

Wisconsin Study Toplines  
WPRI  
November 2010  
N=614

Q1. Some people are registered to vote and others are not. Are you registered to vote in the precinct or election district where you now live, or aren't you?

Yes, registered to vote.....	83
No, not registered to vote.....	17
Don't Know/Refused.....	0

Q2. Some people seem to follow what's going on in politics most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all?

Most of the time .....	53
Some of the time .....	27
Only now and then .....	12
Hardly at all.....	8
Don't know / Refused.....	1

Q3. Thinking about things in the United States, do you think things in the country are generally going in the right direction, or do you feel things have gotten off on the wrong track?

Right direction.....	26
Wrong track.....	65
Don't know/Refused.....	9

Q4. Thinking about things in the state of Wisconsin, do you think things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

Right direction.....	27
Wrong track.....	64
Don't know/Refused.....	9

Q5. What do you think should be the top priority of the Governor and the State Legislature?

Making health care and prescription drugs affordable .....	8
Holding the line on taxes and government spending .....	13
Improving the state's economy and protecting jobs .....	49
Improving education .....	6
Protecting the environment .....	1
Fighting crime .....	0
Reforming campaign finance laws .....	1
Gasoline prices .....	0
Affordable electricity .....	0
Improving Roads and Bridges .....	1
Stopping the building of the train .....	1
Encouraging building of the train .....	1
Other (SPECIFY) .....	11
Don't know / Refused .....	8

Q6. How would you rate the quality of life in Wisconsin compared to other states? Do you believe Wisconsin residents have a higher quality of life, a lower quality of life or about the same?

Higher .....	33
Lower .....	8
About the same .....	52
Don't know/Refused .....	7

Q7. Over the next year, do you expect the economy in Wisconsin to get better, get worse, or stay about the same?

Get better .....	44
Get Worse .....	17
Stay the Same .....	37
Don't know/Refused .....	2

Q8: Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Barack Obama is handling his job as president?

Strongly approve.....	23
Somewhat approve.....	31
Somewhat disapprove.....	15
Strongly disapprove.....	28
Don't know / Refused.....	4

Q9: Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Jim Doyle is handling his job as Governor of Wisconsin?

Strongly approve.....	8
Somewhat approve.....	30
Somewhat disapprove.....	21
Strongly disapprove.....	34
Don't know / Refused.....	8

I'm now going to read you a list of people and organizations that have been in the news recently, please tell me if you have a favorable or unfavorable opinion of each of them.

Q10:

Scott Walker

PROMPT IF NECESSARY: Do you have a favorable or unfavorable opinion of... IF FAVORABLE/UNFAVORABLE, ASK: Would that be a STRONGLY or just a SOMEWHAT (FAVORABLE/UNFAVORABLE) opinion?

Very favorable.....	21
Somewhat favorable.....	24
Somewhat unfavorable.....	16
Very unfavorable.....	19
Never heard of him / her.....	6
Don't know / Refused.....	14

Q11:

Ron Johnson

PROMPT IF NECESSARY: Do you have a favorable or unfavorable opinion of... IF FAVORABLE/UNFAVORABLE, ASK: Would that be a STRONGLY or just a SOMEWHAT (FAVORABLE/UNFAVORABLE) opinion?

Very favorable.....	21
Somewhat favorable.....	22
Somewhat unfavorable.....	18
Very unfavorable.....	15
Never heard of him / her.....	8
Don't know / Refused.....	17

Q12:

Herb Kohl

PROMPT IF NECESSARY: Do you have a favorable or unfavorable opinion of... IF FAVORABLE/UNFAVORABLE, ASK: Would that be a STRONGLY or just a SOMEWHAT (FAVORABLE/UNFAVORABLE) opinion?

Very favorable .....	18
Somewhat favorable.....	37
Somewhat unfavorable.....	14
Very unfavorable .....	11
Never heard of him / her .....	6
Don't know / Refused.....	14

Q13a: Classroom Teachers

PROMPT IF NECESSARY: Do you have a favorable or unfavorable opinion of... IF FAVORABLE/UNFAVORABLE, ASK: Would that be a STRONGLY or just a SOMEWHAT (FAVORABLE/UNFAVORABLE) opinion?

Very favorable .....	38
Somewhat favorable.....	37
Somewhat unfavorable.....	9
Very unfavorable .....	6
Never heard of .....	2
Don't know / Refused.....	9

Q13b: Teachers' Unions

PROMPT IF NECESSARY: Do you have a favorable or unfavorable opinion of... IF FAVORABLE/UNFAVORABLE, ASK: Would that be a STRONGLY or just a SOMEWHAT (FAVORABLE/UNFAVORABLE) opinion?

Very favorable .....	18
Somewhat favorable.....	29
Somewhat unfavorable.....	19
Very unfavorable .....	18
Never heard of .....	4
Don't know / Refused.....	13

Q14: The Tea Party Movement

PROMPT IF NECESSARY: Do you have a favorable or unfavorable opinion of... IF FAVORABLE/UNFAVORABLE, ASK: Would that be a STRONGLY or just a SOMEWHAT (FAVORABLE/UNFAVORABLE) opinion?

Very favorable .....	17
Somewhat favorable.....	23
Somewhat unfavorable.....	17
Very unfavorable .....	20
Never heard of him / her .....	6
Don't know / Refused.....	18

Q15. Changing topics, how much of the time do you think you can trust the state government in Madison to do what is right—just about always, most of the time, or only some of the time?

Just about always .....	3
Most of the time.....	24
Only some of the time.....	60
Never.....	11
Don't know / Refused.....	3

Q16. Do you think the people in state government waste a lot of the money we pay in taxes, waste some of it, or don't waste very much of it?

A lot of the money .....	51
Some of the money .....	45
Don't waste much of the money .....	4
Don't know / Refused.....	1

Q17. As you may know, the state government has had to make significant spending cuts in the last few years. Which of these views best represents your opinion of Wisconsin state government?

State government is too small and is not doing enough to serve its residents; it needs more money

State government is about the right size and is doing enough to serve its residents; it should continue to operate with the same amount of money

State government is too big and is trying to do too much to serve its residents; it could make do with less money.

Government too small.....	19
Government about right .....	30
Government too big .....	48
Don't know / Refused.....	4

Q18. In general, which of the following statements do you agree with more

I'd rather pay higher taxes and have a state government that provides more services

I'd rather pay lower taxes and have a state government that provides fewer services?

Pay higher taxes, more services .....	36
Pay lower taxes, fewer services .....	56
Don't know / Refused.....	8

Q19. I'm going to name some of the largest areas for overall state spending. Please tell me the one that represents the most spending in the Wisconsin state budget.

K-12 public education.....	21
Medicaid insurance for lower income households.....	30
Higher education.....	10
Transportation.....	13
Aid to local government.....	12
Don't know/Refused.....	1

Q20. Do you think the state budget situation Wisconsin, that is, the balance between government spending and revenues—is a big problem, somewhat of a problem, or not a problem for the people of Wisconsin today?

A big problem .....	46
Somewhat of a problem .....	48
Not a problem .....	4
Don't know / Refused.....	2

Q21. Thinking about these five areas of overall state spending, I'd like you to name the one that you most want to protect from state spending cuts.

K-12 public education.....	40
Medicaid insurance for lower income households.....	28
Higher education.....	10
Transportation.....	7
Aid to local government.....	9
Don't know/Refused.....	7

Q22. Thinking about these five areas of overall state spending, I'd like you to name the one that you least want to protect from state spending cuts.

K-12 public education.....	7
Medicaid insurance for lower income households.....	15
Higher education.....	14
Transportation.....	31
Aid to local government.....	25
Don't know/Refused.....	9

Q23. At this time, how much of a problem for state and local government budgets is the amount of money that is being spent on their public employee pension or retirement systems? Is this a big problem, somewhat of a problem, or not a problem in Wisconsin today?

A big problem .....	35
Somewhat of a problem .....	43
Not a problem .....	13
Don't know / Refused.....	9

Q24. Some people say that it's understandable that public employees don't contribute to their pensions because public sector salaries are lower than salaries paid in the private sector. Other people say that public sector workers should contribute to their own pensions like everyone else. Which better describes how you feel?

Public employees shouldn't contribute.....	16
Public employees should contribute .....	80
Don't know / Refused.....	4

Q25. Overall, do you think the state and local tax system is in need of major changes, minor changes, or do you think it is fine the way it is?

Major changes .....	48
Minor changes.....	43
Fine the way it is .....	6
Don't know / Refused.....	2

Q26. On another topic, as you may have heard, there has recently been debate about whether the state of Wisconsin should go forward with the Madison to Milwaukee passenger rail project. Do you support or oppose the Madison to Milwaukee passenger rail project?

Support.....	35
Oppose .....	52
Don't know / Refused.....	12

Q27. Let me tell you a little more information. Please tell me which of the following arguments comes closest to your point of view. (Rotate)

Supporters of the passenger rail project say that it is an important addition to the transportation system in Wisconsin and is being paid for by 800 million dollars in federal money. They also say that the project will create jobs and that if Wisconsin does not go forward with the project, the money will be redirected to other states.

Opponents of the project say that what we need is better roads and that the federal money for the train will not cover the inevitable cost over runs. They also say that the project will only create a handful of permanent jobs and that the train would not have enough ridership to pay for its annual operating costs.

Supporters' view .....	36
Opponents' view .....	58
Don't know / Refused.....	6

Q28. As you may know, there was an election a couple weeks ago for Governor of Wisconsin, US Congress, and other offices. Many people weren't able to vote. How about you? Were you able to vote or for some reason were you unable to vote?

Able to vote.....	72
Not able to vote.....	28
Don't know / Refused.....	0

Q29. (IF VOTED) Did you vote prior to Election Day or did you vote on Election Day?

Voted prior to Election Day.....	11
Voted on Election Day.....	89
Don't know / Refused.....	0

Q30. (IF VOTED) Now let me ask you about the election for Governor. Did you vote for the Democrat, Tom Barrett, or the Republican, Scott Walker?

Democrat Tom Barrett .....	39
Republican Scott Walker .....	50
Don't know / Refused.....	11



I'm now going to read you a few policy proposals. Please tell me whether you support or oppose each of them.

Q31. A proposal has been made that would give low-income families in Wisconsin with children in public schools a wider choice, by allowing them to enroll their children in private schools instead, with government helping to pay the tuition. Would you favor or oppose this proposal?

Completely favor .....	21
Somewhat favor .....	24
Neither favor nor oppose .....	8
Somewhat oppose .....	19
Completely oppose.....	26
Don't know/Refused .....	3

Q32. A proposal has been made that would allow counties, municipalities and non-profit organizations to authorize charter schools. Would you favor or oppose this proposal giving counties and municipalities in Wisconsin the power to authorize public charter schools in every school district in the state?

Completely favor .....	25
Somewhat favor .....	24
Neither favor nor oppose .....	16
Somewhat oppose .....	14
Completely oppose.....	14
Don't know/Refused .....	8

Q33. A proposal has been made that would allow students to test out of high school early so they can pursue higher education. Would you favor or oppose this proposal?

Completely favor .....	38
Somewhat favor .....	28
Neither favor nor oppose .....	8
Somewhat oppose .....	12
Completely oppose.....	12
Don't know/Refused .....	2

Q34. A proposal has been made to improve the road system in the state by having open-road tolling with collection automatically deducted electronically on Wisconsin's Interstate highways? Would you favor or oppose this proposal?

Completely favor .....	11
Somewhat favor .....	25
Neither favor nor oppose .....	11
Somewhat oppose .....	17
Completely oppose.....	33
Don't know/Refused .....	3

Q35. To alleviate the state budget deficit, a proposal has been made to increase taxes on higher income people in the state of Wisconsin. Would you favor or oppose this proposal?

Completely favor .....	39
Somewhat favor .....	24
Neither favor nor oppose .....	6
Somewhat oppose .....	13
Completely oppose.....	15
Don't know/Refused .....	2

Q36. To alleviate the state budget deficit, a proposal has been made to increase sales taxes in the state of Wisconsin. Would you favor or oppose this proposal?

Completely favor .....	8
Somewhat favor .....	20
Neither favor nor oppose .....	11
Somewhat oppose .....	19
Completely oppose.....	40
Don't know/Refused .....	2

Q37. In Wisconsin, state aid to local school districts is determined largely by factors beyond the control of local school districts. Would you favor or oppose using some of this state aid to reward those schools that do the best job of improving student performance.

Completely favor .....	38
Somewhat favor .....	32
Neither favor nor oppose .....	8
Somewhat oppose .....	11
Completely oppose.....	8
Don't know/Refused .....	3

Q38. On another topic, as you may have heard, President Obama's health care reform plan was passed by Congress and signed into law. From what you have heard about this plan, do you favor or oppose Obama's health care reform plan?

Completely favor .....	21
Somewhat favor .....	19
Neither favor nor oppose .....	8
Somewhat oppose .....	11
Completely oppose.....	38
Don't know/Refused .....	3

Q39. In Wisconsin public schools, the average amount spent per student is \$12,400. Do you think that amount is too much, too little or about right?

Too much .....	27
Too little.....	16
About right.....	47
Don't know/Refused.....	10

Q40. Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or something else?

Republican .....	23
Democrat.....	33
Independent.....	28
Other/No preference.....	14
Don't know/Refused.....	4

Q41. IF 3,4, or 5 in Q40 Do you think of yourself as closer to the Republican Party or to the Democratic Party?

Republican .....	33
Democrat.....	28.0
Neither/Just Independent .....	31
Don't know/Refused.....	9

Q42. What is the highest level of education you completed?

Elementary school only.....	1
Some high school / did not finish .....	10.0
Completed high school .....	35
Some college but didn't finish.....	21
Two year college degree .....	9
Four year college degree.....	16
Some graduate work .....	2
Completed masters or professional degree .....	5
Advanced graduate work or PhD.....	1

Q43. What is your age?

18-24 years old.....	13
25-44 years old.....	35
45-64 years old.....	35
65+ years old.....	

Q44. Are you currently married, widowed, divorced, separated, or have you never been married?

Married .....	54
Widowed.....	8
Divorced.....	9
Separated.....	2
Never Married.....	26
Don't know/Refused .....	2

Q45. Would you describe yourself as White, African American, Asian, Hispanic, Native American, or some other race?

White.....	83
African American or Black.....	8
Asian, South Asian, or Pacific Islander .....	1
Hispanic of Latino.....	2
Native American or American Indian.....	1
Other .....	2
Don't know/Refused .....	3

Q46. ASK CELL PHONE SAMPLE Now, thinking about your telephone use, is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Yes .....	25
No.....	75
Don't know/Refused .....	1

Q47. ASK LANDLINE SAMPLE Now thinking about your telephone use, do you have a working cell phone?

Yes .....	72
No.....	26
Don't know/Refused .....	2

Q48. Of all the personal telephone calls that you receive, do you get...?

All or almost all on a cell phone .....	27
Some on a cell phone and some on a home phone .....	37
All or almost all on a regular home phone.....	34
Don't know/Refused .....	2

Q49. Is this number a cell phone or a landline?

Cell phone .....	26
Landline .....	74