

FOR IMMEDIATE RELEASE

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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

Walker and Johnson Clear Leaders in Wisconsin Republican Primaries; Undecided Voters are Good News for Feingold

There is little competition in the Wisconsin Republican primaries. In the Gubernatorial race, Scott Walker leads former US Congressman Mark Neumann 58 to 19%. The Senate race isn't too exciting either, as Ron Johnson has a big lead over Dave Westlake 49 to 11%.

Both elections have a large number of undecided voters. In the Governors race 23% of voters are undecided, still not enough to put Neumann ahead of Walker. With 40% of Republicans undecided in the Senate race, there is a small ray of hope for Westlake, who could still win the election if he gained the support of all the undecided voters.

But Westlake would have to do some considerable campaigning to accomplish such a feat. Currently 80% of Republicans have no opinion of the candidate. His competitor, Johnson, is better known, but not by much. 39% of voters likely to vote in the primary gave Johnson high scores, still 53% of voters are unsure.

The candidates' lack of name recognition directly relates to the large number of undecided voters. This is good news for Democratic incumbent Russ Feingold, who will face the winner of this competition in November.

Scott Walker is a much stronger candidate and would be a much greater challenge to his Democratic opponent. 64% of Republicans have a favorable opinion of Walker, 24% have yet to form an opinion.

“Scott Walker is entering a competitive general election and his strength is good news for Republicans,” said Dean Debnam, President of Public Policy Polling. “Ron Johnson is still a pretty unproven commodity, even within GOP circles.”

PPP surveyed 400 Republican primary voters from June 26-27. The survey's margin of error is +/- 4.9%. 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 have a favorable or unfavorable opinion of Mark Neumann?

Favorable..... 33%
Unfavorable 27%
Not Sure..... 40%

Q2 Do you have a favorable or unfavorable opinion of Scott Walker?

Favorable..... 64% *Not Sure*..... 26%
Unfavorable..... 10%

Q3 Do you have a favorable or unfavorable opinion of Ron Johnson?

Favorable..... 39% *Not Sure*..... 53%
Unfavorable 8%

Q4 Do you have a favorable or unfavorable opinion of Dave Westlake?

Favorable..... 7%
Unfavorable 13%
Not Sure..... 80%

Q5 This year do you think you will vote in the Democratic primary or the Republican primary, or will you not vote in a primary?

Democratic primary..... 0%
Republican primary..... 100%
Will not vote in a primary..... 0%

Q6 The Republican candidates for Governor are Mark Neumann and Scott Walker. If the election was today, who would you vote for?

Mark Neumann 19%
Scott Walker 58%
Undecided..... 23%

Q7 The Republican candidates for Senate are Ron Johnson and Dave Westlake. If the election was today, who would you vote for?

Ron Johnson..... 49%
Dave Westlake..... 11%
Undecided..... 40%

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

Liberal..... 4%
Moderate..... 25%
Conservative..... 71%

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

Woman 45%
Man..... 55%

Q10 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..... 5%
30 to 45..... 24%
46 to 65..... 46%
Older than 65..... 25%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Neumann Favorability				
Favorable	33%	38%	36%	32%
Unfavorable	27%	38%	22%	28%
Not Sure	40%	25%	43%	39%

	Base	Ideology		
		Liberal	Moderate	Conservative
Walker Favorability				
Favorable	64%	56%	50%	69%
Unfavorable	10%	19%	20%	6%
Not Sure	26%	25%	30%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
Johnson Favorability				
Favorable	39%	25%	27%	44%
Unfavorable	8%	19%	11%	6%
Not Sure	53%	56%	62%	50%

	Base	Ideology		
		Liberal	Moderate	Conservative
Westlake Favorability				
Favorable	7%	6%	8%	7%
Unfavorable	13%	19%	14%	12%
Not Sure	80%	75%	78%	81%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
GOP Gov Primary				
Mark Neumann	19%	25%	36%	13%
Scott Walker	58%	56%	37%	65%
Undecided	23%	19%	28%	22%

	Base	Ideology		
		Liberal	Moderate	Conservative
GOP Senate Primary				
Ron Johnson	49%	25%	38%	55%
Dave Westlake	11%	38%	16%	7%
Undecided	40%	38%	47%	38%

	Base	Gender	
		Woman	Man
Neumann Favorability			
Favorable	33%	31%	35%
Unfavorable	27%	19%	34%
Not Sure	40%	50%	31%

	Base	Gender	
		Woman	Man
Walker Favorability			
Favorable	64%	57%	70%
Unfavorable	10%	9%	11%
Not Sure	26%	34%	20%





Crosstabs

	Base	Gender	
		Woman	Man
Johnson Favorability			
Favorable	39%	31%	45%
Unfavorable	8%	8%	8%
Not Sure	53%	61%	47%

	Base	Gender	
		Woman	Man
Westlake Favorability			
Favorable	7%	4%	10%
Unfavorable	13%	10%	15%
Not Sure	80%	86%	75%

	Base	Gender	
		Woman	Man
GOP Gov Primary			
Mark Neumann	19%	20%	18%
Scott Walker	58%	50%	64%
Undecided	23%	30%	18%

	Base	Gender	
		Woman	Man
GOP Senate Primary			
Ron Johnson	49%	44%	54%
Dave Westlake	11%	11%	11%
Undecided	40%	46%	36%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Neumann Favorability					
Favorable	33%	35%	34%	37%	25%
Unfavorable	27%	30%	30%	24%	28%
Not Sure	40%	35%	35%	39%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Walker Favorability					
Favorable	64%	65%	73%	63%	57%
Unfavorable	10%	5%	7%	11%	11%
Not Sure	26%	30%	20%	26%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Johnson Favorability					
Favorable	39%	35%	35%	42%	36%
Unfavorable	8%	5%	6%	9%	8%
Not Sure	53%	60%	58%	49%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Westlake Favorability					
Favorable	7%	10%	8%	9%	3%
Unfavorable	13%	20%	11%	15%	9%
Not Sure	80%	70%	80%	77%	88%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
GOP Gov Primary					
Mark Neumann	19%	20%	18%	22%	15%
Scott Walker	58%	45%	67%	57%	54%
Undecided	23%	35%	16%	22%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
GOP Senate Primary					
Ron Johnson	49%	30%	49%	52%	49%
Dave Westlake	11%	20%	8%	11%	10%
Undecided	40%	50%	43%	37%	41%

