



Wyoming Republican Gubernatorial Candidate Preferences Survey, 2018

Brian Harnisch, M.B.A., Senior Research Scientist

harnisch@uwyo.edu

(307) 766-6103 (Office)

With assistance of

Bistra Anatchkova, Ph.D., Survey Research Manager

ABOUT THIS REPORT

This publication was produced for WyomingPBS and Wyoming Public Media.

CITATION

WYSAC. (2018). Wyoming Republican Gubernatorial Candidate Preferences Survey, 2018, by B. Harnisch. (WYSAC Technical Report No. SRC-1806). Laramie, WY: Wyoming Survey & Analysis Center, University of Wyoming.

Short Reference: WYSAC (2018), Republican Gubernatorial Candidate Preferences Survey, 2018.

© 2018 Wyoming Survey & Analysis Center



Contents

Contents	3
Introduction.....	4
Methods	5
Questionnaire Development	5
Sampling Frame and Sample Design	5
Survey Administration.....	6
Response Rates and Margins of Error.....	6
Data Compilation and Analysis.....	6
Demographics	7
Gender	7
Age	7
Age, by phone type (vs. estimates of registered Republicans in WY).....	7
County	8
Survey Results.....	9
Name Recognition.....	9
Candidate Favorability.....	10
Preferences for Candidate Inclusion in Televised Debate.....	11
Current Vote Distribution.....	12
Taxes to Support K-12 Education	13
Preferences on Industry Expansion.....	14
Appendix A	15
Preferences on Industry Expansion – Other (Specify).....	15
Appendix B.....	19
Final Questionnaire Script	19

Introduction

The Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming completed this project for WyomingPBS and Wyoming Public Media. The purpose of this project was to collect data about the awareness, preference, and opinions of Republicans in Wyoming. Specifically, WYSAC collected data to help inform the decision Wyoming PBS and Wyoming Public Media will make as to which gubernatorial candidates to include in televised debates. The telephone survey was in the field from Monday, June 18th to Wednesday, June 20th, and resulted in 596 completed surveys with Republicans in Wyoming. A total of 384 surveys were completed on cell phones (64%), and 212 were completed on landline telephones (36%).

Survey Facts

Start and End Dates

June 18, 2018 – June 20, 2018

Completed Surveys

596 total surveys
(64% Cell Phone)
(36% Landline)

Response Rates

Total Sample – 16.6%

Mean Survey Length

6 minutes 23 seconds

Margin of Error¹

±4 Percentage Points at 95% Confidence

¹ Based on 176,015 registered Republicans in Wyoming as of January, 2018. (<http://soswy.state.wy.us/Elections/VRStats.aspx>)

Methods

Questionnaire Development

The survey instrument for this project was developed in collaboration with WyomingPBS and Wyoming Public Media representatives. Polling only registered Republicans in Wyoming (or those who indicated they plan to register as Republican for the next election), the survey instrument was designed to measure gubernatorial candidate name recognition, current favorability of candidates, preference for candidate inclusion in televised debates, and current vote distribution. Additionally, questions were included regarding the support for increased taxes to fund K-12 education in Wyoming and opinions regarding which industries in Wyoming should be further developed. The finalized questionnaire was programmed for WYSAC's Computer Assisted Telephone Interviewing (CATI) software.

Sampling Frame and Sample Design

A multi-frame sampling approach was utilized for this project to ensure results representative of Republican voters in Wyoming. First, a random sample of RDD (random digit dialing) landline telephone numbers belonging to Wyoming households was drawn. Similarly, a random sample of RDD cell phone numbers believed to belong to Wyoming residents was drawn. Through the inclusion of these two frames, every potential phone number in Wyoming has nearly the same probability of selection and inclusion in the survey sample, regardless of whether that number is a landline or cell phone number or if that number is listed or unlisted. Next, random samples of landline and cellular numbers belonging to registered Republicans in Wyoming were drawn from the National registered voter database. The telephone sample was purchased from the Marketing Systems Group (Genesys), a leading national vendor specializing in the generation of scientific samples.

According to recent federal statistics, an estimated 60.7% of Wyoming households are now cellphone-only households, with an additional 12.1% of households identified as cellphone-mostly. This translates to roughly three quarters of Wyoming's adult population being reachable solely or primarily by cellphone.² The sample for this survey was specifically designed to achieve roughly two-thirds of all completions on cellphones. Achieving an appropriate ratio of cellphone completions to landline completions aids in the representativeness of the survey results. As a result of this design, nearly two-thirds (64%) of survey completions came on cell phones.

² Ganesh N, et al. Wireless substitution: State-level estimates from the National Health Interview Survey, 2017. National Health Interview Survey Early Release Program.

Survey Administration

The survey was administered from June 18th through June 20th, 2018, using the telephone interview mode of data collection. During this period skilled WYSAC interviewers called respondents from between 1 pm and 9 pm. Each respondent was appropriately screened as being 18 years of age or older, living in a Wyoming household, and being registered to vote as a Republican.

Response Rates and Margins of Error

A total of 596 surveys were completed by close of data collection, resulting in a response rate of 17%. Random samples of 596 yield margins of error of about +/- 4 percentage points with 95% confidence.

Data Compilation and Analysis

At the close of data collection, the data were exported into SPSS software and checked for consistency, missing data, etc. As can be seen in the following demographic section, the survey sample closely resembles the characteristics of the total population in Wyoming on the gender and county of residence benchmarks. For age, the resulting survey sample skews slightly older than the total population benchmark for the state. While we know the total population distribution of this demographic characteristic in Wyoming, we do not know for sure the age distribution of *registered Republicans* in Wyoming. Based on our random sample draw from the National registered voter database, we have produced estimates of the ages of registered Republicans in Wyoming, by phone type. We find that the survey results more closely align with these estimates of the ages of registered Republicans in Wyoming, which is encouraging.

Republicans represent 67% of registered voters in Wyoming, but only 30% of the state's total population. Additionally, we see a slightly lower representation of Teton County and Albany County in the final survey sample compared to the state population distribution. This makes sense from a sampling standpoint as these two counties have a higher proportion of non-Republican residents than other counties in the state. Given these two factors, along with our age estimates, the decision was made that post-stratifying the data (weighting) was unnecessary and may ultimately introduce more measurement error.

Demographics

Gender

	Count	%	Wyoming Total %
Male	297	50.1	50.8
Female	296	49.9	49.2
Total	593	100.0	100.0

Age

	Count	%	Wyoming Total %
18-24	13	2.2	12.9
25-34	46	7.8	18.4
35-44	71	12.0	15.9
45-54	83	14.0	16.5
55-64	130	22.0	18.2
65-74	150	25.4	10.8
75+	98	16.6	7.4
Total	591	100.0	100.0

Age, by phone type (vs. estimates of registered Republicans in WY)

	Survey (Cell)	WY Estimated (Cell)	Survey (Landline)	WY Estimated (Landline)
18-24	2.6	0.6	1.4	<0.1
25-34	12.0	8.8	0.0	2.7
35-44	16.7	19.4	3.4	8.2
45-54	17.5	20.0	7.7	13.5
55-64	24.8	26.5	16.8	27.3
65-74	18.8	16.5	37.5	26.6
75+	7.6	8.2	33.2	21.6
Total	100.0	100.0	100.0	100.00

County

	Count	%	Wyoming Total %
Albany	22	3.7	6.5
Big Horn	19	3.2	2.1
Campbell	62	10.5	8.3
Carbon	13	2.2	2.7
Converse	19	3.2	2.4
Crook	13	2.2	1.3
Fremont	30	5.1	6.9
Goshen	12	2.0	2.3
Hot Springs	8	1.4	0.8
Johnson	18	3.0	1.4
Laramie	99	16.7	16.8
Lincoln	12	2.0	3.3
Natrona	83	14.0	13.8
Niobrara	1	0.2	0.4
Park	45	7.6	5.0
Platte	11	1.9	1.5
Sheridan	38	6.4	5.2
Sublette	4	0.7	1.7
Sweetwater	24	4.1	7.5
Teton	10	1.7	4.0
Uinta	26	4.4	3.5
Washakie	13	2.2	1.4
Weston	10	1.7	1.2
Total	592	100.0	100.0

Survey Results

Name Recognition

After completing the introduction and being properly screened as our survey population of interest, respondents were read a list of the current Republican candidates for governor in Wyoming (in random order) and asked to respond ‘yes’ if they have heard of the candidate, or ‘no’ if they have not.

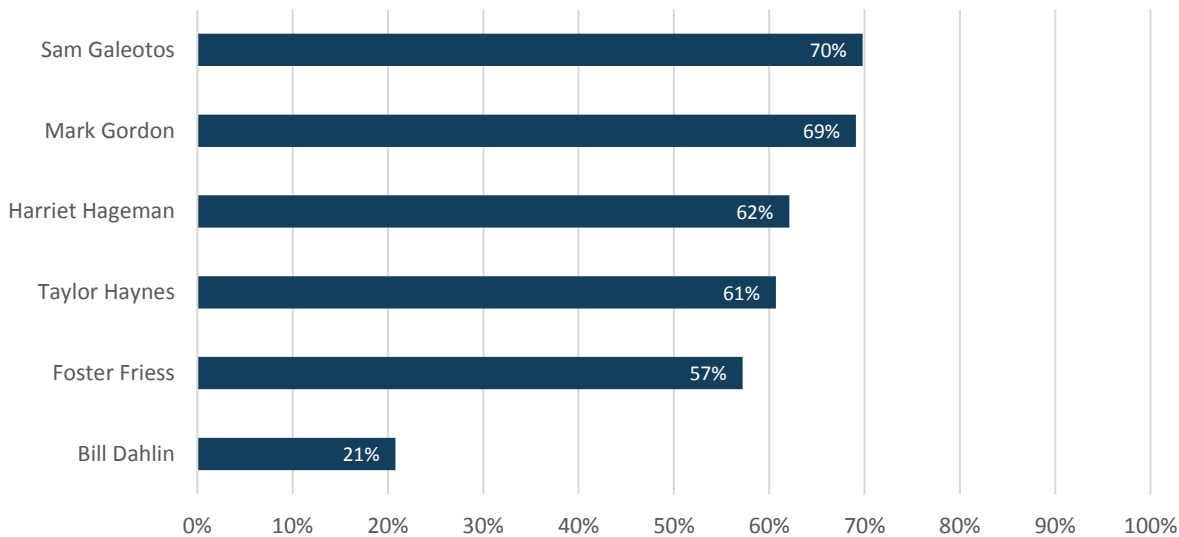
I am going to read you a list of names of Republican candidates who have declared they will run for Wyoming Governor in the upcoming November election. For each candidate, please tell me ‘yes’ if you have heard of the candidate, or ‘no’ if you have not.

Here is the first name...

	(yes)	%
Bill Dahlin	124	20.8
Foster Friess	341	57.2
Harriet Hageman	370	62.1
Mark Gordon	412	69.1
Sam Galeotos	416	69.8
Taylor Haynes	362	60.7
Total Count	596	

Figure 1

... please tell me ‘yes’ if you have heard of the candidate, or ‘no’ if you have not.



Note: Percentages displayed represent ‘yes’ responses.

Source: Republican Gubernatorial Candidate Preferences Survey, 2018

WYOMING SURVEY & ANALYSIS CENTER

Candidate Favorability

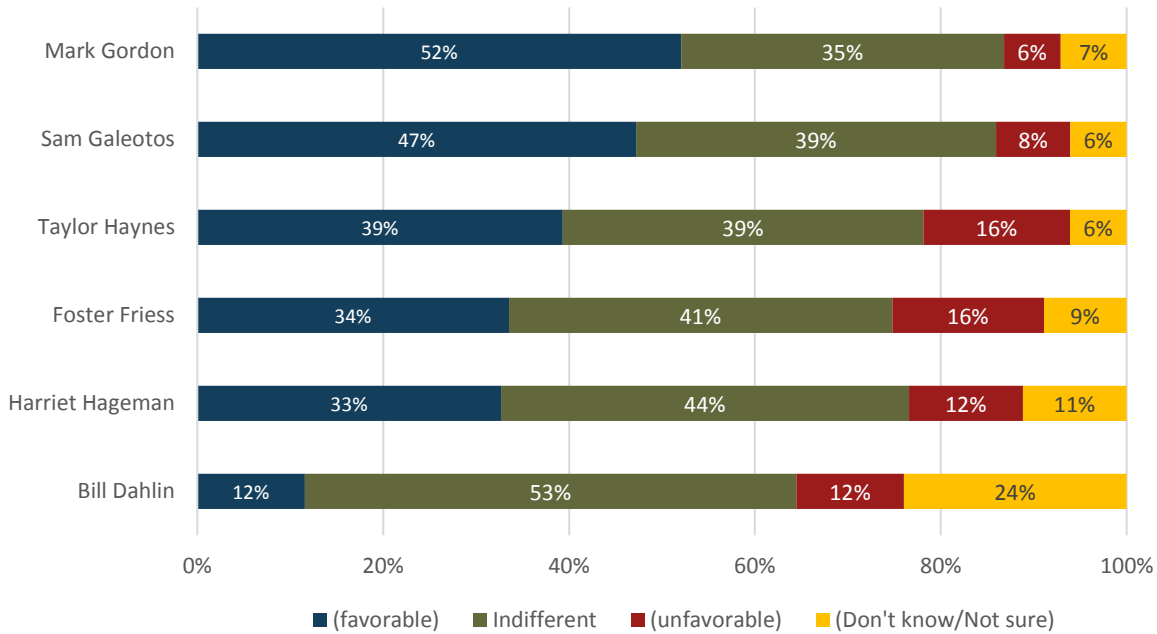
Respondents were asked follow-up questions to gauge how favorable or unfavorable their opinion was each of the candidates whose *name they recognized*.

How favorable or unfavorable is your opinion of:

	Very Favorable	Somewhat Favorable	Indifferent	Somewhat Unfavorable	Very Unfavorable	(Don't know/Not sure)	Total Count
Bill Dahlin	3%	8%	53%	9%	2%	24%	121
Foster Friess	9%	24%	41%	10%	6%	9%	337
Harriet Hageman	11%	22%	44%	6%	6%	11%	367
Mark Gordon	20%	32%	35%	4%	2%	7%	409
Sam Galeotos	12%	35%	39%	5%	3%	6%	413
Taylor Haynes	16%	24%	39%	9%	7%	6%	361

Figure 2

...how favorable or unfavorable is your opinion of:



Note: Favorability question only asked of candidates who respondent indicated they had heard of.

Source: Republican Gubernatorial Candidate Preferences Survey, 2018

WYOMING SURVEY & ANALYSIS CENTER

Preferences for Candidate Inclusion in Televised Debate

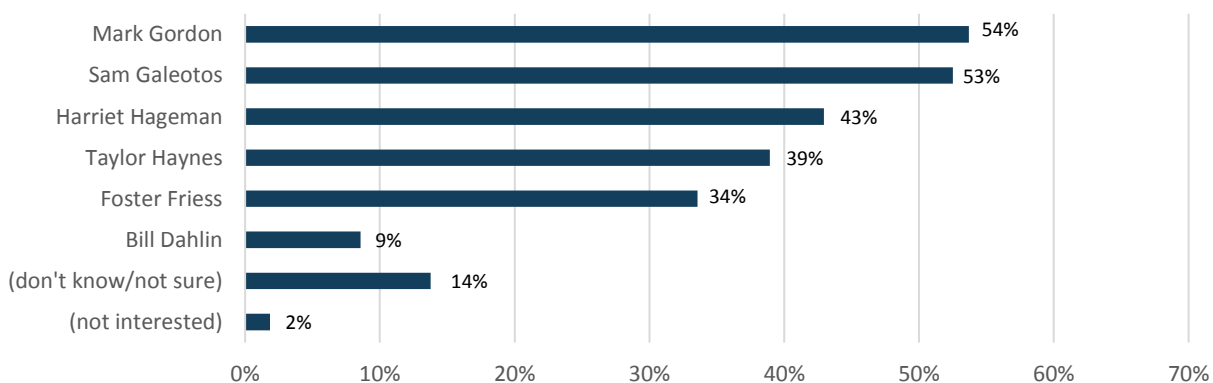
Respondents were then read the complete list of Republican candidates for Governor and asked to note their top three choices of whom they would like to see in a televised debate. Respondents were allowed to indicate anywhere from one to three candidates for inclusion in the televised debate, or they may have indicated one of two additional options without being prompted by the interviewer: “Not interested in watching any debates,” or “don't know/not sure.” Results were analyzed and presented as an overall preference (preference across all survey respondents), and also as a percent of those who selected a particular candidate after they indicated they had heard of that candidate. For example, 52.5% of all respondents included Sam Galeotos as one of their choices to be included in the televised debate. Of all respondents who said they had heard of Sam Galeotos (69.8% of all survey respondents), 70.7% included him in their choices for inclusion in the televised debate.

I'm going to read you the list of Republican candidates for governor again. When I am done, please tell me your TOP THREE choices whom you would like to see in a televised debate.

	(include)	Overall%	Of those who have heard of the candidate, %
Bill Dahlin	51	8.6	22.6
Foster Friess	200	33.6	53.7
Harriet Hageman	256	43.0	58.9
Mark Gordon	320	53.7	69.7
Sam Galeotos	313	52.5	70.7
Taylor Haynes	232	38.9	51.9
(not interested)	11	1.8	
(don't know/not sure)	82	13.8	

Figure 3

...please tell me your TOP THREE choices whom you would like to see in a televised debate.



Note: Respondents may select up to three candidates

Source: Republican Gubernatorial Candidate Preferences Survey, 2018

WYOMING SURVEY & ANALYSIS CENTER

Current Vote Distribution

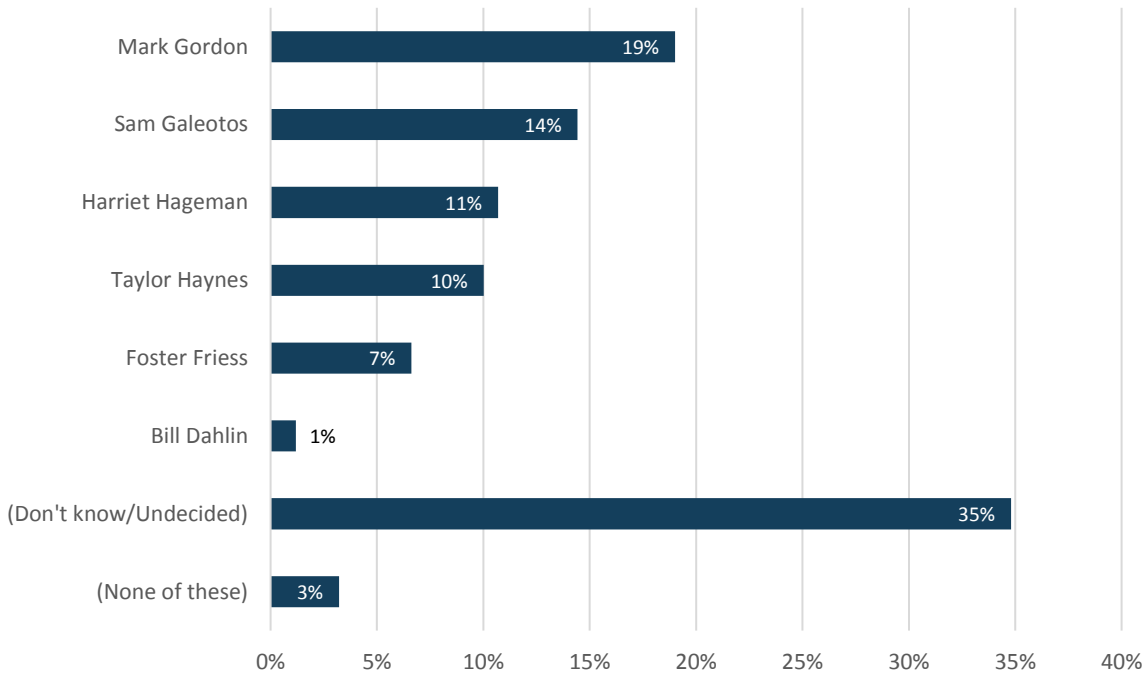
Regarding the Republican candidates running for governor, a final question was asked of respondents to measure their current voting preference.

If the primary election were held tomorrow, which Republican candidate would you vote for?

	(yes)	%
Bill Dahlin	7	1.2
Foster Friess	39	6.6
Harriet Hageman	63	10.7
Mark Gordon	112	19.0
Sam Galeotos	85	14.4
Taylor Haynes	59	10.0
(None of these)	19	3.2
(Don't know/Undecided)	205	34.8
Total Count	589	100.0

Figure 4

If the primary election were held tomorrow, which Republican candidate would you vote for?



Source: Republican Gubernatorial Candidate Preferences Survey, 2018
 WYOMING SURVEY & ANALYSIS CENTER

Taxes to Support K-12 Education

Respondents were asked how strongly they support or oppose an increase in their taxes paid to support K-12 education in Wyoming. Of those that indicate they support (*strongly* or *somewhat*), a follow-up question was asked to see how much more they would be willing to pay in taxes annually.

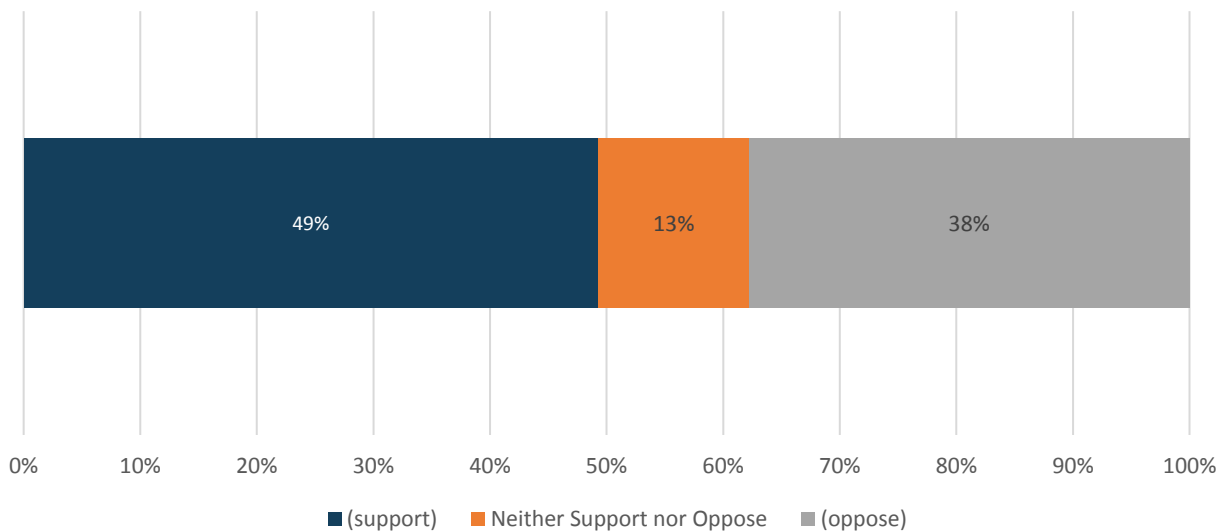
How strongly do you support or oppose an increase in your taxes paid to support Wyoming’s K-through-12 education needs?

Would you say you...

	Freq.	%
Strongly Support	104	17.9
Somewhat Support	182	31.4
Neither Support nor Oppose	75	12.9
Somewhat Oppose	111	19.1
Strongly Oppose	108	18.6
Total Valid	580	100.0
(Don't know/Not sure)	13	
(No Answer/Refused)	3	
Total	596	

Figure 5

How strongly do you support or oppose an increase in your taxes paid to support Wyoming’s K-through-12 education needs?



Source: Republican Gubernatorial Candidate Preferences Survey, 2018

Of those who indicated they support an increase in taxes to support Wyoming’s K-12 educational needs (49% of all Republicans surveyed), a follow-up question was asked to measure how much they would be willing to pay, per year, in support. Close to half (41%) of those who said they would support a tax increase said that they did not know how much they would be willing to pay in additional taxes. Five respondents (1.7% of total) said they would be willing to pay “any amount.” The rest indicated that they would be willing to pay an average of \$653 additional dollars in taxes, per year, to support Wyoming’s K-12 educational needs.

Preferences on Industry Expansion

Finally, respondents were asked to name industries other than the energy industry they would like to see expanded in Wyoming. Telephone interviewers did not read the categories to respondents unless asked to do so by the respondent.

In an effort to diversify Wyoming’s economy, what industries other than the energy industry would you like to see expand in Wyoming?

	Freq.	%
Tourism	109	18.3
Manufacturing	171	28.7
Technology	182	30.5
Agriculture	129	21.6
Logistics (transportation and warehousing)	44	7.4
Other (SPECIFY)*	136	22.8
(None)	18	3.0
(Don't know/Not sure)	64	
(No answer/Refused)	2	

*Other (Specify) responses are presented in Appendix A.

Appendix A

Preferences on Industry Expansion – Other (Specify)

- Ammunition industry
- any
- any industry
- Anything
- Anything that would be good for the state
- arts and culture, outdoor recreation
- aviation
- Better stores
- big box stores kohl's sears jc penny
- Blockchain, bitcoin
- Building, as in Construction.
- Business Industry
- Cannabis
- Carbon recapture
- coal
- Coal
- Coal
- coal
- Commerce
- commerce
- Computer-Based Businesses, Service Industry
- Conservation
- Construct
- construction
- construction
- contracting
- County government
- Data Center, data repository, light manufacturing
- Detention center in Uinta County.
- drones
- Education
- Education
- Education
- Education
- Education
- Educational Industry
- entrepreneurs

- financial services
- firearm, ammo, outdoor programs, mining
- Firearms
- firearms industry
- Fix up the town
- Funeral industry
- Gambling
- general retail
- Green Energy Production
- Health Care
- Healthcare
- healthcare
- healthcare
- healthcare
- Healthcare
- healthcare
- Hospitality
- hospitality
- Immigration
- Industry
- jobs
- Keeping tourists in our small towns.
- law enforcement
- Legalized gambling
- legalized marijuana in Wyoming & healthcare
- less government
- Light Industrial
- Light Manufacturing
- livestock
- Manage our Forest better
- Marijuana and hemp/wind and solar/bitcoin
- medical
- Medical
- medical
- medical marijuana
- medical reform
- Medical, construction
- Medium sized businesses
- Mental Health
- Mineral
- Mineral production
- Minerals

- Minerals
- minerals
- mining
- MINING
- mining, oil
- More businesses'
- motorsports and power sports
- Natural resources like wind and solar
- oil, gas, coal
- online
- Private business
- Private businesses
- Railroad
- Railroad
- Railroad
- Rancher opportunities, outfitting opportunities
- Ranching, gun industry
- Ranching.
- Ranching.
- Ranching. Lumber.
- rec
- Recreation
- Recreation
- renewable energy
- retail
- retail
- Retail
- Service
- small business
- Small Business
- small businesses
- Small Businesses
- Small businesses
- small businesses
- Soda Ash Mining
- Solar panels on people's home.
- Some more business
- Sport
- sports and recreation
- telecommunications
- the arts
- the arts

- The wind
- Timber
- Trades
- Vocations
- Water
- Wind energy
- Wind energy
- Wind energy and solar energy
- wind farms
- WYDOT
- youth development

Appendix B

Final Questionnaire Script

Hello, my name is [First Name]. I'm calling from the University of Wyoming, and I'm NOT selling anything. Your phone number was randomly generated for a statewide opinion poll about the mid-term elections in Wyoming, and it will only take a few minutes. Can you help me out with this?

(if yes) I need to ask. Have I reached you on a cell phone?

(if yes) I'm not allowed to interview you if you're driving, and I don't want to use your minutes. May I keep going, or should I call back at another time?

(if yes) First I need to confirm. Is this a private residence in Wyoming?

(if yes) And I also need to ask if I am speaking with someone 18 or older.

(if yes) Are you currently registered to vote as a Republican in Wyoming?

(if no) Do you plan to register to vote as a Republican in Wyoming for the upcoming November elections?

(if yes) This interview may be recorded for quality assurance. I won't ask for your name, and your phone number will not be associated with your responses in any way. You don't have to answer any question you don't want to, and you can end the interview at any time. The interview takes just a few minutes to complete, and any information you give me will be kept confidential. If you have any questions about this survey, I can provide a telephone number for you to call to get more information.

May I continue?

(if yes) In which county in Wyoming do you live?

I am going to read you a list of names of Republican candidates who have declared they will run for Wyoming Governor in the upcoming November election. For each candidate, please tell me 'yes' if you have heard of the candidate, or 'no' if you have not.

Here is the first name... (candidate names presented in random order)

Bill Dahlin

Foster Friess

Taylor Haynes

Harriet Hageman

Mark Gordon
Sam Galeotos

How favorable or unfavorable is your opinion of... (candidate names shown for names recognized)

1. Very Favorable
2. Somewhat Favorable
3. Indifferent
4. Somewhat Unfavorable
5. Very Unfavorable

8. (Don't know/Not sure)
9. (No Answer/Refused)

I'm going to read you the list of Republican candidates for governor again. When I am done, please tell me your TOP THREE choices whom you would like to see in a televised debate.

If the primary election were held tomorrow, which Republican candidate would you vote for?

I have just a few more questions for you about issues facing our state.

How strongly do you support or oppose an increase in your taxes paid to support Wyoming's K-through-12 education needs?

Would you say you...

1. Strongly Support
2. Somewhat Support
3. Neither Support nor Oppose
4. Somewhat Oppose
5. Strongly Oppose

8. (Don't know/Not sure)
9. (No Answer/Refused)

How much would you be willing to pay in additional taxes, per year, to support Wyoming's K-through-12 education needs?

In an effort to diversify Wyoming's economy, what industries other than the energy industry would you like to see expand in Wyoming?

In what year were you born?

Which one of the following income groups best describes your total household income in 2017 before taxes? Please stop me when I read the correct category.