

## GALLUP NEWS SERVICE

### 2012 PRESIDENTIAL ELECTION

Results are based on telephone interviews conducted September 25-26, 2010, on the Gallup Daily tracking survey, with a random sample of –2,020—adults, aged 18+, living in all 50 U.S. states and the District of Columbia, selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is  $\pm 3$  percentage points.

For results based on the sample of –906—Republicans and Republican-leaning independents, the maximum margin of sampling error is  $\pm 4$  percentage points.

For results based on the sample of –859—Democrats and Democratic-leaning independents, the maximum margin of sampling error is  $\pm 4$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily sample includes a minimum quota of 150 cell phone respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, cell phone only status, cell phone mostly status and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

Question(s) were asked of a random half-sample on two nights' of the Gallup Daily tracking survey.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

For more details on Gallup's polling methodology, visit [www.gallup.com](http://www.gallup.com)

2. *(Asked of Democrats and Democratic-leaning independents)* Suppose Hillary Clinton ran against Barack Obama for the Democratic nomination for president in 2012. If that happened, would you be more likely to support—[ROTATED: Barack Obama (or) Hillary Clinton]-- for the Democratic nomination in the next presidential election?

**BASED ON -859—DEMOCRATS AND DEMOCRATIC-LEANING INDEPENDENTS**

	<u>Obama</u>	<u>Clinton</u>	<u>No opinion</u>
2010 Sep 25-26	52	37	10