

THE WISCONSIN SURVEY - FALL 2009
State Governor's Race

Survey Information:

Random Selection, Telephone Survey

Number of Adult Wisconsin Resident Respondents: 400

Interview Period: 10/13/09 – 10/22/09

Margin of Error: +/- 5% at the 95% confidence level.

Contact:

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- *NOTE: Percentages may not add to 100% due to rounding.*

I am going to ask you about a number of public figures. Please tell me for each one whether you have heard of this person or not.

If respondent has heard of ask:

Would you say you have a generally Favorable or Unfavorable Impression of _____
 (CANDIDATE NAME) (ROTATE NAMES)

IF YES ASK: -----> IMPRESSION QUESTION

	Favorable	Neutral	Unfavorable	Not heard of	Unsure	Refused
a. Barbara Lawton	22%	12%	18%	43%	6%	0%
b. Mark Neumann	20%	13%	11%	50%	6%	<1%
c. Tommy Thompson	57%	7%	29%	5%	2%	0%
d. Scott Walker	26%	8%	10%	51%	5%	0%
e. Kathleen Falk	23%	14%	15%	40%	8%	<1%
f. Mark Todd	4%	7%	3%	81%	5%	0%
g. Tom Barrett	29%	10%	9%	48%	4%	0%
h. Tim Michels	6%	6%	4%	80%	4%	<1%

