

# Pharos Research Group

## **Nebraska Polling Report**

**10/19/12-10/21/12**



## Analysis

Pharos Research Group did a live call poll of 783 likely voters in Nebraska from October 19, 2012 through October 21, 2012. The breakdown was 385 men, 398 women, representing a 49%/51% split. There were 246 self-identified Democrats, 336 self-identified Republicans and 201 Independents representing a 31/43/25 split.

The numbers read like this: in the general election for President, 41.12% of respondents indicated an intention to vote for President Barack Obama, while 50.83% indicated a preference for Republican nominee Willard “Mitt” Romney.

In the United States Senate race, 45.98% prefer the Democratic, former Senator Bob Kerrey, while 48.4% chose Republican nominee, State Senator Deb Fischer.

Compared to the 10/12 poll, we see a widening lead for the challenger in the Presidential race. While the widening lead is incremental, barring an unforeseen development, Romney should carry the state comfortably in three weeks. But the news is not all bad for the incumbent, in the urban 2<sup>nd</sup> Congressional District, Obama continues to lead 48-45. Because Nebraska allocates its’ electors by Congressional District, this could be potentially significant.

In the Senate race, the race has tightened significantly against the previous three polls we have released. The race is no longer outside the margin of error. In four weeks, Kerrey has managed to chip away at Fischer’s support, and pick up undecideds at a fair rate. The poll continues to show a large disparity between Fischer’s strong support in the rural Third Congressional District, and the rural parts of the First CD, while Kerrey is running stronger, seemingly with every week in the urban centers of Omaha and Lincoln.

Two cautions, worth noting are that the poll sample trends slightly more Democratic than the state, and the difference between the 10/12 and 10/19 numbers are easily explainable as the 10/19 numbers being at one end of the MOE, inside a broader trend line. Even with those notes, it does bear watching that the race is considerably tighter than

## REPORT

S3) CODE SEX 1= Female 2=Male

1= 398 50.83%

2= 385 49.17%

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?

ENTER NUMBER

2= 130 16.6%

3= 205 26.18%

4= 448 57.22%

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

CODE 1= Democrat 2= Republican 3= Independent

1= 246 31.42%

2= 336 42.91%

3= 201 25.67%

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= 322 41.12%

2= 398 50.83%

3= 63 8.05%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Bob Kerrey or Deb Fischer? (Probe once for undecided, ask lean)

CODE 1= Kerrey 2= Fischer 3=Undecided

1= 360 45.98%

2= 379 48.40%

3= 44 5.62%

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= 332 42.40%

2= 432 55.17%

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= 419 53.51%

2= 357 45.59%

P5) Thinking about the Republican nominee for the US Senate, Deb Fischer, do you have a generally favorable or unfavorable opinion of her?

CODE 1= Favorable 2= Unfavorable

1= 418 53.38%

2= 278 35.50%

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

CODE 1= Favorable 2= Unfavorable

1= 439 56.07%

2= 314 40.10%

P7) Thinking about jobs, which of the Presidential candidates do you feel would be best equipped to deal with the prolonged high unemployment?

CODE 1= Obama 2= Romney

1= 329 42.04%

2= 425 54.14%

3= 30 3.82%

P8) Thinking about the economy as a whole, do you think the country is on the right track or the wrong track?

CODE 1= Right, 2= Wrong

1= 323 41.25%

2= 460 58.75%

P9) Thinking about your prospects for the next four years personally, do you think that if your preferred candidate is elected, you will be doing better or worse than you are now?

CODE 1=Better, 2= Worse

1= 460 58.75%

2= 178 22.73%

Particulars: 783 Likely Voters sampled between October 19, 2012 and October 21, 2012, by live call, all land line, margin of error +/- 3.5%