

Spring 2016

Survey Information:

Registered Voters, Random Selection, Landline and Cell Telephone Survey

Number of Adult Wisconsin Registered Voters: **616**

Interview Period: **4/12-4/15, 2016**

Margin of Error for entire sample: +/- 4% at the 95% confidence level

Contact:

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(percentages may not add to 100% due to rounding)

Generally speaking, would you say that things in the country are going in the right direction, or are they going in the wrong direction?

Right Direction.....29%
Wrong Direction63%
Not Sure8%

Right Direction

Fall '02	47%
Sp '03	36%
Fall '03	41%
Sp '04	32%
Sp '05	40%
Fall '05	29%
Sp '06	24%
Fall '06	30%
Sp '07	21%
Fall '07	22%
Sp '08	18%
Fall '08	8%
Sp '09	41%
Fall '09	38%
Sp '10	38%
Fall '10	37%
Sp '11	25%
Fall '11	23%
Sp '12	41%
Fall '12	46%
Sp '13	35%

Fall '13	17%
Sp '14	32%
Fall '15	29%
Sp '16	29%
Median	32%

Generally speaking, would you say that things in the state of Wisconsin are going in the right direction, or are they going in the wrong direction?

Right Direction.....37%
 Wrong Direction56%
 Not Sure8%

	Right	Wrong	Not Sure
Sp '03	52%	38%	9%
Fall '03	51%	43%	6%
Sp '04	55%	35%	10%
Sp '09	39%	55%	6%
Sp '11	38%	54%	9%
Fall '11	43%	52%	5%
Sp '12	49%	45%	6%
Sp '13	48%	46%	7%
Fall '13	50%	43%	7%
Sp '14	57%	38%	5%
Fall '14	51%	44%	5%
Sp '15	40%	52%	8%
Fall '15	36%	57%	9%
Sp '16	37%	56%	8%
Median	49%	46%	7%

What is the most important problem facing the State of Wisconsin today? (Please probe for specifics – and just code ONE – if they say more than one, ask which is the most important to them)

(Open-ended)

- 1. Economy and Jobs 38%
- 2. Politics 21%
- 3. Education 12%
- 4. Budget and Taxes 7%
- 5. Crime 6%
- 6. Health Care 4%

Each w/ 1%

Moral Issues

Environment

National Security

Not Sure 5%

Other 4%

None <1%

	<u>Taxes & Budget</u>	<u>Education</u>	<u>Economy & Jobs</u>	<u>Health Care</u>	<u>Environment</u>	<u>Welfare Issues</u>	<u>Crime/ Drugs</u>	<u>Gas Prices</u>	<u>Gov't Dissatisfaction</u>
<u>Fall '94</u>	21%	-	7%	3%	1%	21%	27%	NA	NA
<u>Fall '95</u>	21%	5%	5%	5%	2%	14%	15%	NA	NA
<u>Fall '96</u>	14%	7%	11%	2%	1%	15%	16%	NA	NA
<u>Fall '97</u>	18%	12%	5%	2%	5%	10%	15%	NA	NA
<u>Fall '98</u>	30%	11%	5%	2%	2%	6%	7%	NA	NA
<u>Fall '99</u>	29%	20%	6%	4%	3%	5%	9%	NA	NA
<u>Fall '00</u>	26%	13%	13%	8%	7%	5%	4%	NA	NA
<u>Sp '02</u>	51%	14%	7%	1%	2%	3%	1%	0	5%
<u>Fall '02</u>	49%	11%	13%	4%	<1%	<1%	3%	0	8%
<u>Sp '03</u>	54%	10%	20%	4%	<1%	1%	1%	<1%	2%
<u>Sp '04</u>	30%	9%	32%	4%	1%	1%	3%	<1%	4%
<u>Sp '05</u>	40%	15%	15%	8%	3%	<1%	4%	3%	2%
<u>Fall '05</u>	29%	9%	14%	6%	3%	1%	5%	6%	6%
<u>Sp '06</u>	26%	12%	15%	10%	2%	2%	3%	7%	7%
<u>Sp '07</u>	22%	12%	14%	14%	1%	3%	5%	3%	6%
<u>Fall '07</u>	35%	8%	9%	9%	2%	1%	3%	5%	11%
<u>Sp '08</u>	33%	7%	21%	7%	2%	3%	6%	6%	6%
<u>Sp '10</u>	21%	7%	54%	2%	1%	0%	0%	0%	5%
<u>Fall '11</u>	11%	6%	42%	4%	<1%	<1%	1%	1%	23%
<u>Sp '13</u>	7%	10%	41%	3%	<1%	<1%	2%	0%	13%
<u>Fall '13</u>	13%	7%	35%	2%	2%	4%	1%	<1%	20%
<u>Sp '14</u>	7%	9%	35%	2%	1%	3%	2%	0%	15%
<u>Sp '15</u>	11%	23%	25%	5%	<1%	4%	4%	0%	15%
<u>Sp '16</u>	7%	12%	38%	4%	1%	<1%	6%	0%	21%

Now I'd like to ask you about some major political figures and your opinion on how well they are doing their job. For each of the following, please tell me whether you strongly approve, approve, disapprove, or strongly disapprove with the way the person is doing their job or whether you have not heard of them.

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Have Not Heard Of	Not Sure	Refused
Barack Obama	17%	36%	20%	25%	0%	1%	<1%
Scott Walker	11%	32%	17%	38%	0%	2%	<1%
Ron Johnson	9%	33%	14%	21%	10%	13%	1%
Tammy Baldwin	12%	35%	21%	12%	8%	13%	<1%

President Obama Approval Ratings:

Sp '09	60%
Fall '09	50%
Sp '10	44%
Fall '10	42%
Sp '11	52%
Fall '11	53%
Sp '12	54%
Fall '12	54%
Sp '13	53%
Fall '13 - Oct	48%
Fall '13 - Nov/Dec	44%
Sp '14	48%
Sp '15	50%
Fall '15	51%
Sp '16	53%

Governor Walker Approval Ratings:

	Sp '11	Fall '11	Sp '12	Fall '12	Sp '13	Fall '13	Sp '14	Fall '14	Sp '15	Fall '15	Sp '16
Approve	46%	38%	52%	51%	52%	50%	59%	48%	41%	39%	43%
Disapprove	48%	58%	48%	46%	46%	45%	39%	49%	58%	60%	55%

Senator Johnson Approval Ratings:

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Heard Of/Not Sure
Fall '11	8%	28%	17%	10%	38%
Fall '13	6%	26%	21%	14%	33%
Sp '14	11%	31%	18%	9%	31%
Sp '15	8%	35%	20%	12%	26%
Fall '15	8%	30%	18%	21%	23%
Sp '16	9%	33%	14%	21%	23%

Senator Johnson Approval Ratings w/o Not Heard of/Not Sure:

	Strongly Approve	Approve	Disapprove	Strongly Disapprove
Sp '16	11%	43%	19%	27%

Senator Baldwin Approval Ratings:

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Hear Of/Not Sure
Sp '14	8%	36%	24%	11%	21%
Sp '15	9%	40%	25%	11%	15%
Fall '15	11%	37%	21%	14%	17%
Sp '16	12%	35%	21%	12%	21%

Senator Baldwin Approval Ratings w/o Not Heard of/Not Sure:

	Strongly Approve	Approve	Disapprove	Strongly Disapprove
Sp '16	15%	44%	26%	15%

How much of the time do you think you can trust the government leaders in Washington DC to do what is right? Would you say

Always2%
 Most of the Time.....7%
 Only some of the Time70%
 Never.....20%
 Not Sure1%

How would you rate national economic conditions in the United States today, would you say they are Excellent, Good, Not So Good or Poor?

Excellent1%
 Good33%
 Not So Good44%
 Poor22%
 Not Sure1%

	Excellent	Good	Not So Good	Poor	Not Sure
Sp '15	1%	42%	37%	20%	1%
Fall '15	1%	30%	42%	25%	2%
SP '16	1%	33%	44%	22%	1%

How would you rate economic conditions in Wisconsin today, would you say they are Excellent, Good, Not So Good or Poor?

Excellent1%
 Good36%
 Not So Good49%
 Poor14%
 Not Sure1%

	Excellent	Good	Not So Good	Poor	Not Sure
Fall '14	3%	51%	32%	13%	1%
Sp '15	2%	40%	44%	12%	2%
Fall '15	1%	37%	44%	17%	1%
Sp '16	1%	36%	49%	14%	1%

Compared to a year ago, do you feel that you are financially better off now, or worse off now than a year ago?

Better off now36%
 Same (volunteered).....36%
 Worse off now.....27%
 Not Sure1%

	Better	Same	Worse
Fall '94	38%	34%	28%
Fall '95	36%	31%	32%
Fall '96	47%	26%	25%
Fall '97	47%	28%	25%
Fall '98	45%	30%	25%
Fall '99	55%	23%	21%
Fall '00	57%	23%	19%
Sp '02	35%	28%	36%
Fall '02	31%	18%	50%
Sp '03	36%	20%	43%
Fall '03	37%	24%	38%
Sp '04	41%	26%	32%
Sp '05			
Fall '05			
Sp '06			
Fall '06			
Sp '07			
Fall '07			
Sp '08			
Fall '08	20%	20%	60%
Sp '09	20%	16%	63%
Fall '09	21%	25%	53%
Sp '10	28%	23%	47%
Fall '10	29%	32%	39%
Sp '11	25%	31%	44%
Fall '11	28%	19%	53%
Sp '12	28%	28%	44%
Fall '12	34%	28%	38%
Sp '13	32%	24%	41%
Fall '13	33%	26%	41%
Sp '14	40%	27%	32%
Sp '15	42%	27%	30%
Fall '15	36%	28%	35%
Sp '16	36%	36%	27%
Median	36%	26%	38%

Do you expect that at this time NEXT year you will be financially better off than now, or worse off than now?

Better off than now43%
 Same (volunteered).....33%
 Worse off than now.....15%
 Not Sure8%

	Better	Same	Worse
Fall '94	50%	31%	15%
Fall '95	46%	21%	26%
Fall '96	56%	19%	15%
Fall '97	54%	25%	14%
Fall '98	56%	21%	17%
Fall '99	63%	15%	20%
Fall '00	64%	20%	9%
Sp '02	54%	22%	15%
Fall '02	56%	13%	22%
Sp '03	53%	17%	26%
Fall '03	57%	14%	22%
Sp '04	57%	19%	16%
Sp '05	42%	25%	29%
Fall '05	40%	18%	38%
Sp '06	45%	24%	25%
Fall '06	56%	25%	16%
Sp '07	44%	27%	25%
Fall '07	44%	21%	28%
Sp '08	47%	17%	30%
Fall '08	51%	17%	20%
Sp '09	47%	14%	33%
Fall '09	53%	12%	25%
Sp '10	49%	15%	27%
Fall '10	55%	17%	18%
Sp '11	41%	17%	35%
Fall '11	52%	17%	23%
Sp '12	54%	18%	16%
Fall '12	60%	17%	5%
Sp '13	50%	19%	24%
Fall '13	41%	21%	33%
Sp '14	46%	27%	22%
Sp '15	44%	28%	25%
Fall '15	50%	23%	19%
Sp '16	43%	33%	15%
Median	51%	19%	22%

Did you vote in Wisconsin's election on Tuesday April 5th?

Yes	85%
No.....	14%
Not Sure	<1%
Refused	<1%

[OF PRIMARY VOTERS ONLY]

Which candidate did you vote for in the primary?

Donald Trump.....	16%
Ted Cruz.....	21%
John Kasich.....	5%
Hillary Clinton	17%
Bernie Sanders	23%
Marco Rubio	<1%
Jeb Bush.....	<1%
Scott Walker.....	0%
Other (specify) _____ Rand Paul.....	<1%
Not Sure	2%
Refused	16%

Of those who voted for a Democratic candidate only:

Sanders	58%
Clinton	42%

Of those who voted for a Republican candidate only:

Ted Cruz.....	50%
Donald Trump.....	36%
John Kasich.....	13%
Marco Rubio	1%
Jeb Bush.....	<1%
Scott Walker.....	0%
Other (specify) _____ Rand Paul	<1%

What is the PRIMARY reason that you support [CANDIDATE NAMED ABOVE]? (open-ended)

Among Cruz voters only

- | | |
|---------------------------------------|-----|
| 1. Best Candidate/Lesser of Two Evils | 42% |
| 2. Issues | 17% |
| ○ General agreement w/ Issues | |
| ○ Tax Plan | |
| ○ Economy | |
| 3. Ideology – Conservative | 15% |
| 4. Moral Values | 13% |
| ○ General agreement | |
| ○ Pro-life | |
| 5. Traits | 12% |
| ○ Honest | |
| ○ Different | |
| ○ Level-headed | |
| ○ Positive attitude | |
| ○ Not an insider | |
| 6. Can beat Clinton | <1% |

Among Trump voters only

- | | |
|---|-----|
| 1. Traits | 52% |
| ○ Not a politician | |
| ○ Will change things | |
| ○ No-Nonsense/Speaks Mind | |
| ○ Honest | |
| ○ Bold Good leader | |
| ○ Will get things done | |
| 2. Issues | 18% |
| ○ Immigration | |
| ○ National defense | |
| ○ Job creation | |
| 3. Not in the pocket of special interests | 11% |
| 4. Experience – businessman | 7% |
| 5. Best Candidate/Lesser of Two Evils | 7% |
| 6. He would be easiest to beat/joke vote | 4% |
| 7. Has tapped into anger | <1% |

Among Kasich voters only

- | | |
|---------------------------------------|-----|
| 1. Traits | 45% |
| ○ Down to earth | |
| ○ Trustworthy | |
| ○ Even-Tempered | |
| ○ Credible | |
| ○ Bipartisanship | |
| ○ Capable | |
| 2. Best Candidate/Lesser of Two Evils | 21% |

3. Experience	18%
4. Ideology – Moderate	9%
Best Chance to Beat Democrats	3%
Issues – Economy	3%

Among Rubio voters only

- Young and fresh
- Moderate

Among Rand Paul voters only

- He is a libertarian

Among Sanders voters only

1. Issues	51%
o General agreement with his issues	
o Economy and jobs, income inequality	
o education	
o Civil rights/social	
o Climate change/environment	
o Health care	
o Union support	
2. Traits	21%
o Honest	
o Speaks his mind	
o Genuine	
o Not racist	
o Leadership	
3. Best Candidate/Lesser of Two Evils	10%
4. Ideology – Democrat/Socialist	8%
5. Forward-looking/vision	5%
6. Not in the pocket of special interests	4%
7. Experience	<1%

Among Clinton voters only

1. Experience/Qualified	49%
2. Traits	22%
o Gender	
o Practical	
o Strong	
o Good Leader	
o Good Speaker	
o Knowledgeable	
o Trustworthy	
3. Issues	11%
o General agreement	
o Work for middle class	
o Health care	
4. Best Candidate/Lesser of Two Evils	10%
5. Ideology – Democrat, Moderate	9%

If the election for President were held today, and the candidates were Republican Donald Trump and Democrat Hillary Clinton, for whom would you vote? [ROTATE:]

Donald Trump.....	34%
Hillary Clinton	46%
Other (VOL).....	12%
Not Sure	9%

If the election for President were held today, and the candidates were Republican Donald Trump and Democrat Bernie Sanders, for whom would you vote? [ROTATE:]

Donald Trump.....	33%
Bernie Sanders	52%
Other (VOL).....	9%
Not Sure	6%

What if the candidates were Republican Ted Cruz and Democrat Hillary Clinton, for whom would you vote? [ROTATE:]

Ted Cruz.....	44%
Hillary Clinton	45%
Other (VOL).....	8%
Not Sure	4%

What if the candidates were Republican Ted Cruz and Democrat Bernie Sanders, for whom would you vote? [ROTATE:]

Ted Cruz.....	40%
Bernie Sanders	50%
Other (VOL).....	6%
Not Sure	5%

If your candidate DOES NOT win your party's nomination, will you support your party's nominee in the fall election, or will you vote for the candidate from the other major party, vote for a third party candidate, or not vote?

Other candidate, same party.....	55%
Candidate from the other major party.....	6%
Third party candidate	14%
Not Vote.....	9%
Not Sure	16%
Refused	1%

If Donald Trump has won the most delegates going into the Republican convention but not enough to be nominated on the convention's first ballot, do you think the Republican Party should nominate Donald Trump for president, or the Republican Party should nominate a different person for president?

They should nominate Trump.....	34%
Nominate a different person.....	51%
Not Sure	14%
Refused	1%

If the Republican Party decides to nominate someone other than Donald Trump for president, should the nominee be someone who ran in the primaries this year, or is it acceptable to you for the nominee to be a Republican who did not run in the primaries this year?

Someone who ran in the Primaries	56%
OK to nominate someone who did not run in primaries	33%
Not Sure	11%
Refused	<1%

Would you favor or oppose having the Republican Party select Congressman Paul Ryan as the Republican Party's nominee for President?

Favor	35%
Oppose	54%
Not Sure	10%
Refused	1%

Would you Favor or Oppose having the Republican Party select Governor Scott Walker as the Republican Party's Presidential Nominee?

Favor	24%
Oppose	71%
Not Sure	5%
Refuse	<1%

In the race for the Wisconsin Senate seat, if the election were held today, for whom would you vote?
(ROTATE NAMES):

Democrat Russ Feingold.....	51%
Republican Ron Johnson.....	41%
Other (vol).....	<1%
Neither, will not vote (vol).....	2%
Not Sure	6%
Refused	<1%

Regarding the vacancy in the US Supreme Court, which view most closely matches your own:

The Senate should hold hearings and vote on President Obama's appointee Merrick Garland.....	54%
The Senate should wait until after the election and hold hearings and vote on the new president's appointee	40%
Not Sure	6%
Refused	0%

In general, would you favor or oppose increasing taxes on wealthy Americans and large corporations in order to help reduce income inequality in the U.S.?

Favor	66%
Oppose	28%
Not Sure	7%

In general, do you think that free trade between the United State and foreign countries has helped the United States, has hurt the United States or has not had much impact of a difference either way?

Helped US	22%
Hurt US	49%
No Difference.....	16%
Not Sure	13%

Do you think the U.S. military response to ISIS has been too aggressive, not aggressive enough or about right?

Too aggressive	2%
Not aggressive enough.....	52%
About Right.....	38%
Not Sure	8%

For the following issues, please tell me which opinion is closer to your own: Do you think.....

The federal government should find a way for undocumented immigrants to stay in the country, if certain requirements are met, OR undocumented immigrants should not be allowed to stay in this country legally.

Allowed to stay	66%
Not be allowed to stay.....	31%
Not Sure	4%

Are you willing to have more government surveillance to be safer from terrorism, OR do you think the federal government is too invasive and needs to protect your privacy more

Willing to have more surveillance	47%
Federal Government too invasive	39%
Not Sure	15%

Would you say it's better for a president to be strong in their convictions and stick to them, OR is it better for a president to be strong in their convictions but be willing to negotiate and compromise with those who have differing opinions and beliefs?

Be strong & stick to views	14%
Willing to compromise	83%
Not Sure	3%

Is it more important for a president to have experience in government and politics, OR is it more important for a president to have experience outside of government and politics?

Experience in Government	51%
Experience outside of government.....	34%
Not Sure	15%

When it comes to gun ownership and regulation of those guns do you think the federal government should:

Increase regulations on gun ownership.....	44%
Decrease regulations on gun ownership	10%
Keep them the same as they are now	44%
Not Sure	2%
Refused/NA.....	<1%

In your opinion, should the United States become more active in world affairs, less active in world affairs, or continue its current level of activity in world affairs?

More Active22%
 Less Active.....26%
 Current Level47%
 Not Sure5%
 Refused/NA.....<1%

From what you know about the Affordable Care Act, also known as Obamacare, would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose this policy?

Strongly Support24%
 Somewhat Support25%
 Somewhat Oppose19%
 Strongly Oppose.....28%
 Not Sure4%

	Sp '10	Fall '12	Fall '13 - Oct	Fall '13 Nov/Dec	Sp '16
Favor/Support	41%	46%	54%	47%	49%
Oppose	53%	46%	44%	49%	47%
Not Sure	6%	8%	2%	5%	4%

In Wisconsin, citizens must show photo identification before voting. Do you favor or oppose this law?

Favor66%
 Oppose31%
 Not Sure3%
 Refused0%

How much opportunity is there in America today for the average person to get ahead?

None4%
 A Little27%
 A Moderate amount43%
 Quite a Bit14%
 A great deal7%
 It Depends (VOL)4%
 Not Sure1%

Generally speaking do you consider yourself to be a Democrat or Republican?

IF INDEPENDENT, OTHER, NOT SURE ASK:

Do your beliefs lean more toward the Republican or the Democratic Party?

Democrat.....35%
 Independent Lean Democrat.....8%
 Independent (VOL).....12%
 Independent Lean Republican..... 8%
 Republican32%
 Other4%
 Not Sure2%

	Democrat	Republican	Independent	Other
Fall '01	35%	33%	24%	4%
Sp '02	34%	32%	27%	4%
Fall '02	36%	38%	16%	5%
Sp '03	44%	32%	16%	6%
Fall '03	40%	37%	16%	6%
Sp '04	40%	30%	19%	6%
Fall '04	37%	34%	22%	4%
Sp '05	40%	35%	18%	5%
Fall '05	37%	32%	21%	7%
Sp '06	39%	34%	17%	8%
Fall '06	44%	33%	16%	5%
Sp '07	42%	30%	13%	7%
Fall '07	39%	33%	16%	6%
Sp '08	39%	34%	20%	4%
Fall '08	43%	30%	15%	9%
Sp '09	36%	36%	14%	12%
Fall '09	38%	31%	14%	14%
Sp '10	32%	39%	22%	4%
Fall '10	35%	40%	18%	6%
Sp '11	33%	28%	28%	9%
Fall '11	38%	33%	20%	5%
Sp '12	36%	36%	24%	4%
Fall '12	42%	32%	22%	3%
Sp '13	37%	33%	22%	9%
Fall '13 - Oct	34%	33%	28%	4%
Fall '13 - Nov/Dec	34%	30%	30%	4%
Sp '14	32%	37%	25%	6%
Fall '14	33%	33%	28%	5%
Sp '15	34%	35%	26%	4%
Fall '15	38%	32%	25%	2%
Sp '16	35%	32%	28%	4%
Mean	37%	33%	21%	6%

rest are unsure/refused. Unsure is usually about 2%

* sp12 is likely voters as well

In terms of your views on issues, would you say that you are very conservative, somewhat conservative, somewhat liberal, or very liberal?

Very conservative	16%
Somewhat conservative	40%
Moderate (volunteered).....	4%
Somewhat liberal	28%
Very liberal	10%
Not Sure	3%

Which of the following age categories would include you?

18 to 24	11%
25 to 34	18%
35 to 44	22%
45 to 54	19%
55 to 64	12%
65 and over.....	18%

What is the highest level of education you have completed?

{READ LIST}

Graduated from high school or less	19%
Some college or technical school.....	34%
Graduated from college.....	28%
Graduate or Professional Degree	19%
Not Sure	<1%

“Aside from weddings and funerals, how often do you attend religious services...”

More than Once a Week	7%
Once a Week	31%
A Few times a Month.....	17%
A Few Times per Year	24%
Never	20%
Not Sure	1%
Refused	<1%

Would you say that the area where you live is generally urban, suburban, or rural?

Urban.....	28%
Suburban	33%
Rural.....	37%
Not Sure	1%

Male	50%
Female.....	50%

