

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH
OF THE PRESS RELEASE**

Thompson starts with five-point lead over Baldwin

Raleigh, N.C. – Tommy Thompson has emerged from his hard-fought and somewhat surprising primary victory with a five-point lead over Democratic nominee Tammy Baldwin (49-44). When PPP last polled the potential Senate match-up in early July, the two were tied at 45%.

In the last month and a half, Baldwin's personal numbers have gotten a bit worse. 37% saw her favorably and 39% unfavorably in the last poll; the spread is now 40-45. Democrats have rallied around her, but Republicans even more against her. For Thompson, the trend has been the opposite. His numbers are up from 40-47 to 46-43 thanks to a huge boost from his base.

To go along with that, Thompson now leads 93-4 with Republican voters, up from 84-7 before the primary. Baldwin's near-lock on her base has not changed (88-7). Independents have moved a hair from a 43-all tie to a 45-42 Thompson edge.

Likely voters in this fall's election prefer a Republican Senate majority by a slim 45-44 mark. Unlike Elizabeth Warren in Massachusetts, Baldwin can expect no windfall from her partisans realizing the stakes at hand—they are already behind both her and a Democratic majority. The game plan for Baldwin now is convincing enough independents, who are a third or more of voters, that they are better off if Republicans do not take control of Congress' upper chamber. Right now, they prefer GOP control by the same three-point margin as they favor Thompson.

“Tommy Thompson's received a boost after winning his primary,” said Dean Debnam, President of Public Policy Polling. “There are no problems with Republican unity and Tammy Baldwin has her work cut out for her.”

Scott Walker's numbers have stabilized since surviving a recall attempt a few months ago. 51% approve and 46% disapprove of his job performance, the same as in July. If he were to face off against an unnamed Democratic opponent right now, he would survive by the same spread, with independents opting for Walker by a 48-45 margin.

PPP surveyed 1,308 likely Wisconsin voters from August 16th to 19th. The margin of error for the survey is +/-2.7%. 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

- | | |
|---|---|
| <p>Q1 Do you have a favorable or unfavorable opinion of Tammy Baldwin?</p> <p><i>Favorable</i>..... 40%</p> <p><i>Unfavorable</i> 45%</p> <p><i>Not sure</i> 14%</p> <p>Q2 Do you have a favorable or unfavorable opinion of Tommy Thompson?</p> <p><i>Favorable</i>..... 46%</p> <p><i>Unfavorable</i> 43%</p> <p><i>Not sure</i> 11%</p> <p>Q3 The candidates for US Senate this fall are Democrat Tammy Baldwin and Republican Tommy Thompson. If the election was today, who would you vote for?</p> <p><i>Tammy Baldwin</i>..... 44%</p> <p><i>Tommy Thompson</i> 49%</p> <p><i>Undecided</i>..... 7%</p> <p>Q4 Do you approve or disapprove of Governor Scott Walker's job performance?</p> <p><i>Approve</i> 51%</p> <p><i>Disapprove</i>..... 46%</p> <p><i>Not sure</i> 3%</p> <p>Q5 Do you approve or disapprove of Senator Ron Johnson's job performance?</p> <p><i>Approve</i> 38%</p> <p><i>Disapprove</i>..... 37%</p> <p><i>Not sure</i> 25%</p> <p>Q6 Do you approve or disapprove of Senator Herb Kohl's job performance?</p> <p><i>Approve</i> 48%</p> <p><i>Disapprove</i>..... 36%</p> <p><i>Not sure</i> 16%</p> | <p>Q7 Generally speaking, if there was an election today, would you vote for Republican Scott Walker or his Democratic opponent?</p> <p><i>Scott Walker</i> 51%</p> <p><i>Democratic opponent</i>..... 46%</p> <p><i>Not sure</i> 4%</p> <p>Q8 Would you rather that Democrats or Republicans had control of the US Senate?</p> <p><i>Democrats</i> 44%</p> <p><i>Republicans</i> 45%</p> <p><i>Not sure</i> 11%</p> <p>Q9 If there was an election for the state legislature today, would you vote Democratic or Republican?</p> <p><i>Democratic</i>..... 44%</p> <p><i>Republican</i>..... 45%</p> <p><i>Not sure</i> 10%</p> <p>Q10 Do you have a favorable or unfavorable opinion of Reince Priebus?</p> <p><i>Favorable</i>..... 19%</p> <p><i>Unfavorable</i> 21%</p> <p><i>Not sure</i> 60%</p> <p>Q11 Would you ever support a gay candidate for public office, or not?</p> <p><i>Open to voting for a gay candidate</i> 64%</p> <p><i>Are not</i> 23%</p> <p><i>Not sure</i> 13%</p> <p>Q12 Would you pay 11 to 14 cents extra for a Papa John's pizza to ensure that the company's employees have health care, or not?</p> <p><i>Would pay more</i>..... 59%</p> <p><i>Would not</i>..... 22%</p> <p><i>Not sure</i> 18%</p> |
|---|---|





Q13 Who did you vote for President in 2008?

<i>John McCain</i>	43%
<i>Barack Obama</i>	51%
<i>Someone else/Don't remember</i>	6%

Q14 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	10%
<i>Somewhat liberal</i>	20%
<i>Moderate</i>	29%
<i>Somewhat conservative</i>	24%
<i>Very conservative</i>	16%

Q15 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	52%
<i>Man</i>	48%

Q16 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>	32%
<i>Republican</i>	34%
<i>Independent/Other</i>	34%

Q17 If you are white, press 1. If other, press 2.

<i>White</i>	92%
<i>Other</i>	8%

Q18 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>	22%
<i>46 to 65</i>	46%
<i>Older than 65</i>	20%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Baldwin Favorability				
Favorable	40%	7%	70%	24%
Unfavorable	45%	80%	16%	46%
Not sure	14%	12%	14%	30%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Thompson Favorability				
Favorable	46%	78%	19%	43%
Unfavorable	43%	13%	71%	31%
Not sure	11%	10%	10%	26%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Baldwin/Thompson				
Tammy Baldwin	44%	6%	78%	26%
Tommy Thompson	49%	88%	14%	53%
Undecided	7%	5%	8%	21%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Walker Approval				
Approve	51%	89%	18%	64%
Disapprove	46%	10%	79%	32%
Not sure	3%	1%	3%	4%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Johnson Approval				
Approve	38%	65%	14%	45%
Disapprove	37%	11%	62%	21%
Not sure	25%	24%	25%	33%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Kohl Approval				
Approve	48%	19%	73%	39%
Disapprove	36%	63%	14%	33%
Not sure	16%	18%	13%	28%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Walker or Dem Opponent?				
Scott Walker	51%	90%	15%	62%
Democratic opponent	46%	7%	81%	26%
Not sure	4%	2%	4%	12%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Rather Dems or GOP Controlled Sen.?				
Democrats	44%	7%	78%	21%
Republicans	45%	85%	11%	47%
Not sure	11%	8%	10%	33%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Generic Leg. Ballot				
Democratic	44%	8%	78%	17%
Republican	45%	87%	10%	50%
Not sure	10%	6%	12%	33%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Priebus Favorability				
Favorable	19%	36%	5%	15%
Unfavorable	21%	6%	35%	14%
Not sure	60%	58%	60%	71%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Would You Support a Gay Candidate?				
Open to voting for a gay candidate	64%	45%	83%	41%
Are not	23%	39%	9%	26%
Not sure	13%	15%	8%	32%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Would Pay 11-14c More for Pizza to Give Employees Health Care?				
Would pay more	59%	37%	80%	38%
Would not	22%	37%	9%	27%
Not sure	18%	26%	10%	35%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin Favorability						
Favorable	40%	81%	70%	52%	13%	2%
Unfavorable	45%	12%	12%	29%	75%	90%
Not sure	14%	8%	18%	19%	12%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Thompson Favorability						
Favorable	46%	15%	19%	33%	71%	83%
Unfavorable	43%	79%	73%	50%	20%	8%
Not sure	11%	6%	8%	17%	9%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin/Thompson						
Tammy Baldwin	44%	85%	83%	54%	11%	3%
Tommy Thompson	49%	8%	13%	33%	83%	94%
Undecided	7%	7%	4%	13%	7%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Walker Approval						
Approve	51%	13%	18%	37%	83%	94%
Disapprove	46%	85%	80%	59%	15%	4%
Not sure	3%	2%	2%	4%	2%	2%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Johnson Approval						
Approve	38%	11%	10%	23%	62%	77%
Disapprove	37%	66%	68%	45%	13%	5%
Not sure	25%	23%	22%	32%	25%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Kohl Approval						
Approve	48%	81%	79%	58%	24%	7%
Disapprove	36%	13%	12%	19%	60%	77%
Not sure	16%	6%	9%	23%	16%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Walker or Dem Opponent?						
Scott Walker	51%	11%	14%	36%	84%	95%
Democratic opponent	46%	88%	83%	58%	13%	2%
Not sure	4%	1%	3%	6%	3%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rather Dems or GOP Controlled Sen.?						
Democrats	44%	92%	81%	54%	10%	3%
Republicans	45%	4%	12%	25%	81%	93%
Not sure	11%	4%	7%	21%	9%	5%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Generic Leg. Ballot						
Democratic	44%	96%	84%	51%	11%	2%
Republican	45%	2%	9%	29%	80%	96%
Not sure	10%	2%	8%	20%	9%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Priebus Favorability						
Favorable	19%	8%	3%	10%	32%	44%
Unfavorable	21%	42%	38%	24%	8%	3%
Not sure	60%	50%	60%	66%	60%	53%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Would You Support a Gay Candidate?						
Open to voting for a gay candidate	64%	87%	82%	74%	54%	25%
Are not	23%	9%	9%	14%	29%	57%
Not sure	13%	4%	9%	13%	17%	17%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Would Pay 11-14c More for Pizza to Give Employees Health Care?						
Would pay more	59%	91%	82%	64%	40%	31%
Would not	22%	5%	7%	15%	40%	40%
Not sure	18%	4%	11%	21%	20%	30%





Crosstabs

	Base	Gender	
		Woman	Man
Baldwin Favorability			
Favorable	40%	43%	38%
Unfavorable	45%	40%	51%
Not sure	14%	17%	11%

	Base	Gender	
		Woman	Man
Thompson Favorability			
Favorable	46%	41%	51%
Unfavorable	43%	46%	40%
Not sure	11%	13%	9%

	Base	Gender	
		Woman	Man
Baldwin/Thompson			
Tammy Baldwin	44%	48%	40%
Tommy Thompson	49%	44%	54%
Undecided	7%	8%	6%

	Base	Gender	
		Woman	Man
Walker Approval			
Approve	51%	47%	56%
Disapprove	46%	49%	42%
Not sure	3%	4%	1%





Crosstabs

	Base	Gender	
		Woman	Man
Johnson Approval			
Approve	38%	32%	44%
Disapprove	37%	35%	39%
Not sure	25%	32%	17%

	Base	Gender	
		Woman	Man
Kohl Approval			
Approve	48%	50%	46%
Disapprove	36%	29%	44%
Not sure	16%	21%	11%

	Base	Gender	
		Woman	Man
Walker or Dem Opponent?			
Scott Walker	51%	46%	56%
Democratic opponent	46%	49%	42%
Not sure	4%	5%	2%

	Base	Gender	
		Woman	Man
Rather Dems or GOP Controlled Sen.?			
Democrats	44%	49%	39%
Republicans	45%	41%	49%
Not sure	11%	9%	12%





Crosstabs

	Base	Gender	
		Woman	Man
Generic Leg. Ballot			
Democratic	44%	49%	40%
Republican	45%	41%	49%
Not sure	10%	10%	11%

	Base	Gender	
		Woman	Man
Priebus Favorability			
Favorable	19%	16%	22%
Unfavorable	21%	20%	23%
Not sure	60%	64%	55%

	Base	Gender	
		Woman	Man
Would You Support a Gay Candidate?			
Open to voting for a gay candidate	64%	70%	58%
Are not	23%	18%	28%
Not sure	13%	12%	13%

	Base	Gender	
		Woman	Man
Would Pay 11-14c More for Pizza to Give Employees Health Care?			
Would pay more	59%	63%	55%
Would not	22%	17%	28%
Not sure	18%	20%	17%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin Favorability				
Favorable	40%	79%	6%	38%
Unfavorable	45%	9%	84%	42%
Not sure	14%	12%	11%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Thompson Favorability				
Favorable	46%	13%	80%	43%
Unfavorable	43%	79%	12%	41%
Not sure	11%	8%	8%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin/Thompson				
Tammy Baldwin	44%	88%	4%	42%
Tommy Thompson	49%	7%	93%	45%
Undecided	7%	6%	3%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Walker Approval				
Approve	51%	11%	93%	50%
Disapprove	46%	85%	6%	48%
Not sure	3%	4%	1%	2%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Johnson Approval				
Approve	38%	11%	64%	37%
Disapprove	37%	63%	13%	37%
Not sure	25%	26%	23%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
Kohl Approval				
Approve	48%	78%	15%	51%
Disapprove	36%	10%	67%	31%
Not sure	16%	11%	18%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Walker or Dem Opponent?				
Scott Walker	51%	9%	93%	48%
Democratic opponent	46%	89%	5%	45%
Not sure	4%	3%	2%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Rather Dems or GOP Controlled Sen.?				
Democrats	44%	90%	5%	38%
Republicans	45%	4%	91%	41%
Not sure	11%	7%	4%	21%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Leg. Ballot				
Democratic	44%	94%	3%	37%
Republican	45%	3%	94%	40%
Not sure	10%	4%	3%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
Priebus Favorability				
Favorable	19%	5%	35%	18%
Unfavorable	21%	39%	6%	19%
Not sure	60%	56%	59%	63%

	Base	Party		
		Democrat	Republican	Independent/Other
Would You Support a Gay Candidate?				
Open to voting for a gay candidate	64%	82%	39%	71%
Are not	23%	10%	44%	16%
Not sure	13%	8%	17%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Would Pay 11-14c More for Pizza to Give Employees Health Care?				
Would pay more	59%	84%	37%	56%
Would not	22%	7%	39%	22%
Not sure	18%	9%	24%	22%





Crosstabs

	Base	Race	
		White	Other
Baldwin Favorability			
Favorable	40%	40%	42%
Unfavorable	45%	46%	42%
Not sure	14%	14%	16%

	Base	Race	
		White	Other
Thompson Favorability			
Favorable	46%	47%	35%
Unfavorable	43%	43%	47%
Not sure	11%	10%	18%

	Base	Race	
		White	Other
Baldwin/Thompson			
Tammy Baldwin	44%	43%	48%
Tommy Thompson	49%	49%	41%
Undecided	7%	7%	11%

	Base	Race	
		White	Other
Walker Approval			
Approve	51%	52%	43%
Disapprove	46%	46%	52%
Not sure	3%	2%	5%





Crosstabs

	Base	Race	
		White	Other
Johnson Approval			
Approve	38%	38%	36%
Disapprove	37%	38%	32%
Not sure	25%	24%	32%

	Base	Race	
		White	Other
Kohl Approval			
Approve	48%	48%	44%
Disapprove	36%	36%	40%
Not sure	16%	16%	16%

	Base	Race	
		White	Other
Walker or Dem Opponent?			
Scott Walker	51%	52%	42%
Democratic opponent	46%	45%	57%
Not sure	4%	4%	1%

	Base	Race	
		White	Other
Rather Dems or GOP Controlled Sen.?			
Democrats	44%	44%	52%
Republicans	45%	46%	35%
Not sure	11%	10%	13%





Crosstabs

	Base	Race	
		White	Other
Generic Leg. Ballot			
Democratic	44%	43%	56%
Republican	45%	46%	35%
Not sure	10%	10%	9%

	Base	Race	
		White	Other
Priebus Favorability			
Favorable	19%	19%	19%
Unfavorable	21%	21%	24%
Not sure	60%	60%	56%

	Base	Race	
		White	Other
Would You Support a Gay Candidate?			
Open to voting for a gay candidate	64%	65%	59%
Are not	23%	23%	27%
Not sure	13%	13%	14%

	Base	Race	
		White	Other
Would Pay 11-14c More for Pizza to Give Employees Health Care?			
Would pay more	59%	60%	53%
Would not	22%	21%	34%
Not sure	18%	19%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baldwin Favorability					
Favorable	40%	38%	40%	43%	36%
Unfavorable	45%	33%	50%	44%	51%
Not sure	14%	29%	10%	13%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Thompson Favorability					
Favorable	46%	33%	44%	48%	50%
Unfavorable	43%	47%	46%	42%	41%
Not sure	11%	21%	10%	10%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baldwin/Thompson					
Tammy Baldwin	44%	47%	44%	45%	40%
Tommy Thompson	49%	35%	51%	49%	54%
Undecided	7%	19%	5%	6%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Walker Approval					
Approve	51%	42%	52%	52%	55%
Disapprove	46%	56%	45%	46%	42%
Not sure	3%	2%	3%	2%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Johnson Approval					
Approve	38%	33%	33%	40%	41%
Disapprove	37%	37%	43%	36%	34%
Not sure	25%	30%	25%	24%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Kohl Approval					
Approve	48%	44%	45%	50%	47%
Disapprove	36%	30%	39%	35%	40%
Not sure	16%	26%	16%	14%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Walker or Dem Opponent?					
Scott Walker	51%	42%	52%	51%	55%
Democratic opponent	46%	53%	45%	46%	41%
Not sure	4%	5%	3%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rather Dems or GOP Controlled Sen.?					
Democrats	44%	62%	42%	43%	39%
Republicans	45%	28%	46%	46%	50%
Not sure	11%	10%	12%	11%	10%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Leg. Ballot					
Democratic	44%	62%	43%	43%	40%
Republican	45%	31%	46%	46%	52%
Not sure	10%	8%	11%	12%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Priebus Favorability					
Favorable	19%	16%	14%	21%	23%
Unfavorable	21%	24%	22%	20%	22%
Not sure	60%	61%	63%	60%	55%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Would You Support a Gay Candidate?					
Open to voting for a gay candidate	64%	68%	73%	66%	50%
Are not	23%	18%	20%	23%	29%
Not sure	13%	13%	8%	11%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Would Pay 11-14c More for Pizza to Give Employees Health Care?					
Would pay more	59%	68%	62%	58%	53%
Would not	22%	24%	24%	21%	22%
Not sure	18%	8%	14%	20%	25%

