



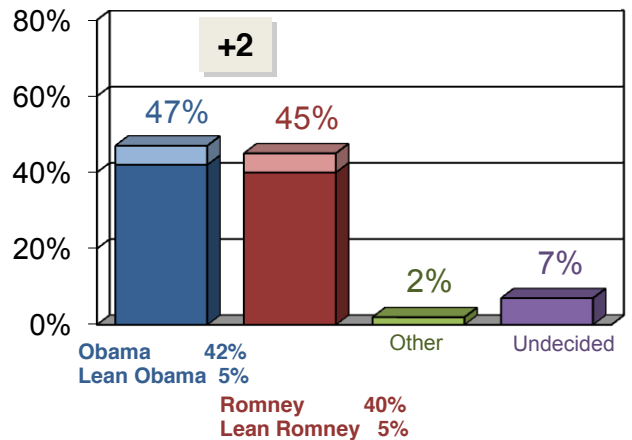
**TO:** Interested Parties  
**FROM:** Project New America and USAction  
**DATE:** October 25, 2012  
**RE:** Obama now up by 2 points in Florida

A statewide survey of 600 likely voters in Florida was conducted by Grove Insight October 23-24 using professional interviewers. Quotas were set to ensure calling into cell phone only households. The margin of error is plus or minus 4 percentage points at the 95% level of confidence. The data reported here closely mirrors party registration in Florida — 40% of the sample are registered Republicans, 40% are registered Democrats, and 20% are unaffiliated with either party.

**President Obama Leads in Florida**

- Barack Obama is ahead by two percentage points, capturing 47% of the vote to Romney's 45%.
- Seven percent are undecided right now. These uncommitted voters tend to like Obama (35% favorable, 26% unfavorable) more than Romney (20% favorable, 30% unfavorable).
- The gender gap has widened since [our last poll on October 17-18](#). Women now provide the President a 13-point lead (52% Obama, 39% Romney) while men opt for Romney by 11 points (52% Romney, 41% Obama).
- Obama wins Independent voters right now (49% Obama, 33% Romney), though the race is close among white Independents (43% to 41%).
- While Obama is more likely to be thought to “understand the struggles middle class families face” by a wide, 13-point margin, the difference between the two when it comes to trusted decision making (+5 Obama) and calm, steady leadership (+3 Obama) are closer. Romney is also a bit more likely to be seen as “too willing to say or do anything to get elected” (+6 Romney).

**Presidential Vote – Florida**



<b>Who does it better describe – Democrat Barack Obama or Republican Mitt Romney?</b> [Names rotated]		
	Obama	Romney
Understands the struggles middle class families face	50	37
Trust to make decisions that are in the best interest of people like you	46	41
Offers calm and steady leadership in a time of crisis	44	41
Too willing to say or do anything to get elected	36	42

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