

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**

Close 3 way race in Wisconsin

Raleigh, N.C. – David Dewhurst tonight became just the latest in a line of establishment Republicans to lose in Senate primaries this year, and it looks Tommy Thompson could be next on the list. PPP's newest Wisconsin poll finds Eric Hovde leading with 28% to 25% for Thompson and Mark Neumann, and 13% for Jeff Fitzgerald.

Thompson's seen a precipitous decline in his standing with GOP voters over the last 5 months. In February he was at 39%. By early July he had dropped to 29% in our polling and he's continued to decline now to his 25% standing. His personal image has taken a big hit as well. Where his favorability with primary voters earlier in the year was a +47 spread at 66/19, it's now declined 41 points to only +6 at 47/41.

It's concern about whether Thompson is sufficiently conservative that is driving a lot of his problems. 58% of primary voters now say they want someone more conservative than him to be the nominee, compared to only 29% who are content with him. And he's posting extremely weak numbers with voters identifying as 'very conservative,' getting 21% to 28% each for Hovde and Neumann.

The momentum in this contest is on Neumann's side. He's gained 10 points over the last month to go from 15% to 25%. His strength is coming from the most conservative wing of the GOP electorate. In early July he trailed Hovde by 20 points, 32-12, with those voters describing themselves as 'very conservative.' Now he's pulled into a tie with him at 28%.

Hovde remains the unexpected leader in this contest but his momentum has stalled a good bit over the last month. His share of the vote has dropped from 31% to 28%, and his favorability has gone from a 50/9 spread to a 50/30 spread.

“Tommy Thompson’s position is looking more and more perilous as his establishment Republican brethren lose one primary after another,” said Dean Debnam, President of Public Policy Polling. “This has become an exciting three way contest and it’s impossible to say what will happen in the last two weeks.”

PPP surveyed 400 likely Republican primary voters on July 30th and 31st. The margin of error for the survey is +/-4.9%. 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

Q1 Do you plan to vote in the Democratic or Republican primary for the US Senate next month, or do you not plan to vote in a primary?

Democratic primary..... 0%
Republican primary.....100%
Don't plan to vote in a primary 0%

Q2 The Republican candidates for Senate are Jeff Fitzgerald, Eric Hovde, Mark Neumann, and Tommy Thompson. If the election was today, who would you vote for?

Jeff Fitzgerald 13%
Eric Hovde28%
Mark Neumann25%
Tommy Thompson25%
Undecided..... 9%

Q3 Do you have a favorable or unfavorable opinion of Jeff Fitzgerald?

Favorable..... 43%
Unfavorable21%
Not sure36%

Q4 Do you have a favorable or unfavorable opinion of Eric Hovde?

Favorable..... 50%
Unfavorable30%
Not sure20%

Q5 Do you have a favorable or unfavorable opinion of Mark Neumann?

Favorable..... 49%
Unfavorable35%
Not sure16%

Q6 Do you have a favorable or unfavorable opinion of Tommy Thompson?

Favorable..... 47%
Unfavorable41%
Not sure12%

Q7 If the Republican candidates for Senate were just Eric Hovde, Mark Neumann, and Tommy Thompson, who would you vote for?

Eric Hovde 33%
Mark Neumann27%
Tommy Thompson30%
Not sure10%

Q8 If the Republican candidates for Senate were just Eric Hovde and Tommy Thompson, who would you vote for?

Eric Hovde 48%
Tommy Thompson41%
Not sure12%

Q9 If the Republican candidates for Senate were just Mark Neumann and Tommy Thompson, who would you vote for?

Mark Neumann 47%
Tommy Thompson42%
Not sure11%





Q10 Generally speaking, would you prefer that the Republican Senate nominee next year was Tommy Thompson or someone more conservative?

Tommy Thompson 29%
Someone more conservative 58%
Not sure 13%

Q11 Would you say you are very excited, somewhat excited, or not that excited about voting in the primary election?

Very excited 42%
Somewhat excited 34%
Not that excited 24%

Q12 If you are a woman, press 1. If a man, press 2.

Woman 49%
Man 51%

Q13 If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

18 to 45 24%
46 to 65 42%
Older than 65 34%

Q14 Are you an Evangelical Christian, or not?

Are an Evangelical 51%
Are not 49%

Q15 Do you consider yourself to be a member of the Tea Party?

Yes 26%
No 64%
Not sure 10%

Q16 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal 3%
Somewhat liberal 4%
Moderate 19%
Somewhat conservative 38%
Very conservative 37%





Crosstabs

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
2012 GOP Sen Primary				
Jeff Fitzgerald	13%	18%	9%	9%
Eric Hovde	28%	24%	37%	25%
Mark Neumann	25%	26%	27%	21%
Tommy Thompson	25%	27%	19%	30%
Undecided	9%	5%	8%	16%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
Fitzgerald Favorability				
Favorable	43%	55%	41%	26%
Unfavorable	21%	15%	17%	38%
Not sure	36%	31%	42%	37%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
Hovde Favorability				
Favorable	50%	57%	55%	30%
Unfavorable	30%	28%	29%	36%
Not sure	20%	15%	16%	34%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
Neumann Favorability				
Favorable	49%	47%	58%	40%
Unfavorable	35%	38%	28%	41%
Not sure	16%	14%	14%	19%





Crosstabs

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
Thompson Favorability				
Favorable	47%	56%	47%	31%
Unfavorable	41%	35%	42%	49%
Not sure	12%	10%	10%	20%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
2012 GOP Sen Primary w/o Fitzgerald				
Eric Hovde	33%	34%	37%	25%
Mark Neumann	27%	26%	31%	25%
Tommy Thompson	30%	33%	25%	32%
Not sure	10%	7%	7%	19%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
Hovde/Thompson				
Eric Hovde	48%	50%	54%	35%
Tommy Thompson	41%	43%	37%	42%
Not sure	12%	7%	9%	23%

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
Neumann/Thompson				
Mark Neumann	47%	49%	49%	42%
Tommy Thompson	42%	44%	40%	41%
Not sure	11%	7%	11%	16%





Crosstabs

	Base	Voter Enthusiasm		
		Very excited	Somewhat excited	Not that excited
Thompson or Someone More Conservative?				
Tommy Thompson	29%	32%	22%	35%
Someone more conservative	58%	59%	66%	45%
Not sure	13%	9%	12%	20%

	Base	Gender	
		Woman	Man
2012 GOP Sen Primary			
Jeff Fitzgerald	13%	14%	12%
Eric Hovde	28%	25%	32%
Mark Neumann	25%	27%	24%
Tommy Thompson	25%	24%	25%
Undecided	9%	10%	8%

	Base	Gender	
		Woman	Man
Fitzgerald Favorability			
Favorable	43%	34%	52%
Unfavorable	21%	21%	21%
Not sure	36%	45%	27%

	Base	Gender	
		Woman	Man
Hovde Favorability			
Favorable	50%	45%	55%
Unfavorable	30%	32%	28%
Not sure	20%	23%	17%





Crosstabs

	Base	Gender	
		Woman	Man
Neumann Favorability			
Favorable	49%	46%	52%
Unfavorable	35%	32%	38%
Not sure	16%	22%	10%

	Base	Gender	
		Woman	Man
Thompson Favorability			
Favorable	47%	42%	51%
Unfavorable	41%	42%	40%
Not sure	12%	16%	9%

	Base	Gender	
		Woman	Man
2012 GOP Sen Primary w/o Fitzgerald			
Eric Hovde	33%	30%	36%
Mark Neumann	27%	30%	25%
Tommy Thompson	30%	30%	30%
Not sure	10%	10%	9%

	Base	Gender	
		Woman	Man
Hovde/Thompson			
Eric Hovde	48%	45%	50%
Tommy Thompson	41%	42%	39%
Not sure	12%	13%	11%





Crosstabs

	Base	Gender	
		Woman	Man
Neumann/Thompson			
Mark Neumann	47%	52%	43%
Tommy Thompson	42%	37%	47%
Not sure	11%	11%	11%

	Base	Gender	
		Woman	Man
Thompson or Someone More Conservative?			
Tommy Thompson	29%	33%	26%
Someone more conservative	58%	52%	63%
Not sure	13%	15%	10%

	Base	Age		
		18 to 45	46 to 65	Older than 65
2012 GOP Sen Primary				
Jeff Fitzgerald	13%	10%	14%	13%
Eric Hovde	28%	21%	33%	28%
Mark Neumann	25%	27%	25%	24%
Tommy Thompson	25%	35%	20%	23%
Undecided	9%	6%	7%	12%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Fitzgerald Favorability				
Favorable	43%	40%	47%	40%
Unfavorable	21%	27%	21%	16%
Not sure	36%	33%	31%	43%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Hovde Favorability				
Favorable	50%	50%	53%	46%
Unfavorable	30%	33%	32%	25%
Not sure	20%	17%	15%	28%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Neumann Favorability				
Favorable	49%	48%	51%	47%
Unfavorable	35%	38%	37%	31%
Not sure	16%	15%	11%	21%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Thompson Favorability				
Favorable	47%	58%	45%	41%
Unfavorable	41%	31%	47%	40%
Not sure	12%	10%	8%	19%

	Base	Age		
		18 to 45	46 to 65	Older than 65
2012 GOP Sen Primary w/o Fitzgerald				
Eric Hovde	33%	23%	39%	32%
Mark Neumann	27%	28%	28%	26%
Tommy Thompson	30%	43%	26%	27%
Not sure	10%	6%	7%	15%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Hovde/Thompson				
Eric Hovde	48%	38%	53%	49%
Tommy Thompson	41%	58%	33%	37%
Not sure	12%	4%	14%	14%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Neumann/Thompson				
Mark Neumann	47%	48%	49%	46%
Tommy Thompson	42%	50%	41%	37%
Not sure	11%	2%	10%	17%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Thompson or Someone More Conservative?				
Tommy Thompson	29%	38%	28%	26%
Someone more conservative	58%	50%	61%	59%
Not sure	13%	13%	11%	15%

	Base	Evangelical?	
		Are an Evangelical	Are not
2012 GOP Sen Primary			
Jeff Fitzgerald	13%	11%	15%
Eric Hovde	28%	28%	29%
Mark Neumann	25%	31%	19%
Tommy Thompson	25%	24%	26%
Undecided	9%	7%	11%





Crosstabs

	Base	Evangelical?	
		Are an Evangelical	Are not
Fitzgerald Favorability			
Favorable	43%	44%	42%
Unfavorable	21%	18%	25%
Not sure	36%	39%	33%

	Base	Evangelical?	
		Are an Evangelical	Are not
Hovde Favorability			
Favorable	50%	50%	49%
Unfavorable	30%	29%	31%
Not sure	20%	21%	19%

	Base	Evangelical?	
		Are an Evangelical	Are not
Neumann Favorability			
Favorable	49%	58%	40%
Unfavorable	35%	28%	43%
Not sure	16%	15%	17%

	Base	Evangelical?	
		Are an Evangelical	Are not
Thompson Favorability			
Favorable	47%	47%	46%
Unfavorable	41%	39%	43%
Not sure	12%	14%	11%





Crosstabs

	Base	Evangelical?	
		Are an Evangelical	Are not
2012 GOP Sen Primary w/o Fitzgerald			
Eric Hovde	33%	32%	34%
Mark Neumann	27%	33%	21%
Tommy Thompson	30%	27%	33%
Not sure	10%	8%	11%

	Base	Evangelical?	
		Are an Evangelical	Are not
Hovde/Thompson			
Eric Hovde	48%	47%	48%
Tommy Thompson	41%	41%	40%
Not sure	12%	12%	12%

	Base	Evangelical?	
		Are an Evangelical	Are not
Neumann/Thompson			
Mark Neumann	47%	54%	40%
Tommy Thompson	42%	37%	47%
Not sure	11%	9%	12%

	Base	Evangelical?	
		Are an Evangelical	Are not
Thompson or Someone More Conservative?			
Tommy Thompson	29%	28%	31%
Someone more conservative	58%	62%	53%
Not sure	13%	10%	16%





Crosstabs

	Base	Tea Party ID		
		Yes	No	Not sure
2012 GOP Sen Primary				
Jeff Fitzgerald	13%	16%	12%	11%
Eric Hovde	28%	26%	29%	29%
Mark Neumann	25%	26%	22%	39%
Tommy Thompson	25%	26%	27%	3%
Undecided	9%	5%	9%	17%

	Base	Tea Party ID		
		Yes	No	Not sure
Fitzgerald Favorability				
Favorable	43%	49%	43%	27%
Unfavorable	21%	17%	24%	17%
Not sure	36%	35%	33%	56%

	Base	Tea Party ID		
		Yes	No	Not sure
Hovde Favorability				
Favorable	50%	51%	51%	43%
Unfavorable	30%	31%	31%	21%
Not sure	20%	19%	18%	36%

	Base	Tea Party ID		
		Yes	No	Not sure
Neumann Favorability				
Favorable	49%	54%	46%	57%
Unfavorable	35%	35%	40%	8%
Not sure	16%	11%	14%	35%





Crosstabs

	Base	Tea Party ID		
		Yes	No	Not sure
Thompson Favorability				
Favorable	47%	48%	49%	27%
Unfavorable	41%	43%	41%	33%
Not sure	12%	9%	10%	40%

	Base	Tea Party ID		
		Yes	No	Not sure
2012 GOP Sen Primary w/o Fitzgerald				
Eric Hovde	33%	38%	32%	28%
Mark Neumann	27%	26%	25%	43%
Tommy Thompson	30%	30%	34%	6%
Not sure	10%	6%	9%	23%

	Base	Tea Party ID		
		Yes	No	Not sure
Hovde/Thompson				
Eric Hovde	48%	50%	46%	53%
Tommy Thompson	41%	41%	42%	30%
Not sure	12%	9%	12%	16%

	Base	Tea Party ID		
		Yes	No	Not sure
Neumann/Thompson				
Mark Neumann	47%	49%	43%	74%
Tommy Thompson	42%	43%	46%	11%
Not sure	11%	8%	11%	16%





Crosstabs

	Base	Tea Party ID		
		Yes	No	Not sure
Thompson or Someone More Conservative?				
Tommy Thompson	29%	26%	34%	10%
Someone more conservative	58%	69%	51%	74%
Not sure	13%	5%	15%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 GOP Sen Primary						
Jeff Fitzgerald	13%	-	13%	8%	12%	17%
Eric Hovde	28%	6%	46%	23%	31%	28%
Mark Neumann	25%	28%	18%	20%	25%	28%
Tommy Thompson	25%	55%	14%	40%	19%	21%
Undecided	9%	11%	10%	9%	12%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Fitzgerald Favorability						
Favorable	43%	17%	18%	24%	46%	55%
Unfavorable	21%	72%	51%	42%	11%	13%
Not sure	36%	11%	32%	34%	43%	32%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hovde Favorability						
Favorable	50%	28%	29%	34%	51%	60%
Unfavorable	30%	67%	48%	47%	25%	22%
Not sure	20%	6%	24%	19%	24%	18%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Neumann Favorability						
Favorable	49%	56%	36%	39%	49%	55%
Unfavorable	35%	39%	40%	43%	32%	34%
Not sure	16%	6%	24%	17%	19%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Thompson Favorability						
Favorable	47%	50%	19%	38%	53%	47%
Unfavorable	41%	44%	71%	51%	33%	40%
Not sure	12%	6%	10%	11%	14%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 GOP Sen Primary w/o Fitzgerald						
Eric Hovde	33%	17%	34%	25%	35%	36%
Mark Neumann	27%	28%	36%	26%	27%	28%
Tommy Thompson	30%	39%	29%	42%	26%	28%
Not sure	10%	17%	-	8%	13%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hovde/Thompson						
Eric Hovde	48%	44%	33%	35%	50%	54%
Tommy Thompson	41%	44%	45%	50%	36%	40%
Not sure	12%	11%	22%	15%	15%	6%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Neumann/Thompson						
Mark Neumann	47%	67%	38%	39%	45%	54%
Tommy Thompson	42%	22%	43%	50%	41%	40%
Not sure	11%	11%	18%	10%	14%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Thompson or Someone More Conservative?						
Tommy Thompson	29%	67%	35%	51%	22%	23%
Someone more conservative	58%	22%	38%	29%	62%	73%
Not sure	13%	11%	27%	20%	16%	4%

