

The logo for the CNN | ORC POLL. It features the text "CNN | ORC" in a bold, black, sans-serif font on a light gray background. Below this, the word "POLL" is written in a large, white, bold, sans-serif font on a solid black background.

# **CNN | ORC POLL**

**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.**

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**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)

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

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 all?

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

Base = Total Sample

	Total	Men	Women	White	Non-White	Reg to	
	-----	-----	-----	-----	-----	-----	-----
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	1%	3%	*	2%	1%	1%	
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	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	*	1%	*	*	*	*	*
No opinion	1%	1%	2%	*	3%	1%	1%
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-5.5	+/-4.0

  

	Total	Under \$50K	\$50K or more	No College	Attended College
	-----	-----	-----	-----	-----
Very important	46%	50%	43%	47%	46%
Somewhat important	34%	32%	38%	30%	36%
Not very important	11%	9%	12%	11%	11%
Not important at all	7%	6%	8%	9%	6%
Depends	*	1%	*	*	*
No opinion	1%	2%	*	2%	1%
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5

  

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
	-----	-----	-----	-----	-----	-----	-----
Very important	46%	52%	43%	44%	44%	42%	54%
Somewhat important	34%	32%	31%	41%	36%	35%	31%
Not very important	11%	9%	14%	9%	10%	13%	9%
Not important at all	7%	5%	10%	5%	9%	8%	4%
Depends	*	*	*	1%	*	1%	*
No opinion	1%	2%	1%	*	*	1%	2%
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

  

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
	-----	-----	-----	-----	-----	-----	-----	-----
Very important	46%	44%	43%	50%	47%	53%	43%	45%
Somewhat important	34%	34%	36%	31%	35%	32%	36%	32%
Not very important	11%	14%	12%	10%	9%	9%	12%	13%
Not important at all	7%	9%	7%	6%	7%	6%	8%	5%
Depends	*	*	*	*	1%	*	*	*
No opinion	1%	*	2%	2%	1%	*	1%	5%
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-5.5	+/-4.5	+/-6.5

  

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
	-----	-----	-----	-----
Very important	46%	48%	44%	49%
Somewhat important	34%	35%	35%	32%
Not very important	11%	9%	12%	10%
Not important at all	7%	6%	7%	8%
Depends	*	*	*	1%
No opinion	1%	2%	1%	*
Sampling Error	+/-3.0	+/-6.0	+/-5.0	+/-5.5

\* percentage less than 1%

CNN/ORC International Poll -- August 7 to 8, 2012

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	Non-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	

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and 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%	7%	8%	7%
Not important at all	8%	4%	13%	6%	13%	8%	9%
Depends	*	*	*	*	1%	*	*
No opinion	*	*	1%	*	*	1%	*
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-5.5	+/-4.0

  

	Total	Under \$50K	\$50K or more	No College	Attended College
Very important	57%	60%	55%	56%	59%
Somewhat important	26%	22%	31%	24%	28%
Not very important	7%	8%	6%	7%	8%
Not important at all	8%	9%	9%	13%	5%
Depends	*	*	*	*	*
No opinion	*	*	*	*	*
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5

  

	Total	Demo-ocrat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Very important	57%	67%	50%	58%	56%	57%	59%
Somewhat important	26%	22%	29%	29%	29%	28%	24%
Not very important	7%	5%	11%	5%	8%	6%	8%
Not important at all	8%	6%	10%	9%	6%	8%	10%
Depends	*	*	*	*	*	*	*
No opinion	*	*	1%	*	1%	*	*
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

  

	Total	North-east	Mid-west	South	West	Urban	Sub-urban	Rural
Very important	57%	53%	56%	54%	67%	62%	54%	55%
Somewhat important	26%	32%	28%	25%	20%	25%	26%	29%
Not very important	7%	10%	8%	6%	6%	6%	9%	7%
Not important at all	8%	5%	7%	13%	7%	6%	10%	9%
Depends	*	*	*	1%	*	*	*	*
No opinion	*	*	1%	*	*	*	*	1%
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-5.5	+/-4.5	+/-6.5

  

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
Very important	57%	63%	50%	64%
Somewhat important	26%	23%	32%	21%
Not very important	7%	4%	9%	6%
Not important at all	8%	9%	8%	8%
Depends	*	*	*	*
No opinion	*	*	*	*
Sampling Error	+/-3.0	+/-6.0	+/-5.0	+/-5.5

\* percentage less than 1%

CNN/ORC International Poll -- August 7 to 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	Non-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	18%	16%	27%	15%	16%	21%	15%
Depends	*	*	*	*	1%	*	*
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	Attended College
Very important	25%	29%	17%	26%	24%
Somewhat important	34%	32%	37%	32%	36%
Not very important	21%	18%	24%	22%	20%
Not important at all	18%	18%	21%	16%	20%
Depends	*	*	*	*	*
No opinion	2%	4%	*	3%	1%
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5

  

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Very important	25%	29%	23%	23%	26%	19%	28%
Somewhat important	34%	37%	30%	39%	29%	40%	31%
Not very important	21%	17%	23%	21%	20%	19%	24%
Not important at all	18%	15%	22%	17%	23%	19%	15%
Depends	*	*	*	*	*	*	*
No opinion	2%	2%	2%	*	1%	3%	1%
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

  

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Very important	25%	26%	21%	27%	22%	27%	22%	28%
Somewhat important	34%	35%	34%	28%	44%	31%	36%	37%
Not very important	21%	22%	24%	20%	17%	23%	21%	17%
Not important at all	18%	13%	18%	23%	18%	19%	20%	15%
Depends	*	*	*	*	*	*	*	*
No opinion	2%	4%	3%	*	*	*	1%	3%
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-5.5	+/-4.5	+/-6.5

  

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
Very important	25%	25%	24%	26%
Somewhat important	34%	37%	34%	33%
Not very important	21%	21%	22%	18%
Not important at all	18%	16%	19%	20%
Depends	*	*	*	*
No opinion	2%	*	2%	3%
Sampling Error	+/-3.0	+/-6.0	+/-5.0	+/-5.5

\* percentage less than 1%

CNN/ORC International Poll -- August 7 to 8, 2012

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?

D. The speeches that the presidential candidates gave at their parties' conventions

Base = Total Sample

	Total	Men	Women	White	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	+/-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	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

  

	Total	Under \$50K	\$50K or more	No College	Attended College
Very important	31%	35%	26%	30%	32%
Somewhat important	35%	32%	38%	38%	33%
Not very important	18%	14%	21%	14%	20%
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

  

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Very important	31%	43%	23%	28%	33%	26%	34%
Somewhat important	35%	31%	36%	37%	34%	37%	34%
Not very important	18%	15%	18%	20%	16%	19%	18%
Not important at all	15%	9%	20%	15%	16%	16%	13%
Depends	*	*	*	*	*	*	*
No opinion	1%	2%	2%	*	1%	2%	2%
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

  

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Very important	31%	35%	32%	29%	29%	34%	32%	27%
Somewhat important	35%	30%	34%	35%	40%	33%	36%	36%
Not very important	18%	19%	14%	20%	16%	18%	16%	19%
Not important at all	15%	11%	19%	16%	14%	15%	14%	17%
Depends	*	*	*	*	*	*	*	*
No opinion	1%	4%	1%	*	*	*	2%	1%
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-5.5	+/-4.5	+/-6.5

  

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
Very important	31%	30%	32%	30%
Somewhat important	35%	38%	32%	37%
Not very important	18%	19%	19%	15%
Not important at all	15%	13%	16%	15%
Depends	*	*	*	*
No opinion	1%	*	1%	3%
Sampling Error	+/-3.0	+/-6.0	+/-5.0	+/-5.5



\* percentage less than 1%

CNN/ORC International Poll -- August 7 to 8, 2012

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?

E. Campaign ads describing the candidates' plans for the future

Base = Total Sample

	Total	Men	Women	White	Non-White	Reg to 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	14%	17%	10%	15%	10%	12%	
Depends	*	*	*	*	*	*	
No opinion	1%	1%	*	1%	*	*	
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	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

  

	Total	Under \$50K	\$50K or more	No College	Attended College
Very important	41%	44%	35%	47%	37%
Somewhat important	32%	30%	36%	27%	35%
Not very important	13%	11%	16%	12%	14%
Not important at all	14%	14%	12%	13%	14%
Depends	*	*	*	*	*
No opinion	1%	1%	*	1%	*
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5

  

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Very important	41%	47%	36%	40%	39%	37%	47%
Somewhat important	32%	33%	32%	30%	30%	36%	29%
Not very important	13%	8%	14%	16%	13%	15%	12%
Not important at all	14%	11%	15%	14%	18%	11%	12%
Depends	*	*	*	*	*	*	*
No opinion	1%	*	1%	*	*	1%	*
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

  

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Very important	41%	46%	38%	43%	35%	42%	40%	41%
Somewhat important	32%	26%	33%	28%	41%	36%	29%	32%
Not very important	13%	14%	14%	13%	12%	9%	16%	13%
Not important at all	14%	12%	15%	15%	12%	12%	14%	15%
Depends	*	*	*	*	*	*	*	*
No opinion	1%	2%	*	*	*	*	*	*
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-5.5	+/-4.5	+/-6.5

  

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
Very important	41%	48%	41%	36%
Somewhat important	32%	31%	32%	33%
Not very important	13%	11%	13%	15%
Not important at all	14%	10%	15%	14%
Depends	*	*	*	*
No opinion	1%	*	*	2%
Sampling Error	+/-3.0	+/-6.0	+/-5.0	+/-5.5

\* percentage less than 1%

CNN/ORC International Poll -- August 7 to 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?

F. Campaign ads attacking the other party's candidate

Base = Total Sample

	Total	Men	Women	White	Non-White	Reg to 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	

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and 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

  

	Total	Under \$50K	\$50K or more	No College	Attended College
Very important	13%	18%	8%	16%	11%
Somewhat important	23%	26%	21%	25%	22%
Not very important	24%	21%	28%	22%	27%
Not important at all	38%	34%	42%	36%	39%
Depends	1%	1%	*	1%	1%
No opinion	*	*	*	*	*
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5

  

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Very important	13%	13%	12%	16%	10%	12%	16%
Somewhat important	23%	25%	23%	21%	23%	23%	24%
Not very important	24%	28%	20%	27%	24%	27%	22%
Not important at all	38%	33%	44%	35%	42%	36%	36%
Depends	1%	*	1%	1%	*	1%	1%
No opinion	*	1%	*	*	*	1%	*
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

  

	Total	North-east	Mid-west	South	West	Urban	Sub-urban	Rural
Very important	13%	12%	18%	14%	9%	16%	11%	14%
Somewhat important	23%	29%	20%	20%	25%	24%	23%	23%
Not very important	24%	24%	22%	24%	28%	23%	26%	22%
Not important at all	38%	34%	39%	41%	36%	37%	39%	40%
Depends	1%	*	*	1%	2%	*	1%	1%
No opinion	*	1%	1%	*	*	*	*	*
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-5.5	+/-4.5	+/-6.5

  

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
Very important	13%	18%	14%	7%
Somewhat important	23%	23%	25%	21%
Not very important	24%	21%	24%	29%
Not important at all	38%	37%	36%	41%
Depends	1%	*	1%	1%
No opinion	*	*	*	1%
Sampling Error	+/-3.0	+/-6.0	+/-5.0	+/-5.5

\* percentage less than 1%