



## Marquette Law School Poll – July 17-20, 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.

(READ ONLY IF NEEDED: This survey should only take a few minutes of your time.)

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?

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\*\*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)

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.

\*\*Author note: Always ask Q7 first, then scramble Q8-Q11\*\*

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 – Q11 \*\*

(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)
- Q10. Ron Johnson
- Q11. Tammy Baldwin

\*\* AUTHOR NOTE: Q12 NOT included in scramble of Q8-Q11\*\*

Q12. The Tea Party

\*\* Author note: Scramble order of Candidates in Q13

Q13. 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)
- 5 Vote for someone else (VOL)
- 8 Don't Know
- 9 Refused

Q14. 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

Q15. In 2006, Wisconsin voters approved an amendment to the state constitution that bans same sex marriage in the state. If that amendment were brought up for a new vote today would you vote to continue the ban on same sex marriage or would you vote to repeal this amendment to the state constitution?

- 1. Continue ban
- 2. Vote to repeal
- (DO NOT READ)
- 8. Don't Know
- 9. Refused

Q16. 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

Q17. 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

Q18. How enthusiastic are you about voting in this November's elections? Would you say you are very, somewhat, not too, or not at all enthusiastic? (READ LIST IF NECESSARY)

1. Very enthusiastic
2. Somewhat enthusiastic
3. Not too enthusiastic
4. Not at all enthusiastic  
(DO NOT READ)
7. Won't vote in November (VOL)
8. Don't Know
9. Refused

Q19. 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

Q20. Have you been contacted by a political campaign either by phone, in person or by mail in the last month?

1. Yes, have been contacted
2. No, have not been contacted  
(DO NOT READ)
8. Don't Know
9. Refused

**\*\* Author note: ASK Q21 IF "1. YES, HAVE BEEN CONTACTED" IN Q20. ROTATE PARTIES IN QUESTION WORDING AND MATCH RESPONSE CATEGORIES TO QUESTION WORDING ORDER \*\***

Q21. Was that someone supporting (Democrats), (Republicans) or were you contacted by both parties?

1. Democrats
2. Republicans
3. Both  
(DO NOT READ)
7. Someone else (VOL)
8. Don't Know
9. Refused

**\*\*\* AUTHOR NOTE: SCRAMBLE ORDER OF Q22-Q23 \*\*\*  
USE SAME ORDER FOR Q24-Q25**

**\*\* Author note: Record as a variable which item, Q22 or Q23, is asked first \*\***

Q22. Please tell me whether the following statement describes Scott Walker, or not....he is someone who cares about people like me.

1. Describes
2. Does not describe  
(DO NOT READ)
8. Don't know
9. Refused

Q23. Please tell me whether the following statement describes Mary Burke, or not....she is someone who cares about people like me.

1. Describes
2. Does not describe  
(DO NOT READ)
8. Don't know
9. Refused

Q24. Please tell me whether the following statement describes Scott Walker, or not....he is someone who is able to get things done.

1. Describes
2. Does not describe  
(DO NOT READ)
8. Don't know
9. Refused

Q25. Please tell me whether the following statement describes Mary Burke, or not....she is someone who is able to get things done.

1. Describes
2. Does not describe  
(DO NOT READ)
8. Don't know
9. Refused

Q26. Have you heard or read anything about an investigation by prosecutors, called a "John Doe" investigation looking into possible campaign finance violations by campaign and issue advocacy organizations during the 2011 and 2012 recall elections?

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

**\*\*Author note: ROTATE DESCRIPTIVE PHRASES IN QUESTION WORDING AND MATCH RESPONSE CATEGORIES TO QUESTION WORDING ORDER\*\***

**\*\*Author note: Ask Q27 if 1 or 3 in Q26. Otherwise skip to Q28.\*\***

Q27. 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



Q28. The following questions ask about Wisconsin's criminal justice system, which includes the police, the court system, and the prisons. How important, if at all, do you regard each of the following aspects of the criminal justice system? Would you say absolutely essential, very important, somewhat important or not very important.

1. Absolutely essential
2. Very important
3. Somewhat important
4. Not very important  
(DO NOT READ)
8. Don't know
9. Refused

Author Note: Scramble order of Q28a-Q28e.

- Q28a. Ensuring that people who commit crimes receive the punishment they deserve
- Q28b. Keeping crime victims informed about their cases and helping them to understand how the system works
- Q28c. Rehabilitating offenders and helping them to become contributing members of society
- Q28d. Making Wisconsin a safer place to live
- Q28e. Reducing the amount of money we spend on imprisoning criminals

Q29. Now how well do you think the system is performing each of these functions. Would you say the justice system is doing an excellent, good, fair or poor job of ...

1. Excellent
2. Good
3. Fair
4. Poor  
(DO NOT READ)
8. Don't Know
9. Refused

Author Note: Scramble order of Q29a-Q29e.

- Q29a. Ensuring that people who commit crimes receive the punishment they deserve
- Q29b. Keeping crime victims informed about their cases and helping them to understand how the system works
- Q29c. Rehabilitating offenders and helping them to become contributing members of society
- Q29d. Identifying the most dangerous criminals and preventing them from committing new crimes
- Q29e. Treating all people fairly, regardless of race

Q30. Do you strongly agree, agree, disagree or strongly disagree with this statement: "If a prisoner serves two-thirds of his term, he should be released and given a less costly form of punishment if he can demonstrate that he is no longer a threat to society."

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
- (DO NOT READ)
8. Don't know
9. Refused

Author Note: Scramble order of Q31-Q32

Q31. Have you or an immediate family member ever been charged with any type of crime, excluding traffic violations

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

Q32. Have you or an immediate family member ever been the victim of a serious crime?

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

Q33. For each of the following statements do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree:

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
- (DO NOT READ)
8. Don't know
9. Refused

Author Note: Scramble order of Q33a-Q33d.

Q33a. It's really a matter of some people not trying hard enough; if African-Americans would only try harder they could be just as well off as whites

Q33b. Irish, Italians, Jews, and many other minorities overcame prejudice and worked their way up. African-Americans should do the same without any special favors

Q33c. Over the past few years, African-Americans have gotten less than they deserve

Q33d. Generations of slavery and discrimination have created conditions that make it difficult for African-Americans to work their way out of the lower class.

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

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

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

\*\*Author Note: There is no item F10 in this survey\*\*

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

AUTHOR NOTE: Scramble order of QF13b and Qf13c.

QF13b. Thinking about the political positions of Scott Walker, from what you've read and heard, would you say he is very conservative, conservative, moderate, liberal, or very liberal?

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

QF13c. Thinking about the political positions of Mary Burke, from what you've read and heard, would you say she is very conservative, conservative, moderate, liberal, or very liberal?

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 Yes, both respondent and another household member
- 4 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

**\*\*Author Note: There is no item F18 in this survey\*\***

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?

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(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!