

GALLUP NEWS SERVICE

JUNE WAVE 1

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted June 7-10, 2012 with a random sample of ~1,004—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 ± 4 percentage points.

For results based on the sample of ~899—registered voters, the maximum margin of sampling 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 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.

2. *(Asked of those with a candidate preference)* What would you say are the one or two most important reasons why you would vote for [preferred candidate in Q.1]? [*OPEN-ENDED*]
- 2A. *(Asked of those with a candidate leaning)* What would you say are the one or two most important reasons why you lean toward voting for [preferred candidate in Q.1A]?

COMBINED RESULTS: Q.2/2A: BASED ON – 933—ADULTS WITH A CANDIDATE PREFERENCE OR LEANING; ±4 PCT PTS

<i>2012 Jun 7-10</i>	National <u>adults</u>	Obama <u>voters</u> ^	Romney <u>voters</u> †
Obama doing a good job/Deserves another term	17	32	*
Economy/His economic plan	16	10	26
Obama doing a poor job/Want out of office	13	1	28
Always support that party	9	9	9
Agree with his values/views (non-specific)	9	10	7
Dislike other candidates	8	10	3
Health care reform	7	10	4
For the working/middle class	5	10	*
Job creation/Employment	5	2	9
Experienced/Qualified	5	4	5
Honest/Has integrity/Good character	4	4	4
Federal budget deficit/Cutting spending	3	1	5
Want change/Fresh approach	3	3	4
Conservative/More conservative candidate	3	*	5
Smart/Intelligent/Knowledgeable	3	3	2
War/Military issues	2	3	1
Trustworthy/Trust him	2	3	1
Would do a better job/Better leader	2	--	4
International affairs/Foreign policy	2	2	*
Taxes/His tax plan	1	1	2
Education/His education plan	1	3	*
National security/Terrorism issue	1	1	1
Favors smaller government	1	--	1
Past accomplishments/Track record	*	*	1
Like him	*	--	1
Energy/His energy plan	*	--	1
Other	6	4	7
No reason in particular (vol.)	2	3	*
No opinion	3	2	3

Percentages add to more than 100% due to multiple responses.

^ Based on 448 Obama voters, ± 6 PCT PTS

† Based on 439 Romney voters, ± 6 PCT PTS