



Celinda Lake  
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*Partner*

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*Partner*

David Mermin  
*Partner*

Robert G. Meadow, Ph.D.  
*Partner*

Daniel R. Gotoff  
*Partner*

Joshua E. Ulibarri  
*Partner*

Tresa Undem  
*Partner*

Rick A. Johnson  
*Senior Vice President*

Robert X. Hillman  
*Chief Financial Officer*

To: Interested Parties

From: Celinda Lake and Daniel Gotoff, *Lake Research Partners*

Re: New Survey Results among Ohio Likely Voters

Date: October 24, 2012

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Lake Research Partners recently completed a statewide survey of 600 likely voters in Ohio.<sup>1</sup> The results show President Obama leading Mitt Romney by 2 points, while benefitting from a healthy gender gap and a more positive personal image than Romney.

- In the all-important state of Ohio, Barack Obama maintains a 2-point lead over Mitt Romney in the election for President: 46% to 44%, with 9% of voters are undecided.
- The President is benefiting from a substantial 12-point gender gap. Fully 49% of women are supporting Obama, while just 41% are voting for Romney. Among men, Romney is ahead by just 4 points, well within the survey's margin of error: 47% to 43%.
- Not only is Obama ahead on the ballot, but he is noticeably more popular than Romney. A 52% majority of Ohio voters has a favorable opinion of Obama (44% unfavorable), while Romney's image is upside-down in the state (47% favorable, 49% unfavorable).
- Gender plays an important role in the candidates' image ratings, as well. Fully 56% of women have a favorable impression of Obama (39% unfavorable), while their impressions of Romney are solidly negative (42% favorable — 53% unfavorable).
- Men are more positive than women on Romney (51% favorable and 44% unfavorable), though not dramatically so, and they are split in their opinions of Obama (48% favorable and 49% unfavorable).

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<sup>1</sup> Lake Research Partners designed and administered this survey, which was conducted by telephone using professional interviewers. The survey reached 600 adults in Ohio, who are registered and likely to vote in the 2012 General Election. The survey was conducted October 20<sup>th</sup>–23<sup>rd</sup>, 2012, 2012. The margin of error for this poll is +/-4.0%.