

# Pharos Research Group

## **Indiana Polling Report**

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



## Analysis

Pharos Research Group did a live call poll of 758 likely voters in Indiana from October 12, 2012 through October 14, 2012. The breakdown was 374 men, 384 women, representing a 49.34%/50.66% split. There were 272 self-identified Democrats, 358 self-identified Republicans and 128 Independents representing a 36/47/17 split.

The numbers read like this: in the general election for President, 40.5% of respondents indicated an intention to vote for President Barack Obama, while 51.85% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 46.17% prefer the Democratic nominee, Congressman Joe Donnelly, while 44.33% chose Republican standard-bearer, state Treasurer Richard Mourdock.

Compared to the 10/5-10/7 poll, we see a widening lead for the challenger in the Presidential race. The race in the Hoosier State is becoming uncompetitive as many expected, and Romney appears to be consolidating his support. Barring an enormous sea-change, Romney will convert Indiana back to the red side in a little over three weeks.

In the Senate race, the race remains very close, and inside of the margin of error. We see a persistent small lead for the Democrat, Donnelly, and given Mourdock's upside down favorable numbers, and the fact that his numbers don't seem to be moving very quickly, this race still seems like a reasonably good pickup opportunity for Democrats. Still, the largely Republican flavor of the state, and the fact that Donnelly hasn't moved the chains much either suggests that many of the undecided voters will break one way.

## REPORT

S3) CODE SEX 1= Female 2=Male

1= 384 50.66%

2= 374 49.34%

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= 96 12.66%

3= 225 29.68%

4= 437 57.65%

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

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

1= 272 35.88%

2= 358 47.23%

3= 128 16.87%

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= 307 40.50%

2= 393 51.85%

3= 58 7.65%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Richard Mourdock or Joe Donnelly? (Probe once for undecided, ask lean)

CODE 1= Mourdock, 2= Donnelly, 3=Undecided

1= 350 46.17%

2= 336 44.33%

3= 72 9.5%

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= 328 43.27%

2= 410 54.09%

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= 400 52.77%

2= 350 46.17%

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

CODE 1= Favorable, 2= Unfavorable

1= 326 43.01%

2= 341 44.99%

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

CODE 1= Favorable, 2= Unfavorable

1= 385 50.79%

2= 299 39.45%

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= 325 42.88%

2= 419 55.28%

3= 14 1.85%

Margin of Error of plus or minus 3.2%.