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## Toss up in Wisconsin Senate race

**Raleigh, N.C.** – Presumed Wisconsin Democratic Senate nominee, Rep. Tammy Baldwin, has made up ground against her potential opponents since PPP last polled the race last October. She is now pretty much running even with Republican frontrunner Tommy Thompson.

Baldwin has improved three points against Thompson, from trailing 44-46 in the previous poll to leading 46-45 now; five points against former Rep. Mark Neumann, from a 44-43 lead to 47-41; and four points versus State House Speaker Jeff Fitzgerald, from a 44-40 lead to a 47-39 one. The two parties are polarized in all three match-ups, but Baldwin trumps by taking six- to 18-point leads with the huge 36% plurality who say they are independents. This is a reversal from the previous poll, when the three Republicans led by one to 13 points with unaffiliated voters.

Thompson still has by far the highest name identification. Only 16% have no opinion of their former governor, and those who do break down roughly evenly—41% favorably and 42% unfavorably, almost unchanged from October (42-42). Baldwin is the next best known, and has slightly upped her image from 28-30 to 31-31, putting her on par personally with Thompson, though 38% are not yet sure how they feel about her.

By a 47-37 margin, the state's Republican faithful would still prefer someone more conservative than Thompson as their standard-bearer, but his name recognition at this point dictates that he still leads a three-way match-up 39-22-22 over Fitzgerald and Neumann, and tops them each head-to-head by nine or ten points.

“The Wisconsin Senate race looks like a toss up,” said Dean Debnam, President of Public Policy Polling. “Democrats are united behind Tammy Baldwin and Republicans are united behind Tommy Thompson, making this one of those contests that really will be determined by independents.”

PPP surveyed 900 Wisconsin voters, as well as an oversample of 556 usual Republican primary voters, from February 23<sup>rd</sup> to 26<sup>th</sup>. The margin of error for the entire survey is +/- 3.3%, and +/- 4.2% for the primary sample. 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 Tammy Baldwin?
- Favorable*..... 31%
  - Unfavorable* ..... 31%
  - Not sure* ..... 38%
- Q2** Do you have a favorable or unfavorable opinion of Jeff Fitzgerald?
- Favorable*..... 19%
  - Unfavorable* ..... 38%
  - Not sure* ..... 42%
- Q3** Do you have a favorable or unfavorable opinion of Mark Neumann?
- Favorable*..... 23%
  - Unfavorable* ..... 34%
  - Not sure* ..... 43%
- Q4** Do you have a favorable or unfavorable opinion of Tommy Thompson?
- Favorable*..... 41%
  - Unfavorable* ..... 42%
  - Not sure* ..... 16%
- Q5** If the candidates for US Senate this fall were Democrat Tammy Baldwin and Republican Jeff Fitzgerald, who would you vote for?
- Tammy Baldwin*..... 47%
  - Jeff Fitzgerald* ..... 39%
  - Undecided*..... 14%
- Q6** If the candidates for US Senate this fall were Democrat Tammy Baldwin and Republican Mark Neumann, who would you vote for?
- Tammy Baldwin*..... 47%
  - Mark Neumann* ..... 41%
  - Undecided*..... 12%
- Q7** If the candidates for US Senate this fall were Democrat Tammy Baldwin and Republican Tommy Thompson, who would you vote for?
- Tammy Baldwin*..... 46%
  - Tommy Thompson* ..... 45%
  - Undecided*..... 9%
- Q8** Who did you vote for President in 2008?
- John McCain*..... 40%
  - Barack Obama*..... 52%
  - Someone else/Don't remember* ..... 8%
- Q9** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 10%
  - Somewhat liberal* ..... 19%
  - Moderate*..... 31%
  - Somewhat conservative*..... 25%
  - Very conservative* ..... 15%
- Q10** If you are a woman, press 1. If a man, press 2.
- Woman* ..... 54%
  - Man*..... 46%
- 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*..... 33%
  - Republican*..... 31%
  - Independent/Other*..... 36%
- Q12** If you are white, press 1. If other, press 2.
- White* ..... 90%
  - Other*..... 10%





**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> .....	42%
<i>Older than 65</i> .....	20%

**Q14** Are you or is anyone in your household a member of a labor union?

<i>Yes</i> .....	29%
<i>No</i> .....	71%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin Favorability</b>				
<b>Favorable</b>	31%	4%	54%	20%
<b>Unfavorable</b>	31%	56%	11%	33%
<b>Not sure</b>	38%	40%	36%	47%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	19%	39%	5%	12%
<b>Unfavorable</b>	38%	14%	57%	38%
<b>Not sure</b>	42%	46%	38%	50%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Neumann Favorability</b>				
<b>Favorable</b>	23%	44%	8%	14%
<b>Unfavorable</b>	34%	17%	48%	34%
<b>Not sure</b>	43%	39%	44%	52%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Thompson Favorability</b>				
<b>Favorable</b>	41%	65%	22%	43%
<b>Unfavorable</b>	42%	18%	64%	30%
<b>Not sure</b>	16%	17%	14%	27%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin/Fitzgerald</b>				
<b>Tammy Baldwin</b>	47%	8%	80%	34%
<b>Jeff Fitzgerald</b>	39%	77%	8%	41%
<b>Undecided</b>	14%	15%	11%	25%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin/Neumann</b>				
<b>Tammy Baldwin</b>	47%	8%	80%	36%
<b>Mark Neumann</b>	41%	80%	11%	40%
<b>Undecided</b>	12%	12%	9%	24%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin/Thompson</b>				
<b>Tammy Baldwin</b>	46%	5%	80%	32%
<b>Tommy Thompson</b>	45%	84%	14%	50%
<b>Undecided</b>	9%	11%	6%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin Favorability</b>						
<b>Favorable</b>	31%	65%	57%	36%	7%	4%
<b>Unfavorable</b>	31%	10%	8%	18%	49%	67%
<b>Not sure</b>	38%	25%	35%	45%	43%	29%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fitzgerald Favorability</b>						
<b>Favorable</b>	19%	6%	3%	8%	37%	43%
<b>Unfavorable</b>	38%	64%	56%	50%	17%	10%
<b>Not sure</b>	42%	30%	41%	42%	47%	47%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Neumann Favorability</b>						
<b>Favorable</b>	23%	8%	4%	11%	38%	57%
<b>Unfavorable</b>	34%	66%	46%	40%	19%	12%
<b>Not sure</b>	43%	25%	50%	49%	43%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Thompson Favorability</b>						
<b>Favorable</b>	41%	13%	20%	35%	59%	69%
<b>Unfavorable</b>	42%	78%	66%	45%	23%	19%
<b>Not sure</b>	16%	9%	14%	21%	18%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin/Fitzgerald</b>						
<b>Tammy Baldwin</b>	47%	80%	89%	60%	14%	5%
<b>Jeff Fitzgerald</b>	39%	11%	3%	22%	70%	84%
<b>Undecided</b>	14%	9%	8%	19%	16%	11%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin/Neumann</b>						
Tammy Baldwin	47%	85%	88%	59%	14%	5%
Mark Neumann	41%	12%	3%	25%	75%	82%
Undecided	12%	3%	8%	16%	11%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin/Thompson</b>						
Tammy Baldwin	46%	80%	86%	58%	14%	5%
Tommy Thompson	45%	15%	8%	31%	76%	90%
Undecided	9%	5%	7%	12%	10%	5%

	Base	Gender	
		Woman	Man
<b>Baldwin Favorability</b>			
Favorable	31%	30%	32%
Unfavorable	31%	26%	36%
Not sure	38%	44%	32%

	Base	Gender	
		Woman	Man
<b>Fitzgerald Favorability</b>			
Favorable	19%	16%	23%
Unfavorable	38%	36%	41%
Not sure	42%	48%	36%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Neumann Favorability</b>			
<b>Favorable</b>	23%	21%	25%
<b>Unfavorable</b>	34%	33%	36%
<b>Not sure</b>	43%	46%	39%

	Base	Gender	
		Woman	Man
<b>Thompson Favorability</b>			
<b>Favorable</b>	41%	39%	44%
<b>Unfavorable</b>	42%	42%	44%
<b>Not sure</b>	16%	20%	12%

	Base	Gender	
		Woman	Man
<b>Baldwin/Fitzgerald</b>			
<b>Tammy Baldwin</b>	47%	49%	46%
<b>Jeff Fitzgerald</b>	39%	34%	43%
<b>Undecided</b>	14%	17%	11%

	Base	Gender	
		Woman	Man
<b>Baldwin/Neumann</b>			
<b>Tammy Baldwin</b>	47%	49%	46%
<b>Mark Neumann</b>	41%	38%	45%
<b>Undecided</b>	12%	13%	10%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Baldwin/Thompson</b>			
<b>Tammy Baldwin</b>	46%	48%	44%
<b>Tommy Thompson</b>	45%	42%	48%
<b>Undecided</b>	9%	10%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin Favorability</b>				
<b>Favorable</b>	31%	54%	3%	34%
<b>Unfavorable</b>	31%	10%	57%	27%
<b>Not sure</b>	38%	36%	39%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	19%	5%	41%	14%
<b>Unfavorable</b>	38%	59%	10%	44%
<b>Not sure</b>	42%	36%	49%	42%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Neumann Favorability</b>				
<b>Favorable</b>	23%	8%	44%	19%
<b>Unfavorable</b>	34%	50%	14%	38%
<b>Not sure</b>	43%	42%	43%	43%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Thompson Favorability</b>				
<b>Favorable</b>	41%	17%	66%	41%
<b>Unfavorable</b>	42%	69%	15%	42%
<b>Not sure</b>	16%	13%	19%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin/Fitzgerald</b>				
<b>Tammy Baldwin</b>	47%	86%	4%	49%
<b>Jeff Fitzgerald</b>	39%	6%	82%	31%
<b>Undecided</b>	14%	8%	14%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin/Neumann</b>				
<b>Tammy Baldwin</b>	47%	88%	4%	48%
<b>Mark Neumann</b>	41%	6%	84%	36%
<b>Undecided</b>	12%	6%	13%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin/Thompson</b>				
<b>Tammy Baldwin</b>	46%	87%	2%	47%
<b>Tommy Thompson</b>	45%	9%	88%	41%
<b>Undecided</b>	9%	4%	9%	13%





**Crosstabs**

	Base	Race	
		White	Other
<b>Baldwin Favorability</b>			
<b>Favorable</b>	31%	31%	34%
<b>Unfavorable</b>	31%	31%	31%
<b>Not sure</b>	38%	39%	36%

	Base	Race	
		White	Other
<b>Fitzgerald Favorability</b>			
<b>Favorable</b>	19%	20%	15%
<b>Unfavorable</b>	38%	37%	45%
<b>Not sure</b>	42%	43%	39%

	Base	Race	
		White	Other
<b>Neumann Favorability</b>			
<b>Favorable</b>	23%	24%	18%
<b>Unfavorable</b>	34%	33%	43%
<b>Not sure</b>	43%	43%	39%

	Base	Race	
		White	Other
<b>Thompson Favorability</b>			
<b>Favorable</b>	41%	42%	37%
<b>Unfavorable</b>	42%	43%	41%
<b>Not sure</b>	16%	16%	23%





**Crosstabs**

	Base	Race	
		White	Other
<b>Baldwin/Fitzgerald</b>			
<b>Tammy Baldwin</b>	47%	46%	54%
<b>Jeff Fitzgerald</b>	39%	40%	31%
<b>Undecided</b>	14%	14%	15%

	Base	Race	
		White	Other
<b>Baldwin/Neumann</b>			
<b>Tammy Baldwin</b>	47%	47%	54%
<b>Mark Neumann</b>	41%	42%	32%
<b>Undecided</b>	12%	11%	14%

	Base	Race	
		White	Other
<b>Baldwin/Thompson</b>			
<b>Tammy Baldwin</b>	46%	45%	54%
<b>Tommy Thompson</b>	45%	46%	34%
<b>Undecided</b>	9%	8%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin Favorability</b>					
<b>Favorable</b>	31%	27%	29%	34%	30%
<b>Unfavorable</b>	31%	20%	26%	33%	39%
<b>Not sure</b>	38%	53%	46%	33%	31%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Fitzgerald Favorability</b>					
<b>Favorable</b>	19%	10%	16%	20%	28%
<b>Unfavorable</b>	38%	40%	40%	39%	32%
<b>Not sure</b>	42%	50%	44%	41%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Neumann Favorability</b>					
<b>Favorable</b>	23%	10%	18%	27%	28%
<b>Unfavorable</b>	34%	40%	30%	38%	31%
<b>Not sure</b>	43%	50%	52%	35%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Thompson Favorability</b>					
<b>Favorable</b>	41%	33%	43%	42%	40%
<b>Unfavorable</b>	42%	27%	39%	48%	44%
<b>Not sure</b>	16%	40%	18%	10%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin/Fitzgerald</b>					
<b>Tammy Baldwin</b>	47%	50%	49%	49%	42%
<b>Jeff Fitzgerald</b>	39%	30%	36%	40%	45%
<b>Undecided</b>	14%	20%	16%	12%	14%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin/Neumann</b>					
Tammy Baldwin	47%	53%	47%	49%	42%
Mark Neumann	41%	33%	39%	41%	47%
Undecided	12%	13%	14%	10%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin/Thompson</b>					
Tammy Baldwin	46%	50%	46%	48%	42%
Tommy Thompson	45%	37%	44%	45%	51%
Undecided	9%	13%	11%	7%	8%

	Base	Union Member?	
		Yes	No
<b>Baldwin Favorability</b>			
Favorable	31%	38%	28%
Unfavorable	31%	18%	36%
Not sure	38%	44%	36%

	Base	Union Member?	
		Yes	No
<b>Fitzgerald Favorability</b>			
Favorable	19%	9%	24%
Unfavorable	38%	53%	32%
Not sure	42%	38%	44%





**Crosstabs**

	Base	Union Member?	
		Yes	No
<b>Neumann Favorability</b>			
Favorable	23%	13%	27%
Unfavorable	34%	39%	32%
Not sure	43%	48%	40%

	Base	Union Member?	
		Yes	No
<b>Thompson Favorability</b>			
Favorable	41%	31%	45%
Unfavorable	42%	51%	39%
Not sure	16%	18%	16%

	Base	Union Member?	
		Yes	No
<b>Baldwin/Fitzgerald</b>			
Tammy Baldwin	47%	64%	40%
Jeff Fitzgerald	39%	23%	45%
Undecided	14%	13%	15%

	Base	Union Member?	
		Yes	No
<b>Baldwin/Neumann</b>			
Tammy Baldwin	47%	63%	41%
Mark Neumann	41%	24%	48%
Undecided	12%	14%	11%



**Crosstabs**

	Base	Union Member?	
		Yes	No
<b>Baldwin/Thompson</b>			
<b>Tammy Baldwin</b>	<b>46%</b>	64%	39%
<b>Tommy Thompson</b>	<b>45%</b>	29%	52%
<b>Undecided</b>	<b>9%</b>	6%	10%





## Wisconsin Survey Results

- Q1** Do you have a favorable or unfavorable opinion of Jeff Fitzgerald?
- Favorable*..... 42%
- Unfavorable* ..... 12%
- Not sure* ..... 46%
- Q2** Do you have a favorable or unfavorable opinion of Mark Neumann?
- Favorable*..... 47%
- Unfavorable* ..... 14%
- Not sure* ..... 39%
- Q3** Do you have a favorable or unfavorable opinion of Tommy Thompson?
- Favorable*..... 66%
- Unfavorable* ..... 17%
- Not sure* ..... 17%
- Q4** If the Republican candidates for Senate were Jeff Fitzgerald, Mark Neumann, and Tommy Thompson, who would you vote for?
- Jeff Fitzgerald* ..... 22%
- Mark Neumann* ..... 22%
- Tommy Thompson* ..... 39%
- Not sure* ..... 17%
- Q5** If the Republican candidates for Senate were just Jeff Fitzgerald and Mark Neumann, who would you vote for?
- Jeff Fitzgerald* ..... 32%
- Mark Neumann* ..... 42%
- Not sure* ..... 26%
- Q6** If the Republican candidates for Senate were just Jeff Fitzgerald and Tommy Thompson, who would you vote for?
- Jeff Fitzgerald* ..... 37%
- Tommy Thompson* ..... 46%
- Not sure* ..... 17%
- Q7** If the Republican candidates for Senate were just Mark Neumann and Tommy Thompson, who would you vote for?
- Mark Neumann* ..... 36%
- Tommy Thompson* ..... 46%
- Not sure* ..... 18%
- Q8** Generally speaking, would you prefer that the Republican Senate nominee next year was Tommy Thompson or someone more conservative?
- Tommy Thompson* ..... 37%
- Someone more conservative* ..... 47%
- Not sure* ..... 17%
- Q9** Do you consider yourself to be a member of the Tea Party?
- Yes*..... 26%
- No*..... 54%
- Not sure*..... 19%
- Q10** Are you an Evangelical Christian, or not?
- Are an Evangelical*..... 49%
- Are not*..... 51%
- Q11** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 2%
- Somewhat liberal* ..... 2%
- Moderate*..... 17%
- Somewhat conservative*..... 43%
- Very conservative* ..... 36%
- Q12** If you are a woman, press 1. If a man, press 2.
- Woman* ..... 51%
- Man*..... 49%



**Q13** If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

<i>18 to 45</i> .....	32%
<i>46 to 65</i> .....	39%
<i>Older than 65</i> .....	29%



**Crosstabs**

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	42%	55%	38%	34%
<b>Unfavorable</b>	12%	14%	15%	4%
<b>Not sure</b>	46%	32%	47%	62%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Neumann Favorability</b>				
<b>Favorable</b>	47%	57%	41%	49%
<b>Unfavorable</b>	14%	15%	17%	5%
<b>Not sure</b>	39%	29%	42%	47%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Thompson Favorability</b>				
<b>Favorable</b>	66%	67%	67%	62%
<b>Unfavorable</b>	17%	22%	15%	16%
<b>Not sure</b>	17%	11%	18%	21%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>2012 GOP Sen Primary</b>				
<b>Jeff Fitzgerald</b>	22%	33%	21%	9%
<b>Mark Neumann</b>	22%	32%	18%	22%
<b>Tommy Thompson</b>	39%	28%	43%	42%
<b>Not sure</b>	17%	8%	18%	27%





**Crosstabs**

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Fitzgerald/Neumann</b>				
<b>Jeff Fitzgerald</b>	32%	44%	30%	21%
<b>Mark Neumann</b>	42%	43%	42%	38%
<b>Not sure</b>	26%	12%	28%	41%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Fitzgerald/Thompson</b>				
<b>Jeff Fitzgerald</b>	37%	54%	31%	30%
<b>Tommy Thompson</b>	46%	37%	51%	44%
<b>Not sure</b>	17%	9%	18%	26%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Neumann/Thompson</b>				
<b>Mark Neumann</b>	36%	48%	31%	36%
<b>Tommy Thompson</b>	46%	41%	52%	36%
<b>Not sure</b>	18%	11%	18%	28%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Thompson or Someone More Conservative?</b>				
<b>Tommy Thompson</b>	37%	22%	46%	30%
<b>Someone more conservative</b>	47%	69%	35%	51%
<b>Not sure</b>	17%	9%	20%	19%





**Crosstabs**

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Fitzgerald Favorability</b>			
Favorable	42%	36%	47%
Unfavorable	12%	12%	13%
Not sure	46%	52%	41%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Neumann Favorability</b>			
Favorable	47%	51%	43%
Unfavorable	14%	10%	18%
Not sure	39%	39%	40%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Thompson Favorability</b>			
Favorable	66%	69%	63%
Unfavorable	17%	15%	20%
Not sure	17%	17%	17%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>2012 GOP Sen Primary</b>			
Jeff Fitzgerald	22%	17%	27%
Mark Neumann	22%	27%	18%
Tommy Thompson	39%	39%	38%
Not sure	17%	17%	17%





**Crosstabs**

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Fitzgerald/Neumann</b>			
<b>Jeff Fitzgerald</b>	32%	26%	38%
<b>Mark Neumann</b>	42%	48%	36%
<b>Not sure</b>	26%	27%	26%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Fitzgerald/Thompson</b>			
<b>Jeff Fitzgerald</b>	37%	32%	41%
<b>Tommy Thompson</b>	46%	49%	43%
<b>Not sure</b>	17%	18%	16%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Neumann/Thompson</b>			
<b>Mark Neumann</b>	36%	38%	35%
<b>Tommy Thompson</b>	46%	46%	46%
<b>Not sure</b>	18%	16%	19%

	Base	Evangelical?	
		Are an Evangelical	Are not
<b>Thompson or Someone More Conservative?</b>			
<b>Tommy Thompson</b>	37%	37%	36%
<b>Someone more conservative</b>	47%	48%	45%
<b>Not sure</b>	17%	15%	19%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fitzgerald Favorability</b>						
<b>Favorable</b>	42%	27%	37%	30%	41%	49%
<b>Unfavorable</b>	12%	27%	6%	15%	14%	9%
<b>Not sure</b>	46%	45%	57%	56%	46%	42%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Neumann Favorability</b>						
<b>Favorable</b>	47%	27%	29%	26%	45%	60%
<b>Unfavorable</b>	14%	39%	-	21%	17%	8%
<b>Not sure</b>	39%	33%	71%	53%	39%	32%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Thompson Favorability</b>						
<b>Favorable</b>	66%	51%	57%	57%	63%	75%
<b>Unfavorable</b>	17%	30%	18%	18%	19%	15%
<b>Not sure</b>	17%	19%	25%	25%	18%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 GOP Sen Primary</b>						
<b>Jeff Fitzgerald</b>	22%	30%	14%	18%	20%	26%
<b>Mark Neumann</b>	22%	7%	23%	15%	22%	28%
<b>Tommy Thompson</b>	39%	33%	12%	53%	41%	31%
<b>Not sure</b>	17%	30%	51%	15%	17%	15%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fitzgerald/Neumann</b>						
Jeff Fitzgerald	32%	37%	8%	28%	31%	35%
Mark Neumann	42%	26%	24%	40%	44%	42%
Not sure	26%	37%	68%	32%	25%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fitzgerald/Thompson</b>						
Jeff Fitzgerald	37%	37%	31%	27%	34%	45%
Tommy Thompson	46%	24%	47%	54%	48%	42%
Not sure	17%	39%	23%	19%	18%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Neumann/Thompson</b>						
Mark Neumann	36%	24%	43%	25%	33%	45%
Tommy Thompson	46%	37%	35%	58%	47%	40%
Not sure	18%	39%	23%	16%	20%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Thompson or Someone More Conservative?</b>						
Tommy Thompson	37%	56%	35%	55%	39%	25%
Someone more conservative	47%	17%	20%	19%	42%	68%
Not sure	17%	27%	45%	26%	19%	7%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Fitzgerald Favorability</b>			
<b>Favorable</b>	<b>42%</b>	35%	49%
<b>Unfavorable</b>	<b>12%</b>	10%	14%
<b>Not sure</b>	<b>46%</b>	55%	37%

	Base	Gender	
		Woman	Man
<b>Neumann Favorability</b>			
<b>Favorable</b>	<b>47%</b>	41%	52%
<b>Unfavorable</b>	<b>14%</b>	11%	17%
<b>Not sure</b>	<b>39%</b>	47%	31%

	Base	Gender	
		Woman	Man
<b>Thompson Favorability</b>			
<b>Favorable</b>	<b>66%</b>	61%	71%
<b>Unfavorable</b>	<b>17%</b>	16%	18%
<b>Not sure</b>	<b>17%</b>	23%	10%

	Base	Gender	
		Woman	Man
<b>2012 GOP Sen Primary</b>			
<b>Jeff Fitzgerald</b>	<b>22%</b>	21%	22%
<b>Mark Neumann</b>	<b>22%</b>	18%	27%
<b>Tommy Thompson</b>	<b>39%</b>	35%	42%
<b>Not sure</b>	<b>17%</b>	25%	8%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Fitzgerald/Neumann</b>			
<b>Jeff Fitzgerald</b>	<b>32%</b>	27%	37%
<b>Mark Neumann</b>	<b>42%</b>	37%	46%
<b>Not sure</b>	<b>26%</b>	35%	17%

	Base	Gender	
		Woman	Man
<b>Fitzgerald/Thompson</b>			
<b>Jeff Fitzgerald</b>	<b>37%</b>	33%	40%
<b>Tommy Thompson</b>	<b>46%</b>	41%	51%
<b>Not sure</b>	<b>17%</b>	25%	9%

	Base	Gender	
		Woman	Man
<b>Neumann/Thompson</b>			
<b>Mark Neumann</b>	<b>36%</b>	31%	42%
<b>Tommy Thompson</b>	<b>46%</b>	43%	49%
<b>Not sure</b>	<b>18%</b>	26%	9%

	Base	Gender	
		Woman	Man
<b>Thompson or Someone More Conservative?</b>			
<b>Tommy Thompson</b>	<b>37%</b>	34%	39%
<b>Someone more conservative</b>	<b>47%</b>	42%	51%
<b>Not sure</b>	<b>17%</b>	24%	9%





**Crosstabs**

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	42%	37%	46%	41%
<b>Unfavorable</b>	12%	14%	9%	14%
<b>Not sure</b>	46%	48%	45%	45%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Neumann Favorability</b>				
<b>Favorable</b>	47%	40%	53%	47%
<b>Unfavorable</b>	14%	14%	12%	16%
<b>Not sure</b>	39%	46%	35%	37%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Thompson Favorability</b>				
<b>Favorable</b>	66%	66%	66%	66%
<b>Unfavorable</b>	17%	12%	20%	19%
<b>Not sure</b>	17%	22%	14%	15%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>2012 GOP Sen Primary</b>				
<b>Jeff Fitzgerald</b>	22%	25%	24%	16%
<b>Mark Neumann</b>	22%	18%	22%	28%
<b>Tommy Thompson</b>	39%	33%	39%	44%
<b>Not sure</b>	17%	24%	14%	13%





**Crosstabs**

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Fitzgerald/Neumann</b>				
<b>Jeff Fitzgerald</b>	32%	34%	31%	30%
<b>Mark Neumann</b>	42%	32%	45%	48%
<b>Not sure</b>	26%	34%	23%	22%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Fitzgerald/Thompson</b>				
<b>Jeff Fitzgerald</b>	37%	37%	39%	34%
<b>Tommy Thompson</b>	46%	38%	46%	55%
<b>Not sure</b>	17%	24%	15%	12%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Neumann/Thompson</b>				
<b>Mark Neumann</b>	36%	34%	37%	38%
<b>Tommy Thompson</b>	46%	40%	47%	52%
<b>Not sure</b>	18%	26%	17%	10%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Thompson or Someone More Conservative?</b>				
<b>Tommy Thompson</b>	37%	30%	38%	42%
<b>Someone more conservative</b>	47%	45%	49%	45%
<b>Not sure</b>	17%	25%	13%	13%

