

# Pharos Research Group

## **National Polling Report**

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



## Analysis

Pharos Research Group did a live call poll of 904 likely voters nationally from October 12, 2012 through October 14, 2012. The breakdown was 444 men, 460 women, representing a 50.9%/49.1% split. There were 325 self-identified Democrats, 291 self-identified Republicans and 288 Independents representing a 36/32/32 split, very nearly approximating the nation's demographics according to the best sources available including state registration records and public polling.

The numbers read like this: in the general election for President, 47.23% of respondents indicated an intention to vote for President Barack Obama, while 45.69% indicated a preference for Republican nominee Willard "Mitt" Romney.

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 available registration data, the lead remains very close, and is inside of the trend line in other published polls.

Looking at the favorable/unfavorable numbers on the Presidential race, voters appear to be generally happy with their choices and with incumbent President who comes in at 49.23/46.13. The challenger, Mr. Romney, comes in at 47.79/45.58. It would appear to be these favorable/unfavorable that are directly driving the tight ballot test result.

The favorables of both candidates eroded slightly from those shown in the 10/5-10/7 poll, with the President's favorables dropping from 51% to 49% and the challenger's favorables dropping from 49% to 48%. President Obama's unfavorable remained essentially unchanged from a week ago while Governor Romney's crept upward from 44%.

The poll also asked respondents who they thought had won last week's Vice Presidential debate. Respondents saw incumbent Vice President Joe Biden as the victor over Congressman Paul Ryan by a margin of 52/45.

## REPORT

S3) CODE SEX 1= Female 2=Male

1= 460 50.88%

2= 444 49.12%

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= 218 24.12%

3= 349 38.61%

4= 337 37.28%

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

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

1= 325 35.95%

2= 291 32.19%

3= 288 31.86%

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= Other, 4= Undecided

1= 427 47.23%

2= 413 45.69%

3= 64 7.08%

P2) 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= 445 49.23%

2= 417 46.13%

P3) 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= 432 47.79%

2= 412 45.58%

P4) There has been a lot of talk in political advertisements and in the news about the Republican budget plan of 2011, authored by Vice Presidential candidate, Paul Ryan, sometimes known as the "Path to Prosperity", given everything you have read, seen and heard about this plan, is your opinion favorable or unfavorable?

CODE 1= Favorable, 2= Unfavorable, 3= Undecided

1= 385 42.59%

2= 491 54.31%

3= 28 3.1%

P5) Thinking about Medicare, there have been a lot of back and forth claims by both campaigns about plans for Medicare, thinking of the plan by Representative Ryan which would turn Medicare into a voucher program for people born after 1957, do you support this plan or not?

CODE 1= Support, 2= Do not Support, 3=Undecided

1= 330 36.5%

2= 562 62.17%

3= 12 1.33%

P6) Next, I'm going to read to you a series of issues, and I'd like you to think about which candidate you trust more to deal with them: leadership?

CODE: 1= Obama, 2= Romney, 3= Neither

1= 452 50%

2= 429 47.46%

3= 23 2.54%

P7) The economy?

CODE: 1= Obama, 2= Romney, 3= Neither

1= 466 51.55%

2= 428 47.35%

3= 10 1.11%

P8) Job creation?

CODE: 1= Obama, 2= Romney, 3= Neither

1= 448 49.56%

2= 434 48.01%

3= 22 2.43%

P9) Foreign policy?

CODE: 1= Obama, 2= Romney, 3= Neither

1= 422 46.68%

2= 432 47.79%

3= 50 5.53%

P10) Has values reflective of my values?

CODE: 1= Obama, 2= Romney, 3= Neither

1= 431 47.68%

2= 441 48.78%

3= 32 3.54%

P11) Understands the problems of people like me?

CODE: 1= Obama, 2= Romney, 3= Neither

1= 622 68.81%

2= 252 27.88%

3= 30 3.32%

P12) Dealing with the budget?

CODE: 1= Obama, 2= Romney, 3= Neither

1= 330 36.5%

2= 467 51.66%

3= 107 11.84%

P13) Who won the Vice-Presidential debate?

CODE: 1= Biden, 2= Ryan, 3= Neither

1= 471 52.1%

2= 410 45.35%

3= 23 2.54%

Margin of Error of plus or minus 3.0%.