

**Obama's Vanishing Swing State Strength:** White House adviser David Plouffe told reporters Wednesday, "We win the election if it were held today...Our view is that in all the battleground states we've contested, every single one of them, we have a credible pathway to 50 percent." This seems an over-confident view: President Barack Obama's ballot numbers in about a dozen battleground states are down an average of seven points from where they were at this point in 2008 according to Realclearpolitics.com's state poll averages, and with Mr. Obama not consistently at 50% in any of them.

On October 24, 2008, Mr. Obama enjoyed double-digit leads over Senator John McCain in Iowa (+11.8%), Wisconsin (+11.4%), Pennsylvania (+11.4%), and Michigan (+10.5%); and led with numbers well outside the typical margin of error (generally 2-4%) in New Hampshire (+8.2%), Virginia (+7%), Ohio (+6.6%), and Colorado (+5.4%). But as of close of business yesterday, his leads in these states are down as much as ten points from four years ago (e.g., Iowa, where he is now only ahead by 2.1%); barely outside the margin of error in only two states (+4.8% in Pennsylvania and +5.0% Michigan); or nonexistent in four states where he is tied or behind Governor Mitt Romney (down -13% in Indiana, -5.6% in North Carolina, -1.8% in Florida, -0.2% in Colorado and tied in Virginia). He is in a virtual dead heat with Mr. Romney in the remaining states (up only +2.7% in Wisconsin, +0.8% in New Hampshire, +2% in Ohio, and +2.6% Nevada).

Given Mr. Romney's healthy support with independent voters and growing momentum, as well as Mr. Obama's failure to offer voters something better for the next four years, many, if not most, of these critical states may be lost to Mr. Obama on Election Night 2012.

### *Obama % Lead in Battleground\* States as of October 24, 2012 Versus October 24, 2008*

State	Obama 2008 % Lead	Obama 2012 % Lead	Difference
Indiana	0.5	-12.5	-13.0
Iowa	11.8	2.1	- 9.7
Wisconsin	11.4	2.7	- 8.7
New Hampshire	8.2	0.8	- 7.4
Virginia	7.0	0.0	- 7.0
North Carolina	1.3	-5.6	- 6.9
Pennsylvania	11.4	4.8	- 6.6
Colorado	5.4	-0.2	- 5.6
Michigan	10.5	5.0	- 5.5
Ohio	6.6	2.1	- 4.5
Florida	2.0	-1.8	- 3.8
Nevada	3.3	2.6	- 0.7

*\*These states were considered battlegrounds in 2008.*