

## Spring 2014 - FREQUENCIES

Survey Information:

Random Selection, Landline and Cell Telephone Survey  
 Number of Adult Wisconsin Residents: 401  
 Interview Period: 3/24 – 4/3, 2014  
 Margin of Error: +/- 5% at the 95% confidence level.

Contact:

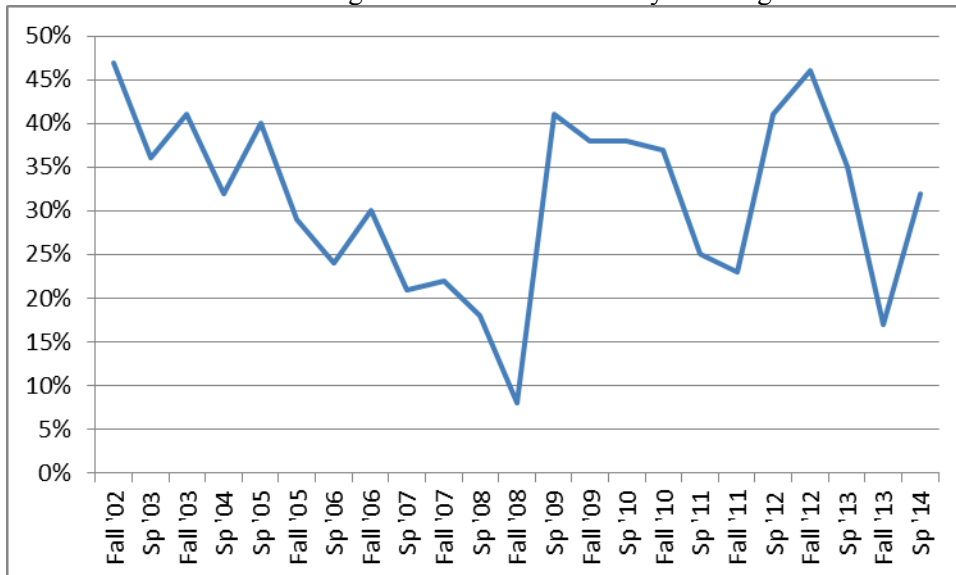
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*(percentages may not add to 100% due to rounding)*

**I am going to ask you about some national and state economic and political issues**

- 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..... 32%  
 Wrong Direction ..... 63%  
 Not Sure ..... 5%

Percentage Who Think the Country is Going in the RIGHT Direction



Percentage Who Think 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%
Median	34%

2. 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..... 57%  
 Wrong Direction ..... 38%  
 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%

3. Please tell me what you feel is the most important problem facing the **COUNTRY**? (Please probe for specifics—eg., if they say the economy, what about it?) (Open-ended)

- 1. Economy and Jobs ..... 32%
- 2. Gridlock/Polarization..... 15%
- 3. Budget/Deficit/Debt..... 13%
- 4. Health Care ..... 12%
- 5. Foreign Policy/National Security..... 8%
- 6. Income Inequality ..... 5%
  
- Immigration ..... 3%
- Education ..... 3%
- Environment..... 3%
  
- Other ..... 6%
- Not Sure ..... 2%
- Refused ..... <1%

	Sp '03	Fall '04*	Fall '05	Fall '06	Sp '07	Fall '07	Sp '08*	Fall '08*	Fall '10	Sp '13	Fall '13	Sp '14
Foreign Policy	53%	21%	28%	29%	42%	25%	23%	6%	3%	5%	3%	8%
Terrorism	8%	15%	7%	10%	3%	7%	7%	4%	<1%	0%	0%	<1%
Economy & Jobs	17%	23%	11%	9%	8%	16%	32%	61%	56%	34%	14%	32%
Health Care	2%	16%	9%	9%	12%	11%	12%	7%	5%	7%	10%	12%
Morality	1%	3%	8%	5%	4%	5%	2%	6%	1%	1%	2%	2%
Budget, Taxes, Deficit, Debt	4%	4%	7%	6%	3%	3%	4%	4%	17%	23%	24%	13%
Gas Prices	0%	1%	5%	2%	4%	5%	2%	2%	0%	<1%	0%	0%
Gridlock/Polarization	7%	7%	5%	6%	2%	6%	8%	3%	6%	16%	37%	15%
Poverty & Soc Security	1%	2%	6%	1%	2%	2%	1%	0%**	4%	3%****	2%	<1%
Education	1%	<1%	2%	2%	3%	2%	0%	1%	3%	1%	2%	3%
Crime	0%	0%	2%	5%	1%	2%	0%	0%	0%	3%^	0%	2%^
Environment	<1%	1%	1%	1%	3%	2%	0%	1%	<1%	1%	<1%	3%

\* Question was Issue Important to Vote Choice

\*\* Worry about retirement accounts and hard times for all are included in the Economy category

\*\*\* Afghanistan was not part of this category until Fall '10

\*\*\*\* The comments in this category were all about income inequality and the shrinking middle class

^ most of the comments were about gun control

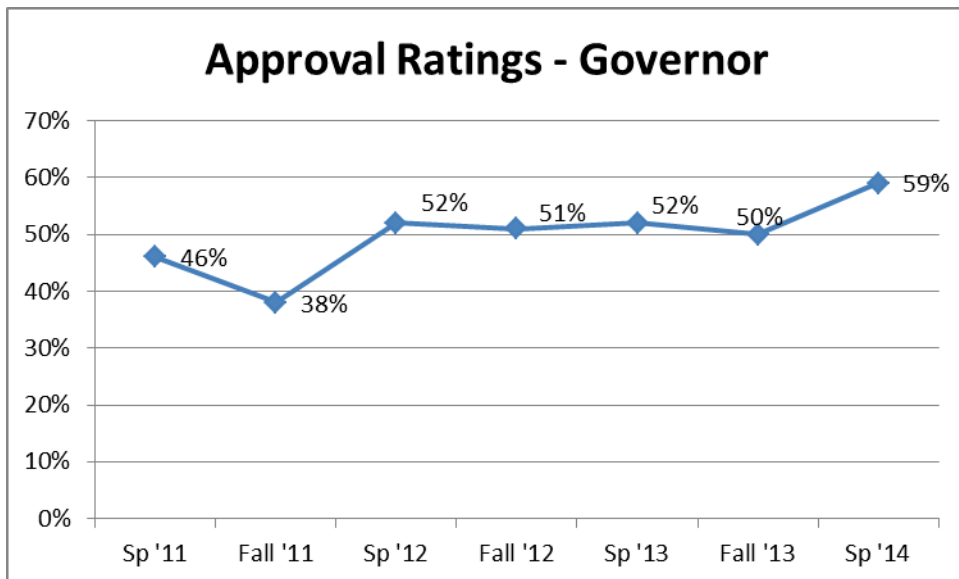
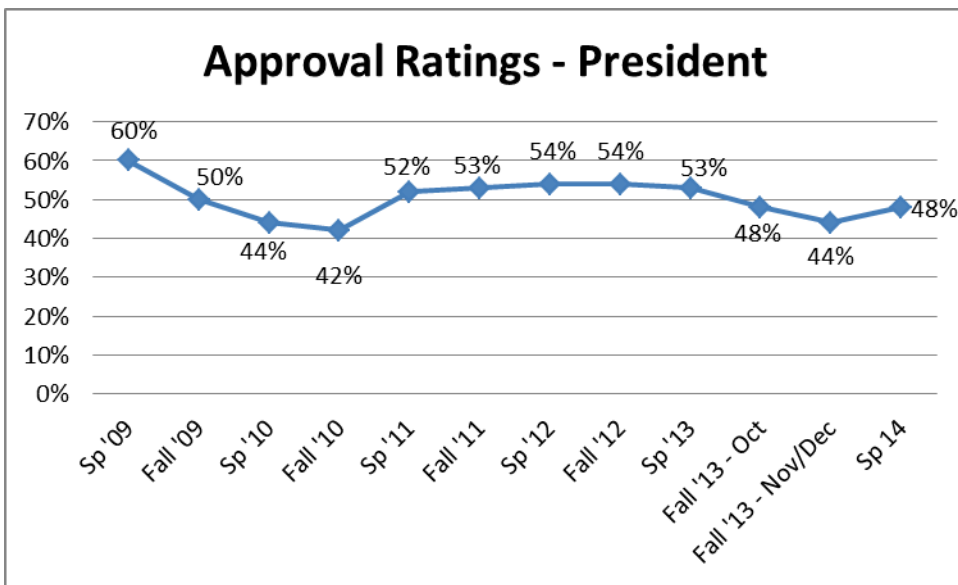
4. Please tell me what you feel is the most important problem facing the **State of Wisconsin**? (Please probe for specifics—eg., if they say the economy, what about it?) (Open-ended)

- 1. Economy and Jobs ..... 35%
- 2. Government Dissatisfaction..... 15%
- 3. Education ..... 9%
- 4. Budget, Deficit/Debt, Taxes ..... 7%
- 5. Infrastructure..... 4%
- 6. Welfare Issues..... 3%
- 7. Drug/Alcohol Abuse ..... 2%
- 8. Health Care ..... 2%
- 9. Income Inequality ..... 2%
- 10. Environment ..... 1%
  
- Other ..... 8%
- Not Sure ..... 6%
- Nothing ..... 4%
- Refused ..... 3%

	<b>Taxes &amp; Budget</b>	<b>Education</b>	<b>Economy &amp; Jobs</b>	<b>Health Care</b>	<b>Environment</b>	<b>Welfare Issues</b>	<b>Crime/ Drugs</b>	<b>Gas Prices</b>	<b>Gov't Dissatisfaction</b>
<b>Fall '94</b>	21%	-	7%	3%	1%	21%	27%	NA	NA
<b>Fall '95</b>	21%	5%	5%	5%	2%	14%	15%	NA	NA
<b>Fall '96</b>	14%	7%	11%	2%	1%	15%	16%	NA	NA
<b>Fall '97</b>	18%	12%	5%	2%	5%	10%	15%	NA	NA
<b>Fall '98</b>	30%	11%	5%	2%	2%	6%	7%	NA	NA
<b>Fall '99</b>	29%	20%	6%	4%	3%	5%	9%	NA	NA
<b>Fall '00</b>	26%	13%	13%	8%	7%	5%	4%	NA	NA
<b>Sp '02</b>	51%	14%	7%	1%	2%	3%	1%	0	5%
<b>Fall '02</b>	49%	11%	13%	4%	<1%	<1%	3%	0	8%
<b>Sp '03</b>	54%	10%	20%	4%	<1%	1%	1%	<1%	2%
<b>Sp '04</b>	30%	9%	32%	4%	1%	1%	3%	<1%	4%
<b>Sp '05</b>	40%	15%	15%	8%	3%	<1%	4%	3%	2%
<b>Fall '05</b>	29%	9%	14%	6%	3%	1%	5%	6%	6%
<b>Sp '06</b>	26%	12%	15%	10%	2%	2%	3%	7%	7%
<b>Sp '07</b>	22%	12%	14%	14%	1%	3%	5%	3%	6%
<b>Fall '07</b>	35%	8%	9%	9%	2%	1%	3%	5%	11%
<b>Sp '08</b>	33%	7%	21%	7%	2%	3%	6%	6%	6%
<b>Sp '10</b>	21%	7%	54%	2%	1%	0%	0%	0%	5%
<b>Fall '11</b>	11%	6%	42%	4%	<1%	<1%	1%	1%	23%
<b>Sp '13</b>	7%	10%	41%	3%	<1%	<1%	2%	0%	13%
<b>Fall '13</b>	13%	7%	35%	2%	2%	4%	1%	<1%	20%
<b>Sp '14</b>	7%	9%	35%	2%	1%	3%	2%	0%	15%

5. 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. [ROTATE]

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Sure
Barack Obama	11%	37%	25%	25%	2%
Scott Walker	25%	34%	19%	20%	2%
Ron Johnson	11%	31%	18%	9%	31%
Tammy Baldwin	8%	36%	24%	11%	21%
Barack Obama's handling of the situation in Ukraine	8%	37%	22%	21%	12%



Senator Ron Johnson Approval History:

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Sure/Not Heard of
Fall '11	8%	28%	17%	10%	38%
Fall '13	6%	26%	21%	14%	33%
Sp '14	11%	31%	18%	9%	31%

6. Next November Wisconsin will be holding elections for governor, state legislature and congress. How likely is it that you will vote in these elections? Would you say you will.....

Definitely Vote ..... 79%  
 Probably Vote ..... 15%  
 Probably Not Vote ..... 3%  
 Definitely Not Vote ..... 3%  
 Not Sure ..... 0%

7. If the election for Governor in Wisconsin were held today, for whom would you be more likely to vote: Republican Scott Walker or Democrat Mary Burke

Scott Walker..... 55%  
 Mary Burke ..... 40%  
 Not Sure ..... 5%

**Of Likely Voters (Definitely + Probably Vote):**

Scott Walker..... 56%  
 Mary Burke ..... 40%  
 Not Sure ..... 4%

8. How strongly are you committed to [CANDIDATE NAMED IN Q7]

Totally Committed ..... 52%  
 Somewhat Committed ..... 25%  
 Might Change Your Mind..... 23%

	Totally Committed	Somewhat Committed	Might Change Mind
Scott Walker	64%	52%	40%
Mary Burke	35%	48%	41%
Not Sure	1%	1%	20%

*Table reads down, e.g., of those who are totally committed to a candidate, 64% said they will vote for Scott Walker*

	Democrat	Republican	Independent
Scott Walker	8%	97%	53%
Mary Burke	88%	2%	34%
Not Sure	5%	1%	13%

*Table reads down, e.g., of those who are Democrats, 8% said they will vote for Scott Walker*

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	Refused
Scott Walker	28%	30%	12%	29%	2%	0%	<1%
Mary Burke	8%	33%	20%	12%	14%	13%	<1%

9. In 2006, Wisconsin passed an amendment to the state Constitution which states that “only a marriage between one man and one woman shall be valid or recognized as a marriage in this state.” Do you favor or oppose this amendment?

Favor ..... 52%  
 Oppose ..... 43%  
 Not Sure ..... 4%  
 Refused ..... 1%

	Fall 2006	Spring 2012	Spring 2014
Favor	51%	56%	52%
Oppose	44%	40%	43%
Not Sure	5%	4%	4%

10. Do you favor or oppose policies which would grant Legal Protections for Same-Sex Couples such as hospital visitation, family leave, and end-of-life decisions

Favor ..... 77%  
 Oppose ..... 18%  
 Not Sure ..... 4%  
 Refused ..... <1%

	Spring 2009	Spring 2012	Spring 2014
Approve/Favor	60%	75%	77%
Disapprove/Oppose	32%	22%	18%
Not Sure	2%	3%	4%

11. As you may know, Colorado and Washington State now allow anyone over the age of 21 to purchase small quantities of marijuana for their own use from businesses that have been licensed by the state government to sell marijuana. Do you think Wisconsin should pass a similar law or should we keep marijuana illegal?

Wisconsin should pass similar law ..... 42%  
 Should remain illegal in Wisconsin ..... 52%  
 Not Sure ..... 6%  
 Refused ..... 0%

12. Recently there has been some discussion that the minimum wage should be raised to \$10.10 an hour. Do you favor, or oppose raising the minimum wage to \$10.10 an hour?

Favor .....	57%
Oppose .....	39%
Not Sure .....	4%
Refused .....	0%

13. Currently the minimum wage in Wisconsin is \$7.25 an hour. Do you think the minimum wage in Wisconsin should be raised, lowered or kept the same?

Raised.....	75%
Kept the Same .....	22%
Lowered .....	1%
Not Sure .....	2%
Refused .....	<1%

14. How serious of a problem do you think voter fraud is in Wisconsin?

Very Serious.....	15%
Somewhat Serious.....	27%
Not Too Serious .....	24%
Not at All Serious.....	27%
Not Sure .....	8%
Refused .....	<1%

15. Do you think the laws governing voting requirements in Wisconsin should be more restrictive, less restrictive or stay about the same?

More Restrictive.....	30%
Stay the Same.....	53%
Less Restrictive.....	15%
Not Sure .....	2%
Refused .....	<1%

16. When thinking about climate change over the last 50 years, do you think the effects are primarily due to human activities, primarily natural changes in the environment, both equally, or neither – that climate change has not been occurring?

Primarily Human Caused.....	33%
Primarily Natural .....	22%
Both Equally .....	36%
Not Occurring .....	5%
Not Sure .....	4%
Refused .....	0%

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

	Sp '14	Sp '12
Always .....	2%	3%
Most of the Time.....	31%	24%
Only some of the Time .....	55%	57%
Never.....	9%	12%
Not Sure .....	3%	4%



18. How much of the time do you think you can trust the government leaders in Washington DC to do what is right?

Would you say .....

- Always ..... 3%
- Most of the Time..... 8%
- Only some of the Time ..... 71%
- Never..... 17%
- Not Sure ..... 2%

19. Compared to a year ago, do you feel that you are financially better off now, or worse off now than a year ago?

- Better off now ..... 40%
- Worse off now..... 32%
- Same (volunteered) ..... 27%
- Not Sure ..... <1%

	Better	Same	Worse
Fall '94	38%	34%	28%
Fall '95	36%	31%	32%
Fall '96	47%	26%	25%
Fall '97	47%	28%	25%
Fall '98	45%	30%	25%
Fall '99	55%	23%	21%
Fall '00	57%	23%	19%
Sp '02	35%	28%	36%
Fall '02	31%	18%	50%
Sp '03	36%	20%	43%
Fall '03	37%	24%	38%
Sp '04	41%	26%	32%
Sp '05			
Fall '05			
Sp '06			
Fall '06			
Sp '07			
Fall '07			
Sp '08			
Fall '08	20%	20%	60%
Sp '09	20%	16%	63%
Fall '09	21%	25%	53%
Sp '10	28%	23%	47%
Fall '10	29%	32%	39%
Sp '11	25%	31%	44%
Fall '11	28%	19%	53%
Sp '12	28%	28%	44%
Fall '12	34%	28%	38%
Sp '13	32%	24%	41%
Fall '13	33%	26%	41%
Sp '14	40%	27%	32%
Median	35%	26%	39%

20. Do you expect that at this time **NEXT** year you will be financially better off than now, or worse off than now?

Better off than now ..... 46%  
 Worse off than now ..... 22%  
 Same (volunteered) ..... 27%  
 Not Sure ..... 5%

	Better	Same	Worse
Fall '94	50%	31%	15%
Fall '95	46%	21%	26%
Fall '96	56%	19%	15%
Fall '97	54%	25%	14%
Fall '98	56%	21%	17%
Fall '99	63%	15%	20%
Fall '00	64%	20%	9%
Sp '02	54%	22%	15%
Fall '02	56%	13%	22%
Sp '03	53%	17%	26%
Fall '03	57%	14%	22%
Sp '04	57%	19%	16%
Sp '05	42%	25%	29%
Fall '05	40%	18%	38%
Sp '06	45%	24%	25%
Fall '06	56%	25%	16%
Sp '07	44%	27%	25%
Fall '07	44%	21%	28%
Sp '08	47%	17%	30%
Fall '08	51%	17%	20%
Sp '09	47%	14%	33%
Fall '09	53%	12%	25%
Sp '10	49%	15%	27%
Fall '10	55%	17%	18%
Sp '11	41%	17%	35%
Fall '11	52%	17%	23%
Sp '12	54%	18%	16%
Fall '12	60%	17%	5%
Sp '13	50%	19%	24%
Fall '13	41%	21%	33%
Sp '14	46%	27%	22%
Median	52%	19%	22%
* Fall 12 DK is 18%			

**FINALLY, JUST A FEW QUESTIONS ABOUT YOU:**

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

Democrat..... 32%  
 Republican ..... 37%  
 Independent (volunteered) ..... 25%  
 Other ..... 6%  
 Not Sure ..... 1%

\*\* 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%
Mean	38%	34%	20%	6%	97%

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

\* sp12 is likely voters as well