



From: Tom Jensen, Director of Public Policy Polling

To: Interested Parties

Subject: Obama lead grows in Wisconsin and Iowa

Date: October 25th, 2012

New Public Policy Polling surveys in Wisconsin and Iowa, conducted on behalf of Health Care for America Now, find Barack Obama expanding his lead in both states following his debate victory on Monday. In Wisconsin he leads 51-45, up from a 49-47 margin three weeks ago. In Iowa he's now ahead by a 49-47 spread, a slight improvement from 49-48 last weekend.

Key findings from the surveys include:

-Obama hold small leads with independent voters in both states, 48/43 in Wisconsin and 47/46 in Iowa. The Iowa numbers represent a 9 point improvement for him from last weekend when he trailed 51/43 with independents.

-Obama holds a wide advantage over Romney in both states in terms of who voters trust more to protect Medicare. He leads 52/45 on that front in Wisconsin and 50/45 in Iowa. Voters also trust him more to stand up for the middle class, by a 52/44 spread in Wisconsin and a 51/46 one in Iowa.

-In Iowa Obama is already building up a substantial lead during the early voting period. 34% of voters say they've already cast their ballots and 68% of them report having supported Obama to only 32% for Romney. Romney does have a 55/39 lead with those yet to vote.

PPP interviewed 827 likely Wisconsin voters and 690 likely Iowa voters on October 23rd and 24th on behalf of Health Care for America Now. The margin of error for Wisconsin is +/-3.4% and for Iowa it's +/-3.7%





Iowa Survey Results

Q1 The candidates for President are Democrat Barack Obama and Republican Mitt Romney. If the election were today, who would you vote for?

Barack Obama..... 49%
Mitt Romney..... 47%
Undecided..... 4%

Q2 Do you have a favorable or unfavorable opinion of Barack Obama?

Favorable..... 50%
Unfavorable 47%
Not sure 3%

Q3 Do you approve or disapprove of President Barack Obama's job performance?

Approve 48%
Disapprove..... 49%
Not sure 3%

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

Favorable..... 47%
Unfavorable 48%
Not sure 5%

Q5 Which of the Presidential candidates do you trust more to stand up for the middle class: Barack Obama or Mitt Romney?

Barack Obama..... 51%
Mitt Romney..... 46%
Not sure 3%

Q6 Which of the Presidential candidates do you trust more to make sure the wealthiest Americans pay their fair share of taxes: Barack Obama or Mitt Romney?

Barack Obama..... 51% *Not sure* 8%
Mitt Romney..... 41%

Q7 Which of the Presidential candidates do you trust more to keep tax rates fair for the middle class: Barack Obama or Mitt Romney?

Barack Obama..... 50%
Mitt Romney..... 47%
Not sure 4%

Q8 Which of the Presidential candidates do you trust more to protect Medicare: Barack Obama or Mitt Romney?

Barack Obama..... 50%
Mitt Romney..... 45%
Not sure 4%

Q9 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q10 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..... 34%
Independent/Other..... 28%

Q11 If you are white, press 1. If other, press 2.

White 92%
Other..... 8%

Q12 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..... 16%
30 to 45..... 22%
46 to 65..... 42%
Older than 65..... 20%





Q13 Have you already voted, either at an early voting site or with an absentee ballot?

Yes..... 34%

No..... 66%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	49%	49%	49%
Mitt Romney	47%	47%	48%
Undecided	4%	4%	4%

	Base	Gender	
		Woman	Man
Obama Favorability			
Favorable	50%	51%	49%
Unfavorable	47%	47%	48%
Not sure	3%	2%	4%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	48%	47%	48%
Disapprove	49%	49%	49%
Not sure	3%	3%	4%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	47%	48%	44%
Unfavorable	48%	48%	49%
Not sure	5%	3%	7%





Crosstabs

	Base	Gender	
		Woman	Man
Trusted More on Middle Class			
Barack Obama	51%	51%	50%
Mitt Romney	46%	46%	46%
Not sure	3%	3%	3%

	Base	Gender	
		Woman	Man
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	51%	51%	52%
Mitt Romney	41%	43%	39%
Not sure	8%	6%	9%

	Base	Gender	
		Woman	Man
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	50%	51%	48%
Mitt Romney	47%	47%	46%
Not sure	4%	3%	5%

	Base	Gender	
		Woman	Man
Trusted More to Protect Medicare			
Barack Obama	50%	51%	49%
Mitt Romney	45%	45%	46%
Not sure	4%	4%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	49%	87%	9%	47%
Mitt Romney	47%	10%	90%	46%
Undecided	4%	4%	1%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Favorability				
Favorable	50%	88%	10%	48%
Unfavorable	47%	11%	87%	47%
Not sure	3%	2%	2%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	48%	84%	9%	46%
Disapprove	49%	12%	90%	49%
Not sure	3%	4%	1%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	47%	13%	86%	44%
Unfavorable	48%	82%	11%	48%
Not sure	5%	4%	3%	8%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More on Middle Class				
Barack Obama	51%	86%	12%	50%
Mitt Romney	46%	11%	85%	46%
Not sure	3%	2%	3%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Make Sure Rich Pay Fair Share				
Barack Obama	51%	86%	14%	50%
Mitt Romney	41%	11%	76%	38%
Not sure	8%	3%	10%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Keep Middle Class Tax Rates Fair				
Barack Obama	50%	87%	10%	47%
Mitt Romney	47%	10%	85%	48%
Not sure	4%	2%	5%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Protect Medicare				
Barack Obama	50%	90%	10%	46%
Mitt Romney	45%	10%	84%	45%
Not sure	4%	0%	6%	8%





Crosstabs

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	49%	49%	41%
Mitt Romney	47%	48%	32%
Undecided	4%	2%	27%

	Base	Race	
		White	Other
Obama Favorability			
Favorable	50%	50%	48%
Unfavorable	47%	48%	38%
Not sure	3%	2%	14%

	Base	Race	
		White	Other
Obama Approval			
Approve	48%	49%	36%
Disapprove	49%	49%	52%
Not sure	3%	3%	11%

	Base	Race	
		White	Other
Romney Favorability			
Favorable	47%	48%	31%
Unfavorable	48%	48%	52%
Not sure	5%	4%	17%





Crosstabs

	Base	Race	
		White	Other
Trusted More on Middle Class			
Barack Obama	51%	51%	50%
Mitt Romney	46%	47%	38%
Not sure	3%	2%	12%

	Base	Race	
		White	Other
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	51%	51%	52%
Mitt Romney	41%	41%	38%
Not sure	8%	7%	10%

	Base	Race	
		White	Other
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	50%	50%	48%
Mitt Romney	47%	47%	41%
Not sure	4%	3%	11%

	Base	Race	
		White	Other
Trusted More to Protect Medicare			
Barack Obama	50%	50%	52%
Mitt Romney	45%	46%	35%
Not sure	4%	4%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	49%	50%	47%	51%	46%
Mitt Romney	47%	42%	47%	47%	52%
Undecided	4%	8%	6%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Favorability					
Favorable	50%	54%	49%	51%	45%
Unfavorable	47%	44%	47%	46%	52%
Not sure	3%	2%	4%	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	48%	45%	47%	51%	43%
Disapprove	49%	47%	49%	48%	52%
Not sure	3%	8%	4%	1%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	47%	50%	42%	46%	50%
Unfavorable	48%	44%	51%	50%	46%
Not sure	5%	6%	8%	4%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More on Middle Class					
Barack Obama	51%	50%	51%	53%	46%
Mitt Romney	46%	46%	46%	45%	51%
Not sure	3%	4%	4%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More to Make Sure Rich Pay Fair Share					
Barack Obama	51%	50%	53%	54%	46%
Mitt Romney	41%	38%	37%	41%	47%
Not sure	8%	12%	10%	5%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More to Keep Middle Class Tax Rates Fair					
Barack Obama	50%	50%	48%	52%	46%
Mitt Romney	47%	46%	47%	45%	51%
Not sure	4%	4%	5%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More to Protect Medicare					
Barack Obama	50%	54%	48%	52%	46%
Mitt Romney	45%	38%	47%	45%	50%
Not sure	4%	8%	5%	3%	4%





Crosstabs

	Base	Already Voted?	
		Yes	No
Obama/Romney			
Barack Obama	49%	68%	39%
Mitt Romney	47%	32%	55%
Undecided	4%	1%	6%

	Base	Already Voted?	
		Yes	No
Obama Favorability			
Favorable	50%	65%	42%
Unfavorable	47%	33%	54%
Not sure	3%	1%	4%

	Base	Already Voted?	
		Yes	No
Obama Approval			
Approve	48%	66%	38%
Disapprove	49%	32%	57%
Not sure	3%	1%	5%

	Base	Already Voted?	
		Yes	No
Romney Favorability			
Favorable	47%	33%	54%
Unfavorable	48%	65%	40%
Not sure	5%	2%	6%





Crosstabs

	Base	Already Voted?	
		Yes	No
Trusted More on Middle Class			
Barack Obama	51%	67%	42%
Mitt Romney	46%	32%	54%
Not sure	3%	1%	4%

	Base	Already Voted?	
		Yes	No
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	51%	66%	44%
Mitt Romney	41%	31%	46%
Not sure	8%	3%	10%

	Base	Already Voted?	
		Yes	No
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	50%	68%	40%
Mitt Romney	47%	31%	54%
Not sure	4%	1%	5%

	Base	Already Voted?	
		Yes	No
Trusted More to Protect Medicare			
Barack Obama	50%	67%	42%
Mitt Romney	45%	31%	53%
Not sure	4%	2%	6%





Wisconsin Survey Results

Q1 The candidates for President are Democrat Barack Obama and Republican Mitt Romney. If the election were today, who would you vote for?

Barack Obama..... 51%
Mitt Romney..... 45%
Undecided..... 4%

Q2 Do you have a favorable or unfavorable opinion of Barack Obama?

Favorable..... 51%
Unfavorable 45%
Not sure 4%

Q3 Do you approve or disapprove of President Barack Obama's job performance?

Approve 49%
Disapprove..... 47%
Not sure 3%

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

Favorable..... 47%
Unfavorable 50%
Not sure 3%

Q5 Which of the Presidential candidates do you trust more to stand up for the middle class: Barack Obama or Mitt Romney?

Barack Obama..... 52%
Mitt Romney..... 44%
Not sure 4%

Q6 Which of the Presidential candidates do you trust more to make sure the wealthiest Americans pay their fair share of taxes: Barack Obama or Mitt Romney?

Barack Obama..... 54% *Not sure* 5%
Mitt Romney..... 41%

Q7 Which of the Presidential candidates do you trust more to keep tax rates fair for the middle class: Barack Obama or Mitt Romney?

Barack Obama..... 51%
Mitt Romney..... 44%
Not sure 4%

Q8 Which of the Presidential candidates do you trust more to protect Medicare: Barack Obama or Mitt Romney?

Barack Obama..... 52%
Mitt Romney..... 45%
Not sure 4%

Q9 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q10 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 34%
Republican..... 29%
Independent/Other..... 38%

Q11 If you are white, press 1. If other, press 2.

White 88%
Other..... 12%

Q12 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..... 22%
46 to 65..... 43%
Older than 65..... 23%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	51%	54%	48%
Mitt Romney	45%	42%	48%
Undecided	4%	4%	4%

	Base	Gender	
		Woman	Man
Obama Favorability			
Favorable	51%	54%	48%
Unfavorable	45%	41%	50%
Not sure	4%	5%	2%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	49%	51%	47%
Disapprove	47%	45%	50%
Not sure	3%	4%	3%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	47%	45%	49%
Unfavorable	50%	52%	48%
Not sure	3%	3%	3%





Crosstabs

	Base	Gender	
		Woman	Man
Trusted More on Middle Class			
Barack Obama	52%	56%	48%
Mitt Romney	44%	41%	48%
Not sure	4%	3%	4%

	Base	Gender	
		Woman	Man
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	54%	55%	52%
Mitt Romney	41%	39%	43%
Not sure	5%	6%	5%

	Base	Gender	
		Woman	Man
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	51%	54%	48%
Mitt Romney	44%	41%	48%
Not sure	4%	5%	4%

	Base	Gender	
		Woman	Man
Trusted More to Protect Medicare			
Barack Obama	52%	54%	49%
Mitt Romney	45%	42%	47%
Not sure	4%	4%	4%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	51%	92%	8%	48%
Mitt Romney	45%	7%	92%	43%
Undecided	4%	1%	0%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Favorability				
Favorable	51%	90%	7%	50%
Unfavorable	45%	7%	90%	45%
Not sure	4%	3%	4%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	49%	87%	8%	47%
Disapprove	47%	10%	92%	47%
Not sure	3%	3%	1%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	47%	11%	91%	44%
Unfavorable	50%	87%	7%	50%
Not sure	3%	2%	2%	6%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More on Middle Class				
Barack Obama	52%	90%	9%	51%
Mitt Romney	44%	9%	88%	43%
Not sure	4%	1%	2%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Make Sure Rich Pay Fair Share				
Barack Obama	54%	91%	13%	52%
Mitt Romney	41%	8%	81%	40%
Not sure	5%	1%	6%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Keep Middle Class Tax Rates Fair				
Barack Obama	51%	91%	7%	50%
Mitt Romney	44%	7%	91%	42%
Not sure	4%	2%	2%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Protect Medicare				
Barack Obama	52%	92%	7%	50%
Mitt Romney	45%	7%	90%	44%
Not sure	4%	1%	3%	7%





Crosstabs

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	51%	50%	64%
Mitt Romney	45%	47%	27%
Undecided	4%	3%	10%

	Base	Race	
		White	Other
Obama Favorability			
Favorable	51%	50%	61%
Unfavorable	45%	47%	31%
Not sure	4%	3%	8%

	Base	Race	
		White	Other
Obama Approval			
Approve	49%	48%	62%
Disapprove	47%	49%	32%
Not sure	3%	3%	6%

	Base	Race	
		White	Other
Romney Favorability			
Favorable	47%	49%	32%
Unfavorable	50%	49%	63%
Not sure	3%	3%	6%





Crosstabs

	Base	Race	
		White	Other
Trusted More on Middle Class			
Barack Obama	52%	50%	65%
Mitt Romney	44%	47%	28%
Not sure	4%	3%	7%

	Base	Race	
		White	Other
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	54%	52%	64%
Mitt Romney	41%	42%	31%
Not sure	5%	5%	5%

	Base	Race	
		White	Other
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	51%	50%	62%
Mitt Romney	44%	46%	29%
Not sure	4%	4%	10%

	Base	Race	
		White	Other
Trusted More to Protect Medicare			
Barack Obama	52%	51%	61%
Mitt Romney	45%	46%	35%
Not sure	4%	4%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	51%	64%	54%	50%	45%
Mitt Romney	45%	28%	43%	47%	52%
Undecided	4%	8%	3%	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Favorability					
Favorable	51%	61%	53%	51%	45%
Unfavorable	45%	31%	44%	46%	51%
Not sure	4%	8%	3%	3%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	49%	61%	50%	49%	43%
Disapprove	47%	36%	45%	49%	53%
Not sure	3%	3%	5%	2%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	47%	39%	44%	47%	52%
Unfavorable	50%	58%	51%	51%	44%
Not sure	3%	3%	5%	2%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More on Middle Class					
Barack Obama	52%	61%	55%	51%	47%
Mitt Romney	44%	33%	41%	47%	49%
Not sure	4%	6%	3%	2%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More to Make Sure Rich Pay Fair Share					
Barack Obama	54%	64%	57%	52%	48%
Mitt Romney	41%	31%	37%	43%	46%
Not sure	5%	6%	5%	5%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More to Keep Middle Class Tax Rates Fair					
Barack Obama	51%	67%	53%	49%	46%
Mitt Romney	44%	28%	43%	47%	49%
Not sure	4%	6%	4%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More to Protect Medicare					
Barack Obama	52%	64%	54%	51%	46%
Mitt Romney	45%	31%	45%	46%	49%
Not sure	4%	6%	1%	4%	5%

