

# Pharos Research Group

## **Nebraska Polling Report**

**10/12/12-10/14/12**



## Analysis

Pharos Research Group did a live call poll of 785 likely voters in Nebraska from October 12, 2012 through October 14, 2012. The breakdown was 385 men, 400 women, representing a 49%/51% split. There were 246 self-identified Democrats, 338 self-identified Republicans and 201 Independents representing a 31/43/25 split.

The numbers read like this: in the general election for President, 40.89% of respondents indicated an intention to vote for President Barack Obama, while 49.68% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 43.06% prefer the Democratic, former Senator Bob Kerrey, while 49.55% chose Republican nominee, State Senator Deb Fischer.

Compared to the 10/5-10/7 poll, we see a widening lead for the challenger in the Presidential race. While the widening lead is incremental, barring an unforeseen development, Romney should carry the state comfortably in three weeks. But the news is not all bad for the incumbent, in the urban 2<sup>nd</sup> Congressional District, Obama continues to lead 46-45. Because Nebraska allocates its' electors by Congressional District, this could be potentially significant.

In the Senate race, the race has tightened significantly against the previous two polls we have released. While the race is still outside of the margin of error, in three weeks, Kerrey has narrowed the gap from eight to six, while Fischer is still under 50%. That said, Fischer is knocking on the door to a majority in the polling, and her strong rural support should offset Kerrey's advantage in the 2<sup>nd</sup> and in Lincoln in the 1<sup>st</sup> CD. We see no reason to quarrel with those who have suggested that the race is likely Republican in three weeks, but the dynamics of the race, and the fact that Kerrey closed fast in his 1982 race for Governor, suggest that the race remains worth watching.

## REPORT

S3) CODE SEX 1= Female 2=Male

1= 400 50.96%

2= 385 49.04%

S4) Thinking of the last four general elections (the Presidential Elections in 2004 and 2008 and the Congressional Elections in 2006 and 2010), how many of those elections did you vote in?

ENTER NUMBER

2= 130 16.56%

3= 206 26.24%

4= 449 57.20%

S5) Are you registered as a Democrat or a Republican or are you an Independent?

CODE 1= Democrat 2= Republican 3= Independent

1= 246 31.34%

2= 338 43.06%

3= 201 25.61%

P1) Thinking about the election for President, if the election were held today would you vote for (rotate) Barack Obama or Mitt Romney? (Probe for undecided, ask lean)

CODE 1= Obama 2= Romney 3= Undecided

1= 321 40.89%

2= 390 49.68%

3= 74 9.43%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Bob Kerrey or Deb Fischer? (Probe once for undecided, ask lean)

CODE 1= Kerrey 2= Fischer 3=Undecided

1= 338 43.06%

2= 389 49.55%

3= 58 7.39%

P3) Thinking about the Democratic nominee for President, Barack Obama, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable 2= Unfavorable

1= 332 42.29%

2= 434 55.29%

P4) Thinking about the Republican nominee for President, Mitt Romney, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable 2= Unfavorable

1= 417 53.12%

2= 357 45.48%

P5) Thinking about the Republican nominee for the US Senate, Deb Fischer, do you have a generally favorable or unfavorable opinion of her?

CODE 1= Favorable 2= Unfavorable

1= 420 53.50%

2= 278 35.41%

P6) Thinking about the Democratic nominee for the US Senate, Bob Kerrey, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable 2= Unfavorable

1= 436 55.54%

2= 319 40.64%

P7) Thinking about the economy, which of the Presidential candidates do you feel would be best equipped to deal with the prolonged economic downturn?

CODE 1= Obama 2= Romney

1= 330 42.04%

2= 425 54.14%

3= 30 3.82%

P8) Thinking about the many reasons people might vote for or against someone, earlier you indicated a preference for President and the US Senate, thinking about the condition of the economy, using a scale of very important, somewhat important, not very important or not at all important, how much is the candidates plan to fix the economy important in who you prefer?

CODE 1= Very important, 2= Somewhat important, 3= not very important, 4= not at all important

1= 367 46.75%

2= 177 22.55%

3= 143 18.22%

4= 98 12.48%

P9) Thinking about the public debt, using the same scale, how important is the candidates' plan to fix the budget on who you prefer?

CODE 1= Very important, 2= Somewhat important, 3= not very important, 4= not at all important

1= 352 44.84%

2= 178 22.68%

3= 170 21.66%

4= 85 10.83%

Margin of Error of plus or minus 3.5%.