

Pharos Research Group

Indiana Polling Report

10/26/12-10/28/12



Analysis

Pharos Research Group did a live call poll of 753 likely voters in Indiana from October 26, 2012 through October 28, 2012. The breakdown was 364 men, 389 women, representing a 48%/52% split. There were 263 self-identified Democrats, 354 self-identified Republicans and 136 Independents representing a 35/47/18 split.

The numbers read like this: in the general election for President, 42% of respondents indicated an intention to vote for President Barack Obama, while 55% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 47% prefer the Democratic nominee, Congressman Joe Donnelly, while 46% chose Republican standard-bearer, state Treasurer Richard Mourdock.

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 a week.

In the Senate race, the race remains very close, and inside of the margin of error. Where Mourdock appeared to be gaining traction, our polling would seem to confirm that his statements on Tuesday stopped that in its' tracks. Still, Indiana is a very red state, and the race continues to be inside of the margin of error.

REPORT

S3) CODE SEX 1= Female 2=Male

1= 389 52%

2= 364 48%

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= 162 22%

3= 309 41%

4= 282 37%

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

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

1= 263 35%

2= 354 47%

3= 136 18%

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= 318 42%

2= 417 55%

3= 18 2%

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= 354 47%

2= 343 46%

3= 56 7%

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= 324 43%

2= 429 57%

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= 426 57%

2= 327 43%

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 45%

2= 401 53%

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= 368 49%

2= 335 44%

PARTICULARS: 753 Likely Voters were sampled by live call October 26 through October 28, 2012, all landlines, margin of error +/- 3.5%