

Pharos Research Group

Ohio Polling Report

10/12/12-10/14/12



Analysis

Pharos Research Group did a live call poll of 805 likely voters in Ohio from October 12, 2012 through October 14, 2012. The breakdown was 397 men, 407 women, representing a 49%/51% split. There were 284 self-identified Democrats, 285 self-identified Republicans and 235 Independents representing a 35/35/29 split.

The numbers read like this: in the general election for President, 49.75% of respondents indicated an intention to vote for President Barack Obama, while 45.04% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 51.37% prefer the Democratic, incumbent Senator Sherrod Brown, while 40.3% chose Republican nominee, State Treasurer Josh Mandel.

In the Presidential race, while the margin is inside of the margin of error, the lead for the incumbent is significant and when compared to the trend line in public polling, is persistent. Clearly this indicates an advantage for the incumbent and we would rate this race as leaning to the Democrat at this stage in the race.

In the Senate race, the incumbent has a substantial lead over his lesser known challenger. Because this is Ohio, and the state has trended Republican over the past three decades, the race bears watching, but would stay Likely Democratic if we were rating it.

REPORT

S3) CODE SEX 1= Female 2=Male

1= 407 50.62%

2= 397 49.38%

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?

CODE: ENTER NUMBER

2= 169 21.02%

3= 262 32.59%

4= 373 46.39%

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

CODE 1= Democrat, 2= Republican, 3= Independent

1= 284 35.32%

2= 285 35.45%

3= 235 29.23%

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= 400 49.75%

2= 362 45.02%

3= 42 5.22%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Sherrod Brown or Josh Mandel? (Probe once for undecided, ask lean)

CODE 1= Brown, 2= Mandel, 3=Undecided

1= 413 51.37%

2= 324 40.30%

3= 67 8.33%

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= 394 49.00%

2= 391 48.63%

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= 391 48.63%

2= 396 49.25%

P5) Thinking about the Republican nominee for the US Senate, Josh Mandel, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 361 44.90%

2= 352 43.78%

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

CODE 1= Favorable, 2= Unfavorable

1= 394 49.00%

2= 316 39.30%

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= 412 51.24%

2= 371 46.14%

3= 21 2.61%

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= 381 47.39%

2= 172 21.39%

3= 145 18.03%

4= 106 13.18%

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= 359 44.65%

2= 180 22.39%

3= 170 21.14%

4= 95 11.82%

Margin of Error of plus or minus 3.3%.