

INTERVIEWS: Tom Jensen 919-744-6312

IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE

Thompson vulnerable to Neumann from the right in WI-Sen.

Raleigh, N.C. – Rep. Tammy Baldwin is still Democrats’ favorite to replace the retiring Sen. Herb Kohl if Russ Feingold declines a bid. She earns 37% support to former Rep. Steve Kagen’s 22% and Rep. Ron Kind’s 15%, and routs Kagen 48-19 if Kind is not a candidate. With Baldwin the best-known and by far the most popular, this is somewhat a function of name recognition. PPP did not test Feingold because in May, his 70% support in an eight-candidate slate showed field-clearing power.

On the Republican side, former Governor Tommy Thompson has a slim 47-39 lead over the more conservative but considerably less-known and less-liked former Rep. Mark Neumann. While Thompson rakes with the small band of moderates, 57-21, and does well with the center-right, 48-33, Neumann cleans up with the furthest right plurality, 54-38. Indeed, when voters are exposed to potential lines of attack against Thompson from the Neumann camp, Neumann vaults into an overall 59-26 lead, winning 71-16 with the most conservative voters and 58-27 with the somewhat conservative, with Thompson holding onto only a 44-40 edge with centrists.

The same conservative inclination is really starting to hurt Mitt Romney in the presidential contest. Having just entered the race, Rick Perry already ties Tea Party darling Michele Bachmann for the lead in Wisconsin, each with 20%. Romney has 13%, Sarah Palin 11%, Herman Cain 7%, and Newt Gingrich and Ron Paul 6%. Without Palin, Bachmann jumps to 24% with Perry still at 20%, Romney at 17%, Gingrich at 10%, and the others jogging in place. When PPP last took a look at the race in May, Romney had a slim lead, with almost everyone muddled in double digits.

“Tommy Thompson is going to have a very hard time holding up to the attacks that will come his way in a Republican primary,” said Dean Debnam, President of Public Policy Polling. “An increasingly Tea Party dominated GOP may have passed him by.”

PPP surveyed 387 usual Wisconsin Democratic primary voters, with a +/- 5.0% margin of error, and 362 usual Republican primary voters, with a +/- 5.2% margin of error, from August 12th to 14th. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.



Wisconsin Survey Results

Q1 Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable..... 57%
Unfavorable 22%
Not sure 22%

Q2 Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable..... 37%
Unfavorable 19%
Not sure 44%

Q3 Do you have a favorable or unfavorable opinion of Sarah Palin?

Favorable..... 66%
Unfavorable 23%
Not sure 10%

Q4 Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable..... 49%
Unfavorable 13%
Not sure 38%

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

Favorable..... 53%
Unfavorable 28%
Not sure 19%

Q6 Do you have a favorable or unfavorable opinion of Mark Neumann?

Favorable..... 43%
Unfavorable 14%
Not sure 43%

Q7 Do you have a favorable or unfavorable opinion of Tommy Thompson?

Favorable..... 74%
Unfavorable 17%
Not sure 9%

Q8 If the candidates for President next year were Michele Bachmann, Herman Cain, Newt Gingrich, Jon Huntsman, Sarah Palin, Ron Paul, Tim Pawlenty, Rick Perry, and Mitt Romney, who would you vote for?

Michele Bachmann 20%
Herman Cain..... 7%
Newt Gingrich 6%
Jon Huntsman..... 1%
Sarah Palin 11%
Ron Paul..... 6%
Tim Pawlenty 3%
Rick Perry 20%
Mitt Romney..... 13%
Someone else/Undecided..... 12%





Q9 If Sarah Palin didn't end up running for President, and the candidates were Michele Bachmann, Herman Cain, Newt Gingrich, Jon Huntsman, Ron Paul, Tim Pawlenty, Rick Perry, and Mitt Romney, who would you vote for?

<i>Michele Bachmann</i>	24%
<i>Herman Cain</i>	7%
<i>Newt Gingrich</i>	10%
<i>Jon Huntsman</i>	1%
<i>Ron Paul</i>	6%
<i>Tim Pawlenty</i>	4%
<i>Rick Perry</i>	20%
<i>Mitt Romney</i>	17%
<i>Someone else/Undecided</i>	11%

Q10 If the candidates for Senate next year were Mark Neumann and Tommy Thompson, who would you vote for?

<i>Mark Neumann</i>	39%
<i>Tommy Thompson</i>	47%
<i>Undecided</i>	13%

Q11 While Tommy Thompson was Governor, he more than doubled state spending and increased government bureaucracy. Then he endorsed Obamacare, President Obama's \$1-trillion-dollar government takeover of health care. Given this information, would you vote for Mark Neumann or Tommy Thompson if the primary for Senate was today?

<i>Mark Neumann</i>	59%
<i>Tommy Thompson</i>	26%
<i>Undecided</i>	15%

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

<i>Very liberal</i>	2%
<i>Somewhat liberal</i>	7%
<i>Moderate</i>	14%
<i>Somewhat conservative</i>	38%
<i>Very conservative</i>	39%

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

<i>Woman</i>	47%
<i>Man</i>	53%

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>	6%
<i>30 to 45</i>	29%
<i>46 to 65</i>	40%
<i>Older than 65</i>	25%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Bachmann Favorability						
Favorable	56%	20%	30%	29%	54%	76%
Unfavorable	22%	40%	46%	26%	24%	13%
Not sure	22%	40%	25%	46%	22%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cain Favorability						
Favorable	37%	50%	20%	14%	31%	54%
Unfavorable	18%	10%	31%	21%	21%	13%
Not sure	44%	40%	49%	65%	48%	33%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Palin Favorability						
Favorable	66%	50%	25%	46%	68%	80%
Unfavorable	23%	40%	46%	41%	22%	13%
Not sure	10%	10%	29%	14%	10%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Perry Favorability						
Favorable	49%	50%	24%	26%	50%	61%
Unfavorable	13%	-	29%	19%	14%	6%
Not sure	38%	50%	47%	55%	36%	32%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	53%	20%	56%	58%	56%	50%
Unfavorable	27%	40%	22%	14%	27%	34%
Not sure	19%	40%	21%	28%	18%	17%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Neumann Favorability						
Favorable	43%	50%	18%	17%	44%	55%
Unfavorable	14%	40%	41%	16%	14%	6%
Not sure	43%	10%	41%	66%	42%	38%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Thompson Favorability						
Favorable	74%	10%	61%	65%	80%	78%
Unfavorable	16%	90%	39%	16%	10%	15%
Not sure	10%	-	-	19%	11%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 GOP Pres Primary						
Michele Bachmann	20%	50%	18%	20%	15%	25%
Herman Cain	7%	40%	28%	1%	6%	5%
Newt Gingrich	6%	-	12%	4%	6%	5%
Jon Huntsman	1%	-	4%	5%	0%	-
Sarah Palin	11%	10%	9%	8%	8%	15%
Ron Paul	6%	-	11%	10%	3%	7%
Tim Pawlenty	3%	-	-	5%	3%	3%
Rick Perry	20%	-	-	15%	25%	22%
Mitt Romney	13%	-	10%	14%	17%	11%
Someone else/Undecided	12%	-	10%	17%	16%	7%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 GOP Pres Primary w/o Palin						
Michele Bachmann	24%	10%	13%	23%	17%	35%
Herman Cain	7%	-	35%	1%	6%	5%
Newt Gingrich	10%	90%	12%	4%	11%	6%
Jon Huntsman	1%	-	4%	6%	0%	-
Ron Paul	6%	-	4%	10%	4%	7%
Tim Pawlenty	4%	-	-	8%	3%	3%
Rick Perry	20%	-	2%	6%	24%	24%
Mitt Romney	18%	-	20%	25%	21%	12%
Someone else/Undecided	11%	-	11%	17%	14%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 GOP Sen Primary						
Mark Neumann	39%	50%	25%	21%	33%	54%
Tommy Thompson	47%	50%	75%	57%	48%	38%
Undecided	13%	-	-	21%	18%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 GOP Sen Primary 2						
Mark Neumann	59%	20%	38%	40%	58%	71%
Tommy Thompson	26%	-	41%	44%	27%	16%
Undecided	15%	80%	21%	16%	14%	13%

	Base	Gender	
		Woman	Man
Bachmann Favorability			
Favorable	56%	52%	60%
Unfavorable	22%	22%	22%
Not sure	22%	26%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Cain Favorability			
Favorable	37%	30%	44%
Unfavorable	18%	14%	22%
Not sure	44%	56%	34%

	Base	Gender	
		Woman	Man
Palin Favorability			
Favorable	66%	61%	71%
Unfavorable	23%	26%	21%
Not sure	10%	13%	8%

	Base	Gender	
		Woman	Man
Perry Favorability			
Favorable	49%	46%	51%
Unfavorable	13%	8%	17%
Not sure	38%	46%	32%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	53%	53%	53%
Unfavorable	27%	26%	29%
Not sure	19%	21%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Neumann Favorability			
Favorable	43%	40%	45%
Unfavorable	14%	14%	13%
Not sure	43%	45%	42%

	Base	Gender	
		Woman	Man
Thompson Favorability			
Favorable	74%	77%	72%
Unfavorable	16%	14%	18%
Not sure	10%	9%	10%

	Base	Gender	
		Woman	Man
2012 GOP Pres Primary			
Michele Bachmann	20%	15%	25%
Herman Cain	7%	5%	9%
Newt Gingrich	6%	6%	6%
Jon Huntsman	1%	0%	2%
Sarah Palin	11%	13%	9%
Ron Paul	6%	3%	8%
Tim Pawlenty	3%	5%	2%
Rick Perry	20%	23%	18%
Mitt Romney	13%	17%	10%
Someone else/Undecided	12%	13%	11%

	Base	Gender	
		Woman	Man
2012 GOP Pres Primary w/o Palin			
Michele Bachmann	24%	21%	28%
Herman Cain	7%	4%	10%
Newt Gingrich	10%	9%	10%
Jon Huntsman	1%	1%	2%
Ron Paul	6%	3%	9%
Tim Pawlenty	4%	5%	2%
Rick Perry	20%	23%	17%
Mitt Romney	18%	20%	16%
Someone else/Undecided	11%	15%	7%





Crosstabs

	Base	Gender	
		Woman	Man
2012 GOP Sen Primary			
Mark Neumann	39%	37%	41%
Tommy Thompson	47%	47%	47%
Undecided	13%	16%	11%

	Base	Gender	
		Woman	Man
2012 GOP Sen Primary 2			
Mark Neumann	59%	57%	60%
Tommy Thompson	26%	24%	27%
Undecided	15%	19%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bachmann Favorability					
Favorable	56%	44%	46%	61%	64%
Unfavorable	22%	33%	27%	18%	19%
Not sure	22%	22%	27%	21%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cain Favorability					
Favorable	37%	22%	38%	33%	47%
Unfavorable	18%	22%	14%	20%	19%
Not sure	44%	56%	48%	47%	34%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Favorability					
Favorable	66%	33%	61%	73%	69%
Unfavorable	23%	33%	30%	18%	21%
Not sure	10%	33%	9%	8%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perry Favorability					
Favorable	49%	44%	43%	51%	54%
Unfavorable	13%	11%	16%	11%	12%
Not sure	38%	44%	41%	39%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	53%	56%	52%	53%	55%
Unfavorable	27%	22%	25%	30%	28%
Not sure	19%	22%	23%	18%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Neumann Favorability					
Favorable	43%	44%	43%	41%	45%
Unfavorable	14%	11%	23%	9%	12%
Not sure	43%	44%	34%	50%	44%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Thompson Favorability					
Favorable	74%	67%	77%	72%	78%
Unfavorable	16%	33%	16%	15%	14%
Not sure	10%	-	7%	14%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 GOP Pres Primary					
Michele Bachmann	20%	22%	21%	21%	18%
Herman Cain	7%	11%	9%	4%	9%
Newt Gingrich	6%	11%	-	6%	11%
Jon Huntsman	1%	-	2%	1%	1%
Sarah Palin	11%	11%	14%	10%	8%
Ron Paul	6%	-	13%	6%	-
Tim Pawlenty	3%	-	4%	3%	3%
Rick Perry	20%	11%	18%	24%	18%
Mitt Romney	13%	33%	7%	13%	17%
Someone else/Undecided	12%	-	13%	11%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 GOP Pres Primary w/o Palin					
Michele Bachmann	24%	22%	27%	24%	22%
Herman Cain	7%	-	11%	4%	10%
Newt Gingrich	10%	33%	4%	9%	11%
Jon Huntsman	1%	-	2%	1%	1%
Ron Paul	6%	-	11%	5%	2%
Tim Pawlenty	4%	-	4%	4%	4%
Rick Perry	20%	11%	16%	24%	20%
Mitt Romney	18%	33%	14%	18%	18%
Someone else/Undecided	11%	-	13%	10%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 GOP Sen Primary					
Mark Neumann	39%	44%	41%	42%	31%
Tommy Thompson	47%	56%	43%	45%	55%
Undecided	13%	-	16%	14%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 GOP Sen Primary 2					
Mark Neumann	59%	33%	55%	68%	53%
Tommy Thompson	26%	33%	32%	20%	27%
Undecided	15%	33%	13%	12%	20%





Wisconsin Survey Results

Q1 Do you have a favorable or unfavorable opinion of Ron Kind?

Favorable..... 23%
Unfavorable 25%
Not sure 52%

Q2 Do you have a favorable or unfavorable opinion of Tammy Baldwin?

Favorable..... 43%
Unfavorable 13%
Not sure 44%

Q3 Do you have a favorable or unfavorable opinion of Steve Kagen?

Favorable..... 19%
Unfavorable 15%
Not sure 66%

Q4 Given the choices of Tammy Baldwin, Steve Kagen, and Ron Kind, who would you most like the Democratic candidate for Senate to be next year?

Tammy Baldwin..... 37%
Steve Kagen 15%
Ron Kind..... 21%
Undecided..... 27%

Q5 If the candidates for Senate next year were just Tammy Baldwin and Steve Kagen, who would you vote for?

Tammy Baldwin..... 48%
Steve Kagen 19%
Undecided..... 33%

Q6 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 18%
Somewhat liberal 39%
Moderate..... 36%
Somewhat conservative..... 5%
Very conservative 2%

Q7 If you are a woman, press 1. If a man, press 2.

Woman 62%
Man..... 38%

Q8 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.

18 to 29..... 15%
30 to 45..... 23%
46 to 65..... 44%
Older than 65..... 18%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Kind Favorability						
Favorable	23%	24%	26%	22%	16%	12%
Unfavorable	25%	25%	20%	28%	35%	43%
Not sure	52%	51%	54%	51%	49%	45%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin Favorability						
Favorable	43%	60%	52%	33%	11%	-
Unfavorable	13%	7%	9%	17%	27%	38%
Not sure	44%	33%	39%	50%	62%	62%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Kagen Favorability						
Favorable	19%	26%	18%	19%	8%	8%
Unfavorable	15%	15%	10%	16%	31%	23%
Not sure	66%	59%	72%	64%	61%	70%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 Dem Sen Primary						
Tammy Baldwin	37%	56%	44%	23%	38%	-
Steve Kagen	15%	14%	13%	16%	18%	23%
Ron Kind	21%	9%	25%	24%	14%	24%
Undecided	27%	21%	18%	37%	29%	53%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 Dem Sen Primary w/o Kind						
Tammy Baldwin	48%	60%	59%	36%	34%	-
Steve Kagen	19%	20%	14%	22%	22%	23%
Undecided	33%	21%	27%	42%	44%	77%

	Base	Gender	
		Woman	Man
Kind Favorability			
Favorable	23%	20%	28%
Unfavorable	25%	25%	25%
Not sure	52%	55%	47%

	Base	Gender	
		Woman	Man
Baldwin Favorability			
Favorable	43%	42%	45%
Unfavorable	13%	14%	12%
Not sure	44%	44%	43%

	Base	Gender	
		Woman	Man
Kagen Favorability			
Favorable	19%	21%	16%
Unfavorable	15%	12%	18%
Not sure	66%	67%	65%





Crosstabs

	Base	Gender	
		Woman	Man
2012 Dem Sen Primary			
Tammy Baldwin	37%	43%	29%
Steve Kagen	15%	17%	11%
Ron Kind	21%	17%	29%
Undecided	27%	24%	31%

	Base	Gender	
		Woman	Man
2012 Dem Sen Primary w/o Kind			
Tammy Baldwin	48%	49%	48%
Steve Kagen	19%	18%	19%
Undecided	33%	33%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Kind Favorability					
Favorable	23%	28%	15%	29%	17%
Unfavorable	25%	16%	27%	24%	32%
Not sure	52%	56%	58%	48%	51%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baldwin Favorability					
Favorable	43%	40%	33%	53%	36%
Unfavorable	13%	24%	17%	8%	10%
Not sure	44%	36%	50%	39%	53%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Kagen Favorability					
Favorable	19%	8%	17%	22%	25%
Unfavorable	15%	28%	13%	11%	14%
Not sure	66%	64%	69%	68%	61%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 Dem Sen Primary					
Tammy Baldwin	37%	40%	35%	41%	31%
Steve Kagen	15%	8%	17%	11%	24%
Ron Kind	21%	24%	25%	19%	19%
Undecided	27%	28%	23%	29%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 Dem Sen Primary w/o Kind					
Tammy Baldwin	48%	56%	47%	51%	39%
Steve Kagen	19%	12%	22%	15%	30%
Undecided	33%	32%	31%	35%	31%

