



Results from Pennsylvania Likely Voter Survey

Methodology

Gravis Marketing conducted an automated survey of 1060 likely voters in Pennsylvania on November 4, 2012. The margin of error for the survey is +/-3.0% 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 3 percentage points in Pennsylvania, 49 to 46 percent.
- Mitt Romney leads by 9 percentage points with men (53 to 42 percent), while President Obama leads by 16 percentage points with women (56 to 40 percent) in Pennsylvania.
- Pennsylvania voters are evenly split on President Obama's job performance, 47 percent approve and 47 percent do not approve of his job performance.
- 4 percent more Pennsylvania voters think the country is headed in the wrong direction (47 percent) than think it is going in the right direction (43 percent).

Ballot, Job Performance & Direction of the Country

Presidential Ballot: Question 3 & 4 Combined Early & Likely Voters	Pennsylvania Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Democrat Barack Obama	49	42	56	82	12	42
Republican Mitt Romney	46	53	40	15	87	46
Undecided	4	5	4	3	2	11

Question 5: Do you approve of President Obama's job performance?	Pennsylvania Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Yes	47	39	53	77	10	42
No	47	56	40	16	85	54
Undecided	6	5	7	7	5	5

Question 6: Do you think the United States of America is headed in the right direction or wrong direction?	Pennsylvania Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Right Direction	43	38	47	71	11	36
Wrong Direction	47	53	41	17	83	50
Undecided	11	9	12	12	6	13

Early Vs. Likely Vote Balloting

Question 3: EARLY VOTERS ONLY: Which candidate did you already vote for? [NOTE SMALL SAMPLE SIZE]	Pennsylvania Voters
Democrat Barack Obama	61
Republican Mitt Romney	31
Rather not say or unsure	8

Question 4: DID NOT VOTE YET: If the election for President of the United States were held today who would you vote for?	Pennsylvania Voters
Democrat Barack Obama	49
Republican Mitt Romney	47
Undecided	4

Screeners & Demographics

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

Question 2: How likely are you to vote in this year's presidential election?	Pennsylvania Voters
Very unlikely	0
Unlikely	0
Somewhat unlikely	0
Somewhat likely	4
Likely	11
Very likely	82
Already voted	3

Question 7: What is your political party affiliation? [FIRST TWO CHOICES ROTATED]	Pennsylvania Voters
Democrat	43
Republican	32
Independent or in another party	25

Question 8: What race do you identify yourself as?	Pennsylvania Voters
White/Caucasian	71
African-American	14
Hispanic	6
Asian	2
Other	6

Question 9: Which of the following best represents your religious affiliation?	Pennsylvania Voters
Catholic	36
Protestant/Other Christian	39
Jewish	5
Muslim	2
Other	18

Question 10: What is your age?	Pennsylvania Voters
18-29	12
30-49	29
50-64	32
65+	27

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