

**Wisconsin 2012 US Senate Democrat  
Primary Election Auto Survey  
July 12<sup>th</sup> - 13<sup>th</sup>, 2011**



**David Flaherty  
CEO**



**Magellan Data and Mapping Strategies are pleased to present the results of a 627N autodial survey of likely Democrat primary voters in the state of Wisconsin. The interviewing was conducted July 12<sup>th</sup> - July 13<sup>th</sup>, 2011. This survey has a margin of error of +/- 3.91% at the 95 percent confidence interval.**

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DATA AND MAPPING  
STRATEGIES

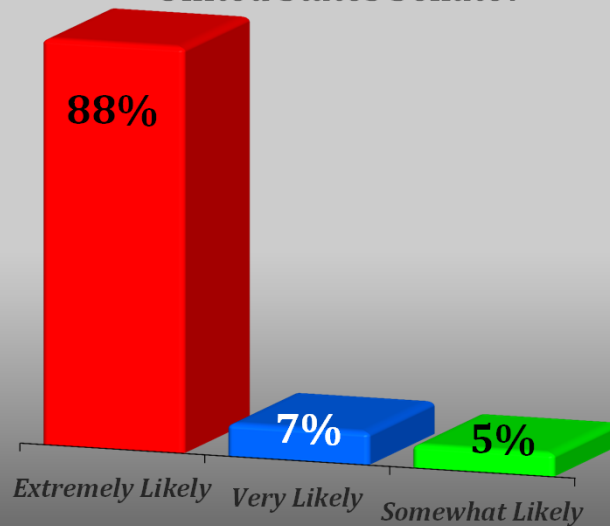


# Voter Frequency

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



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4

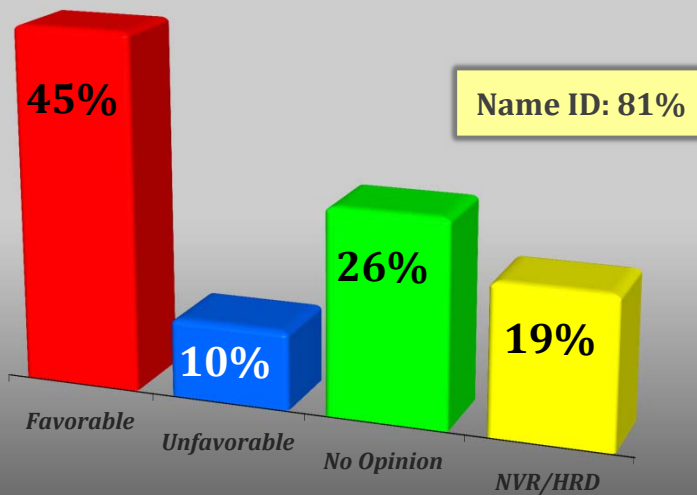


## Baldwin Image Rating

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5

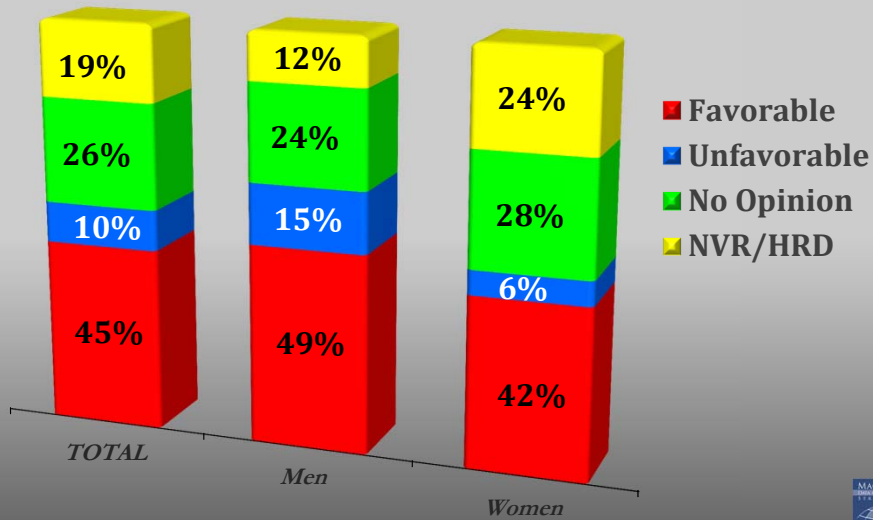
Do you have a favorable or unfavorable opinion of Tammy Baldwin?



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### Do you have a favorable or unfavorable opinion of Tammy Baldwin? (By Gender)

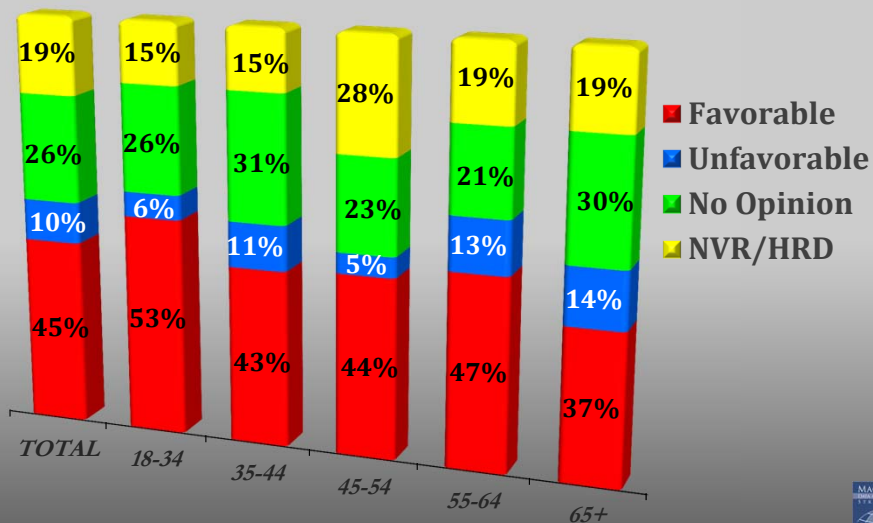


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### Do you have a favorable or unfavorable opinion of Tammy Baldwin? (By Age)



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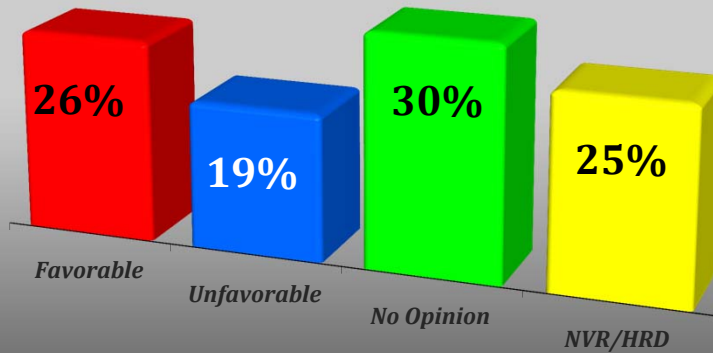
## Kind Image Rating

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

Name ID: 75%

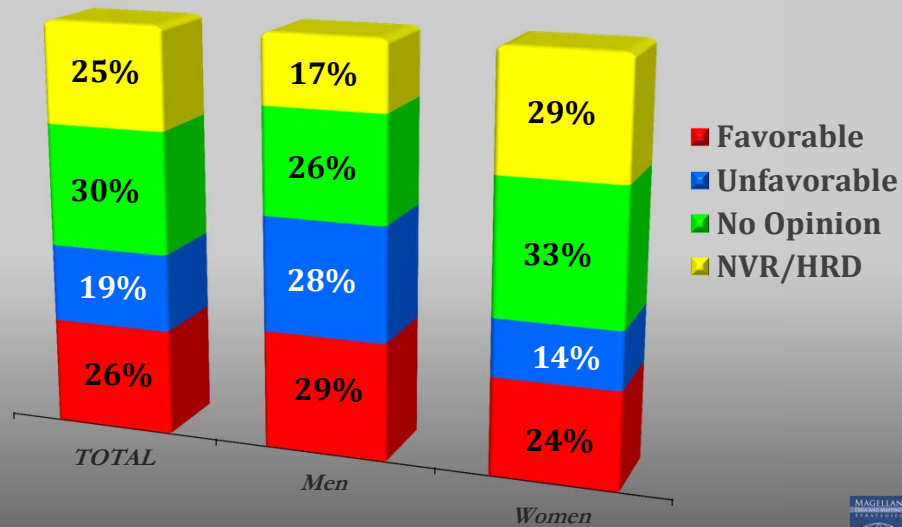


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10

### Do you have a favorable or unfavorable opinion of Ron Kind? (By Gender)

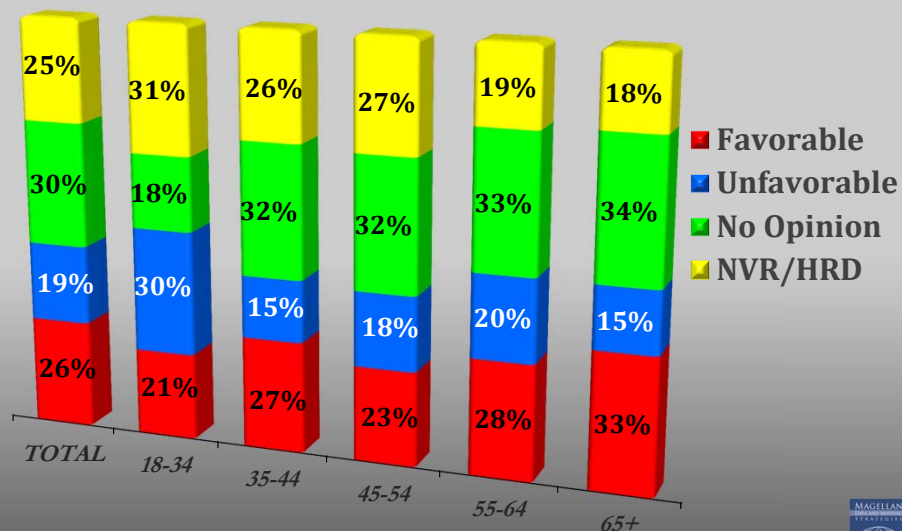


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### Do you have a favorable or unfavorable opinion of Ron Kind? (By Age)



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12

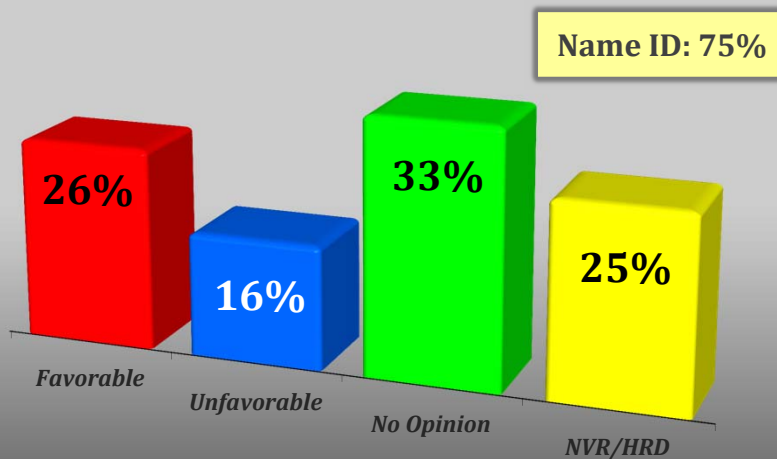


## Kagen Image Rating

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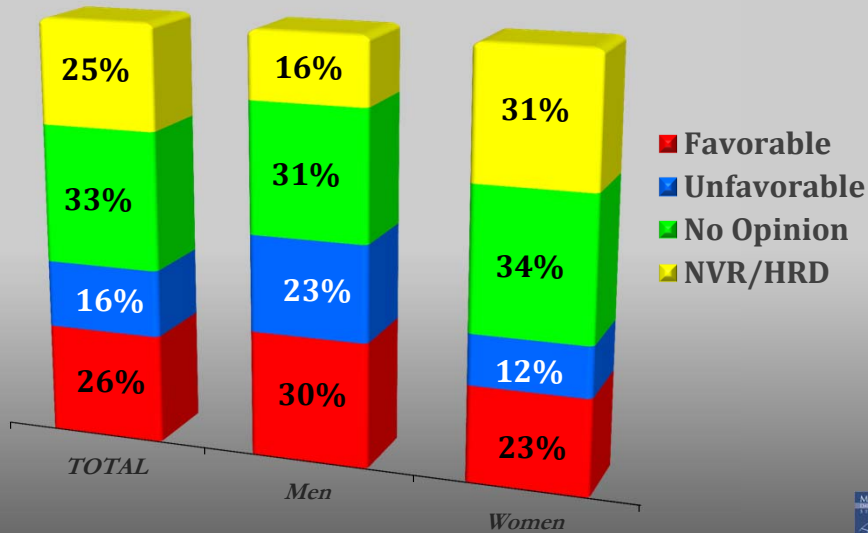
Do you have a favorable or unfavorable opinion of Steve Kagen?



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### Do you have a favorable or unfavorable opinion of Steve Kagen? (By Gender)

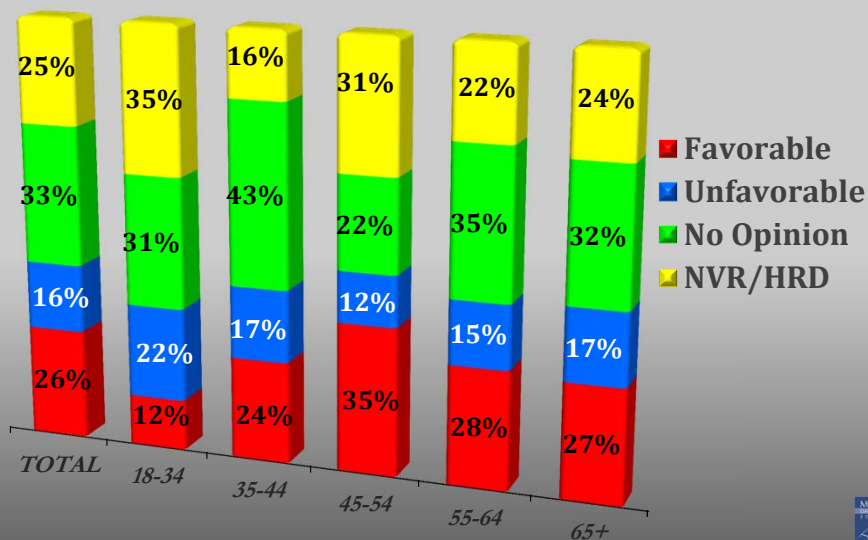


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### Do you have a favorable or unfavorable opinion of Steve Kagen? (By Age)



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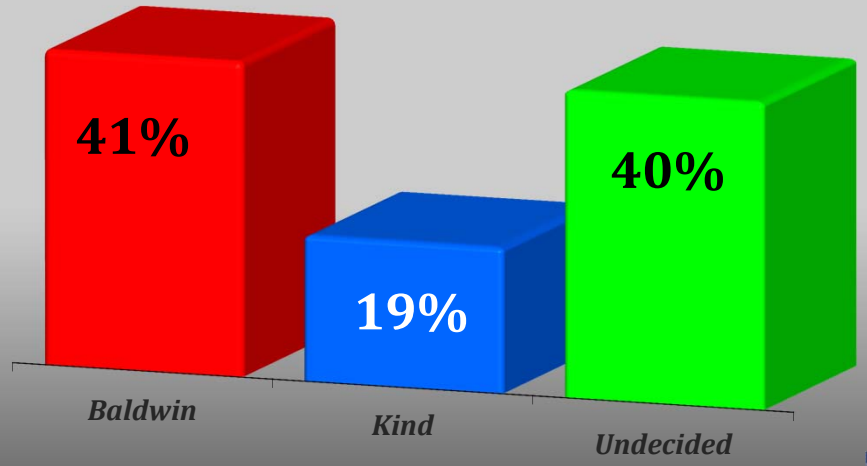


## Baldwin-Kind Ballot Test

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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?

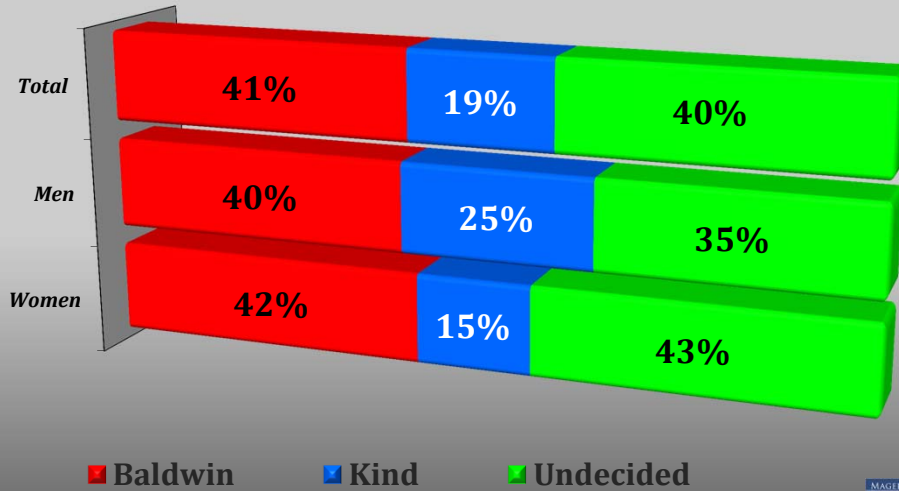


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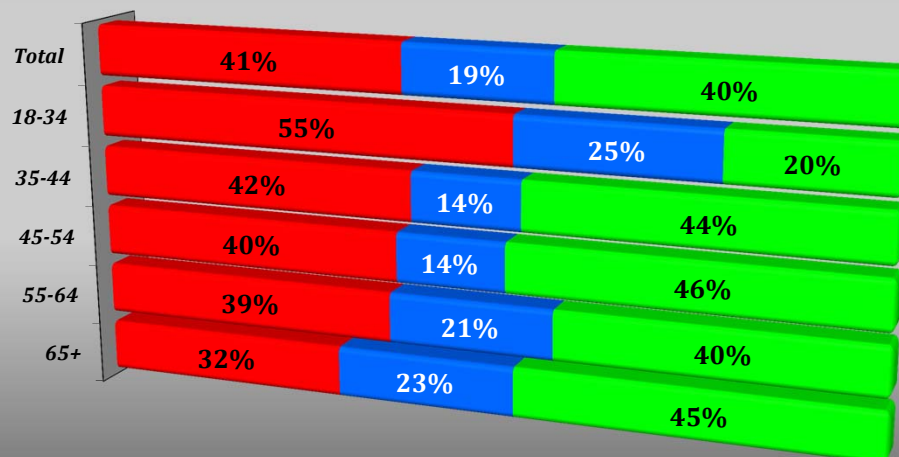
**If the Democrat primary for the United States Senate was being held today, for whom would you vote if the candidates were Tammy Baldwin or Ron Kind? (By Gender)**



■ Baldwin ■ Kind ■ Undecided



**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? (By Age)**



■ Baldwin ■ Kind ■ Undecided



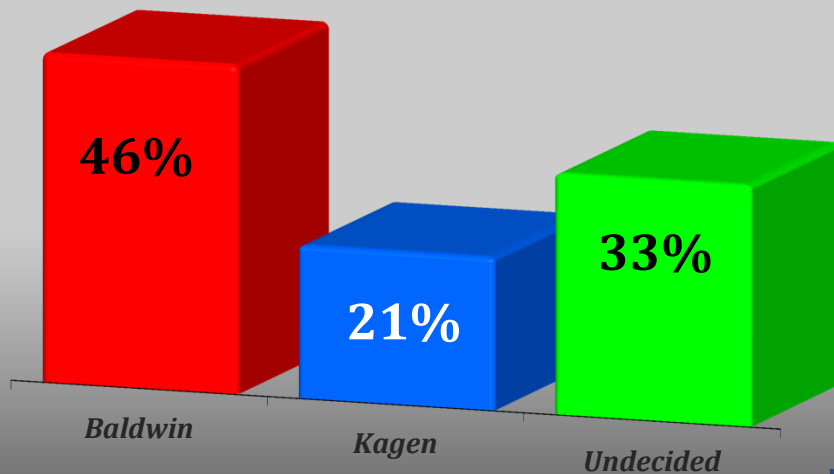


## Baldwin-Kagen Ballot Test

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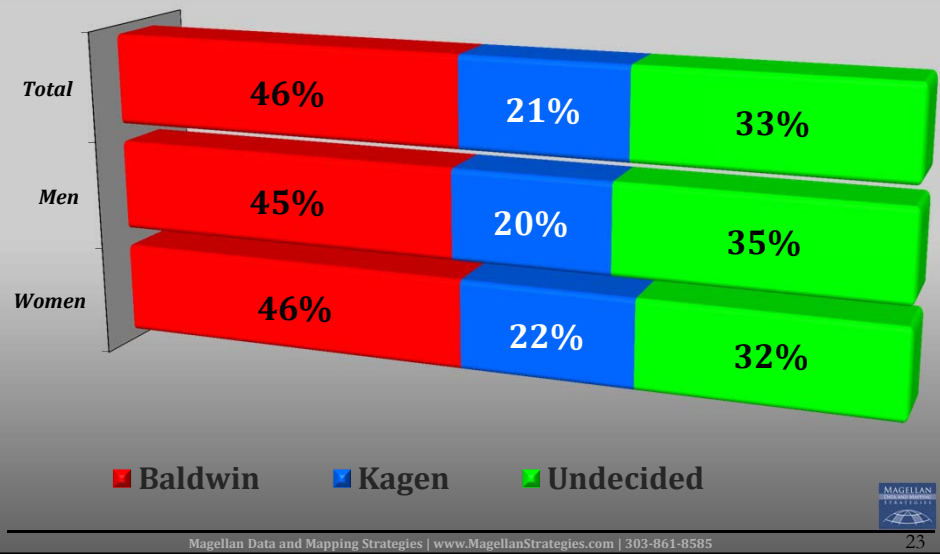
If the Democrat primary for the United States Senate was being held today, for whom would you vote if the candidates were Tammy Baldwin or Steve Kagen?



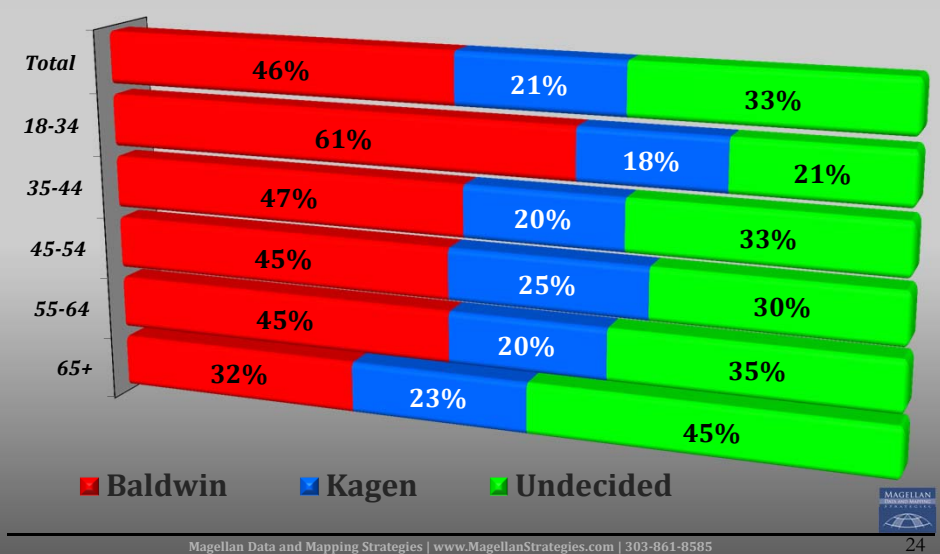
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**If the Democrat primary for the United States Senate was being held today, for whom would you vote if the candidates were Tammy Baldwin or Steve Kagen? (By Gender)**



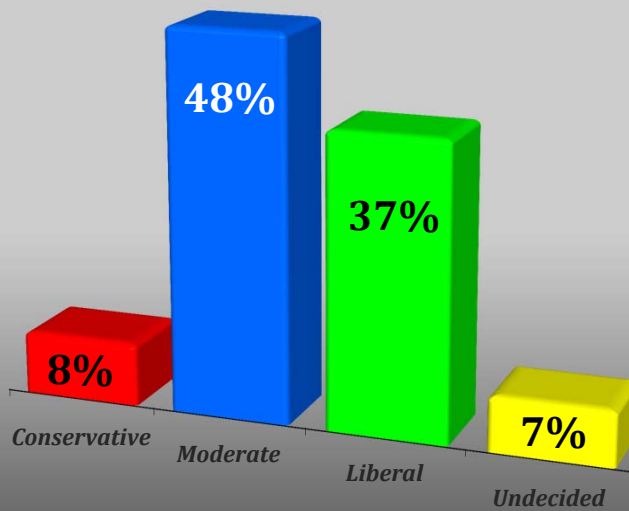
**If the Democrat primary for the United States Senate was being held today, for whom would you vote if the candidates were Tammy Baldwin or Steve Kagen? (By Age)**



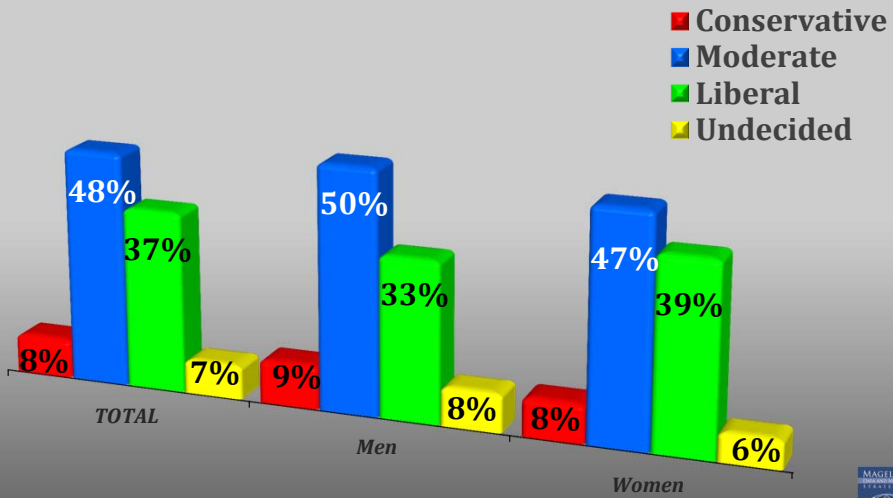


# Ideology

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



Do you consider yourself to be conservative, moderate or liberal in your political beliefs? (By Gender)

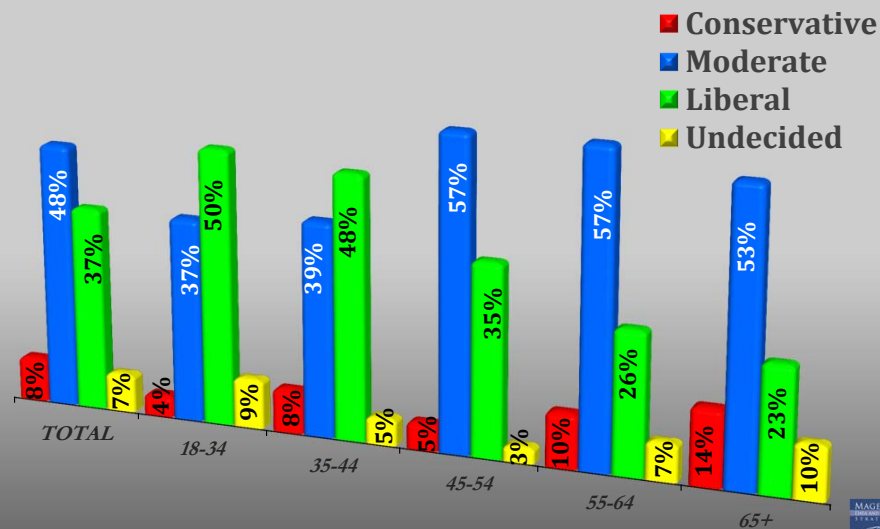


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Do you consider yourself to be conservative, moderate or liberal in your political beliefs? (By Age)



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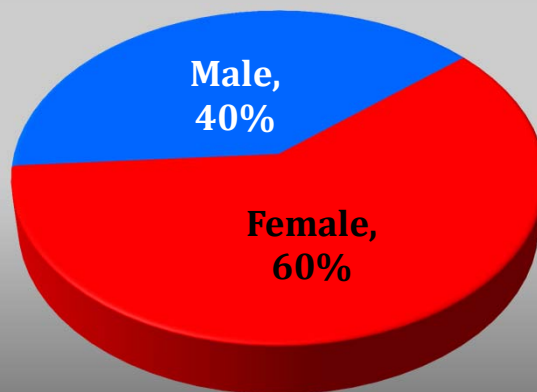


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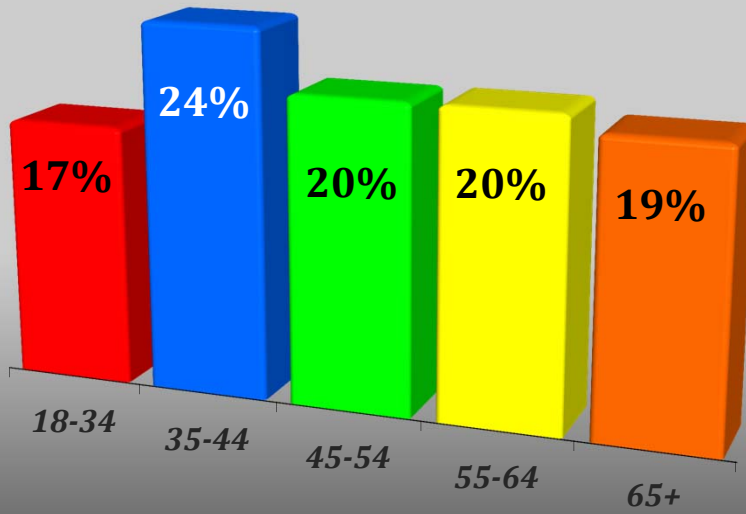


# Survey Demographics

## Gender Demographics



## Age Group Demographics

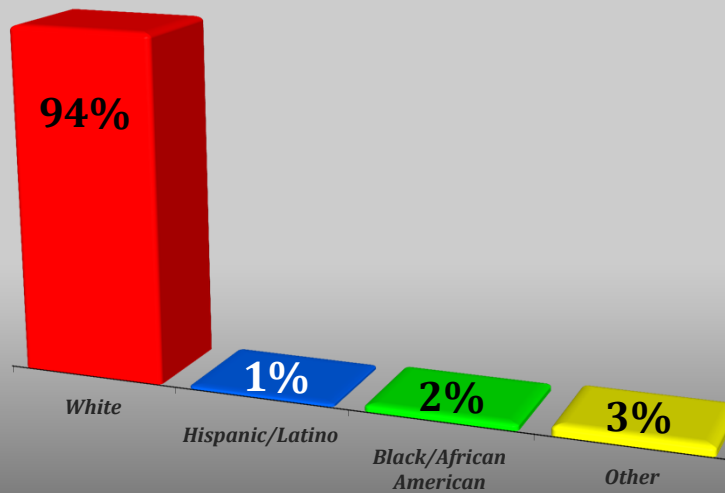


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## Race Demographics



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