

USA TODAY/GALLUP POLL

ELECTION 2012 SWING STATES POLLING-- WAVE 3

Results are based on telephone interviews conducted January 24-28, 2012, on the Gallup Daily tracking survey, with a random sample of ~837—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. The data represent a subset of Gallup’s national daily tracking survey for January 24-28.

For results based on the total sample of “swing state” residents, one can say with 95% confidence that the margin of error is ±4 percentage points.

For results based on the total sample of ~737—registered voters in battleground states, one can say with 95% confidence that the margin of error is ±5 percentage points.

<i>2012 Jan 24-28</i>	<i>Unweighted sample size (all adults)</i>	<i>Weighted sample size (all adults)</i>	<i>Weighted percentage of sample (all adults)</i>
Colorado	53	50	6
Florida	175	175	21
Iowa	26	27	3
Michigan	70	95	11
Nevada	17	16	2
New Hampshire	11	14	2
New Mexico	25	16	2
North Carolina	88	84	10
Ohio	102	111	13
Pennsylvania	127	121	15
Virginia	93	73	9
Wisconsin	50	56	7

Comparison results from the national sample are based on telephone interviews conducted January 27-28, 2012, on the Gallup Daily tracking survey, with a random sample of ~1,050—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 ±4 percentage points.

For results based on the total sample of ~907—national registered voters, one can say with 95% confidence that the margin of error is ±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.

Methodology continued on next page

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 2011 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.

For more details on Gallup's polling methodology, visit www.gallup.com

7. Thinking about the following characteristics and qualities, please say whether you think each applies or doesn't apply to Mitt Romney. How about – [RANDOM ORDER]?

Figures represent percentage “yes, applies”

	Swing States (Jan. 24-28)		National (Jan. 27-28)	
	<i>Registered Voters</i>	<i>Adults</i>	<i>Registered Voters</i>	<i>Adults</i>
Has the personality and leadership qualities a president should have	59	57	59	58
Can manage the government effectively	52	51	55	54
Is sincere and authentic	50	47	50	49
Understands the problems Americans face in their daily lives	44	43	46	46

FULL RESULTS:

A. Can manage the government effectively

	<u>Yes, applies</u>	<u>No, does not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jan 24-28	52	38	10
All Swing State adults			
2012 Jan 24-28	51	38	12
<u>NATIONAL</u>			
Registered voters			
2012 Jan 27-28	55	37	9
National adults			
2012 Jan 27-28	54	36	10

Q.7 (MITT ROMNEY CHARACTERISTICS) CONTINUED

B. Understands the problems Americans face in their daily lives

	<u>Yes, applies</u>	<u>No, does not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters 2012 Jan 24-28	44	49	7
All Swing State adults 2012 Jan 24-28	43	49	8
<u>NATIONAL</u>			
Registered voters 2012 Jan 27-28	46	47	7
National adults 2012 Jan 27-28	46	46	9

C. Is sincere and authentic

	<u>Yes, applies</u>	<u>No, does not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters 2012 Jan 24-28	50	42	9
All Swing State adults 2012 Jan 24-28	47	42	11
<u>NATIONAL</u>			
Registered voters 2012 Jan 27-28	50	42	8
National adults 2012 Jan 27-28	49	42	10

Q.7 (MITT ROMNEY CHARACTERISTICS) CONTINUED

D. Has the personality and leadership qualities a president should have

	<u>Yes, applies</u>	<u>No, does not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jan 24-28	59	33	8
All Swing State adults			
2012 Jan 24-28	57	33	10
<u>NATIONAL</u>			
Registered voters			
2012 Jan 27-28	59	33	7
National adults			
2012 Jan 27-28	58	33	9

8. Thinking about the following characteristics and qualities, please say whether you think each applies or doesn't apply to Newt Gingrich. How about – [RANDOM ORDER]?

Figures represent percentage “yes, applies”

	Swing States (Jan. 24-28)		National (Jan. 27-28)	
	<i>Registered Voters</i>	<i>Adults</i>	<i>Registered Voters</i>	<i>Adults</i>
Can manage the government effectively	48	46	44	44
Understands the problems Americans face in their daily lives	44	41	44	45
Has the personality and leadership qualities a president should have	42	41	39	40
Is sincere and authentic	38	38	36	36

Q.8 (NEWT GINGRICH CHARACTERISTICS) CONTINUED

A. Can manage the government effectively

	<u>Yes, applies</u>	<u>No, does not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jan 24-28	48	46	6
All Swing State adults			
2012 Jan 24-28	46	46	8
<u>NATIONAL</u>			
Registered voters			
2012 Jan 27-28	44	49	7
National adults			
2012 Jan 27-28	44	47	8

B. Understands the problems Americans face in their daily lives

	<u>Yes, applies</u>	<u>No, does not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jan 24-28	44	50	6
All Swing State adults			
2012 Jan 24-28	41	50	9
<u>NATIONAL</u>			
Registered voters			
2012 Jan 27-28	44	50	6
National adults			
2012 Jan 27-28	45	48	7

Q.8 (NEWT GINGRICH CHARACTERISTICS) CONTINUED

C. Is sincere and authentic

	<u>Yes, applies</u>	<u>No, does not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jan 24-28	38	56	7
All Swing State adults			
2012 Jan 24-28	38	53	9
<u>NATIONAL</u>			
Registered voters			
2012 Jan 27-28	36	57	7
National adults			
2012 Jan 27-28	36	56	9

D. Has the personality and leadership qualities a president should have

	<u>Yes, applies</u>	<u>No, does not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jan 24-28	42	53	5
All Swing State adults			
2012 Jan 24-28	41	51	7
<u>NATIONAL</u>			
Registered voters			
2012 Jan 27-28	39	56	6
National adults			
2012 Jan 27-28	40	52	8