1. Thinking ahead to the August, Republican Primary election, how likely would you say you are to vote in this election? Would you say you are…

    79.5%   VERY LIKELY
    20.5%   SOMEWHAT LIKELY

2. Given that the GOP primary election isn't until August, please tell me how interested you are in this election. On a scale of one to ten, with one meaning NOT AT ALL INTERESTED, and ten meaning VERY interested, how interested would you say you are?

3.2% 1	3.5% 4	8.0% 7
0.8% 2	11.8% 5	14.2% 8
1.7% 3	5.7% 6	7.5% 9
		43.7% 10

43.7%	10	**1-7**	**35%**
51.2%	9-10	**8-10**	**65%**
65.3%	8-10	**7.2%**	**MEAN**

Now I'm going to read you a list of names of people active in politics. For each one, please tell me, first whether you have heard of that person, and then, if so, please tell me whether you have a favorable or unfavorable impression of them.

	TOTAL FAV	TOTAL UNFAV	STRG FAV	SMWT FAV	SMWT UNFAV	STRG UNFAV	NO OPINION	Don't Know
3. NICHOLSON	**34.5%**	**10.0%**	17.0%	17.5%	6.2%	3.8%	17.5%	38.0%
4. VUKMIR	**24.0%**	**9.7%**	13.2%	10.8%	4.8%	4.8%	17.5%	48.8%

5. If the Republican primary election for U.S. Senator from Wisconsin was being held today, for whom would you vote?

    28.3%   KEVIN NICHOLSON
    14.2%   LEAH VUKMIR
    57.5%   UNDECIDED

HODAS
& ASSOCIATES
STRATEGIC COMMUNICATIONS

6. Gender

    45.2%   MALE
    54.8%   FEMALE

7. Media Market

1.5%	DULUTH-SUPERIOR	0.2%	MARQUETTE
8.3%	EAU CLAIRE-LA CROSSE	42.8%	MILWAUKEE
17.2%	GREEN BAY	4.5%	MINNEAPOLIS-ST. PAUL
18.2%	MADISON	7.3%	WASAU-RHINELANDE