



February 21, 2017
MEMORANDUM

TO: COMMITTEE TO DEFEND THE PRESIDENT
FR: DAVID FLAHERTY, MAGELLAN STRATEGIES
RE: 2018 WISCONSIN U.S. SENATE SURVEY SUMMARY

This memorandum is a summary of a live landline and cell phone survey of 500 likely 2018 general election voters and two surveys of 300 likely Republican primary voters in the state of Wisconsin. The interviews were conducted from February 9th to 16th, 2017. The general election survey has a margin of error of +/- 4.38%, and the Republican primary surveys have a margin of error of +/- 5.66% at the 95% confidence interval. The surveys were slightly weighted to reflect past Republican primary and general election voter turnout demographics. This survey research was commissioned by the Committee to Defend the President.

Key Findings

- Democrat Senator Tammy Baldwin's level of support among likely 2018 Wisconsin general election voters is currently 49% when matched against two potential Republican challengers, Milwaukee County Sheriff David Clarke (35% support), and Congressman Sean Duffy (36% support). (Cong. Duffy had not announced to forgo the U.S. Senate race when the survey was in the field)
- Milwaukee County Sheriff David Clarke would be very competitive in a Republican primary election for the U.S. Senate if he chooses to enter the race. Two separate Republican primary surveys (one with candidate titles and one without) show David Clarke statistically tied with Congressman Sean Duffy in one survey and leading in another.
- There is room for Milwaukee Sheriff David Clarke's support to grow, with 48% of Wisconsin voters having never heard of him. As more voters learn about his record as Milwaukee County Sheriff, it is likely he could become a strong general election candidate.

Overview

This very early look at voter opinion in the 2018 Wisconsin U.S. Senate election finds first-term Senator Tammy Baldwin currently holding double digit leads over two potential Republican challengers. In a match-up with Milwaukee County Sheriff David Clarke,

Tammy Baldwin leads 49% to 35%, and 17% of respondents were undecided. She also leads Congressman Sean Duffy (who recently announced he will not run for this seat), by a similar margin, 49% to 36%, and 13% being undecided.

Baldwin-Clarke 2018 U.S. Senate Ballot Test

In a potential match-up between U.S. Senator Tammy Baldwin and Milwaukee County Sheriff David Clarke, we find Tammy Baldwin leading by 14 points, 49% to 35% respectively and 14% of voters being undecided. There are significant differences in support along gender lines. Tammy Baldwin leads by 4 points among men, 44% to 40%, and 23 points, 54% to 31% among women. However, Wisconsin has a history of very close elections for the United States Senate. The winning candidate's percentage in the last three U.S. Senate contests (2010, 2012 and 2016) did not exceed 52%. Considering Sheriff David Clarke's low name recognition among general election voters, we would expect that the 2018 election between these two candidates would be close if this match-up materialized.

The fact is that nobody knows what the national political environment will be for federal elections next year. However, it is a given that Republican candidates will be defending the policies of the Trump Administration and the Republican majority in Congress and that Democrats will be opposing those policies every step of the way. There is no better example of that forecast than a potential Baldwin-Clarke 2018 contest. The following table shows the Baldwin-Clarke ballot test results by voter subgroup.

If the election for the United States Senate were being held today would you vote for Tammy Baldwin, the Democrat candidate or David Clarke, the Republican candidate?

	All Voters	Men	Wom	Rep	Dem	Ind	Cons	Mod	18-44	55+
Baldwin Margin	+14	+4	+23	-67	+87	+20	-50	+39	+21	+5
Baldwin	49%	44%	54%	10%	90%	47%	18%	61%	57%	44%
Clarke	35%	40%	31%	77%	3%	27%	68%	22%	27%	39%
Other Can.	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%
Undecided	14%	15%	14%	11%	6%	24%	12%	16%	15%	15%

Tammy Baldwin Image Rating

Despite Tammy Baldwin's early showing of strength against two lesser-known Republican challengers, her support is just under 50%. Tammy Baldwin's image rating ratio is nearly 1 to 1, with 45% of voters having a favorable opinion of her and 39% having an unfavorable opinion of her. Among male voters her image rating is slightly upside down with 41% of having a favorable opinion of her and 45% having an unfavorable opinion. Aside from voters who consider themselves a Democrat, Tammy Baldwin is also well liked among voters who are 44 or younger, moderate, and female.



Do you have a favorable or unfavorable opinion of Tammy Baldwin?

	All Voters	Men	Wom	Rep	Dem	Ind	Cons	Mod	18-44	55+
Favorable	45%	41%	49%	14%	75%	46%	19%	58%	48%	44%
Unfavorable	39%	45%	33%	71%	11%	35%	68%	28%	27%	46%
Heard of/No Opin.	9%	7%	11%	10%	6%	11%	6%	9%	14%	6%
Never Hrd/Ref.	7%	7%	7%	5%	8%	8%	7%	5%	12%	4%

Tammy Baldwin Job Approval

Tammy Baldwin’s job approval ratio is stronger than her image rating ratio, with 49% of voters approving of the job she is doing, 34% disapproving and 17% of respondents not having an opinion. The following table shows Tammy Baldwin’s image rating by voter subgroup.

Do you approve or disapprove of the job Tammy Baldwin is doing as US Senator?

	All Voters	Men	Wom	Rep	Dem	Ind	Con	Mod	18-44	55+
Approve	49%	44%	53%	23%	75%	49%	27%	60%	47%	48%
Disapprove	34%	43%	26%	55%	15%	32%	55%	26%	29%	38%
No Opinion	17%	13%	21%	12%	10%	19%	18%	14%	24%	14%

Milwaukee County Sheriff David Clarke Image Rating Among General Election Voters

The survey tested Milwaukee County Sheriff David Clarke’s image rating among general election voters and likely Republican primary voters. Among general election voters, Sheriff Clarke’s image ratio is 1 to 1, with 22% of respondents having a favorable opinion of him and 20% an unfavorable opinion. Ten percent of voters have heard of Sheriff Clarke and do not have an opinion of him, and 48% of voters have never heard of him.

Milwaukee Sheriff David Clarke Image Rating Among 2018 General Election Voters

	All Voters	Men	Wom	Rep	Dem	Ind	Cons	Mod	18-44	55+
Favorable	22%	24%	21%	37%	7%	23%	33%	22%	20%	23%
Unfavorable	20%	19%	21%	9%	34%	19%	14%	22%	22%	20%
Heard of/No Opin.	10%	8%	11%	11%	5%	12%	10%	8%	12%	10%
Never Hrd/Ref.	48%	49%	47%	43%	54%	46%	43%	48%	48%	47%

Milwaukee County Sheriff David Clarke Image Rating Among GOP Primary Voters

At the client’s request, two 300n surveys were fielded among likely 2018 Republican Primary voters, testing the image rating and support for Milwaukee County Sheriff David Clarke and Congressman Sean Duffy. One survey read the title of each potential candidate and the other did not, to see if there was a difference in voter opinion. It is important to note that Sean Duffy announced his decision to forgo the U.S. Senate election. However, we still were interested in seeing how Sheriff David Clarke’s support



holds up in a primary match-up with Sean Duffy. The following tables show image rating data for “David Clarke” and “Sheriff David Clarke”.

“David Clarke” Image Rating Among 2018 Republican Primary Voters*

	All Voters	Men	Wom	Very Cons	Cons	Mod	45-54	55-64	65+
Favorable	29%	32%	26%	47%	42%	18%	32%	24%	27%
Unfavorable	17%	18%	17%	14%	13%	20%	16%	21%	14%
Heard of/No Opin.	7%	7%	7%	4%	9%	9%	6%	7%	9%
Never Hrd/Ref.	47%	43%	50%	35%	36%	53%	46%	48%	50%

*Respondents were asked if they had a favorable or unfavorable opinion of “David Clarke”.

Not surprisingly, when Sheriff David Clarke’s title is used in the image rating question his numbers improve significantly compared to the “David Clarke” image rating. This is likely because among Republican Primary voters, he is often identified as “Sheriff Clarke” rather than “David Clarke”.

“Sheriff David Clarke” Image Rating Among 2018 Republican Primary Voters

	All Voters	Men	Wom	Very Cons	Cons	Mod	45-54	55-64	65+
Favorable	42%	50%	33%	64%	53%	31%	48%	41%	40%
Unfavorable	18%	20%	17%	2%	14%	26%	9%	21%	17%
Heard of/No Opin.	11%	10%	11%	5%	11%	11%	15%	13%	9%
Never Hrd/Ref.	29%	20%	39%	29%	22%	32%	28%	25%	34%

Clarke-Duffy 2018 Republican Primary Ballot Test

Congressman Sean Duffy announced he would not run for the U.S. Senate when we were fielding the Republican primary survey. However, had there been a Republican Primary election between these two men it is apparent that Sheriff David Clarke would have had a slight, 6-point lead at the beginning of the race. What we can learn from this survey is that if David Clarke does enter the race, he would be competitive in the Republican Primary, since Congressman Duffy was considered one of the frontrunners before announcing that he would forgo a run.

If the Republican primary election for the United States Senate were being held today would you vote for Sheriff David Clarke or Congressman Sean Duffy?

	All Voters	Men	Wom	Very Cons	Cons	Mod	45-54	55-64	65+
Clarke Margin	+6	+10	0	+3	+5	+6	+2	-4	+13
Clarke	32%	36%	27%	35%	35%	32%	28%	30%	33%
Duffy	26%	26%	27%	32%	30%	26%	26%	34%	20%
Undecided	38%	32%	44%	31%	32%	40%	36%	36%	41%
Refused	4%	6%	2%	2%	3%	3%	10%	0%	6%



Conclusion

Wisconsin has been a political battleground going back to the 2010 election cycle, and it is very likely that the 2018 U.S. Senate election will be a close one as well. In the last three U.S. Senate elections in Wisconsin (2010, 2012 and 2016), the winning candidate never received more than 52% of the vote. The candidate who wins the Republican Primary will play a large factor in determining whether that trend continues, and once that candidate begins working to increase his or her name ID among general election voters, we expect that the ballot test in this race would tighten.

The general and Republican primary survey toplines and crosstabs follows.

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Magellan Strategies

Wisconsin 2018 General Election Survey Topline Results

Magellan Strategies are pleased to present the topline results for a 500n live survey of likely 2018 general election voters in the state of Wisconsin. The interviews were conducted February 9th - 10th, 2017. This survey has a margin of error of +/- 4.38% at the 95 percent confidence interval. This survey was weighted based upon previous general election demographics.

T1. Are you registered to vote in Wisconsin?

Yes 100%

T2. Although it is a long way off, how likely are you to vote in the 2018 November election for the United States Senate?

Extremely Likely 67%

Very Likely 26%

Somewhat Likely 7%

I am now going to read to you names of people that are involved in politics. After hearing each name, I would like you to tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of that person. If you do not know the name of the person, just say so. Let's get started, the first name is...

T3. TAMMY BALDWIN

Total Favorable..... 45%

Total Unfavorable..... 39%

Very Favorable 21%

Somewhat Favorable 24%

Very Unfavorable 24%

Somewhat Unfavorable 15%

Heard Of, No opinion 9%

Never Heard Of..... 7%

Refused 0%

T4. DAVID CLARKE

Total Favorable.....	23%
Total Unfavorable.....	20%
Very Favorable	12%
Somewhat Favorable	11%
Very Unfavorable	14%
Somewhat Unfavorable	6%
Heard Of, No opinion	9%
Never Heard Of.....	48%
Refused	0%

T5. Do you approve or disapprove of the job Tammy Baldwin is doing as United States Senator?

Total Approve.....	49%
Total Disapprove	34%
Strongly Approve.....	21%
Somewhat Approve	28%
Strongly Disapprove	19%
Somewhat Disapprove.....	15%
Unsure or Refused.....	17%

T6. If the election for the United States Senate were being held today would you vote for Tammy Baldwin, the Democrat candidate or David Clarke, the Republican candidate?

Total Tammy Baldwin	49%
Total David Clarke	35%
Definitely Baldwin.....	34%
Probably Baldwin	15%
Definitely Clarke	22%
Probably Clarke.....	13%
Other Candidate.....	2%
Undecided	14%
Refused	0%



T7. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

Conservative..... 36%
Moderate..... 37%
Liberal..... 22%
Don't Know or Refused 5%

T8. Do you consider yourself to be a Republican, a Democrat or something else?

Republican..... 32%
Democrat..... 32%
Something Else..... 35%
Refused..... 1%

T9. Which of the following age groups applies to you?

18-34..... 17%
35-44..... 15%
45-54..... 18%
55-64..... 28%
65+..... 22%
Refused..... 0%

T10. To ensure that we have a representative sample what is your race or ethnicity? Are you white, Hispanic or Latino, black or African American, Asian or do you consider yourself to be part of another racial or ethnic group?

White..... 89%
Hispanic or Latino..... 3%
Black or African American..... 6%
Other..... 1%
Don't Know or Refused 1%

T11. Are you male or female?

Female..... 51%
Male..... 49%



Survey Methodology

This survey was conducted by live dialing both landline and cell phone sample. The sample used for this survey was randomly drawn from a state of Wisconsin voter file. The survey response data was weighted based upon previous general election demographics. The interviews were conducted February 9th - 10th, 2017. Three attempts were made to interview each household in the sample. This survey has a margin of error of +/- 4.38% at the 95 percent confidence interval.



Table 2-1

T2. Although it is a long way off, how likely are you to vote in the 2018 November election for the United States Senate?

	GENDER			AGE					REPUBLICANS			DEMOCRATS			INDEPENDENT OTHER			RACE			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP TOT	REP MEN	REP WOM	DEM TOT	DEM MEN	DEM WOM	OTH TOT	OTH MEN	OTH WOM	WHIT	HISP	BLCK AA	OTH
TOTAL	500 100.0	245 100.0	255 100.0	85 100.0	75 100.0	90 100.0	140 100.0	108 100.0	160 100.0	81 100.0	79 100.0	160 100.0	64 100.0	96 100.0	175 100.0	98 100.0	77 100.0	445 100.0	15 100.0	30 100.0	5 100.0
EXTREMELY LIKELY	333 66.5	152 62.1	180 70.8	52 61.1	52 69.6	62 68.7	97 69.1	67 62.8	116 72.3	55 67.3	61 77.4	112 70.1	39 60.5	73 76.5	102 58.2	57 58.6	44 57.8	297 66.7	9 58.8	21 68.9	4 81.3
VERY LIKELY	131 26.3	78 31.7	54 21.1	25 30.0	15 20.1	21 23.1	41 28.9	30 27.6	37 22.9	24 29.7	12 15.8	39 24.4	22 34.3	17 17.8	54 31.1	31 32.0	23 30.0	117 26.3	6 41.2	6 21.1	1 12.0
SOMEWHAT LIKELY	36 7.2	15 6.2	21 8.1	8 9.0	8 10.3	7 8.3	3 2.0	10 9.7	8 4.9	2 3.0	5 6.9	9 5.5	3 5.2	6 5.8	19 10.6	9 9.4	9 12.3	31 7.0		3 10.0	6.7

Table 5-1

T5. Do you approve or disapprove of the job Tammy Baldwin is doing as United States Senator?

	GENDER			AGE					REPUBLICANS			DEMOCRATS			INDEPENDENT OTHER			RACE			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP TOT	REP MEN	REP WOM	DEM TOT	DEM MEN	DEM WOM	OTH TOT	OTH MEN	OTH WOM	WHIT	HISP	BLCK AA	OTH
TOTAL	500 100.0	245 100.0	255 100.0	85 100.0	75 100.0	90 100.0	140 100.0	108 100.0	160 100.0	81 100.0	79 100.0	160 100.0	64 100.0	96 100.0	175 100.0	98 100.0	77 100.0	445 100.0	15 100.0	30 100.0	5 100.0
TOTAL APPROVE	243 48.6	108 44.2	135 52.9	40 46.7	35 46.9	45 49.9	76 54.3	46 42.8	37 22.8	19 23.6	17 22.0	120 74.7	46 71.6	74 76.9	85 48.8	43 43.9	42 55.0	216 48.5	6 38.9	17 57.5	3 53.4
TOTAL DISAPPROVE	170 33.9	104 42.5	66 25.7	22 25.7	24 31.9	31 34.1	48 34.5	44 40.8	89 55.4	50 61.8	38 48.8	24 15.0	11 17.8	13 13.1	56 31.9	42 42.9	14 18.0	154 34.6	4 24.6	8 26.6	2 41.5
STRONGLY APPROVE	106 21.2	43 17.6	63 24.7	12 14.2	12 15.9	18 19.7	44 31.6	20 18.8	11 6.6	4 5.4	6 7.8	67 41.6	23 36.3	43 45.2	28 16.3	15 15.7	13 17.0	95 21.3	2 13.5	8 25.4	1 26.4
SOMEWHAT APPROVE	137 27.4	65 26.6	72 28.2	28 32.5	23 31.0	27 30.2	32 22.7	26 24.0	26 16.2	15 18.2	11 14.2	53 33.1	23 35.2	30 31.7	57 32.5	28 28.2	29 38.0	121 27.2	4 25.4	10 32.1	1 26.9
STRONGLY DISAPPROVE	96 19.2	60 24.3	37 14.3	10 12.3	11 15.0	19 21.6	27 19.2	27 25.2	59 36.8	33 40.7	26 32.7	9 5.3	7 10.4	2 1.9	28 16.2	20 20.2	9 11.1	88 19.7	4 24.6	2 7.5	1 24.4
SOMEWHAT DISAPPROVE	74 14.7	45 18.2	29 11.4	11 13.4	13 16.9	11 12.5	21 15.3	17 15.6	30 18.7	17 21.2	13 16.1	15 9.6	5 7.4	11 11.2	27 15.7	22 22.6	5 6.8	66 14.8		6 19.1	1 17.1
UNSURE REFUSED	87 17.4	32 13.2	55 21.4	23 27.6	16 21.2	14 16.0	16 11.2	18 16.4	35 21.8	12 14.5	23 29.2	16 10.3	7 10.6	10 10.0	34 19.3	13 13.3	21 27.0	75 17.0	5 36.6	5 16.0	

Table 6-1

T6. If the election for the United States Senate were being held today would you vote for Tammy Baldwin, the Democrat candidate or David Clarke, the Republican candidate?

	GENDER			AGE					REPUBLICANS			DEMOCRATS			INDEPENDENT OTHER			RACE			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP TOT	REP MEN	REP WOM	DEM TOT	DEM MEN	DEM WOM	OTH TOT	OTH MEN	OTH WOM	WHIT	HISP	BLCK AA	OTH
TOTAL	500 100.0	245 100.0	255 100.0	85 100.0	75 100.0	90 100.0	140 100.0	108 100.0	160 100.0	81 100.0	79 100.0	160 100.0	64 100.0	96 100.0	175 100.0	98 100.0	77 100.0	445 100.0	15 100.0	30 100.0	5 100.0
TOTAL BALDWIN	244 48.8	107 43.9	137 53.6	49 57.8	42 55.7	43 47.8	64 45.4	45 42.2	17 10.4	8 9.9	9 10.9	145 90.3	55 85.7	89 93.4	81 46.5	44 44.9	37 48.6	213 47.9	7 44.1	21 69.5	3 51.3
TOTAL CLARKE	175 35.1	97 39.5	79 30.8	16 19.0	26 35.1	37 40.9	51 36.2	44 41.3	123 76.9	61 75.0	62 79.0	5 2.9	4 5.5	1 1.1	46 26.5	32 32.6	14 18.7	163 36.7	5 31.3	4 12.7	2 39.0
DEFINITELY BALDWIN	172 34.3	68 27.8	104 40.6	32 37.4	25 32.7	30 33.9	55 39.6	28 26.4	12 7.4	5 6.0	7 8.9	119 74.3	45 70.0	74 77.1	41 23.2	18 18.7	22 28.9	147 33.1	6 37.1	16 54.5	2 44.5
PROBABLY BALDWIN	72 14.5	39 16.0	33 13.0	17 20.4	17 22.9	13 13.9	8 5.8	17 15.8	5 3.0	3 3.9	2 2.0	26 16.1	10 15.8	16 16.3	41 23.4	26 26.2	15 19.8	66 14.8	1 7.0	5 15.0	6.8
DEFINITELY CLARKE	109 21.7	54 21.8	55 21.6	11 12.9	15 20.1	24 26.1	30 21.7	28 25.7	81 50.9	36 44.9	45 57.0	1 0.7		1 1.1	26 14.7	17 17.0	9 11.6	104 23.3	3 21.1		1 17.2
PROBABLY CLARKE	67 13.4	43 17.7	23 9.2	5 6.2	11 15.0	13 14.7	20 14.5	17 15.6	42 26.1	24 30.1	17 21.9	4 2.2	4 5.5		21 11.9	15 15.6	5 7.1	60 13.4	2 10.2	4 12.7	1 21.7
OTHER	8 1.6	4 1.5	5 1.8	2 2.1	1 1.3		3 2.2	2 2.2	2 1.5	1 1.0	2 2.0	2 1.1	1 1.6	1 0.8	4 2.3	2 1.9	2 2.9	7 1.5		1 3.4	
UNDECIDED	69 13.9	35 14.2	35 13.6	18 21.1	6 7.7	10 11.0	21 15.2	15 13.5	18 11.2	12 14.2	6 8.1	7 4.7	3 5.3	4 4.3	42 24.1	19 19.6	23 29.8	62 13.8	4 24.5	3 10.3	2.5
REFUSED	3 0.5	2 0.9	0.2		0.3	0.4	1 1.0	1 0.8				2 1.0	1 1.9	0.3	1 0.6	1 1.1				1 4.1	7.3

Table 7-1

T7. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

	GENDER			AGE					REPUBLICANS			DEMOCRATS			INDEPENDENT OTHER			RACE			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP TOT	REP MEN	REP WOM	DEM TOT	DEM MEN	DEM WOM	OTH TOT	OTH MEN	OTH WOM	WHIT	HISP	BLCK AA	OTH
TOTAL	500	245	255	85	75	90	140	108	160	81	79	160	64	96	175	98	77	445	15	30	5
	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
CONSERVATIVE	181	106	74	22	21	31	55	51	122	66	56	14	9	5	44	32	12	165	3	11	1
	36.1	43.5	29.1	26.1	27.3	34.9	39.1	47.3	76.2	81.0	71.2	8.9	13.6	5.7	24.9	32.5	15.2	37.2	18.8	36.8	23.7
MODERATE	185	85	100	29	30	38	52	34	30	12	19	62	27	35	89	45	44	166	9	6	2
	36.9	34.7	39.1	34.6	39.8	42.0	37.2	31.8	19.0	14.4	23.7	39.0	42.3	36.8	51.0	46.0	57.4	37.3	58.7	21.3	47.2
LIBERAL	108	41	67	32	21	12	27	16	4	3	2	77	26	51	27	12	14	94	3	10	1
	21.6	16.7	26.3	37.2	27.7	13.6	19.2	15.2	2.7	3.1	2.3	48.1	40.6	53.2	15.2	12.5	18.5	21.0	22.5	32.3	25.4
DON'T KNOW REFUSED	27	13	14	2	4	9	6	6	3	1	2	6	2	4	16	9	7	20		3	
	5.4	5.2	5.5	2.1	5.2	9.5	4.6	5.7	2.1	1.5	2.8	4.0	3.5	4.3	8.9	9.0	8.9	4.5		9.7	3.6

Table 8-1

T8. Do you consider yourself to be a Republican, a Democrat or something else?

	GENDER			AGE					REPUBLICANS			DEMOCRATS			INDEPENDENT OTHER			RACE			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP TOT	REP MEN	REP WOM	DEM TOT	DEM MEN	DEM WOM	OTH TOT	OTH MEN	OTH WOM	WHIT	HISP	BLCK AA	OTH
TOTAL	500	245	255	85	75	90	140	108	160	81	79	160	64	96	175	98	77	445	15	30	5
	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
REPUBLICAN	160	81	79	18	18	30	50	44	160	81	79							150	4	4	1
	32.0	33.2	30.9	21.1	23.9	32.9	35.4	40.8	100.0	100.0	100.0							33.7	23.4	12.1	21.7
DEMOCRAT	160	64	96	39	28	22	46	25				160	64	96				128	9	20	2
	32.0	26.2	37.5	45.7	37.3	24.5	32.9	23.3				100.0	100.0	100.0				28.7	62.4	67.6	33.4
SOMETHING ELSE	175	98	77	27	29	37	44	37							175	98	77	163	2	5	2
	35.0	40.0	30.2	32.3	38.8	40.7	31.1	34.6							100.0	100.0	100.0	36.6	14.2	17.7	43.4
REFUSED	5	1	4	1		2	1	1										4		1	
	1.0	0.6	1.4	0.9		1.9	0.6	1.2										0.9		2.7	1.5

Table 9-1

T9. Which of the following age groups applies to you?

	GENDER			AGE					REPUBLICANS			DEMOCRATS			INDEPENDENT OTHER			RACE			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP TOT	REP MEN	REP WOM	DEM TOT	DEM MEN	DEM WOM	OTH TOT	OTH MEN	OTH WOM	WHIT	HISP	BLCK AA	OTH
TOTAL	500	245	255	85	75	90	140	108	160	81	79	160	64	96	175	98	77	445	15	30	5
	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
18-34	85	42	43	85					18	9	8	39	18	21	27	15	13	73	4	7	
	17.0	17.2	16.8	100.0					11.2	11.7	10.7	24.3	27.5	22.1	15.7	15.0	16.6	16.4	29.7	23.6	9.9
35-44	75	39	36		75				18	9	9	28	12	16	29	17	12	59	5	10	1
	15.0	15.8	14.2		100.0				11.2	11.1	11.3	17.5	19.0	16.5	16.6	17.8	15.1	13.2	32.3	34.6	16.1
45-54	90	42	48			90			30	15	14	22	7	15	37	19	18	80	1	7	1
	18.0	17.3	18.6			100.0			18.5	18.8	18.2	13.8	11.6	15.2	21.0	19.2	23.2	18.0	8.6	22.1	21.2
55-64	140	63	77				140		50	23	27	46	16	30	44	25	19	128	4	4	1
	28.0	25.8	30.1				100.0		31.0	27.8	34.3	28.8	24.6	31.6	24.9	25.5	24.1	28.9	29.3	13.9	26.8
65+	108	57	50					108	44	25	19	25	11	14	37	21	16	102		2	1
	21.5	23.4	19.7					100.0	27.4	30.6	24.2	15.7	17.3	14.6	21.3	21.5	21.0	23.0		5.8	25.9
REFUSED	2	1	1						1		1				1	1		2			
	0.5	0.5	0.5						0.7		1.4				0.6	1.1		0.6			

Table 10-1
 T10. To ensure that we have a representative sample what is your race or ethnicity? Are you white, Hispanic or Latino, black or African American or do you consider yourself to be part of another racial or ethnic group?

	GENDER			AGE					REPUBLICANS			DEMOCRATS			INDEPENDENT OTHER			RACE			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP TOT	REP MEN	REP WOM	DEM TOT	DEM MEN	DEM WOM	OTH TOT	OTH MEN	OTH WOM	WHIT	HISP	BLCK AA	OTH
TOTAL	500 100.0	245 100.0	255 100.0	85 100.0	75 100.0	90 100.0	140 100.0	108 100.0	160 100.0	81 100.0	79 100.0	160 100.0	64 100.0	96 100.0	175 100.0	98 100.0	77 100.0	445 100.0	15 100.0	30 100.0	5 100.0
WHITE	445 89.0	218 89.1	227 88.9	73 85.8	59 78.3	80 89.0	128 91.8	102 95.1	150 93.8	76 94.0	74 93.6	128 79.9	50 77.0	78 81.8	163 93.2	91 92.7	72 93.8	445 100.0			
HISPANIC	15 3.0	4 1.6	11 4.3	4 5.2	5 6.5	1 1.4	4 3.1		4 2.2	1 1.7	2 2.7	9 5.9	3 4.0	7 7.1	2 1.2		2 2.8		15 100.0		
BLACK	30 6.0	17 7.0	13 5.1	7 8.3	10 13.8	7 7.4	4 3.0	2 1.6	4 2.3	3 3.3	1 1.1	20 12.7	11 17.3	9 9.6	5 3.0	3 3.3	2 2.6			30 100.0	
OTHER	5 1.0	3 1.2	2 0.8	0.6	1 1.1	1 1.2	1 1.0	1 1.2	1 0.7	0.2	1 1.2	2 1.0	1 1.2	1 0.9	2 1.2	2 1.9	0.4				5 100.0
DK REFUSED	5 1.0	3 1.2	2 0.8		0.4	1 1.0	2 1.2	2 2.1	2 1.1	1 0.7	1 1.5	1 0.5	0.5	0.6	1 1.3	2 2.0	0.4				

Table 11-1

T11. Are you male or female?

	GENDER			AGE					REPUBLICANS			DEMOCRATS			INDEPENDENT OTHER			RACE			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP TOT	REP MEN	REP WOM	DEM TOT	DEM MEN	DEM WOM	OTH TOT	OTH MEN	OTH WOM	WHIT	HISP	BLCK AA	OTH
TOTAL	500	245	255	85	75	90	140	108	160	81	79	160	64	96	175	98	77	445	15	30	5
	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
MALE	245	245		42	39	42	63	57	81	81		64	64		98	98		218	4	17	3
	49.0	100.0		49.7	51.6	47.2	45.2	53.2	50.8	100.0		40.2	100.0		56.0	100.0		49.0	26.6	57.0	57.5
FEMALE	255		255	43	36	48	77	50	79		79	96		96	77		77	227	11	13	2
	51.0		100.0	50.3	48.4	52.8	54.8	46.8	49.2		100.0	59.8		100.0	44.0		100.0	51.0	73.4	43.0	42.5



Magellan Strategies

Wisconsin 2018 Republican Primary Survey Topline Results

Magellan Strategies are pleased to present the topline results for two separate live surveys. Both surveys conducted were 300n to likely 2018 Republican primary voters in Wisconsin. They each had a margin of error of +/- 5.66% at the 95 percent confidence interval, and both surveys were weighted based upon previous Republican primary election demographics. The dates the surveys were conducted are:

Survey 1 (Without Titles): February 9th – 10th, 2017

Survey 2 (With Titles): February 15th – 16th, 2017

The two surveys were conducted based on the clients request to field one survey without the candidate's current titles and one with the candidate's current titles, to determine if there is a difference in the polling numbers.

The following topline document presents both surveys results.

T1. Are you registered to vote in Wisconsin?

Yes 100%

T2. Although it is a long way off, how likely are you to vote in the 2018 August Republican primary election to choose a nominee for the United States Senate?

	<u>Without Titles</u>	<u>With Titles</u>
Extremely Likely	59%	60%
Very Likely	29%	27%
Somewhat Likely	12%	13%

I am now going to read to you names of people that are involved in politics. After hearing each name, I would like you to tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of that person. If you do not know the name of the person, just say so. Let's get started, the first name is...

T3. (SHERIFF) DAVID CLARKE

	<u>Without Titles</u>	<u>With Titles</u>
Total Favorable.....	29%	42%
Total Unfavorable.....	17%	18%
Very Favorable	19%	28%
Somewhat Favorable	10%	14%
Very Unfavorable	12%	11%
Somewhat Unfavorable	5%	7%
Heard Of, No opinion	7%	11%
Never Heard Of.....	46%	28%
Refused	1%	1%

T4. (CONGRESSMAN) SEAN DUFFY

	<u>Without Titles</u>	<u>With Titles</u>
Total Favorable.....	23%	31%
Total Unfavorable.....	12%	12%
Very Favorable	13%	17%
Somewhat Favorable	10%	14%
Very Unfavorable	5%	8%
Somewhat Unfavorable	7%	4%
Heard Of, No opinion	19%	19%
Never Heard Of.....	44%	37%
Refused	2%	1%



T5. If the Republican primary election for the United State Senate were being held today would you vote for (Sheriff) David Clarke or (Congressman) Sean Duffy?

	<u>Without Titles</u>	<u>With Titles</u>
Total David Clarke	25%	32%
Total Sean Duffy.....	26%	26%
Definitely Clarke	13%	15%
Probably Clarke.....	12%	17%
Definitely Duffy.....	11%	12%
Probably Duffy	15%	14%
Undecided	42%	38%
Refused	7%	4%

T6. Do you consider yourself to be very conservative, conservative or moderate in your political beliefs?

	<u>Without Titles</u>	<u>With Titles</u>
Very Conservative	20%	19%
Conservative.....	26%	29%
Moderate.....	44%	39%
Don't Know or Refused	10%	13%

T7. Which of the following age groups applies to you?

18-34	9%
35-44	11%
45-54	19%
55-64	25%
65+	36%
Refused	0%

T8. To ensure that we have a representative sample what is your race or ethnicity? Are you white, Hispanic or Latino, black or African American, Asian or do you consider yourself to be part of another racial or ethnic group?

	<u>Without Titles</u>	<u>With Titles</u>
White	86%	90%
Hispanic or Latino.....	1%	1%
Black or African American.....	3%	2%
Other.....	4%	3%
Don't Know or Refused	6%	4%



T9. Are you male or female?

Male..... 52%

Female 48%

Survey Methodology

Both surveys were conducted by live dialing both landline and cell phone sample. The samples used for both surveys were randomly drawn from a state of Wisconsin voter file. Both surveys were weighted based upon previous Republican Primary election demographics. The interviews were conducted:

Survey 1: February 9th – 10th, 2017

Survey 2: February 15th – 16th, 2017

Three attempts were made to interview each household in the sample. Both surveys have a margin of error of +/- 5.66% at the 95 percent confidence interval.



T2. Although it is a long way off, how likely are you to vote in the 2018 August Republican primary election to choose a nominee for the United States Senate?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	107 100.0	259 100.0	2 100.0	9 100.0	13 100.0	60 100.0	79 100.0	130 100.0
EXTREMELY LIKELY	177 59.1	95 61.1	82 56.9	16 58.2	17 52.1	40 69.7	50 66.4	54 50.8	154 59.3	1 42.5	5 59.0	8 59.4	42 70.1	51 65.1	67 51.8
VERY LIKELY	87 29.1	37 23.7	50 35.0	8 30.4	9 27.3	10 17.4	20 26.5	40 37.2	74 28.8	1 57.5	4 41.0	2 13.2	15 24.9	17 21.8	47 35.8
SOMEWHAT LIKELY	35 11.8	24 15.2	12 8.1	3 11.4	7 20.6	7 12.8	5 7.1	13 12.0	31 11.9			4 27.4	3 5.0	10 13.0	16 12.4

Table 3-1

I am now going to read to you names of people that are involved in politics. After hearing each name I would like you to tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of that person. If you do not know the name of the person, just say so. Let's get started, the first name is...

T3. DAVID CLARKE

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	107 100.0	259 100.0	2 100.0	9 100.0	13 100.0	60 100.0	79 100.0	130 100.0
TOTAL FAVORABLE	87 29.1	50 32.3	37 25.6	9 32.0	13 39.8	18 32.2	18 24.1	29 27.3	80 30.7			4 29.1	28 46.7	33 41.8	24 18.1
TOTAL UNFAVORABLE	52 17.3	27 17.4	25 17.1	7 24.6	5 16.6	9 15.9	15 20.5	14 13.6	38 14.6		7 81.7	1 11.3	8 13.7	10 13.3	26 20.2
VERY FAVORABLE	58 19.3	33 21.3	25 17.0	4 13.4	11 32.3	12 21.1	14 18.5	18 16.5	51 19.8			3 21.7	23 37.7	21 26.3	14 10.4
SOMEWHAT FAVORABLE	29 9.8	17 11.0	12 8.5	5 18.6	2 7.5	6 11.0	4 5.6	11 10.8	28 11.0			1 7.3	5 9.0	12 15.5	10 7.7
VERY UNFAVORABLE	37 12.4	17 11.2	20 13.8	4 16.6	5 14.3	8 14.1	8 11.1	12 11.0	26 10.0		6 67.4	1 5.9	7 12.3	4 5.2	20 15.2
SOMEWHAT UNFAVORABLE	15 4.8	10 6.2	5 3.3	2 8.0	1 2.3	1 1.8	7 9.4	3 2.6	12 4.5		1 14.3	1 5.4	1 1.4	6 8.1	7 5.0
HEARD OF, NO OPINION	22 7.2	12 7.4	10 7.1	1 2.7	3 10.0	3 5.7	5 7.2	9 8.5	18 6.8		2 18.3	2 18.4	3 4.3	7 8.9	11 8.5
NEVER HEARD OF	136 45.2	67 42.9	69 47.8	11 40.7	11 33.7	26 46.2	33 44.6	53 49.8	121 47.0	2 100.0		5 41.3	20 33.1	28 36.0	67 51.4
REFUSED	4 1.2		4 2.5				3 3.6	1 0.8	2 0.9				1 2.2		2 1.7

Table 4-1

T4. SEAN DUFFY

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	107 100.0	259 100.0	2 100.0	9 100.0	13 100.0	60 100.0	79 100.0	130 100.0
TOTAL FAVORABLE	69 22.9	48 30.9	21 14.3	7 25.5	9 27.3	14 25.0	12 15.7	27 25.3	63 24.3	1 57.5		2 14.4	23 38.5	19 23.8	23 17.8
TOTAL UNFAVORABLE	35 11.7	25 15.9	10 7.2	5 17.5	2 7.5	5 9.2	13 17.6	10 8.9	29 11.3			2 13.2	2 4.0	5 5.9	21 15.9
VERY FAVORABLE	38 12.6	26 16.8	12 8.0	3 11.6	2 7.5	10 17.3	9 11.5	14 12.9	36 13.8				17 28.5	12 14.9	6 4.7
SOMEWHAT FAVORABLE	31 10.4	22 14.1	9 6.3	4 14.0	7 19.8	4 7.6	3 4.2	13 12.5	27 10.5	1 57.5		2 14.4	6 10.1	7 8.9	17 13.1
VERY UNFAVORABLE	16 5.3	10 6.1	7 4.5	4 14.4		3 5.7	4 5.8	5 4.2	13 4.9			2 13.2	2 4.0	2 2.5	9 6.9
SOMEWHAT UNFAVORABLE	19 6.4	15 9.8	4 2.7	1 3.1	2 7.5	2 3.5	9 11.7	5 4.7	17 6.4					3 3.4	12 9.0
HEARD OF, NO OPINION	58 19.4	28 17.6	31 21.3	6 21.4	8 25.0	17 30.5	10 12.8	17 16.0	51 19.6		3 38.7	2 12.1	11 18.0	16 20.4	24 18.8
NEVER HEARD OF	133 44.2	55 35.1	78 54.1	10 35.5	13 40.3	20 35.3	38 50.4	51 48.0	113 43.6	1 42.5	5 61.3	8 60.3	22 35.8	39 49.9	60 45.9
REFUSED	5 1.8	1 0.5	4 3.1				3 3.6	2 1.7	3 1.2				2 3.8		2 1.7

Table 5-1

T5. If the Republican primary election for the United State Senate were being held today would you vote for David Clarke or Sean Duffy?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	107 100.0	259 100.0	2 100.0	9 100.0	13 100.0	60 100.0	79 100.0	130 100.0
TOTAL CLARKE	75 25.2	45 29.0	30 21.0	8 30.1	9 27.2	19 32.6	17 22.1	23 21.7	69 26.7		1 8.9	4 29.6	19 31.9	25 32.2	27 20.9
TOTAL DUFFY	78 26.0	51 32.5	27 19.0	11 41.7	7 22.1	13 22.7	19 24.8	28 26.2	66 25.5	2 100.0	4 46.9	2 12.3	20 33.3	18 23.1	35 26.6
DEFINITELY CLARKE	41 13.5	24 15.2	17 11.7	3 11.2	6 19.7	13 23.1	7 9.3	11 10.2	36 13.9		1 8.9	2 15.5	13 22.2	13 17.1	12 9.0
PROBABLY CLARKE	35 11.6	21 13.8	13 9.3	5 18.9	2 7.5	5 9.5	10 12.8	12 11.5	33 12.8			2 14.1	6 9.7	12 15.1	15 11.9
DEFINITELY DUFFY	34 11.4	22 14.3	12 8.3	5 17.1	2 7.1	3 5.9	10 13.5	14 12.9	27 10.6	1 42.5	3 28.7	1 6.9	9 15.0	9 11.4	13 9.6
PROBABLY DUFFY	44 14.6	28 18.2	15 10.7	7 24.6	5 15.0	10 16.9	8 11.3	14 13.3	39 14.9	1 57.5	2 18.3	1 5.4	11 18.3	9 11.7	22 17.0
UNDECIDED	124 41.4	54 34.4	71 49.0	6 22.5	16 48.1	21 37.0	34 44.9	47 44.6	110 42.6		3 34.8	4 32.0	16 26.4	32 40.4	64 49.3
REFUSED	22 7.4	7 4.2	16 10.9	2 5.7	1 2.5	4 7.6	6 8.2	8 7.4	14 5.2		1 9.4	3 26.0	5 8.4	3 4.3	4 3.3

T6. Do you consider yourself to be very conservative, conservative or moderate in your political beliefs?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	107 100.0	259 100.0	2 100.0	9 100.0	13 100.0	60 100.0	79 100.0	130 100.0
VERY CONSERVATIVE	60 20.1	29 18.3	32 22.1	5 19.4	8 24.7	11 18.8	15 19.4	22 20.3	53 20.4		2 18.3	2 14.8	60 100.0		
CONSERVATIVE	79 26.2	50 32.0	29 20.0	10 35.9	10 29.5	22 38.0	17 22.1	21 19.7	67 26.0		1 14.3	7 53.8		79 100.0	
MODERATE	130 43.4	63 40.6	67 46.3	10 35.9	12 35.5	17 29.8	41 54.5	51 47.7	117 45.4	2 100.0	6 67.4	2 12.9			130 100.0
DON'T KNOW REFUSED	31 10.3	14 9.1	17 11.6	2 8.8	3 10.3	8 13.4	3 4.0	13 12.3	21 8.2			2 18.5			

T7. Which of the following age groups applies to you?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300	156	144	27	33	57	75	107	259	2	9	13	60	79	130
	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
18-34	27	16	11	27					24	1		2	5	10	10
	9.0	10.2	7.7	100.0					9.3	42.5		17.4	8.7	12.3	7.4
35-44	33	22	11		33				30		2	1	8	10	12
	11.0	13.9	7.9		100.0				11.5		26.7	7.3	13.5	12.4	9.0
45-54	57	30	27			57			48		1	3	11	22	17
	19.0	19.0	19.0			100.0			18.4		11.1	24.4	17.8	27.6	13.0
55-64	75	38	37				75		64		4	1	15	17	41
	25.0	24.4	25.7				100.0		24.7		43.5	11.0	24.2	21.1	31.4
65+	107	49	57					107	94	1	2	5	22	21	51
	35.5	31.6	39.7					100.0	36.2	57.5	18.7	34.6	35.8	26.7	39.1
REFUSED	2	2										1			
	0.5	1.0										5.3			

Table 8-1

T8. To ensure that we have a representative sample what is your race or ethnicity? Are you white, Hispanic or Latino, black or African American or do you consider yourself to be part of another racial or ethnic group?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300	156	144	27	33	57	75	107	259	2	9	13	60	79	130
	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
WHITE	259	134	124	24	30	48	64	94	259				53	67	117
	86.2	86.1	86.3	88.9	90.0	83.5	85.1	87.8	100.0				87.6	85.5	90.3
HISPANIC	2	1	1	1				1		2					2
	0.6	0.5	0.7	2.6				0.9		100.0					1.3
BLACK	9	4	5		2	1	4	2			9		2	1	6
	2.9	2.3	3.6		7.1	1.7	5.1	1.5			100.0		2.7	1.6	4.5
OTHER	13	7	6	2	1	3	1	5				13	2	7	2
	4.4	4.7	4.1	8.5	2.9	5.6	1.9	4.3				100.0	3.2	9.0	1.3
DK REFUSED	18	10	8			5	6	6					4	3	3
	5.9	6.4	5.3			9.1	7.9	5.4					6.5	3.8	2.6

Table 9-1

T9. Are you male or female?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300	156	144	27	33	57	75	107	259	2	9	13	60	79	130
	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
MALE	156	156		16	22	30	38	49	134	1	4	7	29	50	63
	52.0	100.0		58.8	65.6	52.0	50.7	46.3	51.9	42.5	41.5	55.3	47.3	63.4	48.7
FEMALE	144		144	11	11	27	37	57	124	1	5	6	32	29	67
	48.0		100.0	41.2	34.4	48.0	49.3	53.7	48.1	57.5	58.5	44.7	52.7	36.6	51.3

T2. Although it is a long way off, how likely are you to vote in the 2018 August Republican primary election to choose a nominee for the United States Senate?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300	156	144	27	33	57	75	106	270	3	6	9	58	88	118
	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
EXTREMELY LIKELY	179	81	98	13	18	38	46	63	161	1	3	5	39	52	65
	59.5	51.9	67.8	46.9	55.5	66.9	61.0	59.4	59.5	37.0	53.8	52.9	67.1	59.0	55.0
VERY LIKELY	82	54	28	5	7	14	26	30	75		2	3	15	27	30
	27.3	34.9	19.2	17.4	20.5	25.3	34.1	28.0	27.6		33.5	36.4	26.0	30.8	25.3
SOMEWHAT LIKELY	39	21	19	10	8	4	4	13	35	2	1	1	4	9	23
	13.1	13.2	13.0	35.7	24.0	7.8	4.9	12.5	12.9	63.0	12.7	10.7	6.9	10.1	19.7

Table 3-1

I am now going to read to you names of people that are involved in politics. After hearing each name I would like you to tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of that person. If you do not know the name of the person, just say so. Let's get started, the first name is...

T3. SHERIFF DAVID CLARKE

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300	156	144	27	33	57	75	106	270	3	6	9	58	88	118
	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
TOTAL FAVORABLE	126	78	48	14	11	28	31	43	115	1	2	4	37	47	36
	42.0	49.9	33.4	51.8	32.0	48.3	41.1	40.4	42.4	26.3	41.5	40.8	64.0	53.1	30.5
TOTAL UNFAVORABLE	55	31	24	8	9	5	16	18	51		3		1	12	30
	18.4	19.7	17.0	27.8	27.0	9.5	20.7	16.5	18.7		45.8		2.3	14.0	25.6
VERY FAVORABLE	85	58	27	8	5	20	23	30	78			3	32	34	14
	28.3	36.9	19.0	29.9	14.8	34.7	30.2	27.7	28.7			29.0	54.6	39.1	11.6
SOMEWHAT FAVORABLE	41	20	21	6	6	8	8	13	37	1	2	1	5	12	22
	13.7	13.0	14.4	21.9	17.2	13.6	10.9	12.7	13.6	26.3	41.5	11.8	9.4	14.1	18.9
VERY UNFAVORABLE	34	17	17	4	6	4	8	11	30		3		1	5	21
	11.3	10.7	12.0	15.1	19.2	7.6	10.7	10.5	11.2		45.8		1.7	5.7	17.4
SOMEWHAT UNFAVORABLE	21	14	7	3	3	1	7	6	20					7	10
	7.1	9.0	5.0	12.8	7.8	1.9	9.9	6.0	7.5				0.6	8.4	8.2
HEARD OF, NO OPINION	32	16	16	3	2	8	10	9	28	1	1	2	3	10	13
	10.8	10.5	11.1	11.8	5.7	14.6	13.0	8.7	10.5	36.7	12.7	26.6	5.2	11.0	11.3
NEVER HEARD OF	84	29	55	2	12	16	19	34	74	1		3	16	18	38
	27.9	18.7	37.9	8.5	35.3	27.6	25.2	32.0	27.5	37.0		32.6	27.2	20.9	32.5
REFUSED	3	2	1					3	3				1	1	
	0.9	1.1	0.6					2.4	1.0				1.3	1.0	

Table 4-1

T4. CONGRESSMAN SEAN DUFFY

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	106 100.0	270 100.0	3 100.0	6 100.0	9 100.0	58 100.0	88 100.0	118 100.0
TOTAL FAVORABLE	94 31.4	54 34.3	41 28.1	7 26.5	7 20.2	24 42.2	25 33.0	31 29.2	84 31.0	1 37.0	1 16.6	4 42.2	27 47.5	34 39.0	26 22.3
TOTAL UNFAVORABLE	35 11.6	18 11.6	17 11.6	4 15.3	9 26.0	5 8.7	9 12.6	8 7.3	32 12.0	1 26.3	2 29.0		3 6.0	2 2.1	25 20.8
VERY FAVORABLE	50 16.7	31 19.7	19 13.4	5 17.8	4 13.0	14 25.1	15 19.7	11 10.8	45 16.5	1 37.0		2 19.4	19 33.6	18 20.5	9 7.2
SOMEWHAT FAVORABLE	44 14.7	23 14.6	21 14.8	2 8.7	2 7.2	10 17.1	10 13.2	20 18.5	39 14.5		1 16.6	2 22.8	8 13.9	16 18.5	18 15.1
VERY UNFAVORABLE	22 7.5	12 7.6	11 7.3	2 7.3	3 8.0	4 7.0	7 9.8	7 6.1	22 8.3				1 2.3		17 14.7
SOMEWHAT UNFAVORABLE	12 4.1	6 4.0	6 4.3	2 8.0	6 18.0	1 1.7	2 2.8	1 1.1	10 3.7	1 26.3	2 29.0		2 3.7	2 2.1	7 6.1
HEARD OF, NO OPINION	57 19.1	26 16.9	31 21.5	5 17.4	4 11.8	10 16.8	15 20.0	24 22.7	54 20.0	1 36.7		1 14.5	9 16.4	18 20.8	24 20.6
NEVER HEARD OF	112 37.3	57 36.5	55 38.1	11 40.8	14 42.0	18 32.3	26 34.4	42 39.0	98 36.3		3 54.4	4 43.2	17 30.1	33 37.0	43 36.3
REFUSED	2 0.6	1 0.6	1 0.6					2 1.8	2 0.7						1 1.0

T5. If the Republican primary election for the United State Senate were being held today would you vote for Sheriff David Clarke or Congressman Sean Duffy?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	106 100.0	270 100.0	3 100.0	6 100.0	9 100.0	58 100.0	88 100.0	118 100.0
TOTAL CLARKE	95 31.7	56 36.1	39 27.0	11 42.3	9 28.6	16 27.9	23 30.4	36 33.4	87 32.3	1 26.3	2 28.8	1 9.6	20 35.0	31 35.0	38 32.0
TOTAL DUFFY	79 26.3	41 26.0	38 26.7	8 29.1	8 25.0	15 26.3	26 34.1	22 20.3	71 26.4	2 73.7	2 29.0		19 32.1	27 30.4	30 25.5
DEFINITELY CLARKE	46 15.3	27 17.2	19 13.3	4 13.1	4 12.8	8 13.7	12 16.5	18 17.0	41 15.1	1 26.3		1 9.6	12 21.4	14 16.3	15 12.5
PROBABLY CLARKE	49 16.4	29 18.9	20 13.7	8 29.2	5 15.8	8 14.2	10 14.0	18 16.5	47 17.2		2 28.8		8 13.6	16 18.7	23 19.5
DEFINITELY DUFFY	37 12.4	19 12.3	18 12.5		6 17.7	7 13.0	15 19.7	8 7.9	35 13.0		1 16.8		10 16.6	9 10.3	16 13.2
PROBABLY DUFFY	42 14.0	21 13.8	20 14.2	8 29.1	2 7.3	8 13.3	11 14.4	13 12.4	36 13.4	2 73.7	1 12.2		9 15.5	18 20.1	14 12.2
UNDECIDED	113 37.6	50 32.2	63 43.5	7 25.0	15 46.4	20 35.9	27 35.5	43 40.7	102 37.7		2 42.2	7 75.9	18 31.0	28 31.6	47 40.0
REFUSED	13 4.3	9 5.7	4 2.8	1 3.6		6 9.9		6 5.5	10 3.6			1 14.5	1 1.8	3 3.0	3 2.5

T6. Do you consider yourself to be very conservative, conservative or moderate in your political beliefs?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	106 100.0	270 100.0	3 100.0	6 100.0	9 100.0	58 100.0	88 100.0	118 100.0
VERY CONSERVATIVE	58 19.2	29 18.4	29 20.1	1 4.4	4 12.7	16 27.2	19 25.3	17 16.4	51 18.7		3 46.1	3 30.1	58 100.0		
CONSERVATIVE	88 29.3	56 36.1	32 21.9	10 37.9	6 18.0	14 24.0	20 26.7	38 35.3	82 30.2	2 73.7	1 16.8	2 26.6		88 100.0	
MODERATE	118 39.3	51 32.7	67 46.6	12 45.4	20 61.7	21 37.6	28 38.0	35 33.0	111 41.0	1 26.3	2 37.2	2 21.4			118 100.0
DON'T KNOW REFUSED	36 12.1	20 12.8	16 11.4	3 12.4	3 7.6	6 11.2	8 10.1	16 15.2	27 10.1			2 21.9			

T7. Which of the following age groups applies to you?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300 100.0	156 100.0	144 100.0	27 100.0	33 100.0	57 100.0	75 100.0	106 100.0	270 100.0	3 100.0	6 100.0	9 100.0	58 100.0	88 100.0	118 100.0
18-34	27 9.0	15 9.5	12 8.5	27 100.0					25 9.1	1 36.7			1 2.0	10 11.6	12 10.4
35-44	33 11.0	20 12.6	13 9.2		33 100.0				29 10.8	1 26.3	1 24.5	1 7.8	4 7.3	6 6.8	20 17.2
45-54	57 19.0	21 13.2	36 25.3			57 100.0			51 18.7			5 59.7	16 26.9	14 15.6	21 18.1
55-64	75 25.0	45 28.9	30 20.8				75 100.0		67 25.0		3 50.1		19 32.9	20 22.7	28 24.1
65+	106 35.5	55 35.1	52 36.0					106 100.0	97 35.8	1 37.0	1 25.4	3 32.6	17 30.3	38 42.8	35 29.8
REFUSED	2 0.5	1 0.7							2 0.6				0.6	0.5	0.3

Table 8-1

T8. To ensure that we have a representative sample what is your race or ethnicity? Are you white, Hispanic or Latino, black or African American or do you consider yourself to be part of another racial or ethnic group?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300	156	144	27	33	57	75	106	270	3	6	9	58	88	118
	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
WHITE	270	143	127	25	29	51	67	97	270				51	82	111
	90.1	91.7	88.3	91.5	88.6	88.8	89.9	90.8	100.0				87.7	92.8	93.9
HISPANIC	3	1	2	1	1			1		3				2	1
	0.9	0.5	1.4	3.6	2.1			0.9		100.0				2.3	0.6
BLACK	6	2	3		1		3	1			6		3	1	2
	1.9	1.5	2.4		4.3		3.9	1.4			100.0		4.6	1.1	1.8
OTHER	9	4	5		1	5		3				9	3	2	2
	3.0	2.5	3.6		2.1	9.5		2.8				100.0	4.7	2.7	1.6
DK REFUSED	12	6	6	1	1	1	5	4					2	1	2
	4.1	3.9	4.3	4.8	2.8	1.7	6.2	4.1					3.0	1.1	2.1

T9. Are you male or female?

	GENDER			AGE					RACE				IDEOLOGY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	WHIT	HISP	BLCK AA	OTH	VERY CON	CON	MOD
TOTAL	300	156	144	27	33	57	75	106	270	3	6	9	58	88	118
	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
MALE	156	156		15	20	21	45	55	143	1	2	4	29	56	51
	52.0	100.0		54.9	59.7	36.2	60.0	51.3	52.9	26.3	41.1	42.6	49.9	64.1	43.2
FEMALE	144		144	12	13	36	30	52	127	2	3	5	29	32	67
	48.0		100.0	45.1	40.3	63.8	40.0	48.7	47.1	73.7	58.9	57.4	50.1	35.9	56.8