

# USA TODAY/GALLUP POLL

## POST-ELECTION POLL

-- FINAL TOPLINE --

Timberline: 160861  
H: 428  
Princeton Job #: 12-11-017

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November 9-12, 2012

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**Results are based on telephone interviews conducted November 9-12, 2012 with a random sample of ~1,009—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.**

**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 per 1,000 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, population density 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+ 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.**

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6. Which statement comes closer to your view -- [ROTATED: Americans are united and in agreement about the most important values (or) Americans are greatly divided when it comes to the most important values]?

	<u>United/in agreement</u>	<u>Greatly divided</u>	<u>No opinion</u>
2012 Nov 9-12	29	69	2
2004 Nov 19-21 ^	34	65	1
2004 Jan 9-11 ^	45	53	2
2002 Sep 2-4	69	30	1
2001 Nov 26-27	74	24	2

^ Asked of a half sample.

**TRENDS FOR COMPARISON:** *Washington Post Polls*

	<u>United/in agreement</u>	<u>Greatly divided</u>	<u>No opinion</u>
1998 Dec 18-22	34	62	4
1998 Aug 10-27	31	66	3

**TRENDS FOR COMPARISON:** *General Social Survey*

	<u>United/in agreement</u>	<u>Greatly divided</u>	<u>No opinion</u>
1993 Feb 5-Apr 26	32	63	5