

**FOR IMMEDIATE RELEASE**

**June 29, 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**

## **Many Voters Undecided in Wisconsin Governor Race**

The Mayor of Milwaukee, Tom Barrett is barely behind both of his potential Republican opponents. In a horse race against Scott Walker, Barrett carries 38% of the vote and Walker 45, 17% remain undecided. Matched with Mark Neumann the Mayor closes the gap 36% to 41% and 23% of voters are undecided.

Walker is far more popular amongst Republicans than Neumann. 63% of Republicans favor Walker, 28% are unsure of their opinion. That is in drastic contrast to the 29% of Republicans who approve of Neumann, 27% who disapprove and 44% who have yet to form an opinion.

With two and a half months until the primary, Neumann could prove to be Walker's worst enemy as the two Republicans fight to gain the support of the undecided Republican voter.

34% of Wisconsin voters identify as Independents and will undoubtedly impact this election. Currently Independents support both Republicans but many remain undecided, 31% in the Barrett/Neumann race and 27% in the Barrett/Walker match-up. The primary battle may help Barrett gain the support of Independents as negative campaigning during the primary, but close to the general election, turns voters away from the leading Republican.

Barrett should spend the next two and half months getting to know Democrats. Though he has the support of 46% of the party, 42% have yet to form an allegiance. Although Democrats don't vote against Barrett in either horserace, a large percentage remains undecided; 20% in the Neumann race and 14% in the Walker race. Barrett should ensure the support of his base before the entering into the general election.

"Barrett can win this election, but not without the support of the Democrats." said Dean Debnam, President of Public Policy Polling. "These next few months will be critical for Barrett, he needs to reach out Democrats and connect with Independents"

*PPP surveyed 638 Wisconsin voters from June 26-27. The survey's margin of error is 3.9 +/- 3.9%. 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?

Approve..... 28% Not Sure..... 12%

Disapprove..... 59%

**Q2** Do you have a favorable or unfavorable opinion of Tom Barrett?

Favorable.....28% Not Sure.....42%

Unfavorable .....30%

**Q3** Do you have a favorable or unfavorable opinion of Mark Neumann?

Favorable..... 18%

Unfavorable ..... 35%

Not Sure..... 47%

**Q4** Do you have a favorable or unfavorable opinion of Scott Walker?

Favorable ..... 36% Not Sure..... 36%

Unfavorable..... 28%

**Q5** If the candidates for Governor this fall were Democrat Tom Barrett and Republican Mark Neumann, who would you vote for?

Tom Barrett..... 36%

Mark Neumann ..... 41%

Undecided..... 23%

**Q6** If the candidates for Governor this fall were Democrat Tom Barrett and Republican Scott Walker, who would you vote for?

Tom Barrett..... 38%

Scott Walker ..... 45%

Undecided..... 17%

**Q7** Who did you vote for President last year?

John McCain..... 47%

Barack Obama..... 48%

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..... 19%

Moderate..... 41%

Conservative..... 40%

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

Woman ..... 54%

Man..... 46%

**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 ..... 33%

Republican..... 32%

Independent/Other..... 34%

**Q11** If you are white, press 1. If African American, press 2. If other, press 3.

White ..... 89%

African American ..... 6%

Other..... 5%

**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..... 6%

30 to 45..... 25%

46 to 65..... 44%

Older than 65..... 25%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Doyle Approval</b>				
<b>Approve</b>	28%	5%	51%	27%
<b>Disapprove</b>	59%	87%	32%	61%
<b>Not Sure</b>	12%	8%	17%	12%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Barrett Favorability</b>				
<b>Favorable</b>	28%	9%	47%	31%
<b>Unfavorable</b>	30%	50%	11%	23%
<b>Not Sure</b>	42%	41%	42%	45%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Neumann Favorability</b>				
<b>Favorable</b>	18%	30%	8%	9%
<b>Unfavorable</b>	35%	28%	40%	45%
<b>Not Sure</b>	47%	42%	51%	45%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Walker Favorability</b>				
<b>Favorable</b>	36%	60%	14%	20%
<b>Unfavorable</b>	28%	12%	43%	42%
<b>Not Sure</b>	36%	29%	43%	37%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Barrett/Neumann</b>				
<b>Tom Barrett</b>	36%	7%	65%	33%
<b>Mark Neumann</b>	41%	72%	10%	45%
<b>Undecided</b>	22%	20%	25%	22%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Barrett/Walker</b>				
<b>Tom Barrett</b>	38%	7%	69%	36%
<b>Scott Walker</b>	45%	80%	12%	39%
<b>Undecided</b>	17%	13%	20%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Doyle Approval</b>				
<b>Approve</b>	28%	62%	33%	9%
<b>Disapprove</b>	59%	27%	53%	80%
<b>Not Sure</b>	12%	11%	14%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Barrett Favorability</b>				
<b>Favorable</b>	28%	54%	34%	10%
<b>Unfavorable</b>	30%	14%	21%	47%
<b>Not Sure</b>	42%	31%	45%	44%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Neumann Favorability</b>				
<b>Favorable</b>	<b>18%</b>	8%	17%	25%
<b>Unfavorable</b>	<b>35%</b>	53%	34%	27%
<b>Not Sure</b>	<b>47%</b>	38%	50%	48%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Walker Favorability</b>				
<b>Favorable</b>	<b>36%</b>	11%	28%	55%
<b>Unfavorable</b>	<b>28%</b>	56%	34%	10%
<b>Not Sure</b>	<b>36%</b>	33%	39%	35%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Barrett/Neumann</b>				
<b>Tom Barrett</b>	<b>36%</b>	75%	46%	9%
<b>Mark Neumann</b>	<b>41%</b>	12%	28%	68%
<b>Undecided</b>	<b>23%</b>	13%	26%	23%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Barrett/Walker</b>				
<b>Tom Barrett</b>	<b>38%</b>	77%	49%	8%
<b>Scott Walker</b>	<b>45%</b>	12%	32%	74%
<b>Undecided</b>	<b>17%</b>	11%	19%	18%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Doyle Approval</b>			
<b>Approve</b>	28%	29%	27%
<b>Disapprove</b>	59%	55%	64%
<b>Not Sure</b>	12%	15%	9%

	Base	Gender	
		Woman	Man
<b>Barrett Favorability</b>			
<b>Favorable</b>	28%	26%	30%
<b>Unfavorable</b>	30%	26%	35%
<b>Not Sure</b>	42%	48%	35%

	Base	Gender	
		Woman	Man
<b>Neumann Favorability</b>			
<b>Favorable</b>	18%	17%	20%
<b>Unfavorable</b>	35%	29%	41%
<b>Not Sure</b>	47%	54%	39%

	Base	Gender	
		Woman	Man
<b>Walker Favorability</b>			
<b>Favorable</b>	36%	31%	42%
<b>Unfavorable</b>	28%	26%	31%
<b>Not Sure</b>	36%	43%	28%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Barrett/Neumann</b>			
Tom Barrett	36%	38%	35%
Mark Neumann	41%	36%	47%
Undecided	23%	26%	19%

	Base	Gender	
		Woman	Man
<b>Barrett/Walker</b>			
Tom Barrett	38%	41%	34%
Scott Walker	45%	41%	50%
Undecided	17%	18%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Doyle Approval</b>				
Approve	28%	51%	5%	29%
Disapprove	59%	30%	88%	61%
Not Sure	12%	19%	7%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Barrett Favorability</b>				
Favorable	28%	46%	10%	28%
Unfavorable	30%	12%	52%	26%
Not Sure	42%	42%	38%	46%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Neumann Favorability</b>				
<b>Favorable</b>	18%	9%	29%	18%
<b>Unfavorable</b>	35%	44%	27%	33%
<b>Not Sure</b>	47%	47%	44%	49%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Walker Favorability</b>				
<b>Favorable</b>	36%	13%	63%	32%
<b>Unfavorable</b>	28%	47%	9%	28%
<b>Not Sure</b>	36%	40%	28%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Barrett/Neumann</b>				
<b>Tom Barrett</b>	36%	72%	8%	29%
<b>Mark Neumann</b>	41%	7%	76%	41%
<b>Undecided</b>	23%	20%	16%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Barrett/Walker</b>				
<b>Tom Barrett</b>	38%	78%	5%	30%
<b>Scott Walker</b>	45%	8%	85%	43%
<b>Undecided</b>	17%	14%	9%	27%





**Crosstabs**

	Base	Race		
		White	African American	Other
<b>Doyle Approval</b>				
<b>Approve</b>	28%	28%	35%	36%
<b>Disapprove</b>	59%	60%	46%	55%
<b>Not Sure</b>	12%	12%	19%	9%

	Base	Race		
		White	African American	Other
<b>Barrett Favorability</b>				
<b>Favorable</b>	28%	27%	38%	41%
<b>Unfavorable</b>	30%	31%	15%	27%
<b>Not Sure</b>	42%	42%	46%	32%

	Base	Race		
		White	African American	Other
<b>Neumann Favorability</b>				
<b>Favorable</b>	18%	19%	15%	14%
<b>Unfavorable</b>	35%	35%	46%	23%
<b>Not Sure</b>	47%	47%	38%	64%

	Base	Race		
		White	African American	Other
<b>Walker Favorability</b>				
<b>Favorable</b>	36%	36%	23%	36%
<b>Unfavorable</b>	28%	27%	46%	27%
<b>Not Sure</b>	36%	36%	31%	36%





**Crosstabs**

	Base	Race		
		White	African American	Other
<b>Barrett/Neumann</b>				
Tom Barrett	36%	33%	73%	50%
Mark Neumann	41%	43%	15%	32%
Undecided	23%	24%	12%	18%

	Base	Race		
		White	African American	Other
<b>Barrett/Walker</b>				
Tom Barrett	38%	35%	69%	55%
Scott Walker	45%	48%	19%	32%
Undecided	17%	17%	12%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Doyle Approval</b>					
Approve	28%	45%	24%	27%	31%
Disapprove	59%	43%	60%	62%	57%
Not Sure	12%	12%	15%	11%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Barrett Favorability</b>					
Favorable	28%	23%	25%	32%	24%
Unfavorable	30%	30%	31%	29%	31%
Not Sure	42%	47%	43%	39%	45%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Neumann Favorability</b>					
<b>Favorable</b>	18%	16%	23%	15%	19%
<b>Unfavorable</b>	35%	39%	30%	39%	32%
<b>Not Sure</b>	47%	45%	47%	46%	48%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Walker Favorability</b>					
<b>Favorable</b>	36%	35%	43%	31%	37%
<b>Unfavorable</b>	28%	34%	22%	36%	20%
<b>Not Sure</b>	36%	31%	35%	33%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Barrett/Neumann</b>					
<b>Tom Barrett</b>	36%	52%	30%	39%	34%
<b>Mark Neumann</b>	41%	40%	46%	38%	42%
<b>Undecided</b>	23%	8%	25%	23%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Barrett/Walker</b>					
<b>Tom Barrett</b>	38%	49%	31%	42%	35%
<b>Scott Walker</b>	45%	38%	49%	43%	46%
<b>Undecided</b>	17%	13%	19%	15%	19%

