

Pharos Research Group

Florida Polling Report **10/12/12-10/14/12**



Analysis

Pharos Research Group did a live call poll of 783 likely voters in Florida from October 12, 2012 through October 14, 2012. The breakdown was 404 men, 379 women, representing a 51.6%/48.4% split. There were 312 self-identified Democrats, 287 self-identified Republicans and 184 Independents representing a 40/37/23 split, very nearly approximating the state's party identification registration according to the state.

The numbers read like this: in the general election for President, 46.87% of respondents indicated an intention to vote for President Barack Obama, while 45.72% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 50.83% indicated a preference for incumbent US Senator Bill Nelson, while 44.96% preferred his Republican challenger Congressman Connie Mack IV.

Compared to the 10/5-10/7 poll, we see a persistent slight advantage for the incumbent in the race for President. While this narrow lead is inside the margin of error, our confidence in our number is boosted by the fact that in consecutive polls with sample closely approximating the state's registration numbers, the lead remains very close, and is inside of the trend line in other published polls.

In the Senate race, the incumbent shows over 50% support in consecutive polls, and while we would certainly not say that the race is uncompetitive, Congressman Mack continues to lag in the ballot test and his unfavorable number is over 50% for consecutive weeks, while the incumbent continues to have favorable numbers representing a narrow majority of voters.

Looking at the favorable/unfavorable numbers on the Presidential side, Florida voters appear to be at least somewhat unhappy with their choices as the incumbent comes in at 47/51 while the challenger comes in at 44/54. This suggests that the roughly 7.5% of undecided voters may well be choosing who they dislike less, which would seem to augur well for the incumbent.

Looking inside the numbers at breakdown by gender and party, though, there are numbers to provide encouragement to both sides. Among independents, the challenger is doing better than the incumbent, while the incumbent seems to have a better grip on his own party's voters. The polling suggests a close race right up to election day in the Sunshine State and bears a close watch.

Report

S3) CODE SEX 1= Female 2=Male

1= 379 48.40%

2= 404 51.60%

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

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

1= 312 39.85%

2= 287 36.65%

3= 184 25.5%

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= 367 46.87%

2= 358 45.72%

3= 58 7.41%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Bill Nelson or Connie Mack IV? (Probe once for undecided, ask lean)

CODE 1= Nelson, 2= Mack, 3=Undecided

1= 398 50.83%

2= 352 44.96%

3= 33 4.21%

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= 369 47.13%

2= 406 51.85%

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= 348 44.44%

2= 423 52.11%

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

CODE 1= Favorable, 2= Unfavorable

1= 344 43.93%

2= 408 52.11%

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

CODE 1= Favorable, 2= Unfavorable

1=	412	52.62%
2=	354	45.21%

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=	378	48.28%
2=	397	50.70%
3=	8	1.02%

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=	345	44.06%
2=	190	24.27%
3=	148	18.90%
4=	100	12.77%

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=	311	39.72%
2=	207	26.44%
3=	182	23.24%
4=	83	10.60%

Margin of Error of plus or minus 3.3%.