



FOR IMMEDIATE RELEASE

March 24, 2010

INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Republicans hold small lead for Governor

Raleigh, N.C. – The Republican candidates for Governor of Wisconsin both currently hold a small lead over likely Democratic nominee Tom Barrett. Mark Neumann has a 43-38 advantage and Scott Walker's is 42-39.

None of the Gubernatorial candidates are all that well known. Walker is the most prominent, but 43% of voters still have no opinion about him. Among those who do 31% have a favorable view and 27% see him negatively. Barrett and Neumann are each unknown to 49% of the state. Barrett is seen favorably by a 29/22 spread and Neumann is seen negatively 24/27.

In both match ups the Republicans are leading Barrett thanks to a double digit lead with independents. Neumann is up 43-26 and Walker's lead is 41-29.

Although Barrett trails in the race at this point there's little doubt he'll be a much more formidable candidate than Jim Doyle would have been had he chosen to seek reelection. Doyle's approval stands at just 29% with 58% of voters in the state disapproving of him. He still has a respectable 59/27 spread with Democrats, but his 5% approval rating with Republicans is even worse than Barack Obama's and at 22/64 he's not doing a whole lot better with independents.

“The Wisconsin Governor's race is a tossup at this point,” said Dean Debnam, President of Public Policy Polling. “The Republicans have small early leads largely because the national political climate is in their favor, but with none of the candidates particularly well known things could change quite a bit in either direction between now and the fall.”

Yesterday PPP showed Russ Feingold with a small lead over Tommy Thompson. Tomorrow's release will look at how voters in the state view the 2012 GOP field.

PPP surveyed 700 Wisconsin voters on March 20th and 21st. The margin of error for the survey is +/-3.7%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

###





Wisconsin Survey Results

Q1 Do you approve or disapprove of Governor Jim Doyle's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve..... 29% *Not Sure*..... 13%
Disapprove..... 58%

Q2 Do you have a favorable or unfavorable opinion of Tom Barrett? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable.....29% *Not Sure*.....49%
Unfavorable22%

Q3 Do you have a favorable or unfavorable opinion of Mark Neumann? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable.....24%
Unfavorable27%
Not Sure..... 49%

Q4 Do you have a favorable or unfavorable opinion of Scott Walker? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable 31% *Not Sure*..... 43%
Unfavorable..... 27%

Q5 If the candidates for Governor this fall were Democrat Tom Barrett and Republican Mark Neumann, who would you vote for? If Tom Barrett, press 1. If Mark Neumann, press 2. If you're undecided, press 3.

Barrett..... 38%
Neumann 43%
Undecided..... 19%

Q6 If the candidates for Governor this fall were Democrat Tom Barrett and Republican Scott Walker, who would you vote for? If Tom Barrett, press 1. If Scott Walker, press 2. If you're undecided, press 3.

Barrett..... 39%
Walker 42%
Undecided..... 19%

Q7 Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

McCain..... 45%
Obama 50%
Someone Else/Don't Remember..... 5%

Q8 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 16%
Moderate..... 44%
Conservative..... 40%

Q9 If you are a woman, press 1, if a man, press 2.

Woman 55%
Man..... 45%

Q10 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 34%
Republican..... 31%
Independent/Other..... 35%

Q11 If you are white, press one now. If black, press 2. If other, press 3.

White 92%
Black..... 4%
Other..... 4%





Q12 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29.....	8%
30 to 45.....	22%
46 to 65.....	48%
Older than 65.....	22%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Doyle Approval				
Approve	29%	3%	52%	30%
Disapprove	58%	87%	31%	67%
Not Sure	13%	10%	17%	2%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Barrett Favorability				
Favorable	29%	11%	45%	26%
Unfavorable	22%	36%	10%	26%
Not Sure	49%	53%	45%	48%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Neumann Favorability				
Favorable	24%	35%	15%	21%
Unfavorable	27%	13%	38%	33%
Not Sure	49%	52%	46%	46%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Walker Favorability				
Favorable	31%	50%	14%	24%
Unfavorable	27%	11%	40%	27%
Not Sure	43%	39%	45%	49%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Barrett/Neumann				
Barrett	38%	6%	68%	22%
Neumann	43%	80%	10%	41%
Undecided	19%	15%	22%	37%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Barrett/Walker				
Barrett	39%	5%	70%	25%
Walker	42%	81%	9%	26%
Undecided	19%	14%	21%	49%

	Base	Ideology		
		Liberal	Moderate	Conservative
Doyle Approval				
Approve	29%	63%	37%	7%
Disapprove	58%	26%	48%	82%
Not Sure	13%	11%	15%	12%

	Base	Ideology		
		Liberal	Moderate	Conservative
Barrett Favorability				
Favorable	29%	51%	36%	12%
Unfavorable	22%	11%	14%	36%
Not Sure	49%	38%	50%	52%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Neumann Favorability				
Favorable	24%	14%	19%	34%
Unfavorable	27%	50%	30%	14%
Not Sure	49%	36%	51%	52%

	Base	Ideology		
		Liberal	Moderate	Conservative
Walker Favorability				
Favorable	31%	12%	21%	48%
Unfavorable	27%	46%	33%	12%
Not Sure	43%	42%	46%	40%

	Base	Ideology		
		Liberal	Moderate	Conservative
Barrett/Neumann				
Barrett	38%	78%	49%	9%
Neumann	43%	9%	29%	72%
Undecided	19%	13%	22%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
Barrett/Walker				
Barrett	39%	79%	51%	10%
Walker	42%	7%	26%	74%
Undecided	19%	14%	24%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Doyle Approval			
Approve	29%	31%	27%
Disapprove	58%	53%	64%
Not Sure	13%	16%	10%

	Base	Gender	
		Woman	Man
Barrett Favorability			
Favorable	29%	31%	26%
Unfavorable	22%	19%	27%
Not Sure	49%	50%	47%

	Base	Gender	
		Woman	Man
Neumann Favorability			
Favorable	24%	21%	28%
Unfavorable	27%	25%	29%
Not Sure	49%	54%	43%

	Base	Gender	
		Woman	Man
Walker Favorability			
Favorable	31%	28%	34%
Unfavorable	27%	24%	30%
Not Sure	43%	48%	36%





Crosstabs

	Base	Gender	
		Woman	Man
Barrett/Neumann			
Barrett	38%	40%	34%
Neumann	43%	39%	48%
Undecided	19%	21%	18%

	Base	Gender	
		Woman	Man
Barrett/Walker			
Barrett	39%	41%	36%
Walker	42%	37%	49%
Undecided	19%	22%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Doyle Approval				
Approve	29%	59%	5%	22%
Disapprove	58%	27%	85%	64%
Not Sure	13%	14%	10%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
Barrett Favorability				
Favorable	29%	44%	13%	28%
Unfavorable	22%	13%	38%	17%
Not Sure	49%	42%	49%	54%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Neumann Favorability				
Favorable	24%	13%	31%	30%
Unfavorable	27%	40%	15%	24%
Not Sure	49%	47%	54%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
Walker Favorability				
Favorable	31%	14%	49%	31%
Unfavorable	27%	39%	11%	28%
Not Sure	43%	47%	40%	42%

	Base	Party		
		Democrat	Republican	Independent/Other
Barrett/Neumann				
Barrett	38%	78%	7%	26%
Neumann	43%	8%	82%	43%
Undecided	19%	15%	12%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Barrett/Walker				
Barrett	39%	80%	5%	29%
Walker	42%	7%	82%	41%
Undecided	19%	13%	13%	30%





Crosstabs

	Base	Race		
		White	Black	Other
Doyle Approval				
Approve	29%	28%	43%	40%
Disapprove	58%	60%	34%	44%
Not Sure	13%	12%	23%	17%

	Base	Race		
		White	Black	Other
Barrett Favorability				
Favorable	29%	29%	43%	11%
Unfavorable	22%	22%	16%	30%
Not Sure	49%	49%	40%	59%

	Base	Race		
		White	Black	Other
Neumann Favorability				
Favorable	24%	25%	24%	18%
Unfavorable	27%	26%	32%	30%
Not Sure	49%	49%	44%	52%

	Base	Race		
		White	Black	Other
Walker Favorability				
Favorable	31%	31%	12%	27%
Unfavorable	27%	25%	58%	28%
Not Sure	43%	43%	30%	45%





Crosstabs

	Base	Race		
		White	Black	Other
Barrett/Neumann				
Barrett	38%	38%	51%	13%
Neumann	43%	43%	29%	49%
Undecided	19%	19%	21%	38%

	Base	Race		
		White	Black	Other
Barrett/Walker				
Barrett	39%	38%	72%	31%
Walker	42%	44%	6%	46%
Undecided	19%	19%	22%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Doyle Approval					
Approve	29%	29%	24%	30%	32%
Disapprove	58%	42%	67%	60%	50%
Not Sure	13%	29%	9%	10%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Barrett Favorability					
Favorable	29%	23%	26%	31%	30%
Unfavorable	22%	19%	21%	22%	25%
Not Sure	49%	58%	53%	47%	45%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Neumann Favorability					
Favorable	24%	19%	15%	26%	33%
Unfavorable	27%	16%	22%	31%	24%
Not Sure	49%	65%	63%	43%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Walker Favorability					
Favorable	31%	35%	32%	29%	30%
Unfavorable	27%	10%	24%	30%	27%
Not Sure	43%	55%	43%	40%	44%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Barrett/Neumann					
Barrett	38%	40%	35%	39%	37%
Neumann	43%	37%	49%	44%	37%
Undecided	19%	23%	15%	18%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Barrett/Walker					
Barrett	39%	39%	36%	40%	39%
Walker	42%	35%	52%	42%	36%
Undecided	19%	26%	12%	18%	25%

