

Survey Information:

Random Selection, Landline and Cell Telephone Survey

Number of Adult Wisconsin Residents: 402

**LIKELY VOTERS ONLY**

Interview Period: 10/25-29/2012

Margin of Error: +/- 5% at the 95% confidence level.

Contact:

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

## The Presidential Race

If the presidential election were held today, for whom would you be *more likely* to vote: **(ROTATE NAMES)**

Barack Obama.....	51%
Mitt Romney .....	42%
Other (VOL).....	1%
Not Sure .....	5%
Refused .....	1%

**“NOT SURE” ONLY**

As of today, do you lean more toward:

Mitt Romney .....	10%
Barack Obama.....	16%
Not Sure .....	72%
Refused .....	2%

What is the PRIMARY reason you feel [CANDIDATE NAMED IN Q2] would make the best President? (open-ended)

**Of Obama Voters:**

**Pro-Obama: (80%)**

**Traits and Record .....37%**

- Has done a good job in the circumstances
- Deserves More Time
- Honest
- Good Values
- Best/Better Person
- Steady and Smart
- Lesser of Two Evils

**Issue Agreement .....43%**

- Is Pro Middle Class
- Health Care
- Medicare, Social Security
- Foreign Policy
- Auto Industry
- Economy
- Education
- Women's Issues
- Unions
- General agreement on issues/party
- Plan Going Forward

**Against Romney: (12%)**

**Traits etc. ....9%**

- Don't Like Him
- Don't Trust Him
- Flip Flops/Changes Views
- Spoiled
- Don't Trust Mormon Church
- GOP is Corrupt

**Issue Disagreement .....3%**

- Don't like economy plans/is pro-big business
- Would take us to war

**Other .....8%**

- Don't like either
- Other
- Lots of Reasons
- Refused

**Of Romney Voters:**

**Pro-Romney: (63%)**

**Traits and Experience.....25%**

- Experience (general and business)

Good Leader  
 Honest/Trustworthy  
 Values  
 More Presidential  
 “just a feeling”  
 Lesser of 2 Evils  
**Issues .....38%**

Economy  
 Pro-Life  
 Decrease Government Spending/Intervention  
 Health Care  
 Foreign Policy  
 Agriculture  
 Promote Middle Class  
 General Policy/Party/Ideological Agreement

**Against Obama: .....36%**

Need Change  
 Obama hasn't done a good job/kept promises  
 General dislike of Obama  
 Obamacare  
 Potential Anti-Gun Laws  
 Deficit/Debt/Spending

**Many Reasons/Refused.....1%**

How strongly are you committed to [CANDIDATE NAMED IN Q2]

Totally Committed .....87%  
 Somewhat Committed .....11%  
 Might Change Your Mind.....2%

Does having Wisconsin Congressman Paul Ryan as the Vice Presidential candidate for the Republicans make you more likely or less likely to vote for Mitt Romney as President?

More Likely .....39%  
 Less Likely.....31%  
 No Effect (VOL) .....25%  
 Not Sure .....4%  
 Refused .....1%

## NOW I'M GOING TO ASK YOU ABOUT THE PRESIDENTIAL CANDIDATES

Regardless of how you intend to vote, which candidate Mitt Romney or Barack Obama do you think would do a better job handling each of the following issues. First let's take Terrorism and national security....

	Mitt Romney	Barack Obama	No Difference (VOL)	Neither (VOL)	Not Sure	Refused
Terrorism and National Security	41%	55%	1%	<1%	3%	<1%
An Unexpected Major Crisis	41%	54%	3%	0%	2%	<1%
Health Care	43%	51%	1%	2%	4%	<1%
Medicare	40%	52%	<1%	2%	4%	1%
Taxes	39%	52%	2%	2%	5%	<1%
Federal Budget Deficit	51%	38%	2%	3%	5%	<1%
The Economy and Unemployment	45%	48%	1%	1%	4%	1%
Foreign Policy	36%	58%	1%	<1%	4%	1%
Energy Policy	38%	53%	1%	1%	6%	1%
Immigration Policy	42%	44%	2%	4%	6%	1%
Reproductive Rights for Women	32%	59%	2%	3%	4%	1%
Bringing Change to Washington	42%	38%	3%	10%	7%	<1%

Regardless of how you intend to vote, which candidate Mitt Romney or Barack Obama do you think cares more about people like you?

Barack Obama .....	53%
Mitt Romney .....	38%
Not Sure .....	8%
Refused .....	<1%

Do you Favor or Oppose the recent health care reforms, referred to as Obamacare, passed by Congress and President Obama?

Favor .....	46%
Oppose .....	46%
Not Sure .....	8%
Refused .....	<1%

# Senate Race

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

Tommy Thompson.....	46%
Tammy Baldwin.....	43%
Other (vol) .....	0%
Neither, will not vote (vol).....	2%
Not Sure .....	8%
Refused .....	1%

What is the PRIMARY reason you feel [CANDIDATE NAMED IN Q6] would make the best Senator?

## **Of Thompson Voters:**

### **Pro-Thompson: (71%)**

Record/Experience .....	31%
Issues .....	6%
Balance Budget	
Economy	
Morals	
Pro-Life	
Health Care	
Lesser of Two Evils .....	6%
Cares about Wisconsin.....	3%
Vote for Republican.....	21%
Other .....	4%

### **Against Baldwin: (23%)**

Too Liberal/Extreme  
Dislike her  
Dislike her lifestyle  
Don't trust her  
Dislike Democrats  
Need Change  
Spends too much money  
Anti-military  
Obamacare

**Other/Refused/Not Sure .....**6%

## **Of Baldwin Voters:**

### **Pro-Baldwin: (55%)**

Traits/Experience .....	19%
Trustworthy	
Fair	
Like Her	
Experience/Good Legislator	
Hardworking	
Casework	
Can Work w/ Others	
Cares about Wisconsin	
Issues .....	16%
Better for Middle Class	
Unions	
Health Care	
Stand on Gay Rights	
Education	
Position on the Patriot Act	
General Agreement w/ Issues and Party Vote .....	20%

**Against Thompson: (44%)**

- General Against and Record as Governor
- Can't Trust
- Too Old
- Has Changed
- Too Conservative
- Not for Middle Class
- Only Out for Himself

**Not Sure/None/Refused .....1%**

How strongly are you committed to [CANDIDATE NAMED IN Q6]

Totally Committed .....	75%
Somewhat Committed .....	20%
Might Change Your Mind.....	5%

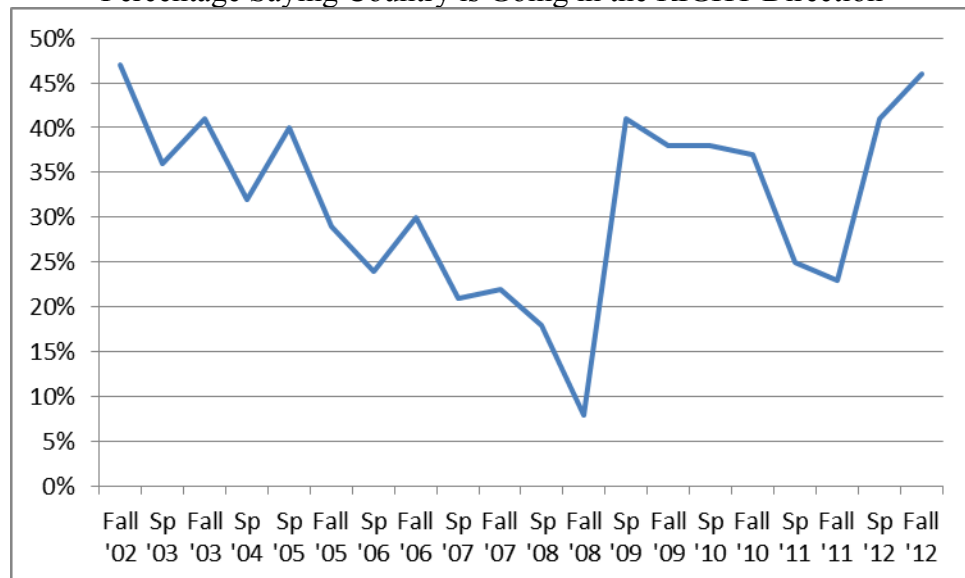
## State of the Nation

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.....46%  
 Wrong Direction .....44%  
 Not Sure .....10%  
 Refused .....<1%

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%
Median	34%

Percentage Saying Country is Going in the RIGHT Direction





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

Better .....41%  
 Same .....25%  
 Worse .....33%  
 Not Sure .....1%  
 Refused .....0%

	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%
Median	32%	28%	38%

## Approval Ratings

1. 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	23%	31%	16%	28%	0%	3%	<1%
Scott Walker	30%	21%	24%	22%	<1%	2%	<1%
US Congress	<1%	19%	43%	17%	1%	19%	<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%

### Governor Walker Approval Ratings:

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

### Congress Approval Ratings:

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

## Demographics

### FINALLY, JUST A FEW QUESTIONS ABOUT YOU:

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

Democrat.....	42%
Republican .....	32%
Independent (volunteered) .....	22%
Other .....	3%
Not Sure .....	1%

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

Very conservative .....	21%
Somewhat conservative .....	36%
Moderate (volunteered).....	5%
Somewhat liberal .....	28%
Very liberal .....	10%
Not Sure .....	2%

Which of the following age categories would include you?..

18 to 24 .....	7%
25 to 34 .....	12%
35 to 44 .....	26%
45 to 54 .....	20%
55 to 64 .....	16%
65 and over.....	19%

Which of the following best describes your religious preference?

Catholic .....	32%
Protestant.....	31%
Jewish.....	3%
Muslim .....	2%
Other Religion.....	11%
Spiritual but not Religious .....	14%
None.....	7%
Not Sure .....	<1%
Refused .....	1%

### OF CATHOLICS and PROTESTANTS ONLY:

Would you describe yourself as a “born again” evangelical Christian?

Yes .....	29%
No.....	71%

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 .....34%  
 Worse off now.....38%  
 Same (volunteered) .....28%  
 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%
Median	35%	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 now .....60%  
 Worse off than now.....5%  
 Same (volunteered).....17%  
 Not Sure .....18%

	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%
Median	53%	18%	22%
* Fall 12 DK is 18%			

What is the highest level of education you have completed?

{READ LIST}

Less than high school .....	2%
Graduated from high school or GED .....	19%
Some college or technical school.....	31%
Graduated from college.....	28%
Graduate or Professional Degree .....	19%

Thank you so much for your time. We really appreciate your cooperation.

Respondent's gender. (DO NOT ASK!!!)

Male .....	51%
Female.....	49%