



Marquette Law School Poll – January 20-23, 2014

Good (afternoon/evening), I'm _____ calling on behalf of Marquette University.

We're conducting a survey about your views on issues in Wisconsin today. Your participation is completely voluntary and your responses will be kept confidential. No one will ever try to sell you anything as a result of your responses.

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?

(IF SELECTED RESPONDENT NOT CURRENTLY AT HOME AND AVAILABLE, ASK FOR THE (FEMALE/MALE) CURRENTLY AT HOME.)

- 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

****Author note: If respondent in overquota, go to overquota/callback script and have interviewer place respondent in specified callback for future day.****

S3a. Do you currently live in Wisconsin?

- 1 Yes
- 2 No (TERMINATE)

S3b. In what county in Wisconsin do you live?

****Author note: Insert county list on screen.****

****Author note: If respondent lives in Milwaukee County or County is Don't Know/Other, continue to S4. If respondent lives in any Wisconsin county besides Milwaukee, place in appropriate quota group and skip to S5. If over quota, thank and terminate.****

S4. Do you currently live within Milwaukee city limits? **(RECORD ONE ANSWER)**

- 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)

**** Author note: If 2 or 9 in S5 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 2014 general election for Governor, 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

****AUTHOR NOTE: Scramble so half get Q3-Q4 BEFORE Q5-Q6 and half get Q5-Q6 before Q3-Q4.****

****AUTHOR NOTE: RECORD WHICH QUESTION ORDER IS USED AS A VARIABLE.****

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

(Transition Screen)

****Author note: Always ask Q7 first, then scramble Q8-Q13****

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

** Author note: Scramble Q8 – Q13 **

(PRESENT EACH ON OWN SCREEN)

The next name is ... [INSERT NAME]

READ IF NECESSARY: Do you have a favorable or unfavorable opinion of [INSERT NAME] 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. Scott Walker

Q9. Mary Burke (BURK)

Q11. Paul Ryan

Q12. Ron Johnson

Q13. Tammy Baldwin

** AUTHOR NOTE: Q14 NOT included in scramble of Q8-13**

Q14. The Tea Party

**Author note: Respondent will be presented with all Democratic candidates wording first, or all

Republican candidates wording (Walker) first for Question Q15. The order they are presented in is determined by a random selection for the first presented question of the gubernatorial election questions.**

Q15. If the 2014 election for Governor were held today, would you vote for (Mary Burke (**BURK**), the Democrat) or for (Scott Walker, the Republican)?

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

Author Note: Scramble Q17-Q18.

Q17. Do you approve or disapprove of the way the Republicans in Congress are handling their job?

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

Q18. Do you approve or disapprove of the way the Democrats in Congress are handling their job?

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

Q19. Wisconsin and many other states are taking part in an education initiative called the Common Core State Standards. The standards list specific goals for what students should learn at each grade level in reading, language arts, and math. How much have you heard about the Common Core Standards? Quite a bit, some, just the name, or nothing at all? (READ IF NECESSARY)

- 1. Quite a bit
- 2. Some
- 3. Just the name
- 4. Nothing at all
- (DO NOT READ)
- 8. Don't Know

9. Refused

****Author note: If 1-3 in Q19, ask Q.20. Otherwise, skip to Q21****

Q20. What's your general opinion of the Common Core? Is it very favorable, favorable, unfavorable or very unfavorable?

1. Very favorable
2. Favorable
3. Unfavorable
4. Very unfavorable
(DO NOT READ)
8. Don't Know
9. Refused

Q21. Do you think Wisconsin schools have set their education standards about where they should be, higher than they should be or lower than they should be? (READ IF NECESSARY)

1. About where they should be
2. Higher than they should be
3. Lower than they should be
(DO NOT READ)
8. Don't Know
9. Refused

Q22. When it comes to deciding on standards, at what level of government do you think decisions should be made: By local school districts, by statewide policy makers, by agreement among as many states as want to take part, or by nationwide standards? (READ IF NECESSARY)

1. By local school districts
2. By statewide policy makers
3. By agreement among states
4. By nationwide standards
(DO NOT READ)
8. Don't Know
9. Refused

Q23. Now, on a different subject, do tax cuts generally do more for the poor, more for the middle class or more for the wealthy?

1. More for the poor

2. More for the middle class
3. More for the wealthy
(DO NOT READ)
8. Don't Know
9. Refused

Q24. Thinking just about the state of Wisconsin, do you feel things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

- 1 Right direction
- 2 Wrong track
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q25. Do you think the governor should approve or reject a proposed new casino in Kenosha (KEN-o-sha)?

1. Approve
2. Reject
(DO NOT READ)
8. Don't Know
9. Refused

Q26. Would you say the state's budget is in better shape now than it was a few years ago, about the same or in worse shape now?

1. Better shape now
2. About the same
3. Worse shape now
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q27. Do you think Wisconsin is creating jobs at a faster rate than most other states, at about the same rate, or is Wisconsin lagging behind other states in job creation? (READ IF NECESSARY)

1. Faster than other states
2. About the same rate
3. Lagging behind
(DO NOT READ)
8. Don't know

9. Refused

Q28. If the state could reduce the amount of just one tax, which tax would you most want cut: personal income tax, property tax or the sales tax?

1. Income tax
2. Property tax
3. Sales tax
- (DO NOT READ)
7. Don't want any tax cut (VOL)
8. Don't Know
9. Refused

Author note: Scramble Q29-Q31

Q29. Would you be willing or not willing to increase the sales tax in order to reduce the personal income tax?

1. Willing
2. Not willing
- (DO NOT READ)
8. Don't Know
9. Refused

Q30. Would you be willing or not willing to increase the sales tax in order to reduce the property tax?

1. Willing
2. Not willing
- (DO NOT READ)
8. Don't Know
9. Refused

Q31. Would you be willing or not willing to increase the income tax on those earning more than \$250,000 in order to reduce the property tax?

1. Willing
2. Not willing
- (DO NOT READ)
8. Don't Know
9. Refused

Q32. Some people say the sales tax is unfair because lower income families pay a larger percentage of

their total income in sales taxes than do wealthy families. Others say the sales tax is fair because everyone pays it when they buy things regardless of income. Which of these do you agree with more? (READ IF NECESSARY)

1. Sales tax is unfair
2. Sales tax is fair
- (DO NOT READ)
3. Both equally or neither equally (VOL)
8. Don't Know
9. Refused

Q33. Some people say the minimum wage should be raised to help low-income workers get by. Others say raising the minimum wage will lead some businesses to cut jobs. Given these arguments, do you support or oppose raising the minimum wage?

1. Support
2. Oppose
- (Do not read)
8. Don't know
9. Refused

Q34. The minimum wage in this country is now seven dollars and 25 cents an hour. Would you like to see it stay where it is, rise to about nine dollars an hour, rise to about ten dollars an hour, rise to eleven dollars an hour or rise to twelve or more dollars an hour? (READ IF NECESSARY)

1. Stay where it is
2. Nine dollars an hour
3. Ten dollars an hour
4. Eleven dollars an hour
5. Twelve or more dollars an hour
- (Do not read)
8. Don't know
9. Refused

Q35. Do you think Congress should or should not approve an extension of unemployment benefits for people who are currently out of work?

1. Should approve extension
2. Should not approve extension
(Do not read)
8. Don't know
9. Refused

Q36. As you may know, a health reform bill was signed into law in 2010. Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?

1. Favorable
2. Unfavorable
(DO NOT READ)
8. Don't Know
9. Refused

Q37. When it comes to deciding how to vote, how important an issue will health care reform be for you? Will it be very important, somewhat important, not very important or not important at all?
(READ IF NECESSARY)

1. Very important
2. Somewhat important
3. Not very important
4. Not important at all
(DO NOT READ)
8. Don't Know
9. Refused

****AUTHOR NOTE: Scramble order of Q38-Q39****

Q38. Would you personally like to see Scott Walker run for president in 2016?

1. Yes
2. No
(Do NOT READ)
8. Don't Know
9. Refused

Q39. Would you personally like to see Paul Ryan run for president in 2016?

1. Yes
2. No
- (Do NOT READ)
8. Don't Know
9. Refused

Q40. In general, how much, if anything, do you think the state government can do to create jobs in Wisconsin: a great deal, a moderate amount, only a little or nothing at all? (READ IF NECESSARY)

- 1 A great deal
- 2 A moderate amount
- 3 Only a little
- 4 Nothing at all
- (DO NOT READ)
- 8 Don't know
- 9 Refused

Q41. As you may know, in 2010 Scott Walker pledged to add 250,000 jobs in Wisconsin over four years. Do you think Wisconsin will have added that many jobs by the end of this year or will we fall short?

1. Will have added that many jobs
2. Will fall short
- (DO NOT READ)
3. Will have added MORE than 250,000 jobs (VOL)
- 8 Don't know
- 9 Refused

Q42. When it comes to deciding how to vote, how important an issue will adding or falling short of adding 250,000 new jobs be for you? Will it be very important, somewhat important, not very important or not important at all? (READ IF NECESSARY)

1. Very important
2. Somewhat important
3. Not very important
4. Not important at all
- (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.]

**Author note: Ask QF2 IF 3,4, or 8 in F1]

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)

- 01 Elementary school only
- 02 Some high school but did not finish
- 03 Completed high school
- 04 Some college but didn't finish
- 05 Two year college degree
- 06 Four year college degree
- 07 Some graduate work
- 08 Completed masters or professional degree
- 09 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. [If Refused] 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

QF5a. Do you own or rent your home?

- 1. Own
- 2. Rent
- (DO NOT READ)
- 3 Other arrangement (**VOL.**)
- 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? (READ IF NECESSARY)

- 01 White
- 02 African American or Black
- 03 Asian, South Asian, or Pacific Islander
- 04 Native American or American Indian
- 05 More than one race
- 97 Other, Specify
- (DO NOT READ)
- 06 Hispanic or Latino
- 98 Don't know

99 Refused

F7.a. Would you describe yourself as a 'born again' or evangelical Christian, or not?

1. Yes, born again
2. No, not born again
(DO NOT READ)
- 8 Don't know
- 9 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? (READ IF NECESSARY)

- 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? (READ IF NECESSARY)

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

F11. Last year, that is in 2013, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. (READ LIST. RECORD ONE ANSWER.)

- 01 Less than \$10,000
- 02 10 to under \$20,000
- 03 20 to under \$30,000
- 04 30 to under \$40,000
- 05 40 to under \$50,000
- 06 50 to under \$75,000
- 07 75 to under \$100,000
- 08 100 to under \$150,000
- 09 \$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

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

F18b. How many days in the past week did you go online to read about national, state or local news at news websites or political blogs?

- 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

F18c. How many days in the past week did you go online to read about national, state or local news through social media such as Facebook, Twitter or e-mails?

- 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?

- 1 Yes
- 2 No

(CLOSING)

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