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Obama leads Romney by 12 in N.H., 10 with Ayotte

Raleigh, N.C. – When PPP last polled New Hampshire last July, Mitt Romney led President Obama by two points. Now, in a state Romney calls home during the summer but which Obama won by almost 10 points over John McCain, the president leads by 12. And one of the popular new names in Romney’s running mate mix, the state’s freshman Sen. Kelly Ayotte, would be of little help in closing that gap.

Obama tops Romney now, 53-41, a 14-point reversal from Romney’s 46-44 lead 10 months ago. With Ayotte on the ticket versus the Obama-Biden slate, that lead would fall but only to 52-42. Similarly, Ayotte’s predecessor, Judd Gregg, would only basically help Romney run in place (52-41).

The reason for this huge boost in Obama’s fortunes in this swing state is two-fold: an improvement in his own public image and a decline in Romney’s. Romney is improving with his partisans (up from 63% to 77% favorability with Republicans), but has slipped drastically from a barely positive 43-42 favorability spread overall to 40% seeing him favorably and 54% unfavorably now. That negative movement is entirely with Democrats (from 25-58 to 8-89) and independents (43-40 to 38-53). On the flip side, 52% approve and 45% disapprove of the president’s job performance, up 10 points on the margin from 46-49 last summer. Obama is also consolidating support with his base (from 83% to 92% approval) but also with independents (from 39% to 51%).

Things look similar in the horse race: Obama has 93% of his own party (up from 82%), 50% of independents (35%), and 13% of Republicans (11%), keeping Romney at only 82% of his own party. Ayotte and Gregg only help a tick with the GOP, but not at all with independents.

“New Hampshire is really emblematic of the way the primary season hurt Mitt Romney’s appeal to Democrats and independents,” said Dean Debnam, President of Public Policy Polling. “Barack Obama’s position there has improved tremendously.”

PPP surveyed 1,163 New Hampshire voters from May 10th to 13th. The margin of error for the survey is +/-2.9%. 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.



New Hampshire Survey Results

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

Approve 52%
Disapprove..... 45%
Not sure 3%

Q2 Do you have a favorable or unfavorable opinion of Ron Paul?

Favorable..... 36%
Unfavorable 49%
Not sure 15%

Q3 Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable..... 40%
Unfavorable 54%
Not sure 5%

Q4 If the candidates for President this year were Democrat Barack Obama and Republican Ron Paul, who would you vote for?

Barack Obama..... 51%
Ron Paul..... 37%
Undecided..... 12%

Q5 If the candidates for President this year were Democrat Barack Obama and Republican Mitt Romney, who would you vote for?

Barack Obama..... 53%
Mitt Romney..... 41%
Undecided..... 6%

Q6 Do you approve or disapprove of Senator Kelly Ayotte's job performance?

Approve 43% *Not sure* 14%
Disapprove..... 43%

Q7 If the Democratic ticket was Barack Obama for President and Joe Biden for Vice President, and the Republican ticket was Mitt Romney for President and Kelly Ayotte for Vice President, which would you vote for?

Obama-Biden..... 52%
Romney-Ayotte 42%
Undecided..... 6%

Q8 Do you have a favorable or unfavorable opinion of Judd Gregg?

Favorable..... 44%
Unfavorable 35%
Not sure 21%

Q9 If the Democratic ticket was Barack Obama for President and Joe Biden for Vice President, and the Republican ticket was Mitt Romney for President and Judd Gregg for Vice President, which would you vote for?

Obama-Biden..... 52%
Romney-Gregg 41%
Undecided..... 7%

Q10 Do you have a favorable or unfavorable opinion of Gary Johnson?

Favorable..... 9%
Unfavorable 26%
Not sure 65%

Q11 If the candidates for President this year were Democrat Barack Obama, Republican Mitt Romney, and Libertarian Gary Johnson, who would you vote for?

Barack Obama..... 51%
Mitt Romney..... 38%
Gary Johnson 7%
Undecided..... 4%





Q12 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	10%
<i>Somewhat liberal</i>	23%
<i>Moderate</i>	31%
<i>Somewhat conservative</i>	24%
<i>Very conservative</i>	12%

Q13 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	52%
<i>Man</i>	48%

Q14 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	34%
<i>Republican</i>	31%
<i>Independent/Other</i>	35%

Q15 If you are white, press 1. If other, press 2.

<i>White</i>	90%
<i>Other</i>	10%

Q16 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.

<i>18 to 29</i>	12%
<i>30 to 45</i>	24%
<i>46 to 65</i>	39%
<i>Older than 65</i>	25%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	52%	95%	88%	59%	13%	7%
Disapprove	45%	3%	10%	35%	85%	91%
Not sure	3%	1%	2%	6%	1%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ron Paul Favorability						
Favorable	36%	26%	31%	37%	42%	42%
Unfavorable	49%	59%	58%	47%	43%	41%
Not sure	15%	15%	11%	16%	15%	17%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	40%	5%	11%	34%	73%	75%
Unfavorable	54%	93%	85%	57%	22%	21%
Not sure	5%	2%	4%	9%	5%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Paul						
Barack Obama	51%	88%	85%	59%	16%	6%
Ron Paul	37%	10%	11%	29%	65%	77%
Undecided	12%	2%	4%	12%	19%	16%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney						
Barack Obama	53%	95%	91%	58%	15%	8%
Mitt Romney	41%	3%	7%	34%	81%	79%
Undecided	6%	2%	2%	8%	4%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ayotte Approval						
Approve	43%	14%	16%	37%	72%	74%
Disapprove	43%	73%	67%	45%	20%	18%
Not sure	14%	13%	17%	18%	8%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama-Biden/Romney-Ayotte						
Obama-Biden	52%	95%	88%	59%	14%	8%
Romney-Ayotte	42%	3%	10%	32%	80%	83%
Undecided	6%	2%	2%	10%	6%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Gregg Favorability						
Favorable	44%	8%	26%	43%	68%	66%
Unfavorable	35%	65%	53%	34%	15%	16%
Not sure	21%	27%	21%	23%	17%	18%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama-Biden/Romney-Gregg						
Obama-Biden	52%	96%	88%	58%	14%	6%
Romney-Gregg	41%	3%	10%	31%	79%	82%
Undecided	7%	2%	3%	11%	8%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Johnson Favorability						
Favorable	9%	7%	4%	10%	11%	10%
Unfavorable	26%	46%	36%	21%	18%	19%
Not sure	65%	48%	60%	69%	71%	71%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney/Johnson						
Barack Obama	51%	92%	88%	58%	12%	6%
Mitt Romney	38%	2%	8%	26%	78%	79%
Gary Johnson	7%	5%	2%	10%	7%	13%
Undecided	4%	1%	2%	6%	3%	2%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	52%	58%	46%
Disapprove	45%	38%	52%
Not sure	3%	4%	2%





Crosstabs

	Base	Gender	
		Woman	Man
Ron Paul Favorability			
Favorable	36%	31%	43%
Unfavorable	49%	51%	46%
Not sure	15%	18%	11%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	40%	37%	44%
Unfavorable	54%	57%	52%
Not sure	5%	6%	5%

	Base	Gender	
		Woman	Man
Obama/Paul			
Barack Obama	51%	58%	44%
Ron Paul	37%	29%	46%
Undecided	12%	13%	10%

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	53%	58%	47%
Mitt Romney	41%	35%	48%
Undecided	6%	7%	5%





Crosstabs

	Base	Gender	
		Woman	Man
Ayotte Approval			
Approve	43%	40%	45%
Disapprove	43%	42%	45%
Not sure	14%	18%	9%

	Base	Gender	
		Woman	Man
Obama-Biden/Romney-Ayotte			
Obama-Biden	52%	57%	46%
Romney-Ayotte	42%	35%	49%
Undecided	6%	8%	4%

	Base	Gender	
		Woman	Man
Gregg Favorability			
Favorable	44%	40%	49%
Unfavorable	35%	34%	36%
Not sure	21%	26%	15%

	Base	Gender	
		Woman	Man
Obama-Biden/Romney-Gregg			
Obama-Biden	52%	57%	47%
Romney-Gregg	41%	35%	47%
Undecided	7%	9%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Johnson Favorability			
Favorable	9%	6%	11%
Unfavorable	26%	24%	28%
Not sure	65%	70%	61%

	Base	Gender	
		Woman	Man
Obama/Romney/Johnson			
Barack Obama	51%	57%	44%
Mitt Romney	38%	32%	45%
Gary Johnson	7%	8%	7%
Undecided	4%	3%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	52%	92%	11%	51%
Disapprove	45%	7%	86%	44%
Not sure	3%	2%	2%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Ron Paul Favorability				
Favorable	36%	29%	39%	41%
Unfavorable	49%	58%	47%	42%
Not sure	15%	13%	15%	16%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	40%	8%	77%	38%
Unfavorable	54%	89%	18%	53%
Not sure	5%	2%	5%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Paul				
Barack Obama	51%	89%	15%	47%
Ron Paul	37%	7%	66%	41%
Undecided	12%	4%	19%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	53%	93%	13%	50%
Mitt Romney	41%	5%	82%	39%
Undecided	6%	2%	5%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Ayotte Approval				
Approve	43%	16%	73%	41%
Disapprove	43%	70%	17%	42%
Not sure	14%	15%	10%	17%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama-Biden/Romney-Ayotte				
Obama-Biden	52%	92%	11%	50%
Romney-Ayotte	42%	6%	83%	39%
Undecided	6%	2%	6%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Gregg Favorability				
Favorable	44%	21%	68%	46%
Unfavorable	35%	55%	14%	34%
Not sure	21%	24%	18%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama-Biden/Romney-Gregg				
Obama-Biden	52%	92%	11%	49%
Romney-Gregg	41%	6%	82%	38%
Undecided	7%	2%	7%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Johnson Favorability				
Favorable	9%	5%	10%	11%
Unfavorable	26%	35%	20%	23%
Not sure	65%	61%	70%	66%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney/Johnson				
Barack Obama	51%	91%	10%	49%
Mitt Romney	38%	4%	80%	34%
Gary Johnson	7%	3%	6%	12%
Undecided	4%	1%	4%	6%

	Base	Race	
		White	Other
Obama Approval			
Approve	52%	53%	48%
Disapprove	45%	44%	51%
Not sure	3%	3%	1%

	Base	Race	
		White	Other
Ron Paul Favorability			
Favorable	36%	36%	37%
Unfavorable	49%	49%	46%
Not sure	15%	15%	16%

	Base	Race	
		White	Other
Romney Favorability			
Favorable	40%	40%	43%
Unfavorable	54%	55%	53%
Not sure	5%	5%	4%





Crosstabs

	Base	Race	
		White	Other
Obama/Paul			
Barack Obama	51%	52%	45%
Ron Paul	37%	37%	40%
Undecided	12%	11%	15%

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	53%	53%	49%
Mitt Romney	41%	41%	40%
Undecided	6%	5%	11%

	Base	Race	
		White	Other
Ayotte Approval			
Approve	43%	42%	47%
Disapprove	43%	43%	47%
Not sure	14%	15%	6%

	Base	Race	
		White	Other
Obama-Biden/Romney-Ayotte			
Obama-Biden	52%	53%	48%
Romney-Ayotte	42%	41%	44%
Undecided	6%	6%	8%





Crosstabs

	Base	Race	
		White	Other
Gregg Favorability			
Favorable	44%	44%	48%
Unfavorable	35%	34%	40%
Not sure	21%	22%	12%

	Base	Race	
		White	Other
Obama-Biden/Romney-Gregg			
Obama-Biden	52%	52%	46%
Romney-Gregg	41%	41%	42%
Undecided	7%	7%	12%

	Base	Race	
		White	Other
Johnson Favorability			
Favorable	9%	8%	12%
Unfavorable	26%	25%	34%
Not sure	65%	67%	54%

	Base	Race	
		White	Other
Obama/Romney/Johnson			
Barack Obama	51%	52%	39%
Mitt Romney	38%	38%	40%
Gary Johnson	7%	6%	15%
Undecided	4%	3%	6%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	52%	63%	48%	52%	50%
Disapprove	45%	37%	48%	44%	46%
Not sure	3%	-	4%	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ron Paul Favorability					
Favorable	36%	44%	39%	33%	34%
Unfavorable	49%	41%	43%	54%	51%
Not sure	15%	15%	18%	13%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	40%	29%	42%	39%	46%
Unfavorable	54%	66%	56%	54%	48%
Not sure	5%	5%	2%	7%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Paul					
Barack Obama	51%	50%	49%	54%	49%
Ron Paul	37%	33%	43%	36%	36%
Undecided	12%	18%	8%	10%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	53%	59%	51%	55%	49%
Mitt Romney	41%	29%	43%	41%	46%
Undecided	6%	12%	6%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ayotte Approval					
Approve	43%	37%	46%	39%	48%
Disapprove	43%	54%	37%	47%	40%
Not sure	14%	10%	17%	14%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama-Biden/Romney-Ayotte					
Obama-Biden	52%	56%	48%	55%	50%
Romney-Ayotte	42%	32%	47%	40%	44%
Undecided	6%	12%	5%	5%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gregg Favorability					
Favorable	44%	39%	40%	46%	48%
Unfavorable	35%	34%	30%	39%	32%
Not sure	21%	27%	30%	15%	19%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama-Biden/Romney-Gregg					
Obama-Biden	52%	59%	49%	54%	48%
Romney-Gregg	41%	24%	46%	41%	44%
Undecided	7%	17%	5%	6%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Johnson Favorability					
Favorable	9%	12%	12%	6%	8%
Unfavorable	26%	29%	23%	29%	23%
Not sure	65%	59%	64%	66%	69%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney/Johnson					
Barack Obama	51%	54%	48%	54%	49%
Mitt Romney	38%	27%	41%	37%	43%
Gary Johnson	7%	17%	7%	6%	5%
Undecided	4%	2%	4%	3%	4%

