

National Survey of 1,000 Likely Voters
Conducted July 5, 2012 By Pulse Opinion Research

		Total	Gender		
		LV's	Male	Female	18-39
Regardless of whether you approve or disapprove of him, has President Obama significantly changed America?	Yes	68%	77%	60%	68%
	No	23%	20%	26%	24%
	Not sure	9%	3%	14%	8%

		Total	Gender		
		LV's	Male	Female	18-39
Has President Obama changed America for better or for worse?	Better	35%	34%	36%	36%
	Worse	56%	59%	54%	55%
	Neither	6%	6%	5%	4%
	Not sure	3%	1%	5%	5%

		Total	Gender		
		LV's	Male	Female	18-39
Regardless of whether you approve or disapprove of him, would Mitt Romney significantly change America?	Yes	50%	51%	49%	43%
	No	32%	37%	27%	40%
	Not sure	18%	12%	24%	17%

		Total	Gender		
		LV's	Male	Female	18-39
In terms of its impact on the future of the country how important is the choice between President Obama and Mitt Romney this November?	Very important	77%	74%	80%	67%
	Somewhat important	12%	12%	12%	14%
	Not very important	5%	7%	3%	9%
	Not at all important	3%	5%	1%	6%
	Not sure	3%	1%	4%	3%

		Total	Gender		
		LV's	Male	Female	18-39
At this point in the campaign are you paying more attention or less attention to this year's presidential election than you did to the Presidential election in 2008?	More attention	47%	46%	47%	43%
	Less attention	21%	18%	23%	26%
	About the same	31%	34%	28%	27%

Not sure	2%	2%	2%	4%
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Survey Demographics

		Total
		LV's
Gender	Male	51%
	Female	49%

		Total
		LV's
Age	18-39	41%
	40-64	44%
	65+	15%

		Total
		LV's
Race	White	77%
	Black	10%
	Other	13%

		Total
		LV's
Party	Republican	35%
	Democrat	34%
	Other	31%

Age		Race			Party			
40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative
70%	65%	67%	82%	63%	71%	67%	67%	77%
23%	22%	26%	2%	24%	24%	16%	29%	18%
8%	13%	7%	16%	13%	5%	17%	3%	5%

Age		Race			Party			
40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative
36%	30%	29%	92%	30%	5%	71%	31%	13%
57%	59%	63%	6%	54%	91%	20%	56%	84%
6%	9%	7%	2%	1%	2%	7%	8%	3%
1%	2%	1%	0%	16%	1%	2%	5%	0%

Age		Race			Party			
40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative
56%	54%	51%	35%	59%	67%	36%	46%	54%
26%	26%	29%	59%	28%	14%	51%	30%	25%
18%	20%	21%	6%	13%	19%	13%	24%	22%

Age		Race			Party			
40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative
86%	81%	79%	70%	72%	92%	72%	67%	83%
10%	8%	13%	15%	3%	4%	16%	16%	6%
1%	3%	5%	14%	1%	3%	7%	6%	5%
1%	2%	1%	1%	15%	1%	1%	9%	4%
2%	5%	2%	0%	10%	1%	5%	2%	1%

Age		Race			Party			
40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative
46%	59%	43%	66%	52%	56%	44%	38%	53%
18%	14%	21%	15%	20%	11%	26%	26%	18%
36%	26%	35%	19%	19%	31%	27%	36%	27%

1%	0%	1%	0%	9%	2%	4%	0%	2%
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Ideology			Married		Children at Home			
Moderate	Liberal	Not sure	Yes	No	Yes	No	Under \$20K	\$20K-\$40K
59%	64%	30%	76%	53%	68%	68%	57%	70%
30%	26%	11%	19%	31%	24%	23%	23%	20%
11%	10%	59%	5%	16%	8%	9%	21%	10%

Ideology			Married		Children at Home			
Moderate	Liberal	Not sure	Yes	No	Yes	No	Under \$20K	\$20K-\$40K
40%	80%	23%	33%	40%	33%	36%	32%	42%
42%	12%	75%	63%	43%	62%	54%	59%	51%
9%	7%	1%	4%	10%	5%	6%	6%	7%
9%	1%	0%	1%	7%	0%	4%	4%	1%

Ideology			Married		Children at Home			
Moderate	Liberal	Not sure	Yes	No	Yes	No	Under \$20K	\$20K-\$40K
50%	40%	77%	55%	40%	50%	50%	52%	39%
32%	50%	2%	27%	42%	25%	35%	34%	45%
18%	10%	21%	19%	17%	25%	16%	15%	16%

Ideology			Married		Children at Home			
Moderate	Liberal	Not sure	Yes	No	Yes	No	Under \$20K	\$20K-\$40K
68%	79%	40%	81%	70%	75%	78%	67%	71%
21%	13%	0%	9%	17%	12%	12%	13%	12%
4%	6%	0%	4%	6%	8%	4%	8%	12%
3%	1%	1%	4%	1%	3%	3%	2%	1%
4%	2%	58%	1%	6%	3%	3%	10%	4%

Ideology			Married		Children at Home			
Moderate	Liberal	Not sure	Yes	No	Yes	No	Under \$20K	\$20K-\$40K
43%	38%	33%	49%	41%	36%	51%	44%	49%
20%	27%	4%	18%	25%	23%	20%	27%	19%
36%	35%	9%	31%	31%	36%	29%	22%	28%

1%	0%	55%	2%	3%	5%	0%	8%	3%
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Income					Ot	
\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Strongly approve	Somewhat approve
58%	82%	78%	71%	47%	79%	33%
35%	12%	16%	28%	38%	11%	48%
7%	6%	6%	1%	15%	10%	19%

Income					Ot	
\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Strongly approve	Somewhat approve
28%	53%	23%	38%	11%	91%	49%
58%	45%	70%	54%	77%	5%	14%
4%	2%	7%	8%	4%	4%	28%
10%	1%	0%	0%	7%	0%	10%

Income					Ot	
\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Strongly approve	Somewhat approve
55%	75%	50%	41%	47%	38%	29%
24%	15%	33%	33%	12%	54%	43%
20%	10%	17%	26%	41%	8%	28%

Income					Ot	
\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Strongly approve	Somewhat approve
86%	90%	73%	78%	83%	81%	48%
6%	8%	9%	22%	14%	14%	35%
1%	0%	5%	0%	0%	3%	15%
4%	1%	12%	0%	0%	1%	1%
2%	1%	0%	0%	2%	1%	1%

Income					Ot	
\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Strongly approve	Somewhat approve
56%	65%	33%	31%	37%	45%	29%
11%	17%	33%	21%	19%	26%	46%
31%	18%	34%	48%	44%	30%	25%

2%	0%	0%	0%	0%	0%	0%
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Obama Approval		
Somewhat disapprove	Strongly disapprove	Not sure
32%	70%	83%
51%	25%	10%
17%	5%	7%

Obama Approval		
Somewhat disapprove	Strongly disapprove	Not sure
0%	0%	72%
60%	97%	12%
37%	0%	3%
2%	3%	13%

Obama Approval		
Somewhat disapprove	Strongly disapprove	Not sure
18%	65%	17%
34%	14%	63%
48%	20%	20%

Obama Approval		
Somewhat disapprove	Strongly disapprove	Not sure
57%	85%	14%
32%	4%	8%
4%	2%	63%
1%	5%	0%
6%	3%	14%

Obama Approval		
Somewhat disapprove	Strongly disapprove	Not sure
41%	50%	80%
23%	14%	5%
36%	33%	3%

