



**FOR IMMEDIATE RELEASE  
INTERVIEWS AND QUESTIONS:**

**July 15, 2011  
DAVID FLAHERTY 303-861-8585**

**WISCONSIN 2012 US SENATE REPUBLICAN PRIMARY SURVEY RELEASE  
TOMMY THOMPSON LEADS POTENTIAL CHALLENGERS MARK NEUMANN AND  
JEFF FITZGERALD FOR GOP SENATE NOMINATION**

**BALLOT TEST #1:**

**THOMPSON 41%, NEUMANN 26%, JEFF FITZGERALD 15%, UNDECIDED 18%**

**BALLOT TEST #2:**

**THOMPSON 44%, NEUMANN 36%, UNDECIDED 20%**

**Louisville, CO** – Magellan Data and Mapping Strategies today released the results of an autodial survey of 638 likely 2012 Wisconsin Republican primary voters. This very early look at the Wisconsin GOP primary field finds former Governor Tommy Thompson leading former Congressman and 2010 Governor candidate Mark Neumann by 15 points, 41% to 26% respectively. House Speaker Jeff Fitzgerald is third with 15% support. Among the 42% of respondents who identify themselves as a member of the Tea Party, Tommy Thompson leads by 15 points over Mark Neumann, 40% to 25%. Among voters that consider themselves moderate on political issues, the former Governor leads Mark Neumann by 18 points, 46% to 28%. The following table shows the ballot test results by voter subgroup.

**Thompson-Neumann-Fitzgerald Ballot Test by Voter Subgroup\***

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>Tea Party</u>	<u>Conserv Voters</u>	<u>Moderate Voters</u>
Thompson Margin	+15	+12	+17	+14	+15	+13	+18
Thompson	41%	41%	40%	39%	40%	39%	46%
Neumann	26%	29%	23%	25%	25%	26%	28%
Fitzgerald	15%	18%	13%	15%	18%	18%	8%
Undecided	18%	12%	24%	21%	17%	17%	18%

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

The survey also tested a Tommy Thompson/Mark Neumann ballot test. In that matchup we find a tighter race, with Tommy Thompson leading Mark Neumann by 8 points, 44% to 36%. The ballot test by voter subgroup finds Tommy Thompson doing well among female voters, seniors, and self-described moderate voters. Mark Neumann's strongest voter subgroup is among men, with 42% support. The following table shows the Thompson-Neumann ballot test by voter subgroup.

**Thompson-Neumann Ballot Test by Voter Subgroup\***

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>Tea Party</u>	<u>Conserv Voters</u>	<u>Moderate Voters</u>
Thompson Margin	+8	+4	+11	+11	+5	+6	+12
Thompson	44%	46%	42%	43%	41%	43%	46%
Neumann	36%	42%	31%	32%	36%	37%	34%
Undecided	20%	12%	27%	25%	23%	20%	20%

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

**Candidate Image Ratings**

Among the three potential candidates tested, Tommy Thompson has the strongest image rating with 66% having a favorable opinion of him, and 22% having an unfavorable opinion, for a positive image ratio of 3 to 1. 2010 Governor candidate Mark Neumann has a positive image ratio of 2.4 to 1, with 47% of respondents having a favorable opinion of him and 20% having an unfavorable opinion of him. Mark Neumann is well known, with 94% of primary voters having heard of him, but 26% have no opinion of him. It is no surprise that House Speaker Jeff Fitzgerald is the least well known, with 78% name recognition. Among respondents that have an opinion of him, 34% have a favorable opinion and 13% have an unfavorable 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>
Thompson	66%	22%	12%	0%	100%
Neumann	47%	20%	26%	6%	94%
Fitzgerald	34%	13%	30%	22%	78%

\*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 638 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 3.88% 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



[www.MagellanStrategies.com](http://www.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](mailto:dflaherty@magellanstrategies.com).

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**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](http://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 REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS**

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Magellan Data and Mapping Strategies are pleased to present the topline results of a 638N autodial survey of likely Republican primary voters in the state of Wisconsin. The interviews were conducted July 12<sup>th</sup> - 13<sup>th</sup>, 2011. This survey has a margin of error of +/- 3.88% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008 and 2006 primary election cycles.

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T1. Are you registered to vote?

Yes.....100%

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

Extremely Likely..... 91%  
Very Likely ..... 6%  
Somewhat Likely ..... 3%

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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?

Republican primary .....100%

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

T4. Do you have a favorable or unfavorable opinion of Tommy Thompson?

Favorable ..... 66%  
Unfavorable ..... 22%  
No Opinion ..... 12%

Name ID ..... 100%  
Hard Name ID ..... 88%  
Never Heard Of..... 0%

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

Favorable ..... 47%  
Unfavorable ..... 20%  
No Opinion ..... 26%

Name ID ..... 93%  
Hard Name ID ..... 67%  
Never Heard Of..... 7%

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

Favorable ..... 34%  
Unfavorable ..... 13%  
No Opinion ..... 30%

Name ID ..... 77%  
Hard Name ID ..... 47%  
Never Heard Of..... 23%

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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, Mark Neumann, or Jeff Fitzgerald?

Tommy Thompson ..... 41%  
Mark Neumann..... 26%  
Jeff Fitzgerald ..... 15%  
Undecided..... 18%

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T9. 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?

Tommy Thompson ..... 44%  
Mark Neumann..... 36%  
Undecided..... 20%

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T10. Do you consider yourself to be a member of the tea party movement?

Yes..... 42%  
No..... 58%

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T11. Do you consider yourself to be conservative, moderate, or liberal in your political beliefs?

Conservative..... 74%  
Moderate..... 23%  
Liberal..... 2%  
Undecided..... 1%

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T12. For statistical purposes, are you a man or a woman?

Female..... 54%  
Male..... 46%

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T13. Which of the following age groups applies to you?

18-34..... 7%  
35-44..... 10%  
45-54..... 20%  
55-64..... 25%  
65+..... 38%

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T14. 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 ..... 95%  
Another ethnic group ..... 3%  
Hispanic or Latino..... 1%  
Black or African American ..... 1%

