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Obama opens up 7 point lead in Wisconsin

Raleigh, N.C. – PPP's newest Wisconsin poll finds Barack Obama opening back up a wide lead in the state. He has 52% to 45% for Mitt Romney. This is the largest lead we've found for Obama in the state since February. Our previous two polls had shown just a single point separating the two candidates.

One thing that's definitely not helping Romney is his comments about the '47%' this week. 86% of voters say they're familiar with what Romney said and 53% consider his comments to have been inappropriate, compared to only 40% who feel they were appropriate. 39% of independent voters say Romney's comments made them less likely to vote for him compared to only 20% who consider them a positive, and Obama's now opened up a 52-43 lead with independents.

The movement toward Obama in Wisconsin isn't all about Romney flubbing though. Obama's on pretty solid ground in his own right with 52% of voters approving of him to 47% who disapprove. That's up a net 9 points from a month ago when his approval spread was 46/50.

“Wisconsin’s looking like much less of a swing state than it did a month or even a week ago,” said Dean Debnam, President of Public Policy Polling. “Voters there are warming up to Obama, and Romney’s not making a terribly good impression right now.”

Another major development in Wisconsin is that Democrats are starting to match the enthusiasm level of the Republicans, something they weren't able to do in the recall election in June. 65% of Democrats say they're 'very excited' about voting in the elections this fall compared to 63% of Republicans.

It was initially thought that Paul Ryan could be a big boost for the GOP ticket in Wisconsin, but that's not really proving to be the case. Voters in the state are closely divided on him with 48% rating him favorably to 47% with an unfavorable opinion. That's slightly down from a 49/45 spread on our August Wisconsin poll.

PPP surveyed 842 likely Wisconsin voters on September 18th and 19th. The margin of error for the overall survey is +/-3.4%. 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 52%
Disapprove..... 47%
Not sure 2%

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

Favorable..... 44%
Unfavorable 51%
Not sure 5%

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..... 52%
Mitt Romney..... 45%
Undecided..... 3%

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

Barack Obama..... 51%
Mitt Romney..... 46%
Not sure 3%

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

Barack Obama..... 52%
Mitt Romney..... 44%
Not sure 3%

Q6 Do you have a favorable or unfavorable opinion of Paul Ryan?

Favorable..... 48%
Unfavorable 47%
Not sure..... 5%

Q7 Are you very excited, somewhat excited, or not at all excited about voting in the 2012 elections?

Very excited..... 58%
Somewhat excited 29%
Not at all excited 13%

Q8 Are you familiar with comments Mitt Romney has made about the '47%', or not?

Familiar with them..... 86%
Not familiar with them 14%

Q9 Mitt Romney recently said, "There are 47 percent of the people who will vote for the president no matter what. All right? There are 47 percent who are with him, who are dependent upon government, who believe that they are victims, who believe the government has a responsibility to care for them, who believe that they are entitled to health care, to food, to housing, to you-name-it, that that's an entitlement. And the government should give it to them. And they will vote for this president no matter what.... These are people who pay no income tax." Do you think Romney's comments were appropriate or inappropriate?

Appropriate 40%
Inappropriate..... 53%
Not sure 7%

Q10 Do these comments make you more or less likely to vote for Mitt Romney, or do they not make a difference?

More likely..... 26%
Less likely 39%
Don't make a difference 34%
Not sure 1%





Q11 Do you think Mitt Romney should release his tax returns for the last 12 years, or not?

He should..... 52%
He should not..... 39%
Not sure 9%

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

Very liberal..... 11%
Somewhat liberal 19%
Moderate..... 29%
Somewhat conservative..... 26%
Very conservative 15%

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

Woman 53%
Man..... 47%

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.

Democrat 34%
Republican..... 31%
Independent/Other..... 35%

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

White 93%
Other..... 7%

Q16 If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

18 to 45..... 34%
46 to 65..... 46%
Older than 65..... 20%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	52%	90%	88%	66%	17%	11%
Disapprove	47%	7%	11%	32%	81%	89%
Not sure	2%	3%	1%	2%	2%	-

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	44%	7%	12%	29%	75%	84%
Unfavorable	51%	92%	85%	65%	17%	14%
Not sure	5%	1%	4%	6%	8%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney						
Barack Obama	52%	92%	88%	64%	20%	12%
Mitt Romney	45%	7%	10%	30%	77%	87%
Undecided	3%	1%	2%	6%	3%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust More on Econ.?						
Barack Obama	51%	92%	87%	63%	18%	12%
Mitt Romney	46%	7%	11%	33%	79%	84%
Not sure	3%	1%	2%	3%	4%	4%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust More on Foreign Policy?						
Barack Obama	52%	90%	89%	67%	19%	11%
Mitt Romney	44%	10%	10%	29%	75%	85%
Not sure	3%	1%	1%	4%	6%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ryan Favorability						
Favorable	48%	9%	13%	38%	78%	88%
Unfavorable	47%	89%	79%	56%	18%	8%
Not sure	5%	3%	8%	6%	4%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Voter Enthusiasm						
Very excited	58%	72%	58%	49%	54%	75%
Somewhat excited	29%	23%	31%	33%	32%	15%
Not at all excited	13%	5%	12%	18%	14%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Familiar w/ Romney 47% Comments?						
Familiar with them	86%	85%	88%	85%	85%	89%
Not familiar with them	14%	15%	12%	15%	15%	11%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Comments Appropriate/Inappropriate?						
Appropriate	40%	10%	8%	30%	65%	79%
Inappropriate	53%	88%	87%	64%	24%	16%
Not sure	7%	2%	5%	6%	12%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Do Romney Comments Make You More/Less Likely to Vote for Him?						
More likely	26%	19%	11%	16%	33%	54%
Less likely	39%	63%	68%	45%	18%	12%
Don't make a difference	34%	18%	20%	36%	48%	34%
Not sure	1%	1%	1%	3%	1%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Should Romney Release Taxes?						
He should	52%	88%	84%	62%	25%	12%
He should not	39%	9%	12%	29%	65%	70%
Not sure	9%	3%	4%	9%	10%	18%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	52%	54%	49%
Disapprove	47%	44%	50%
Not sure	2%	2%	1%





Crosstabs

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	44%	40%	48%
Unfavorable	51%	56%	47%
Not sure	5%	4%	6%

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	52%	54%	50%
Mitt Romney	45%	43%	47%
Undecided	3%	3%	3%

	Base	Gender	
		Woman	Man
Trust More on Econ.?			
Barack Obama	51%	53%	48%
Mitt Romney	46%	44%	48%
Not sure	3%	3%	3%

	Base	Gender	
		Woman	Man
Trust More on Foreign Policy?			
Barack Obama	52%	56%	49%
Mitt Romney	44%	41%	48%
Not sure	3%	4%	3%





Crosstabs

	Base	Gender	
		Woman	Man
Ryan Favorability			
Favorable	48%	46%	51%
Unfavorable	47%	48%	45%
Not sure	5%	6%	4%

	Base	Gender	
		Woman	Man
Voter Enthusiasm			
Very excited	58%	54%	63%
Somewhat excited	29%	31%	26%
Not at all excited	13%	15%	11%

	Base	Gender	
		Woman	Man
Familiar w/ Romney 47% Comments?			
Familiar with them	86%	85%	88%
Not familiar with them	14%	15%	12%

	Base	Gender	
		Woman	Man
Romney Comments Appropriate/Inappropriate?			
Appropriate	40%	36%	44%
Inappropriate	53%	56%	50%
Not sure	7%	8%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Do Romney Comments Make You More/Less Likely to Vote for Him?			
More likely	26%	25%	27%
Less likely	39%	42%	36%
Don't make a difference	34%	32%	36%
Not sure	1%	1%	1%

	Base	Gender	
		Woman	Man
Should Romney Release Taxes?			
He should	52%	57%	46%
He should not	39%	34%	45%
Not sure	9%	9%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	52%	90%	10%	51%
Disapprove	47%	8%	90%	47%
Not sure	2%	2%	1%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	44%	8%	85%	42%
Unfavorable	51%	88%	11%	51%
Not sure	5%	3%	5%	7%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	52%	90%	10%	52%
Mitt Romney	45%	7%	89%	43%
Undecided	3%	3%	1%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust More on Econ.?				
Barack Obama	51%	89%	10%	50%
Mitt Romney	46%	8%	88%	46%
Not sure	3%	3%	2%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust More on Foreign Policy?				
Barack Obama	52%	90%	9%	54%
Mitt Romney	44%	9%	86%	42%
Not sure	3%	2%	5%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Ryan Favorability				
Favorable	48%	11%	88%	49%
Unfavorable	47%	83%	9%	44%
Not sure	5%	6%	3%	7%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Voter Enthusiasm				
Very excited	58%	65%	63%	47%
Somewhat excited	29%	25%	30%	32%
Not at all excited	13%	10%	7%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Familiar w/ Romney 47% Comments ?				
Familiar with them	86%	83%	81%	93%
Not familiar with them	14%	17%	19%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Comments Appropriate/Inappropriate?				
Appropriate	40%	7%	74%	43%
Inappropriate	53%	89%	15%	51%
Not sure	7%	4%	11%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Do Romney Comments Make You More/Less Likely to Vote for Him ?				
More likely	26%	15%	45%	20%
Less likely	39%	65%	11%	39%
Don't make a difference	34%	19%	43%	40%
Not sure	1%	2%	1%	1%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Should Romney Release Taxes?				
He should	52%	89%	14%	48%
He should not	39%	8%	68%	45%
Not sure	9%	3%	18%	7%

	Base	Race	
		White	Other
Obama Approval			
Approve	52%	51%	65%
Disapprove	47%	48%	35%
Not sure	2%	2%	-

	Base	Race	
		White	Other
Romney Favorability			
Favorable	44%	45%	32%
Unfavorable	51%	50%	65%
Not sure	5%	5%	3%

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	52%	51%	70%
Mitt Romney	45%	46%	30%
Undecided	3%	3%	-





Crosstabs

	Base	Race	
		White	Other
Trust More on Econ.?			
Barack Obama	51%	50%	65%
Mitt Romney	46%	47%	35%
Not sure	3%	3%	-

	Base	Race	
		White	Other
Trust More on Foreign Policy?			
Barack Obama	52%	51%	65%
Mitt Romney	44%	45%	35%
Not sure	3%	4%	-

	Base	Race	
		White	Other
Ryan Favorability			
Favorable	48%	49%	41%
Unfavorable	47%	46%	56%
Not sure	5%	5%	4%

	Base	Race	
		White	Other
Voter Enthusiasm			
Very excited	58%	58%	60%
Somewhat excited	29%	29%	25%
Not at all excited	13%	13%	15%





Crosstabs

	Base	Race	
		White	Other
Familiar w/ Romney 47% Comments?			
Familiar with them	86%	86%	83%
Not familiar with them	14%	14%	17%

	Base	Race	
		White	Other
Romney Comments Appropriate/Inappropriate?			
Appropriate	40%	40%	38%
Inappropriate	53%	53%	58%
Not sure	7%	7%	5%

	Base	Race	
		White	Other
Do Romney Comments Make You More/Less Likely to Vote for Him ?			
More likely	26%	26%	28%
Less likely	39%	39%	35%
Don't make a difference	34%	34%	34%
Not sure	1%	1%	2%

	Base	Race	
		White	Other
Should Romney Release Taxes ?			
He should	52%	51%	57%
He should not	39%	40%	35%
Not sure	9%	9%	9%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Obama Approval				
Approve	52%	51%	54%	48%
Disapprove	47%	46%	45%	50%
Not sure	2%	3%	1%	2%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Romney Favorability				
Favorable	44%	43%	43%	47%
Unfavorable	51%	50%	54%	49%
Not sure	5%	8%	3%	5%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Obama/Romney				
Barack Obama	52%	52%	54%	48%
Mitt Romney	45%	44%	44%	49%
Undecided	3%	4%	2%	3%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Trust More on Econ.?				
Barack Obama	51%	52%	53%	46%
Mitt Romney	46%	46%	45%	48%
Not sure	3%	2%	3%	6%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Trust More on Foreign Policy?				
Barack Obama	52%	52%	55%	47%
Mitt Romney	44%	46%	42%	45%
Not sure	3%	2%	3%	8%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Ryan Favorability				
Favorable	48%	50%	45%	52%
Unfavorable	47%	43%	50%	44%
Not sure	5%	7%	5%	4%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Voter Enthusiasm				
Very excited	58%	59%	60%	53%
Somewhat excited	29%	27%	30%	28%
Not at all excited	13%	14%	10%	19%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Familiar w/ Romney 47% Comments?				
Familiar with them	86%	86%	88%	83%
Not familiar with them	14%	14%	12%	17%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Romney Comments Appropriate/Inappropriate?				
Appropriate	40%	40%	41%	40%
Inappropriate	53%	53%	53%	53%
Not sure	7%	7%	6%	7%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Do Romney Comments Make You More/Less Likely to Vote for Him?				
More likely	26%	27%	23%	30%
Less likely	39%	38%	41%	38%
Don't make a difference	34%	34%	36%	29%
Not sure	1%	1%	1%	3%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Should Romney Release Taxes?				
He should	52%	50%	55%	47%
He should not	39%	36%	39%	44%
Not sure	9%	14%	6%	9%

