

LANGER RESEARCH ASSOCIATES
SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

Topline results

National Political Poll for Esquire/Yahoo! News

This survey was conducted by landline and cellular telephone Sept. 7-10, 2012, among a random national sample of 1,002 adults. Results have a margin of sampling error of plus or minus 4 percentage points for the full sample, 4.5 points for registered voters and 5 points for likely voters. The survey was produced for Esquire/Yahoo! News by Langer Research Associates, with sampling, data collection and tabulation by Interviewing Service of America of Van Nuys, CA.

Full topline results follow. An asterisk indicates a response given by fewer than 0.5 percent of respondents. "GP" indicates results among the general public, RV among registered voters and LV among likely voters.

1. How likely is it that you'll vote in the presidential election between (Barack Obama, the Democrat) and (Mitt Romney, the Republican) this November – will you definitely vote, probably vote, are the chances 50-50, or less than that?

| | Definitely vote | Probably vote | Chances 50/50 | Less than that | Don't think will vote (vol.) | No opinion |
|----|--------------------|------------------|------------------|-------------------|---------------------------------|---------------|
| GP | 72 | 8 | 8 | 8 | 4 | 1 |
| RV | 82 | 7 | 7 | 3 | 1 | 1 |

2. If the presidential election were today, would you vote for (Obama) or for (Romney)? Do you lean more toward (Obama) or (Romney)?

| | Obama | Romney | Other (vol.) | No opinion |
|----|-------|--------|--------------|------------|
| GP | 53 | 40 | 1 | 6 |
| RV | 52 | 41 | 1 | 6 |
| LV | 50 | 46 | 1 | 4 |

3. If you happen to have voted in the 2008 election, did you vote for (Barack Obama) or (John McCain), or not vote?

| | Obama | McCain | Did not vote | Someone else (vol.) | No opinion |
|----|-------|--------|--------------|---------------------|------------|
| GP | 43 | 33 | 22 | 2 | 1 |
| RV | 47 | 37 | 12 | 3 | 1 |
| LV | 48 | 42 | 8 | 2 | 1 |

4. How much, if at all, do you think the results of this year's presidential election will matter to your own life – will it matter a lot, some, a little or not at all?

| | -- Will matter -- | | | ----- Will not matter ----- | | | No opinion |
|----|-------------------|-------|------|-----------------------------|----------|------------|---------------|
| | NET | A lot | Some | NET | A little | Not at all | |
| GP | 81 | 61 | 19 | 17 | 8 | 9 | 2 |
| RV | 85 | 65 | 20 | 14 | 7 | 7 | 2 |
| LV | 89 | 71 | 18 | 10 | 5 | 5 | 1 |

5. Thinking about Paul Ryan, the Republican nominee for vice president – would you say the more you hear about Ryan the (more) you like him or the (less) you like him?

| | Like him more | Like him less | No change (vol.) | No opinion |
|----|---------------|---------------|------------------|------------|
| GP | 34 | 35 | 6 | 25 |
| RV | 36 | 37 | 6 | 21 |
| LV | 41 | 38 | 5 | 16 |

6. On another issue, do you think [ITEM] is or is not in touch with the basic economic issues facing American families?

Among gen pop:

| | In touch | Not in touch | No opinion |
|-----------|----------|--------------|------------|
| a. Obama | 54 | 41 | 5 |
| b. Romney | 38 | 50 | 12 |

Among RVs:

| | In touch | Not in touch | No opinion |
|-----------|----------|--------------|------------|
| a. Obama | 53 | 42 | 4 |
| b. Romney | 40 | 50 | 10 |

Among LVs:

| | In touch | Not in touch | No opinion |
|-----------|----------|--------------|------------|
| a. Obama | 52 | 45 | 3 |
| b. Romney | 45 | 49 | 6 |

7. Who do you think is mainly responsible for the level of unemployment in this country – (Obama), (George W. Bush), (Congress) or (Wall Street)?

| | Obama | Bush | Congress | Wall St. | None (vol.) | All equally (vol.) | No opinion |
|----|-------|------|----------|----------|-------------|--------------------|------------|
| GP | 17 | 26 | 22 | 15 | 4 | 9 | 7 |
| RV | 19 | 25 | 22 | 15 | 3 | 9 | 6 |
| LV | 22 | 24 | 22 | 15 | 3 | 9 | 5 |

8. In terms of creating jobs, do you think Obama has done as well as he could, or do you think this is something he's mismanaged?

| | Well as he could | Mismanaged | Both (vol.) | No opinion |
|----|------------------|------------|-------------|------------|
| GP | 49 | 45 | 1 | 5 |
| RV | 49 | 45 | 1 | 5 |
| LV | 47 | 48 | 1 | 4 |

9. Thinking about people with incomes more than \$250,000 a year, do you think their federal taxes are (too low), (too high), or about right?

| | Too low | Too high | About right | No opinion |
|----|---------|----------|-------------|------------|
| GP | 44 | 12 | 28 | 16 |
| RV | 45 | 13 | 28 | 14 |
| LV | 45 | 12 | 29 | 13 |

10. Imagine you're [ITEM]. Do you think you'd be better off under (an Obama) presidency, or under (a Romney) presidency?

Among gen pop:

| | Obama | Romney | Both equally (vol.) | Neither (vol.) | No opinion |
|---------------------|-------|--------|---------------------|----------------|------------|
| a. A poor person | 57 | 30 | 1 | 4 | 7 |
| b. A wealthy person | 23 | 62 | 2 | 4 | 10 |
| c. Middle class | 48 | 38 | 2 | 4 | 8 |

Among RVs:

| | Obama | Romney | Both equally (vol.) | Neither (vol.) | No opinion |
|---------------------|-------|--------|------------------------|-------------------|---------------|
| a. A poor person | 58 | 31 | 2 | 3 | 6 |
| b. A wealthy person | 23 | 63 | 2 | 3 | 9 |
| c. Middle class | 48 | 39 | 2 | 3 | 7 |

Among LVs:

| | Obama | Romney | Both equally (vol.) | Neither (vol.) | No opinion |
|---------------------|-------|--------|------------------------|-------------------|---------------|
| a. A poor person | 57 | 36 | 1 | 2 | 4 |
| b. A wealthy person | 22 | 67 | 1 | 3 | 7 |
| c. Middle class | 48 | 44 | 2 | 2 | 4 |

11. On another subject, thinking about the federal law changing the health care system - if the health care law were entirely repealed, do you think you'd be (happy) about that, (unhappy) about it, or wouldn't you care?

| | Happy | Unhappy | Wouldn't care | No opinion |
|----|-------|---------|---------------|------------|
| GP | 37 | 38 | 15 | 10 |
| RV | 38 | 40 | 13 | 8 |
| LV | 41 | 41 | 11 | 6 |

12. Mitt Romney created a health care reform law in Massachusetts when he was governor there. Does that (add to) his credibility when he criticizes the Obama health reform law, (take away from) his credibility, or does it make no difference?

| | Adds | Takes away | No difference | No opinion |
|----|------|------------|---------------|------------|
| GP | 14 | 31 | 44 | 11 |
| RV | 15 | 32 | 42 | 10 |
| LV | 16 | 32 | 43 | 8 |

13. Say you or your parent or grandparent were covered by Medicare, the government health insurance program for seniors. Do you think better coverage would be provided under (an Obama) administration, or under (a Romney) administration?

| | Obama admin. | Romney admin. | Neither (vol.) | Same/No diff. (vol.) | No opinion |
|----|--------------|---------------|----------------|----------------------|------------|
| GP | 50 | 31 | 4 | 3 | 11 |
| RV | 50 | 33 | 3 | 4 | 10 |
| LV | 50 | 37 | 3 | 3 | 7 |

14. Changing topics, how much do you feel you personally know about the Mormon religion - a lot, some, a little or nothing at all?

| | --- A lot/some --- | | | ---- Little/nothing ---- | | | No opinion |
|----|--------------------|-------|------|--------------------------|----------|---------|---------------|
| | NET | A lot | Some | NET | A little | Nothing | |
| GP | 47 | 18 | 29 | 52 | 31 | 21 | 2 |
| RV | 49 | 18 | 31 | 49 | 31 | 18 | 2 |
| LV | 52 | 19 | 33 | 46 | 31 | 15 | 2 |

15. Given what you know about the lifestyle of practicing Mormons, do you think it's (pretty much the same as) the lifestyle of most other Americans, or do you think their lifestyle is (substantially different from) most other Americans?

| | Same | Different | No opinion |
|----|------|-----------|------------|
| GP | 47 | 38 | 15 |
| RV | 50 | 35 | 15 |
| LV | 51 | 35 | 14 |

16. (IF DIFFERENT) Do you think it's different in a better way, different in a worse way, or just different without being better or worse?

| | Better way | Worse way | Just different | No opinion |
|----|------------|-----------|----------------|------------|
| GP | 11 | 19 | 67 | 3 |
| RV | 12 | 17 | 67 | 3 |
| LV | 12 | 15 | 69 | 4 |

15/16 NET:

| | Same | NET | Better way | Worse way | Just different | DK/Ref | No opinion |
|----|------|-----|------------|-----------|----------------|--------|------------|
| GP | 47 | 38 | 4 | 7 | 26 | 1 | 15 |
| RV | 50 | 35 | 4 | 6 | 24 | 1 | 15 |
| LV | 51 | 35 | 4 | 5 | 24 | 1 | 14 |

17. Is there anyone you personally know who you think will not vote for Romney solely because he's a Mormon - or don't you know anyone who feels that way?

| | Yes | No | No opinion |
|----|-----|----|------------|
| GP | 13 | 83 | 3 |
| RV | 12 | 85 | 3 |
| LV | 12 | 86 | 2 |

18. Thinking about Obama, is there anyone you personally know who you think will not vote for Obama solely because he's an African-American - or don't you know anyone who feels that way?

| | Yes | No | No opinion |
|----|-----|----|------------|
| GP | 26 | 73 | 1 |
| RV | 26 | 72 | 1 |
| LV | 27 | 72 | 1 |

19. Affirmative action programs give preference in college admissions and hiring to racial minorities, women and other groups who are otherwise equally qualified. How much if at all do you think affirmative action programs contributed to Obama's success in life - a lot, some, a little, or not at all?

| | -- Contributed --- | | | --- Did not contribute ---- | | | No |
|----|--------------------|-------|------|-----------------------------|----------|------------|---------|
| | NET | A lot | Some | NET | A little | Not at all | opinion |
| GP | 53 | 25 | 29 | 31 | 16 | 16 | 16 |
| RV | 55 | 26 | 29 | 30 | 15 | 15 | 15 |
| LV | 57 | 28 | 30 | 29 | 15 | 14 | 14 |

20. (IF CONTRIBUTED A LOT/SOME) Do you think that's a good thing, or not good?

| | Good | Not good | No opinion |
|----|------|----------|------------|
| GP | 62 | 28 | 11 |
| RV | 60 | 30 | 10 |
| LV | 60 | 30 | 10 |

19/20 NET:

| | ----- Contributed NET ----- | | | | Did not | No |
|----|-----------------------------|------|----------|--------|------------|---------|
| | NET | Good | Not good | DK/Ref | contribute | opinion |
| GP | 53 | 33 | 15 | 6 | 31 | 16 |
| RV | 55 | 33 | 16 | 6 | 30 | 15 |
| LV | 57 | 34 | 17 | 6 | 29 | 14 |

21. Now thinking about Romney, he grew up in a wealthy family with a father who was chairman of General Motors and governor of Michigan. How much if at all do you think Mitt Romney's family wealth and connections contributed to his success in life - a lot, some, a little, or not at all?

-- Contributed --- --- Did not contribute ---- No

| | NET | A lot | Some | NET | A little | Not at all | opinion |
|----|-----|-------|------|-----|----------|------------|---------|
| GP | 85 | 63 | 22 | 12 | 7 | 5 | 4 |
| RV | 86 | 63 | 23 | 11 | 6 | 5 | 3 |
| LV | 85 | 62 | 23 | 12 | 6 | 6 | 3 |

22. (IF CONTRIBUTED A LOT/SOME) Do you think that's a good thing, or not good?

| | Good | Not good | No opinion |
|----|------|----------|------------|
| GP | 44 | 40 | 17 |
| RV | 45 | 38 | 16 |
| LV | 49 | 33 | 18 |

21/22 NET:

| | NET | Good | Not good | DK/Ref | Did not contribute | No opinion |
|----|-----|------|----------|--------|--------------------|------------|
| GP | 85 | 37 | 33 | 14 | 12 | 4 |
| RV | 86 | 39 | 32 | 14 | 11 | 3 |
| LV | 85 | 41 | 28 | 15 | 12 | 3 |

23. Who do you think got more assistance in achieving success: (Barack Obama from affirmative action programs), or (Mitt Romney from his family's wealth and connections)?

| | Obama from affirmative action | Romney from wealth/connections | About the same (vol.) | No opinion |
|----|-------------------------------|--------------------------------|-----------------------|------------|
| GP | 32 | 50 | 5 | 14 |
| RV | 30 | 50 | 5 | 14 |
| LV | 31 | 50 | 6 | 14 |

24. Now just for fun, imagine a presidential election between [ITEM]. For whom would you vote?

Among gen pop:

| | Cand. A | Cand. B | Other (vol.) | Would not vote (vol.) | No opinion |
|-----------------------------------|---------|---------|--------------|-----------------------|------------|
| a. Mitt Romney and Bill Clinton | 30 | 65 | * | 2 | 3 |
| b. Barack Obama and Ronald Reagan | 40 | 54 | * | 2 | 5 |
| c. Bill Clinton and Ronald Reagan | 49 | 46 | 0 | 2 | 3 |

Among RVs:

| | Cand. A | Cand. B | Other (vol.) | Would not vote (vol.) | No opinion |
|-----------------------------------|---------|---------|--------------|-----------------------|------------|
| a. Mitt Romney and Bill Clinton | 31 | 64 | 0 | 1 | 3 |
| b. Barack Obama and Ronald Reagan | 40 | 54 | * | 1 | 5 |
| c. Bill Clinton and Ronald Reagan | 50 | 46 | 0 | * | 4 |

Among LVs:

| | Cand. A | Cand. B | Other (vol.) | Would not vote (vol.) | No opinion |
|-----------------------------------|---------|---------|--------------|-----------------------|------------|
| a. Mitt Romney and Bill Clinton | 36 | 61 | 0 | 1 | 3 |
| b. Barack Obama and Ronald Reagan | 41 | 55 | * | 1 | 4 |
| c. Bill Clinton and Ronald Reagan | 47 | 49 | 0 | * | 3 |

25. Changing topics, who would you trust more to make a decision on whether or not to commit the United States to war, (Obama) or (Romney)?

| | Obama | Romney | Both equally (vol.) | Neither (vol.) | No opinion |
|----|-------|--------|---------------------|----------------|------------|
| GP | 46 | 37 | 2 | 5 | 9 |
| RV | 47 | 39 | 2 | 4 | 8 |
| LV | 46 | 43 | 2 | 3 | 5 |

26. Just your best guess, who do you think al Qaeda is more scared of – (Obama) or (Romney)?

| | Obama | Romney | Both equally (vol.) | Neither (vol.) | No opinion |
|----|-------|--------|---------------------|----------------|------------|
| GP | 37 | 39 | 2 | 13 | 9 |
| RV | 38 | 40 | 1 | 12 | 9 |
| LV | 36 | 44 | 1 | 11 | 8 |

27. Now on a personal level, how much if anything do you feel you have in common with [ITEM] – a lot, some, a little or nothing at all?

Among gen pop:

| | --- A lot/some --- | | | -- A little/nothing at all ---- | | | No opinion |
|-----------|--------------------|-------|------|---------------------------------|----------|----------------|------------|
| | NET | A lot | Some | NET | A little | Nothing at all | |
| a. Obama | 40 | 14 | 25 | 59 | 23 | 36 | 1 |
| b. Romney | 24 | 5 | 19 | 74 | 26 | 48 | 2 |

Among RVs:

| | --- A lot/some --- | | | -- A little/nothing at all ---- | | | No opinion |
|-----------|--------------------|-------|------|---------------------------------|----------|----------------|------------|
| | NET | A lot | Some | NET | A little | Nothing at all | |
| a. Obama | 42 | 16 | 26 | 57 | 23 | 34 | 1 |
| b. Romney | 26 | 6 | 20 | 72 | 27 | 45 | 2 |

Among LVs:

| | --- A lot/some --- | | | -- A little/nothing at all ---- | | | No opinion |
|-----------|--------------------|-------|------|---------------------------------|----------|----------------|------------|
| | NET | A lot | Some | NET | A little | Nothing at all | |
| a. Obama | 44 | 18 | 26 | 55 | 22 | 33 | 1 |
| b. Romney | 29 | 7 | 23 | 69 | 28 | 41 | 2 |

28. Who would you rather [ITEM] – (Obama) or (Romney)?

Among gen pop:

| | Obama | Romney | Neither (vol.) | Both equally (vol.) | No opinion |
|---|-------|--------|----------------|---------------------|------------|
| a. have as your supervisor at work | 52 | 34 | 7 | 2 | 5 |
| b. give you tax advice | 33 | 53 | 7 | 2 | 6 |
| c. live next door to | 47 | 31 | 10 | 8 | 4 |
| d. go on a road trip with | 54 | 29 | 11 | 3 | 4 |
| e. have as a friend on Facebook | 48 | 25 | 15 | 5 | 7 |
| f. have look after your dog when you're out of town | 52 | 27 | 11 | 4 | 6 |

Among RVs:

| | Obama | Romney | Neither (vol.) | Both equally (vol.) | No opinion |
|---|-------|--------|----------------|---------------------|------------|
| a. have as your supervisor at work | 50 | 37 | 5 | 3 | 5 |
| b. give you tax advice | 33 | 55 | 5 | 2 | 6 |
| c. live next door to | 47 | 31 | 9 | 9 | 4 |
| d. go on a road trip with | 55 | 29 | 9 | 2 | 4 |
| e. have as a friend on Facebook | 48 | 26 | 15 | 4 | 7 |
| f. have look after your dog when you're out of town | 51 | 28 | 10 | 4 | 7 |

Among LVs:

| | Obama | Romney | Neither (vol.) | Both equally (vol.) | No opinion |
|------------------------------------|-------|--------|----------------|---------------------|------------|
| a. have as your supervisor at work | 48 | 40 | 5 | 3 | 4 |
| b. give you tax advice | 30 | 59 | 5 | 2 | 4 |
| c. live next door to | 47 | 33 | 7 | 9 | 4 |
| d. go on a road trip with | 55 | 32 | 6 | 3 | 4 |

| | | | | | |
|--|----|----|----|---|---|
| e. have as a friend on Facebook | 49 | 28 | 13 | 4 | 6 |
| f. have look after your dog when you're out of town | 48 | 31 | 10 | 5 | 6 |

29. Romney says Obama has failed America. Do you think that language is (too harsh), or do you think it is (justified in the circumstances)?

| | Too harsh | Justified | No opinion |
|----|-----------|-----------|------------|
| GP | 60 | 36 | 4 |
| RV | 58 | 39 | 4 |
| LV | 57 | 41 | 2 |

30. If you were a betting person, who would you bet on to win in November, (Obama) or (Romney)?

| | Obama | Romney | Would not bet (vol.) | No opinion |
|----|-------|--------|----------------------|------------|
| GP | 57 | 30 | 5 | 8 |
| RV | 56 | 30 | 6 | 8 |
| LV | 56 | 31 | 5 | 8 |

31. Just for fun, who do you think would win if it came to a fist fight, (Obama) or (Romney)?

| | Obama | Romney | No opinion |
|----|-------|--------|------------|
| GP | 58 | 22 | 20 |
| RV | 57 | 22 | 21 |
| LV | 57 | 21 | 22 |

32. Who do you see as a better role model for your own daughter – (Michelle Obama) or (Ann Romney)?

| | Michelle Obama | Ann Romney | Neither (vol.) | Both equally (vol.) | No opinion |
|----|----------------|------------|----------------|---------------------|------------|
| GP | 55 | 28 | 3 | 7 | 7 |
| RV | 54 | 28 | 3 | 8 | 7 |
| LV | 52 | 32 | 2 | 9 | 5 |

33. Thinking about the campaign so far, has there been anything in [ITEM] campaign advertisements that you'd call a lie, or do you think his campaign ads have pretty much stuck to the truth?

Among gen pop:

| | Contained a lie | Stuck to the truth | No opinion |
|-------------|-----------------|--------------------|------------|
| a. Obama's | 37 | 42 | 21 |
| b. Romney's | 43 | 30 | 26 |

Among RVs:

| | Contained a lie | Stuck to the truth | No opinion |
|-------------|-----------------|--------------------|------------|
| a. Obama's | 39 | 41 | 19 |
| b. Romney's | 44 | 31 | 24 |

Among LVs:

| | Contained a lie | Stuck to the truth | No opinion |
|-------------|-----------------|--------------------|------------|
| a. Obama's | 44 | 40 | 16 |
| b. Romney's | 46 | 33 | 21 |

34. (IF BOTH LIED) Who do you think has lied more, (Obama) or (Romney)?

| | Obama | Romney | About the same (vol.) | No opinion |
|----|-------|--------|-----------------------|------------|
| GP | 29 | 35 | 25 | 11 |
| RV | 30 | 38 | 21 | 12 |
| LV | 33 | 34 | 22 | 11 |

35. As a rule, do you expect politicians (to lie sometimes), or do you expect them (to always tell the truth)?

| | Lie sometimes | Always tell the truth | No opinion |
|----|---------------|-----------------------|------------|
| GP | 67 | 31 | 2 |
| RV | 65 | 33 | 2 |
| LV | 67 | 31 | 2 |

36. (IF EXPECT POLITICIANS TO LIE) How much, if at all, does that bother you – a lot, some, a little, or not at all?

| | NET | Bothers A lot | Some | NET | Does not bother A little | Not at all | No opinion |
|----|-----|---------------|------|-----|--------------------------|------------|------------|
| GP | 74 | 52 | 22 | 26 | 15 | 11 | 1 |
| RV | 75 | 52 | 23 | 24 | 14 | 11 | 1 |
| LV | 76 | 52 | 24 | 24 | 14 | 9 | 1 |

35/36 NET:

| | Lie sometimes | | | | | | | | | |
|----|---------------|-----|---------------|------|-----|--------------------------|--------|--------|-----------------------|------------|
| | NET | NET | Bothers A lot | Some | NET | Does not bother A little | At all | DK/Ref | Always tell the truth | No opinion |
| GP | 67 | 50 | 35 | 15 | 17 | 10 | 7 | * | 31 | 2 |
| RV | 65 | 49 | 34 | 15 | 16 | 9 | 7 | * | 33 | 2 |
| LV | 67 | 51 | 35 | 16 | 16 | 9 | 6 | * | 31 | 2 |

Demographic profile

| | GP | RV | LV |
|----------------|----|----|----|
| Men | 49 | 49 | 51 |
| Women | 51 | 51 | 49 |
| Age | | | |
| 18-39 | 38 | 32 | 29 |
| 40-49 | 19 | 20 | 19 |
| 50-64 | 26 | 28 | 31 |
| 65+ | 17 | 19 | 20 |
| Whites | 73 | 74 | 76 |
| Minorities | 27 | 25 | 24 |
| College degree | 31 | 34 | 38 |
| No degree | 69 | 66 | 62 |
| Democrats | 32 | 32 | 32 |
| Republicans | 23 | 26 | 28 |
| Independents | 38 | 36 | 35 |
| Liberals | 22 | 24 | 22 |
| Moderates | 35 | 34 | 34 |
| Conservatives | 38 | 38 | 40 |
| Income: | | | |
| <\$50K | 53 | 49 | 43 |
| \$50-100K | 28 | 30 | 33 |
| \$100K+ | 19 | 20 | 24 |

*** END ***