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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
Fitzgerald Favorability				
Favorable	42%	50%	42%	29%
Unfavorable	12%	10%	14%	12%
Not sure	46%	41%	45%	59%

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Neumann/Thompson						
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
Thompson or Someone More Conservative?						
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
Fitzgerald Favorability			
Favorable	42%	39%	44%
Unfavorable	12%	12%	13%
Not sure	46%	49%	43%

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Thompson or Someone More Conservative?				
Tommy Thompson	34%	36%	32%	33%
Someone more conservative	50%	48%	52%	48%
Not sure	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
Baldwin Favorability				
Favorable	37%	10%	65%	36%
Unfavorable	39%	64%	15%	32%
Not sure	24%	26%	20%	32%

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin/Neumann						
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
Baldwin/Thompson						
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
Baldwin Favorability			
Favorable	37%	39%	35%
Unfavorable	39%	35%	42%
Not sure	24%	25%	22%

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

