

PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, October 4-7, 2012

Q.5 If the presidential election were being held today, would you vote for the Republican ticket of Mitt Romney and Paul Ryan or the Democratic ticket of Barack Obama and Joe Biden?/Q.5a As of today, who do you lean more to?

	----REGISTERED VOTERS----				-----LIKELY VOTERS-----			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
	%	%	%					
ALL VOTERS	46	46	8	1201	45	49	6	1112
GENDER								
Men	44	47	9	529	43	51	6	490
Women	49	45	7	672	47	47	6	622
AGE								
18-49	47	45	7	387	46	49	5	338
50+	46	46	8	799	45	48	6	761
DETAILED AGE								
18-29	52	35	14	107	-	-	-	84
30-49	45	51	4	280	42	54	4	254
50-64	52	40	8	424	51	42	7	402
65+	38	55	7	375	37	58	5	359
GENDER BY AGE								
Men 18-49	44	47	9	197	43	51	6	172
Men 50+	44	49	8	328	44	50	6	315
Women 18-49	50	44	6	190	49	47	4	166
Women 50+	48	45	7	471	46	47	7	446
RACE								
White, non-Hispanic	38	55	7	924	37	58	5	869
Black, non-Hispanic	90	3	6	128	92	3	5	116
Hispanics	-	-	-	70	-	-	-	57
EDUCATION								
College grad+	48	46	6	553	48	47	5	534
Some college	42	52	7	337	41	54	5	311
High school or less	49	41	10	305	47	46	7	261
FAMILY INCOME								
\$75,000+	41	54	5	437	41	55	4	424
\$30,000-\$74,999	45	48	7	388	44	51	5	368
Less than \$30,000	60	33	7	256	60	35	5	213
REGION								
Northeast	54	38	7	219	53	41	6	201
Midwest	46	46	9	294	44	50	6	271
South	41	52	8	449	40	53	7	417
West	50	43	7	239	51	46	4	223
PARTY ID								
Republican	7	89	4	403	7	91	2	392
Democrat	93	5	3	396	94	5	2	361
Independent	42	44	14	364	42	46	11	328
IDEOLOGY								
Conservative	25	72	3	530	22	74	3	505
Moderate	55	33	12	420	56	36	8	382
Liberal	82	10	8	221	85	9	6	204
RELIGIOUS PREFERENCE								
Total Protestants	38	56	6	673	37	58	5	635
White NH evang. Prot.	21	73	5	282	20	76	4	266
White NH mainline Prot.	34	60	6	235	34	60	6	225
Black NH Prot.	87	5	8	102	-	-	-	94
Total Catholic	47	45	8	257	44	50	6	235
White NH Cath.	40	52	8	207	38	56	6	193
Unaffiliated	63	24	12	173	64	26	10	153
ATTEND RELIGIOUS SERVICES								
Weekly or more	35	59	6	521	33	62	5	492
Less than weekly	55	36	8	667	55	39	5	609

PRESIDENTIAL TRIAL HEAT AMONG WHITES

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	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
	%	%	%					
ALL WHITE NON-HISP VOTERS	38	55	7	924	37	58	5	869
GENDER								
Men	36	56	8	404	36	59	5	386
Women	40	55	6	520	38	57	5	483
AGE								
18-49	34	60	6	256	34	63	3	226
50+	41	52	7	660	40	54	6	635
DETAILED AGE								
18-29	-	-	-	63	-	-	-	49
30-49	33	64	4	193	31	66	3	177
50-64	46	46	9	334	45	47	8	319
65+	35	60	5	326	33	62	5	316
GENDER BY AGE								
Men 18-49	33	60	8	126	32	64	4	112
Men 50+	39	53	7	276	39	55	7	271
Women 18-49	36	60	4	130	35	63	2	114
Women 50+	43	51	7	384	41	53	6	364
EDUCATION								
College grad+	44	53	4	445	43	53	3	432
Some college or less	35	57	8	474	33	61	6	432
GENDER BY EDUCATION								
College grad+ men	36	60	4	227	36	61	3	224
College grad+ women	51	46	3	218	51	46	4	208
Some coll or less men	36	54	10	175	36	58	7	159
Some coll or less women	33	59	7	299	31	63	5	273
FAMILY INCOME								
\$75,000+	35	61	5	356	35	61	4	347
\$30,000-\$74,999	39	55	6	309	38	58	5	295
Less than \$30,000	47	45	8	168	45	49	6	141
PARTY ID								
Republican	5	92	3	362	5	93	2	354
Democrat	89	7	4	243	91	7	2	223
Independent	39	49	12	294	39	52	9	271
IDEOLOGY								
Conservative	15	83	3	433	12	85	3	415
Moderate	47	41	12	322	49	43	8	299
Liberal	84	10	6	153	86	10	5	144
REGION								
Northeast	47	45	8	183	47	46	7	174
Midwest	39	53	8	245	37	58	4	227
South	27	66	7	313	27	68	6	294
West	46	51	3	183	45	52	2	174