

USA TODAY/GALLUP POLL

ELECTION 2012 SWING STATES POLLING-- WAVE 6

Results are based on telephone interviews conducted April 26-May 2, 2012, on the Gallup Daily tracking survey, with a random sample of -1,093—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 April 26-May 2.

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 -951—registered voters in battleground states, one can say with 95% confidence that the margin of error is ±4 percentage points.

<i>2012 Apr 26-May 2</i>	<i>Unweighted sample size (all adults)</i>	<i>Weighted sample size (all adults)</i>	<i>Weighted percentage of sample (all adults)</i>
Colorado	89	64	6
Florida	193	211	19
Iowa	41	39	4
Michigan	98	121	11
Nevada	23	31	3
New Hampshire	10	14	1
New Mexico	27	24	2
North Carolina	123	116	11
Ohio	117	143	13
Pennsylvania	161	158	14
Virginia	124	97	9
Wisconsin	87	74	7

Comparison results from the national sample are based on telephone interviews conducted May 1-2, 2012, on the Gallup Daily tracking survey, with a random sample of -1,035—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 -872—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

8. Next, thinking about the following characteristics and qualities, please say whether you think each one applies more to Barack Obama or more to Mitt Romney. How about -- [RANDOM ORDER]?

A. Cares about the needs of people like you

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
<u>SWING STATES</u>					
Registered voters 2012 Apr 26-May 2	50	40	2	5	3
All Swing State adults 2012 Apr 26-May 2	49	37	2	5	6
<u>NATIONAL</u>					
Registered voters 2012 May 1-2	51	41	1	4	3
National adults 2012 May 1-2	55	36	1	3	4

Q.8 CANDIDATE PERSONAL CHARACTERISTICS (CONTINUED)

B. Is a strong and decisive leader

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
<u>SWING STATES</u>					
Registered voters 2012 Apr 26-May 2	48	41	2	5	4
All Swing State adults 2012 Apr 26-May 2	49	39	2	5	6
<u>NATIONAL</u>					
Registered voters 2012 May 1-2	49	40	3	3	5
National adults 2012 May 1-2	53	36	2	3	5

C. Agrees with you on issues that you care about

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
<u>SWING STATES</u>					
Registered voters 2012 Apr 26-May 2	47	44	1	5	4
All Swing State adults 2012 Apr 26-May 2	46	41	1	5	6
<u>NATIONAL</u>					
Registered voters 2012 May 1-2	47	45	2	3	4
National adults 2012 May 1-2	52	40	1	3	5

Q.8 CANDIDATE PERSONAL CHARACTERISTICS (CONTINUED)

D. Is likeable

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
<u>SWING STATES</u>					
Registered voters 2012 Apr 26-May 2	58	31	7	2	3
All Swing State adults 2012 Apr 26-May 2	58	29	6	2	5
<u>NATIONAL</u>					
Registered voters 2012 May 1-2	60	31	5	2	3
National adults 2012 May 1-2	63	28	4	2	3

E. Can manage the government effectively

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
<u>SWING STATES</u>					
Registered voters 2012 Apr 26-May 2	43	45	2	5	5
All Swing State adults 2012 Apr 26-May 2	44	42	2	6	7
<u>NATIONAL</u>					
Registered voters 2012 May 1-2	43	46	1	4	5
National adults 2012 May 1-2	47	42	1	4	6