

PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Apr. 4-15, 2012

Q.7 Now suppose the 2012 presidential election were being held today and you had to choose between Barack Obama, the Democrat, and Mitt Romney, the Republican, who would you vote for?/Q.7a As of today, who do you lean more to?

	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>N</u>
	%	%	%	
ALL VOTERS	49	45	7	2373
SEX				
Men	44	50	6	1093
Women	53	40	7	1280
AGE				
18-49	52	42	6	817
50+	46	48	6	1517
DETAILED AGE				
18-29	61	33	6	222
30-49	47	46	7	595
50-64	47	46	7	776
65+	44	50	5	741
SEX BY AGE				
Men 18-49	47	46	7	408
Men 50+	42	53	5	673
Women 18-49	56	38	6	409
Women 50+	50	43	7	844
RACE				
White, non-Hispanic	39	54	7	1821
Black, non-Hispanic	95	2	3	221
Hispanic	67	27	5	153
EDUCATION				
College grad+	53	42	5	967
Some college	44	51	6	702
High school or less	49	43	8	698
FAMILY INCOME				
\$75,000+	48	46	6	714
\$30,000-\$74,999	47	47	6	801
Less than \$30,000	56	37	8	516
DETAILED INCOME				
\$100,000+	49	45	6	441
\$75,000-\$99,000	46	48	6	273
\$50,000-\$74,990	48	47	5	369
\$30,000-\$49,999	46	48	6	432
Less than \$30,000	56	37	8	516
REGION				
Northeast	54	41	6	426
Midwest	47	46	7	596
South	44	50	7	847
West	54	40	6	504

PRESIDENTIAL TRIAL HEAT (CONT.)

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	<u>Obama</u> %	<u>Romney</u> %	<u>Other/ DK/Ref</u> %	<u>N</u>
PARTY ID				
Republican	7	90	3	695
Democrat	92	6	3	774
Independent	42	48	10	821
PARTY WITH LEANERS				
Rep/Lean Rep	8	88	4	1099
Dem/Lean Dem	91	6	3	1048
IDEOLOGY				
Conservative	24	70	6	963
Moderate	55	38	7	869
Liberal	83	13	4	475
PARTY AND IDEOLOGY				
Conservative Republican	5	92	4	526
Mod/Lib Republican	13	84	3	158
Mod/Cons Democrat	89	8	3	442
Liberal Democrat	95	4	2	318
TEA PARTY (REP/LEAN REP)				
Agree	2	95	3	527
Disagree/No opinion	13	82	5	553
RELIGIOUS PREFERENCE				
Total Protestants	43	51	7	1270
White NH evang. Prot.	20	73	7	517
White NH mainline Prot.	42	50	7	451
Black Prot.	96	0	4	169
Total Catholic	45	50	6	530
White NH Cath.	37	57	6	415
Unaffiliated	67	26	7	359
ATTEND RELIGIOUS SERVICES				
Weekly or more	38	56	6	1000
Less than weekly	56	37	7	1357
RELIGION BY ATTENDANCE				
<i>White NH evang. Prot.</i>				
Weekly or more	16	80	5	355
Less than weekly	31	58	11	160
<i>White NH mainline Prot.</i>				
Weekly or more	34	55	11	143
Less than weekly	46	48	6	308
<i>White NH Cath.</i>				
Weekly or more	31	64	6	200
Less than weekly	43	51	6	213

PRESIDENTIAL TRIAL HEAT-AMONG WHITES

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	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>N</u>
	%	%	%	
ALL WHITE NH VOTERS	39	54	7	1821
SEX				
Men	34	60	6	826
Women	44	49	7	995
AGE				
18-49	40	53	7	559
50+	39	55	6	1233
DETAILED AGE				
18-29	48	46	6	138
30-49	37	56	7	421
50-64	39	54	7	603
65+	38	57	5	630
SEX BY AGE				
Men 18-49	35	58	7	277
Men 50+	34	61	5	541
Women 18-49	45	48	7	282
Women 50+	43	50	7	692
EDUCATION				
College grad+	47	48	5	778
Some college	34	61	6	528
High school or less	36	55	9	512
FAMILY INCOME				
\$75,000+	42	53	5	575
\$30,000-\$74,999	37	57	6	619
Less than \$30,000	41	50	8	365
DETAILED INCOME				
\$100,000+	42	53	5	347
\$75,000-\$99,000	42	52	6	228
\$50,000-\$74,990	41	54	6	286
\$30,000-\$49,999	35	59	6	333
Less than \$30,000	41	50	8	365
REGION				
Northeast	46	48	6	349
Midwest	41	51	8	502
South	29	64	7	615
West	47	49	5	355
PARTY ID				
Republican	5	91	4	641
Democrat	88	9	3	475
Independent	37	53	10	646
PARTY WITH LEANERS				
Rep/Lean Rep	6	89	4	977
Dem/Lean Dem	89	8	3	676
IDEOLOGY				
Conservative	16	78	6	799
Moderate	46	46	8	642
Liberal	79	16	5	338
PARTY AND IDEOLOGY				
Conservative Republican	4	92	4	487
Mod/Lib Republican	10	86	4	144
Mod/Cons Democrat	84	13	3	247
Liberal Democrat	93	5	2	224

PRESIDENTIAL TRIAL HEAT BY GENDER

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Q.7 Now suppose the 2012 presidential election were being held today and you had to choose between Barack Obama, the Democrat, and Mitt Romney, the Republican, who would you vote for?/Q.7a As of today, who do you lean more to?

	-----AMONG MEN-----				-----AMONG WOMEN-----			
	Obama	Romney	Other/ DK/Ref	N	Obama	Romney	Other/ DK/Ref	N
	%	%	%		%	%	%	
ALL VOTERS	44	50	6	1093	53	40	7	1280
AGE								
18-49	47	46	7	408	56	38	6	409
50+	42	53	5	673	50	43	7	844
DETAILED AGE								
18-29	52	41	7	113	70	25	4	109
30-49	45	49	7	295	50	43	7	300
50-64	41	52	6	360	53	40	7	416
65+	42	55	3	313	46	47	7	428
RACE								
White, non-Hispanic	34	60	6	826	44	49	7	995
Black, non-Hispanic	93	3	4	98	98	0	2	123
Hispanic	-	-	-	71	-	-	-	82
EDUCATION								
College grad+	43	51	6	487	61	33	5	480
Some college	41	53	6	298	46	49	5	404
High school or less	48	46	6	308	50	39	10	390
FAMILY INCOME								
\$75,000+	42	50	8	398	55	42	3	316
\$30,000-\$74,999	41	55	3	377	53	40	8	424
Less than \$30,000	59	33	8	197	53	40	7	319
PARTY ID								
Republican	8	90	3	318	6	90	4	377
Democrat	90	9	2	286	93	4	3	488
Independent	40	50	10	451	44	46	10	370
PARTY WITH LEANERS								
Rep/Lean Rep	8	88	4	560	8	88	4	539
Dem/Lean Dem	90	7	3	423	92	5	3	625
IDEOLOGY								
Conservative	24	71	5	486	23	69	8	477
Moderate	50	43	7	397	59	33	7	472
Liberal	81	14	4	180	85	11	4	295
RELIGIOUS PREFERENCE								
Total Protestants	39	54	6	561	46	47	7	709
White NH evang. Prot.	18	75	7	224	22	71	6	293
White NH mainline Prot.	35	58	7	198	48	44	8	253
Total Catholic	37	59	5	237	51	43	7	293
White NH Cath.	28	67	5	180	44	50	7	235
Unaffiliated	63	30	8	179	70	23	7	180
ATTEND RELIGIOUS SERVICES								
Weekly or more	33	62	5	414	41	52	6	586
Less than weekly	50	43	7	669	61	32	7	688
PARENT								
Parent	43	50	7	282	53	42	6	305
Not a parent	45	50	6	809	53	40	7	973
MARITAL STATUS								
Married	39	55	6	690	48	45	7	694
Not married	52	42	6	400	59	35	7	580