

**Wisconsin 2012 US Senate Republican  
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 638N autodial survey of likely Republican 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 +/- 3.88% at the 95 percent confidence interval.**

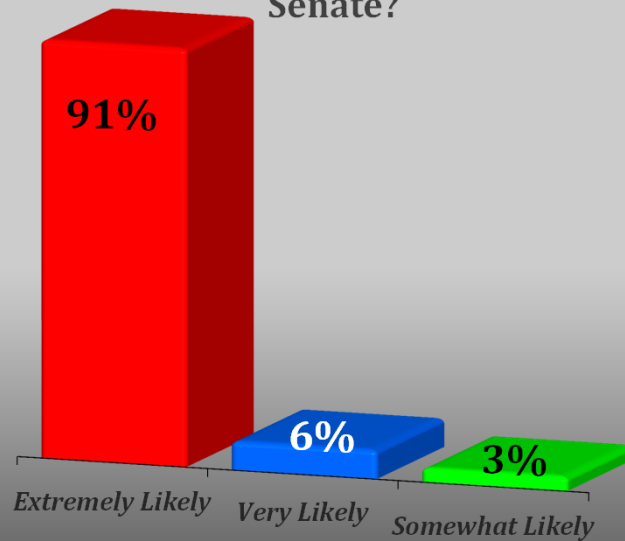


## Voter Frequency

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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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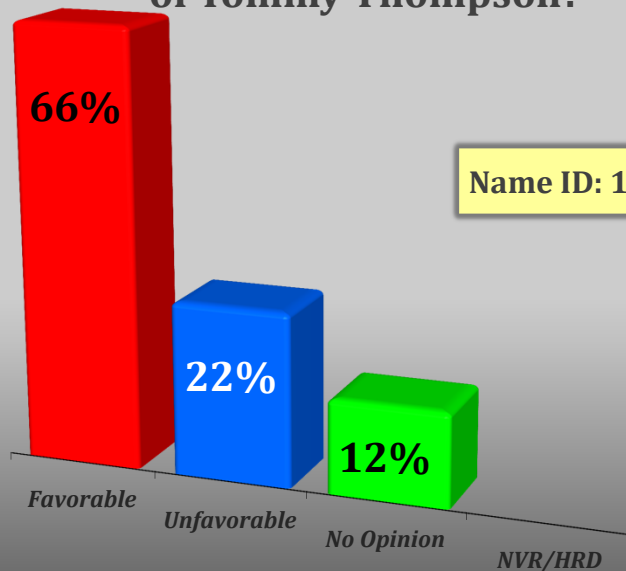


# Thompson Image Rating

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5

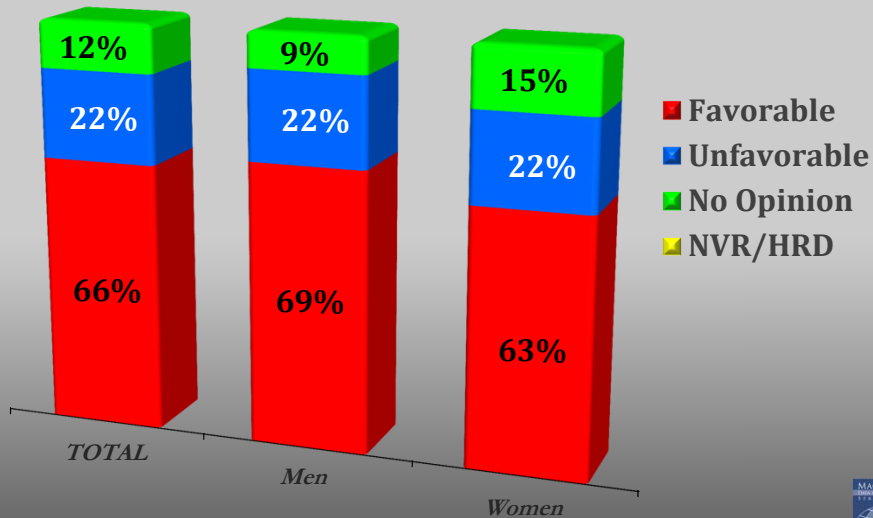
Do you have a favorable or unfavorable opinion of Tommy Thompson?



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### Do you have a favorable or unfavorable opinion of Tommy Thompson? (By Gender)

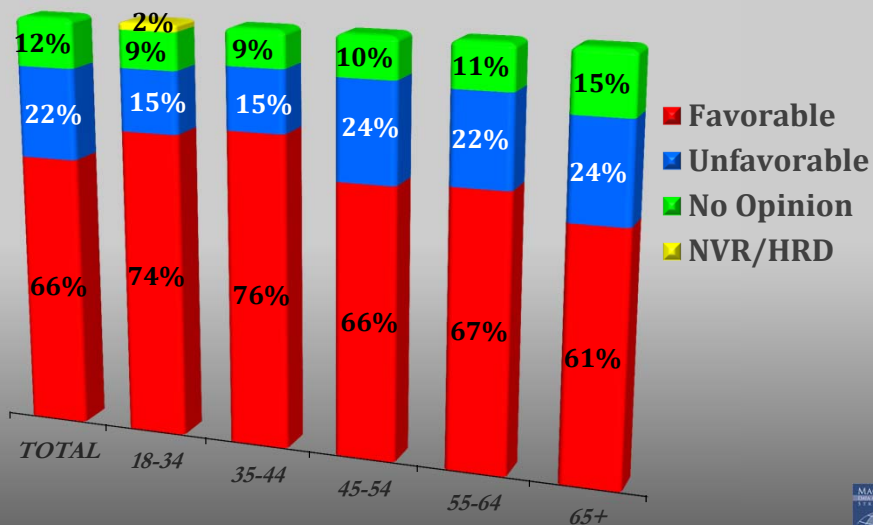


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### Do you have a favorable or unfavorable opinion of Tommy Thompson? (By Age)



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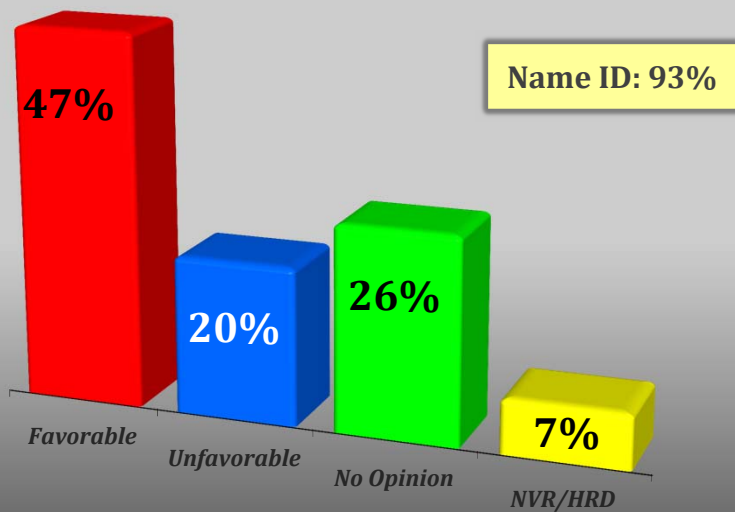


## Neumann Image Rating

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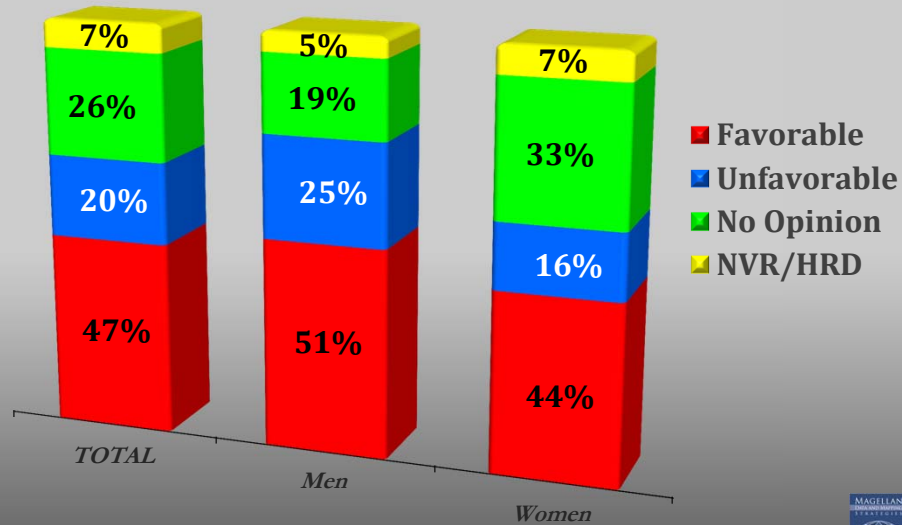
Do you have a favorable or unfavorable opinion of Mark Neumann?



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### Do you have a favorable or unfavorable opinion of Mark Neumann? (By Gender)

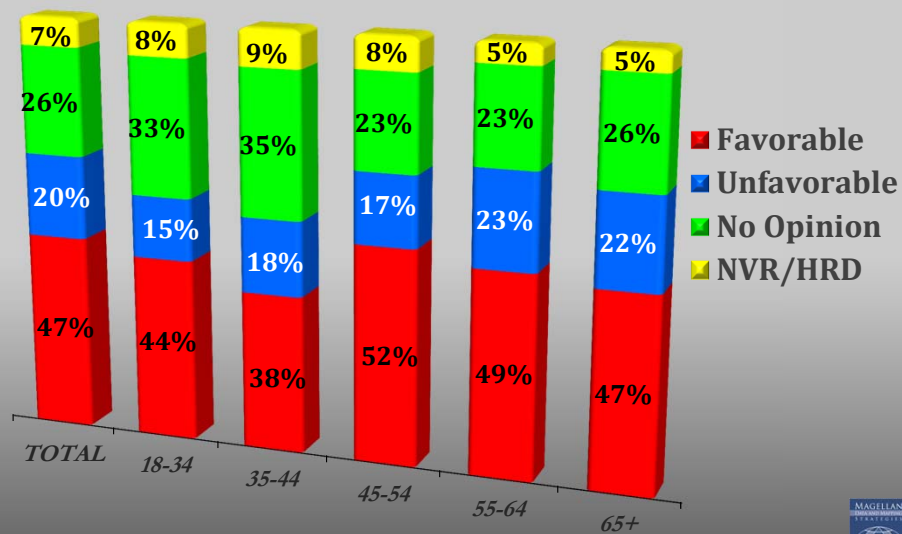


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### Do you have a favorable or unfavorable opinion of Mark Neumann? (By Age)



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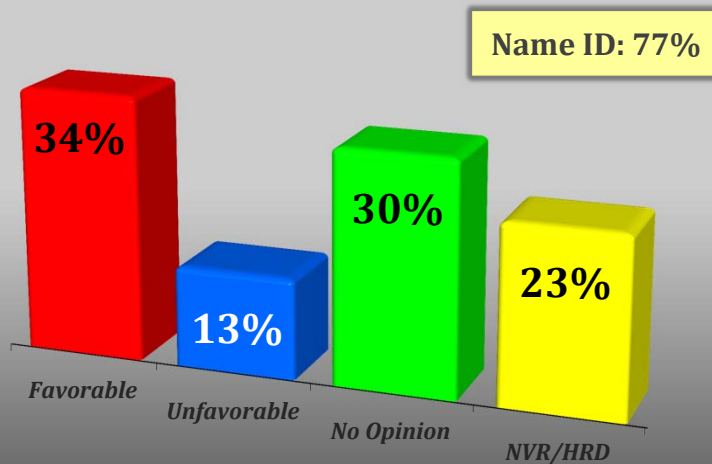


## Fitzgerald Image Rating

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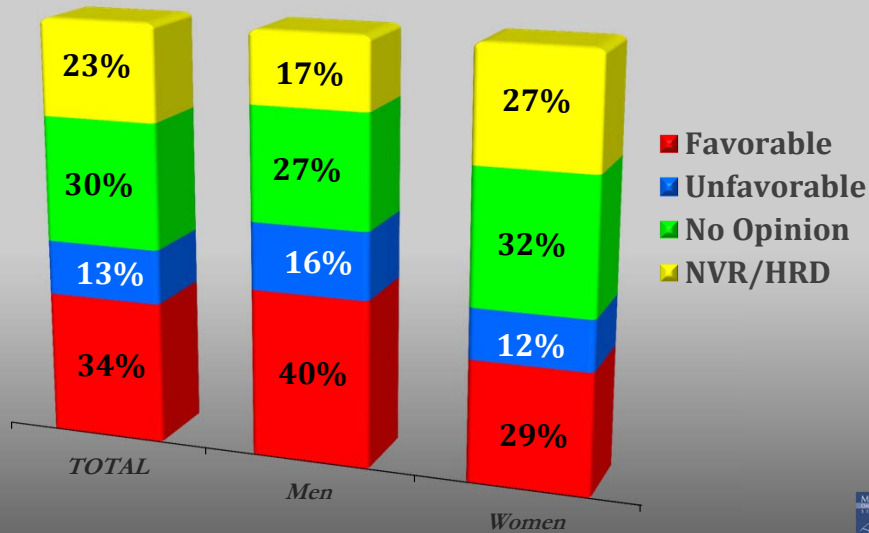
Do you have a favorable or unfavorable opinion of Jeff Fitzgerald?



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### Do you have a favorable or unfavorable opinion of Jeff Fitzgerald? (By Gender)

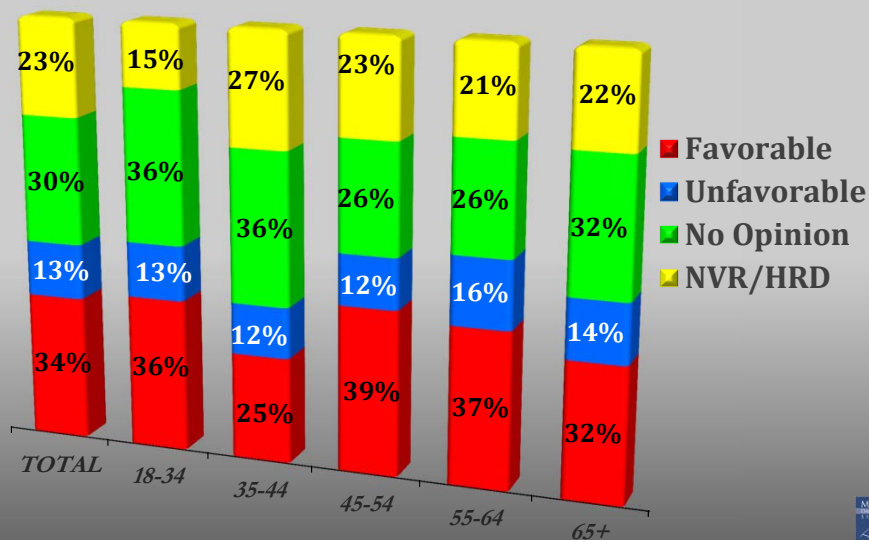


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### Do you have a favorable or unfavorable opinion of Jeff Fitzgerald? (By Age)



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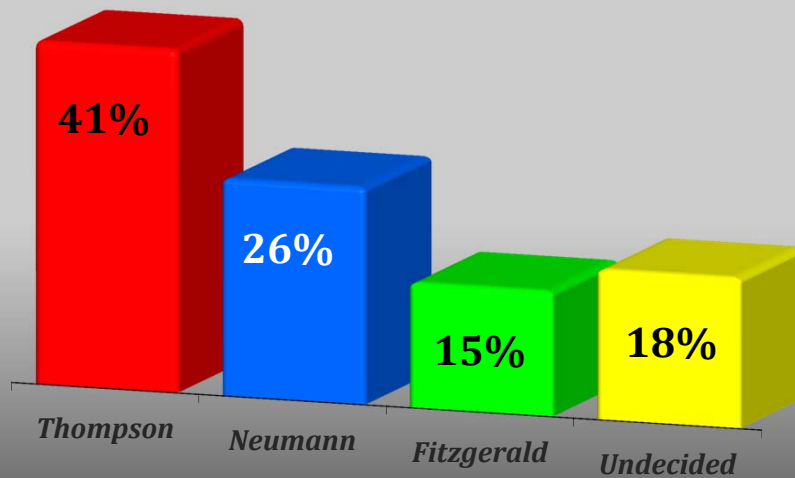


## Thompson-Neumann-Fitzgerald Ballot Test

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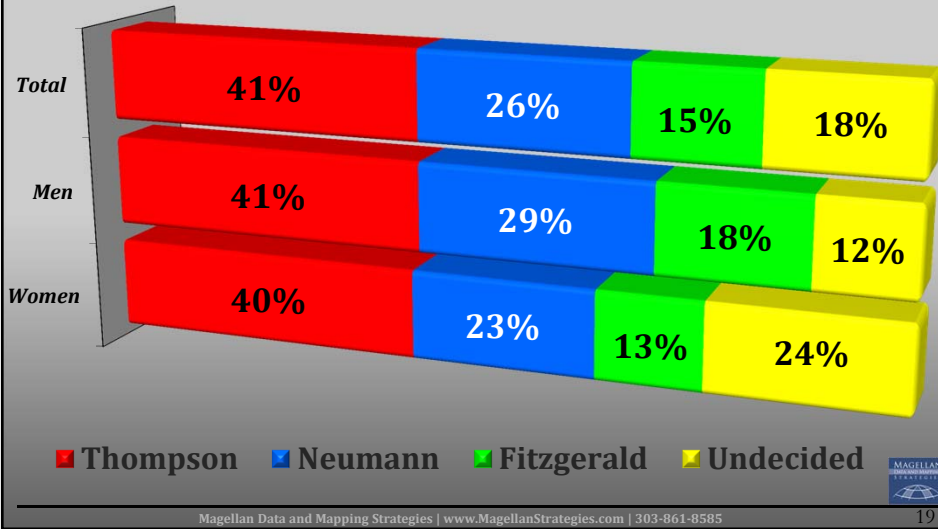
If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson, Mark Neumann or Jeff Fitzgerald?



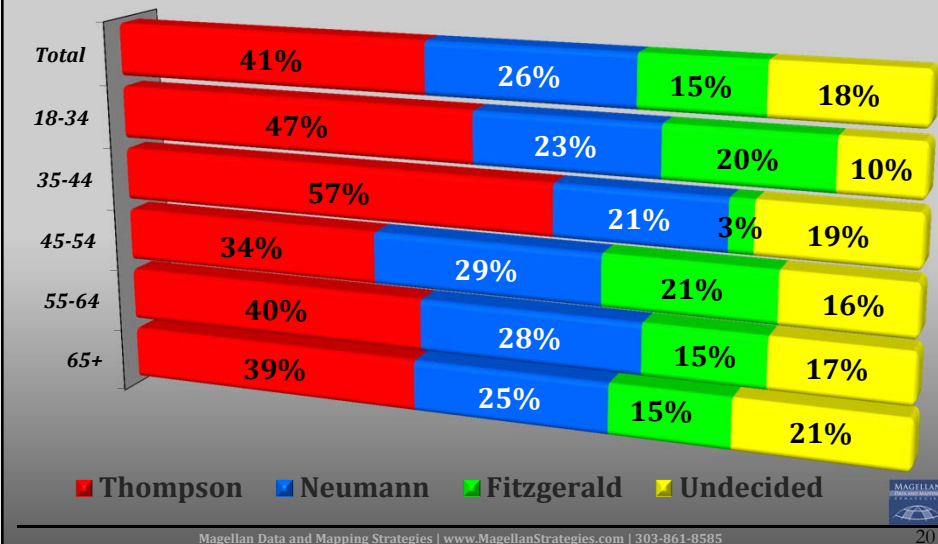
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If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson, Mark Neumann or Jeff Fitzgerald? (By Gender)



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? (By Age)



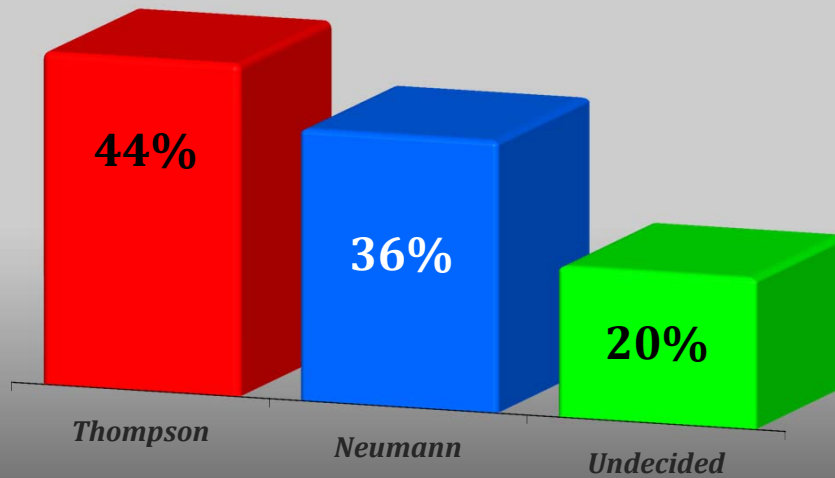


## Thompson-Neumann Ballot Test

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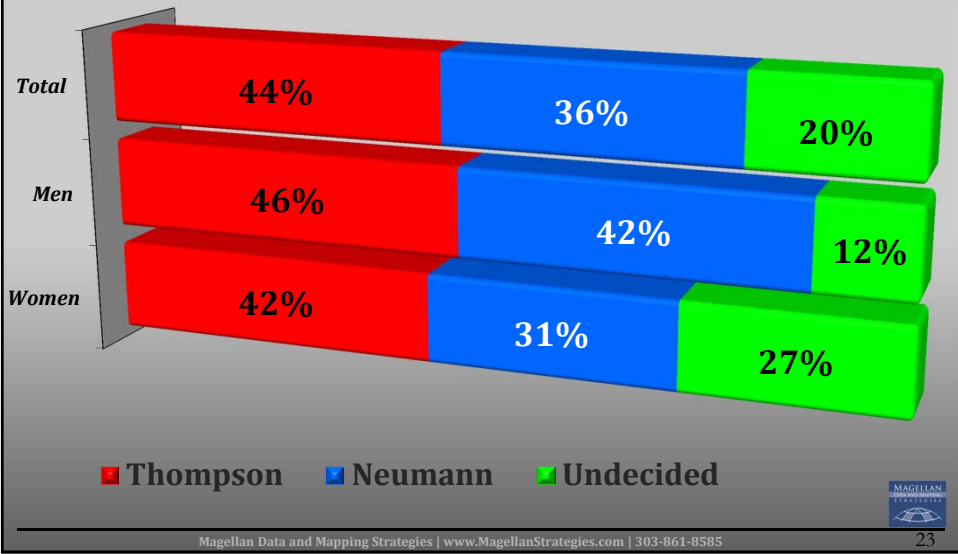
If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson or Mark Neumann?



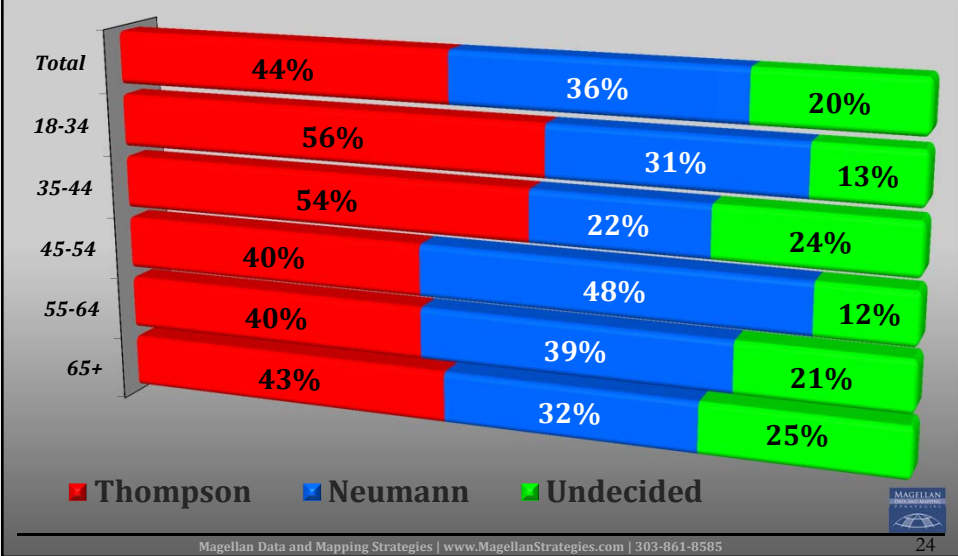
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**If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson or Mark Neumann? (By Gender)**



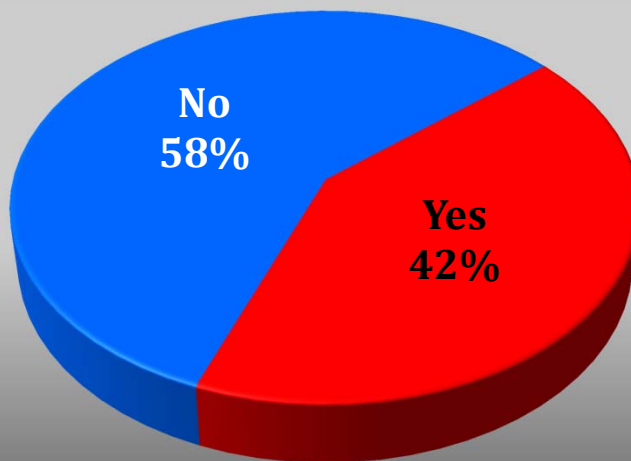
**If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Tommy Thompson or Mark Neumann? (By Age)**



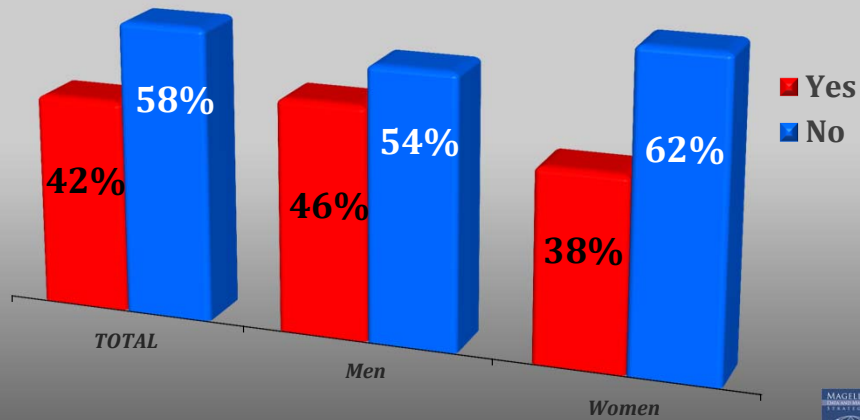


## Tea Party Affiliation

Do you consider yourself to be a member of the Tea Party movement?



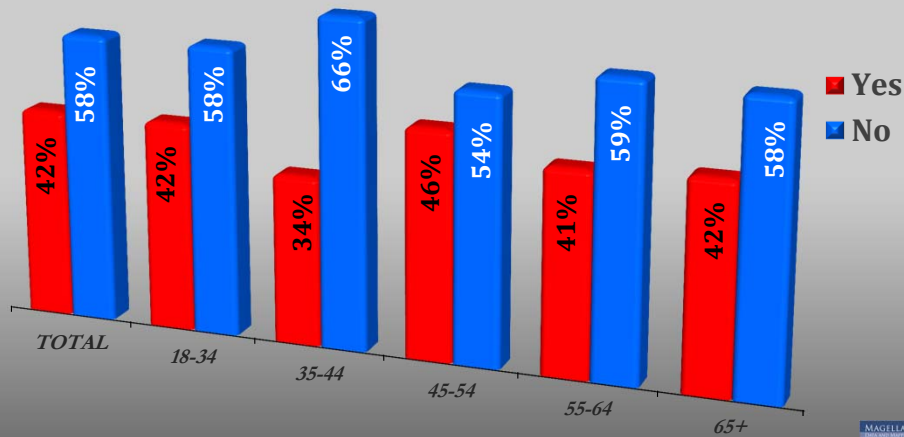
## Do you consider yourself to be a member of the Tea Party movement? (By Gender)



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## Do you consider yourself to be a member of the Tea Party movement? (By Age)



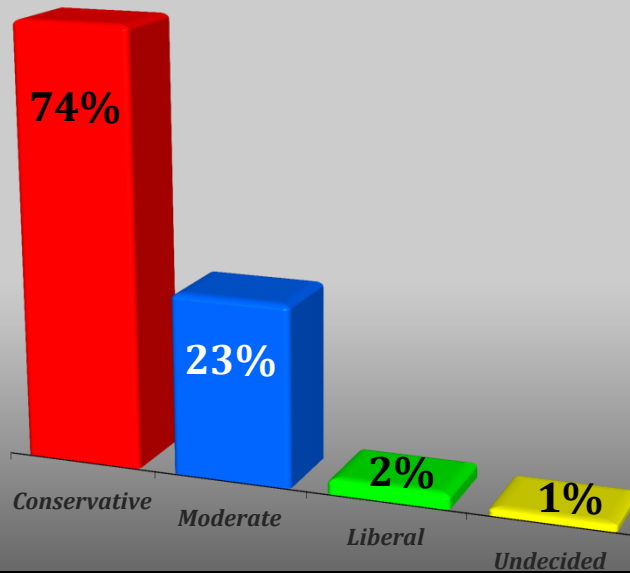
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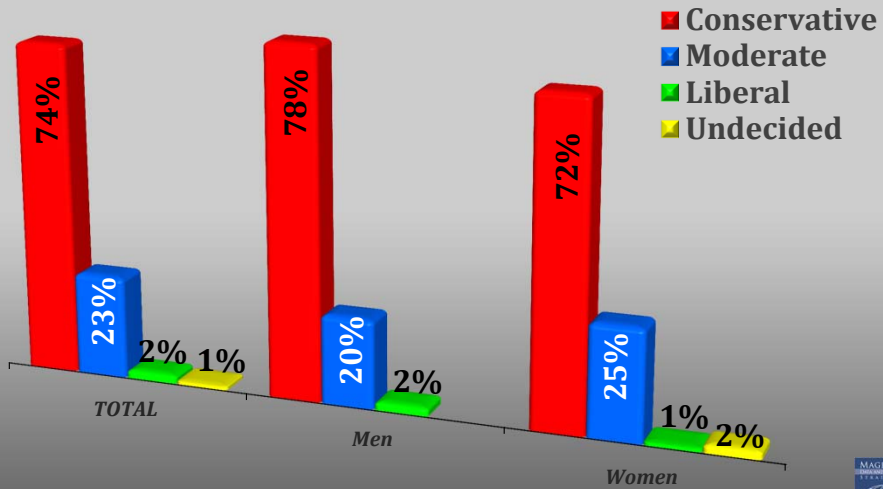


# Ideology

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



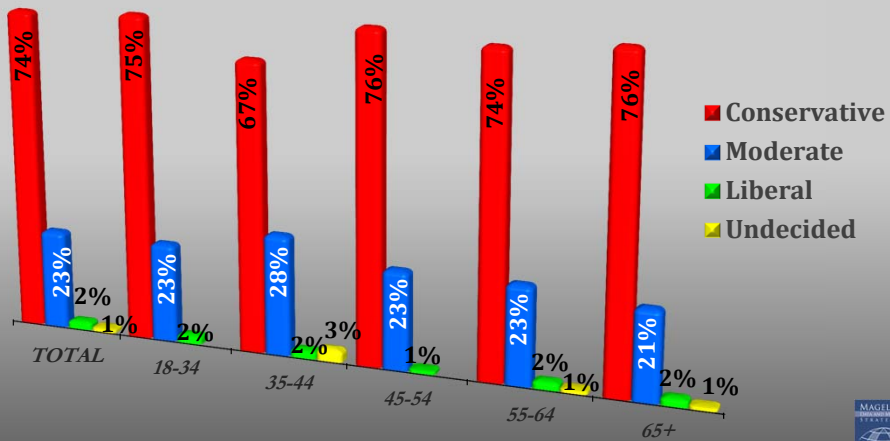
### Do you consider yourself to be conservative, moderate or liberal in your political beliefs? (By Gender)



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



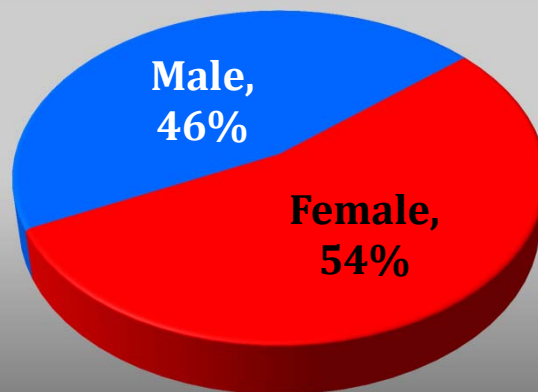
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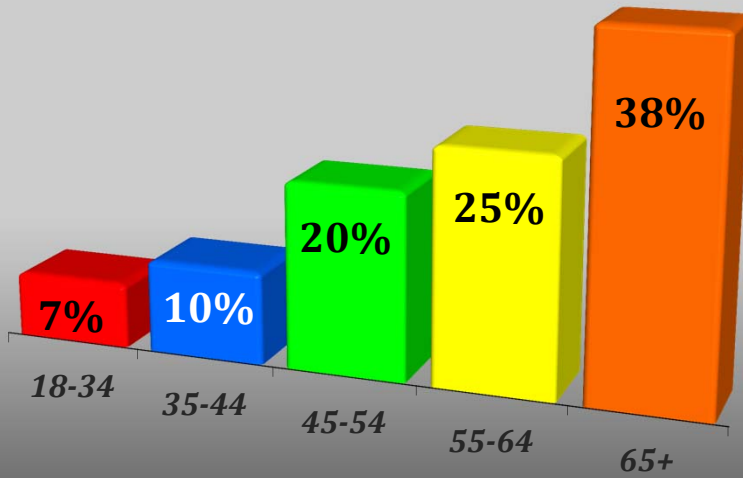


# Survey Demographics

## Gender Demographics



## Age Group Demographics

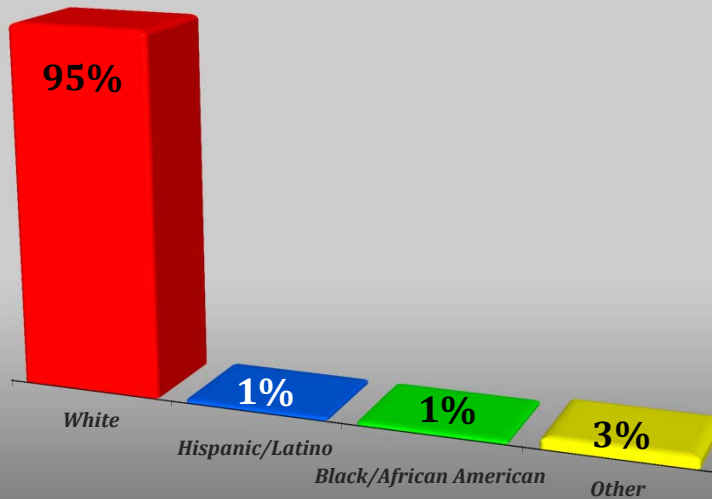


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## Race Demographics



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