

		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%
	Strong Republicans	5%	90%	5%
Political Ideology	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.