

INTERVIEWS: Tom Jensen 919-744-6312

IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE

Romney badgering Obama in Wisconsin

Raleigh, N.C. – President Obama’s approval rating in Wisconsin is unchanged from when PPP last polled the state two months ago. 44% still approve, and 51% still disapprove. But of the 25 states PPP has polled this year that Obama should either win or hopes to play in, only four see him worse than the Badger State—North Carolina, Ohio, Nevada, and Iowa, all of which give him a 9-point net negative rating, only two points worse than Wisconsin. The president now leads his top challenger, Mitt Romney, by only three points here, and he tops all but one of the other five tested by smaller margins than the 14 points by which he beat John McCain in 2008.

Obama leads Romney, 46-43, down a hair from a five-point advantage (47-42) in August. He has also declined against newly risen Herman Cain, from a 14-point lead (50-36) to half that (49-42). Obama leads Ron Paul by nine, 48-39; Rick Perry and Michele Bachmann each by 11 (50-39 and 51-40, respectively); and Newt Gingrich by 14 (52-38).

All of these changes except the one against Cain are statistically insignificant, but it still makes the state closer than the president would like. Then again, Obama’s huge 2008 win was unprecedented in recent history. Al Gore won this swing state by less than 0.3 points, and John Kerry by 0.4. Obama won North Carolina by more than that. But both Kerry and Gore lost overall, and Wisconsin is not a state Obama can afford to lose.

In most states, the impact of the independent vote is overblown, but here they make up almost a third of voters. While exit polls report that Obama won them by 19 points in 2008, they favor Romney by four now.

“Wisconsin is looking more and more like it might return to the swing state column next year,” said Dean Debnam, President of Public Policy Polling. “Obama is persistently unpopular there and the recall elections over the summer showed how closely divided the state is.”

PPP surveyed 1,170 Wisconsin voters from October 20th to 23rd. 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.



Wisconsin Survey Results

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

Approve 44%
Disapprove..... 51%
Not sure 5%

Q2 Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable..... 27%
Unfavorable 54%
Not sure 19%

Q3 Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable..... 35%
Unfavorable 42%
Not sure 23%

Q4 Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable..... 26%
Unfavorable 59%
Not sure 15%

Q5 Do you have a favorable or unfavorable opinion of Ron Paul?

Favorable..... 25%
Unfavorable 52%
Not sure 22%

Q6 Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable..... 20%
Unfavorable 59%
Not sure 21%

Q7 Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable..... 31%
Unfavorable 53%
Not sure 17%

Q8 If the candidates for President next year were Democrat Barack Obama and Republican Michele Bachmann, who would you vote for?

Barack Obama..... 51%
Michele Bachmann 40%
Undecided..... 10%

Q9 If the candidates for President next year were Democrat Barack Obama and Republican Herman Cain, who would you vote for?

Barack Obama..... 49%
Herman Cain..... 42%
Undecided..... 9%

Q10 If the candidates for President next year were Democrat Barack Obama and Republican Newt Gingrich, who would you vote for?

Barack Obama..... 52%
Newt Gingrich 38%
Undecided..... 10%

Q11 If the candidates for President next year were Democrat Barack Obama and Republican Ron Paul, who would you vote for?

Barack Obama..... 48%
Ron Paul..... 39%
Undecided..... 13%





Q12 If the candidates for President next year were Democrat Barack Obama and Republican Rick Perry, who would you vote for?

<i>Barack Obama</i>	50%
<i>Rick Perry</i>	39%
<i>Undecided</i>	11%

Q13 If the candidates for President next year were Democrat Barack Obama and Republican Mitt Romney, who would you vote for?

<i>Barack Obama</i>	46%
<i>Mitt Romney</i>	43%
<i>Undecided</i>	11%

Q14 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	10%
<i>Somewhat liberal</i>	19%
<i>Moderate</i>	30%
<i>Somewhat conservative</i>	25%
<i>Very conservative</i>	17%

Q15 If you are a woman, press 1. If a man, press 2.

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

Q16 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>	37%
<i>Republican</i>	31%
<i>Independent/Other</i>	32%

Q17 If you are white, press 1. If other, press 2.

<i>White</i>	89%
<i>Other</i>	11%

Q18 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>	26%
<i>46 to 65</i>	39%
<i>Older than 65</i>	23%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	44%	87%	82%	57%	12%	2%
Disapprove	51%	8%	13%	33%	86%	98%
Not sure	5%	5%	5%	10%	2%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Bachmann Favorability						
Favorable	27%	16%	15%	14%	34%	59%
Unfavorable	54%	72%	75%	65%	38%	24%
Not sure	19%	12%	11%	21%	28%	17%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cain Favorability						
Favorable	35%	7%	9%	24%	54%	72%
Unfavorable	42%	72%	69%	49%	22%	10%
Not sure	23%	21%	22%	27%	25%	17%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Gingrich Favorability						
Favorable	26%	9%	5%	17%	43%	51%
Unfavorable	59%	82%	82%	64%	40%	36%
Not sure	15%	9%	13%	19%	17%	12%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Paul Favorability						
Favorable	25%	14%	15%	22%	33%	36%
Unfavorable	52%	71%	66%	54%	40%	42%
Not sure	22%	15%	19%	24%	27%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Perry Favorability						
Favorable	20%	5%	5%	12%	31%	41%
Unfavorable	59%	80%	81%	65%	42%	35%
Not sure	21%	15%	13%	23%	27%	23%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	31%	13%	17%	29%	43%	42%
Unfavorable	53%	74%	68%	53%	37%	46%
Not sure	17%	13%	15%	19%	19%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Bachmann						
Barack Obama	51%	92%	89%	69%	15%	4%
Michele Bachmann	40%	5%	6%	19%	72%	85%
Undecided	10%	3%	4%	11%	13%	12%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Cain						
Barack Obama	49%	91%	88%	65%	14%	4%
Herman Cain	42%	5%	8%	25%	73%	87%
Undecided	9%	3%	3%	10%	14%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Gingrich						
Barack Obama	52%	93%	92%	69%	18%	2%
Newt Gingrich	38%	4%	5%	21%	67%	85%
Undecided	10%	3%	3%	10%	15%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Paul						
Barack Obama	48%	92%	86%	64%	13%	2%
Ron Paul	39%	5%	10%	22%	66%	85%
Undecided	13%	3%	4%	15%	21%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Perry						
Barack Obama	50%	92%	89%	68%	15%	2%
Rick Perry	39%	4%	7%	19%	67%	88%
Undecided	11%	4%	4%	13%	18%	11%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney						
Barack Obama	46%	91%	86%	61%	12%	2%
Mitt Romney	43%	4%	9%	29%	73%	84%
Undecided	11%	5%	5%	11%	15%	14%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	44%	49%	39%
Disapprove	51%	45%	57%
Not sure	5%	6%	4%

	Base	Gender	
		Woman	Man
Bachmann Favorability			
Favorable	27%	25%	29%
Unfavorable	54%	53%	54%
Not sure	19%	22%	17%

	Base	Gender	
		Woman	Man
Cain Favorability			
Favorable	35%	30%	40%
Unfavorable	42%	42%	42%
Not sure	23%	28%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Gingrich Favorability			
Favorable	26%	24%	28%
Unfavorable	59%	57%	61%
Not sure	15%	19%	11%

	Base	Gender	
		Woman	Man
Paul Favorability			
Favorable	25%	18%	34%
Unfavorable	52%	55%	49%
Not sure	22%	27%	17%

	Base	Gender	
		Woman	Man
Perry Favorability			
Favorable	20%	16%	24%
Unfavorable	59%	57%	61%
Not sure	21%	27%	15%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	31%	27%	35%
Unfavorable	53%	54%	51%
Not sure	17%	19%	14%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Bachmann			
Barack Obama	51%	55%	45%
Michele Bachmann	40%	36%	44%
Undecided	10%	9%	11%

	Base	Gender	
		Woman	Man
Obama/Cain			
Barack Obama	49%	54%	43%
Herman Cain	42%	37%	48%
Undecided	9%	9%	8%

	Base	Gender	
		Woman	Man
Obama/Gingrich			
Barack Obama	52%	55%	48%
Newt Gingrich	38%	35%	42%
Undecided	10%	10%	10%

	Base	Gender	
		Woman	Man
Obama/Paul			
Barack Obama	48%	54%	40%
Ron Paul	39%	33%	46%
Undecided	13%	12%	13%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Perry			
Barack Obama	50%	54%	46%
Rick Perry	39%	35%	43%
Undecided	11%	11%	11%

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	46%	52%	40%
Mitt Romney	43%	38%	49%
Undecided	11%	11%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	44%	85%	4%	36%
Disapprove	51%	8%	95%	57%
Not sure	5%	6%	1%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Bachmann Favorability				
Favorable	27%	15%	47%	22%
Unfavorable	54%	71%	30%	57%
Not sure	19%	14%	23%	22%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Cain Favorability				
Favorable	35%	10%	63%	37%
Unfavorable	42%	67%	14%	40%
Not sure	23%	23%	23%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Gingrich Favorability				
Favorable	26%	7%	51%	24%
Unfavorable	59%	78%	34%	60%
Not sure	15%	15%	15%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Paul Favorability				
Favorable	25%	12%	32%	34%
Unfavorable	52%	68%	44%	43%
Not sure	22%	20%	24%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Perry Favorability				
Favorable	20%	4%	41%	16%
Unfavorable	59%	79%	33%	62%
Not sure	21%	17%	26%	23%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	31%	13%	53%	30%
Unfavorable	53%	73%	32%	50%
Not sure	17%	14%	15%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Bachmann				
Barack Obama	51%	94%	4%	46%
Michele Bachmann	40%	4%	84%	37%
Undecided	10%	3%	11%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Cain				
Barack Obama	49%	93%	4%	43%
Herman Cain	42%	5%	87%	42%
Undecided	9%	3%	9%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Gingrich				
Barack Obama	52%	94%	4%	50%
Newt Gingrich	38%	3%	84%	35%
Undecided	10%	3%	12%	16%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Paul				
Barack Obama	48%	92%	4%	39%
Ron Paul	39%	4%	78%	43%
Undecided	13%	4%	18%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Perry				
Barack Obama	50%	93%	4%	46%
Rick Perry	39%	3%	85%	35%
Undecided	11%	4%	12%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	46%	91%	2%	38%
Mitt Romney	43%	5%	89%	42%
Undecided	11%	4%	9%	20%

	Base	Race	
		White	Other
Obama Approval			
Approve	44%	41%	66%
Disapprove	51%	53%	32%
Not sure	5%	5%	2%





Crosstabs

	Base	Race	
		White	Other
Bachmann Favorability			
Favorable	27%	26%	30%
Unfavorable	54%	54%	50%
Not sure	19%	19%	21%

	Base	Race	
		White	Other
Cain Favorability			
Favorable	35%	36%	30%
Unfavorable	42%	42%	44%
Not sure	23%	23%	26%

	Base	Race	
		White	Other
Gingrich Favorability			
Favorable	26%	27%	18%
Unfavorable	59%	58%	63%
Not sure	15%	15%	19%

	Base	Race	
		White	Other
Paul Favorability			
Favorable	25%	26%	20%
Unfavorable	52%	52%	58%
Not sure	22%	22%	23%





Crosstabs

	Base	Race	
		White	Other
Perry Favorability			
Favorable	20%	20%	17%
Unfavorable	59%	58%	67%
Not sure	21%	22%	16%

	Base	Race	
		White	Other
Romney Favorability			
Favorable	31%	31%	28%
Unfavorable	53%	52%	58%
Not sure	17%	17%	14%

	Base	Race	
		White	Other
Obama/Bachmann			
Barack Obama	51%	49%	63%
Michele Bachmann	40%	41%	28%
Undecided	10%	10%	10%

	Base	Race	
		White	Other
Obama/Cain			
Barack Obama	49%	47%	64%
Herman Cain	42%	44%	32%
Undecided	9%	9%	4%





Crosstabs

	Base	Race	
		White	Other
Obama/Gingrich			
Barack Obama	52%	50%	66%
Newt Gingrich	38%	40%	26%
Undecided	10%	10%	8%

	Base	Race	
		White	Other
Obama/Paul			
Barack Obama	48%	45%	68%
Ron Paul	39%	41%	25%
Undecided	13%	14%	7%

	Base	Race	
		White	Other
Obama/Perry			
Barack Obama	50%	48%	68%
Rick Perry	39%	40%	28%
Undecided	11%	12%	5%

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	46%	44%	65%
Mitt Romney	43%	45%	28%
Undecided	11%	11%	7%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	44%	54%	35%	44%	50%
Disapprove	51%	44%	58%	52%	44%
Not sure	5%	2%	7%	4%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bachmann Favorability					
Favorable	27%	19%	30%	28%	26%
Unfavorable	54%	54%	47%	55%	59%
Not sure	19%	26%	23%	17%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cain Favorability					
Favorable	35%	28%	36%	37%	33%
Unfavorable	42%	33%	36%	44%	49%
Not sure	23%	39%	28%	18%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gingrich Favorability					
Favorable	26%	16%	28%	27%	27%
Unfavorable	59%	49%	57%	62%	61%
Not sure	15%	35%	15%	11%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Paul Favorability					
Favorable	25%	32%	31%	22%	22%
Unfavorable	52%	39%	45%	58%	59%
Not sure	22%	30%	25%	21%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perry Favorability					
Favorable	20%	25%	22%	17%	18%
Unfavorable	59%	51%	50%	62%	67%
Not sure	21%	25%	28%	20%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	31%	25%	32%	28%	38%
Unfavorable	53%	56%	47%	58%	48%
Not sure	17%	19%	21%	14%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Bachmann					
Barack Obama	51%	60%	46%	50%	52%
Michele Bachmann	40%	30%	46%	40%	37%
Undecided	10%	11%	9%	10%	10%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Cain					
Barack Obama	49%	58%	43%	48%	52%
Herman Cain	42%	37%	50%	42%	37%
Undecided	9%	5%	7%	10%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Gingrich					
Barack Obama	52%	61%	48%	50%	54%
New t Gingrich	38%	25%	44%	39%	38%
Undecided	10%	14%	8%	11%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Paul					
Barack Obama	48%	58%	42%	47%	50%
Ron Paul	39%	33%	50%	38%	33%
Undecided	13%	9%	8%	15%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Perry					
Barack Obama	50%	61%	46%	49%	51%
Rick Perry	39%	33%	42%	41%	35%
Undecided	11%	5%	12%	11%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	46%	56%	41%	46%	48%
Mitt Romney	43%	30%	49%	43%	43%
Undecided	11%	14%	10%	11%	10%

