

## PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Oct 24-28, 2012

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

	-----BASED ON LIKELY VOTERS-----							
	Oct 4-7, 2012				Oct 24-28, 2012			
	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
<b>ALL LIKELY VOTERS</b>	45	49	6	1112	47	47	6	1495
<b>GENDER</b>								
Men	43	51	6	490	44	51	6	689
Women	47	47	6	622	50	44	6	806
<b>AGE</b>								
18-49	46	49	5	338	52	41	7	472
50+	45	48	6	761	43	52	5	994
<b>DETAILED AGE</b>								
18-29	--	--	--	84	56	35	9	122
30-49	42	54	4	254	50	44	6	351
50-64	51	42	7	402	46	49	5	528
65+	37	58	5	359	38	57	4	465
<b>GENDER BY AGE</b>								
Men 18-49	43	51	6	172	48	44	8	239
Men 50+	44	50	6	315	40	57	4	445
Women 18-49	49	47	4	166	55	39	6	233
Women 50+	46	47	7	446	46	48	6	549
<b>MARITAL STATUS BY GENDER</b>								
Married men	--	--	--		36	59	5	448
Unmarried men	--	--	--		56	38	6	237
Married women	--	--	--		42	52	6	437
Unmarried women	--	--	--		59	34	7	362
<b>PARENT BY GENDER</b>								
Male parent	--	--	--		44	51	5	168
Male, not a parent	--	--	--		43	51	6	519
Female parent	--	--	--		49	45	6	183
Female, not a parent	--	--	--		50	44	6	619
<b>RACE</b>								
White, non-Hispanic	37	58	5	869	37	57	6	1184
Black, non-Hispanic	92	3	5	116	93	2	5	134
Hispanics	--	--	--	57	--	--	--	79
<b>EDUCATION</b>								
College grad+	48	47	5	534	49	45	6	734
Some college	41	54	5	311	43	51	6	417
High school or less	47	46	7	261	47	48	6	335
<b>FAMILY INCOME</b>								
\$75,000+	41	55	4	424	45	52	3	520
\$30,000-\$74,999	44	51	5	368	47	47	6	524
Less than \$30,000	60	35	5	213	55	38	7	272
<b>PARTY ID</b>								
Republican	7	91	2	392	6	92	2	522
Democrat	94	5	2	361	94	5	1	509
Independent	42	46	11	328	40	48	12	414
<b>IDEOLOGY</b>								
Conservative	22	74	3	505	23	74	3	659
Moderate	56	36	8	382	52	39	9	503
Liberal	85	9	6	204	89	6	5	296
<b>PARTY AND IDEOLOGY</b>								
Conservative Republican	6	92	2	299	4	95	1	391
Mod/Lib Republican	--	--	--	87	12	85	3	124
Mod/Cons Democrat	92	6	1	208	91	8	1	278
Liberal Democrat	97	1	2	146	97	2	1	217

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	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>Unwgted</u>	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>Unwgted</u>
	%	%	%	N	%	%	%	N
<b>RELIGIOUS PREFERENCE</b>								
Total Protestants	37	58	5	635	39	56	5	774
White NH evang. Prot.	20	76	4	266	16	78	6	324
White NH mainline Prot.	34	60	6	225	36	60	4	319
Black NH Prot.	--	--	--	94	--	--	--	93
Total Catholic	44	50	6	235	47	49	4	310
White NH Cath.	38	56	6	193	39	57	4	250
Unaffiliated	64	26	10	153	67	21	11	229
<b>ATTEND RELIGIOUS SERVICES</b>								
Weekly or more	33	62	5	492	38	57	5	599
Less than weekly	55	39	5	609	53	41	6	874
<b>LABOR UNION</b>								
Labor household	--	--	--		59	37	4	202
Non-labor household	--	--	--		45	49	6	1281
<b>REGION</b>								
Northeast	53	41	6	201	52	43	5	260
Midwest	44	50	6	271	51	45	4	374
South	40	53	7	417	42	51	7	556
West	51	46	4	223	46	46	8	306

## PRESIDENTIAL TRIAL HEAT AMONG WHITES

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	Obama	Romney	Other/ DK/Ref	Unwgted N	Obama	Romney	Other/ DK/Ref	Unwgted N
	%	%	%		%	%	%	
<b>ALL WHITE NON-HI SP LVS</b>	37	58	5	869	37	57	6	1184
<b>GENDER</b>								
Men	36	59	5	386	35	60	6	537
Women	38	57	5	483	39	54	6	647
<b>AGE</b>								
18-49	34	63	3	226	39	54	7	330
50+	40	54	6	635	36	59	4	830
<b>DETAILED AGE</b>								
18-29	--	--	--	49	--	--	--	74
30-49	31	66	3	177	39	55	6	256
50-64	45	47	8	319	38	57	5	410
65+	33	62	5	316	34	63	4	421
<b>GENDER BY AGE</b>								
Men 18-49	32	64	4	112	38	55	7	165
Men 50+	39	55	7	271	32	64	4	368
Women 18-49	35	63	2	114	40	52	8	165
Women 50+	41	53	6	364	39	56	5	462
<b>EDUCATION</b>								
College grad+	43	53	3	432	44	51	5	607
Some college or less	33	61	6	432	32	61	6	570
<b>GENDER BY EDUCATION</b>								
College grad+ men	36	61	3	224	40	56	3	288
College grad+ women	51	46	4	208	47	47	6	319
Some coll or less men	36	58	7	159	31	63	6	247
Some coll or less women	31	63	5	273	34	60	6	323
<b>FAMILY INCOME</b>								
\$75,000+	35	61	4	347	39	58	3	429
\$30,000-\$74,999	38	58	5	295	36	56	7	418
Less than \$30,000	45	49	6	141	41	53	6	193
<b>PARTY ID</b>								
Republican	5	93	2	354	6	92	2	478
Democrat	91	7	2	223	91	7	2	333
Independent	39	52	9	271	35	53	13	338
<b>IDEOLOGY</b>								
Conservative	12	85	3	415	12	85	3	549
Moderate	49	43	8	299	43	47	10	392
Liberal	86	10	5	144	91	6	3	220
<b>REGION</b>								
Northeast	47	46	7	174	42	52	6	210
Midwest	37	58	4	227	45	52	4	329
South	27	68	6	294	27	67	7	404
West	45	52	2	174	40	52	8	241