

**SURVEY OF LIKELY VOTERS IN WI 08  
AUGUST 16-19, 2010**

Hello, this is \_\_\_\_ with Ayres, McHenry & Associates, a national public opinion research company. We're talking with people throughout the country for just a few minutes about some issues facing the nation. We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation (DO NOT PAUSE).

---

A. Are you registered to vote in the county in which you live?

YES ..... GO TO QUESTION C  
NO ..... GO TO QUESTION B

B. Is there anyone else in your household who is registered to vote in your county?

YES ..... May I speak with that person please? GO TO INTRO  
NO ..... THANK AND CLOSE

C. How likely would you say you are to vote in the elections for Congress this fall: absolutely certain, very likely, somewhat likely, or not too likely?

ABSOLUTELY CERTAIN ..... 73%  
VERY LIKELY ..... 20%  
SOMEWHAT LIKELY ..... 7%  
NOT TOO LIKELY ..... THANK AND CLOSE  
DON'T KNOW/REFUSED ..... THANK AND CLOSE

D. Are you, or is any member of your family, employed by a political campaign, an elected official, or a media organization?

YES ..... THANK AND CLOSE  
NO ..... GO TO QUESTION 1  
DON'T KNOW/REFUSED ..... THANK AND CLOSE

---

1. Would you say that America is headed in the right direction, or have things gotten off on the wrong track?

RIGHT DIRECTION ..... 24%  
WRONG TRACK ..... 67%  
DON'T KNOW ..... 9%

---

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

2. What would you say is the most important issue facing the United States, that is, the one that concerns you most (DO NOT READ RESPONSES)?

ECONOMY/UNEMPLOYMENT/JOBS .....	55%
GOVERNMENT SPENDING/EARMARKS/DEFICIT .....	7%
FINANCIAL REFORM/BAILOUTS/WALL STREET .....	1%
HEALTH CARE REFORM/COST/QUALITY .....	9%
ENERGY/DEPENDENCE ON FOREIGN OIL .....	0%
CLIMATE CHANGE/ENVIRONMENT/POLLUTION .....	0%
GULF OIL SPILL (SPECIFIC MENTION) .....	0%
IRAQ.....	1%
AFGHANISTAN.....	1%
WAR ON TERROR/TERRORISM .....	3%
IMMIGRATION/ILLEGAL IMMIGRATION .....	3%
ETHICS/CORRUPTION IN GOVERNMENT .....	0%
TAXES .....	1%
GUNS/GUN RIGHTS .....	0%
EDUCATION .....	1%
TRAFFIC/ROADS/TRANSPORTATION .....	0%
CRIME/DRUGS.....	0%
GOVERNMENT TOO BIG/OVERREACHING.....	1%
MORALITY/TRADITIONAL VALUES .....	2%
OTHER (WRITE IN) .....	12%
DON'T KNOW/REFUSED .....	3%

3. Which of the following issues is most likely to affect your vote for Congress this fall: (ROTATE: controlling government spending, protecting our country from terrorism, protecting the environment, creating new jobs, making Washington DC more accountable, addressing illegal immigration, or improving our health care system)?

CONTROLLING GOVERNMENT SPENDING .....	25%
PROTECTING OUR COUNTRY.....	5%
PROTECTING THE ENVIRONMENT .....	2%
CREATING NEW JOBS.....	25%
MAKING WASHINGTON ACCOUNTABLE .....	19%
ADDRESSING ILLEGAL IMMIGRATION .....	4%
IMPROVING HEALTH CARE.....	11%
NONE OF THEM/SOMETHING ELSE.....	5%
DON'T KNOW/REFUSED .....	3%

4. In general, would you prefer that the next congressman from your congressional district be (ROTATE: a Republican or a Democrat)?

REPUBLICAN .....	41%
DEMOCRAT .....	28%
DEPENDS ON THE CANDIDATES (VOL) .....	22%
DON'T KNOW (VOL) .....	10%

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

5. Overall, do you support or oppose the health care reform plan that was signed into law this spring? (IF SUPPORT/OPPOSE, ASK: Would that be strongly (SUPPORT/OPPOSE) or just somewhat (SUPPORT/OPPOSE)?)

STRONGLY SUPPORT ..... 20%  
 SOMEWHAT SUPPORT ..... 17%  
 SOMEWHAT OPPOSE ..... 11%  
 STRONGLY OPPOSE ..... 43%  
 DON'T KNOW ..... 10%

SUPPORT ..... 37%  
 OPPOSE ..... 54%  
 DON'T KNOW ..... 10%

### Name IDs

I would like to read you a list of names and have you tell me, for each one, whether you've heard of that person and, if so, whether you have a favorable or unfavorable opinion of them. If you haven't heard of the person, just say so (RANDOMIZE):

	<i>FAV</i>	<i>UNFAV</i>	<i>NO OPINION</i>	<i>NEVER HEARD OF</i>
6. Steve Kagen	43%	48%	9%	1%
7. Reid Ribble	21%	11%	27%	41%
8. Nancy Pelosi	25%	58%	14%	3%
9. Barack Obama	40%	54%	6%	0%
10. Russ Feingold	41%	44%	13%	2%
11. Ron Johnson	32%	18%	25%	25%

12. If the election for Congress were being held today and the candidates were (ROTATE: Reid Ribble, the Republican, and Steve Kagen, the Democrat) for which candidate would you vote?

IF REFUSED OR UNDECIDED, ASK:	RIBBLE ..... 47%
Which way do you lean as of today,	LEAN RIBBLE ..... 2%
toward (ROTATE: Ribble or Kagen)?	KAGEN ..... 38%
	LEAN KAGEN ..... 1%
	UNDECIDED ..... 11%
	RIBBLE ..... 49%
	KAGEN ..... 39%
	UNDECIDED ..... 11%

13. Do you think Steve Kagen deserves reelection as congressman, or do you think it is time to give someone else a chance?

DESERVES REELECTION ..... 36%  
 TIME FOR SOMEONE ELSE ..... 58%  
 DON'T KNOW/NO OPINION ..... 6%

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

14. What is the single biggest reason you might not vote for Steve Kagen that you do not hear discussed often by the media? (PROBE FOR SPECIFICS)

15. Which of the following statements comes closer to your view (ROTATE):

- a. Steve Kagen’s time in Congress gives him the needed experience and power in Congress to give our district a strong voice in Washington.
- b. Steve Kagen’s time in Congress means he cares more about staying in power than about listening to his constituents.

NEEDED EXPERIENCE AND POWER ..... 41%  
 CARES MORE ABOUT POWER ..... 51%  
 DON’T KNOW/NO OPINION ..... 9%

Now I am going to read a list of characteristics and have you tell me whether you think each characteristic better describes (ROTATE: Reid Ribble or Steve Kagen). If you think a characteristic describes both candidates equally, or neither one, just say so (ROTATE):

	<i>DESCRIBES RIBBLE</i>	<i>DESCRIBES KAGEN</i>	<i>BOTH EQUALLY</i>	<i>NEITHER ONE</i>	<i>DON'T KNOW</i>
16. Has new ideas that will change our country for the better.	35%	24%	4%	9%	28%
17. Will promote policies that are good for the economy.	34%	28%	7%	5%	27%
18. Will fight to keep taxes low.	41%	20%	5%	7%	27%
19. Will do the right thing to fix the health care reform bill.	35%	31%	2%	6%	26%
20. Is honest and trustworthy.	28%	25%	9%	8%	30%
21. Will work to get government spending under control.	40%	20%	7%	6%	28%

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

Here are some criticisms that some people might make against Steve Kagen. For each criticism, please tell me whether it would make you much less likely to vote for Kagen for Congress, somewhat less likely to vote for Kagen for Congress, or whether that criticism would have no real effect on your vote (RANDOMIZE):

	<i><b>MUCH LESS LIKELY</b></i>	<i><b>SOMEWHAT LESS LIKELY</b></i>	<i><b>NO REAL EFFECT</b></i>	<i><b>DON'T KNOW</b></i>
22. He voted for card check, which would eliminate secret ballots for employees in union elections.	39%	16%	37%	8%
23. He once supported the elimination of all earmarks from the federal budget, but then sponsored over eighty million dollars in earmarks, including one for a company owned by men who contributed thousands of dollars to his campaign.	45%	23%	24%	7%
24. He voted for cap-and-trade, which Democratic leaders have called a great big tax, and independent analysts say will cause job losses.	45%	16%	28%	11%
25. He voted for President Obama's 787 billion dollar stimulus package.	44%	10%	39%	6%
26. He voted for ObamaCare, the Democratic health care reform bill.	44%	11%	40%	6%

27. Which of the following comes closest to your view about the Tea Party movement (ROTATE):

- a) I support the Tea Party movement and have attended a rally.
- b) I support the Tea Party movement and am likely to attend a rally in the future.
- c) I support the Tea Party movement, but am unlikely to attend a rally.
- d) I do not support the Tea Party movement.

SUPPORT/ATTENDED RALLY .....	5%
SUPPORT/LIKELY TO ATTEND RALLY .....	13%
SUPPORT/UNLIKELY TO ATTEND RALLY .....	31%
DO NOT SUPPORT .....	41%
NEVER HEARD OF TEA PARTY (VOL.) .....	3%
DON'T KNOW/NO OPINION .....	8%

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

## Demographics

---

Now I have a few questions just for statistical purposes.

---

28. In politics today, do you normally think of yourself as (ROTATE: a Republican, an independent, or a Democrat)?

IF "REPUBLICAN" OR "DEMOCRAT" ASK: Would you consider yourself a strong or a not-so-strong Republican/Democrat?	STRONG REPUBLICAN ..... 19% NOT-SO-STRONG REPUBLICAN ..... 8% IND LEAN REPUBLICAN ..... 15% INDEPENDENT/NO PREF ..... 18%
IF "INDEPENDENT," ASK: Do you think of yourself as closer to the (ROTATE: Republican or Democratic Party)?	IND LEAN DEMOCRAT ..... 9% NOT-SO-STRONG DEMOCRAT ..... 10% STRONG DEMOCRAT ..... 17% REFUSED ..... 6%

---

29. When thinking about politics today, do you normally consider yourself to be (ROTATE: very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal)?

VERY CONSERVATIVE .....	23%
SOMEWHAT CONSERVATIVE .....	30%
MODERATE .....	27%
SOMEWHAT LIBERAL .....	13%
VERY LIBERAL .....	5%
NO OPINION .....	3%

---

30. Would you please stop me when I read the correct category for your age?

18 TO 34 .....	6%
35 TO 49 .....	24%
50 TO 64 .....	36%
65 OR OLDER .....	34%
REFUSED (DO NOT READ) .....	0%

---

31. Would you please stop me when I read the correct category for your total household income?

\$25,000 OR LESS .....	11%
\$25,000 TO \$50,000 .....	24%
\$50,000 TO \$75,000 .....	23%
\$75,000 TO \$100,000 .....	15%
\$100,000 TO \$150,000 .....	9%
\$150,000 TO \$250,000 .....	2%
\$250,000 OR MORE .....	2%
REFUSED .....	14%

---

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

32. Is your religious background Protestant, Catholic, Jewish or something else? (IF SOMETHING ELSE OR UNCLEAR RESPONSE ASK: Is that a Christian religion or not?)

PROTESTANT.....	29%	GO TO Q. 33
CATHOLIC.....	44%	GO TO Q. 33
OTHER CHRISTIAN.....	12%	GO TO Q. 33
JEWISH.....	0%	GO TO Q. 34
MUSLIM.....	0%	GO TO Q. 34
OTHER NON-CHRISTIAN.....	4%	GO TO Q. 34
AGNOSTIC/ATHEIST.....	1%	GO TO Q. 34
NONE.....	4%	GO TO Q. 34
DON'T KNOW (DNR).....	2%	GO TO Q. 34
REFUSED (DNR).....	4%	GO TO Q. 34

---

33. Would you describe yourself as an evangelical Christian, or not?

EVANGELICAL.....	26%
NON-EVANGELICAL.....	61%
DON'T KNOW/REFUSED.....	13%

*Note: Results based on 340 Christian voters.*

---

34. Do you consider yourself to be (ROTATE: pro-life or pro-choice) on abortion?

PRO-LIFE.....	53%
PRO-CHOICE.....	35%
DON'T KNOW/REFUSED.....	12%

---

35. Are you from a Hispanic or Spanish-speaking background?

IF NO, ASK: What would you say is your main race: white, African American, Asian, or something else?

YES/HISPANIC.....	0%
NO/WHITE.....	95%
NO/BLACK/AFRICAN AMERICAN.....	0%
NO/ASIAN.....	0%
NO/OTHER.....	3%
REFUSED.....	1%

---

36. Gender (from observation):

MALE.....	49%
FEMALE.....	51%

---

That's all the questions I have. Thank you very much for sharing your opinions with us.

---

37. COUNTY FIPS: \_\_\_\_\_

38. STATE: \_\_\_\_\_

39. CONGRESSIONAL DISTRICT: \_\_\_\_\_

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.