

Fall 2014

Survey Information:

REGISTERED VOTERS

Random Selection, Landline and Cell Telephone Survey

Number of Adult Wisconsin Registered Voters: 603

Interview Period: October 18-21, 2014

Margin of Error: +/- 4% at the 95% confidence level.

Contact:

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(percentages may not add to 100% due to rounding)

	Scott Walker	Mary Burke	Robert Burke	Dennis Fehr	Not Sure	Error Margin
Of Registered Voters	46%	43%	<1%	0%	11%	+/- 4%
Of Likely Voters	47%	46%	<1%	0%	6%	+/- 4.4%

How strongly are you committed to [CANDIDATE NAMED IN Q2]. Would you say you are.....

Totally Committed 83%

Somewhat Committed 15%

Might Change Your Mind..... 2%

What is the PRIMARY reason that you support Scott Walker (open-ended)

1. Like him/his policies generally/his track record/his values 40%
2. His policies on the Budget/Deficit/Taxes22%
3. He's/I'm a Republican10%
4. His policies on Economy/Jobs9%
5. Don't like Burke/her policies/Democrats5%
6. Act 10.....4%
7. His policies on Gun Rights3%
8. He's Honest.....3%
9. Not Sure3%
10. He's the better candidate/lesser of two evils.....2%

What is the PRIMARY reason that you support Mary Burke (open-ended)

1. Don't like Walker/his policies/Republicans/Act 10 etc. 61%
2. Like Burke/her policies generally7%
3. Her Education policy6%
4. Her Economics/Jobs policies6%
5. Women's Issues6%
6. Her business background/experience.....5%
7. She's/I'm a Democrat5%
8. She's the better candidate/lesser of two evils2%
9. She's Honest1%
10. Not Sure/no answer.....1%

What is the PRIMARY reason that you support Robert Burke (open-ended)

- Won't vote for a Republican or Democrat

If the election for Attorney General in Wisconsin were held today, for whom would you vote: Republican Brad Schimel, Democrat Susan Happ, or some other candidate? [ROTATE: SCHIMEL, HAPP]

	Brad Schimel	Susan Happ	Other Candidate	Not Sure	Error Margin
Of Registered Voters	43%	36%	1%	21%	+/- 4%
Of Likely Voters	41%	40%	1%	19%	+/- 4.4%

Generally speaking, would you say that things in the state of Wisconsin are going in the right direction, or are they going in the wrong direction?

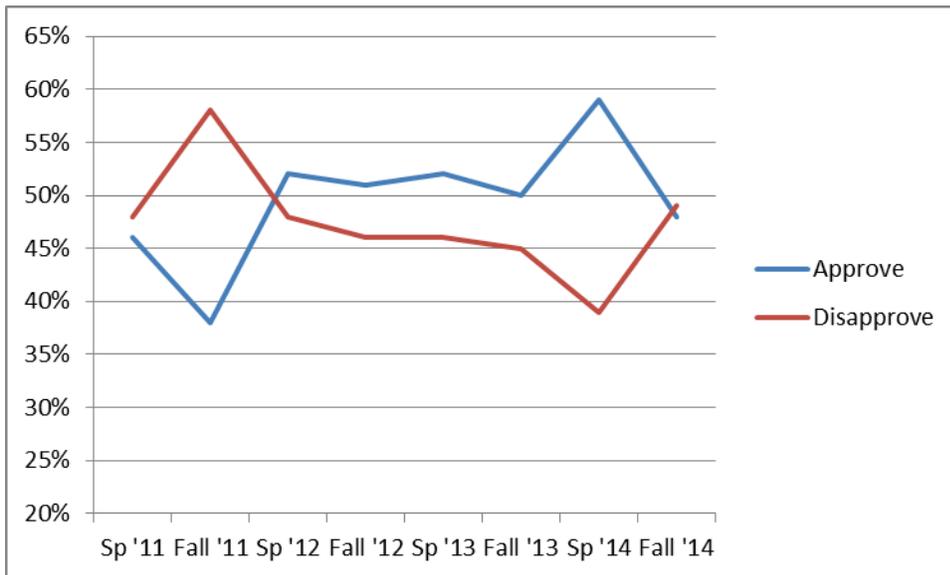
Right Direction..... 51%
 Wrong Direction 44%
 Not Sure 5%

	Right	Wrong	Not Sure
Sp '03	52%	38%	9%
Fall '03	51%	43%	6%
Sp '04	55%	35%	10%
Sp '09	39%	55%	6%
Sp '11	38%	54%	9%
Fall '11	43%	52%	5%
Sp '12	49%	45%	6%
Sp '13	48%	46%	7%
Fall '13	50%	43%	7%
Sp '14	57%	38%	5%
Fall '14	51%	44%	5%

Overall, do you Strongly Approve, Approve, Disapprove or Strongly Disapprove of how Scott Walker is handing his job as Governor?

Strongly Approve..... 22%
 Approve 26%
 Disapprove 17%
 Strongly Disapprove 32%
 Not Sure 2%

	Sp '11	Fall '11	Sp '12	Fall '12	Sp '13	Fall '13	Sp '14	Fall '14
Strongly Approve	18%	18%	31%	30%	21%	21%	25%	22%
Approve	28%	20%	21%	21%	31%	29%	34%	26%
Disapprove	16%	21%	12%	24%	21%	20%	19%	17%
Strongly Disapprove	32%	37%	36%	22%	25%	25%	20%	32%
Not Sure	5%	3%	1%	2%	2%	5%	2%	2%



How would you rate economic conditions in Wisconsin today, would you say they are Excellent, Good, Not So Good or Poor?

Excellent	3%
Good	51%
Not So Good	32%
Poor	13%
Not Sure	1%

For the following, please tell me whether you have a Very Favorable, Favorable, Unfavorable or Very Unfavorable opinion of that person.

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Have Not Heard Of	Not Sure
Scott Walker	33%	16%	9%	39%	0%	3%
Mary Burke	27%	23%	19%	26%	1%	5%

For the following issues, please tell me whether you think Scott Walker or Mary Burke would better handle the issue as governor:

	Scott Walker	Mary Burke	Neither (VOL.)	Not Sure
Creating Jobs in Wisconsin	47%	45%	5%	3%
The State Budget	52%	44%	3%	2%
State Taxes	49%	41%	7%	3%
Healthcare in Wisconsin	44%	45%	5%	6%
The Environment	37%	52%	3%	8%
Wisconsin K-12 Education	40%	52%	3%	5%
Healing the partisan conflict in Wisconsin	35%	42%	13%	10%
Making your life better	45%	41%	9%	5%

There have been two debates between Scott Walker and Mary Burke in their campaign for Governor. Did you happen to watch or listen to either of these debates? PROBE: Both Debates, first only, second only?

Yes, both debates 17%
 Yes, first debate 14%
 Yes, second debate only 9%
 No 60%
 Not Sure <1%

Overall which candidate, Walker or Burke, did you think did a better job in the debates?

Scott Walker..... 47%
 Mary Burke 33%
 Not Sure 20%

In the past few weeks have you been contacted by a political party, candidate organization or any other group encouraging you to go to the polls and vote on November 4th? IF YES: Was it by a group supporting Republicans or Democrats?

Yes, by Republican group..... 15%
 Yes, by Democratic group 12%
 Yes, by other group..... 9%
 No..... 54%
 Not Sure 10%

Now I want to read you a few statements that are being made in the campaign for governor. For each statement that I read please tell me if that makes you more likely or less likely to support Scott Walker or if it has no impact on your support.

Statement	Less Likely	No Effect	More Likely	Not Sure
Scott Walker not meeting his goal to create 250,000 jobs.	42%	44%	11%	3%
Scott Walker reducing taxes	27%	24%	43%	6%
Scott Walker's lack of support of Obama's Affordable Care Act	44%	19%	36%	1%
Scott Walker's policy requiring public school teachers to contribute to their retirement and health care and limiting their collective bargaining power	44%	13%	40%	3%
The Joe Doe investigation into Scott Walker's campaign funding activities	41%	38%	14%	6%

Now I want to read you a few statements that are being made in the campaign for governor. For each statement that I read please tell me if that makes you more likely or less likely to support Mary Burke or if it has no impact on your support.

Statement	Less Likely	No Effect	More Likely	Not Sure
Mary Burke's copying some parts of her jobs plan from other states.	35%	44%	18%	3%
Mary Burke's support of Obama's Affordable Care Act	39%	20%	40%	1%
Mary Burke's experience as the Commerce Secretary in the Doyle administration	32%	33%	30%	5%
Mary Burke's experience as an executive at Trek Bicycles	20%	34%	40%	5%

The U.S. Supreme Court recently ruled that for the upcoming November elections in Wisconsin, citizens will not need to show photo identification before voting. Do you favor or oppose this decision by the Court?

Favor	47%
Oppose	50%
Not Sure	2%
Refused	1%

How much of the time do you think you can trust the state government in Madison to do what is right? Would you

say	Always	2%
		Most of the Time.....	30%
		Only some of the Time	54%
		Never.....	13%
		Not Sure	1%

Generally speaking do you consider yourself to be a Democrat or Republican?

IF INDEPENDENT, OTHER, NOT SURE ASK:

Do your beliefs lean more toward the Republican or the Democratic Party?

Democrat.....	33%
Independent Lean Democrat	7%
Independent (VOL).....	17%
Independent Lean Republican.....	4%
Republican	33%
Other	5%
Not Sure	2%

** Fall Even Years are Likely Voter Samples

	Democrat	Republican	Independent	Other	Total
Fall '01	35%	33%	24%	4%	96%
Sp '02	34%	32%	27%	4%	97%
Fall '02	36%	38%	16%	5%	95%
Sp '03	44%	32%	16%	6%	98%
Fall '03	40%	37%	16%	6%	99%
Sp '04	40%	30%	19%	6%	95%
Fall '04	37%	34%	22%	4%	97%
Sp '05	40%	35%	18%	5%	98%
Fall '05	37%	32%	21%	7%	97%
Sp '06	39%	34%	17%	8%	98%
Fall '06	44%	33%	16%	5%	98%
Sp '07	42%	30%	13%	7%	92%
Fall '07	39%	33%	16%	6%	94%
Sp '08	39%	34%	20%	4%	97%
Fall '08	43%	30%	15%	9%	97%
Sp '09	36%	36%	14%	12%	98%
Fall '09	38%	31%	14%	14%	97%
Sp '10	32%	39%	22%	4%	97%
Fall '10	35%	40%	18%	6%	99%
Sp '11	33%	28%	28%	9%	98%
Fall '11	38%	33%	20%	5%	96%
Sp '12	36%	36%	24%	4%	100%
Fall '12	42%	32%	22%	3%	99%
Sp '13	37%	33%	22%	9%	101%
Fall '13 - Oct	34%	33%	28%	4%	99%
Fall '13 - Nov/Dec	34%	30%	30%	4%	98%
Sp '14	32%	37%	25%	6%	100%
Fall '14	33%	33%	28%	5%	99%
Mean	37%	34%	20%	6%	97%

rest are unsure/refused. Unsure is usually about 2%

* sp12 is likely voters as well