



Marquette Law School Poll – August 21-24, 2014

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)

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-Q13****

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)
- Q10. Brad Schimel (SHIM-el)
- Q11. Susan Happ
- Q12. Ron Johnson
- Q13. Tammy Baldwin

**** AUTHOR NOTE: Q13b-Q14 NOT included in scramble of Q8-13. Do NOT scramble Q13b-Q14****

Q13b. Trek Bicycle

Q14. The Tea Party

**** Author Note: KEEP Q15 and Q16 in that order. Do NOT scramble question order.****

**** Author note: Scramble order of Candidates so that Q15 and Q16 both ask Dem first or Rep first but same order in the two items****

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

Q16. If the 2014 election for Attorney General were held today, would you vote for (Susan Happ, the Democrat) or for (Brad Schimel (**SHIM-el**), the Republican)?

- 1 Happ
- 2 Schimel
(DO NOT READ)
- 3 Undecided (VOL)
- 4 Would not vote (VOL)
- 5 Vote for someone else (VOL)
- 8 Don't Know
- 9 Refused

Q17. Do you favor or oppose requiring a government issued photo ID to vote?

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

Q18. 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

Q19. 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

Q20. 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

Q21. 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 Q21, ask Q.22. Otherwise, skip to Q23

Q22. 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

Q23. 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

Q24. As you may have heard, the Wisconsin Supreme Court recently upheld the law, known as Act 10, which eliminated most collective bargaining for public employees in Wisconsin. Would you like to see collective bargaining for public employees returned to what it was before Act 10 was passed or keep the current law that eliminated most collective bargaining?

1. Return collective bargaining
2. Keep as it is now
(DO NOT READ)
8. Don't Know
9. Refused

Q25. 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

*****AUTHOR NOTE: SCRAMBLE ORDER OF Q26-Q27*****

Author note: Record as a variable which item, Q26 or Q27, is asked first

Q26. 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

Q27. 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

*****AUTHOR NOTE: SCRAMBLE ORDER OF Q28-Q29*****

****Author note: Record as a variable which item, Q28 or Q29, is asked first****

Q28. 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

Q29. 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

Q30. Thinking about all the changes in state government over the past four years, 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

Q31. 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

Q32. 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

Q33. Should Wisconsin reject federal funds to expand Medicaid for those just over the poverty line or should the state accept the federal funds and expand Medicaid to cover those up to 133 percent of the poverty line?

1. Reject funds for expansion
2. Accept funds and expand
(DO NOT READ)
8. Don't Know
9. Refused

Author Note: Randomize so half get Q34a and half get Q34b. Record as a variable which item was asked.

Q34a. Many groups air political advertisements during elections. Wisconsin requires the names of the groups who pay for these advertisements to be listed during the ad. Other states require that the top donors to these groups also be listed. Would you support or oppose Wisconsin requiring groups to also list their top donors in their ads?

1. Support
2. Oppose
(DO NOT READ)
8. Don't Know
9. Refused

Q34b. Many out-of-state groups air political advertisements during elections. Wisconsin requires the names of the groups who pay for these advertisements to be listed during the ad. Other states require that the top donors to these groups also be listed. Would you support or oppose Wisconsin requiring groups to also list their top donors in their ads?

1. Support
2. Oppose
(DO NOT READ)

8. Don't Know
9. Refused

****Author Note: scramble order of options****

Q35. There's been some discussion recently about 'outsourcing'--meaning when American businesses move manufacturing to other parts of the world in order to save money. Which comes closer to your view on this issue? (Outsourcing reduces jobs and wages of American workers) or (Outsourcing is necessary for American companies to remain competitive.)

1. Outsourcing reduces jobs and wages
2. Outsourcing is necessary
(DO NOT READ)
8. Don't Know
9. Refused

Q36. Do you think Wisconsin government can provide economic incentives that would persuade companies not to outsource work overseas or do you think outsourcing is a decision driven by business pressures that leave companies little choice?

1. Incentives can persuade not to outsource
2. Companies have little choice.
(DO NOT READ)
8. Don't Know
9. Refused

**** Author Note: Scramble order of names in Q37****

Q37. All things considered, who as governor do you think would be best at helping the state create jobs, (Scott Walker) or (Mary Burke)?

1. Scott Walker
2. Mary Burke
(DO NOT READ)
3. Neither can create jobs (VOL)
4. Both equally able to create jobs (VOL)
8. Don't Know
9. Refused

Q38. 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

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

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?

(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!