly Approve	19%
Somewhat Approve	25%
Somewhat Disapprove	11%
Strongly Disapprove	41%
Not Sure	3%

10. 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	19%	23%	10%	41%	8%
Immigration	16%	21%	13%	37%	13%
The environment	13%	27%	15%	27%	18%
Terrorism	26%	18%	15%	30%	11%
Gay rights	19%	23%	10%	27%	21%
Education	19%	26%	14%	25%	15%
Health care	27%	16%	6%	42%	8%
Social security	19%	20%	13%	32%	14%
The budget deficit	15%	21%	12%	42%	10%
The war in Afghanistan	21%	22%	18%	27%	12%
Taxes	20%	23%	12%	35%	10%
Medicare	21%	19%	13%	33%	14%
Abortion	18%	22%	10%	27%	23%

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

Strongly approve	2%
Somewhat approve	7%
Neither approve nor disapprove	13%
Somewhat disapprove	27%
Strongly disapprove	45%
Not sure	6%

12. How likely is it that you will vote in the election for president this November?

Asked of registered voters

Definitely will vote	90%
Probably will vote	4%
Maybe will vote	3%
Probably will not vote	1%
Definitely will not vote	1%
Don't know	1%

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

Asked of registered voters

Extremely enthusiastic	35%
Very enthusiastic	26%
Somewhat enthusiastic	18%
Not too enthusiastic	12%
Not at all enthusiastic	9%

14. 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	49%	49%
Mitt Romney	41%	44%
Other	6%	5%
Not sure	3%	2%

15. 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 90%
- I will probably vote for [Obama/Romney], but I could change my mind6%
- I'm leaning toward voting for [Obama/Romney] 3%

16. 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] 59%
- I'm mostly voting against [other candidate] 38%
- Not sure 4%

17. 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 win21%
- Obama will probably win 34%
- Obama and Romney are equally likely to win 15%
- Romney will probably win 10%
- Romney will definitely win 9%
- Don't know 11%

18. 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	42%	43%
The Republican Party candidate	41%	43%
Other	2%	2%
Not sure	13%	13%
I would not vote	2%	0%

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

Read an email from a candidate	40%
Forwarded an email from a candidate	14%
Liked a candidate on Facebook	22%
Posted a comment about a candidate on Facebook	20%
Followed a candidate on Twitter	7%
Tweeted about a candidate on Twitter	6%
Blogged about a candidate	5%
Donated money to a candidate	21%
Made phone calls on behalf of a candidate	3%
Knocked on doors on behalf of a candidate	2%
Went to a political rally or event	8%
Read a leaflet or flyer about a candidate	27%
Read a letter that came to your home in the mail about a candidate	33%
None of these	38%
Not sure	3%

20. 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	22%	32%	21%	25%
Is personally wealthy	42%	43%	9%	6%
Cares about people like me	33%	19%	12%	35%
Cares about the poor	33%	26%	16%	25%
Cares about the middle class	34%	20%	15%	31%
Cares about the wealthy	20%	34%	19%	26%

21. 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	16%	31%	22%	31%
Is personally wealthy	82%	12%	2%	5%
Cares about people like me	20%	23%	21%	36%
Cares about the poor	18%	21%	21%	40%
Cares about the middle class	20%	27%	21%	33%
Cares about the wealthy	63%	28%	5%	5%

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

Very liberal	5%
Liberal	14%
Moderate	34%
Conservative	23%
Very Conservative	17%
Not sure	8%

23. Would you say Barack Obama is...

Very liberal	39%
Liberal	21%
Moderate	26%
Conservative	2%
Very conservative	2%
Not sure	11%

24. Would you say Mitt Romney is...

Very liberal	3%
Liberal	4%
Moderate	20%
Conservative	31%
Very conservative	24%
Not sure	17%

25. Do you think Barack Obama...

Says what he believes	42%
Says what he thinks people want to hear	51%
Not sure	7%

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

Like a lot	36%
Like somewhat	23%
Dislike	33%
Not sure	8%

27. Do you think Mitt Romney...

Says what he believes	34%
Says what he thinks people want to hear	54%
Not sure	12%

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

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

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

	Yes	No Opinion	No
Arrogant	41%	28%	31%
Bold	32%	53%	16%
Effective	32%	33%	35%
Exciting	24%	54%	23%
Experienced	27%	35%	38%
Honest	34%	28%	38%
Hypocritical	38%	34%	28%
Inspiring	38%	37%	24%
Intelligent	57%	29%	14%
Partisan	28%	52%	19%
Patriotic	29%	36%	35%
Religious	17%	51%	32%
Sincere	38%	30%	31%
Steady	32%	49%	18%
Strong	35%	42%	23%

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

	Yes	No Opinion	No
Arrogant	39%	32%	29%
Bold	20%	62%	19%
Effective	27%	53%	20%
Exciting	10%	52%	38%
Experienced	44%	43%	13%
Honest	27%	40%	33%
Hypocritical	36%	39%	25%
Inspiring	17%	49%	34%
Intelligent	53%	38%	9%
Partisan	27%	60%	13%
Patriotic	43%	47%	10%
Religious	57%	37%	6%
Sincere	27%	40%	33%
Steady	29%	54%	17%
Strong	30%	56%	14%

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

Getting better	29%
About the same	22%
Getting worse	45%
Not sure	5%

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

Higher	22%
About the same	36%
Lower	18%
Not sure	24%

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

Better off financially	16%
About the same as now	43%
Worse off financially	36%
Not sure	5%

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Sponsorship	<i>The Economist</i>
Fieldwork	YouGov
Interviewing Dates	September 29-October 1, 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 1.13.
Number of respondents	1000
Margin of error	± 4.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	34 questions not reported.