

## 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?

	Obama	Romney	Other/ DK/Ref	Unweighted N	Weighted % of registered voters
	%	%	%		
<b>ALL VOTERS</b>	51	41	7	1956	100%
<b>SEX</b>					
Men	46	47	7	866	48
Women	56	37	8	1090	52
<b>AGE</b>					
18-49	55	36	9	712	48
50+	47	47	6	1206	51
<b>DETAILED AGE</b>					
18-29	58	34	8	196	14
30-49	54	37	9	516	34
50-64	49	45	6	647	30
65+	45	49	6	559	20
<b>SEX BY AGE</b>					
Men 18-49	48	44	9	346	24
Men 50+	45	50	5	512	23
Women 18-49	63	28	9	366	24
Women 50+	49	44	7	694	27
<b>RACE</b>					
White, non-Hispanic	42	51	7	1275	72
Black, non-Hispanic	92	4	4	332	12
Hispanics	70	26	4	204	9
<b>EDUCATION</b>					
College grad+	50	44	6	866	35
Some college	47	43	10	517	30
High school or less	56	38	6	559	35
<b>FAMILY INCOME</b>					
\$75,000+	46	46	8	665	33
\$30,000-\$74,999	52	44	4	588	33
Less than \$30,000	60	32	9	403	22
<b>DETAILED INCOME</b>					
\$100,000+	43	49	9	376	17
\$75,000-\$99,000	50	43	7	289	16
\$50,000-\$74,999	50	46	4	275	14
\$30,000-\$49,999	54	42	4	313	19
Less than \$30,000	60	32	9	403	22
<b>REGION</b>					
Northeast	56	36	8	326	19
Midwest	50	41	9	339	23
South	48	44	8	848	37
West	53	42	5	443	20
<b>PARTY ID</b>					
Republican	6	90	4	459	25
Democrat	91	6	3	813	38
Independent	43	45	13	599	33
<b>IDEOLOGY</b>					
Conservative	27	68	5	734	39
Moderate	59	31	10	692	36
Liberal	86	11	4	430	21
<b>PARTY AND IDEOLOGY</b>					
Conservative Republican	4	94	2	335	15
Mod/Lib Republican	12	81	7	119	7
Mod/Cons Democrat	89	8	3	482	20
Liberal Democrat	95	2	3	289	12
<b>TEA PARTY (REP/LEAN REP)</b>					
Agree	1	97	2	299	40
Disagree/No opinion	9	84	7	398	59

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	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	Unweighted <u>N</u>
	%	%	%	
<b>RELIGIOUS PREFERENCE</b>				
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
<b>ATTEND RELIGIOUS SERVICES</b>				
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>
	%	%	%	
<b>ALL WHITE NON-HISP VOTERS</b>	42	51	7	1275
<b>SEX</b>				
Men	37	56	6	563
Women	46	46	8	712
<b>AGE</b>				
18-49	44	47	9	394
50+	40	55	6	859
<b>DETAILED AGE</b>				
18-29	46	45	9	105
30-49	44	47	9	289
50-64	40	54	6	417
65+	39	55	6	442
<b>SEX BY AGE</b>				
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
<b>EDUCATION</b>				
College grad+	43	51	6	614
Some college or less	41	51	8	658
<b>FAMILY INCOME</b>				
\$75,000+	40	53	7	468
\$30,000-\$74,999	43	53	4	389
Less than \$30,000	46	43	11	217
<b>PARTY ID</b>				
Republican	6	91	3	409
Democrat	87	9	4	388
Independent	39	50	11	430
<b>IDEOLOGY</b>				
Conservative	18	77	5	528
Moderate	51	40	10	447
Liberal	85	12	3	252
<b>REGION</b>				
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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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?

	-----AMONG MEN-----				-----AMONG WOMEN-----			
	Obama	Romney	Other/ DK/Ref	N	Obama	Romney	Other/ DK/Ref	N
	%	%	%		%	%	%	
<b>ALL VOTERS</b>	46	47	7	866	56	37	8	1090
<b>DETAILED AGE</b>								
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
<b>EDUCATION</b>								
College grad+	47	50	3	378	53	38	9	488
Some college or less	46	45	9	479	57	36	7	597
<b>FAMILY INCOME</b>								
\$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
<b>PARTY ID</b>								
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
<b>IDEOLOGY</b>								
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
<b>MARITAL STATUS</b>								
Married	37	56	7	502	48	44	8	533
Not married	59	35	7	360	64	28	8	548