



From: Tom Jensen, Director of Public Policy Polling

To: Interested Parties

Subject: Obama leads by 5 points in both Iowa and Wisconsin

Date: October 31st, 2012

New Public Policy Polling surveys in Wisconsin and Iowa, conducted on behalf of Health Care for America Now, find Barack Obama leading by 5 points in each state. In Iowa the spread is 50/45, representing a 3 point increase in Obama's advantage compared to a week ago. In Wisconsin he's at 51% to Mitt Romney's 46%, almost identical to 51/45 on the previous poll.

Key findings from the surveys include:

-Obama has a 7 point lead with independent voters in each state, 47/40 in Iowa and 50/43 in Wisconsin.

-A majority of voters in each state has a favorable opinion of Obama, 50/46 in Iowa and 52/46 in Wisconsin. Meanwhile Romney draws negative reviews in each at 46/51 in Iowa and 47/49 in Wisconsin.

-Obama has a wide advantage over Romney on two key issues in each state. Voters trust him more than Romney to stand up for the middle class by a 52/45 margin in Iowa and a 52/46 one in Wisconsin. And they trust him more to protect Medicare as well, 50/43 in Iowa and 52/44 in Wisconsin.

-Obama's already built up a wide lead among early voters in Iowa that may be hard for Romney to overcome. He's up 64/35 with those who say they've already voted.

PPP interviewed 825 likely Wisconsin voters and 676 likely Iowa voters on October 29th and 30th on behalf of Health Care for America Now. The margin of error for Wisconsin is +/-3.4% and for Iowa it's +/-3.8%





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..... 50%
Mitt Romney..... 45%
Undecided..... 4%

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

Favorable..... 50%
Unfavorable 46%
Not sure 4%

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

Approve 49%
Disapprove..... 47%
Not sure 4%

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

Favorable..... 46%
Unfavorable 51%
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..... 45%
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..... 52% *Not sure* 7%
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..... 52%
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..... 50%
Mitt Romney..... 43%
Not sure 7%

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

Woman 48%
Man..... 52%

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 39%
Republican..... 34%
Independent/Other..... 27%

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..... 11%
30 to 45..... 29%
46 to 65..... 41%
Older than 65..... 19%



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

Yes..... 42%
No..... 58%



Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	50%	55%	46%
Mitt Romney	45%	43%	48%
Undecided	4%	2%	6%

	Base	Gender	
		Woman	Man
Obama Favorability			
Favorable	50%	55%	45%
Unfavorable	46%	42%	50%
Not sure	4%	2%	5%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	49%	55%	44%
Disapprove	47%	42%	51%
Not sure	4%	3%	5%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	46%	41%	50%
Unfavorable	51%	56%	46%
Not sure	3%	3%	4%





Crosstabs

	Base	Gender	
		Woman	Man
Trusted More on Middle Class			
Barack Obama	52%	56%	49%
Mitt Romney	45%	41%	48%
Not sure	3%	3%	3%

	Base	Gender	
		Woman	Man
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	52%	55%	49%
Mitt Romney	41%	39%	44%
Not sure	7%	7%	8%

	Base	Gender	
		Woman	Man
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	52%	56%	48%
Mitt Romney	44%	41%	48%
Not sure	4%	4%	4%

	Base	Gender	
		Woman	Man
Trusted More to Protect Medicare			
Barack Obama	50%	56%	44%
Mitt Romney	43%	39%	48%
Not sure	7%	6%	8%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	50%	88%	11%	47%
Mitt Romney	45%	11%	89%	40%
Undecided	4%	1%	0%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Favorability				
Favorable	50%	89%	10%	45%
Unfavorable	46%	9%	89%	45%
Not sure	4%	2%	1%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	49%	88%	10%	43%
Disapprove	47%	9%	89%	47%
Not sure	4%	4%	1%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	46%	12%	87%	42%
Unfavorable	51%	86%	12%	50%
Not sure	3%	3%	1%	8%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More on Middle Class				
Barack Obama	52%	89%	11%	51%
Mitt Romney	45%	10%	87%	39%
Not sure	3%	1%	1%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Make Sure Rich Pay Fair Share				
Barack Obama	52%	88%	12%	50%
Mitt Romney	41%	10%	80%	37%
Not sure	7%	2%	8%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Keep Middle Class Tax Rates Fair				
Barack Obama	52%	90%	11%	49%
Mitt Romney	44%	9%	88%	40%
Not sure	4%	1%	2%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Protect Medicare				
Barack Obama	50%	89%	10%	43%
Mitt Romney	43%	9%	85%	40%
Not sure	7%	2%	4%	17%





Crosstabs

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	50%	50%	58%
Mitt Romney	45%	46%	33%
Undecided	4%	4%	8%

	Base	Race	
		White	Other
Obama Favorability			
Favorable	50%	50%	52%
Unfavorable	46%	47%	35%
Not sure	4%	3%	13%

	Base	Race	
		White	Other
Obama Approval			
Approve	49%	49%	50%
Disapprove	47%	47%	45%
Not sure	4%	4%	5%

	Base	Race	
		White	Other
Romney Favorability			
Favorable	46%	46%	39%
Unfavorable	51%	50%	57%
Not sure	3%	3%	4%





Crosstabs

	Base	Race	
		White	Other
Trusted More on Middle Class			
Barack Obama	52%	52%	59%
Mitt Romney	45%	45%	39%
Not sure	3%	3%	2%

	Base	Race	
		White	Other
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	52%	51%	55%
Mitt Romney	41%	42%	36%
Not sure	7%	7%	9%

	Base	Race	
		White	Other
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	52%	51%	60%
Mitt Romney	44%	45%	37%
Not sure	4%	4%	3%

	Base	Race	
		White	Other
Trusted More to Protect Medicare			
Barack Obama	50%	50%	52%
Mitt Romney	43%	44%	38%
Not sure	7%	7%	10%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	50%	61%	48%	49%	51%
Mitt Romney	45%	32%	48%	47%	45%
Undecided	4%	6%	4%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Favorability					
Favorable	50%	63%	46%	49%	52%
Unfavorable	46%	30%	51%	48%	44%
Not sure	4%	7%	4%	3%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	49%	57%	46%	48%	50%
Disapprove	47%	37%	49%	49%	43%
Not sure	4%	7%	5%	2%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	46%	42%	48%	45%	44%
Unfavorable	51%	58%	48%	51%	51%
Not sure	3%	-	4%	4%	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%	49%	51%	54%
Mitt Romney	45%	35%	48%	46%	42%
Not sure	3%	3%	2%	3%	4%

	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	52%	61%	48%	51%	53%
Mitt Romney	41%	39%	44%	41%	39%
Not sure	7%	-	7%	9%	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	52%	65%	47%	51%	53%
Mitt Romney	44%	35%	48%	45%	43%
Not sure	4%	-	5%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More to Protect Medicare					
Barack Obama	50%	58%	46%	49%	53%
Mitt Romney	43%	32%	44%	46%	43%
Not sure	7%	10%	10%	5%	4%





Crosstabs

	Base	Already Voted?	
		Yes	No
Obama/Romney			
Barack Obama	50%	64%	40%
Mitt Romney	45%	35%	53%
Undecided	4%	1%	7%

	Base	Already Voted?	
		Yes	No
Obama Favorability			
Favorable	50%	65%	39%
Unfavorable	46%	34%	55%
Not sure	4%	1%	6%

	Base	Already Voted?	
		Yes	No
Obama Approval			
Approve	49%	63%	38%
Disapprove	47%	34%	56%
Not sure	4%	2%	6%

	Base	Already Voted?	
		Yes	No
Romney Favorability			
Favorable	46%	37%	52%
Unfavorable	51%	61%	43%
Not sure	3%	2%	5%





Crosstabs

	Base	Already Voted?	
		Yes	No
Trusted More on Middle Class			
Barack Obama	52%	65%	43%
Mitt Romney	45%	35%	52%
Not sure	3%	1%	5%

	Base	Already Voted?	
		Yes	No
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	52%	64%	43%
Mitt Romney	41%	32%	48%
Not sure	7%	4%	10%

	Base	Already Voted?	
		Yes	No
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	52%	65%	42%
Mitt Romney	44%	34%	52%
Not sure	4%	1%	6%

	Base	Already Voted?	
		Yes	No
Trusted More to Protect Medicare			
Barack Obama	50%	64%	39%
Mitt Romney	43%	35%	50%
Not sure	7%	1%	11%





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..... 46%
Undecided..... 3%

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

Favorable..... 52%
Unfavorable 46%
Not sure 2%

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

Approve 50%
Disapprove..... 47%
Not sure 2%

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

Favorable..... 47%
Unfavorable 49%
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..... 52%
Mitt Romney..... 46%
Not sure 2%

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..... 52% *Not sure* 6%
Mitt Romney..... 42%

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..... 46%
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..... 44%
Not sure 4%

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

Woman 53%
Man..... 47%

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..... 30%
Independent/Other..... 36%

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

White 89%
Other..... 11%

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..... 9%
30 to 45..... 26%
46 to 65..... 45%
Older than 65..... 20%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	51%	54%	47%
Mitt Romney	46%	43%	50%
Undecided	3%	3%	3%

	Base	Gender	
		Woman	Man
Obama Favorability			
Favorable	52%	55%	48%
Unfavorable	46%	43%	49%
Not sure	2%	2%	2%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	50%	54%	47%
Disapprove	47%	44%	51%
Not sure	2%	3%	2%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	47%	44%	50%
Unfavorable	49%	51%	46%
Not sure	5%	6%	4%





Crosstabs

	Base	Gender	
		Woman	Man
Trusted More on Middle Class			
Barack Obama	52%	54%	49%
Mitt Romney	46%	43%	50%
Not sure	2%	3%	1%

	Base	Gender	
		Woman	Man
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	52%	55%	49%
Mitt Romney	42%	38%	47%
Not sure	6%	7%	4%

	Base	Gender	
		Woman	Man
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	50%	53%	46%
Mitt Romney	46%	43%	50%
Not sure	4%	4%	3%

	Base	Gender	
		Woman	Man
Trusted More to Protect Medicare			
Barack Obama	52%	56%	47%
Mitt Romney	44%	40%	49%
Not sure	4%	5%	3%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	51%	90%	7%	50%
Mitt Romney	46%	10%	92%	43%
Undecided	3%	-	1%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Favorability				
Favorable	52%	91%	8%	51%
Unfavorable	46%	8%	91%	44%
Not sure	2%	0%	1%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	50%	89%	8%	48%
Disapprove	47%	9%	91%	47%
Not sure	2%	2%	1%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	47%	13%	91%	41%
Unfavorable	49%	83%	7%	50%
Not sure	5%	4%	1%	8%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More on Middle Class				
Barack Obama	52%	89%	9%	52%
Mitt Romney	46%	11%	91%	43%
Not sure	2%	0%	0%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Make Sure Rich Pay Fair Share				
Barack Obama	52%	90%	9%	52%
Mitt Romney	42%	9%	82%	40%
Not sure	6%	1%	9%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Keep Middle Class Tax Rates Fair				
Barack Obama	50%	88%	8%	49%
Mitt Romney	46%	11%	90%	44%
Not sure	4%	1%	2%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More to Protect Medicare				
Barack Obama	52%	91%	9%	50%
Mitt Romney	44%	8%	88%	42%
Not sure	4%	0%	4%	8%





Crosstabs

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	51%	50%	60%
Mitt Romney	46%	48%	30%
Undecided	3%	2%	10%

	Base	Race	
		White	Other
Obama Favorability			
Favorable	52%	51%	64%
Unfavorable	46%	47%	32%
Not sure	2%	2%	4%

	Base	Race	
		White	Other
Obama Approval			
Approve	50%	49%	61%
Disapprove	47%	49%	33%
Not sure	2%	2%	6%

	Base	Race	
		White	Other
Romney Favorability			
Favorable	47%	48%	35%
Unfavorable	49%	48%	49%
Not sure	5%	3%	16%





Crosstabs

	Base	Race	
		White	Other
Trusted More on Middle Class			
Barack Obama	52%	51%	58%
Mitt Romney	46%	48%	35%
Not sure	2%	1%	7%

	Base	Race	
		White	Other
Trusted More to Make Sure Rich Pay Fair Share			
Barack Obama	52%	51%	63%
Mitt Romney	42%	44%	27%
Not sure	6%	5%	10%

	Base	Race	
		White	Other
Trusted More to Keep Middle Class Tax Rates Fair			
Barack Obama	50%	49%	58%
Mitt Romney	46%	48%	34%
Not sure	4%	3%	8%

	Base	Race	
		White	Other
Trusted More to Protect Medicare			
Barack Obama	52%	50%	63%
Mitt Romney	44%	46%	30%
Not sure	4%	4%	7%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	51%	56%	51%	51%	48%
Mitt Romney	46%	41%	46%	46%	50%
Undecided	3%	4%	3%	3%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Favorability					
Favorable	52%	59%	51%	52%	49%
Unfavorable	46%	41%	47%	45%	48%
Not sure	2%	-	2%	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	50%	63%	48%	51%	47%
Disapprove	47%	37%	50%	47%	49%
Not sure	2%	-	2%	3%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	47%	41%	49%	45%	52%
Unfavorable	49%	44%	47%	51%	46%
Not sure	5%	15%	4%	4%	2%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More on Middle Class					
Barack Obama	52%	56%	50%	53%	49%
Mitt Romney	46%	44%	47%	45%	49%
Not sure	2%	-	3%	2%	2%

	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	52%	56%	52%	53%	49%
Mitt Romney	42%	41%	42%	42%	43%
Not sure	6%	4%	7%	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%	52%	48%	52%	48%
Mitt Romney	46%	48%	45%	46%	48%
Not sure	4%	-	7%	3%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More to Protect Medicare					
Barack Obama	52%	59%	49%	53%	49%
Mitt Romney	44%	37%	44%	44%	49%
Not sure	4%	4%	7%	4%	2%

