



July 14, 2011
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: WISCONSIN 2012 US SENATE DEMOCRAT PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 627N autodial survey of likely Democrat primary voters in the state of Wisconsin. The interviews were conducted July 12th - 13th, 2011. This survey has a margin of error of +/- 3.91% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008 and 2006 primary election cycles.

T1. Are you registered to vote?

Yes.....100%

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

Extremely Likely..... 88%
Very Likely 7%
Somewhat Likely 5%

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?

Democrat primary100%

Thinking now about people active in Wisconsin politics.....

T4. Do you have a favorable or unfavorable opinion of Tammy Baldwin?

Favorable 45%
Unfavorable 10%
No Opinion 26%

Name ID 81%
Hard Name ID 55%
Never Heard Of..... 19%

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

Favorable 26%
Unfavorable 19%
No Opinion 30%

Name ID 75%
Hard Name ID 45%
Never Heard Of..... 25%

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

Favorable 26%
Unfavorable 16%
No Opinion 33%

Name ID 75%
Hard Name ID 42%
Never Heard Of..... 25%

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?

Tammy Baldwin..... 41%
Ron Kind..... 19%
Undecided..... 40%



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?

Tammy Baldwin..... 46%
Steve Kagen..... 21%
Undecided..... 33%

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

Conservative..... 8%
Moderate 48%
Liberal 37%
Undecided..... 7%

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

Female..... 60%
Male..... 40%

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

18-34..... 17%
35-44..... 24%
45-54..... 20%
55-64..... 20%
65+..... 19%

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.

White 94%
Another ethnic group 3%
Black or African American 2%
Hispanic or Latino..... 1%

