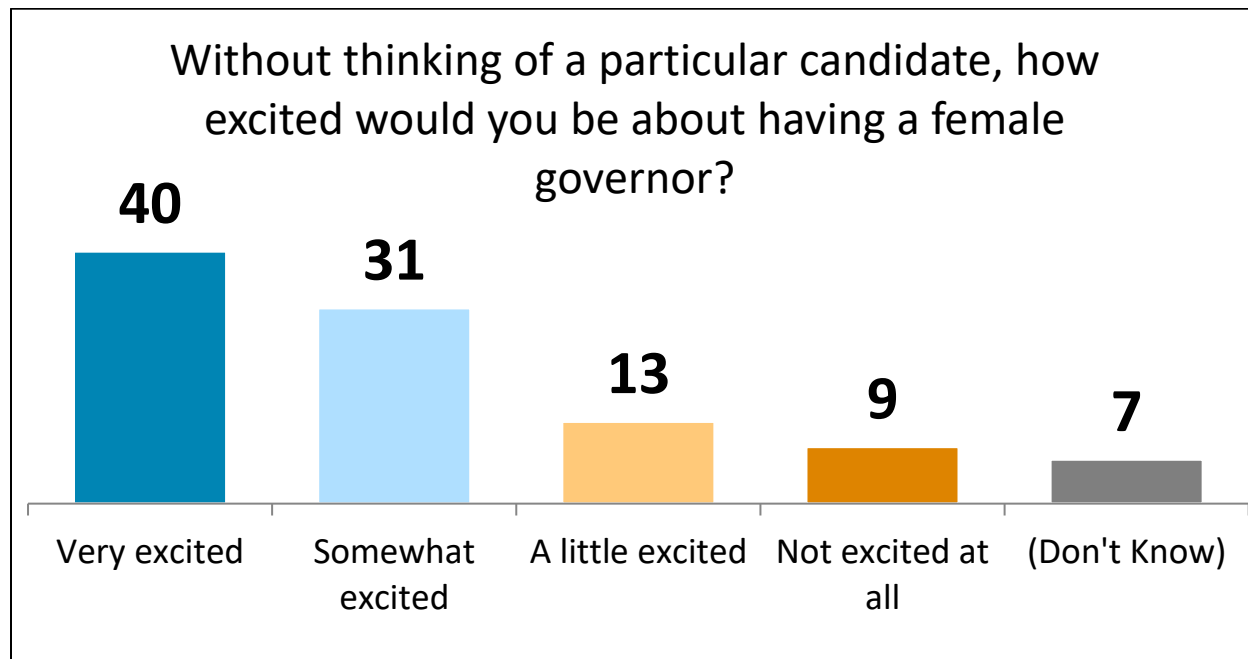


To: Kelda Roys for Governor
Fr: Lake Research Partners
Re: Wisconsin Voters Are Excited for a Female Governor
Date: July 12, 2018

Our recent survey¹ for the campaign of Democratic primary voters in Wisconsin shows excitement for a female governor. When asked how excited they would be about having a female governor, 71% of voters say they would be excited. This includes 76% of women and 65% of men. Additionally, 40% of voters say they would be very excited, and 49% of women say the same.



Additionally, voters were very responsive to messages on reproductive choice, including outlining the threat of an open Supreme Court seat and Donald Trump as president poses to Roe v. Wade. 84% of voters said it was a convincing reason to vote for Roys, and 53% considered it a very convincing reason. Women are particularly motivated by choice, with 86% of women rating our message on reproductive choice as convincing and 59% rating it very convincing.

Please do not hesitate to reach out to Celinda Lake (clake@lakeresearch.com) or David Mermin (dmermin@lakeresearch.com) at 202-776-9066 should you have any questions or comments about this memo.

¹ Lake Research Partners conducted a live telephone survey among 400 likely August 2018 Democratic primary election voters in Wisconsin. The survey was conducted July 9-11, 2018 and has a margin of error of +/-4.9%.