



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

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 12th - 13th, 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.

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

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 primary100%

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%

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%

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%

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%



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%

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

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

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

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

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

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

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

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

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%

