

JULY 12-16, 2018
Project: WI Statewide (Hodas & Assoc)

N=600 Likely GOP Voters
Margin of Error +/- 3%

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...

76.2% VERY LIKELY
23.8% 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?

2.3% 1	2.7% 4	10.3% 7
1.0% 2	10.8% 5	15.8% 8
1.3% 3	4.3% 6	7.3% 9
		44.0% 10
44.0% 10	JULY	JUNE
51.3% 9-10	1-7 33%	1-7 35%
67.2% 8-10	8-10 67%	8-10 65%
	7.3% MEAN	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	35.2%	11.9%	17.3%	17.9%	5.7%	6.2%	15.4%	37.5%
4. VUKMIR	28.8%	12.7%	14.1%	14.7%	6.4%	6.4%	15.4%	43.1%

	FAVORABLE		UNFAVORABLE	
	JULY	JUNE	JULY	JUNE
NICHOLSON	35.2%	34.5%	11.9%	10.0%
VUKMIR	28.8%	24.0%	12.7%	9.7%

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

<u>JULY</u>		<u>JUNE</u>	
33.0%	KEVIN NICHOLSON	28.3%	KEVIN NICHOLSON
19.5%	LEAH VUKMIR	14.2%	LEAH VUKMIR
47.5%	UNDECIDED	57.5%	UNDECIDED

6. Gender

47.7%	MALE
52.3%	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-RHINELANDER