

WISCONSIN POLL RESULTS – FEBRUARY 2008

The Research 2000 Wisconsin Poll was conducted for WISC-TV from February 13 through February 14, 2008. A total of 600 likely voters who vote regularly in state elections were interviewed statewide by telephone. The margin for error among the statewide sample 4% and 5% for both primary samples.

My name is \_\_\_\_\_ with Research 2000. We are conducting a public opinion poll for the WISC-TV. Your answer's are confidential and are for research purposes only. We are also not attempting to sell you anything. Would you have a few minutes to help us?

YES 1-PROCEED  
NO - 2-TERMINATE

SCREENER#1  
SCREENER #2  
SCREENER #3

The 3 screeners for the Primary sample only consists of the following, 1) the respondent must be a registered voter in WI, 2) they must vote always, almost always or most of the time when there is a statewide election in WI, and 3) they must respond that they will definitely vote, or probably vote in next week's primary.

For the overall sample among the 600 likely voters statewide there are two screeners: 1) the respondent must be a registered voter in WI, 2) they must vote always, almost always or most of the time when there is a statewide election in WI.

Male 1  
Female 2

QUESTION1: Which of the following do you consider yourself politically? (READ LIST):

Democrat 1  
Republican 2  
Independent/Other 3  
Ref 4-TERMINATE

QUESTION2: Which Primary will you likely vote in next Tuesday? (READ LIST):

Democrat 1-PROCEED  
Republican 2-SKIP TO Q4  
Not Sure 3-TERMINATE

DEM PRIMARY VOTERS ONLY:

QUESTION3: If the Democratic Primary for President were held today, which of the following candidates would you vote for? (READ LIST):

Barack Obama	1
Hillary Clinton	2
Undecided (DO NOT READ)	3

QUESTION 4: For demographic purposes only, which category best describes your race? (READ LIST):

White	1
African American	2
Hispanic	3
Other	4
REF (DO NOT READ)	5

SKIP TO Q6

REP PRIMARY VOTERS ONLY:

QUESTION5: If the Republican Primary for President were held today, which of the following candidates would you vote for? (READ LIST):

Ron Paul	1
John McCain	2
Mike Huckabee	3
Undecided (DO NOT READ)	4

ALL VOTERS:

QUESTION6: If the 2008 election for President were held today, for whom would you vote for if the choice were between Barack Obama, the Democrat, and John McCain, the Republican?

OBAMA	MCCAIN	UNDECIDED
1	2	3

QUESTION7: If the 2008 election for President were held today, for whom would you vote for if the choice were between Barack Obama, the Democrat, and Mike Huckabee, the Republican?

OBAMA	HUCKABEE	UNDECIDED
1	2	3

QUESTION8: If the 2008 election for President were held today, for whom would you vote for if the choice were between Hillary Clinton, the Democrat, and John McCain, the Republican?

CLINTON	MCCAIN	UNDECIDED
1	2	3

QUESTION9: If the 2008 election for President were held today, for whom would you vote for if the choice were between Hillary Clinton, the Democrat, and Mike Huckabee, the Republican?

CLINTON	HUCKABEE	UNDECIDED
1	2	3

STATE SUPREME COURT RACE:

I am going to list the names of a few individuals who are active in public life. After I mention each one, I would simply like for you to tell me if you recognize that individual. If you do recognize the individual, I will then ask you if you have a favorable or unfavorable opinion of that individual.

- A. The first name is \_\_\_\_\_. Do you recognize that name?  
 B. (IF YES) Do you have a favorable or unfavorable opinion of \_\_\_\_\_?

	FAV	UNFAV	NO OPINION
Q10:Louis Butler	1	2	3
Q11: Michael Gableman	1	2	3

QUESTION12: If the election for State Supreme Court were held today, would you vote for Louis Butler or Michael Gableman?

BUTLER	GABLEMAN	UNDECIDED
1	2	3

SMOKING BAN:

QUESTION13: Would you favor or oppose a statewide smoking ban for all bars, restaurants and work places in Wisconsin?

FAVOR	OPPOSE	NOT SURE
1	2	3

ECONOMY:

QUESTION14: How would you rate the future prospects of the economy; will it get better, will it get worse or will it remain about the same as it is now?

BETTER	WORSE	SAME	NOT SURE
1	2	3	4

QUESTION15: Are you and you family better or worse off than you your four years ago?

BETTER	WORSE	SAME	NOT SURE
1	2	3	4

RIGHT/WRONG TRACK:

QUESTION16: Do you feel the country overall is heading in the right direction or wrong direction?

RIGHT	WRONG	NOT SURE
1	2	3

QUESTION: For demographic purposes only, which category does you age fall into?

18-29	1
30-44	2
45-59	3
60+	4
REF (DO NOT READ)	5

NOTE REGION:

MILWAUKEE/METRO	1
MADISON	2
LACROSSE/EAU CLAIRE	3
GREEN BAY	4

Thank you for your time.

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