



**SACHS/MASON-DIXON NATIONAL POLL - MAY 2012**

1,000 likely 2012 general election voters were interviewed nationwide from May 10 through May 14, 2012 by Mason-Dixon Polling & Research, Inc. of Washington, DC. The margin for error is  $\pm 3\%$ .

**QUESTION: If the 2012 election for president were held today, would you vote for Barack Obama, the Democrat or Mitt Romney, the Republican?**

	<u>NATIONAL</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
ROMNEY	47%	53%	41%	11%	89%	47%
OBAMA	44%	40%	47%	80%	4%	41%
OTHER/UNDECIDED	9%	7%	12%	9%	7%	12%

	<u>NATIONAL</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
ROMNEY	47%	39%	44%	50%	52%
OBAMA	44%	56%	46%	39%	40%
OTHER/UNDECIDED	9%	5%	10%	11%	8%

**QUESTION: Which one of the following is your primary source of presidential campaign news and information? (ORDER ROTATED)**

- Newspapers and Magazines
- The Network Television News - NBC, ABC & CBS
- Local Television News
- Cable News - Fox News, CNN & MSNBC
- Talk Radio
- Internet/online news outlets - Huffington Post, Drudge Report, Politico, Breitbart and other blogs and web sites.
- Entertainment Shows -- Daily Show, Colbert Report, Late Night Talk Shows & Saturday Night Live
- Television Commercials & Information Directly From the Campaigns and Their Supporting Groups

	<u>NATIONAL</u>	<u>OBAMA VOTERS</u>	<u>ROMNEY VOTERS</u>	<u>UNDECIDED VOTERS</u>
Internet News Sites	25%	31%	20%	17%
Newspapers & Magazines	23%	19%	27%	22%
Network News *	18%	27%	11%	19%
Cable News *	15%	9%	21%	15%
Talk Radio	6%	2%	9%	9%
Local TV News *	5%	4%	5%	7%
Campaign Info	4%	5%	4%	1%
Entertainment TV	1%	1%	-	2%
Other/DK (NOT READ)	3%	2%	3%	8%

	<u>NATIONAL</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
Internet News Sites	25%	56%	23%	19%	16%
Newspapers	23%	7%	25%	25%	29%
Network News *	18%	10%	20%	19%	18%
Cable News *	15%	12%	15%	16%	15%
Talk Radio	6%	4%	4%	8%	7%
Local TV News *	5%	2%	5%	6%	6%
Campaign Info	4%	3%	4%	4%	5%
Entertainment TV	1%	5%	1%	-	-
Other/DK (NOT READ)	3%	1%	3%	3%	4%

**\* Total television news adds to 38%**

**QUESTION: How important do you think social media, such as Facebook and Twitter, will be for the major presidential candidates to raise money and win votes?**

	<u>NATIONAL</u>	<u>OBAMA VOTERS</u>	<u>ROMNEY VOTERS</u>	<u>UNDECIDED VOTERS</u>
Very Important	69%	71%	69%	59%
Somewhat Important	15%	16%	14%	12%
Not Too Important	9%	8%	10%	11%
Not Important At All	2%	1%	2%	5%
Not Sure (NOT READ)	5%	4%	5%	13%

**QUESTION: Thinking about how you receive information, which device/medium do you primarily use to access presidential campaign news? (ORDER ROTATED)**

	<u>NATIONAL</u>	<u>OBAMA VOTERS</u>	<u>ROMNEY VOTERS</u>	<u>UNDECIDED VOTERS</u>
Internet using a Personal or Tablet Computer	35%	38%	33%	29%
Television	29%	30%	28%	31%
Newspaper	20%	15%	24%	22%
Internet using a Smart phone	9%	12%	7%	6%
Radio	3%	2%	4%	5%
Other/Not Sure (NOT READ)	4%	3%	4%	7%

**QUESTION: Which of the following campaign fundraising tools would be most effective in getting you to contribute to one of the major presidential campaigns? (ORDER ROTATED)**

	<u>NATIONAL</u>	<u>OBAMA VOTERS</u>	<u>ROMNEY VOTERS</u>	<u>UNDECIDED VOTERS</u>
Direct Mail	17%	14%	20%	12%
Internet Website	16%	17%	16%	11%
A Phone Call	12%	11%	14%	9%
E-mail	6%	8%	5%	2%
Facebook	5%	6%	5%	3%
A Text Message	3%	5%	2%	1%
None/DK (NOT READ)	41%	39%	38%	62%

**QUESTION: Which major presidential candidate do you feel makes better use of social media platforms like Facebook and Twitter?**

	<u>NATIONAL</u>	<u>OBAMA VOTERS</u>	<u>ROMNEY VOTERS</u>	<u>UNDECIDED VOTERS</u>
Barack Obama	49%	80%	21%	45%
Mitt Romney	23%	1%	46%	15%
Same (NOT READ)	20%	14%	24%	27%
Not Sure (NOT READ)	8%	5%	9%	13%

**QUESTION: Regardless of how you intend to vote, in your opinion, which candidate looks more presidential?**

	<u>NATIONAL</u>	<u>OBAMA VOTERS</u>	<u>ROMNEY VOTERS</u>	<u>UNDECIDED VOTERS</u>
Mitt Romney	40%	10%	70%	33%
Barack Obama	35%	68%	7%	19%
Neither/Same (NOT READ)	23%	21%	21%	41%
Not Sure (NOT READ)	2%	1%	2%	7%

**QUESTION: Regardless of how you intend to vote, which presidential candidate would you most want to be your Facebook friend?**

	<u>NATIONAL</u>	<u>OBAMA</u> <u>VOTERS</u>	<u>ROMNEY</u> <u>VOTERS</u>	<u>UNDECIDED</u> <u>VOTERS</u>
Barack Obama	37%	74%	3%	38%
Mitt Romney	33%	2%	66%	17%
Both (NOT READ)	14%	7%	19%	26%
Neither (NOT READ)	10%	11%	7%	17%
Not Sure (NOT READ)	6%	6%	5%	2%

**DEMOGRAPHICS:**

**QUESTION: In terms of political party, do you generally consider yourself a:**

Democrat	367 (37%)
Republican	321 (32%)
Independent or Unaffiliated	301 (30%)
Other/Refused (NOT READ)	11 (1%)

**RACE:**

White/Caucasian	712 (71%)
Black/African American	127 (13%)
Hispanic/Latino	107 (11%)
Other/Refused	54 (5%)

**AGE:**

18-34	149 (15%)
35-49	296 (30%)
50-64	320 (32%)
65+	222 (22%)
Refused	13 (1%)

**SEX:**

Male	479 (48%)
Female	521 (52%)