

PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Jul 16-26, 2012

Q.P2 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.P2a 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	51	41	7	1956
SEX				
Men	46	47	7	866
Women	56	37	8	1090
AGE				
18-49	55	36	9	712
50+	47	47	6	1206
DETAILED AGE				
18-29	58	34	8	196
30-49	54	37	9	516
50-64	49	45	6	647
65+	45	49	6	559
SEX BY AGE				
Men 18-49	48	44	9	346
Men 50+	45	50	5	512
Women 18-49	63	28	9	366
Women 50+	49	44	7	694
RACE				
White, non-Hispanic	42	51	7	1275
Black, non-Hispanic	92	4	4	332
Hispanics	70	26	4	204
EDUCATION				
College grad+	50	44	6	866
Some college	47	43	10	517
High school or less	56	38	6	559
FAMILY INCOME				
\$75,000+	46	46	8	665
\$30,000-\$74,999	52	44	4	588
Less than \$30,000	60	32	9	403
DETAILED INCOME				
\$100,000+	43	49	9	376
\$75,000-\$99,000	50	43	7	289
\$50,000-\$74,990	50	46	4	275
\$30,000-\$49,999	54	42	4	313
Less than \$30,000	60	32	9	403
REGION				
Northeast	56	36	8	326
Midwest	50	41	9	339
South	48	44	8	848
West	53	42	5	443
PARTY ID				
Republican	6	90	4	459
Democrat	91	6	3	813
Independent	43	45	13	599
IDEOLOGY				
Conservative	27	68	5	734
Moderate	59	31	10	692
Liberal	86	11	4	430
PARTY AND IDEOLOGY				
Conservative Republican	4	94	2	335
Mod/Lib Republican	12	81	7	119
Mod/Cons Democrat	89	8	3	482
Liberal Democrat	95	2	3	289
TEA PARTY (REP/LEAN REP)				
Agree	1	97	2	299
Disagree/No opinion	9	84	7	398

PRESIDENTIAL TRIAL HEAT (CONT.)

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	<u>Obama</u> %	<u>Romney</u> %	<u>Other/ DK/Ref</u> %	<u>N</u>
RELIGIOUS PREFERENCE				
Total Protestants	45	48	7	1018
White NH evang. Prot.	24	69	7	351
White NH mainline Prot.	42	51	8	294
Black NH Prot.	91	4	5	257
Total Catholic	53	40	8	439
White NH Cath.	45	47	8	284
Unaffiliated	65	27	8	316
ATTEND RELIGIOUS SERVICES				
Weekly or more	40	52	8	810
Less than weekly	58	35	7	1116

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 NON-HISP VOTERS	42	51	7	1275
SEX				
Men	37	56	6	563
Women	46	46	8	712
AGE				
18-49	44	47	9	394
50+	40	55	6	859
DETAILED AGE				
18-29	46	45	9	105
30-49	44	47	9	289
50-64	40	54	6	417
65+	39	55	6	442
SEX BY AGE				
Men 18-49	36	55	8	207
Men 50+	38	57	5	351
Women 18-49	53	38	9	187
Women 50+	41	52	7	508
EDUCATION				
College grad+	43	51	6	614
Some college or less	41	51	8	658
FAMILY INCOME				
\$75,000+	40	53	7	468
\$30,000-\$74,999	43	53	4	389
Less than \$30,000	46	43	11	217
PARTY ID				
Republican	6	91	3	409
Democrat	87	9	4	388
Independent	39	50	11	430
IDEOLOGY				
Conservative	18	77	5	528
Moderate	51	40	10	447
Liberal	85	12	3	252
REGION				
Northeast	50	43	7	203
Midwest	46	47	8	268
South	33	58	9	515
West	43	53	4	289

PRESIDENTIAL TRIAL HEAT BY GENDER

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	-----AMONG MEN-----				-----AMONG WOMEN-----			
	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>N</u>	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>N</u>
	%	%	%		%	%	%	
ALL VOTERS	46	47	7	866	56	37	8	1090
DETAILED AGE								
18-29	59	29	12	105	56	39	5	91
30-49	43	50	7	241	66	24	10	275
50-64	46	49	5	271	51	42	7	376
65+	42	52	6	241	46	47	7	318
EDUCATION								
College grad+	47	50	3	378	53	38	9	488
Some college or less	46	45	9	479	57	36	7	597
FAMILY INCOME								
\$75,000+	44	49	7	351	49	43	9	314
\$30,000-\$74,999	40	57	3	245	62	33	4	343
Less than \$30,000	59	34	7	159	60	30	10	244
PARTY ID								
Republican	7	91	3	214	6	90	4	245
Democrat	91	8	1	298	90	5	5	515
Independent	41	46	12	315	44	43	13	284
IDEOLOGY								
Conservative	22	73	5	347	31	64	5	387
Moderate	54	38	8	311	64	25	11	381
Liberal	86	11	3	169	85	10	4	261
MARITAL STATUS								
Married	37	56	7	502	48	44	8	533
Not married	59	35	7	360	64	28	8	548