



Marquette Law School Poll  
March 22-25, 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: (DO NOT ASK. RECORD ONLY ONE RESPONSE)

- 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?

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(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 (Milwaukee City quota group)
- 2 No (Milwaukee DMA quota group)

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

Q2b. What are the chances that you will vote in a June recall election for Governor -- 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 or haven't you heard enough about (him/her) 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. Doug La Follette

Q17. Tammy Baldwin

Q18. Tommy Thompson

Q19. Mark Neumann

Q20. Jeff Fitzgerald

Q21. Eric Hovde

(Q22 - Q24 were randomly ordered with Q22 and Q23 always presented back-to-back.)

Q22. Public employee unions

Q23. Private employee unions

Q24. The Tea Party

(Q25 - Q28 were randomly ordered.)

(Q25 - Q28 names and political parties were randomly ordered, but party order remained the same for all questions.)

Q25. In an election to recall the governor, if the candidates were (Republican Scott Walker) and (Democrat Kathleen Falk), would you vote for (Walker) or for (Falk)?

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

Q26. In an election to recall the governor, if the candidates were (Republican Scott Walker) and (Democrat Tom Barrett), would you vote for (Walker) or for (Barrett)?

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

Q27. In an election to recall the governor, if the candidates were (Republican Scott Walker) and (Democrat Kathleen Vinehout ), would you vote for (Walker) or for (Vinehout)?

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

Q28. In an election to recall the governor, if the candidates were (Republican Scott Walker) and (Democrat Doug La Follette), would you vote for (Walker) or for (La Follette)?

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

(Q29 - Q32 were randomly ordered.)

(Q29 - Q32 names and political parties were randomly ordered, but party order remained the same for all questions.)

Q29. 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

Q30. 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

Q31. 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

Q32. 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

Q33. Will you vote in the Republican Presidential primary on April 3rd or don't you plan to vote in the Republican primary?

- 1 Yes, will vote (ASK Q34-Q36)
- 2 No, will not vote (SKIP to Q37)  
(DO NOT READ)
- 8 Don't Know (SKIP TO Q37)\*\*\*
- 9 Refused (SKIP TO Q37)\*\*\*

(Q34 candidate names were randomly ordered.)

Q34. In the Republican presidential primary on April 3rd, would you vote for (Newt Gingrich), (Ron Paul), (Mitt Romney) or (Rick Santorum)?

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

Q35. Which candidate best understands the problems of average Americans: Gingrich, Paul, Romney or Santorum?

- 1 Gingrich
- 2 Paul
- 3 Romney
- 4 Santorum  
(DO NOT READ)
- 8 Don't know
- 9 Refused

(Q36 response categories were randomly ordered.)

Q36. What is the most important quality for a Republican nominee: (he can defeat Barack Obama), (is a true conservative), (has a strong moral character), or (has the right experience to be president)?

- 1 Can defeat Obama
- 2 Is a true conservative
- 3 Has strong moral character
- 4 Has right experience to be president  
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q37. Will you vote in the May 8 Democratic primary for governor in a recall election, or don't you plan to vote in the Democratic primary?

- 1 Yes, will vote (ASK Q38-Q39)
- 2 No, will not vote (SKIP TO Q40)  
(DO NOT READ)
- 8 Don't Know (SKIP TO Q40)\*\*\*
- 9 Refused (SKIP TO Q40)\*\*\*

(Q38-Q39 names were randomly ordered.)

Q38. If there were a Democratic primary for Governor would you vote for (Tom Barrett), (Kathleen Falk), (Doug LaFollette), or (Kathleen Vinehout)?

- 1 Tom Barrett
- 2 Kathleen Falk
- 3 Doug LaFollette
- 4 Kathleen Vinehout  
(DO NOT READ)
- 5 Would not vote (VOL)
- 8 Don't know
- 9 Refused

Q39. Suppose Tom Barrett does not decide to run. If there were a Democratic primary for Governor, would you vote for (Kathleen Falk), (Doug LaFollette), or (Kathleen Vinehout)?

- 1 Kathleen Falk
- 2 Doug LaFollette
- 3 Kathleen Vinehout  
(DO NOT READ)
- 5 Would not vote (VOL)
- 8 Don't know
- 9 Refused



Q40. 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

Q41. Thinking about all the changes in state government over the past year, do you think Wisconsin is better off in the long run because of these changes or worse off in the long run?

- 1 Better off
- 2 Worse off  
(DO NOT READ)
- 3 Neither/Made no difference (VOL)
- 8 Don't know
- 9 Refused

(Q42 - Q44 were randomly ordered.)

Q42. Thinking about the community in which you live, do you think there are more jobs in your community 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

Q43. 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

Q44. 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

Q45. 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 Q46)
- 2 No, haven't heard or read (SKIP TO Q47)  
(DO NOT READ)
- 3 Heard of but don't know much/anything about (ASK Q46)
- 8 Don't Know (SKIP TO Q47)
- 9 Refused (SKIP TO Q47)

(Q46 response categories were randomly ordered.)

Q46. 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

Q47. Do you approve or disapprove of the way Barack Obama is handling the economy?

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

Q48. Is the price of gasoline something a president can do a lot about, or is that beyond any president's control?

- 1 Can do a lot about
- 2 Beyond president's control  
(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)
- 6 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!