

INTERVIEWS: Tom Jensen 919-744-6312

IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE

Obama looking safer in Wisconsin

Raleigh, N.C. – When PPP last polled the 2012 presidential contest in Wisconsin in February, President Obama was looking a little more vulnerable than in 2008, leading Mike Huckabee by only seven points and Mitt Romney by 10, when he actually beat John McCain by 14. But Huckabee is now out of the picture, and Obama has increased his margins over Romney and the remaining crew.

The president's approval rating is up to 52%, with 44% disapproving, double the margin of his 49-45 spread in the previous poll. Meanwhile, all his potential opponents tested have cratered in popularity, with the worst being newly official candidate Newt Gingrich. Gingrich was already at a 26-49 favorability spread in February, but now measures at 15-67, a 29-point decline, and now worse than Sarah Palin's 32-63.

Romney now trails the president, 51-39, and Gingrich has fallen six points from that same mark to 53-35, just a point better than Palin's 55-36 deficit. The president wins with independents by 11 to 24 points, but still has room to improve; respondents report voting for him over McCain by only nine points.

In a case of "better the devil you know than the devil you don't," Rep. Paul Ryan does best against Obama in his home state, despite negative consequences for his Medicare proposal being felt by Republicans elsewhere. He trails only 50-43. He has become personally less popular in the last three months (from a 36-35 favorability spread to 41-46), but that negative movement has occurred entirely with Democrats. Independents are still split on him, and Republicans are even more behind him. So he comes closer than his 49-40 deficit then because he has increased his notoriety and rallied his base.

"Wisconsin was one of the closest states in the country in 2000 and 2004 before Barack Obama blew it open there in 2008," said Dean Debnam, President of Public Policy Polling. "It doesn't look like it will be regaining its former swing state status next year."

PPP surveyed 1,636 Wisconsin voters from May 19th to 22nd. The margin of error for the survey is +/-2.4%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.



Wisconsin Survey Results

Q1 Do you approve or disapprove of Barack Obama's job performance?

Approve 52%
Disapprove..... 44%
Not sure 4%

Q2 Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable 15% *Not sure* 18%
Unfavorable..... 67%

Q3 Do you have a favorable or unfavorable opinion of Sarah Palin?

Favorable 32% *Not sure* 5%
Unfavorable..... 63%

Q4 Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 29% *Not sure* 22%
Unfavorable..... 49%

Q5 Do you have a favorable or unfavorable opinion of Paul Ryan?

Favorable 41% *Not sure* 13%
Unfavorable..... 46%

Q6 If the candidates for President next year were Democrat Barack Obama and Republican Newt Gingrich, who would you vote for?

Barack Obama..... 53%
Newt Gingrich..... 35%
Undecided..... 12%

Q7 If the candidates for President next year were Democrat Barack Obama and Republican Sarah Palin, who would you vote for?

Barack Obama..... 55%
Sarah Palin 36%
Undecided..... 9%

Q8 If the candidates for President next year were Democrat Barack Obama and Republican Mitt Romney, who would you vote for?

Barack Obama..... 51%
Mitt Romney..... 39%
Undecided..... 10%

Q9 If the candidates for President next year were Democrat Barack Obama and Republican Paul Ryan, who would you vote for?

Barack Obama..... 50%
Paul Ryan 43%
Undecided..... 7%

Q10 Who did you vote for President in 2008?

John McCain..... 42%
Barack Obama..... 51%
Someone else/Don't remember 7%

Q11 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 10%
Somewhat liberal 20%
Moderate..... 30%
Somewhat conservative..... 23%
Very conservative 17%

Q12 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q13 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 37%
Republican..... 32%
Independent/Other..... 31%



Q14 If you are white, press 1. If something else, press 2.

White 93%
Other..... 7%

Q15 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 12%
30 to 45..... 30%
46 to 65..... 38%
Older than 65..... 20%



Crosstabs

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama Approval				
Approve	52%	11%	88%	41%
Disapprove	44%	87%	8%	43%
Not sure	4%	3%	4%	16%

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Gingrich Favorability				
Favorable	15%	28%	6%	7%
Unfavorable	67%	50%	81%	60%
Not sure	18%	22%	13%	34%

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Palin Favorability				
Favorable	32%	64%	6%	29%
Unfavorable	63%	29%	91%	63%
Not sure	5%	7%	4%	7%

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Romney Favorability				
Favorable	29%	46%	17%	21%
Unfavorable	49%	32%	63%	42%
Not sure	22%	22%	20%	37%





Crosstabs

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Ryan Favorability				
Favorable	41%	76%	14%	38%
Unfavorable	46%	14%	73%	41%
Not sure	13%	11%	13%	21%

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama/Gingrich				
Barack Obama	53%	11%	89%	38%
Newt Gingrich	35%	70%	7%	25%
Undecided	12%	19%	4%	37%

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama/Palin				
Barack Obama	55%	13%	91%	44%
Sarah Palin	36%	72%	6%	34%
Undecided	9%	14%	3%	22%

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama/Romney				
Barack Obama	51%	10%	86%	39%
Mitt Romney	39%	77%	9%	34%
Undecided	10%	13%	6%	27%





Crosstabs

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama/Ryan				
Barack Obama	50%	9%	86%	37%
Paul Ryan	43%	84%	9%	48%
Undecided	7%	7%	5%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	52%	89%	89%	69%	19%	5%
Disapprove	44%	10%	8%	24%	76%	94%
Not sure	4%	1%	3%	7%	5%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Gingrich Favorability						
Favorable	15%	4%	6%	9%	24%	31%
Unfavorable	67%	82%	87%	70%	53%	48%
Not sure	18%	14%	8%	20%	23%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Palin Favorability						
Favorable	32%	8%	7%	12%	57%	76%
Unfavorable	63%	89%	91%	83%	36%	16%
Not sure	5%	4%	2%	5%	7%	8%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	29%	7%	12%	27%	44%	47%
Unfavorable	49%	75%	70%	46%	35%	32%
Not sure	22%	18%	17%	27%	22%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ryan Favorability						
Favorable	41%	7%	11%	26%	70%	84%
Unfavorable	46%	85%	74%	58%	20%	7%
Not sure	13%	9%	15%	17%	10%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Gingrich						
Barack Obama	53%	86%	91%	71%	19%	4%
New t Gingrich	35%	13%	6%	17%	58%	81%
Undecided	12%	1%	3%	12%	23%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Palin						
Barack Obama	55%	90%	91%	76%	20%	8%
Sarah Palin	36%	7%	7%	16%	62%	83%
Undecided	9%	3%	2%	8%	18%	9%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney						
Barack Obama	51%	90%	89%	67%	16%	4%
Mitt Romney	39%	8%	7%	22%	67%	86%
Undecided	10%	2%	4%	12%	17%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Ryan						
Barack Obama	50%	90%	89%	66%	16%	3%
Paul Ryan	43%	9%	8%	24%	77%	91%
Undecided	7%	1%	4%	10%	8%	6%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	52%	58%	46%
Disapprove	44%	38%	50%
Not sure	4%	4%	4%

	Base	Gender	
		Woman	Man
Gingrich Favorability			
Favorable	15%	12%	18%
Unfavorable	67%	68%	66%
Not sure	18%	20%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Palin Favorability			
Favorable	32%	26%	39%
Unfavorable	63%	68%	57%
Not sure	5%	6%	5%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	29%	26%	34%
Unfavorable	49%	47%	50%
Not sure	22%	27%	16%

	Base	Gender	
		Woman	Man
Ryan Favorability			
Favorable	41%	34%	50%
Unfavorable	46%	50%	42%
Not sure	13%	17%	8%

	Base	Gender	
		Woman	Man
Obama/Gingrich			
Barack Obama	53%	59%	45%
Newt Gingrich	35%	30%	41%
Undecided	12%	11%	13%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Palin			
Barack Obama	55%	62%	48%
Sarah Palin	36%	30%	43%
Undecided	9%	8%	10%

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	51%	56%	44%
Mitt Romney	39%	33%	46%
Undecided	10%	11%	10%

	Base	Gender	
		Woman	Man
Obama/Ryan			
Barack Obama	50%	57%	43%
Paul Ryan	43%	35%	53%
Undecided	7%	8%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	52%	89%	11%	50%
Disapprove	44%	8%	86%	43%
Not sure	4%	2%	3%	8%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Gingrich Favorability				
Favorable	15%	5%	29%	13%
Unfavorable	67%	83%	45%	69%
Not sure	18%	11%	25%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Palin Favorability				
Favorable	32%	5%	66%	30%
Unfavorable	63%	92%	27%	64%
Not sure	5%	3%	6%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	29%	13%	46%	32%
Unfavorable	49%	69%	30%	43%
Not sure	22%	18%	24%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Ryan Favorability				
Favorable	41%	10%	77%	43%
Unfavorable	46%	79%	12%	42%
Not sure	13%	12%	11%	15%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Gingrich				
Barack Obama	53%	91%	8%	53%
Newt Gingrich	35%	7%	74%	29%
Undecided	12%	2%	18%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Palin				
Barack Obama	55%	93%	13%	54%
Sarah Palin	36%	5%	75%	34%
Undecided	9%	2%	13%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	51%	89%	9%	47%
Mitt Romney	39%	6%	81%	36%
Undecided	10%	5%	10%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Ryan				
Barack Obama	50%	91%	6%	47%
Paul Ryan	43%	5%	89%	42%
Undecided	7%	4%	5%	11%





Crosstabs

	Base	Race	
		White	Other
Obama Approval			
Approve	52%	52%	61%
Disapprove	44%	44%	32%
Not sure	4%	4%	7%

	Base	Race	
		White	Other
Gingrich Favorability			
Favorable	15%	15%	13%
Unfavorable	67%	67%	64%
Not sure	18%	18%	22%

	Base	Race	
		White	Other
Palin Favorability			
Favorable	32%	33%	24%
Unfavorable	63%	62%	70%
Not sure	5%	5%	6%

	Base	Race	
		White	Other
Romney Favorability			
Favorable	29%	30%	21%
Unfavorable	49%	48%	57%
Not sure	22%	22%	22%





Crosstabs

	Base	Race	
		White	Other
Ryan Favorability			
Favorable	41%	41%	38%
Unfavorable	46%	46%	49%
Not sure	13%	13%	12%

	Base	Race	
		White	Other
Obama/Gingrich			
Barack Obama	53%	52%	60%
Newt Gingrich	35%	36%	25%
Undecided	12%	12%	15%

	Base	Race	
		White	Other
Obama/Palin			
Barack Obama	55%	55%	59%
Sarah Palin	36%	36%	32%
Undecided	9%	9%	10%

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	51%	50%	59%
Mitt Romney	39%	40%	32%
Undecided	10%	10%	10%





Crosstabs

	Base	Race	
		White	Other
Obama/Ryan			
Barack Obama	50%	50%	59%
Paul Ryan	43%	44%	34%
Undecided	7%	6%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	52%	60%	51%	53%	48%
Disapprove	44%	35%	45%	43%	48%
Not sure	4%	5%	4%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gingrich Favorability					
Favorable	15%	16%	14%	16%	16%
Unfavorable	67%	60%	65%	69%	70%
Not sure	18%	24%	22%	15%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Favorability					
Favorable	32%	26%	34%	32%	33%
Unfavorable	63%	73%	59%	64%	60%
Not sure	5%	2%	7%	4%	7%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	29%	23%	26%	28%	41%
Unfavorable	49%	52%	47%	53%	41%
Not sure	22%	26%	27%	19%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ryan Favorability					
Favorable	41%	40%	41%	39%	48%
Unfavorable	46%	48%	44%	49%	42%
Not sure	13%	11%	15%	12%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Gingrich					
Barack Obama	53%	56%	51%	54%	50%
Newt Gingrich	35%	32%	36%	34%	36%
Undecided	12%	11%	13%	11%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Palin					
Barack Obama	55%	63%	52%	58%	52%
Sarah Palin	36%	29%	40%	34%	36%
Undecided	9%	8%	8%	8%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	51%	60%	51%	50%	46%
Mitt Romney	39%	39%	37%	38%	45%
Undecided	10%	2%	12%	11%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Ryan					
Barack Obama	50%	58%	47%	53%	47%
Paul Ryan	43%	40%	45%	41%	46%
Undecided	7%	2%	8%	7%	7%

