THE ST. NORBERT COLLEGE/WISCONSIN PUBLIC RADIO WISCONSIN SURVEY – Fall 2010

State Issues

Governor's Race
Governor Doyle Approval Rating
High-Speed Rail Service
Personal Financial Outlook

Survey Information:
Random Selection, Landline Telephone Survey
Number of Adult Wisconsin Registered Likely Voters: 402
Interview Period: 10/12/10 – 10/15/10
Margin of Error: +/- 5% at the 95% confidence level.

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- *NOTE: Percentages may not add to 100% due to rounding.*

Governor's Race

If the election for Wisconsin Governor were held today, would you be more likely to vote for? (Candidate names were rotated)

Republican Scott Walker	**50%**
Democrat Tom Barrett	**41%**
Other Third Party or Independent Candidate	2%
Not Sure	6%
Refused	1%

OF THOSE "NOT SURE" in the previous question:
As of today, do you lean more toward Barrett or Walker? (Candidate names were rotated)

Republican Scott Walker	**21%**
Democrat Tom Barrett	**18%**
Other	2%
Don't Know	59%
Refused	0%

ALL RESPONDENTS:

How likely are you to change your vote for governor before the November election?

Very Likely 2%
Somewhat Likely 7%
Somewhat Unlikely 8%
Very Unlikely.....78%
Not Sure 4%
Refused .....<1%

Now I want to read you a list of a few characteristics of candidates. Please tell me for each one if this characteristic would make you MORE LIKELY or LESS LIKELY to vote for a candidate with that characteristic, or would it not effect who you would vote for? First let's take the characteristic that the candidate is an incumbent running for reelection

	More Likely	No Effect	Less Likely	Not Sure	Refused
Candidate is an incumbent running for reelection	10%	65%	23%	3%	<1%
Candidate is a supporter of the Tea Party	21%	37%	38%	4%	<1%
Candidate voted for the health care law that was passed earlier this year	35%	17%	45%	3%	<1%
Candidate has never held elective office before	14%	62%	22%	2%	0%

Most Important Factor In Vote Choice

What will be the most important factor in determining who you will vote for in the election for governor in November? (Open-ended)

1. Economy and Jobs 25%
2. Party Identification/Philosophy 17%
3. Budget, Deficit, Taxes 11%
4. Character of Candidate 7%
5. Education 7%
6. Health Care 5%
7. Experience of Candidate 4%
8. Abortion Stance 4%
9. Change from Current Administration 3%
10. Dislike of the Other Candidate 3%
11. Election Information/Way of Running Campaign 2%

Other Issue Stances/Considerations (each is 1% or less of overall responses)
Stem Cell Research, Agricultural Policy, Immigration, Gun Laws (concealed carry, hunting)
Social Security, Senior Citizens, Develop Infrastructure, From Milwaukee etc.

Not Sure 1%
Nothing ..... <1%
Refused 4%

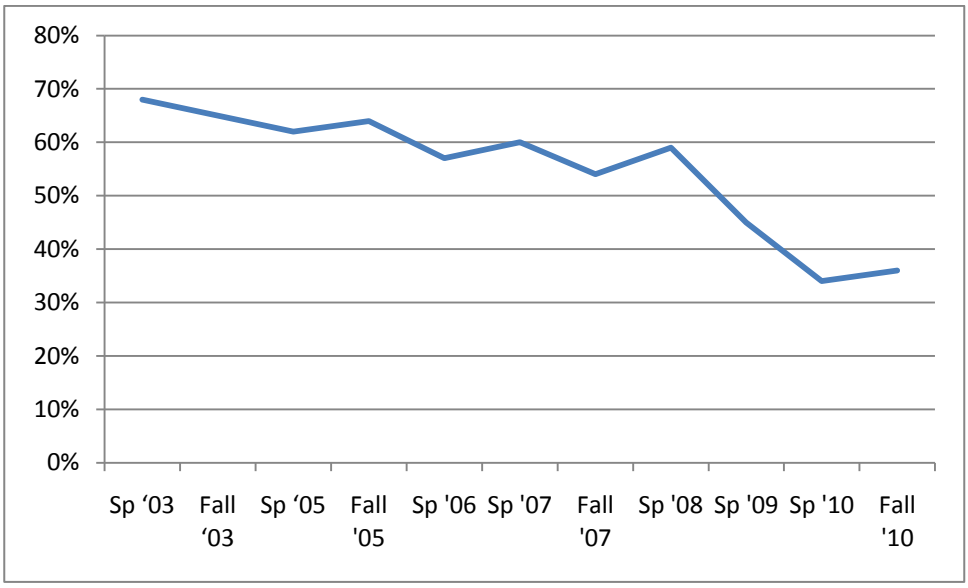
Governor Approval Rating

Do you approve or disapprove of the way Jim Doyle is handling his job as Governor?

Approve.....36%
Disapprove 55%
Not Sure 8%
Refused 2%

Approval

Sp ‘03	68%
Fall ‘03	65%
Sp ‘05	62%
Fall '05	64%
Sp '06	57%
Sp '07	60%
Fall '07	54%
Sp '08	59%
Sp '09	45%
Sp '10	34%
Fall '10	36%



Milwaukee/Madison High-Speed Rail Service

The Wisconsin Department of Transportation received $810 million dollars from the federal economic stimulus package to build a high-speed rail service between Milwaukee and Madison. Would you say that you strongly support this project, somewhat support, somewhat oppose or strongly oppose the high-speed rail project?

Strongly Support	14%
Somewhat Support	30%
Somewhat Oppose	16%
Strongly Oppose	39%
Not Sure	2%
Refused	0%

How likely are you to use this rail service?

Very Likely	7%
Somewhat Likely	21%
Somewhat Unlikely	11%
Very Unlikely	60%
Not Sure	<1%
Refused	0%

Personal Financial Outlook

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 29%
Worse off now.....39%
Same (volunteered) 32%
Not Sure .....<1%
Refused / NA.....<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%
Median	36%	25%	36%

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

Better off now 55%
Worse off now.....18%
Same (volunteered) 17%
Not Sure 9%
Refused / NA.....<1%

	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%
Median	53%	19%	22%