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Baldwin leads Wisconsin Senate race by 4

Raleigh, N.C. – PPP's newest poll of the Wisconsin Senate race finds Tammy Baldwin leading Tommy Thompson by a 49-45 margin. That represents a nine point reversal from a month ago when Thompson led 49-44.

Baldwin's image has improved a little bit in the last month with her favorability rating improving from 40% to 44%. Her unfavorable number has remained steady at 45%. But the bigger reason for the shift is that Thompson's image has taken a major hit. Last month he had a net +3 favorability rating with 46% of voters rating him positively to 43% with a negative opinion. He's dropped a net 11 points since that time and now just 42% see him positively to 50% with an unfavorable view.

Baldwin's turned a small deficit with independents last month (45-42) into a slight advantage with them this month (46-44). And she's more than doubled her share of the Republican vote from 4% to 10%.

By a 47/43 margin voters say they want Democrats to have control of the US Senate and the actual Baldwin/Thompson numbers are tracking that pretty closely.

“Tammy Baldwin is now looking like the favorite in the Wisconsin Senate race,” said Dean Debnam, President of Public Policy Polling. “Tommy Thompson isn’t proving to be a very strong candidate in this race 26 years after he was first elected Governor, although he has time to turn it around.”

Things are increasingly looking bad for Mitt Romney and Tommy Thompson in Wisconsin, but Scott Walker just continues to roll along. He has a 50/46 approval rating and leads a generic Democratic opponent for reelection by a 50/44 margin, numbers very similar to what happened in June's recall election. The problems other key Republicans are having in the state aren't rubbing off on Walker. Wisconsin voters continue to be very closely divided at the state level- 46% say they plan to vote for Democratic legislative candidates this fall to 44% who prefer Republicans.

PPP surveyed 842 likely Wisconsin voters on September 18th and 19th. The margin of error for the overall survey is +/-3.4%. 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 have a favorable or unfavorable opinion of Tammy Baldwin?
- Favorable*..... 44%
- Unfavorable* 45%
- Not sure* 11%
- Q2** Do you have a favorable or unfavorable opinion of Tommy Thompson?
- Favorable*..... 42%
- Unfavorable* 50%
- Not sure* 7%
- Q3** The candidates for US Senate this fall are Democrat Tammy Baldwin and Republican Tommy Thompson. If the election was today, who would you vote for?
- Tammy Baldwin*..... 49%
- Tommy Thompson* 45%
- Undecided*..... 6%
- Q4** Do you approve or disapprove of Governor Scott Walker's job performance?
- Approve* 50%
- Disapprove*..... 46%
- Not sure* 3%
- Q5** Generally speaking, if there was an election for Governor today, would you vote for Republican Scott Walker or his Democratic opponent?
- Scott Walker* 50%
- Democratic opponent*..... 44%
- Not sure* 6%
- Q6** Do you approve or disapprove of Senator Ron Johnson's job performance?
- Approve* 36%
- Disapprove*..... 37%
- Not sure* 27%
- Q7** Do you approve or disapprove of Senator Herb Kohl's job performance?
- Approve* 47%
- Disapprove*..... 35%
- Not sure* 17%
- Q8** Would you rather that Democrats or Republicans had control of the US Senate?
- Democrats* 47%
- Republicans* 43%
- Not sure* 10%
- Q9** If there was an election for state legislature today, would you vote Democratic or Republican?
- Democratic*..... 46%
- Republican*..... 44%
- Not sure* 10%
- Q10** What do you think the outcome of the Packers season will be this year: win the Super Bowl, win the NFC but not the Super Bowl, make the playoffs but not win the NFC, or miss the playoffs?
- Win the Super Bowl* 26%
- Win the NFC but not the Super Bowl* 26%
- Make the playoffs but not win the NFC* 29%
- Miss the playoffs* 6%
- Not sure* 14%
- Q11** Do you have a favorable or unfavorable opinion of Brett Favre?
- Favorable*..... 40%
- Unfavorable* 40%
- Not sure* 20%





Q12 Do you have a favorable or unfavorable opinion of Aaron Rodgers?

Favorable..... 87%
Unfavorable 3%
Not sure 10%

Q13 Do you have a favorable or unfavorable opinion of Mike McCarthy?

Favorable..... 75%
Unfavorable 6%
Not sure 18%

Q14 Do you have a favorable or unfavorable opinion of Bret Bielema?

Favorable..... 34%
Unfavorable 19%
Not sure 46%

Q15 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 11%
Somewhat liberal 19%
Moderate..... 29%
Somewhat conservative..... 26%
Very conservative 15%

Q16 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man..... 47%

Q17 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..... 34%
Republican..... 31%
Independent/Other..... 35%

Q18 If you are white, press 1. If other, press 2.

White 93%
Other..... 7%

Q19 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..... 34%
46 to 65..... 46%
Older than 65..... 20%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin Favorability						
Favorable	44%	85%	77%	50%	16%	10%
Unfavorable	45%	9%	10%	36%	75%	81%
Not sure	11%	6%	12%	14%	9%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Thompson Favorability						
Favorable	42%	12%	16%	33%	65%	77%
Unfavorable	50%	88%	74%	62%	24%	17%
Not sure	7%	1%	11%	5%	11%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baldwin/Thompson						
Tammy Baldwin	49%	90%	87%	56%	19%	11%
Tommy Thompson	45%	10%	10%	34%	75%	84%
Undecided	6%	1%	3%	10%	7%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Walker Approval						
Approve	50%	15%	17%	38%	79%	91%
Disapprove	46%	85%	80%	56%	18%	7%
Not sure	3%	1%	3%	5%	3%	3%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Walker or Dem Opponent?						
Scott Walker	50%	15%	15%	37%	81%	91%
Democratic opponent	44%	84%	78%	52%	17%	6%
Not sure	6%	1%	7%	11%	2%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Johnson Approval						
Approve	36%	11%	12%	24%	59%	70%
Disapprove	37%	71%	60%	43%	15%	7%
Not sure	27%	18%	27%	32%	26%	23%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Kohl Approval						
Approve	47%	74%	74%	57%	26%	11%
Disapprove	35%	12%	11%	24%	55%	71%
Not sure	17%	14%	14%	18%	19%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Want Dems or GOP to Control Senate?						
Democrats	47%	88%	85%	55%	15%	12%
Republicans	43%	9%	12%	27%	72%	88%
Not sure	10%	3%	3%	19%	12%	0%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Generic Leg. Ballot						
Democratic	46%	84%	86%	52%	16%	9%
Republican	44%	8%	8%	31%	74%	89%
Not sure	10%	7%	6%	17%	10%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Outcome of Packers Season						
Win the Super Bowl	26%	24%	21%	26%	26%	32%
Win the NFC but not the Super Bowl	26%	26%	36%	27%	19%	24%
Make the playoffs but not win the NFC	29%	27%	26%	27%	35%	24%
Miss the playoffs	6%	11%	7%	6%	3%	5%
Not sure	14%	12%	10%	13%	17%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Favre Favorability						
Favorable	40%	47%	41%	45%	33%	35%
Unfavorable	40%	32%	38%	34%	46%	49%
Not sure	20%	21%	21%	21%	21%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rodgers Favorability						
Favorable	87%	85%	94%	86%	82%	91%
Unfavorable	3%	3%	-	5%	4%	2%
Not sure	10%	12%	6%	9%	14%	7%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCarthy Favorability						
Favorable	75%	60%	81%	74%	77%	79%
Unfavorable	6%	9%	6%	8%	4%	5%
Not sure	18%	30%	13%	18%	19%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Bielema Favorability						
Favorable	34%	36%	46%	28%	33%	36%
Unfavorable	19%	20%	13%	25%	18%	16%
Not sure	46%	44%	41%	47%	50%	48%

	Base	Gender	
		Woman	Man
Baldwin Favorability			
Favorable	44%	46%	42%
Unfavorable	45%	42%	49%
Not sure	11%	12%	9%

	Base	Gender	
		Woman	Man
Thompson Favorability			
Favorable	42%	39%	47%
Unfavorable	50%	53%	47%
Not sure	7%	9%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Baldwin/Thompson			
Tammy Baldwin	49%	51%	46%
Tommy Thompson	45%	42%	48%
Undecided	6%	7%	6%

	Base	Gender	
		Woman	Man
Walker Approval			
Approve	50%	49%	52%
Disapprove	46%	47%	45%
Not sure	3%	4%	3%

	Base	Gender	
		Woman	Man
Walker or Dem Opponent?			
Scott Walker	50%	49%	52%
Democratic opponent	44%	47%	41%
Not sure	6%	4%	7%

	Base	Gender	
		Woman	Man
Johnson Approval			
Approve	36%	31%	43%
Disapprove	37%	38%	35%
Not sure	27%	31%	22%





Crosstabs

	Base	Gender	
		Woman	Man
Kohl Approval			
Approve	47%	49%	45%
Disapprove	35%	32%	39%
Not sure	17%	18%	16%

	Base	Gender	
		Woman	Man
Want Dems or GOP to Control Senate?			
Democrats	47%	50%	44%
Republicans	43%	40%	46%
Not sure	10%	9%	10%

	Base	Gender	
		Woman	Man
Generic Leg. Ballot			
Democratic	46%	51%	41%
Republican	44%	42%	47%
Not sure	10%	7%	12%

	Base	Gender	
		Woman	Man
Outcome of Packers Season			
Win the Super Bowl	26%	26%	25%
Win the NFC but not the Super Bowl	26%	27%	25%
Make the playoffs but not win the NFC	29%	21%	37%
Miss the playoffs	6%	7%	5%
Not sure	14%	19%	9%





Crosstabs

	Base	Gender	
		Woman	Man
Favre Favorability			
Favorable	40%	31%	49%
Unfavorable	40%	47%	33%
Not sure	20%	22%	18%

	Base	Gender	
		Woman	Man
Rodgers Favorability			
Favorable	87%	84%	89%
Unfavorable	3%	4%	3%
Not sure	10%	12%	7%

	Base	Gender	
		Woman	Man
McCarthy Favorability			
Favorable	75%	69%	81%
Unfavorable	6%	7%	6%
Not sure	18%	24%	13%

	Base	Gender	
		Woman	Man
Bielema Favorability			
Favorable	34%	29%	39%
Unfavorable	19%	13%	26%
Not sure	46%	58%	35%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin Favorability				
Favorable	44%	77%	9%	42%
Unfavorable	45%	12%	82%	47%
Not sure	11%	11%	9%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Thompson Favorability				
Favorable	42%	13%	76%	42%
Unfavorable	50%	82%	16%	49%
Not sure	7%	5%	9%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Baldwin/Thompson				
Tammy Baldwin	49%	86%	10%	46%
Tommy Thompson	45%	9%	85%	44%
Undecided	6%	4%	4%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Walker Approval				
Approve	50%	16%	90%	50%
Disapprove	46%	81%	8%	46%
Not sure	3%	2%	3%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Walker or Dem Opponent?				
Scott Walker	50%	15%	91%	49%
Democratic opponent	44%	82%	7%	39%
Not sure	6%	3%	2%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Johnson Approval				
Approve	36%	12%	65%	36%
Disapprove	37%	63%	8%	36%
Not sure	27%	25%	26%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Kohl Approval				
Approve	47%	77%	18%	43%
Disapprove	35%	11%	64%	34%
Not sure	17%	12%	17%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Want Dems or GOP to Control Senate?				
Democrats	47%	89%	6%	42%
Republicans	43%	7%	89%	39%
Not sure	10%	4%	5%	19%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Leg. Ballot				
Democratic	46%	89%	5%	39%
Republican	44%	7%	94%	39%
Not sure	10%	4%	1%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Outcome of Packers Season				
Win the Super Bowl	26%	25%	25%	28%
Win the NFC but not the Super Bowl	26%	31%	25%	22%
Make the playoffs but not win the NFC	29%	27%	29%	31%
Miss the playoffs	6%	9%	4%	4%
Not sure	14%	9%	18%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Favre Favorability				
Favorable	40%	44%	32%	42%
Unfavorable	40%	39%	49%	33%
Not sure	20%	17%	18%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Rodgers Favorability				
Favorable	87%	88%	87%	86%
Unfavorable	3%	4%	3%	3%
Not sure	10%	8%	10%	11%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
McCarthy Favorability				
Favorable	75%	74%	78%	74%
Unfavorable	6%	8%	4%	7%
Not sure	18%	18%	18%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Bielema Favorability				
Favorable	34%	37%	33%	33%
Unfavorable	19%	19%	17%	21%
Not sure	46%	43%	50%	46%

	Base	Race	
		White	Other
Baldwin Favorability			
Favorable	44%	43%	52%
Unfavorable	45%	46%	39%
Not sure	11%	11%	9%

	Base	Race	
		White	Other
Thompson Favorability			
Favorable	42%	43%	29%
Unfavorable	50%	49%	62%
Not sure	7%	7%	9%





Crosstabs

	Base	Race	
		White	Other
Baldwin/Thompson			
Tammy Baldwin	49%	48%	66%
Tommy Thompson	45%	46%	30%
Undecided	6%	6%	5%

	Base	Race	
		White	Other
Walker Approval			
Approve	50%	52%	35%
Disapprove	46%	46%	54%
Not sure	3%	3%	11%

	Base	Race	
		White	Other
Walker or Dem Opponent?			
Scott Walker	50%	52%	36%
Democratic opponent	44%	44%	50%
Not sure	6%	5%	14%

	Base	Race	
		White	Other
Johnson Approval			
Approve	36%	37%	31%
Disapprove	37%	36%	45%
Not sure	27%	27%	25%





Crosstabs

	Base	Race	
		White	Other
Kohl Approval			
Approve	47%	47%	51%
Disapprove	35%	35%	37%
Not sure	17%	18%	11%

	Base	Race	
		White	Other
Want Dems or GOP to Control Senate?			
Democrats	47%	46%	59%
Republicans	43%	44%	26%
Not sure	10%	9%	16%

	Base	Race	
		White	Other
Generic Leg. Ballot			
Democratic	46%	45%	52%
Republican	44%	45%	32%
Not sure	10%	9%	16%

	Base	Race	
		White	Other
Outcome of Packers Season			
Win the Super Bowl	26%	26%	23%
Win the NFC but not the Super Bowl	26%	26%	28%
Make the playoffs but not win the NFC	29%	29%	28%
Miss the playoffs	6%	6%	7%
Not sure	14%	14%	14%





Crosstabs

	Base	Race	
		White	Other
Favre Favorability			
Favorable	40%	40%	42%
Unfavorable	40%	41%	29%
Not sure	20%	20%	29%

	Base	Race	
		White	Other
Rodgers Favorability			
Favorable	87%	88%	75%
Unfavorable	3%	3%	15%
Not sure	10%	10%	10%

	Base	Race	
		White	Other
McCarthy Favorability			
Favorable	75%	76%	65%
Unfavorable	6%	6%	12%
Not sure	18%	18%	23%

	Base	Race	
		White	Other
Bielema Favorability			
Favorable	34%	34%	36%
Unfavorable	19%	18%	33%
Not sure	46%	47%	31%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Baldwin Favorability				
Favorable	44%	39%	48%	44%
Unfavorable	45%	47%	43%	48%
Not sure	11%	14%	9%	8%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Thompson Favorability				
Favorable	42%	48%	40%	39%
Unfavorable	50%	44%	54%	52%
Not sure	7%	8%	6%	9%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Baldwin/Thompson				
Tammy Baldwin	49%	44%	53%	48%
Tommy Thompson	45%	49%	41%	46%
Undecided	6%	7%	6%	5%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Walker Approval				
Approve	50%	55%	47%	51%
Disapprove	46%	43%	50%	43%
Not sure	3%	2%	3%	6%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Walker or Dem Opponent?				
Scott Walker	50%	53%	47%	53%
Democratic opponent	44%	41%	47%	43%
Not sure	6%	6%	6%	4%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Johnson Approval				
Approve	36%	41%	34%	36%
Disapprove	37%	35%	38%	36%
Not sure	27%	25%	28%	28%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Kohl Approval				
Approve	47%	44%	49%	49%
Disapprove	35%	37%	34%	36%
Not sure	17%	19%	18%	14%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Want Dems or GOP to Control Senate?				
Democrats	47%	51%	46%	43%
Republicans	43%	42%	42%	48%
Not sure	10%	7%	12%	9%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Generic Leg. Ballot				
Democratic	46%	47%	47%	43%
Republican	44%	47%	41%	48%
Not sure	10%	7%	12%	10%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Outcome of Packers Season				
Win the Super Bowl	26%	30%	23%	26%
Win the NFC but not the Super Bowl	26%	22%	26%	31%
Make the playoffs but not win the NFC	29%	31%	29%	25%
Miss the playoffs	6%	7%	6%	3%
Not sure	14%	10%	16%	15%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Favre Favorability				
Favorable	40%	39%	38%	45%
Unfavorable	40%	40%	42%	36%
Not sure	20%	21%	20%	20%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Rodgers Favorability				
Favorable	87%	86%	85%	92%
Unfavorable	3%	3%	4%	2%
Not sure	10%	10%	11%	6%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
McCarthy Favorability				
Favorable	75%	77%	74%	75%
Unfavorable	6%	8%	6%	5%
Not sure	18%	15%	20%	21%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Bielema Favorability				
Favorable	34%	42%	30%	32%
Unfavorable	19%	20%	21%	14%
Not sure	46%	38%	49%	54%

