Political Polling in Wisconsin
Research undertaken for Reuters

These are findings from an Ipsos poll conducted October 8-11, 2010 on behalf of Reuters. For the survey, a representative, randomly selected sample of exactly 600 adults aged 18 and older across Wisconsin who are registered voters was interviewed by Ipsos. With a sample of this size, the results are considered accurate within 4 percentage points, 19 times out of 20, of what they would have been had the entire population of registered voters in Wisconsin been polled. Likely voters (reported on for ballot questions only) are defined as individuals currently registered to vote, who voted in the 2008 Presidential election, are a 7-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign 'a great deal' or 'quite a bit.' Individuals who did not vote in the 2008 Presidential election qualify as likely voters if they are registered to vote, are an 8-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign 'a great deal' or 'quite a bit.' Out of our sample of 600 registered voters, 451 are likely voters. With a sample of this size, the results are considered accurate within ±4.6 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled.

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual Wisconsin registered voter population according to U.S. Census figures. Respondents had the option to be interviewed in English or Spanish. Figures filtered on Democrats, Republicans, and Independents are based on registered voters and not likely voters. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of a per cent. Where figures do not sum to 100, this is due to the effects of rounding. Please note that data based on 'Independents' is indicative only due to the very small base size (67).

PARTY AFFILIATION / IDEOLOGY

1. Are you currently registered to vote, or not?

	Registered voters	Democrats	Republicans	Independents
Yes	100	100	100	100
No	--	--	--	--

2. Sometimes things come up and people are not able to vote. In the 2008 election for President, did you happen to vote?

Yes	91
No	8
Don't know / Refused	*

3. Why not? *(Base = All who did not vote at 2008 Presidential Election (n=28))*

Not registered, too busy, something came up	33
Too young to vote at the time	23
Did not approve of candidates	15
Did not live in the state at the time	9
Did not vote / want to vote	5
Health reasons	2
Could not get to the polls	2
Other	8
Don't know / Refused	4

4. On November 2nd, midterm elections will be held. Wisconsin voters will elect a Senator, Members of Congress, Governor, and other state-level positions. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming elections? You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote.

	Registered voters	Democrats	Republicans	Independents
1 – Completely certain will NOT vote	7	8	2	20
2	1	2	1	0
3	1	2	0	0
4	1	1	0	0
5	4	5	3	3
6	2	2	2	2
7	4	3	5	0
8	8	11	3	13
9	5	6	5	1
10 – Completely certain WILL vote	68	60	80	60
Don't know / Refused	7	8	2	20

5. How much interest do you have in following news about the campaigns for the midterm elections in Wisconsin?

	Registered voters	Democrats	Republicans	Independents
A great deal	33	25	45	32
Quite a bit	30	33	28	21
Only some	21	22	17	24
Very little	11	14	8	11
No interest at all	5	6	2	11
Not sure / Refused	*	0	*	0
TOTAL: Great deal/Quite a bit	63	58	73	54
TOTAL: None/Very little	16	20	10	23

6. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
   IF "DEM" TO Q6, ASK Q7. IF "REPUB" TO Q6, ASK Q8. IF "INDEP"/"NONE" TO Q6, ASK Q9
7. Do you lean strongly or only moderately toward the Democratic Party?
8. Do you lean strongly or only moderately toward the Republican Party?
9. Do your beliefs tend to lean more toward the Democrats or the Republicans?

SUMMARY TABLE	Likely voters	Registered voters
Strongly Democrat	24	21
Moderately Democrat	6	11
Lean Democrat	12	14
Strongly Republican	24	20
Moderately Republican	7	5
Lean Republican	15	13
Independent (No lean)	9	12
DK / Ref	5	4
Total Democrats	**42**	**46**
Total Republicans	**45**	**38**
Total Independents	**9**	**12**

10. Generally speaking, would you say things in Wisconsin are heading in the right direction, or are they off on the wrong track? ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.

	Registered voters	Democrats	Republicans	Independents
Right direction	31	50	12	24
Wrong track	62	41	87	61
Not sure / Refused	8	8	2	15

11. What do you think are the biggest problems facing Wisconsin now?
OPEN-ENDED: DO NOT READ OUT. INTERVIEWERS: CODE INTO CATEGORIES BELOW UNLESS RESPONSE ABSOLUTELY DOES NOT FIT. PLEASE CONSIDER THESE 'BROAD' DEFINITIONS AND TRY TO CODE RESPONSES INTO PRECODES BELOW.

Economy / jobs (includes: national economy, CA's economy, lack of jobs, wrong jobs, not enough work, etc)	63
Taxes (includes: too much tax, tax increases, disproportionate tax, etc)	18
Healthcare (includes: national and also within CA)	17
Budget / Deficit	16
Government / politics / politicians (includes: named politicians, corrupt government, legislature, parties, national government, etc)	11
Education	10
Crime	3
Environment/Pollution (includes: global warming, damage to natural environment, littering, exhaust from cars, etc)	2
Welfare, social security, social support	1
Other	14
Don't know / Refused	2

I know it is a long way off, but thinking about the elections this fall…

12/13. TOTAL Wisconsin US Senate with leaners:

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Ron Johnson (Republican)	**51**	46	15	90	38
Russ Feingold (Democrat)	**44**	45	82	7	30
Candidate from another political party (VOL)	*	*	*	0	1
DK/Ref/Unsure (VOL)	**5**	9	4	3	32

12. …if the election for US Senator were held today, would you vote for Republican candidate [INSERT NAME] or Democratic candidate [INSERT NAME] [REVERSE NAMES]? ASK Q13 IF 'DK/ REFUSED' AT Q12

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Ron Johnson (Republican)	50	45	13	89	37
Russ Feingold (Democrat)	43	43	80	6	25
Candidate from another political party (VOL)	*	3	2	2	13
DK/Ref/Unsure (VOL)	7	9	5	3	26

13. *Lean question: If you had to choose, do you lean more towards? (All DK/Ref at Q12 = 52)*

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Ron Johnson (Republican)	20	16	28	24	6
Russ Feingold (Democrat)	21	20	32	36	20
DK/Ref/Unsure (VOL)	59	65	40	40	74

14/15. TOTAL Wisconsin Governor with leaners:

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Scott Walker (Republican)	**52**	48	16	93	41
Tom Barrett (Democrat)	**42**	41	79	5	15
Candidate from another political party (VOL)	*	1	1	0	2
DK/Ref/Unsure (VOL)	**6**	10	4	2	42

14. …if the election for Governor of Wisconsin were today, would you vote for Republican candidate [INSERT NAME] or Democratic candidate [INSERT NAME] [REVERSE NAMES]? ASK Q15 IF 'DON'T KNOW / REFUSED' AT Q14

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Scott Walker (Republican)	51	47	15	91	36
Tom Barrett (Democrat)	40	39	76	4	15
Candidate from another political party (VOL)	*	1	1	0	2
DK/Ref/Unsure (VOL)	9	14	8	5	47

15. *Lean question: If you had to choose, do you lean more towards? (All DK/Ref at Q14 = 57)*

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Scott Walker (Republican)	15	21	16	73	20
Tom Barrett (Democrat)	28	18	50	14	0
DK/Ref/Unsure (VOL)	56	61	35	13	80

16. Overall, do you approve, disapprove or have mixed feelings about the way Jim Doyle is handling his job as Governor of Wisconsin? IF "APPROVE" OR "DISAPPROVE" TO Q16, ASK Q17. IF "HAVE MIXED FEELINGS /DK/REF" TO Q16, ASK Q18.
17. Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?
18. If you had to choose, do you lean more towards approve or disapprove?

	Registered voters	Democrats	Republicans	Independents
Strongly approve	7	12	2	1
Somewhat approve	12	19	5	12
Lean approve	16	26	7	5
Still have mixed feelings	4	2	1	19
Lean disapprove	19	17	19	26
Somewhat disapprove	10	8	12	12
Strongly disapprove	30	15	54	17
Not sure	2	*	*	7
TOTAL: Approve	34	57	14	18
TOTAL: Disapprove	60	41	85	56

19. I am going to read out a series of statements. For each one, please tell me if you associate this quality more with Senator Russ Feingold or his opponent Ron Johnson? READ OUT EACH A-G AND RANDOMIZE?

Has the right ideas about healthcare policy for the country	Registered voters	Democrats	Republicans	Independents
Russ Feingold	38	65	11	25
Ron Johnson	41	15	78	28
[VOL] Both	1	1	1	0
[VOL] Neither	9	9	7	19
[VOL] DK/REF	11	10	3	29

Is the best person to help generate jobs in Wisconsin	Registered voters	Democrats	Republicans	Independents
Russ Feingold	36	65	6	25
Ron Johnson	49	22	86	40
[VOL] Both	2	3	2	2
[VOL] Neither	7	6	2	15
[VOL] DK/REF	7	4	4	19

Will say anything to win votes	Registered voters	Democrats	Republicans	Independents
Russ Feingold	35	13	68	23
Ron Johnson	31	56	6	19
[VOL] Both	21	18	14	49
[VOL] Neither	8	8	7	7
[VOL] DK/REF	5	5	4	3

A strong leader for Wisconsin	Registered voters	Democrats	Republicans	Independents
Russ Feingold	44	77	10	27
Ron Johnson	40	13	81	26
[VOL] Both	3	2	2	8
[VOL] Neither	6	5	3	17
[VOL] DK/REF	7	5	4	22

Understands the problems of someone like me	Registered voters	Democrats	Republicans	Independents
Russ Feingold	40	72	9	19
Ron Johnson	40	15	79	28
[VOL] Both	3	1	2	11
[VOL] Neither	11	8	6	31
[VOL] DK/REF	7	5	5	12

Is part of the problem with politics right now in this country	Registered voters	Democrats	Republicans	Independents
Russ Feingold	42	23	70	33
Ron Johnson	28	48	12	8
[VOL] Both	9	9	3	18
[VOL] Neither	12	13	6	23
[VOL] DK/REF	10	7	8	19

Can be trusted on financial issues	Registered voters	Democrats	Republicans	Independents
Russ Feingold	38	69	6	25
Ron Johnson	42	15	84	24
[VOL] Both	3	1	3	10
[VOL] Neither	11	11	4	30
[VOL] DK/REF	7	5	3	11

20. And finally, do you believe that the healthcare plan passed by Congress earlier this year should remain in place or should be repealed?

	Registered voters	Democrats	Republicans	Independents
Remain in place	37	67	8	18
Be repealed	56	27	87	70
DK/REF	7	6	6	12