

USA TODAY/GALLUP POLL

ELECTION 2012 SWING STATES POLLING-- WAVE 7

Results are based on telephone interviews conducted June 22-29, 2012, on the Gallup Daily tracking survey, with a random sample of -1,354—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 June 22-29.

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 -1,200—registered voters in battleground states, one can say with 95% confidence that the margin of error is ±4 percentage points.

<i>2012 Jun 22-29</i>	<i>Unweighted sample size (all adults)</i>	<i>Weighted sample size (all adults)</i>	<i>Weighted percentage of sample (all adults)</i>
Colorado	94	81	6
Florida	239	278	21
Iowa	54	47	3
Michigan	125	153	11
Nevada	28	34	3
New Hampshire	26	22	2
New Mexico	46	28	2
North Carolina	144	141	10
Ohio	152	175	13
Pennsylvania	212	189	14
Virginia	142	122	9
Wisconsin	92	85	6

Comparison results from the national sample are based on telephone interviews conducted June 25-26, 2012, on the Gallup Daily tracking survey, with a random sample of -985—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 --847—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

3. In the past month, have you seen any television ads that you would describe as being – [RANDOM ORDER]?

A. Positive toward Barack Obama

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jun 22-29	59	38	4
Swing State adults			
2012 Jun 22-29	55	42	3
<u>NATIONAL</u>			
Registered voters			
2012 Jun 25-26	49	48	3
National adults			
2012 Jun 25-26	49	49	3

B. Positive toward Mitt Romney

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jun 22-29	57	40	3
Swing State adults			
2012 Jun 22-29	53	44	3
<u>NATIONAL</u>			
Registered voters			
2012 Jun 25-26	44	53	4
National adults			
2012 Jun 25-26	41	55	4

Q.3 (EXPOSURE TO CANDIDATE ADS) CONTINUED

C. Negative toward Barack Obama

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jun 22-29	69	28	3
Swing State adults			
2012 Jun 22-29	63	35	2
<u>NATIONAL</u>			
Registered voters			
2012 Jun 25-26	50	47	2
National adults			
2012 Jun 25-26	47	51	2

D. Negative toward Mitt Romney

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jun 22-29	63	35	2
Swing State adults			
2012 Jun 22-29	58	40	2
<u>NATIONAL</u>			
Registered voters			
2012 Jun 25-26	47	51	3
National adults			
2012 Jun 25-26	44	53	3

4. Have the recent television ads you have seen about the candidates – [ROTATED: changed your views about either of the candidates (or) mostly confirmed what you were already thinking about the candidates]?

	<u>Changed your views</u>	<u>Confirmed your thinking</u>	<u>Have not seen ads (vol.)</u>	<u>No opinion</u>
<u>SWING STATES</u>				
Registered voters				
2012 Jun 22-29	8	70	10	12
All Swing State adults				
2012 Jun 22-29	9	67	11	13
<u>NATIONAL</u>				
Registered voters				
2012 Jun 25-26	8	68	15	9
National adults				
2012 Jun 25-26	9	64	17	10

5. In the past month, have you personally been contacted about your vote for president by one of the presidential campaigns, including by e-mail, phone, in person, by mail or in some other way?

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jun 22-29	36	63	1
Swing State adults			
2012 Jun 22-29	32	68	1
<u>NATIONAL</u>			
Registered voters			
2012 Jun 25-26	35	65	1
National adults			
2012 Jun 25-26	30	69	1

6. Have you, personally, participated in the presidential campaign this year, including volunteering for a candidate, making a campaign contribution, or attending a political rally, or not?

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
<u>SWING STATES</u>			
Registered voters			
2012 Jun 22-29	12	88	*
Swing State adults			
2012 Jun 22-29	10	90	*
<u>NATIONAL</u>			
Registered voters			
2012 Jun 25-26	15	85	*
National adults			
2012 Jun 25-26	12	88	*