

USA TODAY/GALLUP POLL

JULY WAVE 1

-- FINAL TOPLINE --

Timberline: 160861
H: 278
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Jeff Jones, Lydia Saad
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Note: Q.18-20 should be cited as a Gallup poll.

Results are based on telephone interviews conducted July 19-22, 2012 with a random sample of –1,030—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 –914— 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.

6. Next, we'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about -- [ITEMS A-B READ IN ORDER]?

A. Barack Obama

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2012</u>				<u>2008</u>			
2012 Jul 19-22	53	45	2	2008 Jul 25-27	61	35	4
				2008 Jun 15-19	64	31	5
2012 Jul 9-12	54	43	3	2008 May 30-Jun 1	58	37	5
2012 May 10-13	52	46	2	2008 May 1-3	58	37	5
2012 Feb 16-19	50	48	2	2008 Apr 18-20	60	34	6
<u>2011</u>				2008 Mar 14-16	62	33	6
2011 Dec 15-18	55	44	1	2008 Feb 21-24	61	32	7
2011 Apr 20-23	52	46	2	2008 Feb 8-10	58	34	8
2011 Mar 25-27	54	43	3	2008 Jan 30-Feb 2	59	32	8
2011 Jan 14-16	53	45	2	2008 Jan 10-13	59	32	9
<u>2010</u>				<u>2007</u>			
2010 Nov 4-7	49	48	3	2007 Dec 14-16	57	30	13
2010 Oct 14-17	47	50	3	2007 Nov 30-Dec 2	53	33	13
2010 Jul 8-11	52	44	4	2007 Nov 2-4	53	30	17
2010 May 24-25	54	43	3	2007 Oct 12-14	53	32	15
2010 Mar 26-28	52	48	1	2007 Oct 4-7	54	27	19
<u>2009</u>				2007 Sep 14-16	56	29	15
2009 Dec 11-13	56	42	2	2007 Sep 7-8	48	32	21
2009 Oct 16-19	55	42	3	2007 Aug 13-16	52	29	19
2009 Oct 1-4	56	40	4	2007 Aug 3-5	48	34	18
2009 Jul 10-12	66	33	1	2007 Jul 12-15	49	26	25
2009 May 29-31	67	32	1	2007 Jul 6-8	53	27	21
2009 Mar 27-29	69	28	3	2007 Jun 1-3	53	25	23
2009 Jan 9-11	78	18	5	2007 May 10-13	55	20	25
<u>2008</u>				2007 May 4-6	50	24	25
2008 Nov 7-9	68	27	4	2007 Apr 13-15	52	27	20
2008 Oct 31-Nov 2 †	62	34	4	2007 Apr 2-5	49	24	26
2008 Oct 10-12	62	35	2	2007 Mar 23-25	53	24	23
2008 Oct 3-5	62	34	3	2007 Mar 2-4	58	18	24
2008 Sep 5-7	62	35	3	2007 Feb 9-11	53	19	28
2008 Aug 30-31 †	61	32	8	<u>2006</u>			
2008 Aug 21-23	63	32	5	2006 Dec 8-10 ^	42	11	47

^ WORDING: Illinois Senator, Barack Obama.

† USA Today/Gallup poll asked on Gallup tracking survey

Q.6 (FAVORABLES) CONTINUED

B. Mitt Romney

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2012 Jul 19-22	46	45	3	6
2012 Jul 9-12	39	48	4	9
2012 May 10-13	50	41	2	7
2012 Feb 16-19	39	47	7	7
2011 Dec 15-18	40	42	9	9
2010 Jul 8-11	36	28	18	18
2009 Jul 10-12	37	29	16	18
2008 Feb 8-10	34	46	7	13
2008 Jan 30- Feb 2	37	39	10	14
2008 Jan 10-13 ^	32	42	13	14
2007 Dec 14-16	32	35	17	15
2007 Nov 30-Dec 2	36	30	20	14
2007 Nov 2-4	28	31	24	17
2007 Oct 12-14	26	34	23	17
2007 Oct 4-7	29	26	29	15
2007 Sep 14-16	27	35	23	15
2007 Sep 7-8	27	28	28	17
2007 Aug 13-16	33	24	26	17
2007 Aug 3-5	22	31	30	17
2007 Jul 12-15	22	28	31	18
2007 Jul 6-8	23	31	30	16
2007 Jun 1-3	25	24	31	19
2007 May 10-13	27	19	41	14
2007 May 4-6	24	22	39	15
2007 Apr 13-15	23	24	36	17
2007 Apr 2-5	25	21	37	17
2007 Mar 23-25	22	18	37	22
2007 Mar 2-4	23	19	41	17
2007 Feb 9-11	18	18	47	18
2006 Dec 8-10 †	19	12	52	17

^ Asked of a half sample.

† WORDING: Massachusetts Governor, Mitt Romney.

9. 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]?

2012 Jul 19-22

(sorted by "Advantage")

	<u>Obama</u>	<u>Romney</u>	<u>Advantage</u>
Is likeable	60	30	O, +30
Understands the problems Americans face in their daily lives	50	39	O, +11
Is honest and trustworthy	47	39	O, +8
Can get things done	41	46	R, +5

COMPLETE RESULTS:

A. Understands the problems Americans face in their daily lives

	<u>Obama</u>	<u>Romney</u>	<u>Both equally (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	50	39	3	7	1

B. Can get things done

	<u>Obama</u>	<u>Romney</u>	<u>Both equally (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	41	46	3	7	3

C. Is honest and trustworthy

	<u>Obama</u>	<u>Romney</u>	<u>Both equally (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	47	39	3	10	2

D. Is likeable

	<u>Obama</u>	<u>Romney</u>	<u>Both equally (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	60	30	7	4	*
2012 May 1-2 ^	63	28	4	2	3

^ Asked on Gallup Daily tracking survey

10. 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]?

2012 Jul 19-22

(sorted by “Advantage”)

	<u>Obama</u>	<u>Romney</u>	<u>Advantage</u>
The federal budget deficit	36	55	R, +19
The economy	41	51	R, +10
Creating jobs	44	50	R, +6
Taxes	45	49	R, +4
Healthcare	47	47	Even
Foreign affairs	52	40	O, +12

COMPLETE RESULTS:

A. The economy

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	41	51	3	5

B. The federal budget deficit

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	36	55	4	6

C. Healthcare

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	47	47	3	3

D. Foreign Affairs

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	52	40	2	6

E. Taxes

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	45	49	2	4

F. Creating jobs

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Jul 19-22	44	50	3	4

17. Now, I'd like you to think about Mitt Romney's background in business, including his time as head of Bain Capital. Do you think his business background would cause him to make good decisions or bad decisions as president in dealing with economic problems the U.S. will face over the next four years?

	<u>Good decisions</u>	<u>Bad decisions</u>	<u>No opinion</u>
2012 Jul 19-22	63	29	8