

# USA TODAY/GALLUP POLL

## MAY WAVE 1

-- FINAL TOPLINE --

Timberline: 160861  
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Results are based on telephone interviews conducted May 10-13, 2012 with a random sample of –1,012—adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

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 sample of –907—registered voters, the maximum margin of sampling error is  $\pm 4$  percentage points.

For results based on the sample of –483—Republicans and Republican-leaning independents, the maximum margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of –463—Democrats and Democratic-leaning independents, the maximum margin of sampling error is  $\pm 6$  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 sample 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, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being 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 U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

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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11. In your view, how important are each of the following economic issues facing the country today – extremely important, very important, somewhat important, or not important? How about – [RANDOM ORDER]?

<b><i>2012 May 10-13</i></b> <b><i>(sorted by “extremely + very important”)</i></b>	<b>Extremely important</b>	<b>Very important</b>	<b>Extremely + Very important</b>
The cost of healthcare	40	44	84
Unemployment	36	46	82
The federal budget deficit and debt	41	41	82
Weak economic growth	32	47	79
The cost of a college education	35	43	78
The financial performance of Americans’ savings and retirement investments	34	44	78
Home values, foreclosures, and mortgages	31	43	74
Living standards for the poorest Americans	28	41	69
Too much wealth controlled by too few Americans	26	28	54
Government regulations on private enterprise	19	32	51

**FULL RESULTS:**

**A. Unemployment**

	<b><u>Extremely important</u></b>	<b><u>Very important</u></b>	<b><u>Somewhat important</u></b>	<b><u>Not important</u></b>	<b><u>No opinion</u></b>
2012 May 10-13	36	46	14	3	*

**B. The federal budget deficit and debt**

	<b><u>Extremely important</u></b>	<b><u>Very important</u></b>	<b><u>Somewhat important</u></b>	<b><u>Not important</u></b>	<b><u>No opinion</u></b>
2012 May 10-13	41	41	14	3	1

**C. Home values, foreclosures, and mortgages**

	<b><u>Extremely important</u></b>	<b><u>Very important</u></b>	<b><u>Somewhat important</u></b>	<b><u>Not important</u></b>	<b><u>No opinion</u></b>
2012 May 10-13	31	43	21	3	1

**D. Government regulations on private enterprise**

	<b><u>Extremely important</u></b>	<b><u>Very important</u></b>	<b><u>Somewhat important</u></b>	<b><u>Not important</u></b>	<b><u>No opinion</u></b>
2012 May 10-13	19	32	38	9	3

## Q.11 (IMPORTANCE OF ECONOMIC ISSUES) CONTINUED

### E. Living standards for the poorest Americans

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>No opinion</u>
2012 May 10-13	28	41	27	4	1

### F. The cost of a college education

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>No opinion</u>
2012 May 10-13	35	43	18	3	*

### G. Weak economic growth

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>No opinion</u>
2012 May 10-13	32	47	18	2	1

### H. The financial performance of Americans' savings and retirement investments

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>No opinion</u>
2012 May 10-13	34	44	20	1	1

### I. Too much wealth controlled by too few Americans

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>No opinion</u>
2012 May 10-13	26	28	26	17	2

### J. The cost of healthcare

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>No opinion</u>
2012 May 10-13	40	44	12	3	1

12. Regardless of which presidential candidate you support, please tell me if you think Barack Obama or Mitt Romney would better handle each of the following issues. How about – [RANDOM ORDER]?

<b>2012 May 10-13</b> <b>(sorted by "Obama-Romney Gap")</b>	Obama	Romney	Obama-Romney gap
Living standards for the poorest Americans	62	34	O, +28
Too much wealth controlled by too few Americans	54	38	O, +16
The cost of a college education	54	39	O, +15
The cost of healthcare	51	44	O, +7
Unemployment	48	47	O, +1
Home values, foreclosures, and mortgages	46	48	R, +2
Government regulations on private enterprise	46	49	R, +3
Weak economic growth	42	52	R, +10
The financial performance of Americans' savings and retirement investments	39	53	R, +14
The federal budget deficit and debt	39	54	R, +15

**FULL RESULTS:**

**A. Unemployment**

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	48	47	1	4

**B. The federal budget deficit and debt**

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	39	54	1	5

**C. Home values, foreclosures, and mortgages**

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	46	48	1	4

**D. Government regulations on private enterprise**

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	46	49	*	5

**E. Living standards for the poorest Americans**

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	62	34	1	4

## Q.12 (CANDIDATE BETTER ON ECONOMIC ISSUES) CONTINUED

### F. The cost of a college education

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	54	39	1	6

### G. Weak economic growth

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	42	52	1	5

### H. The financial performance of Americans' savings and retirement investments

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	39	53	2	6

### I. Too much wealth controlled by too few Americans

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	54	38	1	6

### J. The cost of healthcare

	<u>Obama</u>	<u>Romney</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2012 May 10-13	51	44	1	4