

# Pharos Research Group

**U.S. Polling Report**  
**10/19/12-10/21/12**



### Analysis

Between October 19, 2012 and October 21, 2012, Pharos Research Group, an independent polling and market research organization, based in San Diego, did a live call survey of 918 likely voters for the November 6, 2012 US General Election.

Barack Obama maintains a slight but statistically relevant lead in the ballot test question. In this week's poll, Obama leads 49.67% to 47.39% over Republican nominee and former Mass. Governor, Willard "Mitt" Romney. While this is within the 3.23% margin of error, it is the third consecutive week he has led the poll.

## REPORT

S3) CODE SEX 1= Female 2=Male

1=	471	51.31%
2=	447	48.69%

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=	201	21.90%
3=	354	38.56%
4=	363	39.54%

(If answer is less than 2 skip to Demographics)

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

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

1=	333	36.27%
2=	294	32.03%
3=	291	31.70%

S5i) (Ask if Independent) Do you tend more towards the Democratic Party or the Republican Party)

CODE 1= Democrat, 2= Republican

1=	108	48.03% with leans
2=	108	43.79% with leans

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/Undecided

1=	456	49.67%
2=	435	47.39%
3=	27	2.94%

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=	450	49.02%
2=	432	47.06%

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=	439	47.82%
2=	425	46.30%

P4) There has been a lot of talk in political advertisements and in the news about job creation and very different plans for job creation by the two major candidates, whose experience provides them with a better understanding of how jobs are created?

CODE 1= Obama, 2= Romney

1= 462 50.33%

2= 417 45.42%

P5) Thinking about ethics, both electoral and business, whose ethics and belief in fair play makes them more suited to be President of the United States?

CODE 1=Obama, 2= Romney

1= 477 51.96%

2= 423 46.08%

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= 453 49.35%

2= 447 48.69%

P7) The economy?

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

1= 429 46.73%

2= 480 52.29%

P8) Taxation?

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

1= 426 46.41%

2= 474 51.63%

P9) Foreign policy?

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

1= 396 43.14%

2= 468 50.98%

P10) Understands the problems of people like me?

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

1= 627 68.30%

2= 264 28.76%

P11) Dealing with the budget?

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

1= 324 35.29%

2= 495 53.92%

P12) Who won the Presidential debate on 10/16?

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

1= 498 54.25%

2= 411 44.77%

P13) What is the issue in the upcoming election you are most concerned about?

CODE ONE: 1= Economy, 2= Jobs, 3= Deficit, 4= Abortion, 5= Foreign Policy, 6= Religion, 7= Women's Rights, 8= Israel, 9= Taxes, 10= other

1= 231 25.16%

2= 297 32.35%

3= 75 8.17%

4= 75 8.17%

5= 51 5.56%

6= 0 0.00%

7= 102 11.11%

8= 6 0.65%

9= 54 5.88%

10= 27 2.94%

Particulars: 918 Likely Voters were surveyed by live call from October 19, 2012 through October 21, 2012, landline only. Margin of error +/- 3.23%