



Marquette Law School Poll Instrument  
February 16-19, 2012

S1. May I please speak with the (male/female) adult member of your household, currently at home, age 18 or older, with the most recent birthday?

- 1 Correct household member on phone (CONTINUE)
- 2 Will put correct member of household on phone (RE-READ INTRO AND CONTINUE WITH S2.)
- 3 No household member age 18 or over is currently available (PLACE HOUSEHOLD INTO CALLBACK)
- 4 No one in household age 18 or older (TERMINATE)

S2. Record Gender:

- 1 Male
- 2 Female

S3a. Do you currently live in Wisconsin?

- 1 Yes
- 2 No (TERMINATE)

S3b. In what county in Wisconsin do you live?

\_\_\_\_\_

(If respondent lives in Milwaukee County or County is Don't Know/Other, continue to S4.)

S4. Do you currently live within Milwaukee city limits?

- 1 Yes
- 2 No

S5. Some people are registered to vote and others are not. Are you registered to vote in the precinct or ward where you now live, or aren't you?

- 1 Yes, Registered to Vote (SKIP TO Q.1)
- 2 No, Not Registered to Vote (ASK S6)  
(DO NOT READ)
- 9 No Answer/Don't Know/Refused (ASK S6)

S6. Do you plan to register to vote, or is there a chance that you may not register?

- 1 Plan to Register
- 2 Chance May Not Register (TERMINATE)  
(DO NOT READ)
- 9 Don't know/Refused (TERMINATE)

Q1. Some people seem to follow what's going on in politics most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all?

- 1 Most of the time
- 2 Some of the time
- 3 Only now and then
- 4 Hardly at all  
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q2. What are the chances that you will vote in the November 2012 general election for President, Congress, and other offices -- are you absolutely certain to vote, very likely to vote, are the chances 50-50, or don't you think you will vote?

- 1 Absolutely certain
- 2 Very Likely
- 3 50-50
- 4 Will not vote  
(DO NOT READ)
- 8 Don't know
- 9 Refused

(Randomly order Q3-Q4 block and Q5-Q6 block.)

Q3. Over the past year, do you feel the economy has gotten better, gotten worse, or stayed about the same?

- 1 Gotten better
- 2 Gotten worse
- 3 Stayed the same  
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q4. Looking ahead, over the next year do you expect the economy to get better, get worse, or stay about the same?

- 1 Get better
- 2 Get worse
- 3 Stay the same  
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q5. Overall, do you approve or disapprove of the way Barack Obama is handling his job as president?

- 1 Approve
- 2 Disapprove  
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q6. Overall, do you approve or disapprove of the way Scott Walker is handling his job as Governor of Wisconsin?

- 1 Approve
- 2 Disapprove  
(DO NOT READ)
- 8 Don't know
- 9 Refused

I'm going to read you a list of people and organizations. Please tell me if you have a favorable or unfavorable opinion of each of them or if you haven't heard enough about (him/her) yet to have an opinion.

Q7. The first name is Barack Obama

PROMPT IF NECESSARY: Do you have a favorable or unfavorable opinion of Barack Obama haven't you heard enough about him yet?

- 1 Favorable
- 2 Unfavorable
- 3 Haven't heard enough  
(DO NOT READ)
- 8 Don't know
- 9 Refused

(Q8 – Q21 were randomly ordered.)

Q8. Mitt Romney

Q9. Newt Gingrich

Q10. Rick Santorum

Q11. Ron Paul

Q12. Scott Walker

Q13. Kathleen Falk

Q14. Tom Barrett

Q15. Kathleen Vinehout

Q16. David Obey

Q17. Peter Barca

Q18. Tammy Baldwin

Q19. Tommy Thompson

Q20. Mark Neumann

Q21. Jeff Fitzgerald

(Q22 – Q24 were randomly ordered.)

(Q22 – Q26b names and political parties were randomly ordered.)

Q22. If the 2012 election for U.S. Senate were held today would you vote for Tommy Thompson, the Republican or for Tammy Baldwin, the Democrat?

- 1 Thompson
- 2 Baldwin
- (DO NOT READ)
- 3 Undecided (VOL)
- 4 Would not vote (VOL)
- 8 Don't Know
- 9 Refused

Q23. If the 2012 election for U.S. Senate were held today would you vote for Mark Neumann, the Republican or for Tammy Baldwin, the Democrat?

- 1 Neumann
- 2 Baldwin  
(DO NOT READ)
- 3 Undecided (VOL)
- 4 Would not vote (VOL)
- 8 Don't Know
- 9 Refused

Q24. If the 2012 election for U.S. Senate were held today would you vote for Jeff Fitzgerald, the Republican or for Tammy Baldwin, the Democrat?

- 1 Fitzgerald
- 2 Baldwin  
(DO NOT READ)
- 3 Undecided (VOL)
- 4 Would not vote (VOL)
- 8 Don't Know
- 9 Refused

(Q25 – Q26b were randomly ordered.)

Q25. If the 2012 election for President were held today, would you vote for Barack Obama, the Democrat or for Mitt Romney, the Republican?

- 1 Obama
- 2 Romney  
(DO NOT READ)
- 3 Undecided (VOL)
- 4 Would not vote (VOL)
- 8 Don't Know
- 9 Refused

Q26. If the 2012 election for President were held today, would you vote for Barack Obama, the Democrat or for Rick Santorum, the Republican?

- 1 Obama
- 2 Santorum  
(DO NOT READ)
- 3 Undecided (VOL)
- 4 Would not vote (VOL)
- 8 Don't Know
- 9 Refused

Q26a. If the 2012 election for President were held today, would you vote for Barack Obama, the Democrat or for Newt Gingrich, the Republican?

- 1 Obama
- 2 Gingrich  
(DO NOT READ)
- 3 Undecided (VOL)
- 4 Would not vote (VOL)
- 8 Don't Know
- 9 Refused

Q26b. If the 2012 election for President were held today, would you vote for Barack Obama, the Democrat or for Ron Paul, the Republican?

- 1 Obama
- 2 Paul  
(DO NOT READ)
- 3 Undecided (VOL)
- 4 Would not vote (VOL)
- 8 Don't Know
- 9 Refused

(Q26c names were randomly ordered.)

Q26c. In the Republican presidential primary in April, would you vote for Newt Gingrich, Ron Paul, Mitt Romney or Rick Santorum, or would you not vote in the Republican primary?

- 1 Gingrich
- 2 Paul
- 3 Romney
- 4 Santorum
- 5 Would not vote in Republican Primary  
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q27. Do you think legislation passed in the last year reducing regulation and offering incentives to businesses to stay in the state or move here has increased jobs, decreased jobs or had no effect?

- 1 Increased Jobs
- 2 Decreased Jobs
- 3 Had no effect  
(DO NOT READ)
- 8 Don't Know
- 9 Refused

Q28. Over most of the past 12 years, with both Republican and Democratic governors, the state has often faced substantial budget deficits. Do you think the changes introduced over the past year have reduced the chance of budget deficits in the future, increased the chance of future deficits or have they made no difference?

- 1 Reduced chance of deficits
- 2 Increased chance of deficits
- 3 Made no difference
- (DO NOT READ)
- 8 Don't Know
- 9 Refused

Q29. Generally speaking, do you think Wisconsin is a good place to start a business?

- 1 Yes, good place
- 2 No, not a good place
- (DO NOT READ)
- 3 Some good/some bad, mixed
- 8 Don't know
- 9 Refused

Q30. Do you think Wisconsin was hit worse by the recession than the country as a whole, about the same or was Wisconsin not hit as hard as the rest of the country?

- 1 Worse than the country
- 2 About the same
- 3 Not as hard as the country
- (DO NOT READ)
- 8 Don't Know
- 9 Refused

(Q31 and Q32 were randomly ordered.)

Q31. Do you agree or disagree: The middle class in the state won't catch a break unless we ask the rich to pay their fair share.

- 1 Agree
- 2 Disagree
- (DO NOT READ)
- 8 Don't Know
- 9 Refused

Q32. Do you agree or disagree: The middle class in the state won't catch a break unless we get state spending under control.

1. Agree
2. Disagree  
(DO NOT READ)
8. Don't Know
9. Refused

Q33. There is a proposal to develop an iron-ore mine in northwestern Wisconsin. Supporters argue that the mine will create 700 jobs and long-term economic benefits. Opponents argue that not enough environmental protections are in place to preserve water and air quality. Do you support or oppose developing the mine?

- 1 Support developing the mine
- 2 Oppose developing the mine.  
(DO NOT READ)
- 7 Haven't heard anything about the mine
- 8 Don't know
- 9 Refused

(Q34 – Q36 were randomly ordered.)

Q34. Thinking about the community in which you live, do you think there are more jobs compared to a year ago, fewer jobs or about the same?

- 1 More jobs
- 2 Fewer jobs
- 3 About the same  
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q35. Thinking about the state as a whole, do you think there are more jobs now compared to a year ago, fewer jobs or about the same?

- 1 More jobs
- 2 Fewer jobs
- 3 About the same  
(DO NOT READ)
- 8 Don't know
- 9 Refused



Q36. Thinking about the country as a whole, do you think there are more jobs now compared to a year ago, fewer jobs or about the same?

- 1 More jobs
- 2 Fewer jobs
- 3 About the same  
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q37. Have you heard or read anything about the Milwaukee prosecutor's investigation, called a "John Doe" investigation, which has led to charges against several former aides or associates of Scott Walker while he was Milwaukee County executive?

- 1 Yes, heard or read (ASK Q38)
- 2 No, haven't heard or read (SKIP TO QF1)  
(DO NOT READ)
- 3 Heard of but don't know much/anything about (ASK Q38)
- 8 Don't Know (SKIP TO QF1)
- 9 Refused (SKIP TO QF1)

(Q38 descriptive phrases in question and response categories were rotated.)

Q38. Do you think the "John Doe" investigation is just more politics, or is it really something serious?

- 1 Just more politics
- 2 Really something serious  
(DO NOT READ)
- 8 Don't Know
- 9 Refused

F1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an Independent?

- 1 Republican [ASK QF3.]
- 2 Democrat [ASK QF3.]
- 3 Independent [ASK QF2.]  
(DO NOT READ)
- 4 Other/No preference [ASK QF2.]
- 8 Don't Know [ASK QF2.]
- 9 Refused [ASK QF3.]

F2. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

- 1 Republican
- 2 Democrat
- (DO NOT READ)
- 3 Neither/Just Independent (VOL)
- 8 Don't know
- 9 Refused

F3. What is the highest level of education you completed? (READ LIST)

- 1 Elementary school only
- 2 Some high school but did not finish
- 3 Completed high school
- 4 Some college but didn't finish
- 5 Two year college degree
- 6 Four year college degree
- 7 Some graduate work
- 8 Completed masters or professional degree
- 9 Advanced graduate work or PhD
- (DO NOT READ)
- 98 Don't know
- 99 Refused

F4. What is your age? (Record actual age in years).

- 
- 99 Refused [ASK F4A]

F4A. Are you...

- 1 18-29 years old
- 2 30-44 years old
- 3 45-59 years old
- 4 60 years old or more
- (DO NOT READ)
- 8 Don't know
- 9 Refused

F5. Are you currently married, widowed, divorced, separated, or have you never been married?

- 1 Married
- 2 Widowed
- 3 Divorced
- 4 Separated
- 5 Never Married
- (DO NOT READ)
- 8 Don't know
- 9 Refused

F6. Are you of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

- 1 Yes
- 2 No  
(DO NOT READ)
- 8 Don't know
- 9 Refused

F7. Would you describe yourself as White, African American or Black, Asian, Native American, of more than one race or some other race?

- 1 White
- 2 African American or Black
- 3 Asian, South Asian, or Pacific Islander
- 4 Native American or American Indian
- 5 More than one race
- 97 Other, Specify  
(DO NOT READ)
- 06 Hispanic or Latino
- 98 Don't know
- 99 Refused

F8. Aside from weddings and funerals, 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, seldom, or never?

- 1 More than once a week
- 2 Once a week
- 3 Once or twice a month
- 4 A few times a year
- 5 Seldom
- 6 Never  
(DO NOT READ)
- 8 Don't know
- 9 Refused

F9. What is your religious preference – are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion?

IF RESPONDENT NAMES ANYTHING ELSE, ASK:

Would that fall under the general category of Protestant religions, is it a Christian religion, but not Protestant, or is it something else?

- 1 Protestant
- 2 Roman Catholic
- 3 Jewish
- 4 Muslim/Islam
- 5 Mormon/Latter-Day Saints
- 6 Other Christian Religion
- 7 Other Non-Christian Religion
- 8 No Religion/Atheist/Agnostic  
(DO NOT READ)
- 98 DON'T KNOW
- 99 REFUSED

(There is no F10 in this instrument.)

F11. Last year, that is in 2011, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

- 1 Less than \$10,000
- 2 10 to under \$20,000
- 3 20 to under \$30,000
- 4 30 to under \$40,000
- 5 40 to under \$50,000
- 6 50 to under \$75,000
- 7 75 to under \$100,000
- 8 100 to under \$150,000
- 9 \$150,000 or more  
(DO NOT READ)
- 98 Don't know
- 99 Refused

F12. Overall, which of the following best describes how the recession affected your own personal financial situation?

- 1 It had a major effect, and your finances have not recovered
- 2 It had a major effect, but your finances have mostly recovered
- 3 It didn't have a major effect on your finances  
(DO NOT READ)
- 8 Don't know
- 9 Refused

F13. In general, would you describe your political views as...

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal
- (DO NOT READ)
- 8 Don't know
- 9 Refused

F14. Are you or any member of your household a member of a local, state or national labor union?

- 1 Yes, respondent.
- 2 Yes, another household member
- 3 No, nobody in household
- (DO NOT READ)
- 8 Don't know
- 9 Refused

F15. Do you or any member of your household work for federal, state, or local government—for example, as a public school teacher, police officer, firefighter, or other government job?

- 1 Yes
- 2 No
- (DO NOT READ)
- 8 Don't know
- 9 Refused

(There is no F16 in this instrument.)

F17. How many days in the past week did you read a daily newspaper?

- 0 None
- 1 One day
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven days or “every day”
- (DO NOT READ)
- 8 Don't know
- 9 Refused

F18. How many days in the past week did you watch the local TV news at 5, 6 or 10 o'clock?

- 0 None
- 1 One day
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven days or "every day"  
(DO NOT READ)
- 8 Don't know
- 9 Refused

F19. Of all the personal telephone calls that you receive, do you get...?

- 1 All or almost all on a cell phone
- 2 Some on a cell phone and some on a home phone
- 3 All or almost all on a regular home phone  
(DO NOT READ)
- 8 Don't know
- 9 Refused

F20. And did I reach you by dialing (INSERT PHONE NUMBER)?

- 1 Yes (SKIP TO QF22)
- 2 No

F21. For verification purposes, may I have the number where I reached you?

(ENTER 10 DIGIT PHONE NUMBER. VERIFY NUMBER.)

F22. Is this phone a cell phone or not?

- 1 Yes
- 2 No

Thank you very much. Have a great day/evening!