

Pharos Research Group

Indiana Polling Report

10/19/12-10/21/12



Analysis

Pharos Research Group did a live call poll of 754 likely voters in Indiana from October 19, 2012 through October 21, 2012. The breakdown was 366 men, 388 women, representing a 48.5%/51.5% split. There were 261 self-identified Democrats, 352 self-identified Republicans and 141 Independents representing a 34/47/19 split.

The numbers read like this: in the general election for President, 38.33% of respondents indicated an intention to vote for President Barack Obama, while 51.46% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 45.62% prefer the Democratic nominee, Congressman Joe Donnelly, while 46.15% chose Republican standard-bearer, state Treasurer Richard Mourdock.

Compared to the two previous polls, we see a widening lead for the challenger in the Presidential race. The race in the Hoosier State is becoming uncompetitive as many expected, and Romney appears to be consolidating his support. Barring an enormous sea-change, Romney will convert Indiana back to the red side in a little over three weeks.

In the Senate race, the race remains very close, and inside of the margin of error. Where we had seen a persistent small lead for the Democrat, Donnelly, and given Mourdock's upside down favorable numbers, we might have expected that to persist. In this poll however, Donnelly's numbers have remained relatively static, while Mourdock's numbers have moved significantly, giving him a lead for the first time since we started looking at this race. This race still seems like a reasonably good pickup opportunity for Democrats. Still, the largely Republican flavor of the state, and the fact that Donnelly hasn't moved the chains much either suggests that many of the undecided voters will break one way.

REPORT

S3) CODE SEX 1= Female 2=Male

1= 388 51.46%

2= 366 48.54%

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= 120 15.92%

3= 244 32.36%

4= 390 51.72%

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

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

1= 261 34.62%

2= 352 46.68%

3= 141 18.70%

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= 289 38.33%

2= 388 51.46%

3= 77 10.21%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Richard Mourdock or Joe Donnelly? (Probe once for undecided, ask lean)

CODE 1= Mourdock, 2= Donnelly, 3=Undecided

1= 344 45.62%

2= 348 46.15%

3= 62 8.22%

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= 318 42.18%

2= 415 55.04%

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= 397 52.65%

2= 345 45.76%

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

CODE 1= Favorable, 2= Unfavorable

1= 339 44.96%

2= 325 43.10%

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

CODE 1= Favorable, 2= Unfavorable

1= 367 48.67%

2= 312 41.38%

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= 289 38.33%

2= 361 47.88%

3= 104 13.79%

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= 191 25.33%

2= 565 74.93%

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= 447 59.28%

2= 250 33.16%

3= 59 7.82%

PARTICULARS: 754 Likely Voters were sampled by live call October 19 through October 21, 2012, all landlines, margin of error +/- 3.57%