

Marquette Law School Poll, March 20-23, 2014

801 Wisconsin Registered Voters, Margin of error +/- 3.5 percentage points

Percentages have been rounded to whole numbers

Percentages of zero include values of less than .5 percent

dma

Media Market

MSP	MKE	GB/A	MSN	D/S	LAX/EauC	WAU
3	41	19	18	3	9	8

qs2

Sex of Respondent

Male Female

47 53

qs4

If MKE County: Live in Milwaukee City Limits

Yes No

67 33

qs5

Registered to Vote

Registered	Not Registered	DK/Ref
92	8	0

qs6

IF Not Registered: Plan to Register

Plan to Register	Chance May Not Register	Don't Know/Refused
100	0	0

q1

Follow Politics

Most of time	Some of time	Now & then	Hardly at all	DK	NA/Ref
56	26	9	9	0	0

q2

Likely Voter

Absolutely certain	Very likely	50-50	Will not vote	Don't know
69	15	10	5	1
Refused				
0				

q3

Economy Gotten Better/Worse Last Year

Gotten better	Gotten worse	Stayed the same	Don't know	Refused
27	28	44	1	0

q4

Economy Will Get Better/Worse Next Year

Get better	Get worse	Stay the same	Don't know	Refused
31	23	42	3	0

q5

Obama Job Approval

Approve	Disapprove	Don't know	Refused
47	49	3	1

q6

Walker Job Approval

Approve	Disapprove	Don't know	Refused
47	47	5	1

q7

Obama Favorable/Unfavorable

Favorable	Unfavorable	Not Heard	DK	NA/Ref
49	47	2	1	0

q8

Walker Favorable/Unfavorable

Favorable	Unfavorable	Not Heard	DK	NA/Ref
49	47	3	2	0

q9
Burke Favorable/Unfavorable

Favorable	Unfavorable	Not Heard	DK	NA/Ref
19	22	53	6	0

q10
Ryan Favorable/Unfavorable

Favorable	Unfavorable	Not Heard	DK	NA/Ref
39	35	21	4	1

q11
Johnson Favorable/Unfavorable

Favorable	Unfavorable	Not Heard	DK	NA/Ref
29	27	40	4	0

q12
Baldwin Favorable/Unfavorable

Favorable	Unfavorable	Not Heard	DK	NA/Ref
35	35	27	3	0

q13
Tea Party Favorable/Unfavorable

Favorable	Unfavorable	Not Heard	DK	NA/Ref
21	46	27	5	1

q14
Vote for Walker or Burke for Governor

Burke	Walker	Undecided	Would not vote	Don't know	Refused
41	48	5	2	3	1

q15
Tax Cuts Do More for Poor, Middle Class or Wealthy

Poor	Middle-Class	Wealthy	DK	NA/Ref
9	25	58	8	0

q16
Favor or Oppose Requiring a Government Photo ID To Vote

Favor	Oppose	Don't know	Refused
60	36	4	0

q17
Should Marijuana be Legal or Illegal

Legal	Illegal	DK	NA/Ref
42	52	6	0

q18

Favor or Oppose \$500M Property & Income Tax Cut

Favor	Oppose	Don't know	Refused
55	34	10	0

q19

Should Local Government or State Regulate Sand Mines

Allow Local	State Only	DK	NA/Ref
53	35	12	0

q20

Should Local Government or State Set Minimum Wage

Allow Local	State Only	DK	NA/Ref
42	50	8	0

q21

Favor Marriage, Civil Union or No Legal Status for Gay Couples

Marriage	Civil Union	No recognition	DK	NA/Ref
48	24	24	3	1

q21b

How Enthusiastic are you about Voting in November Elections

Very	Somewhat	Not too	Not at all	DK	NA/Ref
48	35	9	7	1	0

q22

How Much Early Voting do you Support

3 wks/3 wkend	2 wks/1 wkend	2 wks/no wkend	None	DK	NA/Ref
39	27	12	20	2	0

q23

Is Wisconsin Headed in Right Direction or Wrong Track

Right direction	Wrong track	Don't know	Refused
54	42	5	0

q24

Do you have a Favorable or Unfavorable view of Health Care Reform

Favorable	Unfavorable	Don't know	Refused
39	50	11	1

q25

What to do about Health Care Reform

Keep as is	Keep/improve	Repeal/Replace	Just Repeal	DK	NA/Ref
8	52	18	18	4	0

q26a

More or Less Likely to Support Candidate Who Supports Health Care Reform

More Likely	Less Likely	No Difference	DK	NA/Ref
25	28	45	2	0

q26b

More or Less Likely to Support Candidate Who Would Repeal Health Care Reform

More Likely	Less Likely	No Difference	DK	NA/Ref
24	35	39	2	0

q27

Is Wisconsin Creating Jobs Faster, the Same or Lagging Other States

Faster	Same rate	Lagging	DK	NA/Ref
12	37	45	6	0

q28

Support or Oppose Raising Minimum Wage

Support	Oppose	Don't know	Refused
63	33	4	0

q29a

More or Less Likely to Support Candidate Who Supports Raising Minimum Wage

More Likely	Less Likely	No Difference	DK	NA/Ref
34	16	49	1	0

q29b

More or Less Likely to Support Candidate Who Opposes Raising Minimum Wage

More Likely	Less Likely	No Difference	DK	NA/Ref
21	34	44	1	0

q30

If Voting Now, Keep Ban on Same Sex Marriage or Vote to Repeal

Continue ban	Repeal	DK	NA/Ref
36	59	4	1

q31

Does 'Cares About People Like You' Describe Scott Walker

Describes	Does not describe	Don't know	Refused
43	51	5	0

q32

Does 'Cares About People Like You' Describe Mary Burke

Describes	Does not describe	Don't know	Refused
36	29	34	0

q33

Will Wisconsin Have Added 250,000 Jobs by End of 2014
Will add 250k Fall short DK NA/Ref
13 80 6 0

q34

How Important For Your Vote Is Adding 250,000 Jobs
Very Somewhat Not very Not at all DK NA/Ref
29 44 14 12 1 0

q35

Have You Read or Heard About The Release of 27,000 Pages Of Email
Yes No Don't know Refused
67 31 2 0

q36

Did the Email Give You A More or Less Favorable Impression of Walker or Make No Difference
More favorable Less favorable No difference Don't know Refused
3 43 53 2 0

q38

Was Your County Colder, Average or Warmer than Normal This Winter
Colder Normal Warmer DK NA/Ref
89 9 1 0 0

q39

Have World Temperatures Been Going Up Over Last 100 Years
Going up Not going up DK NA/Ref
57 37 6 0

q40

If Think Warming: How Certain Are You
Extremely Very Somewhat Not at all DK NA/Ref
29 31 28 11 1 0

q41

If Think Not Warming: How Certain Are You
Extremely Very Somewhat Not at all DK NA/Ref
17 20 30 29 2 1

q42

Support/Oppose Revenue Neutral Tax on Fossil Fuels
Support Oppose Don't know Refused
51 38 10 1

qf1
 Party Identification

Republican	Democrat	Independent	Other/No preference
25	27	44	2
Don't know	Refused		
1	1		

qf2
 IF Independent/DK: Think of self as closer to a party

Republican	Democratic	Neither/Just Independent
33	43	19
Don't know	Refused	
5	1	

pid5
 Party Identification: Five Point Scale

Rep	Lean Rep	Ind	Lean Dem	Dem	DK/NA/Ref
25	16	11	20	27	1

pid3_wlean
 Party Identification with Leaners

Republican	Democrat	Independent	DK/NA/Ref
40	48	11	1

pid3nolean
 Party Identification without Leaners

Republican	Democrat	Independent	DK/NA/Ref
25	27	46	1

qf3
 Highest level of education

Elementary school only	Some high school but didn't finish
0	5
Completed high school	Some college but didn't finish
30	20
Two year college degree	Four year college degree
13	16
Some graduate work	Completed masters or professional degree
4	10
Advanced graduate work or Ph.D.	Don't know
3	0
Refused	
0	

qf4

Age

18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49
1	2	0	2	1	1	1	2	1	2	2	0	1	1	2	2	2	1	2	2	2	1	2	1	1	2	4	1	1	2	2	2
50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81
2	1	3	3	2	2	2	3	2	2	2	1	2	1	2	2	2	2	1	1	2	1	1	1	1	0	1	1	1	1	0	
82	83	84	85	86	87	88	89	90	91	92	94	99																			
1	1	1	0	1	0	0	0	0	0	0	0	2																			

qf4a

IF REFUSED AGE: Age Range

18-29 years old	30-44 years old	45-59 years old	60 years old or more
22	0	5	29
Don't know	Refused		
5	39		

qf5

Marital Status of Respondent

Married	Widowed	Divorced	Separated	Never married	Don't know
57	9	10	1	21	0
Refused					
0					

qf6

Hispanic Ethnicity

Yes	No	Don't know	Refused
4	95	0	0

qf7

Race

White	African American or Black
86	6
Asian, South Asian or Pacific Islander	Native American or American Indian
0	0
More than one race	Hispanic or Latino
3	1
Other (SPECIFY)	Don't know
1	0
Refused	
1	

qf8

How often do you attend religious services

More than once a week	Once a week	Once or twice a month	A few times a year
12	23	16	18
Seldom	Never	Don't know	Refused
16	13	0	1

qf9

Religious preference

Protestant	Roman Catholic	Jewish
25	30	0
Muslim/Islam	Mormon/Latter-Day Saints	Other Christian Religion
1	0	20
Other Non-Christian Religion	No Religion/Atheist/Agnostic	Don't know
6	14	1
Refused		
1		

qf11

Income in 2013

Less than \$10,000	10 to under \$20,000	20 to under \$30,000	30 to under \$40,000
4	9	14	10
40 to under \$50,000	50 to under \$75,000	75 to under \$100,000	100 to under \$150,000
8	14	12	9
\$150,000 or more	Don't know	Refused	
6	4	10	

qf12

Effect of Recession on Personal Finances

Not recovered	Recovered	Not affected	DK	NA/Ref
27	33	39	1	1

qf13

Liberal/Conservative Self Placement

Very Cons	Conservative	Moderate	Liberal	Very Lib	DK	NA/Ref
9	31	32	17	8	2	1

qf14

Union Household

R In Union	Other in Union	Non-Union	DK	NA/Ref
10	4	85	1	0

qf15

Government Employees in Household

Yes	No	Don't know	Refused
20	80	0	0

qf17

Numer of Days Read Newspaper In Last Week

None	1	2	3	4	5	6	7	DK	NA/Ref
29	14	10	9	4	4	2	27	0	0

qf19

Most Calls on Cell, Mixed or Landline

All/most cell	Some each	All/most landline	DK	NA/Ref
41	25	33	0	1

qf22

Is This Call on A Cell Phone

Yes	No
42	58

sex

Sex of Respondent

Male	Female
47	53

age4

Age of Respondent

18-29	30-44	45-59	60+	DK/NA/Ref
16	25	29	30	1

age6

Age of Respondent

18-29	30-39	40-49	50-59	60-69	70+	DK/NA/Ref
16	14	17	22	16	14	1

ed5

Level of Education of Respondent

Not HS	HS	Some Coll	AA	BA or more	DK/NA/Ref
6	30	20	13	32	0

race

Race & Ethnicity of Respondent

White	Black	Hispanic	Other	DK/NA/Ref
84	6	4	5	1

incomerecode					
Income in 2013					
Under \$40k	\$40k to \$74k	\$75k up	DK/NA/Ref		
37	22	27	14		
newspaperrecode					
Newspaper readership					
Zero days	1-3 days	4-6 days	Every day	DK/NA/Ref	
29	33	11	27	1	
region					
Region by Television Market					
MKE City	Rest of MKE		MSN	GB/A	Rest of state
9	31		18	19	23
religion					
Religious Affiliation of Respondent					
Protestant/Christian		Catholic		Jewish	Other
45		30		0	7
None		DK/NA/Ref			
14		3			
jobunion					
Sector and Union Membership					
Public union	Public non-union		Private union	Private non-union	DK/NA/Ref
7	13		7	72	1
maritalstatus					
Marital status recode					
Married	Widow/Div/Sep	Never Married		NA/Ref	
57	21	21		1	