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South Dakota Republicans split between Rounds and Noem

Raleigh, N.C. – South Dakota might be next on the list of states where Republicans have a bruising Senate primary. Our first look at the state for 2014 finds Mike Rounds and Kristi Noem closely locked in a hypothetical contest, with Rounds leading just 43/39. Noem's favorability rating with GOP voters at 71/18 is slightly better than Rounds' 67/17.

Overall voters in the state have a positive opinion of both Rounds (51/34 favorability) and Noem (49/42). They're closely divided in their views about incumbent Tim Johnson with 44% of voters approving of the job he's doing to 45% who disapprove. Rounds leads Johnson 52/41 in a hypothetical match up with Noem leading Johnson 49/45.

If Johnson were to retire, Stephanie Herseth Sandlin remains a popular figure in the state and may actually increase Democrats' chances at keeping the race competitive. She has a 52/37 favorability rating with 30% of Republicans holding a positive opinion of her, the kind of crossover appeal that's necessary for a Democrat to win in a state like South Dakota. Herseth Sandlin would lead Noem 48/47 in a rematch of their 2010 contest, and would start out trailing Rounds by a 49/44 margin.

Herseth Sandlin is the strong favorite of Democrats to be their candidate if Johnson decides not to run again. 68% say she would be their choice compared to 16% who prefer US Attorney Brendan Johnson. The younger Johnson currently has 42% name recognition and would trail Noem by 12 points at 49/37 and Rounds by 21 points at 53/32 in hypothetical contests.

South Dakota provides a good opportunity for Republicans in 2014 but these numbers suggest that it won't be the end of the world for Democrats if Johnson ends up deciding to retire, given Herseth Sandlin's popularity, and the potential for a highly divisive GOP primary that could give Democrats an opportunity to replicate some of their other red state wins over the last few election cycles.

PPP surveyed 1,069 South Dakota voters, including 390 Democratic primary voters and 501 Republican primary voters on March 18th and 19th. The margin of error for the overall sample is +/-3.0%, +/-5.0% for the Democratic portion and +/-4.4% for the GOP portion. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



South Dakota Survey Results

Q1 Do you approve or disapprove of President Barack Obama's job performance?

Approve 38%
Disapprove..... 57%
Not sure 4%

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

Approve 44% *Not sure* 11%
Disapprove..... 45%

Q3 Do you have a favorable or unfavorable opinion of Kristi Noem?

Favorable..... 49%
Unfavorable 42%
Not sure 10%

Q4 Do you have a favorable or unfavorable opinion of Mike Rounds?

Favorable..... 51%
Unfavorable 34%
Not sure 15%

Q5 If the candidates for Senate next year were Democrat Tim Johnson and Republican Kristi Noem, who would you vote for?

Tim Johnson 45%
Kristi Noem 49%
Not sure 7%

Q6 If the candidates for Senate next year were Democrat Tim Johnson and Republican Mike Rounds, who would you vote for?

Tim Johnson 41%
Mike Rounds..... 52%
Not sure 7%

Q7 Do you have a favorable or unfavorable opinion of Stephanie Herseth Sandlin?

Favorable..... 52%
Unfavorable 37%
Not sure 11%

Q8 If the candidates for Senate next year were Democrat Stephanie Herseth Sandlin and Republican Kristi Noem, who would you vote for?

Stephanie Herseth Sandlin 48%
Kristi Noem 47%
Not sure 5%

Q9 If the candidates for Senate next year were Democrat Stephanie Herseth Sandlin and Republican Mike Rounds, who would you vote for?

Stephanie Herseth Sandlin 44%
Mike Rounds..... 49%
Not sure 7%

Q10 Do you have a favorable or unfavorable opinion of Brendan Johnson?

Favorable..... 25%
Unfavorable 17%
Not sure 58%

Q11 If the candidates for Senate next year were Democrat Brendan Johnson and Republican Kristi Noem, who would you vote for?

Brendan Johnson..... 37%
Kristi Noem 49%
Not sure 14%





Q12 If the candidates for Senate next year were Democrat Brendan Johnson and Republican Mike Rounds, who would you vote for?

Brendan Johnson..... 32%
Mike Rounds..... 53%
Not sure 15%

Q13 Generally speaking, do you vote in Democratic or Republican primaries, or do you not usually vote in primaries?

Democratic primaries..... 34%
Republican primaries 48%
Don't usually vote in primaries 18%

Q14 (Among 390 Democratic primary voters) If the Democratic candidates for US Senate next year were Stephanie Herseth Sandlin and Brendan Johnson, who would you vote for?

Stephanie Herseth Sandlin 68%
Brendan Johnson..... 16%
Not sure 16%

Q15 (Among 501 Republican primary voters) If the Republican candidates for US Senate next year were Mike Rounds and Kristi Noem, who would you vote for?

Mike Rounds..... 43%
Kristi Noem 39%
Not sure 17%

Q16 In the last Presidential election, did you vote for Barack Obama or Mitt Romney?

Barack Obama..... 38%
Mitt Romney..... 55%
Someone else/Don't remember 7%

Q17 If you are a woman, press 1. If a man, press 2.

Woman 52%
Man..... 48%

Q18 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..... 37%
Republican..... 49%
Independent/Other..... 15%

Q19 If you are white, press 1. If other, press 2.

White 93%
Other..... 7%

Q20 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..... 12%
30 to 45..... 24%
46 to 65..... 44%
Older than 65..... 20%





Crosstabs

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Obama Approval				
Approve	38%	91%	4%	19%
Disapprove	57%	6%	93%	63%
Not sure	4%	3%	3%	18%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
T Johnson Approval				
Approve	44%	85%	15%	41%
Disapprove	45%	11%	70%	39%
Not sure	11%	4%	15%	20%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Noem Favorability				
Favorable	49%	13%	75%	39%
Unfavorable	42%	81%	14%	41%
Not sure	10%	6%	11%	20%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Rounds Favorability				
Favorable	51%	28%	68%	47%
Unfavorable	34%	60%	15%	35%
Not sure	15%	12%	17%	17%





Crosstabs

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
T Johnson/Noem				
Tim Johnson	45%	89%	14%	42%
Kristi Noem	49%	6%	79%	48%
Not sure	7%	5%	7%	9%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
T Johnson/Rounds				
Tim Johnson	41%	82%	12%	47%
Mike Rounds	52%	13%	81%	39%
Not sure	7%	5%	7%	14%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Herseth Sandlin Favorability				
Favorable	52%	86%	28%	57%
Unfavorable	37%	10%	56%	32%
Not sure	11%	5%	15%	12%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Herseth Sandlin/Noem				
Stephanie Herseth Sandlin	48%	93%	16%	48%
Kristi Noem	47%	4%	78%	37%
Not sure	5%	3%	6%	14%





Crosstabs

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Herseht Sandlin/Rounds				
Stephanie Herseht Sandlin	44%	88%	12%	46%
Mike Rounds	49%	7%	80%	38%
Not sure	7%	5%	8%	16%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
B Johnson Favorability				
Favorable	25%	48%	10%	16%
Unfavorable	17%	7%	25%	14%
Not sure	58%	45%	65%	70%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
B Johnson/Noem				
Brendan Johnson	37%	82%	7%	31%
Kristi Noem	49%	7%	79%	42%
Not sure	14%	11%	14%	27%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
B Johnson/Rounds				
Brendan Johnson	32%	71%	5%	28%
Mike Rounds	53%	12%	82%	47%
Not sure	15%	16%	13%	25%





Crosstabs

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Primary Choice				
Democratic primaries	34%	71%	10%	24%
Republican primaries	48%	9%	77%	34%
Don't usually vote in primaries	18%	20%	13%	41%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Herseth Sandlin/Johnson				
Stephanie Herseth Sandlin	68%	69%	58%	72%
Brendan Johnson	16%	17%	14%	6%
Not sure	16%	13%	28%	23%

	Base	Obama/Romney		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Rounds/Noem				
Mike Rounds	43%	60%	43%	26%
Kristi Noem	39%	14%	42%	40%
Not sure	17%	26%	16%	34%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	38%	42%	34%
Disapprove	57%	53%	62%
Not sure	4%	4%	4%





Crosstabs

	Base	Gender	
		Woman	Man
T Johnson Approval			
Approve	44%	49%	38%
Disapprove	45%	39%	52%
Not sure	11%	12%	10%

	Base	Gender	
		Woman	Man
Noem Favorability			
Favorable	49%	47%	50%
Unfavorable	42%	45%	39%
Not sure	10%	8%	11%

	Base	Gender	
		Woman	Man
Rounds Favorability			
Favorable	51%	48%	55%
Unfavorable	34%	34%	34%
Not sure	15%	18%	12%

	Base	Gender	
		Woman	Man
T Johnson/Noem			
Tim Johnson	45%	49%	40%
Kristi Noem	49%	44%	53%
Not sure	7%	7%	6%





Crosstabs

	Base	Gender	
		Woman	Man
T Johnson/Rounds			
Tim Johnson	41%	44%	38%
Mike Rounds	52%	48%	56%
Not sure	7%	7%	6%

	Base	Gender	
		Woman	Man
Herseth Sandlin Favorability			
Favorable	52%	55%	49%
Unfavorable	37%	33%	41%
Not sure	11%	12%	10%

	Base	Gender	
		Woman	Man
Herseth Sandlin/Noem			
Stephanie Herseth Sandlin	48%	52%	43%
Kristi Noem	47%	42%	52%
Not sure	5%	6%	5%

	Base	Gender	
		Woman	Man
Herseth Sandlin/Rounds			
Stephanie Herseth Sandlin	44%	47%	41%
Mike Rounds	49%	44%	55%
Not sure	7%	9%	5%





Crosstabs

	Base	Gender	
		Woman	Man
B Johnson Favorability			
Favorable	25%	26%	23%
Unfavorable	17%	13%	22%
Not sure	58%	61%	54%

	Base	Gender	
		Woman	Man
B Johnson/Noem			
Brendan Johnson	37%	41%	33%
Kristi Noem	49%	43%	55%
Not sure	14%	16%	12%

	Base	Gender	
		Woman	Man
B Johnson/Rounds			
Brendan Johnson	32%	36%	28%
Mike Rounds	53%	47%	59%
Not sure	15%	16%	14%

	Base	Gender	
		Woman	Man
Primary Choice			
Democratic primaries	34%	41%	28%
Republican primaries	48%	42%	54%
Don't usually vote in primaries	18%	17%	19%





Crosstabs

	Base	Gender	
		Woman	Man
Herseth Sandlin/Johnson			
Stephanie Herseth Sandlin	68%	70%	64%
Brendan Johnson	16%	14%	20%
Not sure	16%	16%	16%

	Base	Gender	
		Woman	Man
Rounds/Noem			
Mike Rounds	43%	41%	45%
Kristi Noem	39%	36%	42%
Not sure	17%	23%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	38%	76%	11%	36%
Disapprove	57%	21%	85%	57%
Not sure	4%	3%	4%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
T Johnson Approval				
Approve	44%	77%	20%	43%
Disapprove	45%	17%	66%	45%
Not sure	11%	6%	14%	12%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Noem Favorability				
Favorable	49%	21%	71%	42%
Unfavorable	42%	72%	18%	46%
Not sure	10%	7%	11%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Rounds Favorability				
Favorable	51%	29%	67%	52%
Unfavorable	34%	57%	17%	33%
Not sure	15%	14%	16%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
T Johnson/Noem				
Tim Johnson	45%	81%	17%	44%
Kristi Noem	49%	14%	76%	46%
Not sure	7%	5%	7%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
T Johnson/Rounds				
Tim Johnson	41%	77%	15%	39%
Mike Rounds	52%	17%	79%	51%
Not sure	7%	5%	7%	10%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Herseth Sandlin Favorability				
Favorable	52%	82%	30%	53%
Unfavorable	37%	13%	54%	36%
Not sure	11%	5%	16%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Herseth Sandlin/Noem				
Stephanie Herseth Sandlin	48%	84%	18%	54%
Kristi Noem	47%	13%	76%	37%
Not sure	5%	3%	6%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Herseth Sandlin/Rounds				
Stephanie Herseth Sandlin	44%	81%	15%	44%
Mike Rounds	49%	13%	77%	45%
Not sure	7%	6%	7%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
B Johnson Favorability				
Favorable	25%	43%	14%	17%
Unfavorable	17%	9%	23%	21%
Not sure	58%	48%	64%	62%



Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
B Johnson/Noem				
Brendan Johnson	37%	72%	13%	34%
Kristi Noem	49%	15%	75%	45%
Not sure	14%	13%	12%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
B Johnson/Rounds				
Brendan Johnson	32%	66%	8%	29%
Mike Rounds	53%	16%	82%	47%
Not sure	15%	18%	10%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
Primary Choice				
Democratic primaries	34%	85%	2%	17%
Republican primaries	48%	4%	89%	20%
Don't usually vote in primaries	18%	11%	9%	63%

	Base	Party		
		Democrat	Republican	Independent/Other
Herseth Sandlin/Johnson				
Stephanie Herseth Sandlin	68%	67%	85%	66%
Brendan Johnson	16%	16%	5%	17%
Not sure	16%	16%	10%	17%



Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Rounds/Noem				
Mike Rounds	43%	47%	43%	35%
Kristi Noem	39%	41%	39%	39%
Not sure	17%	12%	17%	26%

	Base	Race	
		White	Other
Obama Approval			
Approve	38%	37%	58%
Disapprove	57%	59%	38%
Not sure	4%	4%	3%

	Base	Race	
		White	Other
T Johnson Approval			
Approve	44%	43%	59%
Disapprove	45%	46%	34%
Not sure	11%	11%	7%

	Base	Race	
		White	Other
Noem Favorability			
Favorable	49%	50%	36%
Unfavorable	42%	41%	52%
Not sure	10%	9%	12%





Crosstabs

	Base	Race	
		White	Other
Rounds Favorability			
Favorable	51%	51%	44%
Unfavorable	34%	33%	42%
Not sure	15%	15%	14%

	Base	Race	
		White	Other
T Johnson/Noem			
Tim Johnson	45%	44%	54%
Kristi Noem	49%	50%	36%
Not sure	7%	6%	10%

	Base	Race	
		White	Other
T Johnson/Rounds			
Tim Johnson	41%	40%	56%
Mike Rounds	52%	53%	34%
Not sure	7%	6%	10%

	Base	Race	
		White	Other
Herseth Sandlin Favorability			
Favorable	52%	52%	57%
Unfavorable	37%	37%	32%
Not sure	11%	11%	11%





Crosstabs

	Base	Race	
		White	Other
Herseth Sandlin/Noem			
Stephanie Herseth Sandlin	48%	47%	51%
Kristi Noem	47%	48%	39%
Not sure	5%	5%	10%

	Base	Race	
		White	Other
Herseth Sandlin/Rounds			
Stephanie Herseth Sandlin	44%	43%	49%
Mike Rounds	49%	50%	42%
Not sure	7%	7%	9%

	Base	Race	
		White	Other
B Johnson Favorability			
Favorable	25%	25%	29%
Unfavorable	17%	17%	21%
Not sure	58%	58%	50%

	Base	Race	
		White	Other
B Johnson/Noem			
Brendan Johnson	37%	37%	44%
Kristi Noem	49%	49%	41%
Not sure	14%	14%	16%





Crosstabs

	Base	Race	
		White	Other
B Johnson/Rounds			
Brendan Johnson	32%	32%	40%
Mike Rounds	53%	54%	39%
Not sure	15%	14%	21%

	Base	Race	
		White	Other
Primary Choice			
Democratic primaries	34%	33%	49%
Republican primaries	48%	50%	25%
Don't usually vote in primaries	18%	17%	26%

	Base	Race	
		White	Other
Herseth Sandlin/Johnson			
Stephanie Herseth Sandlin	68%	69%	55%
Brendan Johnson	16%	15%	24%
Not sure	16%	15%	21%

	Base	Race	
		White	Other
Rounds/Noem			
Mike Rounds	43%	44%	8%
Kristi Noem	39%	39%	61%
Not sure	17%	17%	31%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	38%	50%	28%	38%	45%
Disapprove	57%	45%	66%	58%	52%
Not sure	4%	5%	6%	4%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
T Johnson Approval					
Approve	44%	52%	37%	43%	51%
Disapprove	45%	32%	50%	47%	42%
Not sure	11%	16%	13%	10%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Noem Favorability					
Favorable	49%	43%	54%	49%	44%
Unfavorable	42%	43%	36%	43%	45%
Not sure	10%	14%	10%	8%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rounds Favorability					
Favorable	51%	45%	56%	53%	43%
Unfavorable	34%	39%	29%	33%	38%
Not sure	15%	16%	15%	14%	18%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
T Johnson/Noem					
Tim Johnson	45%	55%	38%	43%	50%
Kristi Noem	49%	43%	55%	49%	44%
Not sure	7%	2%	7%	8%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
T Johnson/Rounds					
Tim Johnson	41%	57%	34%	38%	48%
Mike Rounds	52%	39%	59%	54%	47%
Not sure	7%	5%	7%	8%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Herseth Sandlin Favorability					
Favorable	52%	52%	44%	56%	54%
Unfavorable	37%	34%	44%	35%	31%
Not sure	11%	14%	11%	8%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Herseth Sandlin/Noem					
Stephanie Herseth Sandlin	48%	55%	39%	48%	54%
Kristi Noem	47%	41%	56%	46%	42%
Not sure	5%	5%	5%	6%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Herseth Sandlin/Rounds					
Stephanie Herseth Sandlin	44%	55%	31%	45%	50%
Mike Rounds	49%	41%	57%	50%	44%
Not sure	7%	5%	12%	6%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
B Johnson Favorability					
Favorable	25%	32%	15%	26%	31%
Unfavorable	17%	9%	20%	17%	19%
Not sure	58%	59%	65%	57%	51%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
B Johnson/Noem					
Brendan Johnson	37%	41%	32%	36%	45%
Kristi Noem	49%	43%	55%	49%	45%
Not sure	14%	16%	14%	15%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
B Johnson/Rounds					
Brendan Johnson	32%	41%	21%	32%	41%
Mike Rounds	53%	43%	59%	54%	48%
Not sure	15%	16%	20%	14%	11%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Primary Choice					
Democratic primaries	34%	32%	29%	35%	41%
Republican primaries	48%	41%	54%	48%	44%
Don't usually vote in primaries	18%	27%	17%	17%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Herseth Sandlin/Johnson					
Stephanie Herseth Sandlin	68%	71%	67%	70%	62%
Brendan Johnson	16%	21%	13%	16%	17%
Not sure	16%	7%	21%	14%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rounds/Noem					
Mike Rounds	43%	44%	43%	43%	43%
Kristi Noem	39%	39%	42%	39%	38%
Not sure	17%	17%	15%	18%	19%

