



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). Demographic weighting targets are based on the March 2011 Current Population Survey figures for the age 18+ non-institutionalized population living in telephone households in the 12 battleground states. All reported margins of sampling error include the computed design effects for weighting and sample design.

Question(s) were asked of a random half-sample of the Gallup Daily tracking survey.

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.

For more details on Gallup's polling methodology, visit [www.gallup.com](http://www.gallup.com)

8. Next, thinking about the following characteristics and qualities, please say whether you think each one applies more to Barack Obama or more to Mitt Romney. How about -- [RANDOM ORDER]?

**A. Cares about the needs of people like you**

**Q.8 CANDIDATE PERSONAL CHARACTERISTICS (CONTINUED)**

**B. Is a strong and decisive leader**

Obama

Romney

Both equally

**Q.8 CANDIDATE PERSONAL CHARACTERISTICS (CONTINUED)**

**D. Is likeable**

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
<b><u>SWING STATES</u></b>					
<b>Registered voters</b> 2012 Apr 26-May 2	58	31	7	2	3
<b>All Swing State adults</b> 2012 Apr 26-May 2	58	29	6	2	5
<b><u>NATIONAL</u></b>					
<b>Registered voters</b> 2012 May 1-2	60	31	5	2	3
<b>National adults</b> 2012 May 1-2	63	28	4	2	3

**E. Can manage the government effectively**

	<u>Obama</u>	<u>Romney</u>	Both equally (vol.)	Neither (vol.)	No <u>opinion</u>
<b><u>SWING STATES</u></b>					
<b>Registered voters</b> 2012 Apr 26-May 2	43	45	2	5	5
<b>All Swing State adults</b> 2012 Apr 26-					