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## Wisconsin tightens considerably

**Raleigh, N.C.** -- PPP's newest Wisconsin poll finds a big debate bump for Mitt Romney in the state. Two weeks ago he trailed Barack Obama by 7 points there, 52-45. Now he's pulled to within two points, with Obama's lead now just 49-47.

There's not much doubt it was Romney's strong debate performance on Wednesday night that's given him this boost. Voters think he won the debate by a 61/25 margin, including a 60/19 margin with independents. 95% of Republicans think Romney won the debate, while only 50% of Democrats claim to think Obama was the winner. Romney's image has seen significant improvement over the last couple weeks with 49% of voters now expressing a positive opinion of him to 48% with a negative one. That's up a net 8 points from a 44/51 spread on our last poll.

The main shift compared to 2 weeks ago in Wisconsin is an increase in Republican enthusiasm about Romney and the election in general. He's gone from leading Obama by 79 points with Republicans (89-10) to an 85 point advantage (92-7). One thing that might be reassuring for Democrats is that Obama's held steady with independents in the state, continuing to hold a 9 point lead.

There's also been a big uptick in Republican enthusiasm about the election. Two weeks ago there was basically no enthusiasm gap with 65% of Democrats and 63% of GOP voters saying they were 'very excited' to vote this fall. Now the Republicans are seeing an advantage on that question with their share of 'very excited' voters climbing to 72% while the Democrats have declined to 63%.

Looking at the movement in Wisconsin along racial lines, it's all come with white voters. They've gone from favoring Obama by 5 to supporting Romney by 3.

“Mitt Romney’s received a significant bounce in Wisconsin after his big victory in the debate on Wednesday,” said Dean Debnam, President of Public Policy Polling. “The big question now is whether the renewed closeness of the race will be permanent or just temporary.”

PPP surveyed 979 likely Wisconsin voters from October 4<sup>th</sup> to 6th. The margin of error for the overall survey is +/-3.1%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



## Wisconsin Survey Results

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

*Approve* ..... 49%  
*Disapprove*..... 49%  
*Not sure* ..... 2%

**Q2** Do you have a favorable or unfavorable opinion of Mitt Romney?

*Favorable*..... 49%  
*Unfavorable* ..... 48%  
*Not sure* ..... 2%

**Q3** The candidates for President are Democrat Barack Obama and Republican Mitt Romney. If the election was today, who would you vote for?

*Barack Obama*..... 49%  
*Mitt Romney*..... 47%  
*Undecided*..... 3%

**Q4** Do you trust Barack Obama or Mitt Romney more on the issue of the economy?

*Barack Obama*..... 49%  
*Mitt Romney*..... 47%  
*Not sure* ..... 4%

**Q5** Do you trust Barack Obama or Mitt Romney more on the issue of foreign policy?

*Barack Obama*..... 50%  
*Mitt Romney*..... 47%  
*Not sure* ..... 3%

**Q6** Who do you think won the debate between Barack Obama and Mitt Romney this week?

*Barack Obama*..... 25%  
*Mitt Romney*..... 61%  
*Not sure*..... 15%

**Q7** Do you have a favorable or unfavorable opinion of Paul Ryan?

*Favorable*..... 50%  
*Unfavorable* ..... 47%  
*Not sure*..... 4%

**Q8** Are you very excited, somewhat excited, or not at all excited about voting in the 2012 elections?

*Very excited* ..... 61%  
*Somewhat excited* ..... 26%  
*Not at all excited* ..... 13%

**Q9** Do you have a favorable or unfavorable opinion of Big Bird?

*Favorable*..... 51%  
*Unfavorable* ..... 11%  
*Not sure*..... 39%

**Q10** Do you support or oppose federal funding for PBS?

*Support* ..... 51%  
*Oppose* ..... 33%  
*Not sure*..... 16%

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

*Very liberal*..... 12%  
*Somewhat liberal* ..... 18%  
*Moderate*..... 29%  
*Somewhat conservative*..... 24%  
*Very conservative* ..... 16%

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

*Woman* ..... 51%  
*Man*..... 49%





**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.

<i>Democrat</i> .....	34%
<i>Republican</i> .....	33%
<i>Independent/Other</i> .....	33%

**Q14** If you are white, press 1. If other, press 2.

<i>White</i> .....	91%
<i>Other</i> .....	9%

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

<i>18 to 29</i> .....	15%
<i>30 to 45</i> .....	26%
<i>46 to 65</i> .....	39%
<i>Older than 65</i> .....	20%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama Approval</b>						
Approve	49%	81%	85%	64%	18%	5%
Disapprove	49%	19%	13%	32%	79%	94%
Not sure	2%	-	3%	3%	3%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Romney Favorability</b>						
Favorable	49%	14%	21%	32%	80%	92%
Unfavorable	48%	86%	78%	63%	17%	7%
Not sure	2%	-	1%	5%	3%	0%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama/Romney</b>						
Barack Obama	49%	80%	86%	63%	19%	7%
Mitt Romney	47%	20%	13%	30%	75%	92%
Undecided	3%	-	1%	6%	5%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Trust More on Econ.?</b>						
Barack Obama	49%	81%	86%	63%	18%	8%
Mitt Romney	47%	19%	11%	31%	76%	92%
Not sure	4%	-	3%	6%	6%	-





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Trust More on Foreign Policy?</b>						
Barack Obama	50%	81%	85%	66%	19%	5%
Mitt Romney	47%	19%	11%	29%	77%	95%
Not sure	3%	-	4%	5%	4%	-

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Who Won Debate?</b>						
Barack Obama	25%	47%	47%	25%	10%	5%
Mitt Romney	61%	37%	34%	51%	85%	91%
Not sure	15%	16%	19%	25%	6%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Ryan Favorability</b>						
Favorable	50%	22%	11%	36%	81%	90%
Unfavorable	47%	77%	85%	59%	17%	7%
Not sure	4%	1%	5%	5%	3%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Voter Enthusiasm</b>						
Very excited	61%	63%	61%	49%	60%	84%
Somewhat excited	26%	23%	31%	31%	26%	13%
Not at all excited	13%	14%	8%	20%	14%	4%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Big Bird Favorability</b>						
Favorable	51%	66%	61%	52%	45%	36%
Unfavorable	11%	6%	17%	6%	12%	11%
Not sure	39%	28%	22%	41%	43%	53%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Support/Oppose Fed. PBS Funding</b>						
Support	51%	69%	80%	63%	29%	15%
Oppose	33%	16%	13%	21%	51%	62%
Not sure	16%	15%	6%	16%	20%	24%

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
Approve	49%	53%	46%
Disapprove	49%	45%	52%
Not sure	2%	2%	2%

	Base	Gender	
		Woman	Man
<b>Romney Favorability</b>			
Favorable	49%	48%	51%
Unfavorable	48%	49%	47%
Not sure	2%	3%	2%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Obama/Romney</b>			
<b>Barack Obama</b>	49%	52%	46%
<b>Mitt Romney</b>	47%	45%	50%
<b>Undecided</b>	3%	3%	4%

	Base	Gender	
		Woman	Man
<b>Trust More on Econ.?</b>			
<b>Barack Obama</b>	49%	53%	45%
<b>Mitt Romney</b>	47%	44%	50%
<b>Not sure</b>	4%	3%	4%

	Base	Gender	
		Woman	Man
<b>Trust More on Foreign Policy?</b>			
<b>Barack Obama</b>	50%	53%	46%
<b>Mitt Romney</b>	47%	45%	50%
<b>Not sure</b>	3%	2%	4%

	Base	Gender	
		Woman	Man
<b>Who Won Debate?</b>			
<b>Barack Obama</b>	25%	28%	20%
<b>Mitt Romney</b>	61%	55%	67%
<b>Not sure</b>	15%	17%	12%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Ryan Favorability</b>			
<b>Favorable</b>	50%	47%	52%
<b>Unfavorable</b>	47%	48%	45%
<b>Not sure</b>	4%	4%	3%

	Base	Gender	
		Woman	Man
<b>Voter Enthusiasm</b>			
<b>Very excited</b>	61%	60%	62%
<b>Somewhat excited</b>	26%	28%	24%
<b>Not at all excited</b>	13%	12%	14%

	Base	Gender	
		Woman	Man
<b>Big Bird Favorability</b>			
<b>Favorable</b>	51%	54%	48%
<b>Unfavorable</b>	11%	9%	12%
<b>Not sure</b>	39%	37%	40%

	Base	Gender	
		Woman	Man
<b>Support/Oppose Fed. PBS Funding</b>			
<b>Support</b>	51%	56%	46%
<b>Oppose</b>	33%	27%	40%
<b>Not sure</b>	16%	18%	15%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama Approval</b>				
<b>Approve</b>	49%	89%	5%	53%
<b>Disapprove</b>	49%	9%	94%	45%
<b>Not sure</b>	2%	3%	1%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Romney Favorability</b>				
<b>Favorable</b>	49%	12%	92%	45%
<b>Unfavorable</b>	48%	84%	7%	52%
<b>Not sure</b>	2%	3%	1%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama/Romney</b>				
<b>Barack Obama</b>	49%	89%	7%	51%
<b>Mitt Romney</b>	47%	9%	92%	42%
<b>Undecided</b>	3%	2%	1%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Trust More on Econ.?</b>				
<b>Barack Obama</b>	49%	90%	6%	50%
<b>Mitt Romney</b>	47%	7%	93%	43%
<b>Not sure</b>	4%	3%	1%	7%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Trust More on Foreign Policy?</b>				
<b>Barack Obama</b>	50%	90%	5%	53%
<b>Mitt Romney</b>	47%	8%	93%	42%
<b>Not sure</b>	3%	3%	2%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Who Won Debate?</b>				
<b>Barack Obama</b>	25%	50%	3%	19%
<b>Mitt Romney</b>	61%	29%	95%	60%
<b>Not sure</b>	15%	21%	2%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Ryan Favorability</b>				
<b>Favorable</b>	50%	12%	92%	46%
<b>Unfavorable</b>	47%	84%	5%	50%
<b>Not sure</b>	4%	3%	3%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Voter Enthusiasm</b>				
<b>Very excited</b>	61%	63%	72%	49%
<b>Somewhat excited</b>	26%	27%	22%	28%
<b>Not at all excited</b>	13%	10%	6%	23%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Big Bird Favorability</b>				
<b>Favorable</b>	51%	58%	37%	56%
<b>Unfavorable</b>	11%	11%	12%	9%
<b>Not sure</b>	39%	31%	51%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Support/Oppose Fed. PBS Funding</b>				
<b>Support</b>	51%	80%	22%	50%
<b>Oppose</b>	33%	8%	55%	37%
<b>Not sure</b>	16%	12%	23%	13%

	Base	Race	
		White	Other
<b>Obama Approval</b>			
<b>Approve</b>	49%	48%	62%
<b>Disapprove</b>	49%	50%	32%
<b>Not sure</b>	2%	2%	6%

	Base	Race	
		White	Other
<b>Romney Favorability</b>			
<b>Favorable</b>	49%	51%	30%
<b>Unfavorable</b>	48%	46%	66%
<b>Not sure</b>	2%	2%	3%





**Crosstabs**

	Base	Race	
		White	Other
<b>Obama/Romney</b>			
<b>Barack Obama</b>	49%	47%	72%
<b>Mitt Romney</b>	47%	50%	24%
<b>Undecided</b>	3%	3%	4%

	Base	Race	
		White	Other
<b>Trust More on Econ.?</b>			
<b>Barack Obama</b>	49%	47%	71%
<b>Mitt Romney</b>	47%	49%	26%
<b>Not sure</b>	4%	4%	3%

	Base	Race	
		White	Other
<b>Trust More on Foreign Policy?</b>			
<b>Barack Obama</b>	50%	48%	64%
<b>Mitt Romney</b>	47%	49%	32%
<b>Not sure</b>	3%	3%	5%

	Base	Race	
		White	Other
<b>Who Won Debate?</b>			
<b>Barack Obama</b>	25%	24%	31%
<b>Mitt Romney</b>	61%	62%	52%
<b>Not sure</b>	15%	14%	17%





**Crosstabs**

	Base	Race	
		White	Other
<b>Ryan Favorability</b>			
<b>Favorable</b>	50%	51%	38%
<b>Unfavorable</b>	47%	46%	53%
<b>Not sure</b>	4%	3%	10%

	Base	Race	
		White	Other
<b>Voter Enthusiasm</b>			
<b>Very excited</b>	61%	61%	65%
<b>Somewhat excited</b>	26%	26%	20%
<b>Not at all excited</b>	13%	13%	15%

	Base	Race	
		White	Other
<b>Big Bird Favorability</b>			
<b>Favorable</b>	51%	51%	53%
<b>Unfavorable</b>	11%	11%	8%
<b>Not sure</b>	39%	39%	39%

	Base	Race	
		White	Other
<b>Support/Oppose Fed. PBS Funding</b>			
<b>Support</b>	51%	50%	61%
<b>Oppose</b>	33%	35%	13%
<b>Not sure</b>	16%	15%	26%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	<b>49%</b>	60%	47%	48%	46%
<b>Disapprove</b>	<b>49%</b>	40%	50%	50%	51%
<b>Not sure</b>	<b>2%</b>	-	3%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Romney Favorability</b>					
<b>Favorable</b>	<b>49%</b>	48%	48%	50%	51%
<b>Unfavorable</b>	<b>48%</b>	52%	50%	47%	45%
<b>Not sure</b>	<b>2%</b>	-	2%	2%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama/Romney</b>					
<b>Barack Obama</b>	<b>49%</b>	53%	50%	50%	46%
<b>Mitt Romney</b>	<b>47%</b>	40%	47%	48%	51%
<b>Undecided</b>	<b>3%</b>	7%	3%	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Trust More on Econ.?</b>					
<b>Barack Obama</b>	<b>49%</b>	62%	47%	47%	46%
<b>Mitt Romney</b>	<b>47%</b>	36%	47%	50%	50%
<b>Not sure</b>	<b>4%</b>	2%	6%	3%	4%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Trust More on Foreign Policy?</b>					
Barack Obama	50%	59%	47%	49%	47%
Mitt Romney	47%	41%	46%	48%	50%
Not sure	3%	-	6%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Who Won Debate?</b>					
Barack Obama	25%	40%	22%	23%	19%
Mitt Romney	61%	44%	65%	62%	66%
Not sure	15%	16%	14%	15%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Ryan Favorability</b>					
Favorable	50%	36%	53%	51%	53%
Unfavorable	47%	60%	45%	45%	43%
Not sure	4%	4%	2%	3%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Voter Enthusiasm</b>					
Very excited	61%	51%	70%	61%	59%
Somewhat excited	26%	33%	16%	27%	29%
Not at all excited	13%	15%	14%	12%	12%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Big Bird Favorability</b>					
<b>Favorable</b>	51%	39%	62%	55%	37%
<b>Unfavorable</b>	11%	24%	8%	8%	9%
<b>Not sure</b>	39%	37%	30%	37%	54%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Support/Oppose Fed. PBS Funding</b>					
<b>Support</b>	51%	43%	57%	50%	49%
<b>Oppose</b>	33%	41%	33%	32%	30%
<b>Not sure</b>	16%	16%	10%	18%	20%

