

Interviews with 1,010 adult Americans conducted by telephone by ORC International on August 7-8, 2012. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. The sample also includes 911 interviews among registered voters (plus or minus 3.5 percentage points).

The sample includes 760 interviews among landline respondents and 250 interviews among cell phone respondents.

FOR RELEASE: MONDAY, AUGUST 13 AT 4 PM

11. Thinking about the last few presidential elections, in general, would you say each of the following has been very important to your vote, somewhat important, not very important, or not important at all? (RANDOM ORDER)

	Very <u>important</u>	Somewhat important	Not very important	Not important at all	No opinion
The debates between the presidential ca	ndidates				
August 7-8, 2012	57%	26%	7%	8%	*
The presidential candidates' choices for their vice presidential running mates	S				
August 7-8, 2012	46%	34%	11%	7%	1%
Campaign ads describing the candidates plans for the future	s'				
August 7-8, 2012	41%	32%	13%	14%	1%
The speeches that the presidential candi gave at their parties' conventions	dates				
August 7-8, 2012	31%	35%	18%	15%	1%
The debates between the vice-presidenti	al candidate	es			
August 7-8, 2012	25%	34%	21%	18%	2%
Campaign ads attacking the other party's candidate					
August 7-8, 2012	13%	23%	24%	38%	1%

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CNN/ORC International Poll -- August 7 to 8, 2012 Question 11A $\,$

Thinking about the last few presidential elections, in general, would you say each of the following has been very important to your vote, somewhat important, not very important, or not important at

A. The presidential candidates' choices for their vice presidential running mates

Base = Total Sample

	Total	Men			on-White	Reg to Vote		
Very important	46%	39%	53%	 42%	 58%	48%		
Somewhat important	34%	35%	32%	38%	24%	34%		
Not very important	11%	13%	9%	11%	9%	11%		
Not important at all	7%	9%	6%	7%	8%	6%		
Depends	*	1%	*	*	1%	*		
No opinion Sampling Error	1% +/-3.0	3% +/-4.5		2% -3.5 +	1% /-6.5	1% +/-3.5		
	, , ,	, =,	,		,	,		
	Total	18- 34	35- 49	50- 64	65+	Under 50	50 and Older	
Very important	46%	45%	42%	48%	53%	44%	50%	
Somewhat important	34%	36%	34%	35%	28%	35%	32%	
Not very important	11%	11%	13%	11%	8%	12%	10%	
Not important at all	7% *	7%	9%	5% *	8% *	8% *	6%	
Depends No opinion	* 1%	1% 1%	* 2%	*	* 3%	1%	* 1%	
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-5.5	+/-4.0	
	m - t - 1	Under	\$50K	No	Attende			
	Total	\$50K 	or more	College	College	e 		
Very important	46%	50%	43%	47%	469	ે		
Somewhat important	34%	32%	38%	30%	369			
Not very important	11%	9%	12%	11%	11:			
Not important at all	7% *	6%	8% *	9% *	6 ⁹			
Depends No opinion	1%	1% 2%	*	2%	1:			
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.!			
-								
	Total	Demo- crat	Indep- endent 	lican	eral	Mod- erate		ve
Very important	Total 46%	crat	_	_	eral	erate	vativ	ve
Very important Somewhat important		crat 	endent	lican	eral 44%	erate	vativ	ve %
Somewhat important Not very important	 46% 34% 11%	crat 52% 32% 9%	endent 43% 31% 14%	lican 44% 41% 9%	eral 44% 36% 10%	erate 42% 35% 13%	vativ 549 319	ve } }
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^{*} percentage less than 1%



Question 11B

Thinking about the last few presidential elections, in general, would you say each of the following has been very important to your vote, somewhat important, not very important, or not important at all?

B. The debates between the presidential candidates

Base = Total Sample

	Total	Men	Women	White N	Jon-White	Reg to Vote		
Very important	57%	58%	57%	 54%	64%	60%		
Somewhat important	26%	26%	27%	29%	22%	25%		
Not very important	7%	8%	7%	7%	9%	8%		
Not important at all	8%	8%	9%	10%	5%	7%		
Depends	*	*	*	*	*	*		
No opinion	*	*	*	*	*	*		
Sampling Error	+/-3.0	+/-4.5	+/-4.5 +/	-3.5 +	-/-6.5	+/-3.5		
		18-	35-	50-		Under	50 and	
	Total	34	49	64	65+	50	Older	
Very important	57%	61%	53%	61%	53%	57%	58%	
Somewhat important	26%	27%	27%	26%	26%	27%	26%	
Not very important	7%	8%	7%	7% 6°	7%	8%	7%	
Not important at all Depends	8% *	4% *	13% *	6% *	13% 1%	8% *	9% *	
No opinion	*	*	1%	*	±°	1%	*	
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-5.5	+/-4.0	
	, , ,	.,	, , , , ,	, , ,	,	, , ,	.,	
		Under	\$50K	No	Attende	ed		
	Total	\$50K	or more	College				
Mana dan antant	 							
Very important Somewhat important	57% 26%	60% 22%	55% 31%	56% 24%	599 289			
Not very important	20% 7%	8%	5±°	7%	89			
Not important at all	8%	9%	9%	13%	59			
Depends	*	*	*	*	*			
No opinion	*	*	*	*	*			
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5	5		
	Total	Demo- crat	Indep- endent		eral	Mod- erate		ve
Very important		crat 	endent	lican	eral	erate	vati	ve
Very important Somewhat important	 57%	crat 67%	endent 50%	lican 58%	eral 5 56%	erate 57%	vativ 59	ve %
Very important Somewhat important Not very important		crat 	endent	lican	eral 56% 29%	erate	vati	ve %
Somewhat important	 57% 26%	crat 67% 22%	endent 50% 29%	lican 58% 29%	eral 56% 29% 8 8%	erate 57% 28%	vati 59: 24:	ve % %
Somewhat important Not very important	57% 26% 7% 8% *	crat 67% 22% 5% 6%	endent 50% 29% 11%	lican 58% 29% 5% 9%	eral eral 56% 29% 8% 6% *	erate 57% 28% 6% 8% *	vati 59: 24: 8: 10:	ve % % %
Somewhat important Not very important Not important at all Depends No opinion	57% 26% 7% 8% *	crat 67% 22% 5% 6% *	endent 50% 29% 11% 10% *	lican 58% 29% 5% 9%	eral eral 56% 56% 29% 8% 6% *	erate 57% 28% 6% 8% *	vati 599 249 89 109 *	ve % % %
Somewhat important Not very important Not important at all Depends	57% 26% 7% 8% *	crat 67% 22% 5% 6%	endent 50% 29% 11% 10%	lican 58% 29% 5% 9%	eral eral 56% 56% 29% 8% 6% *	erate 57% 28% 6% 8% *	vati 59: 24: 8: 10:	ve % % %
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Somewhat important Not very important Not important at all Depends No opinion	57% 26% 7% 8% *	crat 67% 22% 5% 6% * *	endent 50% 29% 11% 10% * 1% +/-5.0	lican 58% 29% 5% 9%	eral eral 56% 56% 29% 8% 6% *	erate 57% 28% 6% 8% *	vati: 599 244 89 100 * * +/-5.0	ve % % %
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Somewhat important Not very important Not important at all Depends No opinion Sampling Error	 57% 26% 7% 8% * +/-3.0 Total 57%	crat 67% 22% 5% 6% * +/-5.0 North east 53%	endent 50% 29% 11% 10% * 1% +/-5.0 Mid- west 56%	lican 58% 29% 5% 9% * +/-6.0	eral 	erate 57% 28% 6% 8% * +/-5.0 Urban 62%	vati 59 24 8 10 * +/-5.0 Sub- urban 54%	ve % % % % 0 Rural 55%
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important	 57% 26% 7% 8% * +/-3.0 Total 57% 26%	crat 67% 22% 5% 6% * +/-5.0 North east 53% 32%	endent 50% 29% 11% 10% * 1% +/-5.0 Mid- west 56% 28%	lican 58% 29% 5% 9% * +/-6.0 South 54% 25%	eral 	erate 57% 28% 6% 8% * +/-5.0 Urban 62% 25%	vati 59 24 8 10 * +/-5.0 Sub- urban 54% 26%	ve % % % % % 0 Rural 55% 29%
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important	 57% 26% 7% 8% * +/-3.0 Total 57% 26% 7%	crat 67% 22% 5% 6% * +/-5.0 North east 53% 32% 10%	endent 50% 29% 11% 10% * 1% +/-5.0 Mid- west 56% 28% 8%	lican 58% 29% 5% 9% * +/-6.0 South 54% 25% 6%	eral 5 56% 29% 8 8% 6 6% 1 1% 1 +/-6.5	erate 57% 28% 6% 8% * +/-5.0 Urban 62% 25% 6%	vati 59: 24: 8: 10: * +/-5. Sub- urban 54% 26% 9%	ve % % % % % 0 Rural 55% 29% 7%
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Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all Depends No opinion	 57% 26% 7% 8% * +/-3.0 Total 57% 26% 7% 8% * +/-3.0	crat 67% 22% 5% 6% * +/-5.0 North east 53% 32% 10% 5% * * +/-6.5	endent 50% 29% 11% 10% * 1% +/-5.0 Mid- west 56% 28% 8% 7% * 1% +/-6.5	lican 58% 29% 5% 9% * +/-6.0 South 54% 25% 6% 13% 1% * +/-5.5 Tea Pty Oppose	eral	erate 57% 28% 6% 8% * +/-5.0 Urban 62% 25% 6% 6% * *	s vati 59; 24; 8; 10; * * +/-5.; Sub- urban 54% 26% 9% 10% *	ve % % % % % 0 Rural 55% 29% 7% 9% * 1%
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all Depends No opinion Sampling Error	 57% 26% 7% 8% * +/-3.0 Total 57% 26% 7% 8% * +/-3.0	crat 67% 22% 5% 6% * +/-5.0 North east 53% 32% 10% 5% * *	endent 50% 29% 11% 10% * 1% +/-5.0 Mid- west 56% 28% 8% 7% * 1% +/-6.5 Tea Pty Neutral	lican 	eral	erate 57% 28% 6% 8% * +/-5.0 Urban 62% 25% 6% 6% * *	s vati 59; 24; 8; 10; * * +/-5.; Sub- urban 54% 26% 9% 10% *	ve % % % % % 0 Rural 55% 29% 7% 9% * 1%
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-5- August 7-8, 2012

Question 11C

Thinking about the last few presidential elections, in general, would you say each of the following has been very important to your vote, somewhat important, not very important, or not important at all?

C. The debates between the vice-presidential candidates

Base = Total Sample

	Total	Men	Women	White N	on-White	Reg to Vote		
Very important	25%	20%	28%	 21%	32%	26%		
Somewhat important	34%	31%	38%	35%	33%	36%		
Not very important	21%	23%	18%	22%	17%	22%		
Not important at all	18%	23%	14%	19%	18%	15%		
Depends	*	*	*	*	*	*		
No opinion	2%	2%	1%	3%	*	2%		
Sampling Error	+/-3.0	+/-4.5	-/-4.5 +/	-3.5 +	/-6.5	+/-3.5		
	Total	18- 34	35- 49	50- 64	65+	Under 50	50 and Older	
Very important	25%	24%	22%	27%	24%	23%	26%	
Somewhat important	34%	40%	29%	34%	33%	35%	34%	
Not very important	21%	18%	21%	21%	24%	19%	22%	
Not important at all Depends	18%	16% *	27% *	15% *	16% 1%	21% *	15% *	
No opinion	2%	1%	1%	3%	2%	1%	3%	
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-5.5	+/-4.0	
	, , ,	, , , , , ,	,	, , ,	,	, , ,	.,	
	Total	Under \$50K	\$50K or more	No College	_	2		
			150					
Very important	25%	29%	17%	26%	249			
Somewhat important Not very important	34% 21%	32% 18%	37% 24%	32% 22%	369 209			
Not important at all	18%	18%	21%	16%	209			
Depends	*	*	Z1°0	*	*			
No opinion	2%	4%	*	3%	19	ò		
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5	5		
		_	_ ,	- 1			_	or-
	Total	Demo- crat	Indep- endent	Repub lican		Mod- erate	Conse vati	
	Total		_	_	eral	erate	e vati	ve
Very important	 25%	crat 29%	endent 23%	lican 23%	eral 26%	erate 19%	e vati 28	ve %
Somewhat important	 25% 34%	crat 29% 37%	endent 23% 30%	lican 23% 39%	eral 26% 29%	erate 19% 40%	vati 28 31	ve % %
Somewhat important Not very important	 25% 34% 21%	crat 29% 37% 17%	endent 23% 30% 23%	lican 23% 39% 21%	eral 26% 29%	erate 19% 40% 19%	vati 28 31 24	ve % %
Somewhat important Not very important Not important at all	25% 34% 21% 18%	crat 29% 37% 17% 15%	endent 23% 30% 23% 22%	lican 23% 39% 21% 17%	eral 26% 29% 20%	erate 19% 40% 19%	e vati 28 31 24 15	ve % % %
Somewhat important Not very important Not important at all Depends	25% 34% 21% 18%	crat 29% 37% 17% 15%	endent 23% 30% 23% 22% *	lican 23% 39% 21% 17%	eral 	erate 19% 40% 19% 19%	e vati 28 31 24 15	ve % % %
Somewhat important Not very important Not important at all Depends No opinion	25% 34% 21% 18% * 2%	crat 29% 37% 17% 15% *	endent 23% 30% 23% 22% * 2%	lican 23% 39% 21% 17% *	eral 26% 29% 20% 23% *	erate 19% 40% 19% 19% *	e vati 28 31 24 15 *	ve % % % %
Somewhat important Not very important Not important at all Depends	25% 34% 21% 18%	crat 29% 37% 17% 15%	endent 23% 30% 23% 22% *	lican 23% 39% 21% 17%	eral 26% 29% 20% 23% *	erate 19% 40% 19% 19%	e vati 28 31 24 15	ve % % % %
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Somewhat important Not very important Not important at all Depends No opinion	25% 34% 21% 18% * 2% +/-3.0	crat 29% 37% 17% 15% * 2% +/-5.0 North east	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west	lican 23% 39% 21% 17% * +/-6.0	eral 26% 29% 20% 23% * 1% +/-6.5	erate 19% 40% 19% 19% * 3% +/-5.0	28 31 24 15 * 1 +/-5. Sub-urban	ve % % % % % 0
Somewhat important Not very important Not important at all Depends No opinion Sampling Error	25% 34% 21% 18% * 2% +/-3.0	crat 29% 37% 17% 15% * 2% +/-5.0 North east	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west	lican 23% 39% 21% 17% * +/-6.0	eral 26% 29% 20% 23% * 1% +/-6.5	erate 19% 40% 19% 19% * 3% +/-5.0	28 31 24 15 * 1 +/-5. Sub-urban	ve % % % % % 0 Rural
Somewhat important Not very important Not important at all Depends No opinion Sampling Error	25% 34% 21% 18% * 2% +/-3.0	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21%	lican 23% 39% 21% 17% * +/-6.0 South 27%	eral 26% 29% 20% 23% * 1% +/-6.5	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27%	e vati 28 31 24 15 * 1+/-5. Sub- urban 22%	ve % % % % % 0 Rural 28%
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important	25% 34% 21% 18% * 2% +/-3.0 Total 25% 34%	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34%	lican 23% 39% 21% 17% * +/-6.0 South 27% 28%	eral 26% 29% 20% 23% * 1% +/-6.5	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31%	28 vati: 28 31 24 15 * 1 +/-5. Sub-urban 22% 36%	ve % % % % % 0 Rural 28% 37%
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important	25% 34% 21% 18% * 2% +/-3.0 Total 25% 34% 21%	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35% 22%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34% 24%	lican 23% 39% 21% * +/-6.0 South 27% 28% 20%	eral 26% 29% 20% 23% * 1% +/-6.5	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31% 23%	e vati: 28 31 24 15 * +/-5. Sub- urban 22% 36% 21%	ve % % % % % % 0 Rural 28% 37% 17%
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all	25% 34% 21% 18% * 2% +/-3.0 Total 25% 34%	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34%	lican 23% 39% 21% 17% * +/-6.0 South 27% 28%	eral 26% 29% 20% 23% * 1% +/-6.5	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31%	28 vati: 28 31 24 15 * 1 +/-5. Sub-urban 22% 36%	ve % % % % % 0 Rural 28% 37%
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all Depends	 25% 34% 21% 18% * 2% +/-3.0 Total 25% 34% 21% 18%	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35% 22% 13%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34% 24% 18%	lican 23% 39% 21% 17% * +/-6.0 South 27% 28% 20% 23%	eral 26% 29% 20% 23% * 1% +/-6.5 West 22% 44% 17% 18%	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31% 23% 19%	e vati 28 31 24 15 * 1+/-5. Sub- urban 22% 36% 21%	ve % % % % % % % % % % 0
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all	25% 34% 21% 18% * 2% +/-3.0 Total 25% 34% 21% 18% *	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35% 22% 13%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34% 24% 18% *	lican 23% 39% 21% 17% * +/-6.0 South 27% 28% 20% 23% *	eral	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31% 23% 19% *	e vati 28 31 24 15 * 1+/-5. Sub- urban 22% 36% 21% 20% *	ve % % % % % % % % % % % % % % 17% 15% *
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all Depends No opinion	 25% 34% 21% 18% * 2% +/-3.0 Total 25% 34% 21% 18% *	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35% 22% 13% *	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34% 24% 18% * 3%	lican 23% 39% 21% 17% * * +/-6.0 South 27% 28% 20% 23% * *	eral	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31% 23% 19% * *	28 31: 24 15: ** *** *** *** ** ** ** ** ** ** ** **	ve % % % % % % % % % % % % % % % % %
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all Depends No opinion	 25% 34% 21% 18% * 2% +/-3.0 Total 25% 34% 21% 18% * 2% +/-3.0	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35% 22% 13% * 4% +/-6.5	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34% 24% 18% * 3% +/-6.5	lican 23% 39% 21% 17% * +/-6.0 South 27% 28% 20% 23% * +/-5.5	eral	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31% 23% 19% * *	28 31: 24 15: ** *** *** *** ** ** ** ** ** ** ** **	ve % % % % % % % % % % % % % % % % %
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important	 25% 34% 21% 18% * 2% +/-3.0 Total 25% 34% 21% 18% * 2% +/-3.0	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35% 22% 13% * 4% +/-6.5 Tea Pty Support 25%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34% 24% 18% * 3% +/-6.5 Tea Pty Neutral 24%	lican 23% 39% 21% 17% * +/-6.0 South 27% 28% 20% 23% * +/-5.5 Tea Pty Oppose 26%	eral	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31% 23% 19% * *	28 31: 24 15: ** *** *** *** ** ** ** ** ** ** ** **	ve % % % % % % % % % % % % % % % % %
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Somewhat important	25% 34% 21% 18% * 2% +/-3.0 Total 25% 34% 21% 18% * 2% +/-3.0	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35% 22% 13% * 4% +/-6.5 Tea Pty Support 25% 37%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34% 24% 18% * 3% +/-6.5 Tea Pty Neutral 24% 34%	lican 23% 39% 21% 17% * +/-6.0 South 27% 28% 20% 23% * +/-5.5 Tea Pty Oppose 26% 33%	eral	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31% 23% 19% * *	28 31: 24 15: ** *** *** *** ** ** ** ** ** ** ** **	ve % % % % % % % % % % % % % % % % %
Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important Not important at all Depends No opinion Sampling Error Very important Somewhat important Not very important	25% 34% 21% 18% * 2% +/-3.0 Total 25% 34% 21% 18% * 2% +/-3.0	crat 29% 37% 17% 15% * 2% +/-5.0 North east 26% 35% 22% 13% * 4% +/-6.5 Tea Pty Support 25% 37% 21%	endent 23% 30% 23% 22% * 2% +/-5.0 Mid- west 21% 34% 24% 18% * 3% +/-6.5 Tea Pty Neutral 24% 34% 22%	lican 23% 39% 21% 17% * +/-6.0 South 27% 28% 20% 23% * +/-5.5 Tea Pty Oppose 26% 33% 18%	eral	erate 19% 40% 19% 19% * 3% +/-5.0 Urban 27% 31% 23% 19% * *	28 31: 24 15: ** *** *** *** ** ** ** ** ** ** ** **	ve % % % % % % % % % % % % % % % % %
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Question 11D

Thinking about the last few presidential elections, in general, would you say each of the following has been very important to your vote, somewhat important, not very important, or not important at all?

 $\ensuremath{\mathsf{D}}.$ The speeches that the presidential candidates gave at their parties' conventions

Base = Total Sample

	Total	Men	Women	White 1	Non-White	Reg to Vote		
Very important	31%	26%	36%	24%	47%	31%		
Somewhat important	35%	34%	36%	36%	33%	36%		
Not very important	18%	21%	15%	21%	11%	19%		
Not important at all	15% *	18% *	12% *	17% *	9% *	13% *		
Depends No opinion	1%	1%	1%	2%	*	1%		
Sampling Error	+/-3.0				+/-6.5	+/-3.5		
	, , ,	,	, ===		,	,		
		18-	35-	50-		Under	50 and	
	Total	34	49 	64	65+ 	50 	Older	
Very important	31%	38%	29%	27%	29%	34%	28%	
Somewhat important	35%	38%	30%	38%	33%	34%	36%	
Not very important	18%	17%	17%	18%	19%	17%	18%	
Not important at all	15%	6%	23%	16%	17%	14%	16%	
Depends	*	*	*	*	*	*	*	
No opinion	1%	1%	1%	2%	1%	1%	1%	
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-5.5	+/-4.0	
		Under	\$50K	No	Attende	ed		
	Total	\$50K	or more	College	_			
77	210	2	268	208				
Very important Somewhat important	31% 35%	35% 32%	26% 38%	30% 38%				
Not very important	18%	14%	21%	14%				
Not important at all	15%	16%	15%	15%	15%			
Depends	*	*	*	*	*			
No opinion	1%	3%	*	3%	*			
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5	5		
		Demo-	Indep-	Repui	b- Lib-	Mod-	Conse	er-
	Total	crat	endent	lica	n eral	erate	vativ	
Very important		crat 	endent	lica:	n eral	erate	vativ	
Very important Somewhat important		crat	endent	lica	n eral % 33%	erate	vativ	 %
Very important Somewhat important Not very important	31%	crat 43%	endent 23%	lica: 28	n eral % 33% % 34%	erate 26%	vativ	 8 8
Somewhat important	 31% 35% 18% 15%	crat 43% 31% 15% 9%	endent 23% 36% 18% 20%	lica: 28 37 20 15	n eral % 33% % 34% % 16%	erate 26% 37% 19% 16%	vativ 349 349 189	 8 8 8
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Question 11E

Thinking about the last few presidential elections, in general, would you say each of the following has been very important to your vote, somewhat important, not very important, or not important at all?

${\tt E.}$ Campaign ads describing the candidates' plans for the future

Base = Total Sample

	m-+-1	Mon	T-Townson 1	tilled to Ni	ion titled to	Reg to		
	Total	Men	Women	White N 	on-White	Vote		
Very important	41%	38%	44%	38%	47%	41%		
Somewhat important	32%	30%	34%	31%	34%	32%		
Not very important	13%	14%	12%	15%	9%	14%		
Not important at all Depends	14% *	17% *	10% *	15% *	10% *	12% *		
No opinion	1%	1%	*	1%	*	*		
Sampling Error	+/-3.0		-/-4.5 +/		/-6.5	+/-3.5		
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		18-	35-	50-		Under	50 and	l
	Total	34	49	64	65+	50 	Older	
Very important	41%	43%	34%	43%	45%	39%	44%	
Somewhat important	32%	32%	34%	33%	28%	33%	31%	
Not very important	13%	15%	14%	11%	11%	15%	11%	
Not important at all	14%	10%	18%	11%	16%	14%	13%	
Depends	*	*	*	*	*	*	*	
No opinion	1%	*	*	2%	*	*	1%	
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-5.5	+/-4.0	
		Under	\$50K	No	Attende	ed.		
	Total	\$50K	or more	College				
Very important	41%	44%	35%	47%	379	è		
Somewhat important	32%	30%	36%	27%	35	8		
Not very important	13%	11%	16%	12%	149	b .		
Not important at all	14%	14%	12%	13%	149	ò		
Depends	*	*	*	*	*			
No opinion	1%	1%	*	1%	*	_		
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.	Ō		
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Very important	 41%	crat 47%	endent 36%	lican 40%	eral 39%	erate 37%	e vati 47	.ve '%
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Somewhat important Not very important	41% 32% 13%	crat 47% 33% 8%	endent 36% 32% 14%	lican 40% 30% 16%	eral 39% 30% 13%	erate 37% 36% 15%	e vati 47 29 12	ve !% !%
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-11- August 7-8, 2012

Question 11F

Thinking about the last few presidential elections, in general, would you say each of the following has been very important to your vote, somewhat important, not very important, or not important at all?

${\tt F.}$ Campaign ads attacking the other party's candidate

Base = Total Sample

						Reg to		
	Total	Men	Women	White N	on-White	Vote		
Very important	13%	11%	15%	 13%	14%	13%		
Somewhat important	23%	27%	20%	19%	33%	22%		
Not very important	24%	22%	27%	26%	21%	25%		
Not important at all	38%	39%	37%	41%	31%	38%		
Depends	1%	1%	1%	1%	1%	1%		
No opinion	*	*	*	*	*	*		
Sampling Error	+/-3.0	+/-4.5	+/-4.5 +/	-3.5 +	/-6.5	+/-3.5		
		18-	35-	50-		Under	50 and	l
	Total	34	49	64	65+	50	Older	
Very important	13%	 9%	11%	 17%	 17%	10%	 17%	=
Somewhat important	23%	37%	19%	16%	18%	29%	16%	
Not very important	24%	23%	24%	28%	24%	23%	27%	
Not important at all	38%	30%	46%	37%	41%	37%	39%	
Depends	1%	1%	*	2%	*	1%	1%	
No opinion	*	*	*	*	1%	*	1%	
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-5.5	+/-4.0	
		TT~~	¢ E Ov	Ne	Attende	ad.		
	Total	Under \$50K	\$50K	No				
		7000	or more	College	_			
Very important	13%	18%	8%	16%	119	ò		
Somewhat important	23%	26%	21%	25%	229	8		
Not very important	24%	21%	28%	22%	279	हे		
Not important at all	38%	34%	42%	36%	399	हे		
Depends	1%	1%	*	1%	19			
No opinion	*	*	*	*	*			
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5	5		
		Demo-	Indep-	Repub	- Lib-	Mod-	Cons	ser-
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