

USA TODAY/GALLUP POLL

PRE-CONVENTIONS POLL

-- FINAL TOPLINE --

Timberline: 160861
H: 309
Princeton Job #: 12-08-012

Jeff Jones, Lydia Saad
August 20-22, 2012

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.

10. Which best describes your view of Barack Obama and Mitt Romney – [ROTATED: both would be a good president, neither would be a good president, only Barack Obama would be a good president (or) only Mitt Romney would be a good president]?

	<u>Both</u>	<u>Neither</u>	<u>Only Obama</u>	<u>Only Romney</u>	<u>No opinion</u>
2012 Aug 20-22	12	17	38	31	2

For comparison (2008 election):

	<u>Both</u>	<u>Neither</u>	<u>Only Obama</u>	<u>Only McCain</u>	<u>No opinion</u>
2008 Aug 21-23	25	19	29	25	2
2008 Jun 15-19	24	18	30	24	4

For comparison (2004 election):

	<u>Both</u>	<u>Neither</u>	<u>Only Kerry</u>	<u>Only Bush</u>	<u>No opinion</u>
2004 Oct 14-16	12	8	38	40	2
2004 Sep 3-5	15	11	33	40	1
2004 Feb 16-17	21	8	36	32	3

18. Regardless of whom you support, and trying to be as objective as possible, who do you think will win the election in November – [ROTATED: Barack Obama (or) Mitt Romney]?

	<u>Obama</u>	<u>Romney</u>	<u>Other (vol.)</u>	<u>No opinion</u>
2012 Aug 20-23	58	36	*	6
2012 May 10-13	56	36	*	8

For comparison: 1996-2008 elections

2008: Barack Obama vs. John McCain

	<u>Obama</u>	<u>McCain</u>	<u>Other (vol.)</u>	<u>No opinion</u>
2008 Oct 23-26	71	23	*	6
2008 Jun 9-12	52	41	*	6

2004: John Kerry vs. George W. Bush

	<u>Kerry</u>	<u>Bush</u>	<u>Other (vol.)</u>	<u>No opinion</u>
2004 Oct 14-16	36	56	*	8
2004 Jul 30-Aug 1	47	47	*	6
2004 Mar 5-7	42	52	*	6

2000: Al Gore vs. George W. Bush

	<u>Gore</u>	<u>Bush</u>	<u>Other (vol.)</u>	<u>No opinion</u>
(RV) 2000 Sep 15-17	52	35	*	13
(NA) 2000 Aug 24-27	36	47	1	16
(NA) 2000 Aug 4-5	23	70	*	7
(NA) 2000 Jun 6-7	23	70	*	7
(NA) 2000 Mar 10-12	35	53	1	11

1996: Bill Clinton vs. Bob Dole

	<u>Clinton</u>	<u>Dole</u>	<u>Other (vol.)</u>	<u>No opinion</u>
1996 Aug 23-25	69	24	--	7