GALLUP NEWS SERVICE

FINAL PRE-ELECTION POLL

-- FINAL TOPLINE --

Results are based on telephone interviews conducted November 1-4, 2012, on the Gallup Daily Election Tracking Poll, with a random sample of –3,117-- 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 ±2 percentage points.

For results based on the total sample of –2,854—registered voters, one can say with 95% confidence that the margin of error is ±2 percentage points.

Results for likely voters are based on the subsample of –2,551—survey respondents deemed most likely to vote in the November 2012 General Election, according to a series of questions measuring current voting intentions and past voting behavior. For results based on the total sample of likely voters, one can say with 95% confidence that the margin of sampling error is ±2 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 daily sample of 750 national adults includes a minimum quota of 375 cell phone respondents and 375 landline 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, phone status (cell phone only/landline only/both, having an unlisted landline number, and cell phone mostly) and population density. 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.

19.   Does the outcome of this year's presidential election matter to you more than in previous years, less than in previous years, or about the same?

	Matters more	Matters less	Same (vol.)	No opinion
REGISTERED VOTERS				
2012				
2012 Nov 3-4 ^	70	2	27	*
2008				
2008 Oct 23-26	74	1	25	*
2007 Nov 2-4 †	58	2	40	--
2004				
2004 Oct 14-16	72	2	26	--
2000				
2000 Oct 13-15	47	5	48	*
1996				
1996 Oct 23-24	41	8	50	1
1996 Oct 22-23	44	6	49	1
1996 Oct 21-22	41	5	53	1
1996 Oct 20-21	39	5	55	1

^ Asked of 1,406 registered voters Nov. 3-4; ±3 PCT PTS.
† WORDING: Does the outcome of next year's presidential election matter to you more than in previous years, less than in previous years, or about the same?