



FOR IMMEDIATE RELEASE

August 9, 2012

INTERVIEWS: Tom Jensen 919-744-6312

**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL [information@publicpolicypolling.com](mailto:information@publicpolicypolling.com), OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE**

## Wisconsin still looks like a toss up

**Raleigh, N.C.** – PPP's final poll on the Republican primary for Senate in Wisconsin continues to find a three way toss up: Eric Hovde's at 27%, Tommy Thompson's at 25%, Mark Neumann's at 24%, and even Jeff Fitzgerald isn't that far behind the rest of the pack at 15%.

The race has seen little movement in the last week. Fitzgerald's gained two points, Hovde and Neumann have each dropped by a point, and Thompson hasn't moved at all.

Some of the underlying numbers bode well for Hovde's prospects. Among voters who say they're 'very excited' about casting their ballots he leads with 37% to 20% for Fitzgerald, 19% for Neumann, and 17% for Thompson. In the Missouri and Texas GOP contests over the last two weeks Todd Akin and Ted Cruz had the most enthusiastic supporters and both ended up outperforming their final poll numbers. Hovde appears to be the candidate best positioned to do that here.

Hovde seems to have staked out the position as the candidate of the Tea Party in this race. He's at 36% with those voters to 21% each for Neumann and Thompson, and 17% for Fitzgerald. He's also leading with voters who categorize themselves as 'very conservative' with 30% to 22% for Neumann and 19% for Thompson.

There's plenty of reason to think Neumann could end up pulling this out. He's ahead with evangelicals, getting 30% to 27% for Hovde and 22% for Thompson. He's first with women at 28% to 24% for Thompson and 22% for Hovde. And he's tied with Thompson for the lead among seniors at 27% with Hovde back at 23%. Seniors and evangelicals in particular are vital groups in a GOP primary electorate.

“The Wisconsin Republican Senate primary continues to look like a three way toss up,” said Dean Debnam, President of Public Policy Polling. “The candidates are incredibly close to each other and there’s a plausible path to victory for any of them in the closing stretch of this campaign.”

PPP surveyed 557 likely Republican primary voters on August 8<sup>th</sup> and 9<sup>th</sup>. The margin of error for the survey is +/-4.2%. 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 plan to vote in the Democratic or Republican primary for the US Senate next week, or do you not plan to vote in a primary?

*Democratic primary*..... 0%  
*Republican primary*.....100%  
*Don't plan to vote in a primary* ..... 0%

**Q2** The Republican candidates for Senate are Jeff Fitzgerald, Eric Hovde, Mark Neumann, and Tommy Thompson. If the election was today, who would you vote for?

*Jeff Fitzgerald* ..... 15%  
*Eric Hovde* .....27%  
*Mark Neumann* .....24%  
*Tommy Thompson* .....25%  
*Undecided*..... 9%

**Q3** Do you have a favorable or unfavorable opinion of Jeff Fitzgerald?

*Favorable*..... 45%  
*Unfavorable* ..... 15%  
*Not sure* .....40%

**Q4** Do you have a favorable or unfavorable opinion of Eric Hovde?

*Favorable*..... 56%  
*Unfavorable* ..... 22%  
*Not sure* .....22%

**Q5** Do you have a favorable or unfavorable opinion of Mark Neumann?

*Favorable*..... 55%  
*Unfavorable* ..... 28%  
*Not sure* ..... 17%

**Q6** Do you have a favorable or unfavorable opinion of Tommy Thompson?

*Favorable*..... 51%  
*Unfavorable* ..... 37%  
*Not sure* ..... 12%

**Q7** Would you say you are very excited, somewhat excited, or not that excited about voting in the primary election?

*Very excited* ..... 38%  
*Somewhat excited* ..... 35%  
*Not that excited*.....27%

**Q8** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 49%  
*Man*.....51%

**Q9** 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*..... 28%  
*46 to 65*.....39%  
*Older than 65*..... 33%

**Q10** Are you an Evangelical Christian, or not?

*Are an Evangelical*..... 47%  
*Are not*.....53%

**Q11** Do you consider yourself to be a member of the Tea Party?

*Yes*..... 31%  
*No*.....56%  
*Not sure* ..... 13%



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

<i>Very liberal</i> .....	1%
<i>Somewhat liberal</i> .....	5%
<i>Moderate</i> .....	17%
<i>Somewhat conservative</i> .....	30%
<i>Very conservative</i> .....	41%
<i>Didn't Answer</i> .....	7%



**Crosstabs**

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
<b>2012 GOP Sen Primary</b>				
<b>Jeff Fitzgerald</b>	15%	20%	11%	12%
<b>Eric Hovde</b>	27%	37%	23%	18%
<b>Mark Neumann</b>	24%	19%	27%	27%
<b>Tommy Thompson</b>	25%	17%	30%	32%
<b>Undecided</b>	9%	8%	9%	11%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	45%	60%	42%	27%
<b>Unfavorable</b>	15%	9%	16%	25%
<b>Not sure</b>	40%	31%	42%	48%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
<b>Hovde Favorability</b>				
<b>Favorable</b>	56%	69%	56%	36%
<b>Unfavorable</b>	22%	17%	19%	34%
<b>Not sure</b>	22%	14%	25%	30%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
<b>Neumann Favorability</b>				
<b>Favorable</b>	55%	54%	59%	50%
<b>Unfavorable</b>	28%	31%	23%	29%
<b>Not sure</b>	17%	14%	18%	21%





**Crosstabs**

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
<b>Thompson Favorability</b>				
<b>Favorable</b>	51%	49%	52%	52%
<b>Unfavorable</b>	37%	43%	33%	35%
<b>Not sure</b>	12%	8%	15%	13%

	Base	Gender	
		Woman	Man
<b>2012 GOP Sen Primary</b>			
<b>Jeff Fitzgerald</b>	15%	15%	15%
<b>Eric Hovde</b>	27%	22%	31%
<b>Mark Neumann</b>	24%	28%	19%
<b>Tommy Thompson</b>	25%	24%	27%
<b>Undecided</b>	9%	11%	8%

	Base	Gender	
		Woman	Man
<b>Fitzgerald Favorability</b>			
<b>Favorable</b>	45%	40%	50%
<b>Unfavorable</b>	15%	13%	17%
<b>Not sure</b>	40%	47%	33%

	Base	Gender	
		Woman	Man
<b>Hovde Favorability</b>			
<b>Favorable</b>	56%	51%	60%
<b>Unfavorable</b>	22%	20%	24%
<b>Not sure</b>	22%	29%	16%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Neumann Favorability</b>			
<b>Favorable</b>	55%	51%	58%
<b>Unfavorable</b>	28%	25%	31%
<b>Not sure</b>	17%	24%	11%

	Base	Gender	
		Woman	Man
<b>Thompson Favorability</b>			
<b>Favorable</b>	51%	50%	51%
<b>Unfavorable</b>	37%	34%	41%
<b>Not sure</b>	12%	16%	8%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>2012 GOP Sen Primary</b>				
<b>Jeff Fitzgerald</b>	15%	18%	14%	12%
<b>Eric Hovde</b>	27%	32%	26%	23%
<b>Mark Neumann</b>	24%	15%	27%	27%
<b>Tommy Thompson</b>	25%	24%	25%	27%
<b>Undecided</b>	9%	10%	8%	10%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	45%	41%	48%	45%
<b>Unfavorable</b>	15%	18%	16%	12%
<b>Not sure</b>	40%	41%	36%	43%





**Crosstabs**

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Hovde Favorability</b>				
Favorable	56%	61%	57%	50%
Unfavorable	22%	20%	21%	25%
Not sure	22%	20%	22%	24%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Neumann Favorability</b>				
Favorable	55%	45%	59%	58%
Unfavorable	28%	35%	26%	24%
Not sure	17%	20%	16%	17%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Thompson Favorability</b>				
Favorable	51%	56%	48%	49%
Unfavorable	37%	32%	39%	40%
Not sure	12%	11%	13%	11%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>2012 GOP Sen Primary</b>			
Jeff Fitzgerald	15%	12%	18%
Eric Hovde	27%	27%	27%
Mark Neumann	24%	30%	18%
Tommy Thompson	25%	22%	29%
Undecided	9%	9%	9%





**Crosstabs**

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Fitzgerald Favorability</b>			
<b>Favorable</b>	45%	37%	52%
<b>Unfavorable</b>	15%	15%	16%
<b>Not sure</b>	40%	48%	32%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Hovde Favorability</b>			
<b>Favorable</b>	56%	53%	58%
<b>Unfavorable</b>	22%	24%	21%
<b>Not sure</b>	22%	23%	21%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Neumann Favorability</b>			
<b>Favorable</b>	55%	60%	50%
<b>Unfavorable</b>	28%	20%	35%
<b>Not sure</b>	17%	20%	15%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Thompson Favorability</b>			
<b>Favorable</b>	51%	49%	53%
<b>Unfavorable</b>	37%	38%	37%
<b>Not sure</b>	12%	14%	10%







**Crosstabs**

	Base	Tea Party ID		
		Yes	No	Not sure
<b>2012 GOP Sen Primary</b>				
<b>Jeff Fitzgerald</b>	15%	17%	15%	8%
<b>Eric Hovde</b>	27%	36%	24%	20%
<b>Mark Neumann</b>	24%	21%	25%	26%
<b>Tommy Thompson</b>	25%	21%	27%	31%
<b>Undecided</b>	9%	5%	10%	14%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	45%	61%	40%	27%
<b>Unfavorable</b>	15%	10%	18%	16%
<b>Not sure</b>	40%	29%	41%	57%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Hovde Favorability</b>				
<b>Favorable</b>	56%	68%	51%	46%
<b>Unfavorable</b>	22%	18%	26%	15%
<b>Not sure</b>	22%	14%	23%	39%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Neumann Favorability</b>				
<b>Favorable</b>	55%	56%	54%	54%
<b>Unfavorable</b>	28%	33%	27%	20%
<b>Not sure</b>	17%	11%	19%	26%





**Crosstabs**

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Thompson Favorability</b>				
<b>Favorable</b>	51%	52%	52%	44%
<b>Unfavorable</b>	37%	44%	34%	37%
<b>Not sure</b>	12%	4%	14%	19%

	Base	Ideology					Didn't Answer
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	
<b>2012 GOP Sen Primary</b>							
<b>Jeff Fitzgerald</b>	15%	43%	3%	16%	14%	17%	6%
<b>Eric Hovde</b>	27%	-	26%	30%	23%	30%	23%
<b>Mark Neumann</b>	24%	-	17%	23%	30%	22%	14%
<b>Tommy Thompson</b>	25%	57%	38%	28%	25%	19%	46%
<b>Undecided</b>	9%	-	16%	3%	8%	12%	11%

	Base	Ideology					Didn't Answer
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	
<b>Fitzgerald Favorability</b>							
<b>Favorable</b>	45%	57%	9%	32%	42%	58%	31%
<b>Unfavorable</b>	15%	43%	35%	32%	8%	8%	31%
<b>Not sure</b>	40%	-	56%	35%	49%	34%	37%

	Base	Ideology					Didn't Answer
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	
<b>Hovde Favorability</b>							
<b>Favorable</b>	56%	57%	32%	48%	55%	64%	41%
<b>Unfavorable</b>	22%	43%	31%	35%	22%	15%	27%
<b>Not sure</b>	22%	-	37%	17%	23%	21%	32%





**Crosstabs**

	Base	Ideology					Didn't Answer
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	
<b>Neumann Favorability</b>							
<b>Favorable</b>	55%	57%	42%	42%	63%	54%	63%
<b>Unfavorable</b>	28%	43%	21%	37%	20%	32%	18%
<b>Not sure</b>	17%	-	38%	21%	17%	14%	19%

	Base	Ideology					Didn't Answer
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	
<b>Thompson Favorability</b>							
<b>Favorable</b>	51%	43%	48%	51%	54%	47%	57%
<b>Unfavorable</b>	37%	57%	23%	42%	30%	44%	27%
<b>Not sure</b>	12%	-	29%	6%	16%	9%	16%

