

USA TODAY/GALLUP POLL

ELECTION 2012 SWING STATES POLLING

Results are based on telephone interviews conducted October 20-27, 2011, on the Gallup Daily tracking survey, with a random sample of --1,334—adults, aged 18+, living in Colorado, Florida, Iowa, Michigan, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, Virginia and Wisconsin, selected using random-digit dial sampling.

For results based on the total sample of “swing state” residents, one can say with 95% confidence that the margin of error is  $\pm 3$  percentage points.

For results based on the total sample of --1,169—registered voters in battleground states, one can say with 95% confidence that the margin of error is  $\pm 4$  percentage points.

The data represent a subset of Gallup’s national daily tracking survey for October 20-27. 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 of 1,000 national adults includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. 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, phone status (cell phone only/landline only/both, having an unlisted landline number, and cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in telephone households in the 12 swing states. 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 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. Suppose the presidential election were held today. If Barack Obama were the Democratic Party's candidate and former Massachusetts governor Mitt Romney were the Republican Party's candidate, who would you vote for -- [ROTATED: Barack Obama, the Democrat (or) Mitt Romney, the Republican]?

2A. *(Asked of those who are undecided)* As of today, do you lean more toward -- [ROTATED: Obama, the Democrat (or) Romney, the Republican]?

	<u>Obama</u>	<u>Romney</u>	<u>Other</u> <u>(vol.)</u>	<u>Neither</u> <u>(vol.)</u>	<u>No</u> <u>opinion</u>
<b><u>REGISTERED VOTERS</u></b>					
2011 Oct 20-27	46	47	1	3	4
<b><u>ALL ADULTS</u></b>					
2011 Oct 20-27	47	45	1	3	5

3. Suppose the presidential election were held today. If Barack Obama were the Democratic Party's candidate and Texas governor Rick Perry were the Republican Party's candidate, who would you vote for -- [ROTATED: Barack Obama, the Democrat (or) Rick Perry, the Republican]?

3A. *(Asked of those who are undecided)* As of today, do you lean more toward -- [ROTATED: Obama, the Democrat (or) Perry, the Republican]?

	<u>Obama</u>	<u>Perry</u>	<u>Other</u> <u>(vol.)</u>	<u>Neither</u> <u>(vol.)</u>	<u>No</u> <u>opinion</u>
<b><u>REGISTERED VOTERS</u></b>					
2011 Oct 20-27	49	44	1	3	3
<b><u>ALL ADULTS</u></b>					
2011 Oct 20-27	49	43	1	3	4

4. Suppose the presidential election were held today. If Barack Obama were the Democratic Party's candidate and businessman Herman Cain were the Republican Party's candidate, who would you vote for -- [ROTATED: Barack Obama, the Democrat (or) Herman Cain, the Republican]?

4A. *(Asked of those who are undecided)* As of today, do you lean more toward -- [ROTATED: Obama, the Democrat (or) Cain, the Republican]?

	<u>Obama</u>	<u>Cain</u>	<u>Other</u> <u>(vol.)</u>	<u>Neither</u> <u>(vol.)</u>	<u>No</u> <u>opinion</u>
<b><u>REGISTERED VOTERS</u></b>					
2011 Oct 20-27	48	45	*	2	5
<b><u>ALL ADULTS</u></b>					
2011 Oct 20-27	49	43	*	3	5

8. How enthusiastic would you say you are about voting for president in next year's election -- extremely enthusiastic, very enthusiastic, somewhat enthusiastic, not too enthusiastic, or not at all enthusiastic?

	<u>Extremely</u>	<u>Very</u>	<u>Some- what</u>	<u>Not too</u>	<u>Not at all</u>	<u>No opinion</u>
<b><u>REGISTERED VOTERS</u></b>						
2011 Oct 20-27	21	26	27	14	12	1
<b><u>ALL ADULTS</u></b>						
2011 Oct 20-27	19	23	27	14	15	2

## USA TODAY/GALLUP POLL

### ELECTION 2012

Results are based on telephone interviews conducted October 26-27, 2011, on the Gallup Daily tracking survey, with a random sample of 1,056—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  $\pm 4$  percentage points.

For results based on the total sample of 908—registered voters, one can say with 95% confidence that the margin of 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 of 1,000 national adults includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. 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, phone status (cell phone only/landline only/both, having an unlisted landline number, and cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in telephone households in the 12 battleground states. 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 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.

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2. Suppose the presidential election were held today. If Barack Obama were the Democratic Party's candidate and former Massachusetts governor Mitt Romney were the Republican Party's candidate, who would you vote for -- [ROTATED: Barack Obama, the Democrat (or) Mitt Romney, the Republican]?

2A. *(Asked of those who are undecided)* As of today, do you lean more toward -- [ROTATED: Obama, the Democrat (or) Romney, the Republican]?

	<u>Obama</u>	<u>Romney</u>	<u>Other</u> <u>(vol.)</u>	<u>Neither</u> <u>(vol.)</u>	<u>No</u> <u>opinion</u>
<b><u>REGISTERED VOTERS</u></b>					
2011 Oct 26-27	47	47	1	3	3
2011 Sep 15-18 ^	47	49	*	3	1
2011 Aug 17-18	46	48	*	3	3
<b><u>NATIONAL ADULTS</u></b>					
2011 Oct 26-27	48	44	*	4	4
2011 Sep 15-18 ^	46	48	*	3	2
2011 Aug 17-18	47	46	*	4	3

^ Separate USA Today/Gallup poll (not asked on Daily tracking survey)

3. Suppose the presidential election were held today. If Barack Obama were the Democratic Party's candidate and Texas governor Rick Perry were the Republican Party's candidate, who would you vote for -- [ROTATED: Barack Obama, the Democrat (or) Rick Perry, the Republican]?

3A. *(Asked of those who are undecided)* As of today, do you lean more toward -- [ROTATED: Obama, the Democrat (or) Perry, the Republican]?

	<u>Obama</u>	<u>Perry</u>	<u>Other</u> <u>(vol.)</u>	<u>Neither</u> <u>(vol.)</u>	<u>No</u> <u>opinion</u>
<b><u>REGISTERED VOTERS</u></b>					
2011 Oct 26-27	49	45	1	4	2
2011 Sep 15-18 ^	50	45	*	3	2
2011 Aug 17-18	47	47	*	3	3
<b><u>NATIONAL ADULTS</u></b>					
2011 Oct 26-27	49	43	1	4	4
2011 Sep 15-18 ^	49	45	*	4	2
2011 Aug 17-18	48	44	*	4	4

^ Separate USA Today/Gallup poll (not asked on Daily tracking survey)

4. Suppose the presidential election were held today. If Barack Obama were the Democratic Party's candidate and businessman Herman Cain were the Republican Party's candidate, who would you vote for -- [ROTATED: Barack Obama, the Democrat (or) Herman Cain, the Republican]?

4A. (*Asked of those who are undecided*) As of today, do you lean more toward -- [ROTATED: Obama, the Democrat (or) Cain, the Republican]?

	<u>Obama</u>	<u>Cain</u>	<u>Other (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
<b><u>REGISTERED VOTERS</u></b>					
2011 Oct 26-27	48	46	*	4	3
<b><u>NATIONAL ADULTS</u></b>					
2011 Oct 26-27	49	43	*	5	4

8. How enthusiastic would you say you are about voting for president in next year's election -- extremely enthusiastic, very enthusiastic, somewhat enthusiastic, not too enthusiastic, or not at all enthusiastic?

	<u>Extremely</u>	<u>Very</u>	<u>Some- what</u>	<u>Not too</u>	<u>Not at all</u>	<u>No opinion</u>
<b><u>REGISTERED VOTERS</u></b>						
2011 Oct 26-27	25	23	28	13	11	1
<b><u>NATIONAL ADULTS</u></b>						
2011 Oct 26-27	22	20	28	13	16	1