

PRESIDENTIAL TRIAL HEAT

Pew Research Center for the People and the Press, Jun 7-17, 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?

	<u>Obama</u>	<u>Romney</u>	<u>Other/ DK/Ref</u>	<u>N</u>
	%	%	%	
ALL VOTERS	50	46	5	1563
SEX				
Men	43	53	4	750
Women	55	40	5	813
AGE				
18-49	53	42	5	591
50+	46	50	4	945
DETAILED AGE				
18-29	57	38	5	272
30-49	52	43	5	319
50-64	48	48	3	514
65+	43	52	5	431
SEX BY AGE				
Men 18-49	47	48	6	313
Men 50+	40	57	2	430
Women 18-49	60	36	5	278
Women 50+	51	43	5	515
RACE				
White, non-Hispanic	41	54	5	1212
Black, non-Hispanic	96	1	3	177
EDUCATION				
College grad+	51	46	3	692
Some college	49	47	4	480
High school or less	49	45	6	387
FAMILY INCOME				
\$75,000+	46	50	4	537
\$30,000-\$74,999	48	49	4	505
Less than \$30,000	59	35	7	352
DETAILED INCOME				
\$100,000+	44	52	4	336
\$75,000-\$99,000	50	47	4	201
\$50,000-\$74,990	46	48	5	202
\$30,000-\$49,999	49	49	3	303
Less than \$30,000	59	35	7	352
REGION				
Northeast	57	40	3	283
Midwest	51	45	4	372
South	44	50	6	588
West	51	44	5	320
PARTY ID				
Republican	7	91	2	473
Democrat	90	7	2	532
Independent	44	49	8	523
IDEOLOGY				
Conservative	24	72	3	654
Moderate	59	35	6	539
Liberal	82	14	4	329
PARTY AND IDEOLOGY				
Conservative Republican	4	94	2	346
Mod/Lib Republican	15	83	2	120
Mod/Cons Democrat	89	8	3	305
Liberal Democrat	95	4	2	215
TEA PARTY (REP/LEAN REP)				
Agree	3	95	2	358
Disagree/No opinion	14	82	5	357

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	43	52	5	830
White NH evang. Prot.	21	73	6	345
White NH mainline Prot.	43	53	4	292
Black Prot.	95	1	4	141
Total Catholic	49	47	4	326
White NH Cath.	44	53	4	261
Unaffiliated	68	26	6	261
ATTEND RELIGIOUS SERVICES				
Weekly or more	40	55	5	636
Less than weekly	56	40	4	915
LABOR UNION AFFILIATION				
Union household	64	32	4	202
Non-union household	47	48	5	1354

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	41	54	5	1212
SEX				
Men	38	59	3	594
Women	44	50	6	618
AGE				
18-49	44	51	5	410
50+	39	56	4	785
DETAILED AGE				
18-29	50	46	4	187
30-49	41	54	5	223
50-64	40	56	4	407
65+	39	56	5	378
SEX BY AGE				
Men 18-49	41	55	4	226
Men 50+	36	62	2	363
Women 18-49	46	48	6	184
Women 50+	42	52	6	422
EDUCATION				
College grad+	46	51	3	556
Some college or less	38	56	5	654
FAMILY INCOME				
\$75,000+	41	55	4	437
\$30,000-\$74,999	38	58	3	393
Less than \$30,000	47	46	7	250
PARTY ID				
Republican	6	92	2	433
Democrat	86	11	4	328
Independent	41	52	7	428
IDEOLOGY				
Conservative	15	83	3	541
Moderate	52	42	7	399
Liberal	81	14	5	246

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
ALL VOTERS	43	53	4	750	55	40	5	813
DETAILED AGE								
18-29	48	44	8	144	65	33	2	128
30-49	46	50	5	169	57	37	6	150
50-64	42	56	2	249	54	42	4	265
65+	37	60	2	181	48	46	7	250
EDUCATION								
College grad+	46	50	3	347	55	42	3	345
Some college or less	42	54	4	402	55	39	6	465
FAMILY INCOME								
\$75,000+	41	56	3	289	52	43	5	248
\$30,000-\$74,999	42	55	4	261	54	42	3	244
Less than \$30,000	51	42	7	137	63	30	7	215
PARTY ID								
Republican	7	91	2	234	7	91	2	239
Democrat	91	8	1	205	90	7	3	327
Independent	39	54	7	295	49	42	9	228
IDEOLOGY								
Conservative	18	78	4	346	31	67	2	308
Moderate	58	37	5	248	60	33	7	291
Liberal	79	18	3	136	85	11	4	193
PARENT								
Parent	39	58	4	170	54	41	5	183
Not a parent	45	51	4	579	56	39	5	629
MARITAL STATUS								
Married	38	60	2	424	47	47	6	416
Not married	51	43	6	320	65	31	4	394