

GALLUP NEWS SERVICE

DAILY ELECTION TRACKING TOPICAL QUESTIONS – OCTOBER-NOVEMBER 2012

-- FINAL TOPLINE --

Timberline: 937080

H: 349

Jeff Jones, Lydia Saad

October 1-November 5, 2012

Results are based on telephone interviews conducted October 1-November 4, 2012, on the Gallup Daily Election Tracking Poll, with a daily random sample of ~500-- adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

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 500 national adults includes a minimum quota of 250 cell phone respondents and 250 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) and population density. Demographic weighting targets are based on the March 2011 Current Population Survey figures for the age 18+ U.S. population. All reported margins of sampling error include the computed design effects for weighting.

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.

FIRST PRESIDENTIAL DEBATE REACTION

Results are based on telephone interviews conducted October 4-5 with a random sample of --1,013-- 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 ---749---debate watchers, one can say with 95% confidence that the margin of error is ± 4 percentage points.

1. Did you happen to watch or listen to the nationally televised presidential debate between Mitt Romney and Barack Obama last/Wednesday night, or not?
2. (*Asked of those who did not see the debate*) Did you happen to see, hear, or read any news coverage of last/Wednesday night's presidential debate, or not?

COMBINED RESPONSES (Q.1-2)

	<u>2012 Oct 4-5</u>	<u>2008 Oct 16</u>	<u>2008 Oct 8</u>	<u>2008 Sep 27</u>
Yes, watched or listened to the debate	67	65	66	63
No, did not watch/listen to the debate	33	35	34	37
(<i>Saw news coverage</i>)	(16)	(17)	(15)	(12)
(<i>Did not see news coverage</i>)	(17)	(18)	(19)	(25)
No opinion	*	*	1	--

3. Regardless of which candidate you happen to support, who do you think did the better job in last/Wednesday night's debate – [ROTATED: Mitt Romney (or) Barack Obama]?

BASED ON – 749 – DEBATE WATCHERS

	<u>Romney</u>	<u>Obama</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
2012 Oct 4-5	72	20	2	3	4

(Polls asked in days following prior debates):

	<u>McCain</u>	<u>Obama</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
2008 Oct 16	30	56	3	9	3
2008 Oct 8	23	56	4	15	2
2008 Sep 27	34	46	4	13	3

<u>2004</u>	<u>Kerry</u>	<u>Bush</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
2004 Oct 14-16 ^	46	32	1	7	14
2004 Oct 9-10 ^	45	30	1	10	14
2004 Oct 1-3 ^	57	25	1	5	12

^ Based on national adults

<u>1996</u>	<u>Clinton</u>	<u>Dole</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
1996 Oct 7-8 ^	54	19	11	2	14

^ Based on registered voters

<u>1992</u>	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	None in particular (vol.)	No <u>opinion</u>
1992 Oct 16-18 ^	58	16	15	7	4

^ Based on registered voters who reported watching the debate

<u>1988</u>	<u>Dukakis</u>	<u>Bush</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
1988 Sep 27-28 ^	38	29	31	--	2

^ Based on registered voters who reported watching the debate

<u>1976</u>	<u>Ford</u>	<u>Carter</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
1976 Sep 24-27 ^	32	25	--	33	10

^ Based on national adults who reported watching the debate

<u>1960</u>	<u>Kennedy</u>	<u>Nixon</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
1960 Sep 28-Oct 2 ^	44	23	--	29	3

^ Based on national adults who reported watching the debate

For comparison: (Polls conducted immediately after the debate, with pre-recruited samples of debate watchers; NOTE: These may not be comparable to polls conducted in the days following the debates)

<u>2004</u>	<u>Kerry</u>	<u>Bush</u>	Neither (vol.)	Both/ equally (vol.)	No <u>opinion</u>
2004 Oct 13	52	39	1	8	*
2004 Oct 8	47	45	1	7	*
2004 Sep 30	53	37	1	8	1
<u>2000</u>	<u>Gore</u>	<u>Bush</u>	Neither (vol.)	Both/ equally (vol.)	No <u>opinion</u>
2000 Oct 17	46	44	*	10	*
2000 Oct 11	36	49	1	13	1
2000 Oct 3	48	41	2	8	1
<u>1996</u>	<u>Clinton</u>	<u>Dole</u>	No <u>opinion</u>		
1996 Oct 16	59	29	12		
1996 Oct 6	51	32	17		
<u>1992</u>	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	None in particular (vol.)	No <u>opinion</u>
1992 Oct 19	28	28	37	7	*
1992 Oct 15	54	21	14	8	4
1992 Oct 11	30	16	47	5	2
<u>1984</u>	<u>Mondale</u>	<u>Reagan</u>	Neither (vol.)	No <u>opinion</u>	
1984 Oct 21	40	43	--	17	
1984 Oct 7	54	35	8	3	
