

## GALLUP NEWS SERVICE

### ROMNEY WEALTH EFFECT ON VOTE

Results are based on telephone interviews conducted July 9-10, 2012, on the Gallup Daily tracking survey, with a random sample of ~1,018-- 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 total sample of ~873—registered voters, one can say with 95% confidence that the margin of error is  $\pm 4$  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.

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 U.S. telephone households. 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 on two nights 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.

1. As you may know, Republican presidential candidate Mitt Romney has a net worth of over 200-million dollars. Does the fact that he is this rich make you more likely or less likely to vote for him, or does it make no difference?

<i>2012 Jul 9-10</i>	<u>More likely</u>	<u>Less likely</u>	<u>No difference</u>	<u>No opinion</u>
Registered voters	4	20	75	1
National adults	4	19	74	3