



FOR IMMEDIATE RELEASE

July 15, 2011

INTERVIEWS AND QUESTIONS:

DAVID FLAHERTY 303-861-8585

WISCONSIN 2012 US SENATE DEMOCRAT PRIMARY SURVEY RELEASE

**TAMMY BALDWIN LEADS RON KIND AND STEVE KAGEN
BY MORE THAN 20 POINTS IN SEPARATE BALLOT TESTS**

BALDWIN 41%, KIND 19%, UNDECIDED 40%

BALDWIN 46%, KAGEN 21%, UNDECIDED 33%

Louisville, CO – Magellan Data and Mapping Strategies today released the results of an autodial survey of 627 likely 2012 Wisconsin Democrat primary voters. The survey finds Congresswoman Tammy Baldwin leading by more than 20 points over fellow Congressman Ron Kind and former Congressman Steve Kagen in separate head to head ballot tests. In the Baldwin-Kind ballot test Tammy Baldwin leads Ron Kind 41% to 19% respectively, with 40% of voters undecided. The Baldwin-Kagen ballot test has Tammy Baldwin leading Steve Kagen by 25 points, 46% to 21% and 33% of voters are undecided.

The likely Senate candidacy of Tammy Baldwin has been followed nationally because she could be the first openly gay member of the US Senate. Earlier this week she reported taking in more than \$500,000 in the second quarter of this year, and has amassed a war chest of \$1.1 million. The first step for Tammy Baldwin in achieving her goal is winning the Democrat party's nomination, and the results of this survey show she is in good position to do just that. With that said, it is still very early, she is below 50% in both ballot tests and there are a significant number of undecided Democrat primary voters.

Looking at the Baldwin-Kind ballot test we find Tammy Baldwin doing very well among female and self-described liberal voters. It is important to note that among all respondents 48% describe themselves as moderate, and 37% as liberal, with both groups making up 85% of likely Democrat primary voters. What is clearly evident in looking at the ballot tests by voter subgroup is that Tammy Baldwin has broad support across the board.

Baldwin-Kind Ballot Test by Voter Subgroup*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Conserv Voters</u>	<u>Moderate Voters</u>	<u>Liberal Voters</u>
Baldwin Margin	+22	+15	+27	+10	+13	+37
Baldwin	41%	40%	42%	34%	36%	51%
Kind	19%	25%	15%	24%	23%	14%
Undecided	40%	35%	43%	42%	41%	35%

**Survey results are rounded to a whole number from actual crosstab results.*

The Baldwin-Kagen ballot test finds Tammy Baldwin leading Steve Kagen by 25 points, 46% to 21% respectively.

Baldwin-Kagen Ballot Test by Voter Subgroup*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Conserv Voters</u>	<u>Moderate Voters</u>	<u>Liberal Voters</u>
Baldwin Margin	+25	+25	+24	+9	+19	+34
Baldwin	46%	45%	46%	35%	42%	55%
Kagen	21%	20%	22%	26%	23%	21%
Undecided	33%	35%	32%	39%	35%	24%

**Survey results are rounded to a whole number from actual crosstab results.*

Candidate Image Ratings

Among then candidates tested, Tammy Baldwin has the strongest image rating with 45% having a favorable opinion of her, 10% having an unfavorable opinion, and 27% having no opinion of her. These are desirable numbers for any candidate, but there are still a sizeable number of voters who have not heard of, or have an opinion of Tammy Baldwin. Looking at Ron Kind's image rating, 26% have a favorable opinion of him, 19% have an unfavorable opinion and 30% have no opinion of him. Steve Kagen has similar image numbers, with 26% having a favorable opinion of him, 16% having an unfavorable opinion, and 33% having no opinion.

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Baldwin	45%	10%	27%	18%	82%
Kind	26%	19%	30%	25%	75%
Kagen	26%	16%	33%	25%	75%

**Survey results are rounded to a whole number from actual crosstab results.*

Survey Commissioned By

Magellan Data and Mapping Strategies fielded this survey with their own resources and do not have a business relationship with any potential candidates or organizations interested in this election.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a Wisconsin voter file. The survey response data was weighted upon past voting demographics from Wisconsin primary election cycles. The 627 interviews were conducted on July 12th and 13th. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.91% at the 95 percent confidence interval. The survey topline results are included in this document. The survey press release, toplines, crosstabs and presentation can be downloaded at MagellanStrategies.com under the "Survey Archives" tab on the front page of our website. Any questions regarding



this survey should be directed to David Flaherty at 303-861-8585, or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan Data and Mapping Strategies offer a wide array of political data products and services to Republican political candidates and organizations. Our services include live, automated and online survey research, modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at MagellanStrategies.com for more information about our firm.





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%

