

GALLUP NEWS SERVICE

DEMOCRATIC CONVENTION REACTION

Results are based on telephone interviews conducted September 7-8, 2012, on the Gallup Daily tracking survey, with a random sample of --1,047-- 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 total sample of --935-- registered voters, one can say with 95% confidence that the margin of 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 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.

The questions reported here were asked of a random half sample for two nights on Gallup Daily tracking.

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.

Next, we have some questions about this week's Democratic National Convention in Charlotte,

1. From what you have heard or read, how would you rate Barack Obama's acceptance speech at the Democratic Convention on Thursday night, as -- excellent, good, just okay, poor, or terrible?

<i>2012 Sep 7-8</i>	<u>Exc- ellent</u>	<u>Good</u>	<u>Just okay</u>	<u>Poor</u>	<u>Terrible</u>	<u>Didn't see (vol.)</u>	<u>No opinion</u>
National adults	21	22	17	9	7	21	2
Registered voters	21	22	16	10	8	20	3

FOR COMPARISON: Recent Presidential Candidates (Based on national adults)

	<u>Excellent</u>	<u>Good</u>	<u>Just okay</u>	<u>Poor</u>	<u>Terrible</u>	<u>Didn't see (vol.)</u>	<u>No opinion</u>
<u>MITT ROMNEY</u> 2012 Aug 31-Sep 1 ^	20	18	21	6	10	23	3
<u>JOHN MCCAIN</u> 2008 Sep 5-7	15	32	22	7	5	17	2
<u>BARACK OBAMA</u> 2008 Aug 29 ^	35	23	15	3	4	16	4
<u>GEORGE W. BUSH</u> 2004 Sep 3-5	22	27	19	4	4	21	3
<u>JOHN KERRY</u> 2004 Jul 30-Aug 1	25	27	19	5	4	19	1
<u>AL GORE</u> 2000 Aug 18-19	18	33	18	4	2	23	1
<u>GEORGE W. BUSH</u> 2000 Aug 4-5	19	32	17	3	1	26	2
<u>BOB DOLE</u> 1996 Aug 16-18	20	32	21	5	2	17	3

^ Asked on Gallup tracking survey

2. Does what you saw or read of this week's Democratic convention make you more likely or less likely to vote for Barack Obama?

<i>2012 Sep 7-8</i>	<u>More likely</u>	<u>Less likely</u>	No difference (vol.)	No <u>opinion</u>
National adults	43	38	10	10
Registered voters	44	39	9	8

FOR COMPARISON (BASED ON NATIONAL ADULTS):

	<u>More likely</u>	<u>Less likely</u>	No difference (vol.)	No <u>opinion</u>
Post-GOP Convention 2012 †	40	38	9	12
Post-GOP Convention 2008	43	38	13	6
Post-Dem Convention 2008 †	43	29	19	8
Post-GOP Convention 2004	41	38	15	6
Post-Dem. Convention 2004 ^	44	30	18	8
Post-Dem. Convention 2000 ^	43	28	19	10
Post-GOP Convention 2000 ^	44	27	15	14
Post-Dem. Convention 1996	44	29	19	8
Post-GOP Convention 1996 ^	45	34	13	8
Post-Dem. Convention 1992 ^	60	15	17	8
Post-GOP Convention 1988 ^	43	27	16	14
Post-Dem. Convention 1988 ^	56	21	9	14
Post-Dem. Convention 1984 ^	45	29	12	14

^ Asked in a list of items.

† Asked on Gallup tracking survey

3. How much, if any, of the Democratic convention did you watch on T.V. this week -- none of it, very little, some of it, or a great deal?
4. Did you happen to see, hear, or read any news coverage of the Democratic convention?

<i>2012 Sep 7-8</i>	National adults	Registered voters
Watched a great deal	23	25
Watched some	32	34
Watched very little	22	22
Watched none	22	20
(Yes, heard coverage)	(8)	(8)
(No did not hear coverage)	(14)	(12)
No opinion	1	*

FOR COMPARISON (BASED ON NATIONAL ADULTS):

	Post-GOP Convention 2012 <u>Aug 31-Sep 1</u>	Post-GOP Convention 2008 <u>Sep 5-7</u>	Post-Dem Convention 2008 <u>Aug 29 ^</u>	Post-GOP Convention 2004 <u>Sep 3-5</u>	Post-Dem. Convention 2004 Jul 30- <u>Aug 1</u>
Watched a great deal	21	33	28	26	25
Watched some	30	38	32	37	34
Watched very little	24	16	21	20	25
Watched none	24	13	18	17	16
(Yes, heard coverage)	(8)	(5)	(7)	(8)	(8)
(No did not hear coverage)	(16)	(8)	(11)	(9)	(8)

No opinion	1	--	*	--	*
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	Post-Dem. Convention 2000 <u>Aug 18-19</u>	Post-GOP Convention 2000 <u>Aug 4-5</u>	Post-GOP Convention 1996 <u>Aug 14-15</u>
Watched a great deal	18	19	16
Watched some	37	37	29
Watched very little	25	23	31
Watched none	20	21	24
(Yes, heard coverage)	(7)	(7)	(11)
(No did not hear coverage)	(13)	(14)	(13)
No opinion	*	*	--

^ USA Today/Gallup poll asked on Gallup tracking survey

5. From what you have heard or read, how would you rate Bill Clinton's speech at the Democratic Convention on Wednesday night, as -- excellent, good, just okay, poor, or terrible?

<i>2012 Sep 7-8</i>	<u>Exc- ellent</u>	<u>Good</u>	<u>Just okay</u>	<u>Poor</u>	<u>Terrible</u>	<u>Didn't see (vol.)</u>	<u>No opinion</u>
National adults	34	22	17	4	2	18	3
<i>Registered voters</i>	37	22	16	5	3	16	2

FOR COMPARISON: Hillary Clinton 2008 Convention Speech

From what you have heard or read, how would you rate Hillary Clinton's speech at the Democratic Convention on Tuesday night, as -- excellent, good, just okay, poor, or terrible?

	<u>Exc- ellent</u>	<u>Good</u>	<u>Just okay</u>	<u>Poor</u>	<u>Terrible</u>	<u>Didn't see (vol.)</u>	<u>No opinion</u>
(NA) 2008 Aug 27	24	28	12	3	2	27	4