

## PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Jun 28-Jul 8, 2012

Q.10 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.10a As of today, who do you lean more to?

	Obama	Romney	Other/ DK/Ref	N
	%	%	%	
<b>ALL VOTERS</b>	50	43	6	2373
<b>SEX</b>				
Men	47	46	7	1107
Women	53	40	6	1266
<b>AGE</b>				
18-49	53	42	5	857
50+	48	44	8	1457
<b>DETAILED AGE</b>				
18-29	61	37	1	238
30-49	49	45	6	619
50-64	51	41	9	771
65+	44	48	7	686
<b>SEX BY AGE</b>				
Men 18-49	51	43	6	425
Men 50+	44	49	7	655
Women 18-49	55	42	3	432
Women 50+	52	39	9	802
<b>RACE</b>				
White, non-Hispanic	40	54	6	1777
Black, non-Hispanic	91	4	4	280
Hispanics	65	25	10	163
<b>EDUCATION</b>				
College grad+	54	40	6	1009
Some college	48	46	6	683
High school or less	49	43	8	661
<b>FAMILY INCOME</b>				
\$75,000+	49	46	4	793
\$30,000-\$74,999	48	46	6	732
Less than \$30,000	60	33	7	505
<b>DETAILED INCOME</b>				
\$100,000+	52	45	3	465
\$75,000-\$99,000	45	48	6	328
\$50,000-\$74,990	48	47	5	322
\$30,000-\$49,999	48	45	7	410
Less than \$30,000	60	33	7	505
<b>REGION</b>				
Northeast	54	40	6	408
Midwest	50	43	7	603
South	45	48	7	902
West	56	37	7	460
<b>PARTY ID</b>				
Republican	9	89	2	686
Democrat	88	8	4	837
Independent	46	45	10	771
<b>IDEOLOGY</b>				
Conservative	23	71	5	982
Moderate	59	33	8	823
Liberal	87	9	4	479
<b>PARTY AND IDEOLOGY</b>				
Conservative Republican	5	94	1	515
Mod/Lib Republican	19	78	3	159
Mod/Cons Democrat	82	12	6	488
Liberal Democrat	97	2	1	323
<b>TEA PARTY (REP/LEAN REP)</b>				
Agree	2	97	2	509
Disagree/No opinion	15	79	6	502

**PRESIDENTIAL TRIAL HEAT (CONT.)**

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	<u>Obama</u> %	<u>Romney</u> %	<u>Other/ DK/Ref</u> %	<u>N</u>
<b>RELIGIOUS PREFERENCE</b>				
Total Protestants	43	51	6	1338
White NH evang. Prot.	21	72	6	556
White NH mainline Prot.	40	55	6	446
Black NH Prot.	92	4	5	224
Total Catholic	51	42	7	459
White NH Cath.	44	49	7	344
Unaffiliated	68	27	5	339
<b>ATTEND RELIGIOUS SERVICES</b>				
Weekly or more	41	52	7	1045
Less than weekly	57	37	6	1314

## 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>	40	54	6	1777
<b>SEX</b>				
Men	37	58	5	825
Women	43	50	7	952
<b>AGE</b>				
18-49	40	56	4	580
50+	40	52	7	1161
<b>DETAILED AGE</b>				
18-29	48	51	1	147
30-49	36	58	6	433
50-64	44	48	8	589
65+	35	58	7	572
<b>SEX BY AGE</b>				
Men 18-49	38	58	5	285
Men 50+	36	59	6	524
Women 18-49	42	54	4	295
Women 50+	44	47	9	637
<b>EDUCATION</b>				
College grad+	50	47	3	806
Some college or less	35	58	7	965
<b>FAMILY INCOME</b>				
\$75,000+	42	54	4	635
\$30,000-\$74,999	38	57	5	572
Less than \$30,000	46	46	8	307
<b>PARTY ID</b>				
Republican	4	94	2	627
Democrat	84	12	4	513
Independent	40	50	10	590
<b>IDEOLOGY</b>				
Conservative	11	84	5	780
Moderate	49	43	8	591
Liberal	86	11	3	359

## PRESIDENTIAL TRIAL HEAT BY GENDER

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	-----AMONG MEN-----				-----AMONG WOMEN-----			
	Obama	Romney	Other/ DK/Ref	N	Obama	Romney	Other/ DK/Ref	N
	%	%	%		%	%	%	
<b>ALL VOTERS</b>	47	46	7	1107	53	40	6	1266
<b>DETAILED AGE</b>								
18-29	55	42	3	132	69	31	0	106
30-49	48	44	8	293	50	46	5	326
50-64	49	44	7	373	52	38	10	398
65+	35	57	8	282	51	42	7	404
<b>EDUCATION</b>								
College grad+	50	44	7	504	59	36	5	505
Some college or less	46	48	6	595	51	42	7	749
<b>FAMILY INCOME</b>								
\$75,000+	47	48	5	442	52	44	4	351
\$30,000-\$74,999	47	48	6	330	50	44	6	402
Less than \$30,000	55	37	8	203	63	31	6	302
<b>PARTY ID</b>								
Republican	9	89	2	331	8	89	2	355
Democrat	88	8	4	328	89	8	4	509
Independent	44	46	10	410	47	43	10	361
<b>IDEOLOGY</b>								
Conservative	20	74	6	502	27	69	5	480
Moderate	59	34	7	381	59	33	8	442
Liberal	86	9	5	193	87	9	4	286
<b>MARITAL STATUS</b>								
Married	40	55	6	658	44	50	6	662
Not married	56	36	8	438	64	30	6	586