

University of Iowa Hawkeye Poll – Topline Results

Oct. 31, 2012

October 2012 poll of Iowa respondents

Sample: 320 participants in Iowa, margin of error for full sample is plus or minus 5.6 percent.

The October 2012 Hawkeye Poll was in the field Oct. 18-27. It was conducted by the Hawkeye Poll Cooperative, comprised of UI faculty, graduate, and undergraduate students in the Department of Political Science in the College of Liberal Arts and Sciences (CLAS). Faculty adviser for the poll is UI Associate Professor of Political Science Frederick Boehmke. The poll is a teaching, research, and service project of the UI Department of Political Science. CLAS, the Office of the Provost, and the Department of Political Science fund the poll.

The research team used the facilities of the Iowa Social Science Research Center, directed by UI Sociology Professor Kevin Leicht, to design the survey and conduct call sessions. The team programmed the survey for use with WinCATI, a questionnaire interface created by Sawtooth Technologies, and calls were made with the automatic dialing feature.

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Respondent Identification: A household sample was acquired of households of the state of Iowa. An initial attempt was made on answering the phone to reach the “youngest male who is 18 years or older.” Alternatively an available female age 18 or older was interviewed. All of those who stated they were over age 18 and willing to participate in the survey were included.

Weighting: The survey was weighted according to age and sex for those 18 and over.

Likely voters: Likely voters were self-identified.

** All topline results sum to 100 percent – discrepancies are due to rounding.*

Presidential Vote Choice	%
Barack Obama	42.7
Mitt Romney	41.0
Someone else	5.8
Don't Know/Refused	10.5
Total	100.0

Vote in 2012 election

Presidential Vote Choice	Yes	No	Total
	%	%	%
Barack Obama	44.4	23.2	42.6
Mitt Romney	45.2	0.0	41.3
Someone else	4.3	21.4	5.8
Don't Know/Refused	6.0	55.4	10.3
Total	100.0	100.0	100.0

3-point Party ID

Presidential Vote Choice	Democrat	Republican	Independent	No Preference	Other	Total
	%	%	%	%	%	%
Barack Obama	92.1	1.7	41.9	58.6	50.0	44.5
Mitt Romney	3.1	90.9	40.2	27.6	50.0	45.3
Someone else	1.5	4.6	7.0	0.0	0.0	4.4
Don't Know/Refused	3.3	2.7	10.9	13.8	0.0	5.9
Total	100.0	100.0	100.0	100.0	100.0	100.0

Perceived sex of respondent

Presidential Vote Choice	Male	Female	Total
	%	%	%
Barack Obama	43.0	45.9	44.4
Mitt Romney	46.3	44.1	45.2
Someone else	6.5	2.3	4.3
Don't Know/Refused	4.2	7.7	6.0
Total	100.0	100.0	100.0

Age Category

Presidential Vote Choice	18-34	35-54	55-69	70 and over	Total
	%	%	%	%	%
Barack Obama	52.9	33.3	45.7	52.2	44.4
Mitt Romney	41.2	56.5	39.0	37.0	45.2
Someone else	5.9	4.3	4.8	1.1	4.3
Don't Know/Refused	0.0	5.8	10.5	9.8	6.0
Total	100.0	100.0	100.0	100.0	100.0

Satisfaction with Candidate Choice

Presidential Vote Choice	Very satisfied	Somewhat satisfied	Not satisfied	Total
	%	%	%	%
Barack Obama	54.3	43.7	16.7	47.4
Mitt Romney	42.5	52.0	69.2	48.2
Someone else	3.2	4.3	14.1	4.4
Total	100.0	100.0	100.0	100.0

Presidential Vote Choice

Satisfaction with Candidate Choice	Barack Obama	Mitt Romney	Someone else	Total
	%	%	%	%
Very satisfied	59.5	45.8	38.1	51.9
Somewhat satisfied	38.2	44.6	40.4	41.4
Not satisfied	2.4	9.7	21.6	6.7
Total	100.0	100.0	100.0	100.0

How would you rate economic conditions in this country today?

Presidential Vote Choice	Very good	Somewhat good	Somewhat poor	Very poor	Total
	%	%	%	%	%
Barack Obama	100.0	76.5	32.4	12.1	44.1
Mitt Romney	0.0	13.9	57.0	76.9	45.6
Someone else	0.0	6.2	3.1	3.7	4.4
Don't Know/Refused	0.0	3.4	7.5	7.2	5.9
Total	100.0	100.0	100.0	100.0	100.0

How would you rate economic conditions in this country today?

	%
Very good	0.2
Somewhat good	37.0
Somewhat poor	38.2
Very poor	23.8
Don't Know/Refused	0.8
Total	100.0

How would you rate personal economic conditions today?

Presidential Vote Choice	Very good	Somewhat good	Somewhat poor	Very poor	Total
	%	%	%	%	%
Barack Obama	43.9	41.5	49.5	74.6	44.5
Mitt Romney	40.3	51.6	27.2	20.5	45.1
Someone else	1.7	3.2	13.7	0.0	4.4
Don't Know/Refused	14.1	3.7	9.6	4.8	6.0
Total	100.0	100.0	100.0	100.0	100.0

Opinion of Economic conditions

Presidential Vote Choice	Growing rapidly	Growing slowly	Not growing	Shrinking	In a recession	Total
	%	%	%	%	%	%
Barack Obama	100.0	73.9	13.0	13.5	20.6	44.3
Mitt Romney	0.0	18.7	79.4	79.8	49.7	45.3
Someone else	0.0	0.9	2.3	3.0	21.0	4.4
Don't Know/Refused	0.0	6.4	5.3	3.7	8.6	6.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Prediction of future economic conditions

Presidential Vote Choice	Better	Stay the same	Worse	Total
	%	%	%	%
Barack Obama	75.3	36.8	10.5	49.1
Mitt Romney	16.6	48.6	84.2	40.0
Someone else	2.1	7.9	3.7	5.0
Don't Know/Refused	6.1	6.7	1.6	5.8
Total	100.0	100.0	100.0	100.0

Economic class

Presidential Vote Choice	Upper	Middle	Lower	Total
	%	%	%	%
Barack Obama	42.1	45.3	41.2	44.6
Mitt Romney	57.9	44.4	42.7	45.0
Someone else	0.0	4.6	4.8	4.4
Don't Know/Refused	0.0	5.7	11.3	6.0
Total	100.0	100.0	100.0	100.0

Barack Obama job approval

Presidential Vote Choice	Strongly approve	Approve	Neutral	Disapprove	Strongly Disapprove	Total
	%	%	%	%	%	%
Barack Obama	97.4	97.3	43.6	1.6	0.0	47.3
Mitt Romney	2.6	2.0	45.9	89.1	94.8	48.1
Someone else	0.0	0.7	10.4	9.4	5.2	4.6
Total	100.0	100.0	100.0	100.0	100.0	100.0

Opinion on Gay Marriage

Presidential Vote Choice	Legally marry	Civil Unions but not Marriage	No legal representation	Total
	%	%	%	%
Barack Obama	78.9	23.9	18.8	45.2
Mitt Romney	15.0	66.1	62.7	44.5
Someone else	1.2	2.6	13.4	4.5
Don't Know/Refused	5.0	7.4	5.0	5.9
Total	100.0	100.0	100.0	100.0

Most important issue	%
Jobs/Unemployment	18.0
The economy/recession	39.3
Budget deficit/national debt	14.6
Government spending	3.3
Wars in Iraq/Afghanistan	0.4
Finance/Wall Street	0.0
National security	0.7
Illegal immigration	0.2
The environment	0.2
Education	2.4
Gas and energy prices	0.2
Taxes	1.8
Transportation	0.0
Gay rights	0.0
Women's Issues	0.0
Health Care	4.9
Something else	14.0
Total	100.0

Health Care	%
Very important	60.7
Important	25.6
Slightly important	8.4
Not important at all	5.2
Don't Know/Refused	0.2
Total	100.0

Women's health	%
Very important	35.1
Important	32.7
Slightly important	19.4
Not important at all	11.2
Don't Know/Refused	1.6
Total	100.0

Economy	%
Very important	77.8
Important	20.6
Slightly important	1.1
Not important at all	0.5
Don't Know/Refused	0.0
Total	100.0

Budget deficit	%
Very important	58.6
Important	33.1
Slightly important	6.6
Not important at all	1.2
Don't Know/Refused	0.5
Total	100.0

Foreign policy	%
Very important	44.3
Important	43.8
Slightly important	9.0
Not important at all	2.3
Don't Know/Refused	0.7
Total	100.0

Medicare	%
Very important	48.0
Important	31.7
Slightly important	14.5
Not important at all	5.3
Don't Know/Refused	0.5
Total	100.0

Barack Obama - Favor	%
Very Favorable	23.3
Mostly Favorable	30.5
Mostly Unfavorable	22.7
Unfavorable	22.8
Don't Know/Refused	0.7
Total	100.0

Mitt Romney - Favor	%
Very Favorable	19.1
Mostly Favorable	33.2
Mostly Unfavorable	22.0
Unfavorable	23.2
Don't Know/Refused	2.5
Total	100.0

Joe Biden - Favor	%
Very Favorable	12.6
Mostly Favorable	32.1
Mostly Unfavorable	23.9
Unfavorable	22.5
Don't Know/Refused	8.9
Total	100.0

Paul Ryan - Favor	%
Very Favorable	18.7
Mostly Favorable	32.5
Mostly Unfavorable	19.5
Unfavorable	16.5
Don't Know/Refused	12.8
Total	100.0

Michelle Obama - Favor	%
Very Favorable	26.7
Mostly Favorable	40.8
Mostly Unfavorable	20.4
Unfavorable	5.8
Don't Know/Refused	6.4
Total	100.0

Ann Romney - Favor	%
Very Favorable	14.6
Mostly Favorable	43.0
Mostly Unfavorable	13.9
Unfavorable	12.3
Don't Know/Refused	16.2
Total	100.0