

# Pharos Research Group

**Ohio Polling Report**  
**10/26/12-10/28/12**



## Analysis

Pharos Research Group did a live call poll of 765 likely voters in Ohio from October 26, 2012 through October 28, 2012. The breakdown was 372 men, 393 women, representing a 49%/51% split. There were 297 self-identified Democrats, 303 self-identified Republicans and 165 Independents representing a 39/40/21 split. Respondents who identified themselves as Independents were asked which way they tended, and the total including leaning voters ended up with a 47/47 split.

The numbers read like this: in the general election for President, 49% of respondents indicated an intention to vote for President Barack Obama, while 46% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 50% prefer the Democratic, incumbent Senator Sherrod Brown, while 43% chose Republican nominee, State Treasurer Josh Mandel.

In the ballot test for the Presidential race, there is some tightening against last week's polling. Some of this is attributable to the change in our voter turnout model. Some of it is probably attributable to a general tightening of the race. While the totals are inside of the margin of error, we feel there is a solid if narrowing lead for the President in Ohio.

In the US Senate race, we show considerable tightening against the previous polls, while Senator Brown is still at roughly 50% and maintains a 6.5% lead. We feel that this number is representative of the state of the race, particularly given the adjusted voter model.

## REPORT

S3) CODE SEX 1= Female 2=Male

1=	393	51%
2=	372	49%

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=	231	30%
3=	294	38%
4=	240	31%

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

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

1=	297	39%
2=	303	40%
3=	165	21%

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=	375	49.0%
2=	354	46.3%
3=	36	4.7%

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=	382	50.0%
2=	332	43.4%
3=	51	6.6%

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=	373	49%
2=	392	51%

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=	361	47%
2=	404	53%

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= 357 47%

2= 348 45%

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= 432 56%

2= 327 43%

Particulars: 765 Likely Voters, sampled between October 26, 2012 and October 28, 2012 by live call, landline only, margin of error +/- 3.5%