

Fall 2013

Survey Information:

Random Selection, Landline and Cell Telephone Survey
 Number of Adult Wisconsin Residents: 400
 Interview Period: 10/9-10/21, 2013
 Margin of Error: +/- 5% at the 95% confidence level.

Contact:

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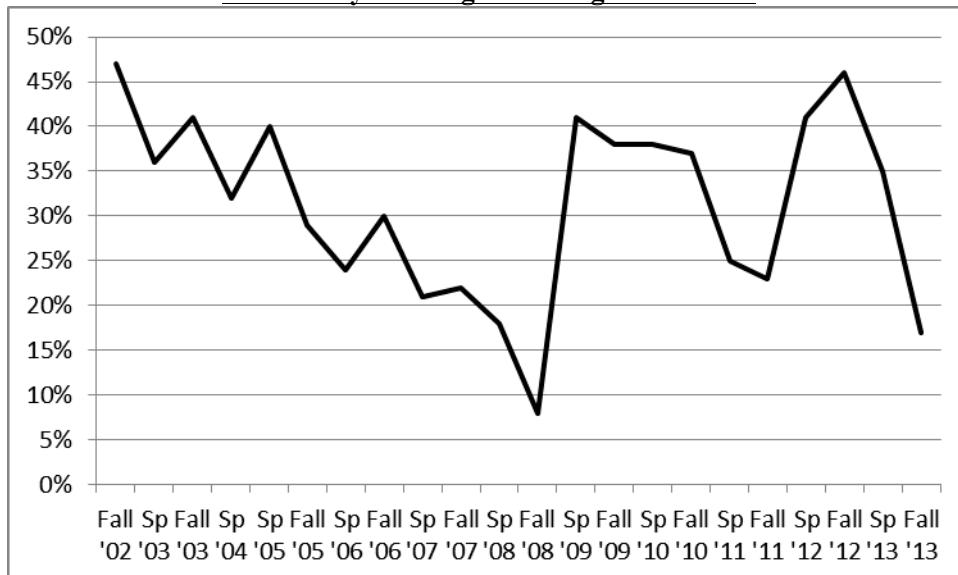
(percentages may not add to 100% due to rounding)

I am going to ask you about some national and state economic and political issues

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..... 17%
 Wrong Direction 80%
 Not Sure 3%

% Country is Going in the Right Direction



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..... 50%
 Wrong Direction..... 43%
 Not Sure..... 7%

	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%
Spring '12	49%	45%	6%
Spring '13	48%	46%	7%
Fall '13	50%	43%	7%

Compared to a year ago, do you think the national economy has gotten better, stayed the same, or gotten worse?

Better..... 30%
 Same..... 28%
 Worse..... 41%
 Not Sure..... 1%

	Better	Same	Worse
Fall '04	32%	28%	40%
Fall '06	27%	32%	38%
Fall '08	1%	5%	93%
Sp '10	42%	23%	34%
Fall '10	35%	25%	39%
Sp '11	30%	31%	38%
Fall '11	24%	36%	40%
Sp '12	42%	35%	22%
Fall '12	41%	25%	33%
Spring '13	41%	29%	28%
Fall '13	30%	28%	41%
Median	32%	28%	38%

Compared to a year ago, do you think the state economy has gotten better, stayed the same, or gotten worse?

Better..... 36%
 Same..... 37%
 Worse..... 24%
 Not Sure..... 3%

	Better	Same	Worse
Sp '11	18%	36%	45%
Fall '11	30%	28%	38%
Sp '12	42%	28%	30%
Spring '13	37%	36%	24%
Fall '13	36%	37%	24%
Median	36%	36%	30%

Please tell me what you feel is the most important problem facing the **COUNTRY**? (Please probe for specifics—eg., if they say the economy, what about it?) (Open-ended)

	Sp '03	Fall '04*	Fall '05	Fall '06	Sp '07	Fall '07	Sp '08*	Fall '08*	Fall '10	Sp '13	Fall '13
Foreign Policy	53%	21%	28%	29%	42%	25%	23%	6%	3%	5%	3%
Terrorism	8%	15%	7%	10%	3%	7%	7%	4%	<1%	0%	0%
Economy & Jobs	17%	23%	11%	9%	8%	16%	32%	61%	56%	34%	14%
Health Care	2%	16%	9%	9%	12%	11%	12%	7%	5%	7%	10%
Morality	1%	3%	8%	5%	4%	5%	2%	6%	1%	1%	2%
Budget, Taxes, Deficit, Debt	4%	4%	7%	6%	3%	3%	4%	4%	17%	23%	24%
Gas Prices	0%	1%	5%	2%	4%	5%	2%	2%	0%	<1%	0%
Gridlock/Polarization	7%	7%	5%	6%	2%	6%	8%	3%	6%	16%	37%
Poverty & Soc Security	1%	2%	6%	1%	2%	2%	1%	0%**	4%	3%****	2%
Education	1%	<1%	2%	2%	3%	2%	0%	1%	3%	1%	2%
Crime	0%	0%	2%	5%	1%	2%	0%	0%	0%	3%^	0%
Environment	<1%	1%	1%	1%	3%	2%	0%	1%	<1%	1%	<1%

* Question was Issue Important to Vote Choice

** Worry about retirement accounts and hard times for all are included in the Economy category

*** Afghanistan was not part of this category until Fall '10

**** The comments in this category were all about income inequality and the shrinking middle class

^ most of the comments were about gun control

Please tell me what you feel is the most important problem facing the **State of Wisconsin**? (Please probe for specifics—eg., if they say the economy, what about it?) (Open-ended)

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

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. [ROTATE]

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Have Not Heard Of	Not Sure
Barack Obama	12%	36%	22%	28%	0%	2%
Scott Walker	21%	29%	20%	25%	1%	5%
The Wisconsin State Legislature	2%	44%	30%	6%	6%	11%
US Senator Ron Johnson	6%	26%	21%	14%	19%	14%
US Senator Tammy Baldwin	10%	32%	21%	17%	8%	12%
The Member of the US House of Representatives from your district	5%	35%	23%	8%	15%	14%
The US Congress as a Whole	<1%	15%	49%	33%	<1%	4%
Democrats in the US Congress	4%	32%	36%	22%	<1%	5%
Republicans in the US Congress	3%	29%	38%	28%	1%	3%
Republicans in the US Congress who favor Tea Party policies	8%	25%	23%	37%	4%	4%

PERCENTAGES WITHOUT Not Heard of, Not Sure, and Refused

	Strongly Approve	Approve	Disapprove	Strongly Disapprove
Barack Obama	12%	37%	22%	28%
Scott Walker	22%	30%	22%	26%
The Wisconsin State Legislature	2%	53%	37%	8%
US Senator Ron Johnson	9%	39%	31%	21%
US Senator Tammy Baldwin	12%	40%	27%	22%
The Member of the US House of Representatives from your district	8%	49%	32%	11%
The US Congress as a Whole	<1%	15%	51%	34%
Democrats in the US Congress	4%	34%	39%	23%
Republicans in the US Congress	3%	30%	39%	28%
Republicans in the US Congress who favor Tea Party policies	8%	27%	25%	41%

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	48%

Congressional Approval Ratings

Spring '07	37%
Fall '07	26%
Spring '08	27%
Fall '08	16%
Spring '09	39%
Spring '10	14%
Fall '10	18%
Sp '11	23%
Sp '12	22%
Fall '12	20%
Sp '13	20%
Fall '13	15%

Governor Walker Approval Ratings

Sp '11	46%
Fall '11	38%
Sp '12	52%
Fall '12	51%
Sp '13	52%
Fall '13	50%

State Legislature Approval Ratings

Sp '03	Fall '03	Sp '06	Sp '07	Sp '09	Sp '10	Fall '11	Sp '12	Sp '13	Fall '13
49%	53%	50%	57%	46%	32%	37%	42%	42%	46%

If the election for Governor in Wisconsin were held today, do you think that Governor Scott Walker deserves to be re-elected or does not deserve to be re-elected?

- Does Deserve Re-Election 46%
- Does Not Deserve Re-Election 49%
- Not Sure 6%

Who do you blame more for the partial shut-down of the federal government: Republicans in Congress or President Obama and the Democrats in Congress? **[ROTATE]**

- The President & Democrats 34%
- Republicans in Congress 42%
- Both Equally (VOL.) 23%
- Not Sure 2%

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 Support 22%
- Somewhat Support 32%
- Somewhat Oppose 12%
- Strongly Oppose 32%
- Not Sure 2%

	Sp '10	Fall '12	Fall '13
Favor/Support	41%	46%	54%
Oppose	53%	46%	44%
Not Sure	6%	8%	2%

Do you approve or disapprove of partially shutting down the government over differences about the 2010 health care law, the Affordable Care Act?

- Approve 15%
- Disapprove 84%
- Not Sure 1%

As you may know, the deadline to raise the nation's debt limit is also approaching. From what you've read or heard, do you think it is absolutely essential that the federal debt limit be raised to avoid an economic crisis, or do you think the country can go past the deadline for raising the debt limit without major economic problems?

- Essential to Raise the Debt Ceiling Limit 52%
- Can Go Past the Deadline 37%
- Not Sure 10%
- Refused 1%

From what you know so far, do you think any agreement on the federal budget including raising the debt ceiling should also make substantial changes to the Affordable Care Act, or do you think any agreement on the federal budget issues should be kept separate from discussions about the Affordable Care Act? **[ROTATE]**

- Budget should include making changes to ACA 18%
- Keep discussion separate 74%
- Not Sure 6%
- Refused 1%

Next I'm going to ask you whether you favor or oppose different aspects of the health care reform bills.

	Favor	Oppose	Not Sure	Refused/NA
a. Requiring all individuals and families to carry some sort of health care insurance	60%	38%	2%	0%
b. Creating a law that limits the amount of money someone can collect if they win a lawsuit after being injured by bad medical care.	60%	34%	6%	<1%
c. Requiring insurance companies to cover everyone; regardless of pre-existing conditions	81%	15%	4%	0%
d. Offering a federal government insurance plan to everyone, similar to Medicare coverage for people over 65 that would compete with private insurance policies?	70%	24%	5%	1%

FROM THE FALL 2009 SURVEY:

	Favor	Oppose	Not Sure	Refused/NA
a. Requiring all individuals and families to carry some sort of health care insurance	59%	35%	6%	<1%
b. Creating a law that limits the amount of money someone can collect if they win a lawsuit after being injured by bad medical care.	59%	34%	6%	1%
c. Requiring insurance companies to cover everyone; regardless of pre-existing conditions	77%	19%	3%	1%
d. Offering a federal government insurance plan to everyone, similar to Medicare coverage for people over 65, that would compete with private insurance policies?	54%	35%	10%	1%

Do you think that you and your family will be better off, worse off, or not affected by the Affordable Care Act?

Better Off 24%
Worse Off..... 35%
Not Affected..... 37%
Not Sure 3%
Refused <1%

Do you currently have any health insurance coverage, including health insurance provided by your employer, government plans such as Medicare or Badger Care, or insurance you or someone else purchased?

Yes 91% CONTINUE (then Skip Q24)
No..... 9% SKIP TO Q24
Not Sure 0
Refused/NA..... <1%

(Fall 2009 Survey: 93% were covered, 7% had no insurance)

IF YES, which of the following describes your health insurance coverage:

Medicare	21%
Medicaid/Badger Care etc.	9%
Insurance provided by your employer	54%
Insurance you or a family member purchased	15%
Other	1%
Not Sure	0%
Refused	0%

IF NO, do you plan to purchase individual insurance through an insurance exchange set up under the Affordable Care Act?

Yes	67%
No	26%
Not Sure	7%
Refused	0%

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

Democrat 34%
 Republican 33%
 Independent (volunteered) 28%
 Other 4%
 Not Sure <1%

	Democrat	Republican	Independent	Other	Total
Fall '01	35%	33%	24%	4%	96%
Sp '02	34%	32%	27%	4%	97%
Fall '02	36%	38%	16%	5%	95%
Sp '03	44%	32%	16%	6%	98%
Fall '03	40%	37%	16%	6%	99%
Sp '04	40%	30%	19%	6%	95%
Fall '04	37%	34%	22%	4%	97%
Sp '05	40%	35%	18%	5%	98%
Fall '05	37%	32%	21%	7%	97%
Sp '06	39%	34%	17%	8%	98%
Fall '06	44%	33%	16%	5%	98%
Sp '07	42%	30%	13%	7%	92%
Fall '07	39%	33%	16%	6%	94%
Sp '08	39%	34%	20%	4%	97%
Fall '08	43%	30%	15%	9%	97%
Sp '09	36%	36%	14%	12%	98%
Fall '09	38%	31%	14%	14%	97%
Sp '10	32%	39%	22%	4%	97%
Fall '10	35%	40%	18%	6%	99%
Sp '11	33%	28%	28%	9%	98%
Fall '11	38%	33%	20%	5%	96%
Sp '12	36%	36%	24%	4%	100%
Fall '12	42%	32%	22%	3%	99%
Sp '13	37%	33%	22%	9%	101%
Fall '13	34%	33%	28%	4%	99%
Mean	38%	34%	20%	6%	97%

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 now 33%
 Worse off now 41%
 Same (volunteered) 26%
 Not Sure <1%

	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%
Median	34%	26%	39%

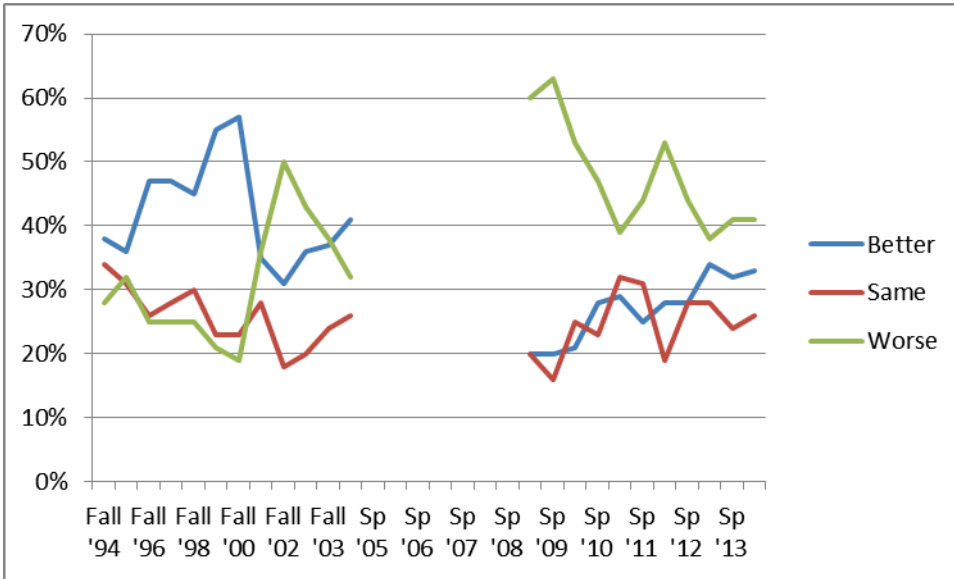
Do you expect that at this time **NEXT** year you will be financially better off than now, or worse off than now?

Better off than now 41%
 Worse off than now 33%
 Same (volunteered) 21%
 Not Sure 5%

	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%
Median	53%	19%	23%

* Fall 12 DK is
18%

Better Off now than Last Year



Better Off NEXT Year

