



**M E M O R A N D U M**

**TO:** INTERESTED PARTIES  
**FROM:** GLEN BOLGER  
**RE:** KEY FINDINGS: SOUTH DAKOTA GOP SENATE PRIMARY SURVEY  
**DATE:** APRIL 21, 2014

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**Methodology**

*Public Opinion Strategies conducted a survey of 500 likely Republican primary voters in South Dakota. Four hundred twenty-five (425) interviews were conducted via landline, and 75 interviews were conducted via cell phone. The survey was conducted April 8-10 and has a margin of error of  $\pm 4.38\%$  in 95 out of 100 cases.*

**Key Findings:**

**1. *Former Governor Mike Rounds has a considerable name ID and image advantage over his four opponents.***

- Mike Rounds has 98% name ID with a strong 72% favorable and just 21% unfavorable image among GOP primary voters.
- Stace Nelson has 72% name ID, with an underwhelming 33% favorable/14% unfavorable image.
- Annette Bosworth's name ID clocks in at 54%, but her image is polarized at 15% favorable/16% unfavorable.
- Less than half (47%) of primary voters have heard of Larry Rhoden, and his image stands at 20% favorable/6% unfavorable.
- Fewer than one-in-five primary voters have heard of Jason Ravensborg.

**2. *Rounds' stellar image translates into a strong showing on the primary ballot test.***

Heading into June's primary election, Mike Rounds starts out with a commanding lead over his opponents, earning 61% on the ballot test to Nelson's 14%, Bosworth's 8%, Rhoden's 7%, and Ravensborg's 1%. Nine percent (9%) are undecided.

Across all core primary voter blocs, Rounds earns robust support:

- Among base GOPers who are very conservative, he earns 61%; among base GOPers who are senior citizens, he earns 72%;
- Among base GOPers who have a favorable opinion of the Tea Party, he earns 65%;

- Among base GOPers who are religious conservatives, he earns 63%; and,
- Among base GOPers who are very sympathetic to the goals and objectives of the National Rifle Association, he earns 63%.

Encouragingly, among high interest voters (voters who rate their interest as eight, nine, or ten on a ten-point scale) and very high interest voters (voters who rate their interest as a ten), Rounds earns 61% and 59%, respectively.

### **The Bottom Line**

Mike Rounds' impressive support across all key primary voting blocs on the ballot test means he remains in the driver's seat to win the Republican nomination for U.S. Senate. Furthermore, these data demonstrate that there are strong foundations on which Mike Rounds can continue to build throughout the duration of the campaign.

While the race may tighten as the June primary election approaches, with just six weeks left against four underfunded opponents, Rounds is a well-regarded figure capable of earning deep, broad support among all key cross-sections of Republican primary voters.