

Table 1-2

T1. Are you registered to vote?

	REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	THOM PSON	NEU MANN	YES	NO	CONS ERVE	MODE RATE	LIB ERAL	WHT	HISP LTNO	BLCK AA	OTHR	
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
YES	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	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				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
EXTREMELY LIKELY	582 91.2	275 93.6	307 89.1	37 83.8	61 95.6	113 88.2	149 93.5	222 91.4	97 91.4	178 94.8	114 87.7	193 90.0	384 91.3	126 90.2	282 93.0	120 91.9	206 94.6	80 93.1	231 89.3	155 93.9	93 94.9
VERY LIKELY	39 6.1	13 4.4	26 7.5	5 11.2	1 1.5	12 9.5	6 4.0	14 5.9	8 7.5	5 2.6	10 7.8	16 7.3	29 6.8	7 5.0	16 5.3	8 6.0	9 4.0	4 4.6	21 8.0	7 4.2	3 3.2
SOMEWHAT LIKELY	18 2.8	6 2.1	12 3.4	2 5.1	2 2.9	3 2.3	4 2.5	7 2.7	1 1.1	5 2.6	6 4.5	6 2.7	8 1.9	7 4.8	5 1.7	3 2.1	3 1.4	2 2.3	7 2.6	3 1.8	2 1.9

Table 2-2

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

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PSON	NEU MANN	YES	NO	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
EXTREMELY LIKELY	582 91.2	251 89.8	216 94.3	252 94.7	330 88.6	445 93.6	123 85.3	7 63.3	554 91.3	6 100.0	6 86.7	16 84.6
VERY LIKELY	39 6.1	22 7.8	7 3.1	8 3.2	30 8.1	23 4.8	15 10.4	1 9.5	36 5.9			3 15.4
SOMEWHAT LIKELY	18 2.8	7 2.4	6 2.6	6 2.1	12 3.2	8 1.6	6 4.3	3 27.2	17 2.8		1 13.3	

Table 3-1

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?

	GEND			AGE					GEN-AGE				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
REPUBLICAN PRIMARY	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0

Table 4-2

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

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PERSON	NEU MANN	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
FAVORABLE	421 65.9	261 93.3	105 45.9	172 64.6	249 66.9	314 66.1	96 66.4	8 72.0	399 65.8	5 83.8	3 44.5	14 71.1
UNFAVORABLE	140 21.9	6 2.1	95 41.4	59 22.3	81 21.7	102 21.5	33 22.7	3 28.0	135 22.3	1 16.2	4 55.5	
NO OPINION	76 12.0	13 4.6	29 12.7	35 13.1	42 11.2	58 12.2	16 10.9		71 11.7			6 28.9
NAME ID	637 99.8	280 100.0	229 100.0	266 100.0	371 99.7	474 99.8	144 100.0	10 100.0	605 99.8	6 100.0	6 100.0	19 100.0
HARD NAME ID	560 87.8	267 95.4	200 87.3	231 86.9	330 88.5	417 87.6	129 89.1	10 100.0	534 88.1	6 100.0	6 100.0	14 71.1
NEVER HEARD OF	1 0.2				1 0.3	1 0.2			1 0.2			

Table 5-1

T5. Do you have a favorable or unfavorable opinion of Mark Neumann?

	GEND			AGE					GEN~AGE				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
FAVORABLE	303 47.4	150 51.3	152 44.2	20 44.0	24 38.4	67 52.3	78 48.6	114 47.1	57 53.4	94 50.0	54 41.7	98 45.7	214 50.8	67 47.8	303 100.0		133 61.0	46 53.9	87 33.7	140 84.7	36 36.4
UNFAVORABLE	130 20.4	74 25.4	56 16.2	7 15.0	12 18.3	21 16.8	37 22.9	54 22.2	24 22.5	51 27.0	16 12.3	40 18.5	85 20.1	36 25.4		130 100.0	50 23.0	34 39.5	73 28.5	4 2.4	40 41.0
NO OPINION	167 26.1	54 18.5	113 32.7	15 33.4	22 34.6	29 23.0	36 22.8	64 26.4	18 17.1	36 19.3	48 37.1	64 30.0	93 22.0	35 25.3			34 15.5	6 6.6	67 26.0	21 12.9	22 22.6
NAME ID	600 94.0	279 95.1	320 93.0	41 92.4	58 91.3	118 92.2	150 94.4	232 95.6	98 93.0	181 96.3	119 91.1	202 94.1	391 93.0	138 98.6	303 100.0	130 100.0	217 99.5	86 100.0	228 88.1	165 100.0	98 100.0
HARD NAME ID	433 67.8	225 76.6	208 60.3	26 59.0	36 56.6	88 69.2	114 71.5	168 69.3	80 75.9	145 77.0	70 54.0	137 64.2	299 71.0	102 73.2	303 100.0	130 100.0	183 84.0	80 93.4	161 62.2	144 87.1	76 77.4
NEVER HEARD OF	38 6.0	14 4.9	24 7.0	3 7.6	6 8.7	10 7.8	9 5.6	11 4.4	7 7.0	7 3.7	12 8.9	13 5.9	30 7.0	2 1.4			1 0.5		31 11.9		

Table 5-2

T5. Do you have a favorable or unfavorable opinion of Mark Neumann?

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PERSON	NEU MANN	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
FAVORABLE	303 47.4	87 31.2	175 76.4	126 47.5	177 47.4	235 49.4	60 41.9	3 32.3	291 48.0	3 41.6	2 29.3	7 36.8
UNFAVORABLE	130 20.4	86 30.7	20 8.7	49 18.4	81 21.8	94 19.9	31 21.2	5 48.9	120 19.7	2 30.6	5 70.7	4 20.7
NO OPINION	167 26.1	78 27.9	32 14.1	80 30.0	87 23.4	119 25.1	44 30.2	1 8.9	157 25.9	2 27.8		8 42.5
NAME ID	600 94.0	251 89.8	227 99.1	255 95.9	345 92.6	449 94.4	135 93.3	9 90.1	568 93.6	6 100.0	6 100.0	19 100.0
HARD NAME ID	433 67.8	173 61.9	195 85.1	175 65.8	258 69.2	329 69.3	91 63.1	8 81.1	411 67.8	5 72.2	6 100.0	11 57.5
NEVER HEARD OF	38 6.0	29 10.2	2 0.9	11 4.1	27 7.4	27 5.6	10 6.7	1 9.9	38 6.4			

Table 6-1

T6. Do you have a favorable or unfavorable opinion of Jeff Fitzgerald?

	GEND			AGE					GEN~AGE				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
FAVORABLE	218 34.1	117 39.8	101 29.3	16 35.7	16 24.7	50 39.1	58 36.5	78 32.1	48 45.7	69 36.5	33 25.5	68 31.6	144 34.3	57 40.5	133 43.9	50 38.6	218 100.0		57 22.1	53 32.0	83 85.0
UNFAVORABLE	86 13.4	46 15.7	39 11.5	6 12.5	7 11.8	15 11.6	25 15.5	33 13.5	13 12.7	33 17.4	14 11.1	25 11.7	66 15.7	19 13.3	46 15.2	34 26.0		86 100.0	48 18.7	28 17.1	3 3.0
NO OPINION	192 30.1	81 27.5	111 32.3	16 36.7	23 35.8	34 26.4	42 26.4	77 31.7	28 26.8	52 28.0	45 34.3	67 31.0	107 25.5	47 33.7	76 25.1	31 24.0			77 29.7	56 33.8	11 10.9
NAME ID	495 77.6	244 83.0	252 73.0	38 84.9	46 72.3	98 77.1	125 78.5	188 77.4	90 85.2	154 81.8	92 70.9	159 74.3	317 75.4	122 87.5	255 84.2	115 88.6	218 100.0	86 100.0	182 70.6	137 82.9	97 98.9
HARD NAME ID	303 47.5	163 55.5	140 40.7	22 48.2	23 36.4	65 50.7	83 52.1	111 45.7	62 58.4	101 53.9	48 36.6	93 43.3	210 49.9	75 53.8	179 59.1	84 64.6	218 100.0	86 100.0	105 40.8	81 49.1	86 88.1
NEVER HEARD OF	143 22.4	50 17.0	93 27.0	7 15.1	18 27.7	29 22.9	34 21.5	55 22.6	16 14.8	34 18.2	38 29.1	55 25.7	103 24.6	18 12.5	48 15.8	15 11.4			76 29.4	28 17.1	1 1.1

Table 6-2

T6. Do you have a favorable or unfavorable opinion of Jeff Fitzgerald?

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PERSON	NEU MANN	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
FAVORABLE	218 34.1	82 29.1	101 44.1	106 40.0	111 29.9	185 38.8	29 20.3	3 27.6	200 33.1	4 59.8	5 84.8	8 42.4
UNFAVORABLE	86 13.4	48 17.3	29 12.8	29 11.0	56 15.1	52 10.9	31 21.7	2 22.2	81 13.4	2 27.4	1 15.2	1 7.3
NO OPINION	192 30.1	75 26.8	68 29.8	78 29.3	114 30.7	134 28.1	52 36.2	3 31.7	183 30.2	1 12.7		8 43.2
NAME ID	495 77.6	205 73.2	198 86.7	213 80.3	282 75.7	370 77.8	113 78.1	8 81.5	465 76.7	6 100.0	6 100.0	18 93.0
HARD NAME ID	303 47.5	130 46.4	130 56.9	136 51.1	168 45.0	237 49.7	61 41.9	5 49.8	282 46.5	6 87.3	6 100.0	10 49.7
NEVER HEARD OF	143 22.4	75 26.8	30 13.3	52 19.7	91 24.3	105 22.2	32 21.9	2 18.5	141 23.3			1 7.0

Table 7-1

T7. If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson, Mark Neumann or Jeff Fitzgerald?

	GEND			AGE					GEN-AGE				THOMPSON		NEUMANN		FITZGERALD		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638	293	345	45	64	128	160	242	106	188	130	214	421	140	303	130	218	86	258	165	98
	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	100.0	100.0	100.0
TOMMY THOMPSON	258	121	137	21	37	43	63	94	43	79	58	79	241	4	87	73	57	48	258		
	40.5	41.3	39.8	46.9	57.3	34.0	39.5	38.9	40.2	41.9	44.8	36.8	57.4	2.8	28.8	56.5	26.2	56.6	100.0		
MARK NEUMANN	165	85	80	10	13	37	45	60	29	56	31	49	86	57	140	4	53	28		165	
	25.9	29.0	23.3	22.5	20.5	29.3	28.2	24.7	27.6	29.8	24.0	22.9	20.5	40.4	46.3	3.0	24.3	33.2		100.0	
JEFF FITZGERALD	98	53	45	9	2	27	24	36	23	30	15	30	37	46	36	40	83	3			98
	15.4	18.1	13.1	20.6	3.0	21.0	14.9	15.0	21.5	16.1	11.6	13.9	8.8	32.9	11.8	30.9	38.3	3.5			100.0
UNDECIDED	116	34	82	4	12	20	28	52	11	23	25	57	56	33	40	12	25	6			
	18.2	11.7	23.8	10.0	19.2	15.8	17.3	21.4	10.7	12.2	19.5	26.4	13.3	23.9	13.2	9.6	11.3	6.8			

Table 7-2

T7. If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson, Mark Neumann or Jeff Fitzgerald?

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PSON	NEU MANN	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
TOMMY THOMPSON	258 40.5	244 87.4	6 2.6	106 39.9	152 40.9	185 38.8	67 46.2	6 58.6	245 40.5	3 40.1	1 13.3	10 49.7
MARK NEUMANN	165 25.9	3 1.1	156 68.1	67 25.3	98 26.4	122 25.7	40 27.6	1 13.4	160 26.5	2 27.5	2 29.0	1 7.3
JEFF FITZGERALD	98 15.4	22 7.7	49 21.4	48 18.1	50 13.4	84 17.6	11 7.7	2 18.0	87 14.3	2 32.4	4 57.6	6 28.9
UNDECIDED	116 18.2	11 3.8	18 7.9	44 16.7	72 19.3	85 17.8	27 18.5	1 9.9	114 18.8			3 14.1

Table 8-1

T8. If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson or Mark Neumann?

	GEND			AGE					GEN-AGE				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
TOMMY THOMPSON	280 43.9	135 46.1	144 41.9	25 56.0	35 54.4	51 39.9	64 40.1	105 43.4	49 46.1	87 46.1	62 47.5	83 38.6	261 62.0	6 4.3	87 28.8	86 66.0	82 37.4	48 56.6	244 94.7	3 1.8	22 22.0
MARK NEUMANN	229 35.8	122 41.5	107 31.0	14 30.6	14 22.1	61 47.5	62 38.8	79 32.4	46 43.3	76 40.6	43 32.7	64 30.0	105 25.0	95 67.7	175 57.7	20 15.3	101 46.3	29 34.3	6 2.3	156 94.1	49 50.0
UNDECIDED	130 20.3	36 12.4	93 27.1	6 13.4	15 23.5	16 12.6	34 21.1	59 24.2	11 10.6	25 13.3	26 19.8	67 31.5	55 13.0	39 28.0	41 13.4	24 18.7	35 16.3	8 9.1	8 3.0	7 4.1	27 28.0

Table 8-2

T8. If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson or Mark Neumann?

	REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	THOM PSON	NEU MANN	YES	NO	CON SERVE	MOD ERATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR	
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
TOMMY THOMPSON	280 43.9	280 100.0		110 41.4	170 45.6	205 43.1	67 46.4	6 58.6	263 43.3	3 54.8	3 44.5	11 56.7
MARK NEUMANN	229 35.8		229 100.0	97 36.4	132 35.4	174 36.7	49 34.0	3 31.5	219 36.2	3 45.2	3 41.3	4 21.2
UNDECIDED	130 20.3			59 22.2	71 19.0	96 20.2	28 19.7	1 9.9	124 20.5		1 14.2	4 22.0

Table 9-1

T9. Do you consider yourself to be a member of the tea party movement?

	GEND			AGE					GEN~AGE				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
YES	266 41.7	135 45.9	131 38.0	19 42.4	22 34.0	58 45.6	66 41.3	101 41.7	48 45.4	87 46.2	51 39.0	80 37.4	172 40.8	59 42.3	126 41.7	49 37.5	106 48.8	29 34.2	106 41.0	67 40.6	48 49.2
NO	372 58.3	159 54.1	214 62.0	26 57.6	42 66.0	69 54.4	94 58.7	141 58.3	58 54.6	101 53.8	79 61.0	134 62.6	249 59.2	81 57.7	177 58.3	81 62.5	111 51.2	56 65.8	152 59.0	98 59.4	50 50.8

Table 9-2

T9. Do you consider yourself to be a member of the tea party movement?

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PSON	NEU MANN	YES	NO	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
YES	266 41.7	110 39.3	97 42.3	266 100.0		230 48.4	28 19.7	5 49.4	248 40.9	4 56.0	4 70.1	10 51.0
NO	372 58.3	170 60.7	132 57.7		372 100.0	245 51.6	116 80.3	5 50.6	358 59.1	3 44.0	2 29.9	9 49.0

Table 10-1

T10. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

	GEND			AGE					GEN-AGE				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
CONSERVATIVE	475 74.5	229 77.9	247 71.7	33 74.6	43 67.2	97 76.2	118 73.8	184 76.1	85 80.2	144 76.6	89 68.0	158 73.9	314 74.8	102 73.0	235 77.6	94 72.6	185 84.8	52 60.7	185 71.5	122 74.0	84 85.6
MODERATE	144 22.6	57 19.5	87 25.3	10 23.1	18 28.4	29 23.0	36 22.8	50 20.7	19 17.9	38 20.4	39 29.9	48 22.5	96 22.8	33 23.5	60 20.0	31 23.5	29 13.4	31 36.6	67 25.8	40 24.1	11 11.4
LIBERAL	10 1.6	7 2.2	4 1.1	1 2.3	1 1.5	1 0.7	3 2.1	4 1.7	2 1.8	5 2.5	1 0.7	3 1.4	8 1.8	3 2.1	3 1.1	5 3.9	3 1.3	2 2.7	6 2.4	1 0.8	2 1.9
UNDECIDED	8 1.2	1 0.4	7 1.9		2 3.0		2 1.3	4 1.6		1 0.6	2 1.5	5 2.2	3 0.7	2 1.4	4 1.3		1 0.5		1 0.4	2 1.1	1 1.1

Table 10-2

T10. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PSON	NEU MANN	YES	NO	CON ERVE	MODE RATE	LIB ERAL	WHITE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
CONSERVATIVE	475 74.5	205 73.2	174 76.3	230 86.6	245 65.9	475 100.0			454 75.0	3 43.7	5 72.9	14 71.7
MODERATE	144 22.6	67 23.9	49 21.5	28 10.7	116 31.1		144 100.0		139 23.0	2 25.7	1 13.9	3 14.0
LIBERAL	10 1.6	6 2.2	3 1.4	5 1.9	5 1.4			10 100.0	5 0.8	2 30.6	1 13.3	3 14.3
UNDECIDED	8 1.2	2 0.7	2 0.8	2 0.7	6 1.6				8 1.3			

Table 11-1

T11. For statistical purposes, are you a man or a woman?

	GEND			AGE					GEN~AGE				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
FEMALE	345 54.0		345 100.0	20 45.7	43 67.1	67 52.5	84 52.6	130 53.8			130 100.0	214 100.0	218 51.7	76 54.2	152 50.3	56 42.8	101 46.3	39 46.2	137 53.1	80 48.6	45 45.9
MALE	293 46.0	293 100.0		24 54.3	21 32.9	61 47.5	76 47.4	112 46.2	106 100.0	188 100.0			203 48.3	64 45.8	150 49.7	74 57.2	117 53.7	46 53.8	121 46.9	85 51.4	53 54.1

Table 11-2

T11. For statistical purposes, are you a man or a woman?

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PSON	NEU MANN	YES	NO	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
FEMALE	345 54.0	144 51.6	107 46.7	131 49.3	214 57.4	247 51.9	87 60.4	4 36.9	328 54.1	3 53.2	1 13.3	12 63.9
MALE	293 46.0	135 48.4	122 53.3	135 50.7	159 42.6	229 48.1	57 39.6	7 63.1	278 45.9	3 46.8	6 86.7	7 36.1

Table 12-1

T12. Which of the following age groups applies to you?

	GEND			AGE					GEN~AGE				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
18-34	45 7.0	24 8.3	20 5.9	45 100.0					24 22.9		20 15.7		33 7.8	7 4.8	20 6.5	7 5.1	16 7.3	6 6.6	21 8.1	10 6.1	9 9.4
35-44	64 10.0	21 7.1	43 12.4		64 100.0				21 19.8		43 32.9		49 11.6	9 6.7	24 8.1	12 9.0	16 7.2	7 8.8	37 14.2	13 7.9	2 2.0
45-54	128 20.0	61 20.6	67 19.5			128 100.0			61 57.3		67 51.5		84 20.1	30 21.6	67 22.1	21 16.5	50 22.9	15 17.3	43 16.8	37 22.6	27 27.3
55-64	160 25.0	76 25.8	84 24.3				160 100.0		76 40.3			84 39.1	107 25.4	35 24.9	78 25.6	37 28.1	58 26.8	25 29.0	63 24.4	45 27.2	24 24.3
65 PLUS	242 38.0	112 38.2	130 37.9					242 100.0	112 59.7		130 60.9		148 35.1	59 41.9	114 37.7	54 41.3	78 35.8	33 38.3	94 36.5	60 36.2	36 37.0

Table 12-2

T12. Which of the following age groups applies to you?

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PSON	NEU MANN	YES	NO	CON ERVE	MOD RATE	LIB ERAL	WHTE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
18-34	45 7.0	25 8.9	14 6.0	19 7.1	26 6.9	33 7.0	10 7.2	1 9.9	37 6.0	3 47.2	2 31.2	3 16.2
35-44	64 10.0	35 12.4	14 6.2	22 8.2	42 11.3	43 9.0	18 12.6	1 8.9	58 9.6	2 25.4		4 20.1
45-54	128 20.0	51 18.2	61 26.5	58 21.9	69 18.6	97 20.5	29 20.4	1 8.8	120 19.9	2 27.4	3 41.7	3 14.2
55-64	160 25.0	64 22.9	62 27.0	66 24.8	94 25.2	118 24.7	36 25.2	3 32.9	152 25.0		1 13.9	7 35.6
65 PLUS	242 38.0	105 37.6	79 34.3	101 38.0	141 38.0	184 38.8	50 34.7	4 39.5	239 39.4		1 13.3	3 13.9

Table 13-1

T13. 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				THOMPSON IMG RATING		NEUMANN IMG RATING		FITZGERALD IMG RATING		REP PRIM BALLOT TEST		
	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	THOM PSON	NEU MANN	FITZ GRLD
TOTAL	638 100.0	293 100.0	345 100.0	45 100.0	64 100.0	128 100.0	160 100.0	242 100.0	106 100.0	188 100.0	130 100.0	214 100.0	421 100.0	140 100.0	303 100.0	130 100.0	218 100.0	86 100.0	258 100.0	165 100.0	98 100.0
WHITE	606 95.0	278 94.7	328 95.2	37 81.9	58 91.4	120 94.4	152 95.2	239 98.6	95 89.7	183 97.6	120 92.5	208 96.9	399 94.8	135 96.7	291 96.2	120 92.0	200 92.0	81 95.2	245 95.0	160 97.0	87 88.5
HISPANIC LATINO	6 1.0	3 1.0	3 1.0	3 6.7	2 2.5	2 1.4			3 2.8		3 2.6		5 1.3	1 0.7	3 0.9	2 1.5	4 1.8	2 2.0	3 1.0	2 1.1	2 2.1
BLACK AFRICAN AMERICAN	6 1.0	6 1.9	1 0.2	2 4.5		3 2.1	1 0.6	1 0.3	4 3.6	2 0.9	1 0.7		3 0.7	4 2.5	2 0.6	5 3.5	5 2.5	1 1.1	1 0.3	2 1.1	4 3.8
ANOTHER ETHNIC GROUP	19 3.0	7 2.4	12 3.6	3 6.9	4 6.0	3 2.1	7 4.3	3 1.1	4 3.9	3 1.5	6 4.2	7 3.1	14 3.2		7 2.3	4 3.0	8 3.7	1 1.6	10 3.7	1 0.8	6 5.7

Table 13-2

T13. 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.

	REP PRIM BALLOT TEST			TEA PARTY MEMBER		IDEOLOGY			RACE			
	TOTAL	THOM PSON	NEU MANN	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLCK AA	OTHR
TOTAL	638 100.0	280 100.0	229 100.0	266 100.0	372 100.0	475 100.0	144 100.0	10 100.0	606 100.0	6 100.0	6 100.0	19 100.0
WHITE	606 95.0	263 93.9	219 95.8	248 93.3	358 96.2	454 95.6	139 96.4	5 46.9	606 100.0			
HISPANIC LATINO	6 1.0	3 1.3	3 1.3	4 1.3	3 0.8	3 0.6	2 1.1	2 18.7		6 100.0		
BLACK AFRICAN AMERICAN	6 1.0	3 1.0	3 1.2	4 1.7	2 0.5	5 1.0	1 0.6	1 8.1			6 100.0	
ANOTHER ETHNIC GROUP	19 3.0	11 3.9	4 1.8	10 3.7	9 2.5	14 2.9	3 1.9	3 26.3				19 100.0