



Fall 2015

Survey Information:

Random Selection, Landline and Cell Telephone Survey

Number of Adult Wisconsin Registered Voters: **603**

Interview Period: **10/14 – 10/17, 2015**

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

Contact:

Wendy Scattergood

Assistant Professor, Political Science

Associate, Strategic Research Institute,

St. Norbert College

(920) 403-3491 , wendy.scattergood@snc.edu

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

1. 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 Direction | 62% |
| Not Sure | 9% |

2. 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..... | 36% |
| Wrong Direction | 57% |
| Not Sure | 8% |

Percentage Saying the COUNTRY is Going in the 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% |
| Median | 32% |

Percentage Saying WISCONSIN is Going in the Right Direction

| | 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% | 8% |

3. 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 | Refused |
|---------------|------------------|---------|------------|---------------------|-------------------|----------|---------|
| Barack Obama | 15% | 36% | 20% | 27% | 0% | 1% | <1% |
| Scott Walker | 14% | 25% | 20% | 40% | <1% | 1% | <1% |
| Ron Johnson | 8% | 30% | 18% | 21% | 6% | 17% | <1% |
| Tammy Baldwin | 11% | 37% | 21% | 14% | 3% | 14% | <1% |
| US Congress | 1% | 12% | 49% | 29% | 1% | 9% | <1% |

President Obama Approval Rating History

| | |
|--------------------|-----|
| 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% |

Congress Approval Rating History

| | |
|------------|-----|
| 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% |
| Fall '15 | 13% |

Governor Walker Approval Rating History

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

| | Sp '11 | Fall '11 | Sp '12 | Fall '12 | Sp '13 | Fall '13 | Sp '14 | Fall '14 | Sp '15 | Fall '15 |
|---------------------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|
| Strongly Approve | 18% | 18% | 31% | 30% | 21% | 21% | 25% | 22% | 16% | 14% |
| Approve | 28% | 20% | 21% | 21% | 31% | 29% | 34% | 26% | 25% | 25% |
| Disapprove | 16% | 21% | 12% | 24% | 21% | 20% | 19% | 17% | 20% | 20% |
| Strongly Disapprove | 32% | 37% | 36% | 22% | 25% | 25% | 20% | 32% | 38% | 40% |
| Not Sure | 5% | 3% | 1% | 2% | 2% | 5% | 2% | 2% | 1% | 1% |

Senator Johnson Approval Rating History

| | Strongly Approve | Approve | Disapprove | Strongly Disapprove | 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% | 17% |

Senator Baldwin Approval Rating History

| | Strongly Approve | Approve | Disapprove | Strongly Disapprove | Not Sure |
|----------|------------------|---------|------------|---------------------|----------|
| Sp '14 | 8% | 36% | 24% | 11% | 21% |
| Sp '15 | 9% | 40% | 25% | 11% | 15% |
| Fall '15 | 11% | 37% | 21% | 14% | 14% |

Next I'd like to ask you about the upcoming presidential primaries.

4. How closely have you been following the presidential nomination campaigns currently underway?

| | |
|--------------------------|-----|
| Very Closely | 31% |
| Somewhat Closely | 50% |
| Not Too Closely | 16% |
| Not Closely At All | 3% |
| Not Sure | <1% |

5. How likely are you to vote in the Wisconsin presidential primary that will be held next April? Would you say you will.....

| | |
|---------------------------|-----|
| Definitely Vote | 84% |
| Probably Vote | 13% |
| Probably Not Vote | 2% |
| Definitely Not Vote | 1% |
| Not Sure | 1% |

OF THOSE WHO SAID THEY WILL DEFINITELY OR PROBABLY VOTE IN THE PRIMARY ONLY

6. Will you be more likely to vote in the Republican or the Democratic primary?

| | |
|-----------------------------------|-----|
| Republican | 40% |
| Democratic | 46% |
| Other _____ (specify) | 2% |
| Independent | 50% |
| Not a Party Person | 20% |
| Green Party | 10% |
| Not Sure | 10% |
| Will vote in both primaries | 10% |
| Not Sure | 13% |

OF THOSE WHO SAID THEY WILL VOTE IN THE REPUBLICAN PRIMARY ONLY

7. Which of the following candidates would you MOST like to see win the Republican nomination for president? **[Names were ROTATED] (percentages are rounded) Margin of Error +/- 6.4%**

| | |
|---|-----|
| 1. Ben Carson..... | 20% |
| 2. Marco Rubio | 18% |
| 3. Donald Trump..... | 18% |
| 4. Ted Cruz | 10% |
| 5. Carly Fiorina..... | 8% |
| 6. Mike Huckabee..... | 3% |
| 7. John Kasich..... | 3% |
| 8. Jeb Bush..... | 3% |
| 9. Rand Paul..... | 2% |
| 9. Rick Santorum | 2% |
| 11. Chris Christie..... | 1% |
| Bobby Jindal | 0 |
| George Pataki | 0 |
| Lindsey Graham..... | 0 |
| Jim Gilmore | 0 |
| Someone Else (vol) (Please specify) | 0 |
| None (vol) | <1% |
| Not Sure | 12% |

OF THOSE WHO SAID THEY WILL VOTE IN THE DEMOCRATIC PRIMARY ONLY

8. Which of the following candidates would you MOST like to see win the Democratic nomination for president: **[Names were ROTATED] (percentages were rounded) Margin of Error +/- 6%**

| | |
|-------------------------|-----|
| 1. Hillary Clinton..... | 47% |
| 2. Bernie Sanders..... | 42 |
| 3. Martin O'Malley..... | 1% |
| 4. Lincoln Chafee..... | 1% |
| 5. Jim Webb..... | <1% |
| Someone Else (vol)..... | 1% |
| Biden | 67% |
| McCain | 33% |
| None (vol) | 1% |
| Not Sure | 7% |

9. If Joe Biden decides to run for the Democratic nomination for president, then which candidate would you MOST like to see win? [Names were ROTATED]

| | |
|--------------------------|-----|
| 1. Hillary Clinton | 35% |
| 2. Bernie Sanders | 33% |
| 3. Joe Biden | 21% |
| 4. Martin O'Malley | 1% |
| Lincoln Chafee | 0% |
| Jim Webb | 0% |
| Someone Else (vol) | 0 |
| None (vol) | 0 |
| Not Sure | 10% |

OF THOSE WHO SAID THEY WILL DEFINITELY OR PROBABLY VOTE IN THE PRIMARY ONLY

10. If the election for president were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump for whom would you vote?

| | |
|-----------------------|-----|
| Hillary Clinton | 50% |
| Donald Trump | 39% |
| Not Sure | 8% |
| Refused | 3% |

11. What if the candidates were Democrat Hillary Clinton and Republican Jeb Bush for whom would you vote?

| | |
|-----------------------|-----|
| Hillary Clinton | 49% |
| Jeb Bush | 39% |
| Not Sure | 9% |
| Refused | 4% |

12. What if the candidates were Democrat Hillary Clinton and Republican Ben Carson for whom would you vote?

| | |
|-----------------------|-----|
| Hillary Clinton | 49% |
| Ben Carson | 45% |
| Not Sure | 5% |
| Refused | 2% |

13. If the election for president were held today and the candidates were Democrat Bernie Sanders and Republican Donald Trump for whom would you vote?

| | |
|----------------------|-----|
| Bernie Sanders | 55% |
| Donald Trump | 37% |
| Not Sure | 7% |
| Refused | 1% |

14. What if the candidates were Democrat Bernie Sanders and Republican Jeb Bush for whom would you vote?

| | |
|----------------------|-----|
| Bernie Sanders | 52% |
| Jeb Bush | 38% |
| Not Sure | 9% |
| Refused | 1% |

15. What if the candidates were Democrat Bernie Sanders and Republican Ben Carson for whom would you vote?

Bernie Sanders 48%
 Ben Carson 42%
 Not Sure 8%
 Refused 1%

16. If the election for president were held today and the candidates were Democrat Joe Biden and Republican Donald Trump for whom would you vote?

Joe Biden 56%
 Donald Trump 37%
 Not Sure 6%
 Refused 2%

17. What if the candidates were Democrat Joe Biden and Republican Jeb Bush for whom would you vote?

Joe Biden 54%
 Jeb Bush 36%
 Not Sure 9%
 Refused 2%

18. What if the candidates were Democrat Joe Biden and Republican Ben Carson for whom would you vote?

Joe Biden 50%
 Ben Carson 42%
 Not Sure 7%
 Refused 1%

OF THOSE WHO SAID THEY WOULD VOTE IN EITHER THE REPUBLICAN OR DEMOCRATIC PRIMARY ONLY

19. Did you watch the Democratic Presidential Debate this past Tuesday night?

Yes 42%
 No 58%

20. Did this debate make you more likely or less likely to support each of the following candidates? First let's take Hillary Clinton....

| Candidate | More Likely | No Effect (VOL) | Less Likely |
|--------------------|-------------|-----------------|-------------|
| a. Hillary Clinton | 41% | 15% | 44% |
| b. Bernie Sanders | 50% | 8% | 42% |
| c. Jim Webb | 12% | 21% | 68% |
| d. Martin O'Malley | 14% | 22% | 65% |
| e. Lincoln Chaffee | 5% | 22% | 73% |

ALL RESPONDENTS

21. In the race for the Wisconsin Senate seat, if the election were held today, for whom would you vote?

(ROTATE NAMES):

Republican Ron Johnson 40%
 Democrat Russ Feingold..... 51%
 Other (vol) <1%
 Neither, will not vote (vol) 1%
 Not Sure 7%

22. Would you favor or oppose having Governor Walker run for another term for governor in 2018?
- | | |
|----------------|-----|
| Favor | 33% |
| Oppose | 62% |
| Not Sure | 4% |
23. Would you say that Governor Walker's presidential run has had a positive or negative on your view of him?
- | | |
|----------------------|-----|
| Positive | 22% |
| No Impact (VOL)..... | 18% |
| Negative | 58% |
| Not Sure | 3% |
24. Would you say that Governor Walker's presidential run has had a positive or negative impact on the State of Wisconsin?
- | | |
|----------------------|-----|
| Positive | 20% |
| No Impact (VOL)..... | 9% |
| Negative | 66% |
| Not Sure | 4% |
25. Currently the state of Wisconsin is borrowing money to pay for road construction and repair in the state. Some people feel it is fine to borrow money for this purpose, others think it would be better to increase fees such as the gas tax and vehicle registration fees to provide funding for road construction and repair. Which of these views comes closest to your personal opinion?
- | | <u>Fall '15</u> | <u>Spring '15</u> |
|--------------------------------|-----------------|-------------------|
| Continue to borrow money | 29% | 33% |
| Increase fees..... | 44% | 48% |
| Neither (vol.)..... | 11% | 9% |
| Other (vol.)..... | 5% | 7% |
| Not Sure | 11% | 3% |
26. Currently the State Superintendent of Public Instruction is an elected position in Wisconsin. Some would prefer to have the State Superintendent appointed by the Governor; others would prefer to keep the position as an elected position. Which would you prefer.....[READ OPTIOINS]
- | | |
|----------------------------------|-----|
| Keep as an Elected position..... | 84% |
| Have the Governor Appoint | 10% |
| Other (vol.) | 1% |
| Note Sure | 5% |
27. Compared to a year ago, do you think Wisconsin is **politically** more divided OR more unified?
- | | |
|---------------------------|-----|
| More Divided | 65% |
| About the Same (VOL)..... | 8% |
| More Unified..... | 17% |
| Not Sure | 10% |

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

Excellent 1%
 Good 30%
 Not So Good 42%
 Poor 25%
 Not Sure 2%

| | Excellent | Good | Not So Good | Poor | Not Sure |
|----------|-----------|------|-------------|------|----------|
| Sp '15 | 1% | 42% | 37% | 20% | 1% |
| Fall '15 | 1% | 30% | 42% | 25% | 2% |

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

Excellent 1%
 Good 37%
 Not So Good 44%
 Poor 17%
 Not Sure 1%

| | 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% |

30. 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 36%
 Same (volunteered) 28%
 Worse off now..... 35%
 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% |
| Sp '14 | 40% | 27% | 32% |
| Sp '15 | 42% | 27% | 30% |
| Fall '15 | 36% | 28% | 35% |
| Median | 36% | 26% | 38% |

31. 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 50%
 Same (volunteered) 23%
 Worse off than now 19%
 Not Sure 7%

| | 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% |
| Median | 51% | 19% | 22% |
| * Fall 12 DK is 18% | | | |

32. 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..... | 38% |
| Independent Lean Democrat..... | 9% |
| Independent (VOL)..... | 9% |
| Independent Lean Republican..... | 7% |
| Republican..... | 32% |
| Other..... | 2% |
| Not Sure..... | 4% |

** Fall Even Years are Likely Voter Samples

| | 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% |
| Mean | 37% | 34% | 21% | 6% |

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

* sp12 is likely voters as well

33. Respondent's gender

| | |
|-------------|-----|
| Male | 49% |
| Female..... | 51% |