



WISCONSIN

1st CONGRESSIONAL DISTRICT

REPUBLICAN PRIMARY ELECTION

2016

Survey conducted May 9 through May 10, 2016. 442 likely 2016 Republican Primary Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 Republican Primary Election. Margin of Error is +/- 4.5% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



Q: What is your opinion of Paul Ryan?

Favorable: 78%
Unfavorable: 15%
No opinion: 7%

Q: What is your opinion of Donald Trump?

Favorable: 41%
Unfavorable: 43%
No opinion: 16%

Q: What is your opinion of Sarah Palin?

Favorable: 24%
Unfavorable: 54%
No opinion: 22%

Q: The candidates in the Republican primary election for United States Congress are Paul Ryan and Paul Nehlen. If the election were held today, for whom would you vote?

Paul Ryan: 78%
Paul Nehlen: 14%
Undecided: 8%



Q: What is your opinion of Paul Ryan?

BY DMA

Column %	Madison, WI	Milwaukee, WI
Favorable	75%	78%
Unfavorable	19%	15%
No opinion	6%	7%

BY GENDER

Column %	Female	Male
Favorable	79%	76%
Unfavorable	13%	17%
No opinion	8%	7%

BY AGE

Column %	18-39	40-49	50-69	70+
Favorable	73%	89%	74%	80%
Unfavorable	20%	7%	17%	14%
No opinion	7%	4%	8%	6%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	82%	68%	59%
Unfavorable	11%	24%	41%
No opinion	7%	8%	0%



Q: What is your opinion of Donald Trump?

BY DMA

Column %	Madison, WI	Milwaukee, WI
Favorable	40%	41%
Unfavorable	39%	43%
No opinion	21%	16%

BY GENDER

Column %	Female	Male
Favorable	37%	43%
Unfavorable	44%	41%
No opinion	18%	15%

BY AGE

Column %	18-39	40-49	50-69	70+
Favorable	36%	41%	40%	43%
Unfavorable	41%	49%	42%	41%
No opinion	24%	9%	18%	16%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	40%	42%	29%
Unfavorable	42%	43%	58%
No opinion	18%	15%	13%



Q: What is your opinion of Sarah Palin?

BY DMA

Column %	Madison, WI	Milwaukee, WI
Favorable	22%	24%
Unfavorable	54%	53%
No opinion	24%	22%

BY GENDER

Column %	Female	Male
Favorable	24%	24%
Unfavorable	57%	51%
No opinion	19%	25%

BY AGE

Column %	18-39	40-49	50-69	70+
Favorable	34%	13%	28%	20%
Unfavorable	34%	67%	55%	52%
No opinion	33%	20%	18%	28%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	28%	13%	14%
Unfavorable	48%	68%	74%
No opinion	24%	19%	12%



Q: The candidates in the Republican primary election for United States Congress are Paul Ryan and Paul Nehlen. If the election were held today, for whom would you vote?

BY DMA

Column %	Madison, WI	Milwaukee, WI
Paul Ryan	79%	78%
Paul Nehlen	16%	13%
Undecided	5%	8%

BY GENDER

Column %	Female	Male
Paul Ryan	81%	76%
Paul Nehlen	12%	15%
Undecided	7%	9%

BY AGE

Column %	18-39	40-49	50-69	70+
Paul Ryan	76%	83%	75%	82%
Paul Nehlen	20%	11%	15%	10%
Undecided	4%	6%	10%	8%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Paul Ryan	84%	66%	59%
Paul Nehlen	10%	22%	28%
Undecided	6%	13%	12%



DEMOGRAPHICS

DMA

	%
Madison, WI	10%
Milwaukee, WI	90%

GENDER

	%
Female	47%
Male	53%

AGE

	%
18-39	11%
40-49	14%
50-69	48%
70+	27%

IDEOLOGY

	%
Conservative	72%
Moderate	25%
Liberal	3%