WPRI Study - March 2010
N=600 Likely Voters

Kenneth Goldstein
Interest in Politics

Hardly at all

Only now and then

Some of the time

Most of the time
Direction of the State

- Right direction
- Wrong track

Bar chart showing the distribution of right and wrong directions.
Direction of the Country

WPRI pollster.com

- Right direction
- Wrong track

WPRI: [chart showing possibly higher percentage for the right direction]
pollster.com: [chart showing possibly lower percentage for the right direction]
Direction of the Country

State of the Country: Right Direction / Wrong Track
Latest Poll: 03/08/2010

- Right Direction (32.5%)
- Wrong Track (60.2%)
What Should Be State Government Priorities?

- Affordable electricity
- Gasoline prices
- Reforming campaign finance laws
- Fighting crime
- Protecting the environment
- Improving education
- Improving the state's economy and protecting jobs
- Holding the line on taxes and government spending
- Making health care and prescription drugs more affordable

Bar chart showing priorities with 'Improving the state's economy and protecting jobs' being the highest priority.
Economy: Better or Worse

- Past year
- Next year
- Family's economic situation in the future

- Better
- Worse
- Stay the same
Favorability: Jim Doyle

- Favorable: 40
- Unfavorable: 50

Legend:
- Red: Very unfavorable
- Blue: Very favorable
Favorability: Gubernatorial Candidates

- Mark Neumann
- Scott Walker
- Tom Barrett

Colors:
- Yellow: Never Heard of Him
- Red: Unfavorable
- Blue: Favorable

Graph showing favorability distribution for gubernatorial candidates.
President Obama Job Approval

![Bar Chart]

- **State - WPRI**
- **National - pollster.com**

- **Approval**
- **Disapproval**

Bar heights represent the percentage of approval and disapproval.
President Obama Job Approval

President Barack Obama Job Approval
Latest Poll: 03/10/2010

- Approve (47.5%)
- Disapprove (48.8%)

2009

2010
US Senate: Feingold vs. Wall

- Feingold
- Wall
- Undecided
## US Senate: Feingold vs. Wall

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Russ Feingold</td>
<td>20%</td>
<td>78%</td>
<td>48%</td>
<td>44%</td>
<td>55%</td>
<td>37%</td>
<td>55%</td>
</tr>
<tr>
<td>Terrence Wall</td>
<td>58%</td>
<td>9%</td>
<td>29%</td>
<td>34%</td>
<td>25%</td>
<td>40%</td>
<td>27%</td>
</tr>
</tbody>
</table>
US Senate: Feingold vs. Thompson

- Feingold: 40
- Thompson: 50
- Undecided: 10
### US Senate: Feingold vs. Thompson

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Russ Feingold</td>
<td>12%</td>
<td>74%</td>
<td>35%</td>
<td>40%</td>
<td>47%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Tommy Thompson</td>
<td>81%</td>
<td>17%</td>
<td>53%</td>
<td>54%</td>
<td>38%</td>
<td>56%</td>
<td>50%</td>
</tr>
</tbody>
</table>
Governor: Barrett vs. Walker

- Barrett: 30
- Walker: 40
- Undecided: 20
## Governor: Barrett vs. Walker

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tom Barrett</td>
<td>16%</td>
<td>54%</td>
<td>29%</td>
<td>37%</td>
<td>35%</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Scott Walker</td>
<td>57%</td>
<td>13%</td>
<td>38%</td>
<td>40%</td>
<td>20%</td>
<td>37%</td>
<td>23%</td>
</tr>
</tbody>
</table>
Governor: Barrett vs. Neumann

- Barrett
- Neumann
- Undecided
## Governor: Barrett vs. Neumann

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tom Barrett</td>
<td>18%</td>
<td>60%</td>
<td>31%</td>
<td>43%</td>
<td>41%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Mark Neumann</td>
<td>50%</td>
<td>11%</td>
<td>39%</td>
<td>42%</td>
<td>23%</td>
<td>37%</td>
<td>26%</td>
</tr>
</tbody>
</table>
Will You Vote in the Republican Primary for Governor?

N=356

- Definitely Vote: [Bar Graph]
- Probably Vote: [Bar Graph]
- Probably Not Vote: [Bar Graph]
- Definitely Not Vote: [Bar Graph]
Republican Primary

N = 323

- Mark Neumann: 25
- Scott Walker: 45
- Undecided: 15
### Republican Primary

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Rep.</th>
<th>Ind.</th>
<th>Milw.</th>
<th>Mad.</th>
<th>Green Bay</th>
<th>Rest of WI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Neumann</td>
<td>26%</td>
<td>28%</td>
<td>19%</td>
<td>34%</td>
<td>37%</td>
<td>29%</td>
</tr>
<tr>
<td>Scott Walker</td>
<td>50%</td>
<td>43%</td>
<td>69%</td>
<td>27%</td>
<td>33%</td>
<td>27%</td>
</tr>
</tbody>
</table>
Generic State Assembly

Bar chart showing the number of members by political affiliation:
- Democratic: 35
- Republican: 45
- Undecided: 20
## Generic State Assembly

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Democratic</td>
<td>1%</td>
<td>94%</td>
<td>26%</td>
<td>37%</td>
<td>44%</td>
<td>27%</td>
<td>41%</td>
</tr>
<tr>
<td>Republican</td>
<td>88%</td>
<td>1%</td>
<td>42%</td>
<td>43%</td>
<td>35%</td>
<td>55%</td>
<td>41%</td>
</tr>
</tbody>
</table>
Do These Describe Politicians in Madison?

- Only cares what lobbyists and people with money want
- Trustworthy
- Cares about people like me
- Working on issues that are important to me and my family
- Capable of solving the state budget deficit

![Bar chart showing the responses to the questions about politicians in Madison. The chart compares the percentage of people who think politicians do these things well or not well. The questions are listed vertically on the left side of the chart, and the bars represent the percentage of respondents who agree that the politicians do these things well (blue) or not well (red). The x-axis represents the percentage scale from 0 to 80.]
Do These Describe Politicians in Madison?

- Only cares what lobbyists and people with money want
- Trustworthy
- Cares about people like me
- Working on issues that are important to me and my...
- Capable of solving the state budget deficit

Graph showing the percentage of responses for each statement.
More Important: Jobs or the Environment

- Protect environment
- Jobs
- Both
Achieving a Good Standard of Living: Government Help or Ahead on Your Own?

- Government Guarantee
- Ahead on Own
If State Budget Cuts Are Required, Where Should They Be Made?

- Health and Human Services
- Prisons
- Funding for the UW
- Aid to Schools and Local Government
Public Employee Pensions

The bar chart shows the distribution of opinions on whether public employees should contribute to their pensions. The majority (blue bar) believe that public employees should contribute, while a minority (red bar) believe they shouldn't.
State Opinion of Obama Health Care Reform

![Bar Chart]

- Favor: [Value]
- Oppose: [Value]
## State Opinion of Obama Health Care Reform

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Favor</td>
<td>6%</td>
<td>75%</td>
<td>35%</td>
</tr>
<tr>
<td>Oppose</td>
<td>94%</td>
<td>12%</td>
<td>57%</td>
</tr>
</tbody>
</table>
National Opinion of Obama Health Care Reform

pollster.com
If Health Care Reform Passes…

N=300

[Bar chart showing the distribution of opinions on health care reform. The categories are Better Off, Worse Off, and No Change. The chart indicates a significant number are Worse Off, followed by No Change and then Better Off.]
If Health Care Reform Does Not Pass…

N=300

- Better Off
- Worse Off
- No Change
Federal Stimulus Impact in Wisconsin

- Has Already Created a Substantial Number of New Jobs: 10
- Will Create a Substantial Number of New Jobs, Hasn't Yet: 30
- Will Not Create a Substantial Number of New Jobs: 50
Main Source of News

- Internet
- Radio
- Print
- Television
## Main Source of News

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>41%</td>
<td>45%</td>
<td>50%</td>
</tr>
<tr>
<td>Internet</td>
<td>25%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Radio</td>
<td>24%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Print</td>
<td>10%</td>
<td>15%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Party Affiliation

- Independent
- Democrat
- Republican
Have These Happened to the Family in the Past Year?

- No
- House Foreclosure
- Been Furloughed
- Had Hours Reduced
- Lost a Job

Bar chart showing the frequency of these events in the past year, with 'No' being the most common.
Do You Belong to Any Groups Where You Talk to One or More Members of the Group at Least Once Every Two Weeks?