

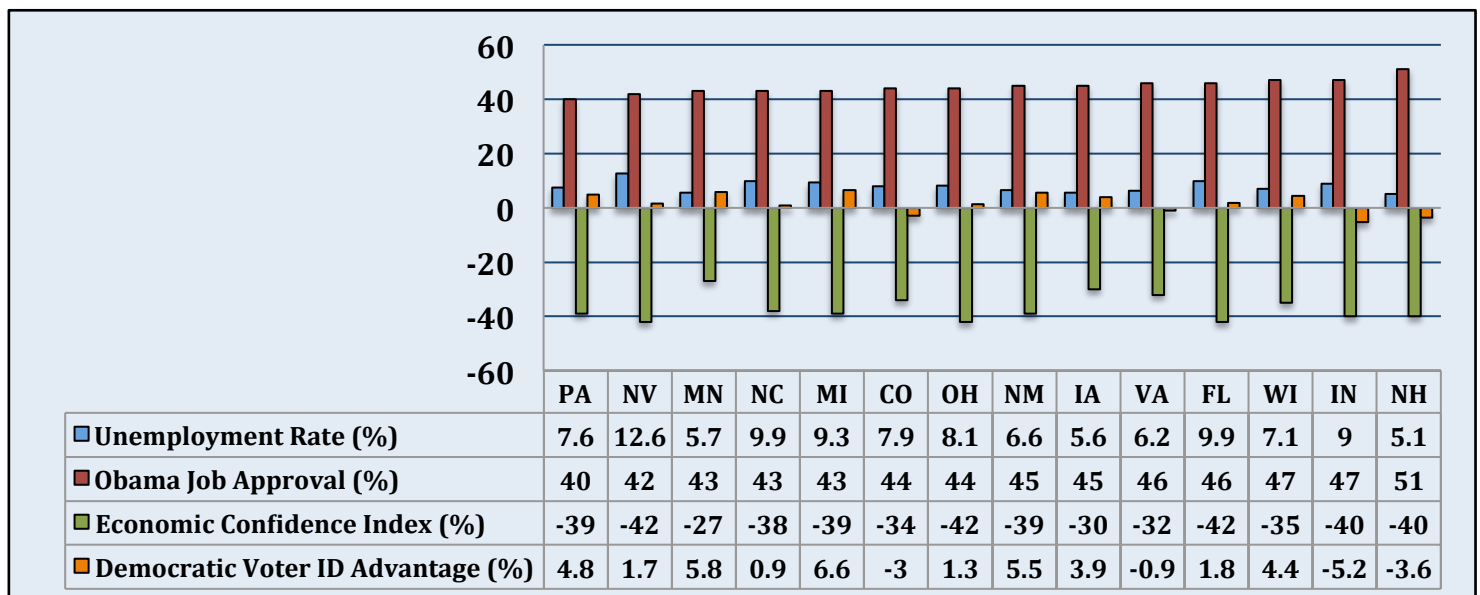
Polling News & Notes

Overlooked Recent Polling and Insights • February 9, 2012

Trouble in Battleground States for Obama: After his State of the Union, President Barack Obama made campaign stops in Iowa, Colorado, Michigan and Nevada. His job approval in three of these states (CO, IA, NV) is below 50% and two have unemployment rates higher than the latest national average of 8.3% -- Michigan at 9.3% and Nevada at 12.6%, the country's highest. While these numbers paint a bleak picture for his campaign, is the situation better in any of the 14 [states](#) that will likely decide the winner in November?

It would not appear so, judging on four measures in each state: the unemployment rate, Mr. Obama's job approval, economic confidence level and Democratic voter identification advantage. The unemployment rate in half these battleground states (CO: 7.8%, OH: 8.1%, IN: 9%, MI: 9.3%, FL: 9.9%, NC: 9.9% and NV: 12.6%) is higher than the 7.8% rate the country had when Mr. Obama took office. This could be why all of these states have a negative economic confidence index, with Nevada, Florida and Ohio tied for the lowest with -42%.

Mr. Obama's job approval rating is below 50% in all but one (NH) of the battleground states, and it does not look like he will be able to rely on an overly liberal base coming out in large numbers in any, as they have all seen drops in voter identification with the Democratic Party. In no state do Democrats outnumber Republicans by more than 10 percentage points, and four states have negative Democratic ID ratings (more self-identified Republicans than self-identified Democrats): IN: -5.2%, NH: -3.6%, CO: -3% and VA: -0.9%. This puts the GOP in a better position in these swing states than in 2008.



Unemployment Rate: December 2011 Bureau of Labor Statistics Data; Obama Job Approval: Latest Polls Available for Each State per [Pollingreport.com](#); Economic Confidence Index: Gallup State of States Report; Democratic Voter ID Advantage: Gallup News, "More States Move to GOP," February 2, 2012

While they are not the only pre-election factors to consider, these measures do suggest Mr. Obama has a lot of ground to make up in the next nine months if he plans on swaying the swing voters in key states. What he has been doing thus far is not working.