

**INTERVIEWS: Tom Jensen 919-744-6312****IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL  
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH  
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## **Kerrey Trails By Double Digits in Nebraska**

**Raleigh, N.C.** – Bob Kerrey has his work cut out for him as he returns to Nebraska to run for U.S. Senate, a new poll from Public Policy Polling finds. Kerrey trails his most likely opponent, State Attorney General Jon Bruning, by 17 points, 54-37. Kerrey also trails two other potential opponents by double digits – he’s losing to State Treasurer Don Stenberg 52-38 and to State Senator Deb Fischer 48-38.

Over half of Nebraska voters view Kerrey unfavorably. 51% of voters have an unfavorable opinion of him compared to just 36% who have a favorable one. Kerrey only gets a 66/20 rating among Democrats, and a net negative 36/38 view from independent voters.

Further complicating matters for Kerrey is the fact that his Republican challengers are less well-known than him, suggesting they have room to grow. Jon Bruning’s favorability ratings sits at 39/35 with 26% not sure; Don Stenberg is at 36/31 with 33% not sure; and Deb Fischer is at 19/21 with 60% not sure - Fischer leads Kerrey by 10 points despite 60% of voters not knowing enough about her to form an opinion of her.

“Ben Nelson was a lot more competitive in polling for reelection than Bob Kerrey is now,” said Dean Debnam, President of Public Policy Polling. “Nelson’s retirement seems to have hurt Democratic chances of holding the seat.”

Turning to the Republican primary, Jon Bruning sits in a commanding position, taking 46% of the vote, with Stenberg garnering 18%, Fischer 12%, Pat Flynn with 4%, Sharyn Elander with 3%, Spencer Zimmerman at 0% and 18% of Republican primary voters not sure who they support yet. Bruning is the most well-known of the 3 candidates in double digits, with a 57/17 favorability rating among Republican primary voters compared to 49/20 for Stenberg and 22/22 for Fischer.

PPP surveyed 1,028 Nebraska voters and 440 Republican primary voters on March 22<sup>nd</sup> to 25<sup>th</sup>. The margin of error for the larger survey is +/-3.1%, and the margin of error for the Republican primary survey is +/-4.7%. 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.



## Nebraska Survey Results

**Q1** Do you have a favorable or unfavorable opinion of Jon Bruning?

*Favorable*..... 39%  
*Unfavorable* ..... 35%  
*Not sure* ..... 26%

**Q2** Do you have a favorable or unfavorable opinion of Deb Fischer?

*Favorable*..... 19%  
*Unfavorable* ..... 21%  
*Not sure* ..... 60%

**Q3** Do you have a favorable or unfavorable opinion of Bob Kerrey?

*Favorable*..... 36%  
*Unfavorable* ..... 51%  
*Not sure* ..... 14%

**Q4** Do you have a favorable or unfavorable opinion of Don Stenberg?

*Favorable*..... 36%  
*Unfavorable* ..... 31%  
*Not sure* ..... 33%

**Q5** If the candidates for US Senate this fall were Republican Jon Bruning and Democrat Bob Kerrey, who would you vote for?

*Jon Bruning*..... 54%  
*Bob Kerrey*..... 37%  
*Undecided*..... 9%

**Q6** If the candidates for US Senate this fall were Republican Deb Fischer and Democrat Bob Kerrey, who would you vote for?

*Deb Fischer* ..... 48%  
*Bob Kerrey*..... 38%  
*Undecided*..... 14%

**Q7** If the candidates for US Senate this fall were Republican Don Stenberg and Democrat Bob Kerrey, who would you vote for?

*Don Stenberg*..... 52%  
*Bob Kerrey*..... 38%  
*Undecided*..... 10%

**Q8** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal*..... 6%  
*Somewhat liberal* ..... 13%  
*Moderate*..... 31%  
*Somewhat conservative*..... 29%  
*Very conservative* ..... 22%

**Q9** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 53%  
*Man*..... 47%

**Q10** 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*..... 34%  
*Republican*..... 52%  
*Independent/Other*..... 15%

**Q11** If you are white, press 1. If other, press 2.

*White* ..... 94%  
*Other*..... 6%

**Q12** 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*..... 9%  
*30 to 45*..... 28%  
*46 to 65*..... 39%  
*Older than 65*..... 24%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Bruning Favorability</b>						
Favorable	39%	23%	8%	29%	49%	62%
Unfavorable	35%	46%	69%	48%	19%	14%
Not sure	26%	31%	23%	23%	33%	24%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fischer Favorability</b>						
Favorable	19%	14%	16%	18%	21%	23%
Unfavorable	21%	16%	23%	27%	18%	19%
Not sure	60%	70%	62%	55%	61%	59%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Kerrey Favorability</b>						
Favorable	36%	57%	66%	54%	18%	10%
Unfavorable	51%	13%	21%	32%	68%	82%
Not sure	14%	30%	13%	14%	14%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Stenberg Favorability</b>						
Favorable	36%	17%	11%	26%	45%	57%
Unfavorable	31%	49%	54%	42%	20%	12%
Not sure	33%	34%	34%	32%	35%	31%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Bruning/Kerrey</b>						
Jon Bruning	54%	22%	16%	33%	75%	87%
Bob Kerrey	37%	64%	78%	57%	15%	6%
Undecided	9%	14%	5%	10%	9%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fischer/Kerrey</b>						
Deb Fischer	48%	13%	13%	27%	68%	80%
Bob Kerrey	38%	70%	79%	58%	16%	7%
Undecided	14%	17%	8%	15%	15%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Stenberg/Kerrey</b>						
Don Stenberg	52%	23%	13%	31%	74%	86%
Bob Kerrey	38%	63%	81%	58%	15%	7%
Undecided	10%	14%	6%	11%	11%	7%

	Base	Gender	
		Woman	Man
<b>Bruning Favorability</b>			
Favorable	39%	37%	41%
Unfavorable	35%	30%	40%
Not sure	26%	32%	20%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Fischer Favorability</b>			
<b>Favorable</b>	19%	16%	23%
<b>Unfavorable</b>	21%	19%	24%
<b>Not sure</b>	60%	65%	54%

	Base	Gender	
		Woman	Man
<b>Kerrey Favorability</b>			
<b>Favorable</b>	36%	37%	34%
<b>Unfavorable</b>	51%	44%	58%
<b>Not sure</b>	14%	19%	8%

	Base	Gender	
		Woman	Man
<b>Stenberg Favorability</b>			
<b>Favorable</b>	36%	32%	40%
<b>Unfavorable</b>	31%	28%	35%
<b>Not sure</b>	33%	41%	25%

	Base	Gender	
		Woman	Man
<b>Bruning/Kerrey</b>			
<b>Jon Bruning</b>	54%	51%	57%
<b>Bob Kerrey</b>	37%	39%	35%
<b>Undecided</b>	9%	10%	8%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Fischer/Kerrey</b>			
<b>Deb Fischer</b>	<b>48%</b>	44%	51%
<b>Bob Kerrey</b>	<b>38%</b>	41%	36%
<b>Undecided</b>	<b>14%</b>	15%	13%

	Base	Gender	
		Woman	Man
<b>Stenberg/Kerrey</b>			
<b>Don Stenberg</b>	<b>52%</b>	50%	55%
<b>Bob Kerrey</b>	<b>38%</b>	39%	37%
<b>Undecided</b>	<b>10%</b>	11%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Bruning Favorability</b>				
<b>Favorable</b>	<b>39%</b>	19%	54%	33%
<b>Unfavorable</b>	<b>35%</b>	58%	18%	41%
<b>Not sure</b>	<b>26%</b>	23%	29%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Fischer Favorability</b>				
<b>Favorable</b>	<b>19%</b>	20%	19%	19%
<b>Unfavorable</b>	<b>21%</b>	23%	21%	19%
<b>Not sure</b>	<b>60%</b>	58%	60%	62%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Kerrey Favorability</b>				
<b>Favorable</b>	36%	66%	16%	36%
<b>Unfavorable</b>	51%	20%	74%	38%
<b>Not sure</b>	14%	14%	10%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Stenberg Favorability</b>				
<b>Favorable</b>	36%	18%	50%	27%
<b>Unfavorable</b>	31%	49%	18%	35%
<b>Not sure</b>	33%	32%	33%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Bruning/Kerrey</b>				
<b>Jon Bruning</b>	54%	18%	81%	44%
<b>Bob Kerrey</b>	37%	73%	12%	42%
<b>Undecided</b>	9%	9%	7%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Fischer/Kerrey</b>				
<b>Deb Fischer</b>	48%	14%	73%	35%
<b>Bob Kerrey</b>	38%	77%	12%	42%
<b>Undecided</b>	14%	10%	14%	23%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Stenberg/Kerrey</b>				
Don Stenberg	52%	16%	80%	40%
Bob Kerrey	38%	73%	12%	45%
Undecided	10%	11%	8%	15%

	Base	Race	
		White	Other
<b>Bruning Favorability</b>			
Favorable	39%	40%	25%
Unfavorable	35%	34%	54%
Not sure	26%	27%	21%

	Base	Race	
		White	Other
<b>Fischer Favorability</b>			
Favorable	19%	19%	19%
Unfavorable	21%	21%	17%
Not sure	60%	59%	64%

	Base	Race	
		White	Other
<b>Kerrey Favorability</b>			
Favorable	36%	35%	46%
Unfavorable	51%	52%	33%
Not sure	14%	13%	21%







**Crosstabs**

	Base	Race	
		White	Other
<b>Stenberg Favorability</b>			
<b>Favorable</b>	<b>36%</b>	36%	24%
<b>Unfavorable</b>	<b>31%</b>	30%	46%
<b>Not sure</b>	<b>33%</b>	34%	30%

	Base	Race	
		White	Other
<b>Bruning/Kerrey</b>			
<b>Jon Bruning</b>	<b>54%</b>	55%	34%
<b>Bob Kerrey</b>	<b>37%</b>	36%	50%
<b>Undecided</b>	<b>9%</b>	8%	16%

	Base	Race	
		White	Other
<b>Fischer/Kerrey</b>			
<b>Deb Fischer</b>	<b>48%</b>	49%	31%
<b>Bob Kerrey</b>	<b>38%</b>	37%	56%
<b>Undecided</b>	<b>14%</b>	14%	13%

	Base	Race	
		White	Other
<b>Stenberg/Kerrey</b>			
<b>Don Stenberg</b>	<b>52%</b>	54%	33%
<b>Bob Kerrey</b>	<b>38%</b>	36%	58%
<b>Undecided</b>	<b>10%</b>	10%	9%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Bruning Favorability</b>					
<b>Favorable</b>	<b>39%</b>	19%	41%	40%	42%
<b>Unfavorable</b>	<b>35%</b>	26%	37%	38%	30%
<b>Not sure</b>	<b>26%</b>	55%	22%	22%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Fischer Favorability</b>					
<b>Favorable</b>	<b>19%</b>	13%	20%	20%	19%
<b>Unfavorable</b>	<b>21%</b>	23%	20%	22%	21%
<b>Not sure</b>	<b>60%</b>	65%	60%	58%	60%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Kerrey Favorability</b>					
<b>Favorable</b>	<b>36%</b>	26%	38%	36%	36%
<b>Unfavorable</b>	<b>51%</b>	42%	47%	53%	54%
<b>Not sure</b>	<b>14%</b>	32%	15%	11%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Stenberg Favorability</b>					
<b>Favorable</b>	<b>36%</b>	29%	34%	35%	42%
<b>Unfavorable</b>	<b>31%</b>	19%	31%	36%	27%
<b>Not sure</b>	<b>33%</b>	52%	35%	29%	31%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Bruning/Kerrey</b>					
Jon Bruning	54%	48%	53%	52%	60%
Bob Kerrey	37%	29%	39%	39%	35%
Undecided	9%	23%	8%	9%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Fischer/Kerrey</b>					
Deb Fischer	48%	32%	47%	49%	53%
Bob Kerrey	38%	39%	39%	39%	36%
Undecided	14%	29%	15%	12%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Stenberg/Kerrey</b>					
Don Stenberg	52%	48%	51%	51%	58%
Bob Kerrey	38%	29%	40%	40%	35%
Undecided	10%	23%	9%	9%	7%





## Nebraska Survey Results

- Q1** Do you have a favorable or unfavorable opinion of Jon Bruning?
- Favorable*..... 57%
  - Unfavorable* ..... 17%
  - Not sure* ..... 26%
- Q2** Do you have a favorable or unfavorable opinion of Deb Fischer?
- Favorable*..... 22%
  - Unfavorable* ..... 22%
  - Not sure* ..... 57%
- Q3** Do you have a favorable or unfavorable opinion of Don Stenberg?
- Favorable*..... 49%
  - Unfavorable* ..... 20%
  - Not sure* ..... 31%
- Q4** The Republican candidates for Senate are Jon Bruning, Sharyn Elander, Deb Fischer, Pat Flynn, Don Stenberg, and Spencer Zimmerman. If the primary was today, who would you vote for?
- Jon Bruning*..... 46%
  - Sharyn Elander*..... 3%
  - Deb Fischer* ..... 12%
  - Pat Flynn*..... 4%
  - Don Stenberg*..... 18%
  - Spencer Zimmerman* ..... 0%
  - Not sure* ..... 18%
- Q5** Do you consider yourself to be a member of the Tea Party?
- Yes*..... 29%
  - No*..... 57%
  - Not sure*..... 14%
- Q6** Are you an Evangelical Christian, or not?
- Are an Evangelical*..... 52%
  - Are not*..... 48%
- Q7** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 2%
  - Somewhat liberal* ..... 4%
  - Moderate*..... 18%
  - Somewhat conservative*..... 40%
  - Very conservative* ..... 37%
- Q8** If you are a woman, press 1. If a man, press 2.
- Woman* ..... 43%
  - Man*..... 57%
- 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*..... 34%
  - 46 to 65*..... 37%
  - Older than 65*..... 29%





**Crosstabs**

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Bruning Favorability</b>				
<b>Favorable</b>	<b>57%</b>	62%	53%	64%
<b>Unfavorable</b>	<b>17%</b>	14%	21%	5%
<b>Not sure</b>	<b>26%</b>	24%	26%	32%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Fischer Favorability</b>				
<b>Favorable</b>	<b>22%</b>	18%	24%	20%
<b>Unfavorable</b>	<b>22%</b>	23%	23%	15%
<b>Not sure</b>	<b>57%</b>	59%	54%	65%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Stenberg Favorability</b>				
<b>Favorable</b>	<b>49%</b>	62%	43%	46%
<b>Unfavorable</b>	<b>20%</b>	10%	27%	12%
<b>Not sure</b>	<b>31%</b>	28%	30%	42%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>2012 GOP Sen Primary</b>				
<b>Jon Bruning</b>	<b>46%</b>	48%	43%	52%
<b>Sharyn Elander</b>	<b>3%</b>	1%	4%	3%
<b>Deb Fischer</b>	<b>12%</b>	14%	13%	7%
<b>Pat Flynn</b>	<b>4%</b>	4%	4%	-
<b>Don Stenberg</b>	<b>18%</b>	23%	15%	17%
<b>Spencer Zimmerman</b>	<b>0%</b>	-	1%	-
<b>Not sure</b>	<b>18%</b>	10%	21%	21%





**Crosstabs**

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Bruning Favorability</b>			
Favorable	57%	60%	53%
Unfavorable	17%	12%	23%
Not sure	26%	28%	24%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Fischer Favorability</b>			
Favorable	22%	21%	22%
Unfavorable	22%	22%	21%
Not sure	57%	56%	57%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Stenberg Favorability</b>			
Favorable	49%	57%	41%
Unfavorable	20%	12%	28%
Not sure	31%	31%	31%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>2012 GOP Sen Primary</b>			
Jon Bruning	46%	46%	46%
Sharyn Elander	3%	2%	3%
Deb Fischer	12%	12%	13%
Pat Flynn	4%	3%	4%
Don Stenberg	18%	23%	12%
Spencer Zimmerman	0%	0%	0%
Not sure	18%	14%	22%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Bruning Favorability</b>						
Favorable	57%	58%	36%	49%	56%	65%
Unfavorable	17%	14%	45%	30%	12%	14%
Not sure	26%	28%	19%	22%	32%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fischer Favorability</b>						
Favorable	22%	14%	15%	20%	24%	21%
Unfavorable	22%	-	54%	22%	17%	23%
Not sure	57%	86%	31%	58%	59%	56%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Stenberg Favorability</b>						
Favorable	49%	42%	44%	35%	46%	60%
Unfavorable	20%	44%	31%	31%	21%	11%
Not sure	31%	14%	26%	34%	33%	29%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 GOP Sen Primary</b>						
Jon Bruning	46%	58%	37%	35%	49%	48%
Sharyn Elander	3%	-	27%	1%	2%	1%
Deb Fischer	12%	14%	14%	16%	13%	10%
Pat Flynn	4%	-	-	6%	3%	3%
Don Stenberg	18%	-	5%	13%	14%	25%
Spencer Zimmerman	0%	-	-	1%	-	0%
Not sure	18%	28%	17%	28%	18%	12%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Bruning Favorability</b>			
<b>Favorable</b>	57%	57%	57%
<b>Unfavorable</b>	17%	11%	21%
<b>Not sure</b>	26%	32%	22%

	Base	Gender	
		Woman	Man
<b>Fischer Favorability</b>			
<b>Favorable</b>	22%	16%	26%
<b>Unfavorable</b>	22%	23%	21%
<b>Not sure</b>	57%	61%	53%

	Base	Gender	
		Woman	Man
<b>Stenberg Favorability</b>			
<b>Favorable</b>	49%	38%	57%
<b>Unfavorable</b>	20%	18%	21%
<b>Not sure</b>	31%	43%	22%

	Base	Gender	
		Woman	Man
<b>2012 GOP Sen Primary</b>			
<b>Jon Bruning</b>	46%	46%	46%
<b>Sharyn Elander</b>	3%	1%	4%
<b>Deb Fischer</b>	12%	13%	12%
<b>Pat Flynn</b>	4%	3%	4%
<b>Don Stenberg</b>	18%	14%	20%
<b>Spencer Zimmerman</b>	0%	-	1%
<b>Not sure</b>	18%	23%	14%







**Crosstabs**

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Bruning Favorability</b>				
<b>Favorable</b>	57%	51%	62%	57%
<b>Unfavorable</b>	17%	22%	19%	10%
<b>Not sure</b>	26%	27%	19%	33%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Fischer Favorability</b>				
<b>Favorable</b>	22%	26%	20%	19%
<b>Unfavorable</b>	22%	20%	25%	19%
<b>Not sure</b>	57%	54%	55%	63%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Stenberg Favorability</b>				
<b>Favorable</b>	49%	39%	55%	54%
<b>Unfavorable</b>	20%	23%	22%	13%
<b>Not sure</b>	31%	38%	23%	33%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>2012 GOP Sen Primary</b>				
<b>Jon Bruning</b>	46%	47%	45%	46%
<b>Sharyn Elander</b>	3%	3%	3%	2%
<b>Deb Fischer</b>	12%	16%	11%	9%
<b>Pat Flynn</b>	4%	5%	4%	1%
<b>Don Stenberg</b>	18%	14%	19%	21%
<b>Spencer Zimmerman</b>	0%	-	-	1%
<b>Not sure</b>	18%	15%	19%	19%

