

National Council on Public Polls

Analysis of 2012 Presidential National Polls

State Name	Sponsor/Pollster	Pollster	Start Date	End Date	Voter Sample	Population	Mode	Sample Design	MOE	Affiliation	Barack Obama	Mitt Romney	Ind.	Undecided	Dem. Vote %	GOP Vote %	Ind. Vote %	
United States	Final Election Results										51.1%	47.2%	1.7%					
United States	Google Consumer Surveys	Google	11/5/2012	11/5/2012	4,966	Likely Voters	Internet			None	45%	43%		12%	51.06%	47.21%	1.72%	
United States	Politico/GWU/Battleground	Lake Research (D)/Tarrance Group (R)	11/4/2012	11/5/2012	1,000	Likely Voters	Phone	LL/Cell	3.10%	Pty2	47%	47%	0%	6%	51.06%	47.21%	1.72%	
United States	UPI/CVOTER	Team Cvoter	11/3/2012	11/5/2012	3,000	Likely Voters	Phone	Unknown		None	49%	48%	3%	0%	51.06%	47.21%	1.72%	
United States	Gravis Marketing	Gravis Marketing	11/3/2012	11/5/2012	872	Likely Voters	IVR		3.30%	None	48%	48%	0%	4%	51.06%	47.21%	1.72%	
United States	JZ Analytics/Newsmax	JZ Analytics	11/3/2012	11/5/2012	1,041	Likely Voters	Internet		3.10%	None	47%	47%	0%	6%	51.06%	47.21%	1.72%	
United States	Rasmussen	Rasmussen	11/3/2012	11/5/2012	1,500	Likely Voters	IVR/Internet			None	48%	49%	3%	0%	51.06%	47.21%	1.72%	
United States	IBD/TIPP	TIPP	11/3/2012	11/5/2012	712	Likely Voters	Phone	LL/Cell	3.70%	None	50%	49%	1%	0%	51.06%	47.21%	1.72%	
United States	Ipsos/Reuters	Ipsos	11/1/2012	11/5/2012	4,725	Likely Voters	Internet			None	48%	46%	2%	4%	51.06%	47.21%	1.72%	
United States	Rand American Life Panel	Rand	10/30/2012	11/5/2012	3,500	Likely Voters	Internet			None	54%	43%		12%	51.06%	47.21%	1.72%	
United States	ARG	ARG	11/2/2012	11/4/2012	1,200	Likely Voters	Phone	Landline	3.00%	None	49%	49%	1%	1%	51.06%	47.21%	1.72%	
United States	CNN	ORC International	11/2/2012	11/4/2012	693	Likely Voters	Phone	LL/cell	3.50%	None	49%	49%	0%	2%	51.06%	47.21%	1.72%	
United States	PPP (D-Americans United for Change)	PPP (D)	11/2/2012	11/4/2012	1,200	Likely Voters	IVR			Pty	50%	48%	0%	3%	51.06%	47.21%	1.72%	
United States	Gallup	Gallup	11/1/2012	11/4/2012	2,551	Likely Voters	Phone	LL/Cell	2.70%	None	48%	49%	3%	0%	51.06%	47.21%	1.72%	
United States	Democracy Corps (D)	GQR	11/1/2012	11/4/2012	1,080	Likely Voters	Phone	LL/Cell	3.80%	Pty	49%	45%	6%	0%	51.06%	47.21%	1.72%	
United States	Monmouth	Monmouth University	11/1/2012	11/4/2012	1,417	Likely Voters	Phone/IVR	LL/Cell	2.60%	None	48%	48%	2%	2%	51.06%	47.21%	1.72%	
United States	DailyKos/SEIU/PPP (D)	PPP (D)	11/1/2012	11/4/2012	1,300	Likely Voters	IVR	RBS	2.70%	Pty	50%	48%	0%	2%	51.06%	47.21%	1.72%	
United States	ABC/Washington Post	ABC/Washington Post	11/1/2012	11/4/2012	2,345	Likely Voters	Phone	LL/Cell	2.50%	None	50%	47%	2%	1%	51.06%	47.21%	1.72%	
United States	Angus-Reid	Angus-Reid	11/1/2012	11/3/2012	1,019	Likely Voters	Internet			None	51%	48%	1%	0%	51.06%	47.21%	1.72%	
United States	NBC/WSJ	Hart(D) / McInturff (R)	11/1/2012	11/3/2012	1,475	Likely Voters	Phone	LL/Cell		Pty2	48%	47%	2%	3%	51.06%	47.21%	1.72%	
United States	Pew Research	PSRAI	10/31/2012	11/3/2012	2,709	Likely Voters	Phone	LL/Cell	2.20%	None	50%	47%	3%		51.06%	47.21%	1.72%	
United States	YouGov	YouGov	10/31/2012	11/3/2012	36,472	Likely Voters	Internet			None	49%	47%	1%	3%	51.06%	47.21%	1.72%	
United States	Purple Strategies	Purple Strategies	10/31/2012	11/1/2012	1,000	Likely Voters	Mixed			None	47%	46%	0%	7%	51.06%	47.21%	1.72%	
United States	FOX	Anderson Robbins Research (D) / Shaw & Company Research (R)	10/28/2012	10/30/2012	1,128	Likely Voters	Phone	LL/Cell		Pty2	46%	46%	2%	6%	51.06%	47.21%	1.72%	
United States	High Point University	High Point University	10/22/2012	10/30/2012	805	Registered Voters	Phone	LL/Cell/RBS	3.45%	None	46%	43%	0%	11%	51.06%	47.21%	1.72%	
United States	YouGov/Economist	YouGov	10/27/2012	10/29/2012	688	Likely Voters	Internet			None	48%	47%	4%	1%	51.06%	47.21%	1.72%	
United States	CBS/New York Times	CBS/New York Times	10/25/2012	10/28/2012	563	Likely Voters	Phone	LL/Cell		None	48%	47%	2%	3%	51.06%	47.21%	1.72%	
United States	United Technologies/ National Journal	PSRAI	10/25/2012	10/28/2012	713	Likely Voters	Phone	LL/Cell		None	50%	45%	5%	0%	51.06%	47.21%	1.72%	
United States	NPR	Resurgent Republic (R)/ Democracy Corps (D)	10/23/2012	10/25/2012	1,000	Likely Voters	Phone	LL/Cell		Pty2	47%	48%	0%	5%	51.06%	47.21%	1.72%	
United States	AP-GfK	GfK	10/19/2012	10/23/2012	839	Likely Voters	Phone			None	45%	47%	0%	8%	51.06%	47.21%	1.72%	
United States	CBS	CBS	10/17/2012	10/20/2012	790	Likely Voters	Phone	LL/Cell		None	48%	46%	1%	5%	51.06%	47.21%	1.72%	

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State Name	Sponsor/Pollster	Pollster	Start Date	End Date	Vote Margin: Dem% - GOP%	Poll Margin: Dem% - GOP%	Poll Margin% - Vote Margin%	Abs. Value of Difference	Candidate Estimate Error	Total Error
United States	Final Election Results									
United States	Google Consumer Surveys	Google	11/5/2012	11/5/2012	3.85%	2.00%	-1.85%	1.85%	0.92%	10%
United States	Politico/GWU/Battleground	Lake Research (D)/Tarrance Group (R)	11/4/2012	11/5/2012	3.85%	0.00%	-3.85%	3.85%	1.92%	4%
United States	UPI/CVOTER	Team Cvoter	11/3/2012	11/5/2012	3.85%	1.00%	-2.85%	2.85%	1.42%	3%
United States	Gravis Marketing	Gravis Marketing	11/3/2012	11/5/2012	3.85%	0.00%	-3.85%	3.85%	1.92%	4%
United States	JZ Analytics/Newsmax	JZ Analytics	11/3/2012	11/5/2012	3.85%	0.00%	-3.85%	3.85%	1.92%	4%
United States	Rasmussen	Rasmussen	11/3/2012	11/5/2012	3.85%	-1.00%	-4.85%	4.85%	2.42%	5%
United States	IBD/TIPP	TIPP	11/3/2012	11/5/2012	3.85%	1.00%	-2.85%	2.85%	1.42%	3%
United States	Ipsos/Reuters	Ipsos	11/1/2012	11/5/2012	3.85%	2.00%	-1.85%	1.85%	0.92%	4%
United States	Rand American Life Panel	Rand	10/30/2012	11/5/2012	3.85%	11.00%	7.15%	7.15%	3.58%	7%
United States	ARG	ARG	11/2/2012	11/4/2012	3.85%	0.00%	-3.85%	3.85%	1.92%	4%
United States	CNN	ORC International	11/2/2012	11/4/2012	3.85%	0.00%	-3.85%	3.85%	1.92%	4%
United States	PPP (D-Americans United for Change)	PPP (D)	11/2/2012	11/4/2012	3.85%	2.00%	-1.85%	1.85%	0.92%	2%
United States	Gallup	Gallup	11/1/2012	11/4/2012	3.85%	-1.00%	-4.85%	4.85%	2.42%	5%
United States	Democracy Corps (D)	GQR	11/1/2012	11/4/2012	3.85%	4.00%	0.15%	0.15%	0.08%	4%
United States	Monmouth	Monmouth University	11/1/2012	11/4/2012	3.85%	0.00%	-3.85%	3.85%	1.92%	4%
United States	DailyKos/SEIU/PPP (D)	PPP (D)	11/1/2012	11/4/2012	3.85%	2.00%	-1.85%	1.85%	0.92%	2%
United States	ABC/Washington Post	ABC/Washington Post	11/1/2012	11/4/2012	3.85%	3.00%	-0.85%	0.85%	0.42%	1%
United States	Angus-Reid	Angus-Reid	11/1/2012	11/3/2012	3.85%	3.00%	-0.85%	0.85%	0.42%	1%
United States	NBC/WSJ	Hart(D) / McInturff (R)	11/1/2012	11/3/2012	3.85%	1.00%	-2.85%	2.85%	1.42%	3%
United States	Pew Research	PSRAI	10/31/2012	11/3/2012	3.85%	3.00%	-0.85%	0.85%	0.42%	1%
United States	YouGov	YouGov	10/31/2012	11/3/2012	3.85%	2.00%	-1.85%	1.85%	0.92%	2%
United States	Purple Strategies	Purple Strategies	10/31/2012	11/1/2012	3.85%	1.00%	-2.85%	2.85%	1.42%	5%
United States	FOX	Anderson Robbins Research (D) / Shaw & Company Research (R)	10/28/2012	10/30/2012	3.85%	0.00%	-3.85%	3.85%	1.92%	6%
United States	High Point University	High Point University	10/22/2012	10/30/2012	3.85%	3.00%	-0.85%	0.85%	0.42%	9%
United States	YouGov/Economist	YouGov	10/27/2012	10/29/2012	3.85%	1.00%	-2.85%	2.85%	1.42%	3%
United States	CBS/New York Times	CBS/New York Times	10/25/2012	10/28/2012	3.85%	1.00%	-2.85%	2.85%	1.42%	3%
United States	United Technologies/National Journal	PSRAI	10/25/2012	10/28/2012	3.85%	5.00%	1.15%	1.15%	0.58%	3%
United States	NPR	Resurgent Republic (R)/Democracy Corps (D)	10/23/2012	10/25/2012	3.85%	-1.00%	-4.85%	4.85%	2.42%	5%
United States	AP-GfK	GfK	10/19/2012	10/23/2012	3.85%	-2.00%	-5.85%	5.85%	2.92%	6%
United States	CBS	CBS	10/17/2012	10/20/2012	3.85%	2.00%	-1.85%	1.85%	0.92%	4%