



From: Anniken Williams, Public Policy Polling®

To: Interested Parties

Subject: Tony Evers Democrat's Top Choice in 2018 Election Preview; Voters Believe Evers Has Best Chance to Beat Walker

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A new Public Policy Polling survey finds that the Wisconsin Superintendent of Public Instruction and Democratic candidate for Governor, Tony Evers, is the top choice for Democrats in the 2018 primary election. In a hypothetical preview of this election, Evers holds a sizeable lead with the plurality of voters (29%) supporting him increasing to 33% after learning more about him. Initially, 28% of voters were unsure of who they would vote for and this decreased to 17%. The closest candidates behind Evers are Kathleen Vinehout who received 11% initially and Paul Soglin who received 12% of the vote after voters learned more about him. With his favorability rating at 60%, it is no surprise that a plurality (35%) of Wisconsin Democratic voters think Evers has the best chance of beating Scott Walker in November.

Evers' lead is built on by strong support among a wide array of demographics, such as a plurality of women (34%), men (33%), very (33%) and somewhat (37%) liberal Democrats, moderate Democrats (32%), somewhat conservative Democrats (26%), white voters (35%), voters age 18 to 45 (37%), 46 to 65 (30%), and older than 65 (36%), after they were given more information about him.

Key findings from the survey include:

- Wisconsin Democratic voters have definite issues they would like the next Governor to focus on. Health care is the most important issue to 29% of Wisconsinites, and education follows closely behind that at 23%. 17% of voters think environmental issues are the most important issue for the next Governor to focus on while 14% say jobs and the economy is the most important.

PPP surveyed 747 likely Democratic primary voters in Wisconsin from January 8-10, 2018. The margin of error for the poll is +/- 3.6%. This poll was conducted by automated telephone interviews.





Wisconsin Survey Results

Q1 Do you approve or disapprove of President Donald Trump's job performance?

Approve 5%
Disapprove 93%
Not sure 1%

Q2 In August there will be a primary election in Wisconsin for Governor and other important offices. How likely would you say you are to vote in the primary election this August: are you certain to vote, will you probably vote, are the chances 50/50, or will you probably not vote?

Certain to vote 94%
Probably will vote 6%
Chances are 50/50 0%
Probably will not vote 0%

Q3 Will you be voting in the Democratic or Republican primary election?

Democratic primary 100%
Republican primary 0%
Not sure 0%

Q4 If the Democratic candidates for Governor included Tony Evers, Matt Flynn, Kelda Roys, Dana Wachs, Andy Gronik, Paul Soglin, Mahlon Mitchell, Kathleen Vinehout, and Mike McCabe, who would you vote for?

Tony Evers 29%
Matt Flynn 5%
Kelda Roys 2%
Dana Wachs 4%
Andy Gronik 2%
Paul Soglin 10%
Mahlon Mitchell 5%
Kathleen Vinehout 11%
Mike McCabe 5%
Not sure 28%

Q5 Regardless of who you might vote for, working from the same list of choices, which candidate do you think has the best chance of beating Scott Walker in November?

Tony Evers 35%
Matt Flynn 7%
Kelda Roys 2%
Dana Wachs 2%
Andy Gronik 2%
Paul Soglin 10%
Mahlon Mitchell 3%
Kathleen Vinehout 7%
Mike McCabe 6%
Not sure 26%





Q6 Do you have a favorable or unfavorable opinion of Tony Evers?

<i>Favorable</i>	60%
<i>Unfavorable</i>	9%
<i>Not sure</i>	31%

Q7 Do you have a favorable or unfavorable opinion of Paul Soglin?

<i>Favorable</i>	35%
<i>Unfavorable</i>	12%
<i>Not sure</i>	53%

Q8 Do you have a favorable or unfavorable opinion of Mahlon Mitchell?

<i>Favorable</i>	21%
<i>Unfavorable</i>	8%
<i>Not sure</i>	71%

Q9 Do you have a favorable or unfavorable opinion of Kelda Roys?

<i>Favorable</i>	13%
<i>Unfavorable</i>	8%
<i>Not sure</i>	79%

Q10 Which of the following issues do you think it's most important for the next Governor of Wisconsin to focus on: education, health care, environmental issues, jobs and the economy, transportation and road funding, or something else?

<i>Education</i>	23%
<i>Health care</i>	29%
<i>Environmental issues</i>	17%
<i>Jobs and the economy</i>	14%
<i>Transportation and road funding</i>	9%
<i>Something else</i>	9%

Q11 Now I'm going to read you brief descriptions of each Democratic candidate for Governor, and ask you again which one you would vote for. The candidates are: Tony Evers, the State Superintendent of Public Schools, originally from Plymouth; Matt Flynn, a trial lawyer and former Wisconsin Democratic Party Chair from Milwaukee; Kelda Roys, a small business owner and former state representative from Madison; Dana Wachs, a trial lawyer and state representative from Eau Claire; Andy Gronik, a businessman from Milwaukee County; Paul Soglin, the mayor of Madison; Mahlon Mitchell, a firefighter and former candidate for Lieutenant Governor from Madison; Kathleen Vinehout, a farmer and state senator from Alma; and Mike McCabe, a grassroots activist, originally from Clark County. If the Democratic primary election was today, who would you vote for?

<i>Tony Evers</i>	33%
<i>Matt Flynn</i>	9%
<i>Kelda Roys</i>	1%
<i>Dana Wachs</i>	4%
<i>Andy Gronik</i>	2%
<i>Paul Soglin</i>	12%
<i>Mahlon Mitchell</i>	5%
<i>Kathleen Vinehout</i>	11%
<i>Mike McCabe</i>	5%
<i>Not sure</i>	17%





Q12 Which of the following statements comes closest to your view: the Democratic candidate for governor should be from Madison or Milwaukee; the Democratic candidate for governor should be from outside Madison & Milwaukee; or, it doesn't really matter where the Democratic candidate for governor comes from?

- The Democratic candidate for governor should be from Madison or Milwaukee* 9%
- The Democratic candidate for governor should be from outside Madison & Milwaukee* 12%
- It doesn't really matter where the Democratic candidate for governor comes from*..... 79%
- Not sure* 1%

Q13 If you are a woman, press 1. If a man, press 2.

- Woman* 56%
- Man*..... 44%

Q14 Do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

- Very liberal* 22%
- Somewhat liberal* 34%
- Moderate*..... 38%
- Somewhat conservative*..... 4%
- Very conservative* 2%

Q15 If you are white, press 1. If African-American, press 2. If other, press 3.

- White* 88%
- African-American* 9%
- Other*..... 4%

Q16 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

- 18 to 45*..... 24%
- 46 to 65*..... 46%
- Older than 65* 30%

Q17 Which of the following best describes the highest level of education you have received: some high school but did not finish, high school graduate, some college but did not finish, 2-year college degree, 4-year college degree, post-graduate degree, or do you not care to say?

- Some high school but did not finish* 3%
- High school graduate* 17%
- Some college but did not finish*..... 17%
- 2-year college degree* 12%
- 4-year college degree* 28%
- Post-graduate degree*..... 20%
- Don't care to say* 4%

Q18 Media Market

- Milwaukee* 38%
- Madison* 24%
- Green Bay*..... 17%
- Wausau/LaCrosse/Eau Claire* 16%
- Elsewhere* 5%

Q19 Media Market 2

- Milwaukee County* 19%
- Rest of Milwaukee Market*..... 19%
- Madison* 24%
- Green Bay*..... 17%
- North/Western Wisconsin* 21%



	Base	Gender	
		Woman	Man
Trump Approval			
Approve	5%	5%	6%
Disapprove	93%	94%	93%
Not sure	1%	2%	1%

	Base	Gender	
		Woman	Man
Voter Screen			
Certain to vote	94%	92%	97%
Probably will vote	6%	8%	3%

	Base	Gender	
		Woman	Man
Party Primary Vote			
Democratic primary	100%	100%	100%

	Base	Gender	
		Woman	Man
Democratic Candidates for Governor Vote			
Tony Evers	29%	29%	29%
Matt Flynn	5%	3%	8%
Kelda Roys	2%	3%	0%
Dana Wachs	4%	4%	3%
Andy Gronik	2%	1%	3%
Paul Soglin	10%	11%	9%
Mahlon Mitchell	5%	3%	7%
Kathleen Vinehout	11%	10%	11%
Mike McCabe	5%	5%	5%
Not sure	28%	31%	24%



	Base	Gender	
		Woman	Man
Candidate With Best Chance of Beating Walker			
Tony Evers	35%	35%	35%
Matt Flynn	7%	6%	7%
Kelda Roys	2%	3%	0%
Dana Wachs	2%	2%	3%
Andy Gronik	2%	2%	2%
Paul Soglin	10%	11%	10%
Mahlon Mitchell	3%	1%	4%
Kathleen Vinehout	7%	7%	8%
Mike McCabe	6%	5%	7%
Not sure	26%	29%	23%

	Base	Gender	
		Woman	Man
Evers Favorability			
Favorable	60%	59%	62%
Unfavorable	9%	6%	12%
Not sure	31%	35%	26%

	Base	Gender	
		Woman	Man
Soglin Favorability			
Favorable	35%	30%	40%
Unfavorable	12%	11%	14%
Not sure	53%	59%	46%

	Base	Gender	
		Woman	Man
Mitchell Favorability			
Favorable	21%	16%	27%
Unfavorable	8%	6%	12%
Not sure	71%	78%	62%

	Base	Gender	
		Woman	Man
Roys Favorability			
Favorable	13%	11%	15%
Unfavorable	8%	6%	11%
Not sure	79%	84%	74%





	Base	Gender	
		Woman	Man
Most Important Issue			
Education	23%	25%	20%
Health care	29%	28%	29%
Environmental issues	17%	16%	18%
Jobs and the economy	14%	17%	10%
Transportation and road funding	9%	7%	12%
Something else	9%	7%	11%

	Base	Gender	
		Woman	Man
Informed Democratic Candidates for Governor Vote			
Tony Evers	33%	34%	33%
Matt Flynn	9%	9%	9%
Kelda Roys	1%	2%	0%
Dana Wachs	4%	4%	3%
Andy Gronik	2%	2%	3%
Paul Soglin	12%	10%	14%
Mahlon Mitchell	5%	4%	7%
Kathleen Vinehout	11%	11%	11%
Mike McCabe	5%	5%	4%
Not sure	17%	18%	16%

	Base	Gender	
		Woman	Man
Candidate Hometown			
The Democratic candidate for governor should be from Madison or Milwaukee	9%	12%	6%
The Democratic candidate for governor should be from outside Madison & Milwaukee	12%	10%	14%
It doesn't really matter where the Democratic candidate for governor comes from	79%	77%	80%
Not sure	1%	1%	-

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trump Approval						
Approve	5%	6%	2%	3%	26%	37%
Disapprove	93%	94%	98%	93%	70%	63%
Not sure	1%	-	-	3%	4%	-





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Voter Screen						
Certain to vote	94%	96%	96%	91%	83%	96%
Probably will vote	6%	4%	4%	9%	17%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Party Primary Vote						
Democratic primary	100%	100%	100%	100%	100%	100%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Democratic Candidates for Governor Vote						
Tony Evers	29%	30%	33%	27%	14%	23%
Matt Flynn	5%	4%	6%	6%	4%	2%
Kelda Roys	2%	1%	1%	4%	-	-
Dana Wachs	4%	0%	3%	7%	3%	-
Andy Gronik	2%	2%	4%	0%	2%	-
Paul Soglin	10%	9%	11%	8%	23%	14%
Mahlon Mitchell	5%	6%	3%	6%	-	14%
Kathleen Vinehout	11%	13%	7%	12%	14%	2%
Mike McCabe	5%	11%	4%	2%	2%	10%
Not sure	28%	24%	28%	29%	38%	36%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Candidate With Best Chance of Beating Walker						
Tony Evers	35%	43%	36%	31%	24%	34%
Matt Flynn	7%	6%	3%	11%	3%	-
Kelda Roys	2%	-	0%	4%	-	-
Dana Wachs	2%	1%	2%	4%	3%	-
Andy Gronik	2%	2%	4%	1%	-	-
Paul Soglin	10%	7%	11%	9%	24%	28%
Mahlon Mitchell	3%	3%	1%	4%	-	-
Kathleen Vinehout	7%	7%	6%	8%	12%	4%
Mike McCabe	6%	10%	7%	3%	2%	-
Not sure	26%	22%	29%	25%	33%	34%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Evers Favorability						
Favorable	60%	67%	68%	54%	31%	39%
Unfavorable	9%	6%	5%	11%	16%	31%
Not sure	31%	27%	27%	35%	53%	30%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Soglin Favorability						
Favorable	35%	44%	38%	28%	17%	39%
Unfavorable	12%	12%	10%	14%	12%	18%
Not sure	53%	43%	52%	58%	70%	43%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Mitchell Favorability						
Favorable	21%	30%	18%	18%	4%	32%
Unfavorable	8%	6%	7%	11%	2%	18%
Not sure	71%	64%	75%	70%	94%	50%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Roys Favorability						
Favorable	13%	21%	11%	10%	5%	20%
Unfavorable	8%	8%	7%	9%	2%	18%
Not sure	79%	72%	82%	81%	92%	62%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Most Important Issue						
Education	23%	28%	24%	21%	6%	23%
Health care	29%	23%	32%	26%	43%	49%
Environmental issues	17%	22%	19%	13%	15%	-
Jobs and the economy	14%	9%	10%	19%	23%	18%
Transportation and road funding	9%	10%	10%	9%	9%	2%
Something else	9%	8%	6%	11%	5%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Informed Democratic Candidates for Governor Vote						
Tony Evers	33%	33%	37%	32%	26%	25%
Matt Flynn	9%	7%	8%	12%	5%	-
Kelda Roys	1%	1%	2%	0%	-	4%
Dana Wachs	4%	2%	3%	6%	3%	-
Andy Gronik	2%	1%	4%	1%	3%	14%
Paul Soglin	12%	12%	14%	9%	24%	14%
Mahlon Mitchell	5%	6%	3%	8%	3%	-
Kathleen Vinehout	11%	15%	9%	11%	14%	7%
Mike McCabe	5%	11%	4%	2%	2%	4%
Not sure	17%	12%	17%	19%	21%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Candidate Hometown						
The Democratic candidate for governor should be from Madison or Milwaukee	9%	15%	6%	8%	11%	9%
The Democratic candidate for governor should be from outside Madison & Milwaukee	12%	6%	11%	13%	18%	24%
It doesn't really matter where the Democratic candidate for governor comes from	79%	78%	82%	78%	71%	67%
Not sure	1%	0%	1%	1%	-	-

	Base	Race		
		White	African-American	Other
Trump Approval				
Approve	5%	4%	7%	26%
Disapprove	93%	95%	88%	72%
Not sure	1%	1%	5%	2%





	Base	Race		
		White	African-American	Other
Voter Screen				
Certain to vote	94%	94%	91%	87%
Probably will vote	6%	6%	9%	13%

	Base	Race		
		White	African-American	Other
Party Primary Vote				
Democratic primary	100%	100%	100%	100%

	Base	Race		
		White	African-American	Other
Democratic Candidates for Governor Vote				
Tony Evers	29%	31%	17%	20%
Matt Flynn	5%	5%	5%	8%
Kelda Roys	2%	1%	13%	-
Dana Wachs	4%	4%	6%	-
Andy Gronik	2%	2%	-	-
Paul Soglin	10%	10%	9%	8%
Mahlon Mitchell	5%	3%	21%	8%
Kathleen Vinehout	11%	12%	-	13%
Mike McCabe	5%	5%	6%	2%
Not sure	28%	28%	23%	41%

	Base	Race		
		White	African-American	Other
Candidate With Best Chance of Beating Walker				
Tony Evers	35%	36%	29%	21%
Matt Flynn	7%	5%	21%	2%
Kelda Roys	2%	0%	13%	-
Dana Wachs	2%	3%	-	-
Andy Gronik	2%	2%	-	3%
Paul Soglin	10%	10%	8%	16%
Mahlon Mitchell	3%	2%	9%	-
Kathleen Vinehout	7%	8%	-	13%
Mike McCabe	6%	6%	6%	4%
Not sure	26%	27%	14%	40%





	Base	Race		
		White	African-American	Other
Evers Favorability				
Favorable	60%	63%	39%	42%
Unfavorable	9%	8%	8%	29%
Not sure	31%	29%	54%	29%

	Base	Race		
		White	African-American	Other
Soglin Favorability				
Favorable	35%	36%	18%	32%
Unfavorable	12%	11%	16%	24%
Not sure	53%	52%	66%	44%

	Base	Race		
		White	African-American	Other
Mitchell Favorability				
Favorable	21%	18%	41%	28%
Unfavorable	8%	8%	11%	11%
Not sure	71%	74%	48%	62%

	Base	Race		
		White	African-American	Other
Roys Favorability				
Favorable	13%	13%	1%	31%
Unfavorable	8%	8%	11%	10%
Not sure	79%	79%	87%	60%

	Base	Race		
		White	African-American	Other
Most Important Issue				
Education	23%	24%	9%	28%
Health care	29%	29%	22%	36%
Environmental issues	17%	19%	3%	3%
Jobs and the economy	14%	10%	46%	28%
Transportation and road funding	9%	10%	1%	5%
Something else	9%	8%	18%	-





	Base	Race		
		White	African-American	Other
Informed Democratic Candidates for Governor Vote				
Tony Evers	33%	35%	25%	19%
Matt Flynn	9%	7%	30%	8%
Kelda Roys	1%	1%	-	3%
Dana Wachs	4%	4%	6%	-
Andy Gronik	2%	2%	-	8%
Paul Soglin	12%	13%	1%	10%
Mahlon Mitchell	5%	4%	19%	-
Kathleen Vinehout	11%	12%	-	18%
Mike McCabe	5%	5%	-	5%
Not sure	17%	16%	20%	28%

	Base	Race		
		White	African-American	Other
Candidate Hometown				
The Democratic candidate for governor should be from Madison or Milwaukee	9%	7%	22%	20%
The Democratic candidate for governor should be from outside Madison & Milwaukee	12%	12%	6%	14%
It doesn't really matter where the Democratic candidate for governor comes from	79%	80%	72%	66%
Not sure	1%	1%	-	-

	Base	Age		
		18 to 45	46 to 65	Older than 65
Trump Approval				
Approve	5%	9%	4%	4%
Disapprove	93%	90%	96%	93%
Not sure	1%	1%	0%	3%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Voter Screen				
Certain to vote	94%	100%	93%	91%
Probably will vote	6%	-	7%	9%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Party Primary Vote				
Democratic primary	100%	100%	100%	100%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Democratic Candidates for Governor Vote				
Tony Evers	29%	36%	24%	31%
Matt Flynn	5%	4%	5%	6%
Kelda Roys	2%	6%	0%	1%
Dana Wachs	4%	3%	4%	3%
Andy Gronik	2%	-	3%	2%
Paul Soglin	10%	7%	11%	11%
Mahlon Mitchell	5%	6%	5%	3%
Kathleen Vinehout	11%	8%	12%	11%
Mike McCabe	5%	7%	5%	4%
Not sure	28%	23%	30%	28%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Candidate With Best Chance of Beating Walker				
Tony Evers	35%	41%	31%	37%
Matt Flynn	7%	6%	7%	7%
Kelda Roys	2%	5%	1%	0%
Dana Wachs	2%	3%	2%	3%
Andy Gronik	2%	-	3%	2%
Paul Soglin	10%	9%	11%	11%
Mahlon Mitchell	3%	4%	3%	1%
Kathleen Vinehout	7%	5%	8%	8%
Mike McCabe	6%	9%	5%	4%
Not sure	26%	19%	30%	27%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Evers Favorability				
Favorable	60%	60%	59%	63%
Unfavorable	9%	14%	9%	4%
Not sure	31%	27%	32%	33%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Soglin Favorability				
Favorable	35%	30%	34%	40%
Unfavorable	12%	13%	12%	13%
Not sure	53%	57%	55%	48%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Mitchell Favorability				
Favorable	21%	18%	24%	17%
Unfavorable	8%	8%	7%	12%
Not sure	71%	74%	70%	71%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Roys Favorability				
Favorable	13%	14%	15%	8%
Unfavorable	8%	8%	6%	12%
Not sure	79%	79%	79%	81%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Most Important Issue				
Education	23%	33%	19%	20%
Health care	29%	25%	28%	32%
Environmental issues	17%	18%	18%	14%
Jobs and the economy	14%	9%	17%	12%
Transportation and road funding	9%	3%	10%	14%
Something else	9%	12%	8%	8%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Informed Democratic Candidates for Governor Vote				
Tony Evers	33%	37%	30%	36%
Matt Flynn	9%	11%	9%	7%
Kelda Roys	1%	1%	0%	2%
Dana Wachs	4%	3%	5%	3%
Andy Gronik	2%	1%	3%	2%
Paul Soglin	12%	8%	13%	14%
Mahlon Mitchell	5%	4%	7%	4%
Kathleen Vinehout	11%	7%	13%	11%
Mike McCabe	5%	7%	3%	5%
Not sure	17%	19%	16%	17%



	Base	Age		
		18 to 45	46 to 65	Older than 65
Candidate Hometown				
The Democratic candidate for governor should be from Madison or Milwaukee	9%	9%	7%	13%
The Democratic candidate for governor should be from outside Madison & Milwaukee	12%	10%	13%	11%
It doesn't really matter where the Democratic candidate for governor comes from	79%	81%	80%	75%
Not sure	1%	-	0%	1%

	Base	Education						Don't care to say
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree	
Trump Approval								
Approve	5%	37%	6%	7%	6%	2%	4%	-
Disapprove	93%	63%	93%	92%	91%	97%	96%	92%
Not sure	1%	-	1%	2%	3%	1%	-	8%

	Base	Education							Don't care to say
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree		
Voter Screen									
Certain to vote	94%	100%	93%	93%	93%	95%	94%	90%	
Probably will vote	6%	-	7%	7%	7%	5%	6%	10%	

	Base	Education							Don't care to say
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree		
Party Primary Vote									
Democratic primary	100%	100%	100%	100%	100%	100%	100%	100%	

	Base	Education							Don't care to say
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree		
Democratic Candidates for Governor Vote									
Tony Evers	29%	20%	22%	24%	24%	36%	39%	11%	
Matt Flynn	5%	11%	12%	2%	9%	2%	3%	3%	
Kelda Roys	2%	-	1%	1%	1%	4%	3%	-	
Dana Wachs	4%	6%	0%	6%	5%	3%	1%	19%	
Andy Gronik	2%	-	2%	5%	1%	2%	-	-	
Paul Soglin	10%	15%	11%	11%	7%	11%	8%	7%	
Mahlon Mitchell	5%	-	9%	2%	11%	4%	2%	-	
Kathleen Vinehout	11%	5%	12%	11%	10%	10%	13%	7%	
Mike McCabe	5%	24%	4%	8%	3%	6%	2%	-	
Not sure	28%	18%	27%	30%	30%	22%	30%	53%	

	Base	Education							Don't care to say
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree		
Candidate With Best Chance of Beating Walker									
Tony Evers	35%	17%	24%	32%	31%	41%	48%	17%	
Matt Flynn	7%	3%	13%	9%	12%	3%	2%	2%	
Kelda Roys	2%	-	0%	0%	2%	4%	-	-	
Dana Wachs	2%	13%	1%	4%	3%	1%	2%	12%	
Andy Gronik	2%	-	1%	5%	1%	2%	-	3%	
Paul Soglin	10%	15%	13%	12%	8%	9%	7%	14%	
Mahlon Mitchell	3%	-	6%	1%	6%	1%	1%	-	
Kathleen Vinehout	7%	3%	11%	7%	5%	7%	7%	7%	
Mike McCabe	6%	24%	5%	8%	1%	7%	4%	-	
Not sure	26%	25%	26%	23%	30%	23%	29%	45%	

	Base	Education						
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree	Don't care to say
Evers Favorability								
Favorable	60%	55%	45%	57%	45%	69%	79%	32%
Unfavorable	9%	28%	17%	9%	12%	3%	5%	-
Not sure	31%	18%	38%	34%	42%	28%	15%	68%

	Base	Education						
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree	Don't care to say
Soglin Favorability								
Favorable	35%	37%	30%	24%	34%	37%	47%	20%
Unfavorable	12%	16%	16%	10%	9%	14%	12%	-
Not sure	53%	47%	54%	65%	57%	49%	41%	80%

	Base	Education						
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree	Don't care to say
Mitchell Favorability								
Favorable	21%	37%	18%	24%	18%	17%	28%	-
Unfavorable	8%	29%	13%	5%	11%	7%	5%	6%
Not sure	71%	34%	68%	72%	71%	76%	67%	94%

	Base	Education						
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree	Don't care to say
Roys Favorability								
Favorable	13%	32%	8%	14%	7%	11%	19%	3%
Unfavorable	8%	33%	16%	4%	12%	6%	3%	6%
Not sure	79%	35%	75%	83%	80%	83%	77%	91%

	Base	Education						
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree	Don't care to say
Most Important Issue								
Education	23%	2%	14%	15%	12%	30%	37%	22%
Health care	29%	14%	33%	37%	27%	24%	23%	49%
Environmental issues	17%	-	11%	15%	15%	21%	22%	11%
Jobs and the economy	14%	46%	11%	13%	25%	14%	7%	5%
Transportation and road funding	9%	26%	12%	9%	15%	8%	5%	-
Something else	9%	12%	18%	11%	6%	4%	5%	13%

	Base	Education						
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree	Don't care to say
Informed Democratic Candidates for Governor Vote								
Tony Evers	33%	19%	26%	32%	30%	39%	41%	12%
Matt Flynn	9%	-	13%	9%	15%	9%	3%	6%
Keldia Roys	1%	-	1%	1%	0%	-	3%	1%
Dana Wachs	4%	6%	2%	7%	3%	4%	1%	12%
Andy Gronik	2%	-	1%	4%	1%	3%	2%	3%
Paul Soglin	12%	29%	15%	12%	10%	11%	11%	6%
Mahlon Mitchell	5%	4%	7%	4%	11%	5%	4%	-
Kathleen Vinehout	11%	2%	13%	11%	12%	10%	13%	9%
Mike McCabe	5%	24%	3%	4%	4%	6%	3%	-
Not sure	17%	16%	17%	16%	14%	13%	19%	50%

	Base	Education						
		Some high school but did not finish	High school graduate	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree	Don't care to say
Candidate Hometown								
The Democratic candidate for governor should be from Madison or Milwaukee	9%	42%	10%	6%	8%	10%	4%	19%
The Democratic candidate for governor should be from outside Madison & Milwaukee	12%	5%	9%	18%	9%	13%	10%	2%
It doesn't really matter where the Democratic candidate for governor comes from	79%	53%	80%	76%	83%	77%	85%	77%
Not sure	1%	-	1%	0%	-	0%	1%	1%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Trump Approval						
Approve	5%	5%	6%	4%	6%	7%
Disapprove	93%	94%	92%	95%	93%	93%
Not sure	1%	2%	2%	0%	1%	1%



	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Voter Screen						
Certain to vote	94%	93%	94%	95%	94%	94%
Probably will vote	6%	7%	6%	5%	6%	6%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Party Primary Vote						
Democratic primary	100%	100%	100%	100%	100%	100%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Democratic Candidates for Governor Vote						
Tony Evers	29%	25%	34%	33%	32%	14%
Matt Flynn	5%	6%	2%	9%	3%	4%
Kelda Roys	2%	3%	3%	-	-	-
Dana Wachs	4%	4%	2%	1%	6%	7%
Andy Gronik	2%	3%	0%	2%	0%	3%
Paul Soglin	10%	8%	22%	5%	4%	6%
Mahlon Mitchell	5%	8%	2%	2%	6%	-
Kathleen Vinehout	11%	6%	13%	9%	15%	22%
Mike McCabe	5%	4%	8%	6%	4%	4%
Not sure	28%	33%	15%	32%	29%	40%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Candidate With Best Chance of Beating Walker						
Tony Evers	35%	29%	39%	38%	43%	28%
Matt Flynn	7%	10%	3%	8%	2%	7%
Kelda Roys	2%	4%	1%	-	-	-
Dana Wachs	2%	2%	1%	1%	6%	10%
Andy Gronik	2%	3%	-	2%	1%	6%
Paul Soglin	10%	7%	21%	8%	6%	4%
Mahlon Mitchell	3%	4%	-	1%	5%	-
Kathleen Vinehout	7%	3%	11%	4%	11%	18%
Mike McCabe	6%	6%	5%	8%	4%	4%
Not sure	26%	31%	19%	30%	23%	25%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Evers Favorability						
Favorable	60%	54%	70%	67%	57%	48%
Unfavorable	9%	9%	8%	10%	7%	8%
Not sure	31%	37%	22%	22%	36%	44%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Soglin Favorability						
Favorable	35%	29%	67%	19%	23%	16%
Unfavorable	12%	12%	20%	11%	7%	5%
Not sure	53%	60%	14%	71%	70%	79%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Mitchell Favorability						
Favorable	21%	25%	24%	17%	14%	5%
Unfavorable	8%	7%	16%	6%	4%	6%
Not sure	71%	69%	61%	76%	82%	89%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Roys Favorability						
Favorable	13%	11%	21%	6%	12%	10%
Unfavorable	8%	5%	14%	10%	4%	3%
Not sure	79%	84%	65%	84%	84%	87%





	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Most Important Issue						
Education	23%	18%	27%	29%	25%	17%
Health care	29%	31%	18%	27%	33%	49%
Environmental issues	17%	17%	23%	15%	13%	6%
Jobs and the economy	14%	21%	6%	10%	10%	17%
Transportation and road funding	9%	7%	14%	7%	12%	10%
Something else	9%	7%	11%	12%	8%	2%

	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
Informed Democratic Candidates for Governor Vote						
Tony Evers	33%	28%	35%	42%	39%	18%
Matt Flynn	9%	16%	2%	8%	3%	7%
Kelda Roys	1%	0%	3%	1%	-	-
Dana Wachs	4%	4%	1%	2%	5%	11%
Andy Gronik	2%	4%	1%	1%	2%	-
Paul Soglin	12%	11%	21%	7%	6%	12%
Mahlon Mitchell	5%	8%	4%	2%	6%	1%
Kathleen Vinehout	11%	7%	12%	11%	18%	17%
Mike McCabe	5%	3%	6%	5%	5%	5%
Not sure	17%	17%	13%	20%	16%	29%

Candidate Hometown	Base	Media Market				
		Milwaukee	Madison	Green Bay	Wausau/LaCrosse/Eau Claire	Elsewhere
The Democratic candidate for governor should be from Madison or Milwaukee	9%	17%	7%	2%	5%	-
The Democratic candidate for governor should be from outside Madison & Milwaukee	12%	7%	15%	8%	16%	29%
It doesn't really matter where the Democratic candidate for governor comes from	79%	76%	77%	89%	80%	71%
Not sure	1%	0%	1%	1%	-	-

Trump Approval	Base	Media Market 2				
		Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Approve	5%	6%	3%	6%	4%	6%
Disapprove	93%	91%	96%	92%	95%	93%
Not sure	1%	3%	0%	2%	0%	1%

Voter Screen	Base	Media Market 2				
		Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Certain to vote	94%	92%	94%	94%	95%	94%
Probably will vote	6%	8%	6%	6%	5%	6%

Party Primary Vote	Base	Media Market 2				
		Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Democratic primary	100%	100%	100%	100%	100%	100%





	Media Market 2					
	Base	Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Democratic Candidates for Governor Vote						
Tony Evers	29%	23%	27%	34%	33%	27%
Matt Flynn	5%	7%	6%	2%	9%	3%
Kelda Roys	2%	6%	1%	3%	-	-
Dana Wachs	4%	3%	6%	2%	1%	7%
Andy Gronik	2%	4%	2%	0%	2%	1%
Paul Soglin	10%	7%	9%	22%	5%	4%
Mahlon Mitchell	5%	12%	3%	2%	2%	4%
Kathleen Vinehout	11%	4%	8%	13%	9%	17%
Mike McCabe	5%	4%	3%	8%	6%	4%
Not sure	28%	30%	35%	15%	32%	32%

	Media Market 2					
	Base	Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Candidate With Best Chance of Beating Walker						
Tony Evers	35%	29%	30%	39%	38%	39%
Matt Flynn	7%	12%	9%	3%	8%	3%
Kelda Roys	2%	7%	-	1%	-	-
Dana Wachs	2%	-	3%	1%	1%	7%
Andy Gronik	2%	4%	3%	-	2%	2%
Paul Soglin	10%	5%	10%	21%	8%	5%
Mahlon Mitchell	3%	5%	4%	-	1%	4%
Kathleen Vinehout	7%	2%	4%	11%	4%	12%
Mike McCabe	6%	6%	6%	5%	8%	4%
Not sure	26%	30%	32%	19%	30%	23%

	Media Market 2					
	Base	Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Evers Favorability						
Favorable	60%	50%	58%	70%	67%	55%
Unfavorable	9%	8%	10%	8%	10%	7%
Not sure	31%	42%	32%	22%	22%	38%

	Media Market 2					
	Base	Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Soglin Favorability						
Favorable	35%	27%	31%	67%	19%	21%
Unfavorable	12%	12%	11%	20%	11%	7%
Not sure	53%	61%	58%	14%	71%	72%

	Media Market 2					
	Base	Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Mitchell Favorability						
Favorable	21%	31%	19%	24%	17%	12%
Unfavorable	8%	8%	5%	16%	6%	5%
Not sure	71%	61%	76%	61%	76%	84%

	Media Market 2					
	Base	Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Roys Favorability						
Favorable	13%	10%	12%	21%	6%	11%
Unfavorable	8%	5%	6%	14%	10%	4%
Not sure	79%	85%	82%	65%	84%	85%





	Base	Media Market 2				
		Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Most Important Issue						
Education	23%	18%	17%	27%	29%	23%
Health care	29%	26%	35%	18%	27%	37%
Environmental issues	17%	10%	24%	23%	15%	11%
Jobs and the economy	14%	31%	10%	6%	10%	12%
Transportation and road funding	9%	8%	6%	14%	7%	11%
Something else	9%	7%	6%	11%	12%	6%

	Base	Media Market 2				
		Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Informed Democratic Candidates for Governor Vote						
Tony Evers	33%	25%	31%	35%	42%	33%
Matt Flynn	9%	23%	9%	2%	8%	4%
Kelda Roys	1%	0%	0%	3%	1%	-
Dana Wachs	4%	4%	5%	1%	2%	7%
Andy Gronik	2%	6%	2%	1%	1%	1%
Paul Soglin	12%	7%	15%	21%	7%	8%
Mahlon Mitchell	5%	11%	6%	4%	2%	5%
Kathleen Vinehout	11%	6%	8%	12%	11%	18%
Mike McCabe	5%	6%	1%	6%	5%	5%
Not sure	17%	11%	23%	13%	20%	19%

	Base	Media Market 2				
		Milwaukee County	Rest of Milwaukee Market	Madison	Green Bay	North/Western Wisconsin
Candidate Hometown						
The Democratic candidate for governor should be from Madison or Milwaukee	9%	30%	4%	7%	2%	3%
The Democratic candidate for governor should be from outside Madison & Milwaukee	12%	5%	9%	15%	8%	19%
It doesn't really matter where the Democratic candidate for governor comes from	79%	65%	87%	77%	89%	78%
Not sure	1%	0%	0%	1%	1%	-

