



Results from Ohio Likely Voter Survey

Methodology

Gravis Marketing conducted an automated survey of 1316 likely voters in Ohio on November 4-5, 2012. The margin of error for the survey is +/-2.7% and higher for subgroups.

Results shown by gender and party represent those respondents within those subgroups. All numbers shown in the tables represent percentages rounded to the nearest whole percentage.

The questions were asked in the order of the question numbers which appear in this report. Results only include respondents who answered that they were registered voters, somewhat likely, likely, or very likely to vote. The statistical methodology comprised weighing various groups for anticipated voting proportions, by using census data and voter turnout models from previous elections.

The poll was conducted on behalf of Gravis Marketing, Inc., Gravis Marketing is a non-partisan marketing and research firm located in Winter Springs, Florida. Contact Doug Kaplan (407) 242-1870 doug@gravismarketing.com

Key Findings

- President Obama leads Governor Romney by a single percentage point in Ohio, 49 to 48 percent.
- President Obama leads with by 13 percentage points over Governor Romney, 55 to 42 percent. Governor Romney leads President Obama, by a three point margin, 50 to 47 percent, among those who have yet to cast a ballot
- President Obama leads women by 11 percentage points (54 to 43 percent), while Governor Romney leads with men by a 9 point margin (53 to 44 percent).
- Ohio voters are about equally divided on President Obama's job performance, 47 percent of Ohio voters approve of his performance, 48 percent of Ohio voters do not approve of his performance.
- Ohio voters are similarly split on the direction of the country. 46 percent think the country is headed in the right direction while 48 percent of Ohio voters think the country is headed in the wrong direction.

Ballot, Job Performance & Direction of the Country

Presidential Ballot: Question 3 & 4 Combined Early & Likely Voters	Ohio Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Democrat Barack Obama	49	44	54	83	12	43
Republican Mitt Romney	48	53	43	14	87	50
Undecided	3	3	3	3	1	7

Question 5: Do you approve of President Obama's job performance?	Ohio Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Yes	47	42	51	81	11	38
No	48	54	42	15	85	53
Undecided	6	5	6	5	4	10

Question 6: Do you think the United States of America is headed in the right direction or wrong direction?	Ohio Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Right Direction	46	40	51	80	11	37
Wrong Direction	48	55	42	15	83	54
Undecided	7	6	8	5	6	9

Early Vs. Likely Vote Balloting

Question 3: EARLY VOTERS ONLY: Which candidate did you already vote for? [NOTE SMALL SAMPLE SIZE]	Ohio Voters
Democrat Barack Obama	55
Republican Mitt Romney	42
Rather not say or unsure	3

Question 4: DID NOT VOTE YET: If the election for President of the United States were held today who would you vote for?	Ohio Voters
Democrat Barack Obama	47
Republican Mitt Romney	50
Undecided	3

Screeners & Demographics

Question 1: Are you registered to vote?	Ohio Voters
Yes	100
No	0

Question 2: How likely are you to vote in this year's presidential election?	Ohio Voters
Very unlikely	0
Unlikely	0
Somewhat unlikely	0
Somewhat likely	2
Likely	10
Very likely	57
Already voted	30

Question 7: What is your political party affiliation? [FIRST TWO CHOICES ROTATED]	Ohio Voters
Democrat	42
Republican	34
Independent or in another party	24

Question 8: What race do you identify yourself as?	Ohio Voters
White/Caucasian	76
African-American	13
Hispanic	3
Asian	1
Other	7

Question 9: Which of the following best represents your religious affiliation?	Ohio Voters
Catholic	29
Protestant/Other Christian	42
Jewish	5
Muslim	2
Other	22

Question 10: What is your age?	Ohio Voters
18-29	12
30-49	26
50-64	38
65+	24

Question 11: What is your gender?	Ohio Voters
Male	46
Female	54