

## Spring 2015 - FREQUENCIES

### Survey Information:

Random Selection, Landline and Cell Telephone Survey  
 Number of Adult Wisconsin Residents: 600  
 Interview Period: 4/8 – 4/17, 2015  
 Margin of Error: +/- 4% at the 95% confidence level.

### Contact:

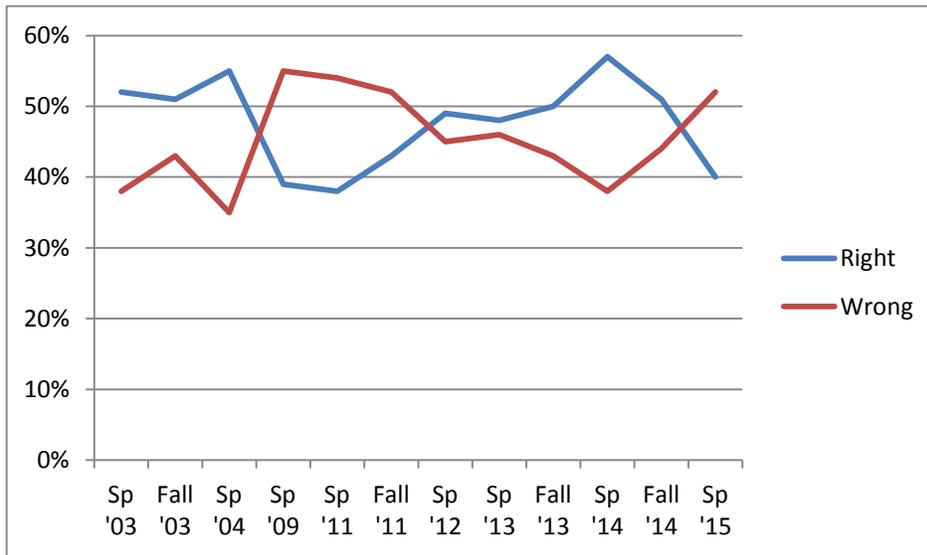
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*(percentages may not add to 100% due to rounding)*

1. 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 ..... 40%  
 Wrong Direction ..... 52%  
 Not Sure ..... 8%

	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%
Sp '15	40%	52%	8%



2. Please tell me what you feel is the most important problem facing the **State of Wisconsin**  
 \_\_\_\_\_ (Open-ended)

- 1. Economy and Jobs ..... 25%
- 2. Education ..... 23%
- 3. Governor Walker, State Legislature, Government in General ..... 15%
- 4. Budget and Taxes ..... 11%
  - a. Budget (7% of all responses)
  - b. Taxes (4% of all responses)
- 5. Health Care ..... 5%
- 6. Crime and Drugs ..... 4%
- 7. Welfare ..... 4%
  - a. Fraud (3% of all responses)
  - b. Need more programs/help for the needy (1% of all responses)
- 8. Unions ..... 3%
  - a. Breaking up unions/right to work is problem (2% of all responses)
  - b. Unions are the problem (1% of all responses)
- 9. Lack of Individual Responsibility ..... 2%
- 10. Income Inequality ..... 1%

Other responses (each less than 1%)

- Environment
- Racism
- Infrastructure
- Gay Marriage
- Movement Away from Religious Values
- Illegal Immigration
- Arena funding
- Voter Fraud
- None
- Not Sure ..... 1%
- Refused/No Opinion ..... 2%

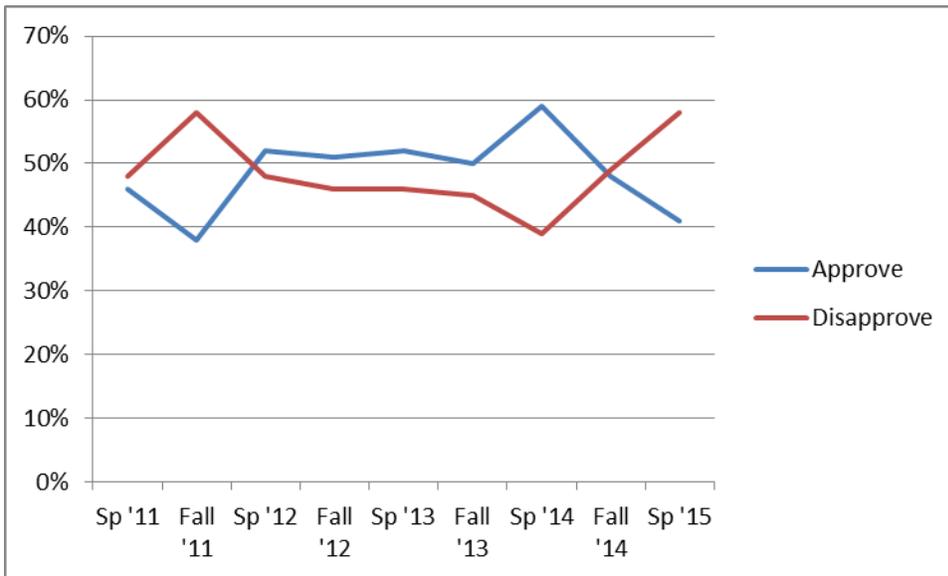
	<u>Taxes &amp; Budget</u>	<u>Education</u>	<u>Economy &amp; Jobs</u>	<u>Health Care</u>	<u>Environment</u>	<u>Welfare Issues</u>	<u>Crime/ Drugs</u>	<u>Gas Prices</u>	<u>Gov't Dissatisfaction</u>
<u>Fall '94</u>	21%	-	7%	3%	1%	21%	27%	NA	NA
<u>Fall '95</u>	21%	5%	5%	5%	2%	14%	15%	NA	NA
<u>Fall '96</u>	14%	7%	11%	2%	1%	15%	16%	NA	NA
<u>Fall '97</u>	18%	12%	5%	2%	5%	10%	15%	NA	NA
<u>Fall '98</u>	30%	11%	5%	2%	2%	6%	7%	NA	NA
<u>Fall '99</u>	29%	20%	6%	4%	3%	5%	9%	NA	NA
<u>Fall '00</u>	26%	13%	13%	8%	7%	5%	4%	NA	NA
<u>Sp '02</u>	51%	14%	7%	1%	2%	3%	1%	0	5%
<u>Fall '02</u>	49%	11%	13%	4%	<1%	<1%	3%	0	8%
<u>Sp '03</u>	54%	10%	20%	4%	<1%	1%	1%	<1%	2%
<u>Sp '04</u>	30%	9%	32%	4%	1%	1%	3%	<1%	4%
<u>Sp '05</u>	40%	15%	15%	8%	3%	<1%	4%	3%	2%
<u>Fall '05</u>	29%	9%	14%	6%	3%	1%	5%	6%	6%
<u>Sp '06</u>	26%	12%	15%	10%	2%	2%	3%	7%	7%
<u>Sp '07</u>	22%	12%	14%	14%	1%	3%	5%	3%	6%
<u>Fall '07</u>	35%	8%	9%	9%	2%	1%	3%	5%	11%
<u>Sp '08</u>	33%	7%	21%	7%	2%	3%	6%	6%	6%
<u>Sp '10</u>	21%	7%	54%	2%	1%	0%	0%	0%	5%
<u>Fall '11</u>	11%	6%	42%	4%	<1%	<1%	1%	1%	23%
<u>Sp '13</u>	7%	10%	41%	3%	<1%	<1%	2%	0%	13%
<u>Fall '13</u>	13%	7%	35%	2%	2%	4%	1%	<1%	20%
<u>Sp '14</u>	7%	9%	35%	2%	1%	3%	2%	0%	15%
<u>Sp '15</u>	11%	23%	25%	5%	<1%	4%	4%	0%	15%

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. [ROTATE]

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Sure
Scott Walker	16%	25%	20%	38%	1%
Ron Johnson	8%	35%	20%	12%	26%
Tammy Baldwin	9%	40%	25%	11%	15%
Barack Obama	13%	37%	21%	27%	2%

Governor Walker Approval Ratings:

	Sp '11	Fall '11	Sp '12	Fall '12	Sp '13	Fall '13	Sp '14	Fall '14	Sp '15
Strongly Approve	18%	18%	31%	30%	21%	21%	25%	22%	16%
Approve	28%	20%	21%	21%	31%	29%	34%	26%	25%
Disapprove	16%	21%	12%	24%	21%	20%	19%	17%	20%
Strongly Disapprove	32%	37%	36%	22%	25%	25%	20%	32%	38%
Not Sure	5%	3%	1%	2%	2%	5%	2%	2%	1%



Senator Ron Johnson Approval Ratings:

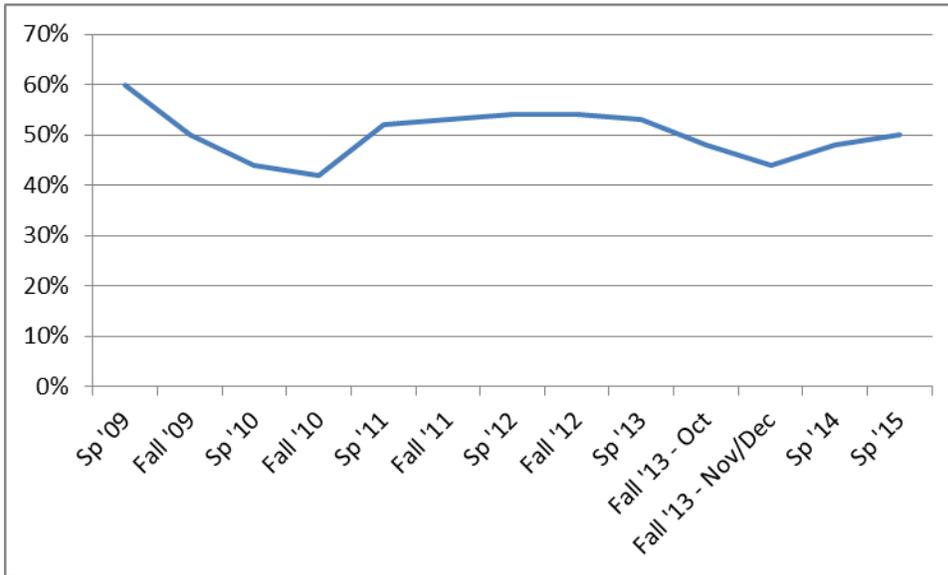
	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Sure/Not Heard of
Fall '11	8%	28%	17%	10%	38%
Fall '13	6%	26%	21%	14%	33%
Sp '14	11%	31%	18%	9%	31%
Sp '15	8%	35%	20%	12%	26%

Senator Tammy Baldwin Approval Ratings:

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Sure
Sp '14	8%	36%	24%	11%	21%
Sp '15	9%	40%	25%	11%	15%

President Barak Obama Approval Ratings:

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%



Next, I'm going to ask you about recent budget and policy questions debated in the state legislature. For each issue, please tell me whether you favor or oppose the policy.

	Favor	Oppose	Not Sure
4. Cutting \$300 million from the University of Wisconsin System in exchange for the UW system being able to operate more autonomously.	31%	64%	5%
5. Expanding the School Choice voucher program to include all students in K-12 schools	56%	40%	5%
6. Requiring private schools in the School Choice voucher program to use the same tests the public schools use to evaluate their programs	79%	15%	6%
7. Suspending for 13 years the State of Wisconsin's purchase of land to be used for parks, recreation and conservation.	36%	53%	11%

A current budget proposal in Wisconsin calls for the elimination of using general revenue tax dollars to fund a portion of the Wisconsin State Park System budget and calls for increasing park entrance fees, camping fees and selling corporate naming rights to the State Parks.

Thinking about this proposal would you favor or oppose...

	Favor	Oppose	Not Sure
8. Eliminating the use of general revenue tax dollars to support the Wisconsin State Park System.	30%	65%	5%
9. Increasing park entrance fees	52%	45%	4%
10. Increasing camping fees	50%	46%	5%
11. Selling corporate naming rights to state parks	28%	68%	4%

12. Do you think state funding for K-12 public schools in Wisconsin should be increased, decreased or stay about the same?

Increased ..... 54%  
 Stay About the Same..... 40%  
 Decreased..... 3%  
 Not Sure ..... 3%

13. Currently the state of Wisconsin is borrowing money to pay for road construction and repair in the state. Some people feel it is fine to borrow money for this purpose, others think it would be better to increase fees such as the gas tax and vehicle registration fees to provide funding for road construction and repair. Which of these views comes closest to your personal opinion?

Continue to borrow money..... 33%  
 Increase fees ..... 48%  
 Neither (vol.)..... 9%  
 Other (vol.)..... 7%  
 Not Sure ..... 3%

14. 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 ..... 42%  
 Not So Good ..... 37%  
 Poor ..... 20%  
 Not Sure ..... 1%

	Better	Same	Worse
Fall '04	32%	28%	40%
Fall '06	27%	32%	38%
Fall '08	1%	5%	93%
Sp '10	42%	23%	34%
Fall '10	35%	25%	39%
Sp '11	30%	31%	38%
Fall '11	24%	36%	40%
Sp '12	42%	35%	22%
Fall '12	41%	25%	33%
Spring '13	41%	29%	28%
Fall '13	30%	28%	41%
Median	32%	28%	38%

Please note: starting in the fall of 2014, we changed the question wording. The previous question wording reflected in the box above was: "Compared to a year ago, do you think the national economy has gotten better, stayed the same, or gotten worse?"

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

Excellent ..... 2%  
 Good ..... 40%  
 Not So Good ..... 44%  
 Poor ..... 12%  
 Not Sure ..... 2%

	Excellent	Good	Not So Good	Poor	Not Sure
Fall '14	3%	51%	32%	13%	1%
Sp '15	2%	40%	44%	12%	2%

	Better	Same	Worse
Sp '11	18%	36%	45%
Fall '11	30%	28%	38%
Sp '12	42%	28%	30%
Spring '13	37%	36%	24%
Fall '13	36%	37%	24%
Median	36%	36%	30%

Please see note above. Question wording prior to Fall of 2014 was different than the current wording.

16. 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 ..... 42%  
 Worse off now ..... 30%  
 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%
Sp '15	42%	27%	30%
Median	35%	26%	38%

17. 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 .....44%  
Worse off than now.....25%  
Same (volunteered).....28%  
Not Sure .....4%

	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%
Sp '15	44%	28%	25%
Median	52%	19%	23%
* Fall 12 DK 18%			

**Next I would like to ask you some questions about Scott Walker as a potential presidential candidate.**

18. There are some indications that Governor Scott Walker may run for the Republican Presidential Nomination.

Would you Favor or Oppose having Governor Walker Run for the Republican Nomination?

Favor	.....	39%
Oppose	.....	59%
Not Sure	.....	2%

19. If the Presidential election were being held today and the candidates were Republican Scott Walker and Democrat Hillary Clinton, for whom would you vote?

Scott Walker	.....	42%
Hillary Clinton	.....	44%
Some Other Candidate	.....	11%
Not Sure	.....	3%

20. Do you think Governor Walker would make an Excellent, Good, Not So Good or Poor President?

Excellent	.....	11%
Good	.....	28%
Not So Good	.....	16%
Poor	.....	44%
Not Sure	.....	1%

21. What do you think Scott Walker's greatest strength would be as president? \_\_\_\_\_ (open-ended)

Read tables down the columns, e.g., among Republican respondents, 31% of them said budget and tax issues are Gov. Walker's greatest strength.

	Republicans	Republican Leaners	Independents	Democratic Leaners	Democrats	Other Political Party
Budget & Tax Policies	31%	27%	17%	8%	4%	4%
Job Creation/Economic Policy	3%	18%	0%	0%	3%	0%
Union Policies	2%	0%	2%	0%	0%	0%
Education Policy	3%	0%	0%	0%	1%	0%
General Good Policies	3%	0%	0%	0%	0%	0%
Foreign Policy	0%	5%	0%	0%	0%	24%

	Republicans	Republican Leaners	Independents	Democratic Leaners	Democrats	Other Political Party
Decisive, Courageous,	25%	32%	31%	12%	4%	16%

Integrity						
Understands the People	4%	0%	0%	0%	1%	0%
Conservative	3%	0%	0%	0%	0%	0%
Honest	3%	5%	0%	0%	0%	0%
Intelligent	1%	0%	0%	0%	0%	0%
Ethics/Values	2%	5%	0%	0%	0%	0%
Executive Experience	1%	0%	2%	0%	1%	0%
Hard Worker	0%	0%	0%	0%	2%	0%
Level-Headedness	0%	0%	0%	0%	0%	20%

	Republicans	Republican Leaners	Independents	Democratic Leaners	Democrats	Other Political Party
Works for the wealthy & big business	0%	0%	5%	14%	11%	0%
Surrounds himself with smart people	0%	0%	5%	10%	1%	0%
Comes off as a regular guy	0%	0%	0%	8%	0%	0%
People believe him	0%	0%	0%	2%	5%	0%
He would be out of Wisconsin	0%	0%	2%	6%	1%	0%
Would increase the national debt	0%	0%	0%	0%	3%	0%

	Republicans	Republican Leaners	Independents	Democratic Leaners	Democrats	Other Political Party
None	2%	0%	22%	24%	33%	20%
Not Sure	6%	0%	5%	0%	9%	4%
Refused/No Comment	10%	0%	7%	6%	12%	12%

Note: Columns down the 4 tables will not add to 100% due to rounding and responses with some frequencies less than 1% being left off the tables.

Top 3 Responses, All Respondents:

1. Decisive, Courageous ..... 17%
1. None ..... 17%
3. Budget Policy ..... 16%

Top 3 Responses for Each Category of Respondent Party Identification

Republican Respondents:

1. Budget Policy ..... 31%
2. Decisive, Courageous ..... 25%
3. Understands People ..... 4%

Republican Leaner Respondents:

1. Decisive, Courageous ..... 32%
2. Budget Policy ..... 27%
3. Job Creation, Economic Policy ..... 18%

Independent Respondents:

1. Decisive, Courageous ..... 31%
2. None ..... 22%
3. Budget Policy ..... 17%

Democrat Leaner Respondents

1. None ..... 24%
2. Works for the Wealthy/Big Business ..... 14%
3. Decisive ..... 12%

Democrat Respondents:

1. None ..... 33%
2. Works for Wealthy/Big Business ..... 11%
3. People Believe Him ..... 5%

Respondents in Other Political Parties

1. Foreign Policy ..... 24%
2. None ..... 20%
3. Level-headedness ..... 20%

22. What do you think Scott Walker's greatest weakness would be as president? \_\_\_\_\_ (open-ended)

Read tables down the columns, e.g., among Republican respondents, 26% of them said lack of foreign policy experience is Gov. Walker's greatest weakness.

	Republicans	Republican Leaners	Independents	Democratic Leaners	Democrats	Other Political Party
Lack of Foreign Policy Experience	26%	29%	11%	8%	10%	8%
Lack of National Politics Experience	2%	0%	0%	0%	<1%	0%
General Lack of Experience	2%	8%	11%	2%	3%	4%
Budget and Tax Policies	3%	4%	0%	0%	<1%	0%
Economic Policy	1%	0%	0%	0%	2%	0%
Education Policy	4%	17%	0%	0%	4%	4%
Health Care Policy	0%	0%	0%	2%	4%	0%
Too Conservative	5%	0%	5%	9%	4%	0%
	Republicans	Republican Leaners	Independents	Democratic Leaners	Democrats	Other Political Party
Not for the People/Caters to Wealthy/Corporations; Doesn't listen to the	7%	8%	37%	23%	25%	15%

people, Cronyism						
Inflexible, Non-Compromising, Polarizing	8%	13%	5%	25%	7%	19%
Untrustworthy	0%	0%	4%	17%	7%	0%
Lack of College Degree	2%	4%	4%	2%	5%	0%
Arrogant	1%	0%	0%	2%	3%	12%
Issue Flip-flop	0%	4%	5%	2%	2%	0%
Not Intelligent	0%	0%	0%	2%	2%	0%

	Republicans	Republican Leaners	Independents	Democratic Leaners	Democrats	Other Political Party
None	4%	0%	4%	0%	1%	4%
Not Sure	11%	8%	4%	0%	5%	19%
Refused/No Comment	15%	0%	7%	2%	6%	8%

Note: Columns down the 4 tables will not add to 100% due to rounding and responses with some frequencies with 1% or less being left off the tables

#### Top 3 Responses, All Respondents

1. Not for the People/Caters to the Wealthy ..... 16.9%
2. Foreign Policy Inexperience ..... 16.5%
3. Inflexible, Polarizing..... 10%

#### Top 3 Responses for Each Category of Respondent Party Identification

##### Republican Respondents:

1. Foreign Policy Inexperience ..... 26%
2. Inflexible ..... 8%
3. Too Conservative ..... 5%

##### Republican Leaner Respondents:

1. Foreign Policy Inexperience ..... 29%
2. Education Policy ..... 17%
3. Inflexible ..... 13%

##### Independent Respondents:

1. Not for the People ..... 37%
2. Foreign Policy Inexperience ..... 11%
3. General Inexperience ..... 11%

##### Democrat Leaner Respondents

1. Inflexible ..... 25%
2. Not for the People ..... 23%
3. Untrustworthy ..... 17%

##### Democrat Respondents:

1. Not for the People ..... 25%
2. Foreign Policy Inexperience ..... 10%

3. Untrustworthy & Inflexible tied each w/ ..... 7%

Respondents in Other Political Parties

- 1. Inflexible ..... 19%
- 2. Not for the People ..... 15%
- 3. Arrogant ..... 12%

23. Would you say that Governor Walker's views are very conservative, somewhat conservative, somewhat liberal, or very liberal?
- |                             |     |
|-----------------------------|-----|
| Very conservative .....     | 48% |
| Somewhat conservative ..... | 37% |
| Moderate (volunteered)..... | <1% |
| Somewhat liberal .....      | 5%  |
| Very liberal .....          | 5%  |
| Not Sure .....              | 5%  |
24. Governor Walker has recently been traveling to a number of other states to give speeches and meet with potential supporters of his possible presidential campaign. Do you see these trips as beneficial to the State of Wisconsin, having no effect on the State, or detrimental to the State?
- |                               |     |
|-------------------------------|-----|
| Beneficial to Wisconsin ..... | 18% |
| No Effect on.....             | 36% |
| Detrimental .....             | 43% |
| Not Sure .....                | 4%  |
25. If Scott Walker should win the presidency in 2016, do you think Lt. Governor Rebecca Kleefisch would make an excellent, good, not so good, or poor governor of Wisconsin?
- |                   |     |
|-------------------|-----|
| Excellent .....   | 9%  |
| Good .....        | 34% |
| Not So Good ..... | 12% |
| Poor .....        | 25% |
| Not Sure .....    | 22% |
26. Thinking about the presidential election that will be held in November of 2016, how likely are you to vote in this election would you say you will.... (READ LIST)....?
- |                           |     |
|---------------------------|-----|
| Definitely Vote .....     | 91% |
| Probably Vote .....       | 6%  |
| Probably Not Vote .....   | 2%  |
| Definitely Not Vote ..... | 1%  |
| Not Sure .....            | <1% |

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

27. 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.....	34%
Independent Lean Democrat.....	10%
Independent (VOL).....	11%
Independent Lean Republican.....	5%
Republican.....	35%
Other.....	4%
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%
Fall '14	33%	33%	28%	5%	99%
Sp '15	34%	35%	26%	4%	99%
Mean	37%	34%	21%	6%	98%

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

\* sp12 is likely voters as well

28. In terms of your views on issues, would you say that you are very conservative, somewhat conservative, somewhat liberal, or very liberal?
- |                             |     |
|-----------------------------|-----|
| Very conservative .....     | 17% |
| Somewhat conservative ..... | 40% |
| Moderate (volunteered)..... | 4%  |
| Somewhat liberal .....      | 27% |
| Very liberal .....          | 10% |
| Not Sure .....              | 2%  |
29. In this last November's election, for whom did you vote for governor? Did you vote for.....
- |                               |     |
|-------------------------------|-----|
| Scott Walker .....            | 45% |
| Mary Burke .....              | 38% |
| A Third Party Candidate ..... | 3%  |
| Did Not Vote in November..... | 12% |
| Not Sure .....                | 1%  |
| Refused / NA .....            | 2%  |
30. Would you say that the area where you live is generally urban, suburban, or rural?
- |                |     |
|----------------|-----|
| Urban .....    | 30% |
| Suburban ..... | 31% |
| Rural.....     | 39% |
| Not Sure ..... | <1% |
31. Are you a member or is a member of your family a member of a union? **IF YES, ASK:** Would you describe this union as a private sector union or a public sector union?
- |                     |     |
|---------------------|-----|
| Private union ..... | 15% |
| Public union .....  | 12% |
| Non union.....      | 71% |
| Not Sure .....      | 2%  |
| Refuse/NA.....      | <1% |
32. Which of the following age categories would include you?
- |                  |     |
|------------------|-----|
| 18 to 24 .....   | 12% |
| 25 to 34 .....   | 17% |
| 35 to 44 .....   | 16% |
| 45 to 54 .....   | 20% |
| 55 to 64 .....   | 17% |
| 65 and over..... | 18% |
| Not Sure .....   | <1% |
33. What is the highest level of education you have completed?  
{READ LIST}
- |   |     |
|---|-----|
| Less than high school .....             | 3%  |
| Graduated from high school or GED ..... | 22% |
| Some college or technical school.....   | 34% |
| Graduated from college.....             | 28% |
| Graduate or Professional Degree .....   | 13% |
| Not Sure .....                          | <1% |

34. What is your combined TOTAL FAMILY INCOME before taxes? Is it . . .{READ CATEGORIES}

[Remind of confidentiality if needed]

Under \$15,000 .....	7%
\$15 to \$25 thousand.....	7%
\$26 to \$35 thousand.....	10%
\$36 to \$50 thousand.....	15%
\$51 to \$75 thousand.....	18%
\$76 to \$100 thousand.....	16%
More than \$100,000.....	15%
Not Sure .....	7%
Refused .....	5%

35. Thank you so much for your time. We really appreciate your cooperation.

Respondent's gender. (DO NOT ASK!!!)

Male .....	50%
Female.....	50%