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OF THE PRESS RELEASE**

## **Wisconsin Senate Race Remains Tight**

**Raleigh, N.C.** -- All three match ups tested in PPP's February poll of the Wisconsin Senate race have tightened, according to the latest poll in the state. Meanwhile, businessman Eric Hovde, who was not included in the last PPP poll, has taken the lead in the Republican primary with a lead of 31% to 29% over former Governor Tommy Thompson, and leads Rep. Tammy Baldwin in a potential general election matchup, 45% to 44%.

Baldwin's general election lead dropped from 8 to 4 points against Jeff Fitzgerald, 6 to 4 points against Mark Neumann, and she is now tied against Thompson after leading him by 1 in the last PPP poll. Baldwin has seen her net favorability rating stay relatively constant, despite a decline in Independent voters from +7 to even.

Thompson's has dropped from -1 to -7 since February. This decline is due to turnarounds of net -17% among Republicans, -11% among voters describing themselves as somewhat conservative, and -20% among very conservative voters. Hovde is the only candidate with a net positive approval rating, at +4, but also has the lowest name recognition, with 42% of respondents unable to form an opinion of him.

The Republican primary has become a two man race, with both Jeff Fitzgerald and Mark Neumann seeing significant drops in support of 13% and 6% respectively. Hovde's lead comes from an 18 point advantage over Thompson with voters who identified with the Tea Party and a 14 point lead with Independents. Hovde seems to have gathered much of his support from the 50% of GOP voters who would prefer a candidate more conservative than Thompson.

"Tommy Thompson is looking very endangered in the Wisconsin Senate race," said Dean Debnam, President of Public Policy Polling. "Eric Hovde has a very good chance at pulling an upset in the primary. Whether the eventual Republican standard bearer is Thompson or Hovde, this is a race that looks like it will be close in the fall."

PPP surveyed 1,057 Wisconsin voters, as well as an oversample of 564 usual Republican primary voters, from July 5th to 8th. The margin of error for the survey is +/-3%, and +/-4.1% 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.



## 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 Eric Hovde?
- Favorable*..... 50%
- Unfavorable* ..... 9%
- Not sure* ..... 41%
- Q3** Do you have a favorable or unfavorable opinion of Mark Neumann?
- Favorable*..... 43%
- Unfavorable* ..... 21%
- Not sure* ..... 36%
- Q4** Do you have a favorable or unfavorable opinion of Tommy Thompson?
- Favorable*..... 56%
- Unfavorable* ..... 28%
- Not sure* ..... 16%
- Q5** 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* ..... 9%
- Eric Hovde* ..... 31%
- Mark Neumann* ..... 15%
- Tommy Thompson* ..... 29%
- Undecided*..... 16%
- Q6** If the Republican candidates for Senate were just Eric Hovde, Mark Neumann, and Tommy Thompson, who would you vote for?
- Eric Hovde* ..... 35%
- Mark Neumann* ..... 18%
- Tommy Thompson* ..... 34%
- Not sure* ..... 14%
- Q7** If the Republican candidates for Senate were just Eric Hovde and Tommy Thompson, who would you vote for?
- Eric Hovde* ..... 46%
- Tommy Thompson* ..... 39%
- Not sure* ..... 15%
- Q8** If the Republican candidates for Senate were just Mark Neumann and Tommy Thompson, who would you vote for?
- Mark Neumann* ..... 38%
- Tommy Thompson* ..... 46%
- Not sure* ..... 16%
- Q9** Generally speaking, would you prefer that the Republican Senate nominee next year was Tommy Thompson or someone more conservative?
- Tommy Thompson* ..... 34%
- Someone more conservative* ..... 50%
- Not sure* ..... 17%
- Q10** Do you consider yourself to be a member of the Tea Party?
- Yes*..... 25%
- No*..... 58%
- Not sure* ..... 17%



**Q11** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i> .....	1%
<i>Somewhat liberal</i> .....	3%
<i>Moderate</i> .....	15%
<i>Somewhat conservative</i> .....	44%
<i>Very conservative</i> .....	37%

**Q12** If you are a woman, press 1. If a man, press 2.

<i>Woman</i> .....	51%
<i>Man</i> .....	49%

**Q13** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i> .....	2%
<i>Republican</i> .....	65%
<i>Independent/Other</i> .....	33%

**Q14** 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>	<b>42%</b>	50%	42%	29%
<b>Unfavorable</b>	<b>12%</b>	10%	14%	12%
<b>Not sure</b>	<b>46%</b>	41%	45%	59%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Hovde Favorability</b>				
<b>Favorable</b>	<b>50%</b>	59%	48%	45%
<b>Unfavorable</b>	<b>9%</b>	9%	9%	6%
<b>Not sure</b>	<b>41%</b>	32%	42%	49%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Neumann Favorability</b>				
<b>Favorable</b>	<b>43%</b>	50%	42%	40%
<b>Unfavorable</b>	<b>21%</b>	27%	21%	12%
<b>Not sure</b>	<b>36%</b>	24%	37%	48%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Thompson Favorability</b>				
<b>Favorable</b>	<b>56%</b>	57%	57%	53%
<b>Unfavorable</b>	<b>28%</b>	32%	29%	23%
<b>Not sure</b>	<b>15%</b>	12%	14%	24%





**Crosstabs**

	Base	Tea Party ID		
		Yes	No	Not sure
<b>2012 GOP Sen Primary</b>				
<b>Jeff Fitzgerald</b>	9%	10%	9%	8%
<b>Eric Hovde</b>	31%	39%	31%	23%
<b>Mark Neumann</b>	16%	16%	15%	16%
<b>Tommy Thompson</b>	29%	21%	31%	31%
<b>Undecided</b>	15%	13%	14%	22%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>2012 GOP Sen Primary w/o Fitzgerald</b>				
<b>Eric Hovde</b>	35%	43%	34%	25%
<b>Mark Neumann</b>	18%	18%	19%	18%
<b>Tommy Thompson</b>	33%	27%	34%	41%
<b>Not sure</b>	14%	13%	13%	16%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Hovde/Thompson</b>				
<b>Eric Hovde</b>	46%	50%	46%	39%
<b>Tommy Thompson</b>	39%	35%	40%	40%
<b>Not sure</b>	15%	15%	14%	21%

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Neumann/Thompson</b>				
<b>Mark Neumann</b>	38%	48%	37%	30%
<b>Tommy Thompson</b>	46%	41%	47%	50%
<b>Not sure</b>	16%	11%	16%	20%





**Crosstabs**

	Base	Tea Party ID		
		Yes	No	Not sure
<b>Thompson or Someone More Conservative?</b>				
<b>Tommy Thompson</b>	34%	20%	40%	33%
<b>Someone more conservative</b>	50%	68%	43%	44%
<b>Not sure</b>	17%	13%	16%	23%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fitzgerald Favorability</b>						
<b>Favorable</b>	42%	17%	36%	29%	37%	52%
<b>Unfavorable</b>	12%	36%	46%	27%	10%	6%
<b>Not sure</b>	46%	47%	18%	44%	53%	42%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hovde Favorability</b>						
<b>Favorable</b>	50%	17%	22%	41%	51%	55%
<b>Unfavorable</b>	9%	71%	22%	19%	7%	5%
<b>Not sure</b>	41%	12%	56%	40%	42%	40%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Neumann Favorability</b>						
<b>Favorable</b>	43%	17%	28%	24%	48%	47%
<b>Unfavorable</b>	21%	53%	30%	33%	16%	20%
<b>Not sure</b>	36%	29%	42%	43%	36%	33%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Thompson Favorability</b>						
<b>Favorable</b>	56%	35%	68%	47%	56%	58%
<b>Unfavorable</b>	28%	53%	22%	36%	28%	26%
<b>Not sure</b>	16%	12%	10%	17%	16%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 GOP Sen Primary</b>						
<b>Jeff Fitzgerald</b>	9%	12%	6%	9%	6%	13%
<b>Eric Hovde</b>	31%	-	24%	39%	29%	32%
<b>Mark Neumann</b>	15%	-	14%	10%	20%	12%
<b>Tommy Thompson</b>	29%	35%	52%	25%	30%	28%
<b>Undecided</b>	16%	53%	4%	17%	16%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 GOP Sen Primary w/o Fitzgerald</b>						
<b>Eric Hovde</b>	35%	-	17%	40%	30%	41%
<b>Mark Neumann</b>	18%	12%	17%	12%	22%	15%
<b>Tommy Thompson</b>	34%	35%	57%	31%	36%	32%
<b>Not sure</b>	14%	53%	9%	17%	12%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hovde/Thompson</b>						
<b>Eric Hovde</b>	46%	17%	24%	53%	42%	50%
<b>Tommy Thompson</b>	39%	17%	72%	32%	40%	38%
<b>Not sure</b>	15%	65%	4%	14%	18%	12%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Neumann/Thompson</b>						
Mark Neumann	38%	-	24%	28%	40%	43%
Tommy Thompson	46%	35%	61%	50%	43%	47%
Not sure	16%	65%	15%	22%	17%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Thompson or Someone More Conservative?</b>						
Tommy Thompson	34%	35%	68%	42%	35%	26%
Someone more conservative	50%	36%	11%	34%	46%	63%
Not sure	17%	29%	22%	24%	19%	11%

	Base	Gender	
		Woman	Man
<b>Fitzgerald Favorability</b>			
Favorable	42%	39%	44%
Unfavorable	12%	12%	13%
Not sure	46%	49%	43%

	Base	Gender	
		Woman	Man
<b>Hovde Favorability</b>			
Favorable	50%	47%	53%
Unfavorable	9%	8%	10%
Not sure	41%	45%	37%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Neumann Favorability</b>			
<b>Favorable</b>	<b>43%</b>	43%	43%
<b>Unfavorable</b>	<b>21%</b>	19%	22%
<b>Not sure</b>	<b>36%</b>	37%	35%

	Base	Gender	
		Woman	Man
<b>Thompson Favorability</b>			
<b>Favorable</b>	<b>56%</b>	56%	55%
<b>Unfavorable</b>	<b>28%</b>	28%	29%
<b>Not sure</b>	<b>16%</b>	16%	16%

	Base	Gender	
		Woman	Man
<b>2012 GOP Sen Primary</b>			
<b>Jeff Fitzgerald</b>	<b>9%</b>	10%	8%
<b>Eric Hovde</b>	<b>31%</b>	26%	36%
<b>Mark Neumann</b>	<b>15%</b>	16%	14%
<b>Tommy Thompson</b>	<b>29%</b>	29%	29%
<b>Undecided</b>	<b>16%</b>	19%	13%

	Base	Gender	
		Woman	Man
<b>2012 GOP Sen Primary w/o Fitzgerald</b>			
<b>Eric Hovde</b>	<b>35%</b>	31%	39%
<b>Mark Neumann</b>	<b>18%</b>	17%	18%
<b>Tommy Thompson</b>	<b>34%</b>	37%	30%
<b>Not sure</b>	<b>14%</b>	14%	13%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Hovde/Thompson</b>			
<b>Eric Hovde</b>	<b>46%</b>	41%	51%
<b>Tommy Thompson</b>	<b>39%</b>	43%	34%
<b>Not sure</b>	<b>15%</b>	16%	15%

	Base	Gender	
		Woman	Man
<b>Neumann/Thompson</b>			
<b>Mark Neumann</b>	<b>38%</b>	36%	40%
<b>Tommy Thompson</b>	<b>46%</b>	45%	47%
<b>Not sure</b>	<b>16%</b>	19%	13%

	Base	Gender	
		Woman	Man
<b>Thompson or Someone More Conservative?</b>			
<b>Tommy Thompson</b>	<b>34%</b>	31%	36%
<b>Someone more conservative</b>	<b>50%</b>	49%	50%
<b>Not sure</b>	<b>17%</b>	20%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	<b>42%</b>	14%	46%	34%
<b>Unfavorable</b>	<b>12%</b>	40%	7%	22%
<b>Not sure</b>	<b>46%</b>	46%	47%	45%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hovde Favorability</b>				
<b>Favorable</b>	50%	28%	51%	49%
<b>Unfavorable</b>	9%	40%	7%	11%
<b>Not sure</b>	41%	32%	42%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Neumann Favorability</b>				
<b>Favorable</b>	43%	20%	47%	37%
<b>Unfavorable</b>	21%	48%	16%	28%
<b>Not sure</b>	36%	32%	37%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Thompson Favorability</b>				
<b>Favorable</b>	56%	40%	61%	47%
<b>Unfavorable</b>	28%	48%	24%	36%
<b>Not sure</b>	16%	12%	15%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>2012 GOP Sen Primary</b>				
<b>Jeff Fitzgerald</b>	9%	8%	9%	10%
<b>Eric Hovde</b>	31%	6%	30%	36%
<b>Mark Neumann</b>	15%	23%	14%	16%
<b>Tommy Thompson</b>	29%	20%	33%	22%
<b>Undecided</b>	16%	43%	15%	17%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>2012 GOP Sen Primary w/o Fitzgerald</b>				
<b>Eric Hovde</b>	35%	-	31%	44%
<b>Mark Neumann</b>	18%	27%	18%	15%
<b>Tommy Thompson</b>	34%	33%	37%	28%
<b>Not sure</b>	14%	40%	13%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hovde/Thompson</b>				
<b>Eric Hovde</b>	46%	12%	45%	50%
<b>Tommy Thompson</b>	39%	34%	42%	34%
<b>Not sure</b>	15%	54%	14%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Neumann/Thompson</b>				
<b>Mark Neumann</b>	38%	25%	37%	42%
<b>Tommy Thompson</b>	46%	30%	50%	38%
<b>Not sure</b>	16%	45%	13%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Thompson or Someone More Conservative?</b>				
<b>Tommy Thompson</b>	34%	21%	35%	31%
<b>Someone more conservative</b>	50%	55%	51%	46%
<b>Not sure</b>	17%	24%	14%	22%





**Crosstabs**

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	42%	41%	39%	46%
<b>Unfavorable</b>	12%	12%	16%	7%
<b>Not sure</b>	46%	47%	45%	46%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Hovde Favorability</b>				
<b>Favorable</b>	50%	37%	56%	56%
<b>Unfavorable</b>	9%	11%	8%	8%
<b>Not sure</b>	41%	52%	37%	36%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Neumann Favorability</b>				
<b>Favorable</b>	43%	36%	48%	45%
<b>Unfavorable</b>	21%	25%	20%	16%
<b>Not sure</b>	36%	38%	32%	39%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Thompson Favorability</b>				
<b>Favorable</b>	56%	56%	56%	56%
<b>Unfavorable</b>	28%	30%	29%	26%
<b>Not sure</b>	16%	14%	15%	18%





**Crosstabs**

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>2012 GOP Sen Primary</b>				
<b>Jeff Fitzgerald</b>	9%	9%	11%	6%
<b>Eric Hovde</b>	31%	25%	34%	33%
<b>Mark Neumann</b>	15%	14%	13%	18%
<b>Tommy Thompson</b>	29%	32%	27%	28%
<b>Undecided</b>	16%	20%	14%	14%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>2012 GOP Sen Primary w/o Fitzgerald</b>				
<b>Eric Hovde</b>	35%	30%	40%	34%
<b>Mark Neumann</b>	18%	15%	17%	22%
<b>Tommy Thompson</b>	34%	41%	29%	33%
<b>Not sure</b>	14%	15%	14%	11%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Hovde/Thompson</b>				
<b>Eric Hovde</b>	46%	36%	49%	51%
<b>Tommy Thompson</b>	39%	44%	35%	39%
<b>Not sure</b>	15%	19%	16%	10%

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Neumann/Thompson</b>				
<b>Mark Neumann</b>	38%	33%	42%	39%
<b>Tommy Thompson</b>	46%	51%	42%	46%
<b>Not sure</b>	16%	16%	17%	15%





**Crosstabs**

	Base	Age		
		18 to 45	46 to 65	Older than 65
<b>Thompson or Someone More Conservative?</b>				
<b>Tommy Thompson</b>	34%	36%	32%	33%
<b>Someone more conservative</b>	50%	48%	52%	48%
<b>Not sure</b>	17%	15%	16%	19%





## Wisconsin Survey Results

**Q1** Do you have a favorable or unfavorable opinion of Tammy Baldwin?

*Favorable*..... 37%  
*Unfavorable* ..... 39%  
*Not sure* ..... 24%

**Q2** Do you have a favorable or unfavorable opinion of Jeff Fitzgerald?

*Favorable*..... 25%  
*Unfavorable* ..... 38%  
*Not sure* ..... 37%

**Q3** Do you have a favorable or unfavorable opinion of Eric Hovde?

*Favorable*..... 31%  
*Unfavorable* ..... 27%  
*Not sure* ..... 42%

**Q4** Do you have a favorable or unfavorable opinion of Mark Neumann?

*Favorable*..... 28%  
*Unfavorable* ..... 34%  
*Not sure* ..... 38%

**Q5** Do you have a favorable or unfavorable opinion of Tommy Thompson?

*Favorable*..... 40%  
*Unfavorable* ..... 47%  
*Not sure* ..... 13%

**Q6** If the candidates for US Senate this fall were Democrat Tammy Baldwin and Republican Jeff Fitzgerald, who would you vote for?

*Tammy Baldwin*..... 46%  
*Jeff Fitzgerald* ..... 42%  
*Undecided*..... 11%

**Q7** If the candidates for US Senate this fall were Democrat Tammy Baldwin and Republican Eric Hovde, who would you vote for?

*Tammy Baldwin*..... 44%  
*Eric Hovde* ..... 45%  
*Undecided*..... 11%

**Q8** If the candidates for US Senate this fall were Democrat Tammy Baldwin and Republican Mark Neumann, who would you vote for?

*Tammy Baldwin*..... 45%  
*Mark Neumann* ..... 41%  
*Undecided*..... 13%

**Q9** If the candidates for US Senate this fall were Democrat Tammy Baldwin and Republican Tommy Thompson, who would you vote for?

*Tammy Baldwin*..... 45%  
*Tommy Thompson* ..... 45%  
*Undecided*..... 11%

**Q10** Who did you vote for President in 2008?

*John McCain*..... 46%  
*Barack Obama*..... 46%  
*Someone else/Don't remember* ..... 8%

**Q11** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal*..... 10%  
*Somewhat liberal* ..... 18%  
*Moderate*..... 28%  
*Somewhat conservative*..... 26%  
*Very conservative* ..... 18%

**Q12** If you are a woman, press 1. If a man, press 2.

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







**Q13** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i> .....	30%
<i>Republican</i> .....	32%
<i>Independent/Other</i> .....	38%

**Q14** If you are white, press 1. If other, press 2.

<i>White</i> .....	90%
<i>Other</i> .....	10%

**Q15** 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> .....	12%
<i>30 to 45</i> .....	24%
<i>46 to 65</i> .....	44%
<i>Older than 65</i> .....	20%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin Favorability</b>				
<b>Favorable</b>	37%	10%	65%	36%
<b>Unfavorable</b>	39%	64%	15%	32%
<b>Not sure</b>	24%	26%	20%	32%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	25%	44%	8%	12%
<b>Unfavorable</b>	38%	15%	61%	34%
<b>Not sure</b>	37%	40%	31%	54%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Hovde Favorability</b>				
<b>Favorable</b>	31%	52%	12%	17%
<b>Unfavorable</b>	27%	10%	47%	11%
<b>Not sure</b>	42%	39%	40%	72%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Neumann Favorability</b>				
<b>Favorable</b>	28%	43%	12%	30%
<b>Unfavorable</b>	34%	20%	52%	17%
<b>Not sure</b>	38%	37%	37%	54%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Thompson Favorability</b>				
Favorable	40%	59%	23%	26%
Unfavorable	47%	28%	66%	50%
Not sure	13%	13%	11%	23%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin/Fitzgerald</b>				
Tammy Baldwin	46%	12%	82%	36%
Jeff Fitzgerald	42%	78%	9%	32%
Undecided	11%	10%	9%	32%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin/Hovde</b>				
Tammy Baldwin	44%	10%	80%	35%
Eric Hovde	45%	82%	10%	30%
Undecided	11%	8%	10%	34%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin/Neumann</b>				
Tammy Baldwin	45%	12%	80%	32%
Mark Neumann	41%	78%	8%	28%
Undecided	13%	10%	12%	40%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Baldwin/Thompson</b>				
<b>Tammy Baldwin</b>	45%	10%	81%	32%
<b>Tommy Thompson</b>	45%	80%	12%	30%
<b>Undecided</b>	11%	10%	7%	38%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin Favorability</b>						
<b>Favorable</b>	37%	70%	68%	47%	13%	9%
<b>Unfavorable</b>	39%	18%	11%	28%	58%	65%
<b>Not sure</b>	24%	12%	20%	25%	28%	25%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fitzgerald Favorability</b>						
<b>Favorable</b>	25%	14%	6%	17%	34%	50%
<b>Unfavorable</b>	38%	69%	67%	47%	16%	8%
<b>Not sure</b>	37%	18%	27%	36%	50%	41%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hovde Favorability</b>						
<b>Favorable</b>	31%	14%	11%	21%	44%	54%
<b>Unfavorable</b>	27%	60%	45%	34%	10%	7%
<b>Not sure</b>	42%	26%	45%	45%	46%	39%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Neumann Favorability</b>						
<b>Favorable</b>	28%	19%	9%	17%	44%	44%
<b>Unfavorable</b>	34%	56%	50%	41%	16%	22%
<b>Not sure</b>	38%	25%	41%	42%	41%	35%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Thompson Favorability</b>						
<b>Favorable</b>	40%	18%	18%	33%	57%	58%
<b>Unfavorable</b>	47%	75%	72%	50%	32%	28%
<b>Not sure</b>	13%	7%	10%	17%	12%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin/Fitzgerald</b>						
<b>Tammy Baldwin</b>	46%	79%	85%	63%	18%	7%
<b>Jeff Fitzgerald</b>	42%	15%	8%	22%	67%	88%
<b>Undecided</b>	11%	6%	8%	15%	15%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin/Hovde</b>						
<b>Tammy Baldwin</b>	44%	86%	82%	57%	17%	4%
<b>Eric Hovde</b>	45%	8%	9%	24%	72%	92%
<b>Undecided</b>	11%	6%	9%	18%	12%	5%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin/Neumann</b>						
Tammy Baldwin	45%	84%	84%	59%	17%	7%
Mark Neumann	41%	6%	6%	20%	69%	89%
Undecided	13%	10%	11%	21%	15%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Baldwin/Thompson</b>						
Tammy Baldwin	45%	89%	85%	56%	15%	6%
Tommy Thompson	45%	7%	10%	27%	73%	85%
Undecided	11%	4%	5%	17%	12%	9%

	Base	Gender	
		Woman	Man
<b>Baldwin Favorability</b>			
Favorable	37%	39%	35%
Unfavorable	39%	35%	42%
Not sure	24%	25%	22%

	Base	Gender	
		Woman	Man
<b>Fitzgerald Favorability</b>			
Favorable	25%	23%	27%
Unfavorable	38%	37%	38%
Not sure	37%	40%	35%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Hovde Favorability</b>			
<b>Favorable</b>	31%	28%	34%
<b>Unfavorable</b>	27%	25%	29%
<b>Not sure</b>	42%	47%	38%

	Base	Gender	
		Woman	Man
<b>Neumann Favorability</b>			
<b>Favorable</b>	28%	25%	30%
<b>Unfavorable</b>	34%	33%	35%
<b>Not sure</b>	38%	42%	35%

	Base	Gender	
		Woman	Man
<b>Thompson Favorability</b>			
<b>Favorable</b>	40%	38%	41%
<b>Unfavorable</b>	47%	49%	46%
<b>Not sure</b>	13%	13%	13%

	Base	Gender	
		Woman	Man
<b>Baldwin/Fitzgerald</b>			
<b>Tammy Baldwin</b>	46%	49%	43%
<b>Jeff Fitzgerald</b>	42%	40%	45%
<b>Undecided</b>	11%	11%	11%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Baldwin/Hovde</b>			
<b>Tammy Baldwin</b>	44%	48%	40%
<b>Eric Hovde</b>	45%	39%	50%
<b>Undecided</b>	11%	13%	9%

	Base	Gender	
		Woman	Man
<b>Baldwin/Neumann</b>			
<b>Tammy Baldwin</b>	45%	49%	41%
<b>Mark Neumann</b>	41%	36%	47%
<b>Undecided</b>	13%	15%	11%

	Base	Gender	
		Woman	Man
<b>Baldwin/Thompson</b>			
<b>Tammy Baldwin</b>	45%	49%	40%
<b>Tommy Thompson</b>	45%	39%	50%
<b>Undecided</b>	11%	12%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin Favorability</b>				
<b>Favorable</b>	37%	67%	8%	38%
<b>Unfavorable</b>	39%	13%	65%	38%
<b>Not sure</b>	24%	21%	27%	24%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Fitzgerald Favorability</b>				
<b>Favorable</b>	25%	7%	48%	20%
<b>Unfavorable</b>	38%	60%	10%	43%
<b>Not sure</b>	37%	33%	41%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hovde Favorability</b>				
<b>Favorable</b>	31%	11%	50%	30%
<b>Unfavorable</b>	27%	47%	10%	26%
<b>Not sure</b>	42%	42%	40%	44%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Neumann Favorability</b>				
<b>Favorable</b>	28%	11%	44%	27%
<b>Unfavorable</b>	34%	51%	18%	35%
<b>Not sure</b>	38%	38%	39%	38%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Thompson Favorability</b>				
<b>Favorable</b>	40%	19%	60%	39%
<b>Unfavorable</b>	47%	70%	26%	47%
<b>Not sure</b>	13%	11%	13%	14%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin/Fitzgerald</b>				
Tammy Baldwin	46%	84%	8%	48%
Jeff Fitzgerald	42%	6%	83%	38%
Undecided	11%	10%	9%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin/Hovde</b>				
Tammy Baldwin	44%	84%	7%	43%
Eric Hovde	45%	6%	85%	41%
Undecided	11%	10%	7%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin/Neumann</b>				
Tammy Baldwin	45%	84%	9%	44%
Mark Neumann	41%	4%	84%	36%
Undecided	13%	11%	8%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Baldwin/Thompson</b>				
Tammy Baldwin	45%	86%	7%	43%
Tommy Thompson	45%	5%	84%	43%
Undecided	11%	9%	9%	13%





**Crosstabs**

	Base	Race	
		White	Other
<b>Baldwin Favorability</b>			
<b>Favorable</b>	37%	36%	51%
<b>Unfavorable</b>	39%	40%	31%
<b>Not sure</b>	24%	24%	18%

	Base	Race	
		White	Other
<b>Fitzgerald Favorability</b>			
<b>Favorable</b>	25%	25%	25%
<b>Unfavorable</b>	38%	37%	42%
<b>Not sure</b>	37%	38%	33%

	Base	Race	
		White	Other
<b>Hovde Favorability</b>			
<b>Favorable</b>	31%	31%	28%
<b>Unfavorable</b>	27%	27%	28%
<b>Not sure</b>	42%	42%	44%

	Base	Race	
		White	Other
<b>Neumann Favorability</b>			
<b>Favorable</b>	28%	28%	22%
<b>Unfavorable</b>	34%	33%	43%
<b>Not sure</b>	38%	39%	35%





**Crosstabs**

	Base	Race	
		White	Other
<b>Thompson Favorability</b>			
<b>Favorable</b>	40%	41%	32%
<b>Unfavorable</b>	47%	47%	52%
<b>Not sure</b>	13%	12%	17%

	Base	Race	
		White	Other
<b>Baldwin/Fitzgerald</b>			
<b>Tammy Baldwin</b>	46%	46%	52%
<b>Jeff Fitzgerald</b>	42%	44%	29%
<b>Undecided</b>	11%	10%	19%

	Base	Race	
		White	Other
<b>Baldwin/Hovde</b>			
<b>Tammy Baldwin</b>	44%	43%	51%
<b>Eric Hovde</b>	45%	47%	27%
<b>Undecided</b>	11%	10%	22%

	Base	Race	
		White	Other
<b>Baldwin/Neumann</b>			
<b>Tammy Baldwin</b>	45%	44%	52%
<b>Mark Neumann</b>	41%	43%	26%
<b>Undecided</b>	13%	12%	22%





**Crosstabs**

	Base	Race	
		White	Other
<b>Baldwin/Thompson</b>			
<b>Tammy Baldwin</b>	45%	44%	51%
<b>Tommy Thompson</b>	45%	46%	33%
<b>Undecided</b>	11%	10%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin Favorability</b>					
<b>Favorable</b>	37%	52%	24%	40%	38%
<b>Unfavorable</b>	39%	34%	44%	36%	41%
<b>Not sure</b>	24%	14%	32%	23%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Fitzgerald Favorability</b>					
<b>Favorable</b>	25%	28%	28%	23%	24%
<b>Unfavorable</b>	38%	45%	27%	43%	35%
<b>Not sure</b>	37%	28%	45%	34%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hovde Favorability</b>					
<b>Favorable</b>	31%	34%	23%	33%	34%
<b>Unfavorable</b>	27%	28%	24%	29%	26%
<b>Not sure</b>	42%	38%	53%	38%	40%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Neumann Favorability</b>					
<b>Favorable</b>	<b>28%</b>	31%	24%	29%	27%
<b>Unfavorable</b>	<b>34%</b>	38%	28%	36%	34%
<b>Not sure</b>	<b>38%</b>	31%	47%	35%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Thompson Favorability</b>					
<b>Favorable</b>	<b>40%</b>	50%	42%	38%	34%
<b>Unfavorable</b>	<b>47%</b>	36%	42%	51%	53%
<b>Not sure</b>	<b>13%</b>	14%	15%	11%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin/Fitzgerald</b>					
<b>Tammy Baldwin</b>	<b>46%</b>	55%	36%	50%	47%
<b>Jeff Fitzgerald</b>	<b>42%</b>	34%	50%	41%	40%
<b>Undecided</b>	<b>11%</b>	10%	14%	9%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin/Hovde</b>					
<b>Tammy Baldwin</b>	<b>44%</b>	52%	34%	48%	45%
<b>Eric Hovde</b>	<b>45%</b>	31%	54%	43%	45%
<b>Undecided</b>	<b>11%</b>	17%	12%	9%	11%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin/Neumann</b>					
<b>Tammy Baldwin</b>	<b>45%</b>	55%	37%	47%	46%
<b>Mark Neumann</b>	<b>41%</b>	24%	50%	41%	42%
<b>Undecided</b>	<b>13%</b>	21%	14%	12%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Baldwin/Thompson</b>					
<b>Tammy Baldwin</b>	<b>45%</b>	48%	35%	49%	45%
<b>Tommy Thompson</b>	<b>45%</b>	38%	52%	43%	43%
<b>Undecided</b>	<b>11%</b>	14%	13%	8%	12%

