

GALLUP NEWS SERVICE

JANUARY ELECTION BENCHMARK

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted January 21-25, 2016 with a random sample of –1,022— adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of -- 903 -- registered voters, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of -- 479 -- Republicans and Republican leaning independents, the margin of sampling error is ± 6 percentage points at the 95% confidence level.

For results based on the sample of -- 460 -- Democrats and Democratic leaning independents, the margin of sampling error is ± 6 percentage points at the 95% confidence level.

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 of national adults includes a minimum quota of 60% cell phone respondents and 40% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone 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 to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2015 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2015 National Health Interview Survey. Population density targets are based on the 2010 census. 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.

3. How much thought have you given to the upcoming election for president -- quite a lot, or only a little?

	<u>Quite a lot</u>	<u>SOME (vol.)</u>	<u>Only a little</u>	<u>None</u>	<u>No opinion</u>
2016 Jan 21-25	63	4	32	2	*

For comparison: *January of Previous Election Years*

	<u>Quite a lot</u>	<u>SOME (vol.)</u>	<u>Only a little</u>	<u>None</u>	<u>No opinion</u>
2008 Jan 30-Feb 2	71	3	24	2	*
2008 Jan 10-13	64	5	27	3	1
2004 Jan 29-Feb 1	58	5	32	4	1
2004 Jan 9-11	48	4	44	4	*
2004 Jan 2-5	45	2	48	4	1
2000 Jan 17-19	33	9	52	6	--
2000 Jan 13-16	32	7	54	6	1
2000 Jan 7-10	32	8	54	6	*
1992 Jan 6-9	30	6	55	8	1

4. How enthusiastic are you about voting for president in this year's election -- extremely enthusiastic, very enthusiastic, somewhat enthusiastic, not too enthusiastic, or not at all enthusiastic?

	<u>Extremely</u>	<u>Very</u>	<u>Some- what</u>	<u>Not too</u>	<u>Not at all</u>	<u>No opinion</u>
Registered voters						
2016 Jan 21-25	26	28	26	11	9	*
2012 Nov 1-2	38	29	19	6	7	1
2012 Oct 10-11	39	26	19	9	6	*
2012 Sep 16-17	31	24	22	13	10	1
2012 Jun 25-26	22	21	25	16	16	1
2012 May 1-2	22	21	26	18	12	2
2012 Mar 25-26	21	21	27	18	14	*
2012 Jan 27-28	27	25	25	13	9	1
2011 Dec 6-7 ^	26	21	30	11	11	1
2011 Oct 26-27 ^	25	23	28	13	11	1
2008 Jan 10-13	32	29	26	9	4	*
2007 Apr 13-15	28	28	26	9	7	2
2004 Oct 14-16	36	34	17	8	4	1
2004 Sep 3-5	32	32	23	9	4	*
2004 Aug 23-25	34	30	22	6	7	1
2004 Jul 30-Aug 1	34	31	25	6	4	*
2004 Jul 19-21	28	33	21	13	4	1
2003 Oct 24-26	19	34	31	11	4	1
National adults						
2016 Jan 21-25	23	25	26	11	15	*
2012 Nov 1-2	33	27	20	7	11	2
2012 Oct 10-11	n/a	n/a	n/a	n/a	n/a	n/a
2012 Sep 16-17	26	22	20	14	16	2
2012 Jun 25-26	18	18	26	15	21	2
2012 May 1-May 2	19	19	24	17	18	3
2012 Mar 25-26	19	19	25	18	18	1
2012 Jan 27-28	24	23	25	13	13	2
2011 Dec 6-7 ^	22	20	30	12	15	2
2011 Oct 26-27 ^	22	20	28	13	16	1
2008 Jan 10-13	29	29	25	9	8	1
2007 Apr 13-15	26	27	27	10	8	2
2004 Oct 14-16	35	34	17	8	5	1
2004 Sep 3-5	29	31	24	9	7	*
2004 Aug 23-25	30	29	23	7	10	1
2004 Jul 30-Aug 1	33	29	24	7	7	*
2004 Jul 19-21	25	31	22	13	8	1
2003 Oct 24-26	18	32	32	12	5	1

^ WORDING: How enthusiastic would you say you are about voting for president in next year's election – extremely enthusiastic, very enthusiastic, somewhat enthusiastic, not too enthusiastic, or not at all enthusiastic?