



Follow-Up: Changing preferences for Wyoming Gubernatorial Candidates, 2018

*Examining changes in Republican candidate
preferences (updated with Primary Results)*

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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

Wyoming Survey & Analysis Center
University of Wyoming
1000 E. University Avenue, Department 3925
Laramie, Wyoming 82071
307.766.2189 | wysac@uwyo.edu
www.uwyo.edu/wysac

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Introduction

From June 18th through June 20th, 2018, the Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming fielded a poll of Republicans in Wyoming to measure their awareness, opinions, and voter preference for each of the Republican candidates for Wyoming Governor. Results from that poll can be found here: <https://wysac.uwyo.edu/wysac/reports/>

From Friday, August 17th through Sunday, August 19th, 2018, WYSAC fielded a follow-up survey with those respondents to examine any changes in candidate preference, as well as to examine the candidate preference of previously undecided Republican voters. Of the original 589 respondents to the June poll, 357 participated in this follow-up effort for a response rate of 61%. Respondents were equally likely to respond (or refuse) regardless of their candidate preference in June.

Survey Facts

Start and End Dates

August 17, 2018 – August 19, 2018

Completed Surveys

357 total surveys

Response Rates

61%

Average Survey Length

2 minutes 23 seconds

Methods

Questionnaire Development

The original 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. The original survey was fielding from June 18th – June 20th, 2018.

Excluding screening questions, this follow-up questionnaire consisted of only one question: If the primary election were held tomorrow, which candidate would they vote for?

The finalized questionnaire was programmed for WYSAC's Computer Assisted Telephone Interviewing (CATI) software.

Sampling Frame and Sample Design

For the initial survey, 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.

Of the original 589 respondents to the June poll, 357 participated in this follow-up effort for a response rate of 61%. Respondents were equally likely to respond (or refuse) regardless of their candidate preference in June.

Survey Administration

The survey was administered from August 17th through August 19th, 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 to ensure we were speaking with the Republican who completed the previous survey.

Response Rates

A total of 589 respondents answered the question of interest in the June poll. Of those, 357 participated in this follow-up effort for a response rate of 61%. Respondents were equally likely to respond (or refuse to participate) regardless of their candidate preference in June.

Results

Vote Distribution

Regarding the Republican candidates running for governor, a question was asked of respondents to measure their current voting preference. Numbers presented for the June poll represent an estimate for the statewide preferences of Republicans in Wyoming, with a margin of error of plus-or-minus four percentage points. Numbers presented for the August poll represent the current candidate preference of those that participated in the poll in June. These numbers should not be confused with a current estimate of the candidate preference of Republicans in Wyoming. Rather, they describe changes in candidate preference since June.

Table 1. “If the primary election were held tomorrow, which Republican candidate would you vote for?”

	June 18 th -20 th %*	August 17 th -19 th %	Change June 20 th – Aug. 19 th
Bill Dahlin	1.2	1.2	0.0
Foster Friess	6.6	19.9	+13.3
Harriet Hageman	10.7	17.6	+6.9
Mark Gordon	19.0	25.7	+6.7
Sam Galeotos	14.4	10.1	-4.3
Taylor Haynes	10.0	9.2	-0.8
(None of these)	3.2	1.4	-1.8
(Don't know/Undecided)	34.8	14.7	-20.1
Total	100.0	100.0	

*June 18th-20th Margin of error: ±4 percentage points

Table 2. Updated 8/24/2018: Including Primary Results*

	August 17 th -19 th Including <i>none</i> and <i>undecided</i>	August 17 th -19 th Excluding <i>none</i> and <i>undecided</i>	August 21 st Primary Results
Bill Dahlin	1.2	1.4	1.5
Foster Friess	19.9	23.8	25.6
Harriet Hageman	17.6	21.1	21.5
Mark Gordon	25.7	30.7	33.4
Sam Galeotos	10.1	12.1	12.5
Taylor Haynes	9.2	11.0	5.6
(None of these)	1.4		
(Don't know/Undecided)	14.7		
Total	100.0	100.0	

*Unofficial primary election results as of 8/24/2018

Most notably, there was a significant reduction in respondents who indicated they were *undecided* when asked which candidate they would vote for. In June over one-third (35%) of republicans remained undecided. Currently, only 15% of all Republicans previously surveyed report that they are *undecided*.

We find a narrowing of the field between three gubernatorial as we approach the Republican party primary. There is an increase in the proportion who report they will vote for: Foster Friess (20%, 13 percentage point increase), Harriet Hageman (18%, 7 percentage point increase), and Mark Gordon (26%, 7 percentage point increase). Bill Dahlin remained at 1%, while Sam Galeotos dropped to 10% (4 percentage point decrease) and Taylor Haynes dropped to 9% (1 percentage point decrease).

Undecided Voters

Of the 35% of Republican voters in Wyoming that were previously *undecided*, we now can examine current candidate preferences. Since the June poll, just over one-quarter (26%) of those who were previously *undecided* remain undecided, representing a decrease in the proportion of undecided republicans from 35% to 15% (20 percentage point decrease including newly undecided).

Over one-quarter (26%) of previously undecided republican voters now report that they will vote for Foster Friess. Next, 19% of previously undecided voters now report that they will vote for Mark Gordon. Harriet Hageman picked up 13% of previously undecided Republican voters, while Taylor Haynes picked up 3% and Bill Dahlin picked up 1%.

Table 3. Current candidate preference of previously *undecided* Republican voters.

	August 17 th -19 th %
Bill Dahlin	0.9
Foster Friess	25.5
Harriet Hageman	12.7
Mark Gordon	19.1
Sam Galeotos	10.0
Taylor Haynes	2.7
(None of these)	3.6
(Don't know/Undecided)	25.5
Total	

Changes From Previously Decided Voters

We can now examine the current voter preference of those who said they would previously vote for a particular candidate. Foster Friess and Mark Gordon each retained a large portion of those who previously said they would vote for each candidate. Over two-thirds of those who previously reported they would vote for Foster Friess or Mark Gordon still report this as their candidate preference (68.4% and 68.6%, respectively). Just over half of those that previously reported that Harriet Hageman or Taylor Haynes was their preference still report that candidate as their preference (56.1% and 55.8%, respectively). Only one-third of those who previously reported that Bill Dahlin or Sam Galeotos was their candidate of choice still report the same (33% and 34%, respectively).

Other notable shifts:

Foster Friess

While 68% of those who previously said they would vote for Foster Friess still report that he is their preferred candidate, 11% now say they support Mark Gordon, 5% say Harriet Hageman, and 5% say Sam Galeotos. Additionally, 11% of those who previously said they would vote for Foster Friess now say they are *undecided*. (See Table 4.)

Mark Gordon

While 69% of those who previously said they would vote for Mark Gordon still report that he is their preferred candidate, 13% now say they would vote for Foster Friess, and 10% say they would now vote for Harriet Hageman. Only 4% of those who previously said they would vote for Mark Gordon now say they are *undecided*. (See Table 6.)

Harriet Hageman

Just over half (56%) of those who previously said they would vote Harriet Hageman still report that she is their preferred candidate, while 17% now say they would vote for Foster Friess and 15% for Mark Gordon. Only 2% of those who previously said they would vote for Harriet Hageman now say they are undecided. (See Table 5.)

Sam Galeotos

While only 34% of those who previously said they would vote for Sam Galeotos still report the same, the shift was fairly even to three other candidates: Foster Friess (12%), Mark Gordon (18%), and Harriet Hageman (14%). Of those that previously said they would vote for Sam Galeotos, 18% now say they are *undecided*. (See Table 7.)

Taylor Haynes

While just over half (56%) of those who previously said they would vote for Taylor Haynes still report the same, the shift in preference favored Harriet Hageman (16%) compared to Foster Friess and Mark Gordon (9% and 2%, respectively). Nearly 12% of those that previously said they would vote for Taylor Haynes now say that they are *undecided*. (See Table 8.)

Table 4. Current candidate preference of previously declared FOSTER FRIESS voters.

	August 17 th -19 th %
Bill Dahlin	0.0
Foster Friess	68.4
Harriet Hageman	5.3
Mark Gordon	10.5
Sam Galeotos	5.3
Taylor Haynes	0.0
(None of these)	0.0
(Don't know/Undecided)	10.5
Total	100

Table 5. Current candidate preference of previously declared HARRIET HAGEMAN voters.

	August 17 th -19 th %
Bill Dahlin	0.0
Foster Friess	17.1
Harriet Hageman	56.1
Mark Gordon	14.6
Sam Galeotos	2.4
Taylor Haynes	7.3
(None of these)	0
(Don't know/Undecided)	2.4
Total	100

Table 6. Current candidate preference of previously declared MARK GORDON voters.

	August 17 th -19 th %
Bill Dahlin	1.4
Foster Friess	12.9
Harriet Hageman	10.0
Mark Gordon	68.6
Sam Galeotos	1.4
Taylor Haynes	1.4
(None of these)	0
(Don't know/Undecided)	4.3
Total	100

Table 7. Current candidate preference of previously declared SAM GALEOTOS voters.

	August 17 th -19 th %
Bill Dahlin	2.0
Foster Friess	12.0
Harriet Hageman	14.0
Mark Gordon	18.0
Sam Galeotos	34.0
Taylor Haynes	2.0
(None of these)	0.0
(Don't know/Undecided)	18.0
Total	100

Table 8. Current candidate preference of previously declared TAYLOR HAYNES voters.

	August 17 th -19 th %
Bill Dahlin	0.0
Foster Friess	9.3
Harriet Hageman	16.3
Mark Gordon	2.3
Sam Galeotos	4.7
Taylor Haynes	55.8
(None of these)	0.0
(Don't know/Undecided)	11.6
Total	100

Table 9. Current candidate preference of previously declared BILL DAHLIN voters.

	August 17 th -19 th %
Bill Dahlin	33.3
Foster Friess	33.3
Harriet Hageman	0
Mark Gordon	33.3
Sam Galeotos	0
Taylor Haynes	0
(None of these)	0
(Don't know/Undecided)	0
Total	100

Appendix

Demographics

Gender

	June 18 th -20 th %	August 17 th -19 th %	Wyoming Total %
Male	50.1	51.7	50.8
Female	49.9	48.3	49.2
Total	100.0	100.0	100.0

Age

	June 18 th -20 th %*	August 17 th -19 th %	Wyoming Total %
18-24	2.2	1.4	12.9
25-34	7.8	6.5	18.4
35-44	12.0	9.9	15.9
45-54	14.0	14.5	16.5
55-64	22.0	23.6	18.2
65-74	25.4	27.3	10.8
75+	16.6	16.8	7.4
Total	100.0	100.0	100.0

County

	June 18 th -20 th %	August 17 th -19 th %	Wyoming Total %
Albany	3.7	3.4	6.5
Big Horn	3.2	3.1	2.1
Campbell	10.5	9.9	8.3
Carbon	2.2	3.1	2.7
Converse	3.2	3.7	2.4
Crook	2.2	2.0	1.3
Fremont	5.1	5.9	6.9
Goshen	2.0	1.7	2.3
Hot Springs	1.4	1.1	0.8
Johnson	3.0	3.1	1.4
Laramie	16.7	16.6	16.8
Lincoln	2.0	2.0	3.3
Natrona	14.0	14.1	13.8
Niobrara	0.2	.3	0.4
Park	7.6	6.5	5.0
Platte	1.9	1.7	1.5
Sheridan	6.4	6.5	5.2
Sublette	0.7	1.1	1.7
Sweetwater	4.1	4.5	7.5
Teton	1.7	.8	4.0
Uinta	4.4	4.2	3.5
Washakie	2.2	2.5	1.4
Weston	1.7	2.3	1.2
Total	100.0	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