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## **Obama tops Republican frontrunners in Wisconsin**

**Raleigh, N.C.** – President Obama beat John McCain by 14 points in the Badger State two years ago, but in a look ahead to 2012, he now matches that margin against only McCain’s running mate, Sarah Palin. Another candidate comes as close as four points, making the state look more like it did in 2004, when John Kerry barely beat out George W. Bush. Obama does best, as usual, against Palin, topping her, 52-38, but that narrows to only a 46-42 advantage over Mitt Romney. Intervening are Mike Huckabee’s 41-47 deficit and Newt Gingrich’s 41-50.

Except for Palin, each of the Republicans does almost as good a job at locking up the GOP base as Obama does at unifying Democrats. In fact, Romney holds 89% of the GOP to Obama’s 87% of Democrats. But Palin musters only 80% to the president’s 93%. The three non-Palin contenders, even Gingrich, also take more Democrats away from the president than he does Republicans from them—Romney best with 7% of the opposite party to Obama’s 2% of Republicans. So the president’s leads are largely explained by his seven- to 20-point advantages with independents, who make up a third of the electorate in Wisconsin, a larger share than in most states. Romney does best with unaffiliateds, lagging only 36-43, followed by Huckabee’s 37-46.

Without the pro-Republican enthusiasm gap, the president’s approval rating has rebounded from a dismal 37-54 before the election to a decent 47-46 now, a turnaround of 18 points. In the wider electorate, none of his Republican opponents manages even close to a positive favorability rating. Romney does best with a 33-45 margin, followed by Huckabee’s 32-45, Palin’s 35-58, and Gingrich’s 28-54. So it is no surprise that the president bests each of them head-to-head. The results here are another reinforcement of Palin’s electability problem with her own base: of the four, she does by far the best with Republicans personally, but the worst against Obama. They love her, but many are not willing to vote for her, even against someone they hate as much as the president.

“Wisconsin is one state where Barack Obama is clearly weaker than he was in 2008 even when you move out of the 2010 electorate,” said Dean Debnam, President of Public Policy Polling. “With voters split evenly on his job performance he could be in trouble in the state, but for now he benefits from a weak GOP field.”

PPP surveyed 702 Wisconsin voters from December 10<sup>th</sup> to 12<sup>th</sup>. The survey’s margin of error is +/-3.7%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



## Wisconsin Survey Results

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

*Approve* ..... 47%  
*Disapprove*..... 46%  
*Not sure* ..... 7%

**Q2** Do you have a favorable or unfavorable opinion of Newt Gingrich?

*Favorable*..... 28%  
*Unfavorable* ..... 54%  
*Not sure* ..... 18%

**Q3** Do you have a favorable or unfavorable opinion of Mike Huckabee?

*Favorable*..... 32%  
*Unfavorable* ..... 45%  
*Not sure* ..... 23%

**Q4** Do you have a favorable or unfavorable opinion of Sarah Palin?

*Favorable*..... 35%  
*Unfavorable* ..... 58%  
*Not sure* ..... 7%

**Q5** Do you have a favorable or unfavorable opinion of Mitt Romney?

*Favorable*..... 33%  
*Unfavorable* ..... 45%  
*Not sure* ..... 22%

**Q6** If the candidates for President in 2012 were Democrat Barack Obama and Republican Newt Gingrich, who would you vote for?

*Barack Obama*..... 50%  
*Newt Gingrich*..... 41%  
*Undecided*..... 10%

**Q7** If the candidates for President in 2012 were Democrat Barack Obama and Republican Mike Huckabee, who would you vote for?

*Barack Obama*..... 47%  
*Mike Huckabee* ..... 41%  
*Undecided*..... 11%

**Q8** If the candidates for President in 2012 were Democrat Barack Obama and Republican Sarah Palin, who would you vote for?

*Barack Obama*..... 52%  
*Sarah Palin* ..... 38%  
*Undecided*..... 10%

**Q9** If the candidates for President in 2012 were Democrat Barack Obama and Republican Mitt Romney, who would you vote for?

*Barack Obama*..... 46%  
*Mitt Romney*..... 42%  
*Undecided*..... 12%

**Q10** Would you describe yourself as a liberal, moderate, or conservative?

*Liberal*..... 19%  
*Moderate*..... 41%  
*Conservative*..... 40%

**Q11** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 52%  
*Man*..... 48%

**Q12** 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*..... 35%  
*Republican*..... 31%  
*Independent/Other*..... 33%





**Q13** If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i> .....	90%
<i>African-American</i> .....	6%
<i>Other</i> .....	4%

**Q14** 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> .....	5%
<i>30 to 45</i> .....	33%
<i>46 to 65</i> .....	45%
<i>Older than 65</i> .....	18%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama Approval</b>				
<b>Approve</b>	47%	89%	63%	12%
<b>Disapprove</b>	46%	8%	26%	84%
<b>Not sure</b>	7%	3%	11%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Gingrich Favorability</b>				
<b>Favorable</b>	28%	6%	15%	51%
<b>Unfavorable</b>	54%	84%	66%	28%
<b>Not sure</b>	18%	10%	19%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Huckabee Favorability</b>				
<b>Favorable</b>	32%	7%	23%	53%
<b>Unfavorable</b>	45%	77%	49%	26%
<b>Not sure</b>	23%	16%	28%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Palin Favorability</b>				
<b>Favorable</b>	35%	5%	18%	66%
<b>Unfavorable</b>	58%	93%	77%	24%
<b>Not sure</b>	7%	2%	5%	10%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Romney Favorability</b>				
<b>Favorable</b>	33%	12%	27%	49%
<b>Unfavorable</b>	45%	71%	49%	30%
<b>Not sure</b>	22%	17%	24%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama/Gingrich</b>				
<b>Barack Obama</b>	50%	91%	69%	12%
<b>Newt Gingrich</b>	41%	6%	22%	76%
<b>Undecided</b>	10%	3%	9%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama/Huckabee</b>				
<b>Barack Obama</b>	47%	93%	63%	10%
<b>Mike Huckabee</b>	41%	4%	22%	78%
<b>Undecided</b>	11%	3%	15%	12%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama/Palin</b>				
<b>Barack Obama</b>	52%	92%	71%	15%
<b>Sarah Palin</b>	38%	4%	18%	74%
<b>Undecided</b>	10%	4%	11%	11%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama/Romney</b>				
Barack Obama	46%	90%	61%	10%
Mitt Romney	42%	7%	25%	76%
Undecided	12%	4%	15%	14%

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
Approve	47%	49%	46%
Disapprove	46%	43%	50%
Not sure	7%	8%	5%

	Base	Gender	
		Woman	Man
<b>Gingrich Favorability</b>			
Favorable	28%	22%	34%
Unfavorable	54%	53%	55%
Not sure	18%	25%	11%

	Base	Gender	
		Woman	Man
<b>Huckabee Favorability</b>			
Favorable	32%	29%	35%
Unfavorable	45%	43%	46%
Not sure	23%	27%	19%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Palin Favorability</b>			
<b>Favorable</b>	35%	33%	38%
<b>Unfavorable</b>	58%	60%	57%
<b>Not sure</b>	7%	8%	5%

	Base	Gender	
		Woman	Man
<b>Romney Favorability</b>			
<b>Favorable</b>	33%	31%	35%
<b>Unfavorable</b>	45%	41%	50%
<b>Not sure</b>	22%	28%	15%

	Base	Gender	
		Woman	Man
<b>Obama/Gingrich</b>			
<b>Barack Obama</b>	50%	52%	48%
<b>Newt Gingrich</b>	41%	39%	42%
<b>Undecided</b>	10%	10%	9%

	Base	Gender	
		Woman	Man
<b>Obama/Huckabee</b>			
<b>Barack Obama</b>	47%	47%	48%
<b>Mike Huckabee</b>	41%	41%	42%
<b>Undecided</b>	11%	12%	11%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Obama/Palin</b>			
<b>Barack Obama</b>	52%	54%	51%
<b>Sarah Palin</b>	38%	35%	42%
<b>Undecided</b>	10%	12%	7%

	Base	Gender	
		Woman	Man
<b>Obama/Romney</b>			
<b>Barack Obama</b>	46%	47%	44%
<b>Mitt Romney</b>	42%	40%	45%
<b>Undecided</b>	12%	13%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama Approval</b>				
<b>Approve</b>	47%	85%	5%	47%
<b>Disapprove</b>	46%	10%	91%	42%
<b>Not sure</b>	7%	5%	4%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Gingrich Favorability</b>				
<b>Favorable</b>	28%	4%	61%	23%
<b>Unfavorable</b>	54%	81%	21%	56%
<b>Not sure</b>	18%	16%	18%	21%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Huckabee Favorability</b>				
<b>Favorable</b>	32%	7%	56%	36%
<b>Unfavorable</b>	45%	67%	21%	43%
<b>Not sure</b>	23%	25%	23%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Palin Favorability</b>				
<b>Favorable</b>	35%	5%	73%	32%
<b>Unfavorable</b>	58%	92%	18%	61%
<b>Not sure</b>	7%	3%	10%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Romney Favorability</b>				
<b>Favorable</b>	33%	11%	56%	34%
<b>Unfavorable</b>	45%	66%	22%	46%
<b>Not sure</b>	22%	23%	22%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama/Gingrich</b>				
<b>Barack Obama</b>	50%	89%	5%	51%
<b>Newt Gingrich</b>	41%	7%	84%	35%
<b>Undecided</b>	10%	4%	11%	14%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama/Huckabee</b>				
Barack Obama	47%	87%	4%	46%
Mike Huckabee	41%	7%	84%	37%
Undecided	11%	6%	12%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama/Palin</b>				
Barack Obama	52%	93%	6%	54%
Sarah Palin	38%	5%	80%	34%
Undecided	10%	3%	14%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama/Romney</b>				
Barack Obama	46%	87%	2%	43%
Mitt Romney	42%	7%	89%	36%
Undecided	12%	6%	9%	22%

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
Approve	47%	44%	90%	59%
Disapprove	46%	49%	5%	33%
Not sure	7%	7%	5%	7%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Gingrich Favorability</b>				
<b>Favorable</b>	<b>28%</b>	30%	10%	19%
<b>Unfavorable</b>	<b>54%</b>	53%	71%	56%
<b>Not sure</b>	<b>18%</b>	18%	19%	26%

	Base	Race		
		White	African-American	Other
<b>Huckabee Favorability</b>				
<b>Favorable</b>	<b>32%</b>	33%	5%	50%
<b>Unfavorable</b>	<b>45%</b>	44%	81%	19%
<b>Not sure</b>	<b>23%</b>	23%	14%	31%

	Base	Race		
		White	African-American	Other
<b>Palin Favorability</b>				
<b>Favorable</b>	<b>35%</b>	37%	10%	26%
<b>Unfavorable</b>	<b>58%</b>	57%	86%	59%
<b>Not sure</b>	<b>7%</b>	6%	5%	15%

	Base	Race		
		White	African-American	Other
<b>Romney Favorability</b>				
<b>Favorable</b>	<b>33%</b>	35%	5%	26%
<b>Unfavorable</b>	<b>45%</b>	43%	76%	48%
<b>Not sure</b>	<b>22%</b>	22%	19%	26%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Obama/Gingrich</b>				
Barack Obama	50%	47%	86%	63%
Newt Gingrich	41%	44%	5%	26%
Undecided	10%	9%	10%	11%

	Base	Race		
		White	African-American	Other
<b>Obama/Huckabee</b>				
Barack Obama	47%	45%	81%	52%
Mike Huckabee	41%	44%	10%	26%
Undecided	11%	11%	10%	22%

	Base	Race		
		White	African-American	Other
<b>Obama/Palin</b>				
Barack Obama	52%	50%	90%	59%
Sarah Palin	38%	41%	5%	30%
Undecided	10%	10%	5%	11%

	Base	Race		
		White	African-American	Other
<b>Obama/Romney</b>				
Barack Obama	46%	42%	86%	56%
Mitt Romney	42%	45%	5%	30%
Undecided	12%	12%	10%	15%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	<b>47%</b>	54%	42%	53%	42%
<b>Disapprove</b>	<b>46%</b>	43%	52%	41%	49%
<b>Not sure</b>	<b>7%</b>	3%	6%	7%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Gingrich Favorability</b>					
<b>Favorable</b>	<b>28%</b>	20%	30%	25%	34%
<b>Unfavorable</b>	<b>54%</b>	40%	52%	58%	50%
<b>Not sure</b>	<b>18%</b>	40%	17%	17%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Huckabee Favorability</b>					
<b>Favorable</b>	<b>32%</b>	23%	38%	28%	34%
<b>Unfavorable</b>	<b>45%</b>	52%	40%	52%	34%
<b>Not sure</b>	<b>23%</b>	26%	23%	19%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Palin Favorability</b>					
<b>Favorable</b>	<b>35%</b>	31%	41%	30%	38%
<b>Unfavorable</b>	<b>58%</b>	57%	54%	63%	56%
<b>Not sure</b>	<b>7%</b>	11%	5%	8%	5%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Romney Favorability</b>					
<b>Favorable</b>	<b>33%</b>	28%	33%	33%	34%
<b>Unfavorable</b>	<b>45%</b>	43%	44%	49%	38%
<b>Not sure</b>	<b>22%</b>	29%	22%	18%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama/Gingrich</b>					
<b>Barack Obama</b>	<b>50%</b>	54%	44%	55%	47%
<b>New t Gingrich</b>	<b>41%</b>	40%	51%	34%	38%
<b>Undecided</b>	<b>10%</b>	6%	5%	11%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama/Huckabee</b>					
<b>Barack Obama</b>	<b>47%</b>	54%	41%	52%	45%
<b>Mike Huckabee</b>	<b>41%</b>	34%	48%	37%	41%
<b>Undecided</b>	<b>11%</b>	12%	10%	11%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama/Palin</b>					
<b>Barack Obama</b>	<b>52%</b>	52%	47%	58%	47%
<b>Sarah Palin</b>	<b>38%</b>	40%	44%	33%	40%
<b>Undecided</b>	<b>10%</b>	8%	8%	9%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama/Romney</b>					
<b>Barack Obama</b>	<b>46%</b>	52%	39%	50%	44%
<b>Mitt Romney</b>	<b>42%</b>	40%	49%	36%	45%
<b>Undecided</b>	<b>12%</b>	9%	11%	14%	11%

