

Zogby Interactive Survey of Likely Voters 08/20/10 - 08/23/10 MOE +/- 2.2 Percentage Points

608. If the election for President in 2012 were held today and the candidates were President Barack Obama as Democratic nominee, former Massachusetts Governor Mitt Romney running as the Republican nominee and New York Mayor Michael Bloomberg running as an Independent for whom would you vote?

	Total		Region								Party						AgeGroup								
	n		East		South		Centr		GrLks	West		Democratic		Republican		Independent		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	
President Obama	835	40.5	162	36.0	180	33.7	283	46.0	204	45.2	620	80.4	35	5.1	180	29.6	164	56.6	289	37.9	257	41.5	126	32.2	
Governor Romney	855	41.5	167	37.0	265	49.7	251	40.9	169	37.5	60	7.7	556	81.2	240	39.5	85	29.4	330	43.3	254	41.0	186	47.5	
Mayor Bloomberg	121	5.9	60	13.2	17	3.2	21	3.5	22	4.8	31	4.0	23	3.3	68	11.1	12	4.1	60	7.8	29	4.7	21	5.3	
Other/not sure	250	12.1	62	13.8	71	13.4	59	9.6	56	12.5	60	7.8	71	10.3	119	19.7	29	9.9	84	11.0	79	12.8	59	15.0	
Total	2062	100.0	450	100.0	533	100.0	614	100.0	450	100.0	771	100.0	685	100.0	606	100.0	289	100.0	763	100.0	618	100.0	392	100.0	

	Gender				AgeGroup-B										generation									
	Male		Female		18-24		25-34		35-54		55-69		70+		Pre 1926		Privates		Woodstockers		Nikes		First Globals	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
President Obama	334	34.6	496	45.5	32	49.2	170	54.5	323	37.2	232	38.2	78	37.1	3	100.0	123	31.6	351	40.0	177	37.4	181	56.6
Governor Romney	464	48.0	391	35.9	19	28.4	103	33.1	378	43.5	264	43.6	92	43.5			186	47.9	368	42.0	207	43.7	94	29.4
Mayor Bloomberg	68	7.0	54	4.9	6	9.5	14	4.4	60	6.9	30	4.9	12	5.6			21	5.3	53	6.1	33	6.9	15	4.6
Other/not sure	101	10.4	150	13.7	9	13.0	25	8.0	107	12.4	80	13.2	29	13.9			59	15.2	105	11.9	57	11.9	30	9.4
Total	966	100.0	1090	100.0	66	100.0	312	100.0	868	100.0	606	100.0	211	100.0	3	100.0	388	100.0	878	100.0	474	100.0	319	100.0

	Race										Religion								BornAgain				Education			
	White		Hisp		AfrAmer		Asian		Other		Catholic		Protestant		Jewish		Other/None		Yes		No/NS		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
President Obama	530	34.7	100	54.3	184	74.0	10	22.4	12	20.2	233	42.6	352	32.8	23	55.9	216	59.4	68	15.8	282	44.3	382	33.7	452	48.8
Governor Romney	701	45.9	64	34.6	26	10.3	30	68.1	35	58.5	225	41.1	527	49.1	7	16.7	79	21.6	276	64.0	249	39.0	519	45.8	336	36.3
Mayor Bloomberg	106	7.0	10	5.5	3	1.3	1	2.0	1	1.5	35	6.3	54	5.1	7	16.6	26	7.1	11	2.5	44	6.9	58	5.2	63	6.8
Other/not sure	189	12.4	10	5.6	36	14.4	3	7.5	12	19.8	55	10.0	140	13.0	4	10.8	44	12.0	77	17.8	63	9.8	174	15.3	76	8.1
Total	1527	100.0	184	100.0	248	100.0	44	100.0	59	100.0	547	100.0	1073	100.0	40	100.0	364	100.0	431	100.0	637	100.0	1134	100.0	927	100.0

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	Total		Current/Past NRA member						Current/Past gun owner						975. Did you not have to pay any taxes last year because your income level was below the threshold to pay taxes or because your tax deductions left you with no liability?						Valid Passport							
	n		Currently a member of the NRA		Used to be a member of the NRA		Have never been a member of the NRA		NS		Current gun owner		Used to be a gun owner		Have never been a gun owner		NS		I did not have to pay taxes		I had to pay taxes		NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
President Obama	835	40.5	21	9.1	32	18.1	782	48.4	0	5.4	179	25.9	77	45.6	554	52.7	1	9.9	236	46.9	579	39.7	11	24.3	473	41.8	358	39.1
Governor Romney	855	41.5	161	71.4	110	62.3	544	33.7	8	88.2	391	56.6	65	38.8	295	28.0	12	89.9	160	31.7	636	43.6	17	38.6	463	40.9	384	41.9
Mayor Bloomberg	121	5.9	3	1.1	11	6.1	108	6.7			36	5.2	10	6.0	62	5.9			21	4.1	99	6.8	1	3.1	82	7.2	39	4.2
Other/not sure	250	12.1	42	18.4	24	13.5	181	11.2	1	6.4	85	12.4	16	9.5	140	13.3	0	.2	87	17.3	145	9.9	15	34.0	113	10.0	136	14.9
Total	2062	100.0	226	100.0	176	100.0	1616	100.0	9	100.0	691	100.0	169	100.0	1051	100.0	13	100.0	504	100.0	1458	100.0	43	100.0	1131	100.0	917	100.0

	977. Do you invest in the stock market, have an IRA, a 401-K retirement plan or a pension fund?				978. Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?				Own/rent home				979. How much did you pay for your home?													
	Yes		No/NS		Yes		No/NS		Yes		No/NS		0-\$50,000		\$51,000-\$100,000		\$101,000-\$250,000		\$251,000-\$500,000		\$500,000-\$1 million		More than \$1 million		7	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
President Obama	574	40.5	250	42.0	236	30.3	576	51.0	597	38.3	237	48.4	48	29.5	123	36.4	262	41.5	110	38.5	24	36.9	3	36.7	28	39.0
Governor Romney	602	42.4	223	37.4	404	51.8	344	30.4	695	44.6	152	31.0	84	52.0	141	41.7	276	43.8	129	45.2	27	41.1	4	53.6	34	47.8
Mayor Bloomberg	105	7.4	14	2.4	38	4.9	71	6.3	92	5.9	28	5.7	9	5.4	20	6.0	40	6.3	9	3.2	12	17.7	1	8.6	1	2.1
Other/not sure	138	9.7	109	18.2	102	13.1	139	12.3	176	11.3	73	14.9	21	13.2	53	15.8	53	8.4	37	13.1	3	4.3	0	1.0	8	11.1
Total	1420	100.0	596	100.0	780	100.0	1130	100.0	1559	100.0	489	100.0	161	100.0	337	100.0	630	100.0	285	100.0	66	100.0	8	100.0	72	100.0

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	Live																Wal-Mart								980. Are you an officer of a company, no matter how small, or a partner or owner of a business?				Armed forces			
	Lge City		Sm City		Suburbs		Rural		Weekly		Few/Mo		1-2/yr		Never		Other		Yes		No/NS		Yes		No/NS							
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%						
President Obama	341	52.0	170	39.9	218	36.7	103	26.9	163	36.4	185	34.3	254	37.3	219	63.1	14	31.5	151	31.8	684	43.1	88	35.2	746	41.3						
Governor Romney	222	33.9	187	44.1	254	42.8	191	49.7	207	46.1	279	51.8	292	43.0	56	16.1	19	43.2	232	49.1	623	39.2	122	48.7	733	40.5						
Mayor Bloomberg	39	5.9	20	4.8	44	7.4	19	4.8	31	6.9	15	2.8	48	7.0	26	7.5	2	4.1	24	5.1	97	6.1	12	4.9	109	6.0						
Other/not sure	53	8.1	48	11.2	78	13.1	71	18.6	47	10.6	60	11.2	86	12.7	46	13.4	9	21.1	66	14.0	184	11.6	28	11.3	221	12.2						
Total	655	100.0	425	100.0	594	100.0	384	100.0	449	100.0	539	100.0	680	100.0	347	100.0	43	100.0	473	100.0	1589	100.0	251	100.0	1809	100.0						

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	Total		Status						Marital Status & Gender								Ideology Recoded						NASCAR fan					
	n		Married		Single		D/W/S		Civil union		Married Male		Married Female		Other Male		Other Female		Liberal		Moderate		Conservative		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
President Obama	835	40.5	394	32.1	234	51.6	143	48.3	52	76.6	155	26.1	233	37.1	173	47.5	258	56.6	404	89.6	422	46.9	8	1.1	73	28.3	762	42.4
Governor Romney	855	41.5	607	49.4	142	31.2	97	32.8	7	11.0	320	53.8	286	45.5	143	39.1	104	22.8	14	3.1	243	27.0	595	85.6	155	60.0	692	38.5
Mayor Bloomberg	121	5.9	67	5.4	29	6.4	23	7.9	2	3.0	48	8.2	18	2.9	19	5.3	35	7.7	10	2.1	100	11.0	12	1.8	9	3.4	113	6.3
Other/not sure	250	12.1	162	13.1	49	10.8	33	11.0	6	9.3	71	11.9	91	14.5	30	8.1	59	12.9	23	5.2	136	15.1	80	11.5	22	8.3	229	12.7
Total	2062	100.0	1229	100.0	454	100.0	296	100.0	68	100.0	594	100.0	629	100.0	365	100.0	456	100.0	450	100.0	901	100.0	696	100.0	258	100.0	1795	100.0

	Income												Investor Class				Union				Child<17			
	< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100+		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
President Obama	100	41.9	69	44.6	121	42.2	155	41.0	155	48.9	177	39.7	246	33.0	588	45.2	154	45.4	681	39.6	174	34.3	653	42.3
Governor Romney	82	34.6	49	31.5	112	39.1	172	45.6	127	40.0	184	41.3	371	49.7	472	36.3	127	37.5	728	42.4	251	49.6	602	39.0
Mayor Bloomberg	11	4.5	5	3.3	24	8.3	12	3.2	9	2.7	42	9.5	47	6.3	75	5.7	23	6.7	99	5.7	30	5.9	91	5.9
Other/not sure	45	18.9	32	20.6	30	10.4	39	10.2	27	8.4	42	9.5	82	11.0	166	12.7	35	10.4	210	12.2	51	10.2	198	12.8
Total	238	100.0	155	100.0	287	100.0	377	100.0	317	100.0	446	100.0	746	100.0	1300	100.0	339	100.0	1718	100.0	507	100.0	1543	100.0

	Residency						995. Do endorsements by Tea Party organizations make you...?										Attend services											
	My city or town		America		The planet earth		Much more likely to vote for a candidate		Somewhat more likely to vote for a candidate		Somewhat less likely to vote for a candidate		Much less likely to vote for a candidate		No difference to my decision		Weekly+		Weekly		1-2/Mo		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
President Obama	157	36.5	303	26.9	356	74.5	6	2.4	6	1.5	15	23.5	660	83.6	145	29.2	60	32.7	166	35.0	96	36.6	67	45.7	289	40.6	147	57.2
Governor Romney	182	42.3	640	56.8	31	6.4	211	86.7	358	82.9	20	32.1	10	1.2	239	48.1	100	54.5	252	53.3	107	40.6	66	45.0	273	38.3	44	17.0
Mayor Bloomberg	30	7.1	61	5.4	30	6.2	2	.7	8	1.9	10	16.1	65	8.3	36	7.2	6	3.3	26	5.4	12	4.5	12	8.1	46	6.4	20	7.9
Other/not sure	61	14.1	123	10.9	61	12.8	25	10.1	59	13.7	18	28.3	54	6.9	77	15.5	17	9.6	30	6.3	48	18.2	2	1.3	105	14.7	46	17.8
Total	431	100.0	1127	100.0	477	100.0	244	100.0	432	100.0	62	100.0	789	100.0	496	100.0	183	100.0	473	100.0	263	100.0	146	100.0	713	100.0	258	100.0