

INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Noem, Herseth Sandlin still deadlocked

Raleigh, N.C. – Popular former at-large Congresswoman Stephanie Herseth Sandlin was one of the casualties of the Republican wave election last November, falling to Kristi Noem by just over two points in one of the closest battles of the season. In PPP's first test of a potential rematch for 2012, Herseth Sandlin leads by a single point.

Herseth Sandlin was first elected in a special election in 2004, re-upped that fall at the same time as longtime Democratic leader Tom Daschle was defeated by John Thune, and sent to two more terms in 2006 and 2008. She remains extremely well liked, with a 55-36 favorability margin, which pales Noem's meager 38-35 approval rating for her short time in office so far. Even 28% of Republicans have positive views of Herseth Sandlin, and independents favor her by a 65-27 margin. Noem, meanwhile, has a 31-42 standing with unaffiliated voters, and she polarizes the two parties.

In that light, Herseth Sandlin overcomes the ten-point Republican registration advantage by taking a 52-31 lead with independents, and winning 17% of Republicans to Noem's 11% of Democrats, the same proportion as approve of her job performance. That gives Herseth Sandlin a narrow 46-45 lead overall.

“The fact that Stephanie Herseth Sandlin is so popular but still lost last year is emblematic of the extent to which the election was nationalized and really kind of ceased being about the candidates themselves,” said Dean Debnam, President of Public Policy Polling. “She's be a strong candidate for a comeback in a different political climate.”

New governor Dennis Daugaard starts out with a decent honeymoon, posting a 43-33 approval margin. Independents approve by three points, and slightly more Democrats approve than Republicans disapprove.

Three-term Senator Tim Johnson also has pretty good favor for a Democrat in a red state, with a 47-41 job approval rating. He has a huge 54-34 margin with independents, and a fifth of Republicans approve. Former senators Daschle (49-41) and George McGovern (42-29) are perhaps better liked at home than their national public images would suggest.

PPP surveyed 1,045 South Dakota voters from January 28th to 30th. The survey's margin of error is +/-3.0%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



South Dakota Survey Results

Q1 Do you approve or disapprove of Governor Dennis Daugaard's job performance?

Approve..... 43% Not sure 25%
Disapprove..... 33%

Q2 Do you approve or disapprove of Senator Tim Johnson's job performance?

Approve..... 47% Not sure 12%
Disapprove..... 41%

Q3 Do you approve or disapprove of Congresswoman Kristi Noem's job performance?

Approve..... 38% Not sure 27%
Disapprove..... 35%

Q4 Do you have a favorable or unfavorable opinion of Stephanie Herseth Sandlin?

Favorable..... 55%
Unfavorable 36%
Not sure 9%

Q5 If the candidates for Congress next year were Republican Kristi Noem and Democrat Stephanie Herseth Sandlin, who would you vote for?

Kristi Noem 45%
Stephanie Herseth Sandlin 46%
Undecided..... 8%

Q6 Do you have a favorable or unfavorable opinion of Tom Daschle?

Favorable..... 49%
Unfavorable 41%
Not sure 10%

Q7 Do you have a favorable or unfavorable opinion of George McGovern?

Favorable..... 42%
Unfavorable 29%
Not sure 28%

Q8 Who did you vote for President in 2008?

John McCain..... 50%
Barack Obama..... 43%
Someone else/Don't remember 7%

Q9 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 13%
Moderate..... 44%
Conservative..... 43%

Q10 If you are a woman, press 1. If a man, press 2.

Woman 52%
Man..... 48%

Q11 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 38%
Republican..... 48%
Independent/Other..... 14%

Q12 If you are white, press 1. If other, press 2.

White 95%
Other..... 5%



Q13 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>	10%
<i>30 to 45</i>	28%
<i>46 to 65</i>	41%
<i>Older than 65</i>	21%



Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Daugaard Approval				
Approve	43%	59%	23%	40%
Disapprove	33%	19%	52%	18%
Not sure	25%	22%	25%	42%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Johnson Approval				
Approve	47%	19%	81%	39%
Disapprove	41%	66%	10%	46%
Not sure	12%	14%	9%	15%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Noem Approval				
Approve	38%	64%	9%	36%
Disapprove	35%	11%	63%	29%
Not sure	27%	25%	28%	35%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Herseth Sandlin Favorability				
Favorable	55%	27%	86%	59%
Unfavorable	36%	62%	8%	29%
Not sure	9%	11%	6%	12%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Noem/Herseth Sandlin				
Kristi Noem	45%	78%	10%	28%
Stephanie Herseth Sandlin	46%	14%	83%	47%
Undecided	8%	7%	7%	25%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Daschle Favorability				
Favorable	49%	18%	86%	40%
Unfavorable	41%	71%	7%	40%
Not sure	10%	11%	6%	20%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
McGovern Favorability				
Favorable	42%	18%	70%	43%
Unfavorable	29%	51%	5%	21%
Not sure	28%	31%	24%	36%

	Base	Ideology		
		Liberal	Moderate	Conservative
Daugaard Approval				
Approve	43%	20%	32%	60%
Disapprove	33%	65%	40%	16%
Not sure	25%	15%	28%	24%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Johnson Approval				
Approve	47%	73%	66%	20%
Disapprove	41%	18%	21%	68%
Not sure	12%	9%	13%	12%

	Base	Ideology		
		Liberal	Moderate	Conservative
Noem Approval				
Approve	38%	12%	21%	64%
Disapprove	35%	70%	47%	12%
Not sure	27%	18%	32%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
Herseth Sandlin Favorability				
Favorable	55%	79%	73%	28%
Unfavorable	36%	20%	17%	61%
Not sure	9%	1%	9%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
Noem/Herseth Sandlin				
Kristi Noem	45%	13%	23%	78%
Stephanie Herseth Sandlin	46%	80%	66%	16%
Undecided	8%	6%	12%	6%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Daschle Favorability				
Favorable	49%	82%	69%	19%
Unfavorable	41%	12%	20%	72%
Not sure	10%	6%	11%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
McGovern Favorability				
Favorable	42%	67%	59%	18%
Unfavorable	29%	11%	13%	52%
Not sure	28%	23%	28%	30%

	Base	Gender	
		Woman	Man
Daugaard Approval			
Approve	43%	40%	45%
Disapprove	33%	34%	31%
Not sure	25%	26%	23%

	Base	Gender	
		Woman	Man
Johnson Approval			
Approve	47%	51%	43%
Disapprove	41%	36%	46%
Not sure	12%	13%	11%





Crosstabs

	Base	Gender	
		Woman	Man
Noem Approval			
Approve	38%	34%	43%
Disapprove	35%	35%	35%
Not sure	27%	31%	22%

	Base	Gender	
		Woman	Man
Herseth Sandlin Favorability			
Favorable	55%	56%	53%
Unfavorable	36%	34%	39%
Not sure	9%	10%	8%

	Base	Gender	
		Woman	Man
Noem/Herseth Sandlin			
Kristi Noem	45%	39%	52%
Stephanie Herseth Sandlin	46%	50%	42%
Undecided	8%	10%	7%

	Base	Gender	
		Woman	Man
Daschle Favorability			
Favorable	49%	52%	46%
Unfavorable	41%	35%	48%
Not sure	10%	12%	7%





Crosstabs

	Base	Gender	
		Woman	Man
McGovern Favorability			
Favorable	42%	44%	41%
Unfavorable	29%	22%	37%
Not sure	28%	34%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Daugaard Approval				
Approve	43%	22%	61%	36%
Disapprove	33%	53%	17%	33%
Not sure	25%	25%	22%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Johnson Approval				
Approve	47%	77%	21%	54%
Disapprove	41%	12%	65%	34%
Not sure	12%	10%	13%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Noem Approval				
Approve	38%	11%	62%	31%
Disapprove	35%	61%	13%	42%
Not sure	27%	28%	25%	28%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Herseth Sandlin Favorability				
Favorable	55%	85%	28%	65%
Unfavorable	36%	11%	59%	27%
Not sure	9%	5%	12%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Noem/Herseth Sandlin				
Kristi Noem	45%	11%	76%	31%
Stephanie Herseth Sandlin	46%	81%	17%	52%
Undecided	8%	8%	7%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Daschle Favorability				
Favorable	49%	84%	19%	59%
Unfavorable	41%	9%	69%	31%
Not sure	10%	7%	12%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
McGovern Favorability				
Favorable	42%	69%	19%	50%
Unfavorable	29%	7%	50%	20%
Not sure	28%	24%	31%	30%





Crosstabs

	Base	Race	
		White	Other
Daugaard Approval			
Approve	43%	42%	45%
Disapprove	33%	33%	27%
Not sure	25%	24%	28%

	Base	Race	
		White	Other
Johnson Approval			
Approve	47%	46%	64%
Disapprove	41%	42%	24%
Not sure	12%	12%	12%

	Base	Race	
		White	Other
Noem Approval			
Approve	38%	39%	31%
Disapprove	35%	34%	48%
Not sure	27%	27%	21%

	Base	Race	
		White	Other
Herseth Sandlin Favorability			
Favorable	55%	54%	72%
Unfavorable	36%	37%	22%
Not sure	9%	9%	6%





Crosstabs

	Base	Race	
		White	Other
Noem/Herseith Sandlin			
Kristi Noem	45%	46%	26%
Stephanie Herseith Sandlin	46%	45%	68%
Undecided	8%	9%	6%

	Base	Race	
		White	Other
Daschle Favorability			
Favorable	49%	48%	70%
Unfavorable	41%	42%	19%
Not sure	10%	10%	11%

	Base	Race	
		White	Other
McGovern Favorability			
Favorable	42%	41%	63%
Unfavorable	29%	30%	14%
Not sure	28%	29%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Daugaard Approval					
Approve	43%	36%	41%	42%	49%
Disapprove	33%	38%	33%	34%	28%
Not sure	25%	25%	26%	24%	24%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Johnson Approval					
Approve	47%	58%	40%	47%	52%
Disapprove	41%	25%	47%	41%	40%
Not sure	12%	16%	13%	12%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Noem Approval					
Approve	38%	33%	41%	37%	41%
Disapprove	35%	42%	31%	36%	36%
Not sure	27%	25%	29%	27%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Herseth Sandlin Favorability					
Favorable	55%	62%	47%	57%	56%
Unfavorable	36%	27%	45%	34%	34%
Not sure	9%	11%	8%	9%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Noem/Herseth Sandlin					
Kristi Noem	45%	33%	50%	46%	45%
Stephanie Herseth Sandlin	46%	60%	40%	47%	47%
Undecided	8%	7%	11%	7%	8%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Daschle Favorability					
Favorable	49%	60%	44%	50%	49%
Unfavorable	41%	29%	44%	43%	40%
Not sure	10%	11%	12%	8%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McGovern Favorability					
Favorable	42%	47%	32%	48%	45%
Unfavorable	29%	15%	21%	35%	37%
Not sure	28%	38%	47%	18%	18%

