

Pharos Research Group

Florida Polling Report
10/19/12-10/21/12



Analysis

Pharos Research Group did a live call poll of 759 likely voters in Florida from October 19, 2012 through October 21, 2012. The breakdown was 369 men, 390 women, representing a 49%/51% split. There were 299 self-identified Democrats, 269 self-identified Republicans and 191 Independents representing a 39/35/25 split, very nearly approximating the state's party identification registration according to the state.

The numbers read like this: in the general election for President, 46.77% of respondents indicated an intention to vote for President Barack Obama, while 46.64% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 51.52% indicated a preference for incumbent US Senator Bill Nelson, while 43.74% preferred his Republican challenger Congressman Connie Mack IV.

Compared to the 10/5 and 10/12 polls, we see the persistent slight advantage for the incumbent in the race for President is gone. The margin represents a lead of one person in the polling sample. This goes with much of what we have seen in the other available public polls, indicating a very close race trending slightly towards the challenger.

In the Senate race, the incumbent shows over 50% support in three consecutive polls, and while we would certainly not say that the race is uncompetitive, Congressman Mack continues to lag in the ballot test and his unfavorable number is over 50% for consecutive weeks, while the incumbent continues to have favorable numbers representing a narrow majority of voters.

Looking at the favorable/unfavorable numbers on the Presidential side, Florida voters appear to be at least somewhat unhappy with their choices as the incumbent comes in at 49/50 while the challenger comes in at 44/53. This suggests that the roughly 6.5% of undecided voters may well be choosing who they dislike less, which would seem to augur well for the incumbent.

Looking inside the numbers at breakdown by gender and party, though, there are numbers to provide encouragement to both sides. Among independents, the challenger is doing better than the incumbent, while the incumbent seems to have a better grip on his own party's voters. The polling suggests a close race right up to election day in the Sunshine State and bears a close watch.

REPORT

S3) CODE SEX 1= Female 2=Male

1= 390 51.38%

2= 369 48.62%

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

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

1= 299 39.39%

2= 269 35.44%

3= 191 25.16%

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= 355 46.77%

2= 354 46.64%

3= 50 6.59%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Bill Nelson or Connie Mack IV? (Probe once for undecided, ask lean)

CODE 1= Nelson, 2= Mack, 3=Undecided

1= 391 51.52%

2= 332 43.74%

3= 36 4.74%

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= 369 48.62%

2= 376 49.54%

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= 340 44.80%

2= 405 53.36%

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

CODE 1= Favorable, 2= Unfavorable

1= 346 45.59%

2= 398 52.44%

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

CODE 1= Favorable, 2= Unfavorable

1= 385 50.72%

2= 353 46.51%

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= 362 47.69%

2= 354 46.64%

3= 43 5.67%

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= 206 27.14%

2= 553 72.86%

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= 682 89.86%

2= 49 6.46%

3= 28 3.69%

Particulars: 759 Likely Voters, sampled between October 19, 2012 and October 21, 2012 using live callers, land line only. Margin of error +/- 3.56%