

GALLUP NEWS SERVICE

ELECTION TRENDS

Results are based on telephone interviews conducted October 27-28, 2012, on the Gallup Daily election tracking survey, with a random sample of --1,063-- 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 --961-- registered voters, one can say with 95% confidence that the margin of error is ± 4 percentage points.

3. Next, I'd like you to rate [ITEMS READ] on a scale. If you have a favorable opinion of him, name a number between plus one and plus five -- where a plus five is the highest position indicating you have a very favorable opinion of him. If you have an unfavorable opinion, name a number between minus one and minus five where minus five is the lowest position -- indicating you have a very unfavorable opinion of him. How far up or down the scale would you rate [ITEMS READ]?

A. Mitt Romney

	<u>+5</u>	<u>+4</u>	<u>+3</u>	<u>+2</u>	<u>+1</u>	<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>	<u>No opinion</u>
<i>National adults</i>											
2012 Oct 27-28	15	15	11	9	5	5	8	8	2	20	2
<i>Registered voters</i>											
2012 Oct 27-28	17	16	11	8	4	4	9	7	2	19	1

B. Barack Obama

	<u>+5</u>	<u>+4</u>	<u>+3</u>	<u>+2</u>	<u>+1</u>	<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>	<u>No opinion</u>
<i>National adults</i>											
2012 Oct 27-28	22	14	14	7	5	6	3	5	4	20	1
2011 Aug 4-7	11	14	17	8	7	4	6	8	4	20	*
2009 Nov 20-22	15	18	15	6	5	5	5	7	6	17	1
2008 Oct 23-26	23	14	12	5	8	5	4	4	4	18	2
<i>Registered voters</i>											
2012 Oct 27-28	18	15	15	7	5	6	3	6	4	22	1
2008 Oct 23-26	24	13	11	5	9	5	4	4	4	19	2

Historical trend results on next page

For Comparison: *1960-2008 elections, based on National Adults*

	<u>Candidate</u>	<u>Highly Favorable</u>	<u>Highly unfavorable</u>	<u>Total favorable</u>	<u>Total unfavorable</u>
2012 Oct 27-28	Romney	30	22	55	43
	Obama	36	24	62	37
2008 Oct 23-26	McCain	28	20	63	35
	Obama	37	22	62	35
2004 Oct 22-24	Bush	34	23	61	39
	Kerry	22	22	57	40
1992 Oct 23-25	Bush the elder	20	16	59	40
	Clinton	27	15	64	33
	Perot	24	11	69	25
1984 Sep 21-24	Reagan	41	17	67	28
	Mondale	26	14	61	33
1980 Oct 10-13	Reagan	25	15	61	35
	Carter	30	17	67	31
	Anderson	9	15	64	33
1976 Sep 24-27	Carter	41	5	80	16
	Ford	28	9	77	20
1972 Oct	Nixon	41	11	76	22
1972 Oct 13-16	McGovern	21	20	54	41
1968 Sep	Nixon	38	8	79	20
1968 Sep 1-6	Humphrey	25	11	69	28
1968 Oct 8-13	Wallace	18	32	46	49
1964 Oct	Johnson	28	6	58	34
1964 Oct 8-13	Goldwater	16	26	42	46
1960 Oct 18-23	Kennedy	43	5	80	14
	Nixon	40	5	85	14