



Marquette Law School Poll – October 9-12, 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-Q12****

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 – Q14 ****

(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. Paul Ryan
- Q13. Rebecca Kleefisch (Clay-fish)
- Q14. John Lehman (Lay-man)

**** AUTHOR NOTE: Q15 is NOT included in scramble of Q8-14. ****

Q15. The Tea Party

****Author Note: KEEP Q16 and Q17 in that order. Do NOT scramble question order.****

****Author note: Scramble order of Candidates so that Q16 and Q17 both ask Dem first or Rep first but same order in the two items****

Q16. 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

Q17. 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

Q18. 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

Q19. 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

Q20. 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

Q21. 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

Q22. 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

Q22b. Do you favor or oppose allowing gays and lesbians to marry legally?

1. Favor
2. Oppose
- (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. 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 who earn 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

Q25. So far as you know, will voters be required to present a government issued photo ID in order to vote this November or will they not have to show a photo ID to vote in this election?

1. Required to show photo ID
2. Not required to show photo ID
(DO NOT READ)
8. Don't know
9. Refused

Q26. 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 Candidates so that Q27-Q30 ask either Walker first or Burke first but in the same order will be kept throughout Q27-Q30 (i.e., Q.27/28, Q.29/30 are the same questions with different candidates being asked. Keep which candidate is asked first consistent throughout the series.)

Author note: Record as a variable whether Walker or Burke, is asked first

Q27. 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

Q28. Please tell me whether the following statement describes Mary Burke (BURK), 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

Q29. 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

Q30. Please tell me whether the following statement describes Mary Burke (BURK), 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

***AUTHOR NOTE: DO NOT ASK Q31-Q33 ON OCTOBER 9-10. ASK ON OCTOBER 11-12

ROTATE ORDER OF NAMES

Use same order in Q31 and Q33

Q31. Did you happen to watch or listen to the debate Friday night between candidates for governor [Mary Burke (BURK) – The Democrat] and (Scott Walker – The republican)?

1. Yes, watched or listened
2. No, did not watch or listen
(DO NOT READ)
7. Not asked, interview prior to debate
8. Don't know
9. Refused

Author Note: If 2 or 8 in Q31

Q32. Even though you didn't see the debate, have you read or heard anything about it since the debate?

1. Yes
2. No.
(DO NOT READ)
7. Not asked, interview prior to debate
8. Don't know
9. Refused

Author note: Ask Q33 if 1 in Q31 or 1 in Q32

Q33. Regardless of which candidate you happen to support, who do you think did the best job in the debate: (Burke – The Democrat) or (Walker – The Republican)?

1. Burke
2. Walker
(DO NOT READ)
3. Neither, a tie (VOL)
8. Don't Know
9. Refused

Author note: scramble order of items in Q34a-Q34d

Q34. Since July 1st this summer have you ... [INSERT ITEM]?

1. Yes, have done
 2. No, have not done
(DO NOT READ)
 8. Don't Know
 9. Refused
- a. Talked to people and tried to show them why they should vote for or against a candidate
 - b. Put up a yard sign or bumper sticker to express your political views
 - c. Donated money to a campaign, candidate, party or other political group
 - d. Been contacted by a campaign by phone, in person or by mail

Q35. Have you been contacted by a campaign either by phone, in person or by mail in the last week?

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

Author note: Ask Q36 if 1 in Q35. Rotate parties in question wording and match response categories to question wording order

Q36. 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 items Q37a-b

Q37. How often do you talk about politics with [INSERT ITEM]? (READ LIST)

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

Q37a. Family and friends

Q37b. Co-workers

Q38. Is there anyone you have stopped talking with about politics due to disagreements over the election for governor ?

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

** AUTHOR NOTE: Scramble order of Q39-40. **

Q39. 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

Q40. 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

Author Note: Added Friday morning after Court decision*

Q41. Do you happen to know whether or not the US Supreme Court has issued a ruling this week concerning the requirement to show a photo ID in order to vote in Wisconsin?

1. Yes, has issued a ruling
2. No, has not issued a ruling
(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

** Author Note: There is no item 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

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!