

Table 1-2

T1. Are you registered to vote?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	BALD WIN	FIND		BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
YES	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0

Table 2-1

T2. How likely are you to vote in the 2012 primary election to choose a candidate for the United States Senate?

	GEND			AGE					GEN~AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
EXTREMELY LIKELY	553 88.1	217 86.5	336 89.2	76 71.3	142 94.5	116 92.6	113 90.4	105 88.2	123 82.9	94 91.8	211 90.2	125 87.6	260 93.1	47 77.2	148 90.0	96 79.1	150 94.1	86 83.2
VERY LIKELY	43 6.8	13 5.2	30 7.9	17 15.9	3 2.2	5 4.2	9 7.0	8 7.1	7 4.9	6 5.6	18 7.8	11 8.1	14 4.9	3 4.2	11 6.5	9 7.1	8 5.3	1 0.6
SOMEWHAT LIKELY	32 5.0	21 8.3	11 2.9	14 12.8	5 3.3	4 3.3	3 2.6	6 4.7	18 12.2	3 2.7	5 2.0	6 4.3	6 2.0	11 18.5	6 3.5	17 13.8	1 0.7	17 16.2

Table 2-2

T2. How likely are you to vote in the 2012 primary election to choose a candidate for the United States Senate?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
EXTREMELY LIKELY	553 88.1	245 94.3	94 78.8	265 92.9	117 88.5	40 76.9	269 88.8	219 95.7	518 87.8	6 100.0	11 85.5	18 95.8
VERY LIKELY	43 6.8	10 3.7	13 10.8	15 5.1	8 6.3	4 7.5	29 9.5	3 1.4	42 7.1		1 7.2	
SOMEWHAT LIKELY	32 5.0	5 2.0	12 10.4	6 2.0	7 5.2	8 15.6	5 1.6	7 3.0	30 5.1		1 7.3	1 4.2

Table 3-2

T3. If the primary election was being held today to choose a candidate for the United States Senate, would you choose to vote in the Republican primary or the Democrat primary?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST			IDEOLOGY			RACE		
	BALD WIN	FIND		BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
DEMOCRAT PRIMARY	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0

Table 4-1

T4. Thinking now about people active in Wisconsin politics...Do you have a favorable or unfavorable opinion of Tammy Baldwin?

	GEND			AGE				GEN-AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
FAVORABLE	280 44.6	122 48.8	157 41.8	56 52.8	65 43.2	55 44.0	59 47.3	44 36.8	77 51.9	45 44.3	99 42.5	58 40.7	280 100.0		105 64.2	74 61.4	65 40.4	47 45.2
UNFAVORABLE	61 9.7	38 15.2	23 6.1	6 5.6	16 10.6	7 5.4	16 12.7	16 13.6	21 14.4	17 16.4	7 3.2	15 10.8		61 100.0	10 6.2	33 27.0	16 10.0	34 32.8
NO OPINION	166 26.5	61 24.3	105 27.9	28 26.4	47 31.1	29 23.3	26 20.8	36 29.9	37 24.7	24 23.6	67 28.8	38 26.4			33 20.3	13 10.4	41 25.7	11 10.7
NAME ID	507 80.8	221 88.3	285 75.8	90 84.8	128 84.9	91 72.7	101 80.9	96 80.3	135 91.0	86 84.4	174 74.5	111 77.9	280 100.0	61 100.0	149 90.6	120 98.7	122 76.1	91 88.7
HARD NAME ID	341 54.3	161 64.0	180 47.9	62 58.4	81 53.9	62 49.5	75 60.1	60 50.4	98 66.2	62 60.8	107 45.7	73 51.5	280 100.0	61 100.0	115 70.4	107 88.4	81 50.4	80 78.0
NEVER HEARD OF	120 19.2	29 11.7	91 24.2	16 15.2	23 15.1	34 27.3	24 19.1	23 19.7	13 9.0	16 15.6	60 25.5	31 22.1			15 9.4	2 1.3	38 23.9	12 11.3

Table 4-2

T4. Thinking now about people active in Wisconsin politics...Do you have a favorable or unfavorable opinion of Tammy Baldwin?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
FAVORABLE	280 44.6	211 81.1	43 36.1	233 81.5	25 18.9	18 35.6	126 41.6	123 53.7	264 44.7		7 51.9	10 51.0
UNFAVORABLE	61 9.7	6 2.4	17 14.6	5 1.6	16 11.8	15 29.6	26 8.7	12 5.4	55 9.3	3 46.9	1 8.4	2 12.6
NO OPINION	166 26.5	39 14.9	39 33.0	40 14.2	51 38.3	11 21.2	84 27.6	55 24.0	158 26.8	1 15.0	3 25.1	4 20.9
NAME ID	507 80.8	255 98.4	100 83.8	278 97.3	91 69.0	45 86.4	236 77.9	190 83.1	476 80.8	4 61.9	11 85.4	16 84.5
HARD NAME ID	341 54.3	217 83.5	60 50.7	237 83.1	41 30.7	34 65.3	152 50.3	136 59.1	318 54.0	3 46.9	8 60.3	12 63.6
NEVER HEARD OF	120 19.2	4 1.6	19 16.2	8 2.7	41 31.0	7 13.6	67 22.1	39 16.9	113 19.2	2 38.1	2 14.6	3 15.5

Table 5-1

T5. Do you have a favorable or unfavorable opinion of Ron Kind?

	GEND			AGE					GEN~AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
FAVORABLE	164 26.2	74 29.4	90 24.0	22 20.6	40 26.8	28 22.5	35 27.7	39 32.5	34 22.9	40 38.9	57 24.2	34 23.7	105 37.6	10 16.7	164 100.0		43 26.8	22 21.3
UNFAVORABLE	121 19.3	70 27.8	51 13.7	32 29.6	23 15.3	23 18.4	25 20.1	18 15.4	53 35.7	17 16.4	25 10.5	27 18.8	74 26.6	33 53.6		121 100.0	25 15.4	59 57.8
NO OPINION	190 30.2	65 25.9	125 33.2	19 17.9	49 32.2	40 31.9	42 33.3	40 33.8	34 23.0	31 30.0	73 31.4	51 36.1	82 29.3	10 17.1			39 24.3	10 10.2
NAME ID	475 75.7	208 83.1	266 70.8	73 68.1	112 74.4	91 72.8	102 81.1	97 81.7	121 81.5	87 85.3	155 66.1	112 78.6	261 93.5	53 87.4	164 100.0	121 100.0	106 66.6	92 89.2
HARD NAME ID	285 45.5	143 57.2	142 37.7	54 50.2	63 42.1	51 40.8	60 47.8	57 47.9	87 58.6	56 55.3	81 34.7	61 42.5	180 64.2	43 70.3	164 100.0	121 100.0	68 42.3	81 79.1
NEVER HEARD OF	152 24.3	42 16.9	110 29.2	34 31.9	39 25.6	34 27.2	24 18.9	22 18.3	27 18.5	15 14.7	79 33.9	30 21.4	18 6.5	8 12.6			53 33.4	11 10.8

Table 5-2

T5. Do you have a favorable or unfavorable opinion of Ron Kind?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
FAVORABLE	164 26.2	48 18.6	91 76.1	98 34.5	16 11.9	12 23.9	82 26.9	60 26.4	157 26.6		3 27.3	4 21.2
UNFAVORABLE	121 19.3	77 29.7	14 11.6	64 22.4	25 18.6	17 33.2	59 19.4	36 15.6	113 19.1	2 27.5	1 10.5	5 29.0
NO OPINION	190 30.2	93 36.0	9 7.3	83 29.1	41 31.1	15 28.2	95 31.5	64 28.1	175 29.7	2 34.4	5 43.0	7 38.5
NAME ID	475 75.7	219 84.3	113 95.0	246 86.0	81 61.5	44 85.3	235 77.8	161 70.1	444 75.4	4 61.9	10 80.8	17 88.7
HARD NAME ID	285 45.5	125 48.3	104 87.7	163 56.9	40 30.4	30 57.2	140 46.3	96 42.0	269 45.7	2 27.5	5 37.8	9 50.2
NEVER HEARD OF	152 24.3	41 15.7	6 5.0	40 14.0	51 38.5	8 14.7	67 22.2	68 29.9	145 24.6	2 38.1	2 19.2	2 11.3

Table 6-1

T6. Do you have a favorable or unfavorable opinion of Steve Kagen?

	GEND			AGE					GEN~AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
FAVORABLE	160 25.5	75 29.9	85 22.6	13 12.1	36 23.9	44 35.3	35 28.2	32 26.5	42 28.6	33 31.9	51 21.7	34 24.1	65 23.1	16 26.3	43 26.2	25 20.4	160 100.0	
UNFAVORABLE	103 16.4	56 22.5	46 12.3	23 21.8	26 17.0	15 11.7	19 15.0	21 17.2	41 27.6	15 15.1	23 9.6	24 16.8	47 16.6	34 55.3	22 13.4	59 49.0		103 100.0
NO OPINION	206 32.8	78 31.2	128 34.0	32 30.5	65 43.0	28 22.0	43 34.5	38 31.7	44 29.4	34 33.7	81 34.7	47 32.8	97 34.5	9 14.3	54 33.2	18 14.6		
NAME ID	469 74.7	210 83.6	259 68.9	69 64.4	126 83.8	87 69.0	97 77.7	90 75.4	127 85.6	82 80.7	154 66.0	105 73.6	208 74.3	58 95.9	119 72.7	102 84.1	160 100.0	103 100.0
HARD NAME ID	263 41.9	131 52.4	131 34.9	36 34.0	61 40.9	59 47.0	54 43.1	52 43.7	83 56.2	48 47.0	73 31.3	58 40.8	111 39.7	50 81.6	65 39.5	84 69.4	160 100.0	103 100.0
NEVER HEARD OF	158 25.3	41 16.4	117 31.1	38 35.6	24 16.2	39 31.0	28 22.3	29 24.6	21 14.4	20 19.3	80 34.0	38 26.4	72 25.7	2 4.1	45 27.3	19 15.9		

Table 6-2

T6. Do you have a favorable or unfavorable opinion of Steve Kagen?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
FAVORABLE	160 25.5	61 23.5	18 14.8	42 14.7	103 77.8	18 35.2	77 25.4	60 26.0	150 25.4	2 34.0	3 27.3	5 24.4
UNFAVORABLE	103 16.4	43 16.6	24 20.5	51 17.8	15 11.7	16 31.1	44 14.7	35 15.4	97 16.5	2 33.1	1 9.2	2 12.6
NO OPINION	206 32.8	90 34.7	34 28.6	110 38.6	14 10.6	9 18.4	96 31.6	85 37.0	195 33.1		6 46.6	5 26.4
NAME ID	469 74.7	194 74.9	76 63.9	203 71.2	132 100.0	44 84.6	217 71.7	180 78.4	442 75.0	4 71.2	10 83.1	12 63.4
HARD NAME ID	263 41.9	104 40.2	42 35.3	93 32.6	118 89.4	34 66.3	121 40.1	95 41.4	247 41.9	4 67.1	5 36.4	7 36.9
NEVER HEARD OF	158 25.3	65 25.1	43 36.1	82 28.8		8 15.4	86 28.3	50 21.6	147 25.0	2 28.8	2 16.9	7 36.6

T7. If the Democrat primary for the United States Senate was being held today, for whom would you vote if the candidates were Tammy Baldwin or Ron Kind?

	GEND			AGE					GEN-AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
TAMMY BALDWIN	260 41.4	100 40.0	159 42.3	59 55.1	63 42.2	50 39.8	50 39.6	38 31.7	67 45.4	33 32.2	105 44.8	55 38.3	211 75.3	6 10.2	48 29.4	77 63.6	61 38.2	43 41.9
RON KIND	119 19.0	62 24.6	57 15.2	26 24.7	21 14.2	18 14.2	26 20.7	28 23.2	32 21.5	30 29.0	33 14.3	24 16.8	43 15.4	17 28.4	91 55.2	14 11.4	18 11.0	24 23.8
UNDECIDED	249 39.6	89 35.4	160 42.4	22 20.3	66 43.6	58 46.0	50 39.7	54 45.1	49 33.1	40 38.8	96 41.0	64 44.9	26 9.3	37 61.3	25 15.4	30 25.0	81 50.8	35 34.3

T7. If the Democrat primary for the United States Senate was being held today, for whom would you vote if the candidates were Tammy Baldwin or Ron Kind?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST			IDEOLOGY			RACE		
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CONS ERVE	MODE RATE	LIB ERAL	WHT	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
TAMMY BALDWIN	260 41.4	260 100.0		215 75.1	35 26.5	17 33.6	109 36.1	118 51.3	243 41.3	1 22.2	7 54.6	8 41.8
RON KIND	119 19.0		119 100.0	48 16.8	22 16.5	13 24.4	69 22.9	32 14.2	115 19.6		1 5.9	3 15.4
UNDECIDED	249 39.6			23 8.0	75 57.0	22 42.0	124 41.0	79 34.5	231 39.1	5 77.8	5 39.5	8 42.9

Table 8-1

T8. If the Democrat primary for the United States Senate was being held today, for whom would you vote if the candidates were Tammy Baldwin or Steve Kagen?

	GEND			AGE					GEN-AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
TAMMY BALDWIN	286 45.6	114 45.3	172 45.7	65 60.7	70 46.7	57 45.3	56 44.8	38 31.8	78 52.5	36 34.9	114 48.6	58 41.0	233 83.3	5 7.4	98 60.0	64 52.9	42 26.3	51 49.6
STEVE KAGEN	132 21.1	49 19.7	83 22.1	19 17.7	31 20.3	31 24.7	25 19.8	27 22.8	27 18.1	22 22.0	54 22.9	30 20.8	25 8.9	16 25.7	16 9.6	25 20.3	103 64.4	15 15.0
UNDECIDED	209 33.3	88 35.0	121 32.2	23 21.6	50 33.0	38 30.1	44 35.4	54 45.4	44 29.4	44 43.1	67 28.5	54 38.2	22 7.8	41 66.9	50 30.4	32 26.8	15 9.3	36 35.4

Table 8-2

T8. If the Democrat primary for the United States Senate was being held today, for whom would you vote if the candidates were Tammy Baldwin or Steve Kagen?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
TAMMY BALDWIN	286 45.6	215 82.7	48 40.4	286 100.0		18 35.2	127 41.9	125 54.6	266 45.2	2 27.5	8 60.5	10 52.9
STEVE KAGEN	132 21.1	35 13.5	22 18.3		132 100.0	13 25.5	68 22.5	47 20.5	128 21.7	2 34.0		2 13.2
UNDECIDED	209 33.3	10 3.7	49 41.2			20 39.4	108 35.6	57 24.9	195 33.1	2 38.5	5 39.5	6 33.9

Table 9-1

T9. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

	GEND			AGE					GEN~AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
CONSERVATIVE	52 8.2	23 9.3	28 7.6	4 4.1	12 7.7	6 5.1	13 10.0	17 14.1	12 7.9	12 11.3	11 4.6	18 12.4	18 6.6	15 25.1	12 7.5	17 14.2	18 11.4	16 15.6
MODERATE	303 48.3	125 49.8	178 47.2	39 36.9	59 39.0	71 56.8	71 56.5	63 52.6	65 43.5	60 58.9	104 44.7	73 51.5	126 45.0	26 43.4	82 49.7	59 48.4	77 48.1	44 43.2
LIBERAL	229 36.6	83 33.1	146 38.9	54 50.2	72 47.8	43 34.6	33 26.4	27 22.9	59 39.6	24 23.6	110 47.1	36 25.5	123 44.0	12 20.5	60 36.9	36 29.6	60 37.3	35 34.3
UNDECIDED	43 6.9	20 7.9	24 6.3	9 8.7	8 5.5	4 3.5	9 7.1	13 10.5	13 9.0	6 6.2	9 3.7	15 10.6	12 4.4	7 11.0	10 5.9	9 7.8	5 3.3	7 6.8

Table 9-2

T9. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CON ERVE	MODE RATE	LIB ERAL	WHITE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
CONSERVATIVE	52 8.2	17 6.7	13 10.6	18 6.4	13 9.9	52 100.0			51 8.6			1 3.6
MODERATE	303 48.3	109 42.1	69 58.1	127 44.4	68 51.4		303 100.0		276 46.9	4 66.8	6 50.2	16 83.7
LIBERAL	229 36.6	118 45.4	32 27.3	125 43.8	47 35.4			229 100.0	221 37.5	2 27.9	5 40.3	2 8.5
UNDECIDED	43 6.9	15 5.8	5 3.9	15 5.4	4 3.3				41 7.0		1 9.5	1 4.2

Table 10-1

T10. For statistical purposes, are you a man or a woman?

	GEND			AGE					GEN~AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627	251	376	107	150	125	125	119	149	102	234	142	280	61	164	121	160	103
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FEMALE	376		376	59	96	78	69	74			234	142	157	23	90	51	85	46
	60.0		100.0	55.7	63.8	62.6	54.9	61.7			100.0	100.0	56.2	37.4	55.1	42.4	53.1	45.1
MALE	251	251		47	54	47	57	46	149	102			122	38	74	70	75	56
	40.0	100.0		44.3	36.2	37.4	45.1	38.3	100.0	100.0			43.8	62.6	44.9	57.6	46.9	54.9

Table 10-2

T10. For statistical purposes, are you a man or a woman?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
FEMALE	376 60.0	159 61.3	57 48.2	172 60.2	83 62.7	28 55.0	178 58.7	146 63.8	355 60.2	4 66.1	5 41.8	12 62.8
MALE	251 40.0	100 38.7	62 51.8	114 39.8	49 37.3	23 45.0	125 41.3	83 36.2	234 39.8	2 33.9	7 58.2	7 37.2

Table 11-1

T11. Which of the following age groups applies to you?

	GEND			AGE					GEN~AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
18-34	107 17.0	47 18.8	59 15.8	107 100.0					47 31.8		59 25.4		56 20.1	6 9.8	22 13.4	32 26.0	13 8.1	23 22.6
35-44	150 24.0	54 21.7	96 25.5		150 100.0				54 36.6		96 41.1		65 23.2	16 26.3	40 24.6	23 19.0	36 22.5	26 24.8
45-54	125 20.0	47 18.7	78 20.9			125 100.0			47 31.6		78 33.5		55 19.7	7 11.2	28 17.2	23 19.0	44 27.6	15 14.3
55-64	125 20.0	57 22.6	69 18.3				125 100.0		57 55.4		69 48.4		59 21.2	16 26.2	35 21.2	25 20.8	35 22.1	19 18.2
65 PLUS	119 19.0	46 18.2	74 19.5					119 100.0	46 44.6		74 51.6		44 15.7	16 26.6	39 23.6	18 15.1	32 19.7	21 19.9

Table 11-2

T11. Which of the following age groups applies to you?

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD	FIND	BALD	KAG	CONS	MODE	LIB	WHITE	HISP	BLCK	OTHR
		WIN		WIN	EN	ERVE	RATE	ERAL		LTNO	AA	
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
18-34	107 17.0	59 22.6	26 22.1	65 22.6	19 14.3	4 8.6	39 13.0	54 23.4	102 17.2	2 24.7	3 27.3	
35-44	150 24.0	63 24.5	21 17.9	70 24.6	31 23.1	12 22.4	59 19.4	72 31.4	145 24.6	3 50.5	3 20.0	
45-54	125 20.0	50 19.2	18 15.0	57 19.9	31 23.4	6 12.3	71 23.5	43 18.9	112 19.1	1 16.6	2 16.7	10 52.0
55-64	125 20.0	50 19.2	26 21.8	56 19.7	25 18.7	13 24.2	71 23.4	33 14.5	119 20.1	1 8.2	3 21.2	4 19.0
65 PLUS	119 19.0	38 14.5	28 23.2	38 13.2	27 20.5	17 32.4	63 20.7	27 11.9	112 19.0		2 14.8	5 29.0

Table 12-1

T12. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are another ethnic group.

	GEND			AGE					GEN-AGE				BALDWIN IMG RATING		KIND IMG RATING		KAGEN IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	627 100.0	251 100.0	376 100.0	107 100.0	150 100.0	125 100.0	125 100.0	119 100.0	149 100.0	102 100.0	234 100.0	142 100.0	280 100.0	61 100.0	164 100.0	121 100.0	160 100.0	103 100.0
WHITE	589 94.0	234 93.5	355 94.4	102 95.3	145 96.2	112 89.7	119 94.6	112 93.9	138 92.7	97 94.6	221 94.6	134 94.0	264 94.2	55 89.6	157 95.5	113 93.0	150 93.7	97 94.6
HISPANIC LATINO	6 1.0	2 0.8	4 1.1	2 1.5	3 2.1	1 0.8	1 0.4		2 1.4		4 1.6	1 0.4		3 4.8		2 1.4	2 1.3	2 2.0
BLACK AFRICAN AMERICAN	13 2.0	7 2.9	5 1.4	3 3.2	3 1.7	2 1.7	3 2.1	2 1.6	5 3.3	2 2.3	3 1.3	2 1.5	7 2.3	1 1.7	3 2.1	1 1.1	3 2.1	1 1.1
ANOTHER ETHNIC GROUP	19 3.0	7 2.8	12 3.1			10 7.8	4 2.8	5 4.6	4 2.6	3 3.1	6 2.5	6 4.1	10 3.4	2 3.9	4 2.4	5 4.5	5 2.9	2 2.3

Table 12-2

T12. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are another ethnic group.

	DEM PRIM BALLOT TEST			DEM PRIM BALLOT TEST		IDEOLOGY			RACE			
	TOTAL	BALD WIN	FIND	BALD WIN	KAG EN	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	627 100.0	260 100.0	119 100.0	286 100.0	132 100.0	52 100.0	303 100.0	229 100.0	589 100.0	6 100.0	13 100.0	19 100.0
WHITE	589 94.0	243 93.8	115 97.0	266 93.3	128 96.5	51 98.0	276 91.3	221 96.3	589 100.0			
HISPANIC LATINO	6 1.0	1 0.5		2 0.6	2 1.6	0.6	4 1.4	2 0.8		6 100.0		
BLACK AFRICAN AMERICAN	13 2.0	7 2.6	1 0.6	8 2.7			6 2.1	5 2.2			13 100.0	
ANOTHER ETHNIC GROUP	19 3.0	8 3.0	3 2.4	10 3.5	2 1.9	1 1.3	16 5.2	2 0.7				19 100.0