

How the Survey was Conducted

Nature of the Sample: McClatchy-Marist National Poll of 1,010 Adults

This survey of 1,010 adults was conducted July 9th through July 11th, 2012. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. There are 849 registered voters. The results for this subset are statistically significant within ± 3.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults & Registered Voters

Nature of the Sample - National Adults & Registered Voters

		National Adults	Registered Voters
		Col %	Col %
National Adults		100%	
Registered Voters		84%	100%
Party Identification	Democrat	n/a	36%
	Republican	n/a	29%
	Independent	n/a	34%
	Other	n/a	1%
Party Identification	Strong Democrats	n/a	25%
	Not strong Democrats	n/a	11%
	Democratic leaning independents	n/a	12%
	Just Independents	n/a	9%
	Republican leaning independents	n/a	13%
	Not strong Republicans	n/a	9%
	Strong Republicans	n/a	20%
	Other	n/a	1%
Political Ideology	Liberal	n/a	22%
	Moderate	n/a	33%
	Conservative	n/a	45%
Support Tea Party	Yes	n/a	28%
Region	Northeast	18%	18%
	Midwest	22%	23%
	South	37%	37%
	West	23%	22%
Gender	Men	49%	48%
	Women	51%	52%
Age	Under 45	40%	36%
	45 or older	60%	64%
Age	18 to 29	19%	14%
	30 to 44	21%	22%
	45 to 59	36%	38%
	60 or older	24%	27%
Race	White	69%	71%
	African American	11%	11%
	Latino	15%	13%
	Other	5%	5%
Household Income	Less than \$50,000	50%	48%
	\$50,000 or more	50%	52%
Education	Not college graduate	61%	59%
	College graduate	39%	41%
Interview Type	Landline	73%	76%
	Cell Phone	27%	24%

McClatchy-Marist Poll National Adults: Interviews conducted July 9th through July 11th, 2012, N=1010 MOE +/- 3.0 percentage points. National Registered Voters: N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Registered Voters			
		Tossup including those who are undecided yet leaning toward a candidate			
		Barack Obama, the Democrat	Mitt Romney, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Registered Voters		48%	46%	0%	6%
Party Identification	Democrat	85%	10%	0%	5%
	Republican	6%	89%	1%	5%
	Independent	44%	48%	0%	8%
Party Identification*	Strong Democrats	92%	5%	0%	3%
	Soft Democrats	77%	15%	0%	7%
	Just Independents	33%	44%	0%	24%
	Soft Republicans	12%	83%	1%	4%
	Strong Republicans	4%	92%	0%	4%
Political Ideology	Liberal	85%	10%	1%	5%
	Moderate	53%	40%	0%	6%
	Conservative	25%	68%	1%	6%
Tea Party Supporters		19%	75%	1%	5%
Enthusiasm about Presidential Election	High	50%	47%	0%	3%
	Moderate	52%	43%	0%	5%
	Low	38%	47%	1%	14%
Intensity of Support	Strongly support	54%	46%	0%	0%
	Somewhat support	42%	58%	0%	0%
	Might vote differently	49%	51%	0%	0%
Region	Northeast	53%	37%	2%	8%
	Midwest	41%	50%	0%	8%
	South	45%	50%	0%	5%
	West	54%	41%	0%	5%
Household Income	Less than \$50,000	52%	43%	1%	5%
	\$50,000 or more	46%	48%	0%	6%
Education	Not college graduate	44%	47%	1%	8%
	College graduate	52%	43%	0%	5%
Race	White	39%	55%	1%	5%
	African American	78%	15%	0%	7%
	Latino	67%	28%	0%	5%
Age	18 to 29	74%	20%	0%	7%
	30 to 44	49%	44%	0%	6%
	45 to 59	45%	48%	1%	6%
	60 or older	36%	57%	0%	6%
Age	Under 45	59%	35%	0%	6%
	45 or older	41%	52%	1%	6%
Gender	Men	40%	52%	1%	7%
	Women	55%	40%	0%	6%
Interview Type	Landline	46%	49%	0%	5%
	Cell Phone	52%	36%	0%	11%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Registered Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on election day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Registered Voters		71%	21%	6%	2%
Party Identification	Democrat	83%	13%	4%	1%
	Republican	70%	21%	5%	4%
	Independent	58%	31%	9%	2%
Party Identification*	Strong Democrats	90%	8%	2%	1%
	Soft Democrats	61%	28%	9%	2%
	Just Independents	63%	26%	10%	1%
	Soft Republicans	50%	34%	10%	6%
Political Ideology	Strong Republicans	82%	14%	3%	0%
	Liberal	84%	10%	6%	0%
	Moderate	61%	29%	9%	1%
Tea Party Supporters	Conservative	72%	21%	4%	3%
		76%	18%	6%	1%
Enthusiasm about Presidential Election	High	93%	4%	2%	0%
	Moderate	71%	22%	5%	1%
	Low	32%	49%	13%	6%
Presidential Choice	Barack Obama	76%	17%	6%	1%
	Mitt Romney	67%	25%	6%	3%
Region	Northeast	72%	21%	6%	1%
	Midwest	65%	26%	6%	2%
	South	77%	17%	5%	1%
	West	67%	21%	8%	4%
Household Income	Less than \$50,000	72%	18%	7%	2%
	\$50,000 or more	70%	24%	5%	1%
Education	Not college graduate	69%	20%	8%	2%
	College graduate	75%	21%	3%	1%
Race	White	70%	21%	7%	2%
	African American	94%	4%	2%	0%
	Latino	64%	24%	8%	4%
Age	18 to 29	59%	25%	14%	2%
	30 to 44	63%	29%	4%	4%
	45 to 59	74%	20%	6%	0%
	60 or older	80%	14%	3%	3%
Age	Under 45	61%	28%	8%	3%
	45 or older	76%	18%	5%	1%
Gender	Men	63%	26%	8%	2%
	Women	79%	16%	4%	2%
Interview Type	Landline	72%	21%	5%	2%
	Cell Phone	69%	21%	7%	2%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Registered Voters			
		Thinking about November's presidential election, overall, would you say you are very enthusiastic, somewhat enthusiastic, not too enthusiastic, or not enthusiastic at all about voting?			
		Very enthusiastic (High)	Somewhat enthusiastic (Moderate)	Not too enthusiastic (Low)	Not enthusiastic at all (Low)
		Row %	Row %	Row %	Row %
Registered Voters		37%	36%	15%	12%
Party Identification	Democrat	39%	39%	13%	9%
	Republican	39%	34%	15%	11%
	Independent	31%	34%	17%	17%
Party Identification*	Strong Democrats	49%	38%	9%	4%
	Soft Democrats	25%	39%	19%	18%
	Just Independents	29%	33%	16%	22%
	Soft Republicans	22%	37%	24%	17%
Political Ideology	Strong Republicans	54%	30%	9%	7%
	Liberal	39%	35%	15%	12%
	Moderate	31%	39%	15%	15%
	Conservative	40%	33%	16%	11%
Tea Party Supporters		46%	35%	10%	10%
Presidential Choice	Barack Obama	39%	41%	14%	7%
	Mitt Romney	38%	35%	17%	10%
Region	Northeast	34%	36%	18%	12%
	Midwest	31%	37%	16%	16%
	South	38%	38%	12%	13%
	West	42%	32%	19%	8%
Household Income	Less than \$50,000	37%	33%	15%	14%
	\$50,000 or more	38%	35%	15%	12%
Education	Not college graduate	31%	38%	16%	16%
	College graduate	44%	32%	15%	9%
Race	White	36%	33%	16%	14%
	African American	48%	37%	6%	9%
	Latino	30%	50%	18%	3%
Age	18 to 29	21%	57%	10%	12%
	30 to 44	28%	35%	24%	13%
	45 to 59	39%	33%	14%	15%
	60 or older	47%	30%	13%	10%
Age	Under 45	26%	44%	19%	12%
	45 or older	42%	32%	13%	13%
Gender	Men	35%	36%	17%	12%
	Women	38%	36%	14%	12%
Interview Type	Landline	38%	35%	15%	13%
	Cell Phone	32%	40%	17%	11%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Registered Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Registered Voters		47%	47%	6%
Party Identification	Democrat	83%	13%	4%
	Republican	7%	89%	3%
	Independent	44%	47%	8%
Party Identification*	Strong Democrats	92%	6%	2%
	Soft Democrats	71%	21%	9%
	Just Independents	44%	46%	10%
	Soft Republicans	12%	80%	7%
Political Ideology	Strong Republicans	6%	92%	2%
	Liberal	82%	12%	6%
	Moderate	55%	41%	5%
	Conservative	25%	70%	6%
Tea Party Supporters		23%	73%	4%
Region	Northeast	55%	39%	6%
	Midwest	40%	53%	7%
	South	45%	51%	4%
	West	53%	39%	8%
Household Income	Less than \$50,000	51%	45%	4%
	\$50,000 or more	45%	50%	5%
Education	Not college graduate	44%	50%	7%
	College graduate	51%	44%	5%
Race	White	38%	57%	6%
	African American	84%	11%	5%
	Latino	72%	28%	0%
Age	18 to 29	76%	18%	6%
	30 to 44	47%	45%	8%
	45 to 59	45%	52%	3%
	60 or older	35%	58%	6%
Age	Under 45	58%	35%	7%
	45 or older	41%	54%	5%
Gender	Men	41%	53%	6%
	Women	53%	41%	6%
Interview Type	Landline	45%	49%	6%
	Cell Phone	55%	39%	6%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Registered Voters		
		Which candidate will do a better job handling the economy:		
		Barack Obama	Mitt Romney	Unsure
		Row %	Row %	Row %
Registered Voters		46%	44%	11%
Party Identification	Democrat	81%	10%	9%
	Republican	7%	84%	9%
	Independent	42%	45%	13%
Party Identification*	Strong Democrats	93%	4%	3%
	Soft Democrats	67%	17%	16%
	Just Independents	38%	37%	24%
	Soft Republicans	10%	79%	11%
	Strong Republicans	5%	88%	7%
Political Ideology	Liberal	82%	10%	9%
	Moderate	51%	38%	11%
	Conservative	24%	66%	10%
Tea Party Supporters		22%	72%	6%
Region	Northeast	51%	35%	14%
	Midwest	37%	52%	12%
	South	44%	45%	11%
	West	53%	40%	7%
Household Income	Less than \$50,000	50%	41%	9%
	\$50,000 or more	45%	47%	9%
Education	Not college graduate	45%	46%	10%
	College graduate	47%	41%	12%
Race	White	37%	53%	10%
	African American	88%	7%	5%
	Latino	65%	27%	8%
Age	18 to 29	66%	14%	20%
	30 to 44	45%	44%	11%
	45 to 59	47%	46%	8%
	60 or older	34%	57%	9%
Age	Under 45	53%	32%	14%
	45 or older	41%	50%	8%
Gender	Men	42%	50%	8%
	Women	49%	38%	13%
Interview Type	Landline	45%	47%	8%
	Cell Phone	50%	32%	19%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Registered Voters		
		Which candidate will do a better job handling foreign policy:		
		Barack Obama	Mitt Romney	Unsure
		Row %	Row %	Row %
Registered Voters		47%	41%	13%
Party Identification	Democrat	79%	12%	9%
	Republican	8%	76%	15%
	Independent	45%	42%	14%
Party Identification*	Strong Democrats	87%	7%	6%
	Soft Democrats	71%	16%	12%
	Just Independents	46%	34%	20%
	Soft Republicans	13%	68%	19%
	Strong Republicans	4%	86%	10%
Political Ideology	Liberal	79%	14%	8%
	Moderate	56%	32%	11%
	Conservative	24%	62%	14%
Tea Party Supporters		16%	74%	10%
Region	Northeast	55%	31%	13%
	Midwest	41%	47%	12%
	South	43%	44%	13%
	West	51%	37%	12%
Household Income	Less than \$50,000	48%	39%	13%
	\$50,000 or more	48%	42%	10%
Education	Not college graduate	44%	42%	14%
	College graduate	51%	40%	9%
Race	White	40%	47%	12%
	African American	71%	21%	8%
	Latino	65%	28%	7%
Age	18 to 29	62%	24%	14%
	30 to 44	47%	38%	15%
	45 to 59	47%	42%	11%
	60 or older	39%	50%	11%
Age	Under 45	53%	33%	15%
	45 or older	43%	45%	11%
Gender	Men	42%	49%	10%
	Women	51%	33%	15%
Interview Type	Landline	46%	44%	10%
	Cell Phone	49%	32%	19%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Registered Voters		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Registered Voters		49%	46%	5%
Party Identification	Democrat	84%	12%	4%
	Republican	8%	86%	6%
	Independent	46%	48%	5%
Party Identification*	Strong Democrats	93%	6%	1%
	Soft Democrats	72%	21%	8%
	Just Independents	45%	45%	10%
	Soft Republicans	16%	79%	5%
Political Ideology	Strong Republicans	5%	90%	5%
	Liberal	85%	12%	3%
	Moderate	58%	38%	4%
	Conservative	25%	68%	7%
Tea Party Supporters		24%	72%	4%
Region	Northeast	59%	36%	5%
	Midwest	42%	51%	7%
	South	46%	48%	6%
	West	52%	44%	4%
Household Income	Less than \$50,000	52%	44%	4%
	\$50,000 or more	48%	47%	4%
Education	Not college graduate	46%	48%	6%
	College graduate	54%	41%	5%
Race	White	40%	55%	5%
	African American	85%	7%	7%
	Latino	68%	31%	1%
Age	18 to 29	75%	18%	6%
	30 to 44	48%	49%	3%
	45 to 59	46%	47%	7%
	60 or older	39%	56%	5%
Age	Under 45	59%	37%	4%
	45 or older	43%	51%	6%
Gender	Men	41%	53%	6%
	Women	56%	39%	5%
Interview Type	Landline	47%	49%	4%
	Cell Phone	54%	36%	10%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Registered Voters		
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Registered Voters		46%	42%	12%
Party Identification	Democrat	22%	64%	14%
	Republican	75%	13%	12%
	Independent	49%	42%	9%
Party Identification*	Strong Democrats	13%	74%	13%
	Soft Democrats	31%	55%	15%
	Just Independents	44%	44%	12%
	Soft Republicans	69%	20%	11%
Political Ideology	Strong Republicans	83%	8%	9%
	Liberal	21%	71%	9%
	Moderate	43%	48%	10%
	Conservative	64%	22%	14%
Tea Party Supporters		74%	21%	5%
Region	Northeast	41%	51%	8%
	Midwest	52%	32%	15%
	South	47%	39%	14%
	West	43%	47%	10%
Household Income	Less than \$50,000	44%	43%	13%
	\$50,000 or more	47%	43%	10%
Education	Not college graduate	44%	41%	15%
	College graduate	50%	42%	8%
Race	White	52%	38%	10%
	African American	23%	59%	19%
	Latino	30%	55%	15%
Age	18 to 29	33%	51%	16%
	30 to 44	47%	42%	11%
	45 to 59	42%	44%	14%
	60 or older	59%	33%	8%
Age	Under 45	41%	46%	13%
	45 or older	49%	39%	12%
Gender	Men	51%	37%	12%
	Women	42%	46%	12%
Interview Type	Landline	49%	42%	9%
	Cell Phone	38%	41%	21%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Registered Voters		
		Which statement comes closer to your view:		
		Congress should extend the tax cuts only for the middle class, but not for the top 2%, that is, households earning \$250,000 or more	Congress should extend the tax cuts for everyone, including the top 2%, that is, households earning \$250,000 or more	Unsure
		Row %	Row %	Row %
Registered Voters		43%	52%	5%
Party Identification	Democrat	57%	40%	3%
	Republican	27%	67%	6%
	Independent	41%	53%	7%
Party Identification*	Strong Democrats	62%	35%	3%
	Soft Democrats	54%	43%	4%
	Just Independents	36%	51%	13%
	Soft Republicans	33%	61%	6%
	Strong Republicans	19%	75%	5%
Political Ideology	Liberal	66%	31%	3%
	Moderate	47%	47%	6%
	Conservative	29%	67%	5%
Tea Party Supporters		18%	78%	4%
Presidential Choice	Barack Obama	60%	37%	3%
	Mitt Romney	27%	67%	6%
Region	Northeast	46%	50%	4%
	Midwest	44%	50%	6%
	South	36%	58%	6%
	West	48%	47%	5%
Household Income	Less than \$50,000	41%	53%	6%
	\$50,000 or more	48%	49%	3%
Education	Not college graduate	36%	58%	6%
	College graduate	51%	45%	4%
Race	White	44%	50%	5%
	African American	48%	47%	5%
	Latino	36%	62%	2%
Age	18 to 29	29%	69%	2%
	30 to 44	52%	44%	4%
	45 to 59	43%	52%	5%
	60 or older	44%	50%	7%
Age	Under 45	43%	54%	3%
	45 or older	43%	51%	6%
Gender	Men	41%	55%	4%
	Women	44%	49%	7%
Interview Type	Landline	43%	52%	5%
	Cell Phone	40%	52%	8%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 9th through July 11th, 2012, N=849 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.