

USA TODAY/GALLUP POLL

PRE-CONVENTIONS POLL

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted August 20-22, 2012 with a random sample of -1,033— 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 -955— 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.

11. 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 Aug 20-22

(sorted by "Advantage")

	<u>Obama</u>	<u>Romney</u>	<u>Advantage</u>
Is likeable	54	31	O, +23
Cares about the needs of people like you	52	36	O, +16
Is honest and trustworthy	48	36	O, +12
Would stand up to special interests, including those aligned with his own party	48	37	O, +11
Is a strong and decisive leader	47	42	O, +5
Would work well with both parties to get things done in Washington	45	40	O, +5
Can manage the government effectively	45	44	O, +1

Q.11 continued on next page

Q.11 (CANDIDATE CHARACTERISTICS) CONTINUED

COMPLETE RESULTS:

A. Cares about the needs of people like you

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
2012 Aug 20-22	52	36	2	7	2
2012 May 1-2 ^	55	36	1	3	4

^ Asked on Gallup Daily tracking survey

B. Is a strong and decisive leader

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
2012 Aug 20-22	47	42	5	6	2
2012 May 1-2 ^	53	36	2	3	5

^ Asked on Gallup Daily tracking survey

C. Is honest and trustworthy

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
2012 Aug 20-22	48	36	4	10	2
2012 Jul 19-22	47	39	3	10	2

D. Is likeable

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
2012 Aug 20-22	54	31	10	4	2
2012 Jul 19-22	60	30	7	4	*
2012 May 1-2 ^	63	28	4	2	3

^ Asked on Gallup Daily tracking survey

Q.11 (CANDIDATE CHARACTERISTICS) CONTINUED

E. Can manage the government effectively

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
2012 Aug 20-22	45	44	3	6	2
2012 May 1-2 ^	47	42	1	4	6

^ Asked on Gallup Daily tracking survey

F. Would stand up to special interests, including those aligned with his own party

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
2012 Aug 20-22	48	37	2	8	5

G. Would work well with both parties to get things done in Washington

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
2012 Aug 20-22	45	40	3	11	2

12. 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 Aug 20-22
(sorted by "Advantage")*

	<u>Obama</u>	<u>Romney</u>	<u>Advantage</u>
Foreign affairs	54	40	O, +14
Energy	53	40	O, +13
Medicare	53	41	O, +12
Taxes	52	43	O, +9
Healthcare	52	43	O, +9
The economy	43	52	R, +9
The federal budget deficit	39	54	R, +15

COMPLETE RESULTS:

A. The economy

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Aug 20-22	43	52	2	3
2012 Jul 19-22	41	51	3	5

Q.12 (CANDIDATES ON ISSUES) CONTINUED

B. The federal budget deficit

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Aug 20-22	39	54	2	5
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 Aug 20-22	52	43	1	4
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 Aug 20-22	54	40	1	5
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 Aug 20-22	52	43	1	4
2012 Jul 19-22	45	49	2	4

F. Medicare

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Aug 20-22	53	41	1	5

G. Energy

	<u>Obama</u>	<u>Romney</u>	<u>SAME (vol.)</u>	<u>No opinion</u>
2012 Aug 20-22	53	40	1	6