

Survey Information:

Random Selection, Landline and Cell Telephone Survey

**Adult Wisconsin Residents - REGISTERED LIKELY VOTERS ONLY: 664**

Interview Period: **October 13-16, 2016**

Margin of Error: +/- 3.8% at the 95% confidence level.

Contact:

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

Generally speaking, would you say that things in the **country** are going in the right direction, or are they going in the wrong direction?

Right Direction..... 28%  
 Wrong Direction ..... 61%  
 Not Sure ..... 11%  
 Refused..... <1%

**Percentage saying the country is going in the Right Direction:**

Fall '02	47%
Sp '03	36%
Fall '03	41%
Sp '04	32%
Sp '05	40%
Fall '05	29%
Sp '06	24%
Fall '06	30%
Sp '07	21%
Fall '07	22%
Sp '08	18%
Fall '08	8%
Sp '09	41%
Fall '09	38%
Sp '10	38%
Fall '10	37%
Sp '11	25%
Fall '11	23%
Sp '12	41%
Fall '12	46%
Sp '13	35%
Fall '13	17%
Sp '14	32%
Fall '15	29%
Sp '16	29%
Fall '16	28%
Median	31%

What is the primary reason you would say the things in the country are (ANSWER IN Q15 enter: going in the right or wrong direction)? (Please probe for specifics – and just code ONE – if they say more than one reason, ask which is the most important to them) .....(Open-ended)

**OF THOSE WHO THINK THE COUNTRY IS GOING IN THE RIGHT DIRECTION:**

Economy/Jobs are improving	45%
Positive Social Change	15%
Things are generally getting better/stable/comfortable etc.	13%
President Obama/Democrats	9%
Health Care	6%
Hopeful	4%
No New Wars	3%
Other and Not Sure	6%

**OF THOSE WHO THINK THE COUNTRY IS GOING IN THE WRONG DIRECTION:**

Polarization:

President Obama/Democrats/Liberal Ideology	14%
Gridlock/Polarization/Lack of Representation/Corruption/Greed	11%
Media	2%
Not Following the Constitution	1%
Republicans	1%
Congress	1%

Policy Areas:

Economy and Jobs	15%
Deficit/Debt/Taxes/Gov't Spending/Entitlement Spending/Regulations	13%
Foreign Affairs	5%
Immigration	3%
Health Care	3%
Poverty and Income Inequality	2%
Domestic Terrorism/Security	2%

Rights, Violence & Guns:

Race Relations	4%
Women's Rights	3%
Guns/Violence	2%
Police Violence	1%
Lack of Respect for Law and Order	1%
2 <sup>nd</sup> Amendment	1%

Morality and Religious Issues:

Decline in People Caring About Others	2%
Decrease in Religious Freedom	1%
Loss of Morality and God	1%

Other & Don't Know 7%

Everything 3%

Now I'd like to ask you about some major political figures and your opinion on how well they are doing their job. For each of the following, please tell me whether you strongly approve, approve, disapprove, or strongly disapprove with the way the person is doing their job or whether you have not heard of them.

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Have Not Heard Of	Not Sure	Refused
Barack Obama	26%	26%	19%	29%	0%	<1%	0%
Scott Walker	14%	31%	16%	37%	0%	2%	<1%
US Congress	1%	19%	48%	23%	0%	9%	<1%

**President Obama Approval Rating:**

Sp '09	60%
Fall '09	50%
Sp '10	44%
Fall '10	42%
Sp '11	52%
Fall '11	53%
Sp '12	54%
Fall '12	54%
Sp '13	53%
Fall '13 - Oct	48%
Fall '13 - Nov/Dec	44%
Sp '14	48%
Sp '15	50%
Fall '15	51%
Sp '16	53%
Fall '16	52%

**Congressional Approval Rating:**

Spring '07	37%
Fall '07	26%
Spring '08	27%
Fall '08	16%
Spring '09	39%
Spring '10	14%
Fall '10	18%
Sp '11	23%
Sp '12	22%
Fall '12	20%
Sp '13	20%
Fall '13	15%
Fall '15	13%
Fall '16	20%

Governor Walker Approval Rating:

Sp '11	46%
Fall '11	38%
Sp '12	52%
Fall '12	51%
Sp '13	52%
Fall '13	50%
Sp '14	59%
Fall '14	48%
Sp '15	41%
Fall '15	39%
Sp '16	43%
Fall '16	45%

How would you rate national economic conditions in the United States today, would you say they are Excellent, Good, Not So Good or Poor?

Excellent ..... 1%  
 Good ..... 37%  
 Not So Good ..... 40%  
 Poor ..... 22%  
 Not Sure ..... 1%

	Excellent	Good	Not So Good	Poor	Not Sure
Fall '14	3%	51%	32%	13%	1%
Sp '15	2%	40%	44%	12%	2%
Fall '15	1%	37%	44%	17%	1%
Sp '16	1%	36%	49%	14%	1%
Fall '16	1%	37%	40%	22%	1%