

USA TODAY/GALLUP POLL

JULY WAVE 1

-- FINAL TOPLINE --

Timberline: 160861
H: 278
Princeton Job #: 12-07-010

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July 19-22, 2012

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.

12. Next, how important a priority should each of the following issues be for the next president -- extremely important, very important, somewhat important, or not that important. How about – [RANDOM ORDER]?

| <i>2012 Jul 19-22</i> <i>(sorted by “Extremely important”)</i> | <u>Extremely important</u> | <u>Extremely+ Very important</u> |
|---|----------------------------|----------------------------------|
| Creating good jobs | 48 | 92 |
| Reducing corruption in the federal government | 45 | 87 |
| Reducing the federal budget deficit | 44 | 86 |
| Dealing with terrorism and other international threats | 42 | 86 |
| Ensuring the long-term stability of Social Security & Medicare | 40 | 85 |
| Improving the nation’s public schools | 38 | 83 |
| Setting high moral standards for the nation | 36 | 76 |
| Making healthcare available and affordable | 36 | 74 |
| Overcoming political gridlock in Washington | 35 | 76 |
| Making college education available and affordable | 30 | 69 |
| Dealing with environmental concerns, such as global warming | 21 | 52 |
| Increasing taxes on wealthy Americans | 21 | 49 |

FULL RESULTS:

A. Creating good jobs

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|----------------------------|-----------------------|---------------------------|----------------------|-------------------|
| 2012 Jul 19-22 | 48 | 44 | 6 | 2 | * |

Q.12 (ISSUE PRIORITIES) CONTINUED

B. Reducing the federal budget deficit

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 44 | 42 | 11 | 2 | 1 |

C. Dealing with terrorism and other international threats

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 42 | 44 | 12 | 2 | * |

D. Ensuring the long-term stability of Social Security and Medicare

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 40 | 45 | 12 | 3 | * |

E. Making college education available and affordable

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 30 | 39 | 25 | 7 | * |

F. Making healthcare available and affordable

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 36 | 38 | 19 | 7 | * |

G. Improving the nation's public schools

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 38 | 45 | 13 | 4 | * |

H. Setting high moral standards for the nation

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 36 | 40 | 18 | 5 | * |

Q.12 (ISSUE PRIORITIES) CONTINUED

I. Increasing taxes on wealthy Americans

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 21 | 28 | 23 | 27 | 1 |

J. Reducing corruption in the federal government

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 45 | 42 | 10 | 2 | * |

K. Overcoming political gridlock in Washington

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 35 | 41 | 17 | 4 | 2 |

L. Dealing with environmental concerns, such as global warming

| | <u>Extremely important</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not important</u> | <u>No opinion</u> |
|----------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| 2012 Jul 19-22 | 21 | 31 | 28 | 19 | * |