

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 leads Baldwin by only two in WI-Sen.

Raleigh, N.C. – The Democratic field has largely been cleared for Rep. Tammy Baldwin in Wisconsin, but Tuesday’s release from PPP showed that presumptive Republican Senate nominee, former Gov. Tommy Thompson, has a fight on his hands on the GOP side. Regardless of which candidate Baldwin faces next year, though, the Democrats will have to battle to keep Herb Kohl’s seat blue.

Baldwin lags Thompson by two points, 46-44, a six-point improvement from when PPP last polled the state in August. Then, Thompson led 50-42. Baldwin has also upped her standing by five points against Mark Neumann, from a 44-40 Neumann lead to a 44-43 Baldwin one. Jeff Fitzgerald, tested for the first time, trails Baldwin by four points, 44-40. Minor contender Frank Lasee is down seven, 44-37.

Nearly all of Baldwin’s improvement against Neumann and Thompson is with her own party. As Democrats become familiar with their eventual standard bearer, they are consolidating around her, and since they are a slight plurality of voters, that makes a big difference. Thompson leads with independents by 13 points, Neumann by six, and Fitzgerald by one, the former two similar to their leads in August.

Representing only about an eighth of the state, it is not surprising fewer than three out of five voters have an opinion on Baldwin at this point. Fitzgerald and Neumann are even slightly less well known. Only Thompson has the statewide name recognition both nominees will have at this point next year. But voters are evenly split on him, 42% with a favorable opinion and 42% with an unfavorable one.

“The Wisconsin Senate race is shaping up as yet another toss up,” said Dean Debnam, President of Public Policy Polling. “It looks like there are going to be a lot of very close Senate races across the country next year. Tammy Baldwin’s numbers have improved as it’s become more clear that she’s likely to be the Democratic nominee.”

PPP surveyed 1,170 Wisconsin voters from October 20th to 23rd. The margin of error for the survey is +/-2.9%. 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..... 28%
Unfavorable 30%
Not sure 42%

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

Favorable..... 20%
Unfavorable 33%
Not sure 47%

Q3 Do you have a favorable or unfavorable opinion of Frank Lasee?

Favorable..... 6%
Unfavorable 19%
Not sure 75%

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

Favorable..... 23%
Unfavorable 30%
Not sure 47%

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

Favorable..... 42%
Unfavorable 42%
Not sure 16%

Q6 If the candidates for US Senate in 2012 were Democrat Tammy Baldwin and Republican Jeff Fitzgerald, who would you vote for?

Tammy Baldwin..... 44%
Jeff Fitzgerald 40%
Undecided..... 16%

Q7 If the candidates for US Senate in 2012 were Democrat Tammy Baldwin and Republican Frank Lasee, who would you vote for?

Tammy Baldwin..... 44%
Frank Lasee..... 37%
Undecided..... 19%

Q8 If the candidates for US Senate in 2012 were Democrat Tammy Baldwin and Republican Mark Neumann, who would you vote for?

Tammy Baldwin..... 44%
Mark Neumann 43%
Undecided..... 13%

Q9 If the candidates for US Senate in 2012 were Democrat Tammy Baldwin and Republican Tommy Thompson, who would you vote for?

Tammy Baldwin..... 44%
Tommy Thompson 46%
Undecided..... 10%

Q10 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 10%
Somewhat liberal 19%
Moderate..... 30%
Somewhat conservative..... 25%
Very conservative 17%

Q11 If you are a woman, press 1. If a man, press 2.

Woman 52%
Man..... 48%





Q12 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 37%
Republican..... 31%
Independent/Other..... 32%

Q13 If you are white, press 1. If other, press 2.

White 89%
Other..... 11%

Q14 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 12%
30 to 45..... 26%
46 to 65..... 39%
Older than 65..... 23%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin Favorability						
Favorable	28%	64%	55%	29%	9%	3%
Unfavorable	30%	8%	11%	25%	40%	59%
Not sure	42%	28%	34%	45%	52%	38%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Fitzgerald Favorability						
Favorable	20%	6%	4%	13%	30%	45%
Unfavorable	33%	59%	55%	42%	14%	5%
Not sure	47%	35%	41%	45%	56%	50%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Lasee Favorability						
Favorable	6%	4%	2%	4%	7%	13%
Unfavorable	19%	26%	27%	21%	15%	11%
Not sure	75%	70%	71%	74%	79%	76%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Neumann Favorability						
Favorable	23%	11%	6%	12%	36%	50%
Unfavorable	30%	46%	53%	33%	17%	10%
Not sure	47%	43%	41%	55%	47%	40%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Thompson Favorability						
Favorable	42%	14%	21%	38%	61%	58%
Unfavorable	42%	73%	66%	41%	22%	28%
Not sure	16%	13%	13%	20%	17%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin/Fitzgerald						
Tammy Baldwin	44%	88%	81%	56%	15%	2%
Jeff Fitzgerald	40%	4%	10%	23%	65%	86%
Undecided	16%	8%	9%	21%	20%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin/Lasee						
Tammy Baldwin	44%	89%	83%	56%	13%	1%
Frank Lasee	37%	4%	7%	22%	61%	81%
Undecided	19%	8%	10%	22%	26%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin/Neumann						
Tammy Baldwin	44%	90%	83%	55%	12%	2%
Mark Neumann	43%	5%	8%	25%	74%	92%
Undecided	13%	5%	9%	20%	14%	6%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin/Thompson						
Tammy Baldwin	44%	89%	85%	55%	10%	1%
Tommy Thompson	46%	6%	10%	32%	76%	91%
Undecided	10%	5%	5%	13%	14%	8%

	Base	Gender	
		Woman	Man
Baldwin Favorability			
Favorable	28%	31%	25%
Unfavorable	30%	24%	37%
Not sure	42%	45%	38%

	Base	Gender	
		Woman	Man
Fitzgerald Favorability			
Favorable	20%	16%	24%
Unfavorable	33%	31%	36%
Not sure	47%	53%	40%

	Base	Gender	
		Woman	Man
Lasee Favorability			
Favorable	6%	5%	7%
Unfavorable	19%	16%	23%
Not sure	75%	79%	70%





Crosstabs

	Base	Gender	
		Woman	Man
Neumann Favorability			
Favorable	23%	19%	27%
Unfavorable	30%	28%	32%
Not sure	47%	52%	40%

	Base	Gender	
		Woman	Man
Thompson Favorability			
Favorable	42%	37%	47%
Unfavorable	42%	45%	39%
Not sure	16%	18%	14%

	Base	Gender	
		Woman	Man
Baldwin/Fitzgerald			
Tammy Baldwin	44%	49%	39%
Jeff Fitzgerald	40%	34%	46%
Undecided	16%	16%	15%

	Base	Gender	
		Woman	Man
Baldwin/Lasee			
Tammy Baldwin	44%	49%	39%
Frank Lasee	37%	32%	43%
Undecided	19%	19%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Baldwin/Neumann			
Tammy Baldwin	44%	49%	38%
Mark Neumann	43%	39%	48%
Undecided	13%	12%	13%

	Base	Gender	
		Woman	Man
Baldwin/Thompson			
Tammy Baldwin	44%	51%	36%
Tommy Thompson	46%	40%	53%
Undecided	10%	9%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin Favorability				
Favorable	28%	51%	4%	25%
Unfavorable	30%	11%	51%	32%
Not sure	42%	38%	45%	43%

	Base	Party		
		Democrat	Republican	Independent/Other
Fitzgerald Favorability				
Favorable	20%	4%	36%	22%
Unfavorable	33%	55%	9%	32%
Not sure	47%	41%	55%	46%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Lasee Favorability				
Favorable	6%	3%	9%	6%
Unfavorable	19%	24%	13%	20%
Not sure	75%	73%	78%	73%

	Base	Party		
		Democrat	Republican	Independent/Other
Neumann Favorability				
Favorable	23%	7%	45%	21%
Unfavorable	30%	46%	13%	29%
Not sure	47%	47%	42%	50%

	Base	Party		
		Democrat	Republican	Independent/Other
Thompson Favorability				
Favorable	42%	21%	62%	45%
Unfavorable	42%	63%	24%	36%
Not sure	16%	16%	14%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin/Fitzgerald				
Tammy Baldwin	44%	84%	5%	38%
Jeff Fitzgerald	40%	4%	82%	39%
Undecided	16%	12%	13%	22%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin/Lasee				
Tammy Baldwin	44%	86%	2%	37%
Frank Lasee	37%	4%	79%	34%
Undecided	19%	10%	18%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin/Neumann				
Tammy Baldwin	44%	86%	2%	36%
Mark Neumann	43%	5%	89%	42%
Undecided	13%	9%	9%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin/Thompson				
Tammy Baldwin	44%	86%	4%	34%
Tommy Thompson	46%	8%	90%	47%
Undecided	10%	6%	7%	19%

	Base	Race	
		White	Other
Baldwin Favorability			
Favorable	28%	28%	26%
Unfavorable	30%	31%	22%
Not sure	42%	41%	52%





Crosstabs

	Base	Race	
		White	Other
Fitzgerald Favorability			
Favorable	20%	20%	18%
Unfavorable	33%	33%	34%
Not sure	47%	47%	49%

	Base	Race	
		White	Other
Lasee Favorability			
Favorable	6%	6%	2%
Unfavorable	19%	19%	24%
Not sure	75%	75%	74%

	Base	Race	
		White	Other
Neumann Favorability			
Favorable	23%	24%	19%
Unfavorable	30%	30%	33%
Not sure	47%	46%	48%

	Base	Race	
		White	Other
Thompson Favorability			
Favorable	42%	44%	26%
Unfavorable	42%	40%	57%
Not sure	16%	16%	17%





Crosstabs

	Base	Race	
		White	Other
Baldwin/Fitzgerald			
Tammy Baldwin	44%	43%	59%
Jeff Fitzgerald	40%	42%	22%
Undecided	16%	15%	19%

	Base	Race	
		White	Other
Baldwin/Lasee			
Tammy Baldwin	44%	42%	60%
Frank Lasee	37%	40%	18%
Undecided	19%	18%	22%

	Base	Race	
		White	Other
Baldwin/Neumann			
Tammy Baldwin	44%	42%	57%
Mark Neumann	43%	46%	25%
Undecided	13%	12%	18%

	Base	Race	
		White	Other
Baldwin/Thompson			
Tammy Baldwin	44%	42%	59%
Tommy Thompson	46%	49%	25%
Undecided	10%	9%	16%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baldwin Favorability					
Favorable	28%	23%	25%	30%	30%
Unfavorable	30%	23%	27%	34%	32%
Not sure	42%	54%	48%	36%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fitzgerald Favorability					
Favorable	20%	18%	21%	19%	21%
Unfavorable	33%	28%	30%	35%	35%
Not sure	47%	54%	49%	45%	44%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lasee Favorability					
Favorable	6%	5%	5%	7%	5%
Unfavorable	19%	16%	13%	24%	20%
Not sure	75%	79%	82%	68%	75%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Neumann Favorability					
Favorable	23%	14%	26%	25%	23%
Unfavorable	30%	26%	25%	34%	31%
Not sure	47%	60%	49%	41%	46%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Thompson Favorability					
Favorable	42%	28%	53%	44%	34%
Unfavorable	42%	42%	34%	43%	50%
Not sure	16%	30%	14%	14%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baldwin/Fitzgerald					
Tammy Baldwin	44%	49%	40%	45%	46%
Jeff Fitzgerald	40%	30%	46%	40%	38%
Undecided	16%	21%	14%	15%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baldwin/Lasee					
Tammy Baldwin	44%	51%	39%	45%	46%
Frank Lasee	37%	21%	44%	40%	33%
Undecided	19%	28%	17%	15%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baldwin/Neumann					
Tammy Baldwin	44%	51%	39%	45%	45%
Mark Neumann	43%	33%	47%	45%	42%
Undecided	13%	16%	14%	10%	14%



Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baldwin/Thompson					
Tammy Baldwin	44%	49%	37%	45%	45%
Tommy Thompson	46%	37%	53%	47%	43%
Undecided	10%	14%	10%	8%	12%