



Bell Pottinger

AMERICAN ELECTION

METHODOLOGY NOTE

ComRes interviewed 2,049 adults online from 26th to 28th October 2012. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

American Election Survey
ONLINE Fieldwork : 26th-28th October 2012

Absolutes/col percents

Table 1

Q.1 If you were given a vote in the US Presidential Election on 6th November, would you most likely vote for Republican Candidate Mitt Romney or Democrat Candidate Barack Obama?

Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2049	949	1100	185	309	433	368	320	434	741	521	288	499	306	805
Weighted base	2049	1004	1045	246	328	389	348	307	430	553	594	430	471	317	831
Barack Obama (Democrat)	1239 60%	626 62%	614 59%	150 61%	182 56%	214 55%	215 62%e	198 65%DE	278 65%DE	383 69%KL	384 65%KL	226 52%	246 52%	193 61%	491 59%
Mitt Romney (Republican)	205 10%	149 15%B	56 5%	21 8%	35 11%	38 10%	35 10%	32 10%	44 10%	57 10%l	63 11%L	54 12%L	31 7%	32 10%	105 13%
Other	24 1%	17 2%b	7 1%	1 *	10 3%cFH	5 1%	2 1%	4 1%	2 1%	7 1%	4 1%	1 *	11 2%jK	9 3%N	6 1%
Would not vote	224 11%	93 9%	130 12%A	42 17%FGH	40 12%h	54 14%fGH	31 9%	24 8%	33 8%	47 9%	40 7%	58 13%IJ	78 17%IJ	32 10%	90 11%
Don't know	357 17%	119 12%	238 23%A	32 13%	61 19%	78 20%c	65 19%	49 16%	72 17%	59 11%	102 17%l	92 21%l	105 22%lj	50 16%	139 17%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Table 1

Q.1 If you were given a vote in the US Presidential Election on 6th November, would you most likely vote for Republican Candidate Mitt Romney or Democrat Candidate Barack Obama?

Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	York- shire & Humb- erside (e)	West Mid- lands (f)	East Mid- lands (g)	Wales (h)	East- ern (i)	London (j)	South East (k)	South West (l)	NET: Work- ing (m)	Work- ing full time (n)	Work- ing part time (o)	NET: Not work- ing (p)	Not working and seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	2049	1799	172	83	260	173	206	159	78	194	223	297	204	1111	766	345	938	138	106	123	370	201
Weighted base	2049	1763	178	93*	241	181	190	159	109*	192	258	263	187	1147	902	246	902	123	119*	119	351	189
Barack Obama (Democrat)	1239 60%	1069 61% ^H	119 67% ^{ce}	49 53% ^{FH}	153 63% ^{fH}	101 56%	102 54%	96 60%	51 47%	123 64% ^{fH}	169 65% ^{ce}	165 63% ^{fH}	113 60% ^h	684 60%	546 61% ^Q	138 56%	555 62%	62 50%	76 63% ^q	67 56%	246 70% ^{NOQS}	105 56% ^U
Mitt Romney (Republican)	205 10%	178 10%	18 10%	13 14%	18 8%	17 9%	32 17% ^{bDe}	14 9% ^{GI}	10 9%	18 9%	31 12%	20 8%	15 8%	137 12% ^P	113 12% ^{RU}	24 10% ^{rU}	68 8%	13 11% ^{RU}	4 3%	12 10% ^{rU}	33 9% ^{rU}	5 3%
Other	24 1%	19 1%	1 1%	1 1%	5 2% ⁱ	2 1%	2 1%	2 1%	3 3% ⁱ	- -	3 1%	3 1%	2 1%	15 1%	12 1%	3 1%	9 1%	3 3% ^T	1 1%	1 1%	2 *	2 1%
Would not vote	224 11%	197 11%	19 11%	12 13%	28 11%	31 17% ^{Fh}	16 9% ^{IJL}	25 15% ^{fl}	8 7%	14 7%	24 9%	30 11%	17 9%	122 11%	92 10% ^T	31 13% ^T	101 11%	17 14% ^T	22 19% ^{NT}	15 13% ^T	20 6%	26 14% ^T
Don't know	357 17%	300 17%	21 12%	18 19%	37 15%	30 17%	37 19% ^{bj}	23 15%	36 34% ^{ABcD}	38 20% ^{bj}	32 12%	45 17%	40 21% ^{BJ}	189 16%	139 15%	49 20% ^{nt}	169 19%	27 22% ^{nt}	17 14%	24 20%	50 14%	51 27% ^{NRT}

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

* small base

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Table 1

Q.1 If you were given a vote in the US Presidential Election on 6th November, would you most likely vote for Republican Candidate Mitt Romney or Democrat Candidate Barack Obama?

Base: All respondents

	Total	To which of the following religious groups do you consider yourself to be a member of?								
		Christian (a)	NET: Other (b)	Muslim (c)	Hindu (d)	Jewish (e)	Sikh (f)	Buddhist (g)	Other (h)	None (i)
Unweighted base	2049	1129	135	40	13	16	-	17	49	735
Weighted base	2049	1148	128	41*	10**	17**	-**	17**	43*	723
Barack Obama (Democrat)	1239 60%	657 57%	82 64%	25 61%	8 84%	11 68%	-	11 66%	26 60%	477 66%A
Mitt Romney (Republican)	205 10%	145 13% ^l	10 8%	4 10%	-	1 7%	-	1 6%	4 9%	42 6%
Other	24 1%	11 1%	3 2%	1 3%	-	-	-	1 4%	1 2%	7 1%
Would not vote	224 11%	118 10%	12 10%	6 15%	-	* 3%	-	3 17%	3 6%	85 12%
Don't know	357 17%	217 19%	20 16%	4 10%	2 16%	4 22%	-	1 7%	9 22%	112 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

*** small base; ** very small base (under 30) ineligible for sig testing**

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Table 2

Q.1 If you were given a vote in the US Presidential Election on 6th November, would you most likely vote for Republican Candidate Mitt Romney or Democrat Candidate Barack Obama?

Base: All respondents who express an intention to vote

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1467	748	719	130	219	279	268	244	327	591	394	186	296	226	587
Weighted base	1468	792	676	172*	227	258	252	234	325	447	452	281	288	235	602
Barack Obama (Democrat)	1239 84%	626 79%	614 91%A	150 88%	182 80%	214 83%	215 85%	198 85%	278 86%	383 86%	384 85%	226 80%	246 85%	193 82%	491 82%
Mitt Romney (Republican)	205 14%	149 19%B	56 8%	21 12%	35 15%	38 15%	35 14%	32 13%	44 14%	57 13%	63 14%	54 19%iL	31 11%	32 14%	105 17%
Other	24 2%	17 2%	7 1%	1 *	10 4%cFH	5 2%	2 1%	4 2%	2 1%	7 2%	4 1%	1 *	11 4%iJK	9 4%N	6 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Base: All respondents who express an intention to vote

	Region													Which of the following best describes your current working status?									
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humber (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East-ern (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)	
Unweighted base	1467	1286	130	56	183	117	144	116	51	142	173	215	140	813	579	234	654	89	68	81	293	123	
Weighted base	1468	1266	138	63*	176	120*	136	111*	64*	141	202	188	130	836	671	166	632	78*	81*	80*	281	112*	
Barack Obama (Democrat)	1239	1069	119	49	153	101	102	96	51	123	169	165	113	684	546	138	555	62	76	67	246	105	
	84%	84%	86%F	78%	87%F	84%	75%	86%f	80%	87%F	83%	88%F	87%F	82%	81%	83%	88%M	79%	94%NoQs	83%	88%Nq	94%NOQSt	
Mitt Romney (Republican)	205	178	18	13	18	17	32	14	10	18	31	20	15	137	113	24	68	13	4	12	33	5	
	14%	14%	13%	21%dk	10%	14%	24%BD	12%	15%	13%	15%	11%	12%	16%P	17%RtU	15%rU	11%	17%RU	5%	15%rU	12%u	5%	
Other	24	19	1	1	5	2	2	2	3	-	3	3	2	15	12	3	9	3	1	1	2	2	
	2%	2%	1%	1%	3%i	2%	1%	2%	5%al	-	1%	2%	1%	2%	2%	2%	1%	4%T	1%	1%	1%	1%	

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	Total	To which of the following religious groups do you consider yourself to be a member of?								
		Christian (a)	NET: Other (b)	Muslim (c)	Hindu (d)	Jewish (e)	Sikh (f)	Buddhist (g)	Other (h)	None (i)
Unweighted base	1467	798	97	28	10	12	-	12	35	540
Weighted base	1468	814	95*	31**	8**	12**	-**	13**	31*	526
Barack Obama (Democrat)	1239 84%	657 81%	82 86%	25 82%	8 100%	11 91%	-	11 86%	26 83%	477 91%A
Mitt Romney (Republican)	205 14%	145 18% ^l	10 11%	4 13%	-	1 9%	-	1 8%	4 13%	42 8%
Other	24 2%	11 1%	3 3%	1 4%	-	-	-	1 5%	1 3%	7 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

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