



FOR IMMEDIATE RELEASE

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Obama wins debate by 11 points in swing states

Raleigh, N.C. – PPP's post debate poll in the swing states, conducted on behalf of Americans United for Change, finds that Barack Obama was the big winner in tonight's face off. 53% of those surveyed in Colorado, Florida, Iowa, Michigan, New Hampshire, Nevada, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin think Obama was the winner to 42% who pick Romney.

Obama's winning margin among critical independent voters was even larger than his overall win, with 55% of them picking him as the winner to 40% for Romney. The sense that Obama was the winner is pretty universal across different demographics groups—women (57/39), men (48/45), Hispanics (69/29), African Americans (87/13), whites (49/45), young voters (55/40), and seniors (53/43) all think Obama came out ahead tonight.

Maybe even more important than the sentiment on who won the debate is who folks in these swing states are planning to vote for now: 51% of them say they're going to support Obama to 45% who stand with Romney. That includes a 46/36 advantage for Obama with independents, and Obama also seems to have made a lot of progress with groups he was previously down by wide margins with. Among men (50/47) and whites (50/46) he is trailing only slightly and with seniors he's actually ahead 52/47.

Tonight's debate was more a win for Obama than a loss for Romney. Romney, despite losing, came out with 38% of voters now saying they're more likely to vote for him to 35% who say they're less likely to for a +3 positive spread. Obama just came out even better with 37% of voters saying they're more likely to vote for him to 31% who are less likely to for a +6 spread.

“Barack Obama got the big victory he needed in tonight’s debate,” said Dean Debnam, President of Public Policy Polling. “Now we’ll see if that translates into building the small leads he has in the swing states now to wider ones as we approach election day.”

PPP surveyed 500 swing state debate watchers on October 22nd. The margin of error for the survey is +/-4.4%. PPP surveys are conducted through automated telephone interviews.





National Survey Results

- Q1** Did you watch the presidential debate tonight, or not?
Watched it.....100%
Did not 0%
- Q2** Regardless of who you plan to vote for, who do you think won the debate tonight, Barack Obama or Mitt Romney?
Barack Obama..... 53%
Mitt Romney..... 42%
Not sure 5%
- Q3** Who are you planning to vote for in the presidential election?
Barack Obama..... 51%
Mitt Romney..... 45%
Undecided..... 4%
- Q4** Did tonight's debate make you more or less likely to vote for Barack Obama, or did it not make a difference?
More likely..... 37%
Less likely 31%
Didn't make a difference 30%
Not sure 2%
- Q5** Did tonight's debate make you more or less likely to vote for Mitt Romney, or did it not make a difference?
More likely..... 38%
Less likely 35%
Didn't make a difference 26%
Not sure..... 1%
- Q6** Which of the candidates do you trust more on the issue of foreign policy?
Barack Obama..... 51%
Mitt Romney..... 47%
Not sure 2%
- Q7** If you are a woman, press 1. If a man, press 2.
Woman 56%
Man..... 44%
- Q8** 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..... 43%
Republican..... 37%
Independent/Other..... 20%
- Q9** If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.
Hispanic..... 9%
White 76%
African-American 9%
Other..... 6%
- Q10** 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..... 14%
30 to 45..... 23%
46 to 65..... 38%
Older than 65..... 25%





Crosstabs

	Base	Gender	
		Woman	Man
Who Won?			
Barack Obama	53%	57%	48%
Mitt Romney	42%	39%	45%
Not sure	5%	3%	7%

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	51%	55%	47%
Mitt Romney	45%	41%	50%
Undecided	4%	4%	3%

	Base	Gender	
		Woman	Man
More/Less Likely to Vote Obama?			
More likely	37%	40%	34%
Less likely	31%	29%	33%
Didn't make a difference	30%	31%	29%
Not sure	2%	-	4%

	Base	Gender	
		Woman	Man
More/Less Likely to Vote Romney?			
More likely	38%	36%	41%
Less likely	35%	38%	31%
Didn't make a difference	26%	25%	28%
Not sure	1%	1%	0%





Crosstabs

	Base	Gender	
		Woman	Man
Trusted More on Foreign Policy			
Barack Obama	51%	55%	46%
Mitt Romney	47%	44%	50%
Not sure	2%	1%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
Who Won?				
Barack Obama	53%	90%	9%	55%
Mitt Romney	42%	9%	81%	40%
Not sure	5%	1%	9%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	51%	90%	9%	46%
Mitt Romney	45%	9%	91%	36%
Undecided	4%	1%	-	18%

	Base	Party		
		Democrat	Republican	Independent/Other
More/Less Likely to Vote Obama?				
More likely	37%	65%	7%	32%
Less likely	31%	11%	46%	48%
Didn't make a difference	30%	25%	42%	20%
Not sure	2%	-	4%	-





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
More/Less Likely to Vote Romney?				
More likely	38%	12%	66%	47%
Less likely	35%	60%	6%	35%
Didn't make a difference	26%	28%	29%	18%
Not sure	1%	1%	-	1%

	Base	Party		
		Democrat	Republican	Independent/Other
Trusted More on Foreign Policy				
Barack Obama	51%	89%	8%	48%
Mitt Romney	47%	11%	88%	49%
Not sure	2%	-	4%	2%

	Base	Race			
		Hispanic	White	African-American	Other
Who Won?					
Barack Obama	53%	69%	49%	87%	37%
Mitt Romney	42%	29%	45%	13%	59%
Not sure	5%	2%	6%	-	4%

	Base	Race			
		Hispanic	White	African-American	Other
Obama/Romney					
Barack Obama	51%	69%	46%	87%	37%
Mitt Romney	45%	21%	50%	11%	61%
Undecided	4%	10%	3%	2%	3%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
More/Less Likely to Vote Obama?					
More likely	37%	44%	33%	64%	37%
Less likely	31%	26%	34%	6%	36%
Didn't make a difference	30%	29%	31%	29%	27%
Not sure	2%	-	2%	-	-

	Base	Race			
		Hispanic	White	African-American	Other
More/Less Likely to Vote Romney?					
More likely	38%	26%	41%	22%	43%
Less likely	35%	39%	33%	51%	32%
Didn't make a difference	26%	32%	26%	25%	25%
Not sure	1%	3%	0%	2%	-

	Base	Race			
		Hispanic	White	African-American	Other
Trusted More on Foreign Policy					
Barack Obama	51%	69%	46%	85%	39%
Mitt Romney	47%	31%	52%	15%	56%
Not sure	2%	-	2%	-	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Who Won?					
Barack Obama	53%	55%	60%	49%	53%
Mitt Romney	42%	40%	40%	43%	43%
Not sure	5%	5%	-	8%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	51%	50%	57%	48%	52%
Mitt Romney	45%	40%	40%	48%	47%
Undecided	4%	10%	3%	4%	1%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
More/Less Likely to Vote Obama?					
More likely	37%	35%	31%	38%	43%
Less likely	31%	30%	26%	34%	32%
Didn't make a difference	30%	30%	40%	28%	25%
Not sure	2%	5%	3%	0%	0%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
More/Less Likely to Vote Romney?					
More likely	38%	50%	31%	37%	40%
Less likely	35%	30%	37%	34%	36%
Didn't make a difference	26%	20%	31%	28%	23%
Not sure	1%	-	-	0%	1%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trusted More on Foreign Policy					
Barack Obama	51%	50%	57%	48%	52%
Mitt Romney	47%	45%	43%	50%	47%
Not sure	2%	5%	-	2%	2%

