

		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.