



UW Badger Poll™ #30, Release #1
University of Wisconsin Survey Center
University of Wisconsin Madison
FOR RELEASE ON JULY 15, 2010

NOTE: When using material from this release please cite the UW Badger Poll™ conducted by the University of Wisconsin Survey Center. Poll results compiled by Chad J. Kniss, Project Director, UW Survey Center. ckniss@ssc.wisc.edu (office: 608.262.4157)

Questions about Poll content and results can be directed to:
Professor Katherine Cramer Walsh, Department of Political Science (office: 608.265.3679) or (cell: 608.347.8528)

THE 2010 RACE FOR WISCONSIN GOVERNOR IN EARLY SUMMER

The UW Badger Poll's first look at the race for Governor of Wisconsin shows that most Wisconsinites are not paying much attention yet. 62% said they have paid only a little or no attention at all to the candidates running for governor. Only 9% said they were paying a lot of attention. Further, 52% of all Wisconsinites said they have not formed an opinion of whom they would prefer to have as the next governor.

- Among those Badger state residents who expressed a vote choice more said they preferred either of the Republicans Scott Walker or Mark Neumann over Democrat Tom Barrett by roughly a two to one ratio
 - Among all adults: Walker or Neumann 32%, Barrett 15% (N=500)
 - Among registered voters: Walker or Neumann 35%, Barrett 17% (N=466)
 - Among likely voters: Walker or Neumann 43%, Barrett 19% (N=297)
- A majority of all Wisconsin residents said they did not know enough about Scott Walker (60%), Mark Neumann (70%), or Tom Barrett (52%) to say whether they have a favorable or unfavorable view of each candidate.
- Among likely voters; 37% view Barrett favorably, 35% view Walker favorably, and 27% view Neumann favorably. A majority of likely voters said they did not know enough to give an opinion of Former Congressman Mark Neumann (58%)

For additional data and analysis see the following pages.

Choice for Governor of Wisconsin in November 2010

	All Residents	Registered Voters	Likely Voters
Scott Walker or Mark Neumann (R)	32%	35%	43%
Tom Barrett (D)	15%	17%	19%
Another Candidate (volunteered)	0%	0%	0%
Undecided	52%	48%	37%
Refused	1%	<1%	0%
(N)	(N=500)	(N=466)	(N=297)
Margin of Error	+/- 4.4%	+/- 4.5%	+/- 5.7%

The current UW Badger Poll did not employ a follow-up question designed to force those respondents who said they had not formed an opinion to make a choice between the Republican candidates and Tom Barrett. As the election draws nearer and more Wisconsinites turn their attention to the election choices, we will include such a follow-up.

Attention paid to the candidates running for Governor of Wisconsin

	All Residents	Registered Voters	Likely Voters
A lot	9%	10%	15%
Some	29%	31%	40%
Only a little	37%	41%	39%
None at all	25%	18%	6%
Undecided	0%	0%	0%
Refused	0%	0%	0%
(N)	(N=500)	(N=466)	(N=297)
Margin of Error	+/- 4.4%	+/- 4.5%	+/- 5.7%

Impressions of the Major Party Candidates for Governor of Wisconsin

Milwaukee Mayor Tom Barrett

	All Residents	Registered Voters	Likely Voters
Favorable	28%	31%	37%
Unfavorable	20%	22%	26%
Don't Know	52%	47%	36%
Refused	<1%	<1%	<1%
(N)	(N=500)	(N=466)	(N=297)
Margin of Error	+/- 4.4%	+/- 4.5%	+/- 5.7%

Milwaukee County Executive Scott Walker

	All Residents	Registered Voters	Likely Voters
Favorable	26%	27%	35%
Unfavorable	14%	14%	19%
Don't Know	60%	58%	46%
Refused	<1%	<1%	<1%
(N)	(N=500)	(N=466)	(N=297)
Margin of Error	+/- 4.4%	+/- 4.5%	+/- 5.7%

Former Congressman Mark Neumann

	All Residents	Registered Voters	Likely Voters
Favorable	17%	20%	23%
Unfavorable	12%	14%	19%
Don't Know	71%	66%	58%
Refused	<1%	<1%	<1%
(N)	(N=500)	(N=466)	(N=297)
Margin of Error	+/- 4.4%	+/- 4.5%	+/- 5.7%

Likely Voters in November 2010

Respondents are coded as likely voters for the 2010 elections based on an index constructed from their responses to how often they vote in local, state and national elections and whether or not they are registered to vote in Wisconsin. The index ranges from 0 to 15. Any respondent with a score of 13 or more on the index was coded as a likely voter. The result is that the current UW Badger Poll likely voter model suggests a turnout of 52%. The demographics of those Wisconsinites considered the most likely to vote in November 2010 are below.

		Likely Voter
Registered to Vote		100%
Gender	Men	52%
	Women	48%
Party ID	Democrats	24%
	Independents & Others	40%
	Republicans	36%
TEA Party	Supporter	33%
Age	18-29*	10%
	30-44	23%
	45-59	36%
	60 plus	31%
Education	Never attended college	25%
	Some college	33%
	College graduate	42%
Household Income	Less than \$40,000	28%
	\$40,000 to \$80,000	33%
	\$80,000 or more	21%
Region	Southern Wisconsin	50%
	Northern Wisconsin	50%

(N=297)

APPENDIX:

		Vote Choice for Governor of Wisconsin					
		Scott Walker or Mark Neumann(R)	Tom Barrett (D)	Other Candidates	Undecided	Refused	(N)
Overall		32%	15%	0%	52%	1%	(500)
Voters	Registered voters	35%	17%	0%	48%	<1%	(466)
	Likely voters	43%	19%	0%	37%	0%	(297)
Gender	Men	36%	16%	0%	48%	0%	(228)
	Women	28%	14%	0%	56%	2%	(272)
Party ID	Democrats	3%	40%	0%	54%	3%	(157)
	Independents & Others	20%	9%	0%	70%	1%	(198)
	Republicans	78%	0%	0%	22%	0%	(143)
TEA Party	Supporter	72%	3%	0%	25%	0%	(121)
Age	18-29*	21%	2%	0%	73%	4%	(17)
	30-44	34%	15%	0%	50%	1%	(90)
	45-59	37%	19%	0%	44%	1%	(159)
	60 plus	33%	23%	0%	43%	0%	(224)
Education	Never attended college	28%	13%	0%	57%	2%	(183)
	Some college	38%	10%	0%	52%	0%	(134)
	College graduate	31%	21%	0%	47%	1%	(181)
Household Income	Less than \$40,000	31%	12%	0%	57%	0%	(180)
	\$40,000 to \$80,000	30%	16%	0%	51%	3%	(154)
	\$80,000 or more	41%	21%	0%	38%	0%	(93)
Region	Southern Wisconsin	32%	17%	0%	49%	2%	(247)
	Northern Wisconsin	32%	13%	0%	54%	<1%	(253)

* Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.

Impression of Milwaukee County Executive Scott Walker						
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		26%	14%	60%	<1%	(500)
Voters	Registered voters	27%	14%	58%	<1%	(466)
	Likely voters	35%	19%	46%	<1%	(297)
Gender	Men	26%	16%	58%	<1%	(228)
	Women	26%	12%	62%	<1%	(272)
Party ID	Democrats	11%	21%	68%	0%	(157)
	Independents & Others	17%	17%	66%	<1%	(198)
	Republicans	53%	3%	44%	<1%	(143)
TEA Party	Supporter	54%	5%	41%	0%	(121)
Age	18-29*	18%	18%	64%	0%	(17)
	30-44	29%	10%	60%	1%	(90)
	45-59	30%	12%	58%	0%	(159)
	60 and over	23%	18%	58%	1%	(224)
Region	Southern Wisconsin	33%	20%	46%	<1%	(247)
	Northern Wisconsin	17%	7%	76%	<1%	(253)

Impression of Former Congress Mark Neumann						
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		17%	12%	71%	<1%	(500)
Voters	Registered voters	20%	14%	66%	<1%	(466)
	Likely voters	23%	19%	58%	<1%	(297)
Gender	Men	19%	15%	66%	<1%	(228)
	Women	15%	9%	75%	<1%	(272)
Party ID	Democrats	12%	16%	72%	0%	(157)
	Independents & Others	13%	14%	72%	<1%	(198)
	Republicans	27%	6%	66%	<1%	(143)
TEA Party	Supporter	27%	7%	66%	0%	(121)
Age	18-29*	6%	12%	82%	0%	(17)
	30-44	19%	8%	72%	1%	(90)
	45-59	21%	14%	65%	0%	(159)
	60 and over	19%	16%	64%	1%	(224)
Region	Southern Wisconsin	18%	16%	65%	1%	(247)
	Northern Wisconsin	15%	7%	77%	<1%	(253)

* Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.

Impression of Milwaukee Mayor Tom Barrett						
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		28%	20%	52%	<1%	(500)
Voters	Registered voters	31%	22%	47%	<1%	(466)
	Likely voters	37%	26%	36%	<1%	(297)
Gender	Men	24%	23%	52%	<1%	(228)
	Women	32%	16%	51%	<1%	(272)
Party ID	Democrats	38%	8%	54%	0%	(157)
	Independents & Others	18%	21%	61%	<1%	(198)
	Republicans	35%	29%	36%	<1%	(143)
TEA Party	Supporter	30%	34%	36%	0%	(121)
Age	18-29*	19%	17%	64%	0%	(17)
	30-44	31%	16%	52%	1%	(90)
	45-59	32%	21%	47%	0%	(159)
	60 and over	31%	22%	46%	1%	(224)
Region	Southern Wisconsin	33%	25%	42%	<1%	(247)
	Northern Wisconsin	23%	13%	64%	<1%	(253)

* Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.

The UW Badger Poll also asked Wisconsinites about their opinion of Tom Barrett eight years ago during the Democratic Primary for Governor in 2002. The table below shows how Badger State residents viewed Tom Barrett in June 2002.

Trend in the Favorability Rating for Tom Barrett					
	Favorable	Unfavorable	Don't Know	Refused	(N)
June 2010	28%	20%	52%	<1%	(500)
June 2002	16%	7%	77%	0%	(524)

SURVEY QUESTION WORDING

VOTE03 Now, I'm going to read you a list of people in public life, for each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind. (INTERVIEWER: PRESS ENTER TO CONTINUE)

[Questions ELEC05, VOTE21 and VOTE22 were asked in random order]

ELEC05 Milwaukee Mayor Tom Barrett

VOTE21 Former Congressman Mark Neumann

VOTE22 Milwaukee County Executive Scott Walker

ELEC01 Up to now, how much attention have you paid to the candidates running for Governor of Wisconsin this year: none at all, only a little, some or a lot?

ELEC11 Right now, it is not certain who will be the candidates for Governor of Wisconsin this year, but it looks like Tom Barrett will be the Democratic candidate and either Mark Neumann or Scott Walker could be the Republican candidate.

As of now, would you prefer [MAJOR PARTY CANDIDATES RANDOMLY ROTATED][Tom Barrett be elected Governor, one of the Republican candidates be elected Governor][one of the Republican candidates be elected Governor, Tom Barrett be elected Governor], or haven't you really formed an opinion?

TP_ID Do you consider yourself to be a supporter of the Tea Party movement or not?

DEFINITION OF REGIONS

Region	Counties Included in Region
Southern Wisconsin	Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Kenosha, Lafayette, Milwaukee, Ozaukee, Racine, Rock, Sauk, Walworth, Washington, Waukesha
Northern Wisconsin	Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Outagamie, Sheboygan, Winnebago, Adams, Florence, Forest, Green Lake, Iron, Juneau, Langlade, Lincoln, Marathon, Marinette, Marquette, Menominee, Oconto, Oneida, Portage, Shawano, Vilas, Waupaca, Waushara, Wood, Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Crawford, Douglas, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Price, Richland, Rusk, Sawyer, St. Croix, Taylor, Trempealeau, Vernon, Washburn

Data sources: (1) question asked to respondents "In which county do you live?", (2) question asked to respondents "What is your zip code?", and (3) the county that the telephone number is assigned to by SSI (by plurality of listed telephone numbers known to be in a county).

HOW THE POLL WAS DONE

This UW BADGER POLL™ was conducted by the University of Wisconsin Survey Center as part of its ongoing program of research designed to benefit the research community and the people of Wisconsin. The Director of the poll operations is Chad J. Kniss, UW Survey Center. The Faculty Director of the Poll content is Associate Professor Katherine Cramer Walsh, Department of Political Science, UW-Madison. The UW BADGER POLL™ is intended to be a "poll of record" for the state, investigating matters of concern to Wisconsinites including politics, culture, and their daily lives, adhering to the highest standards of polling methodology and rigorous independence.

Results shown here are based on 500 persons who were randomly chosen within households with working landline telephone numbers and interviewed between June 9th and July 10th, 2010, inclusive. During this time period, the UWSC made 12,889 phone calls to 2,245 telephone numbers. Additionally, advance letters describing the survey and its procedures were sent to 800 households whose randomly chosen telephone numbers were matched to a known listed address. The response rate for this survey was 38.2%, as defined by the American Association of Public Opinion Research Response Rate 3. Calls were made between 9AM and 9PM Monday through Friday and between 10AM and 5PM on Saturday and from 12 noon to 9PM on Sunday. All telephone numbers were randomly generated by computer. The UWSC made up to 10 attempts on each number in order to confirm if it was a residential number, select an eligible respondent and/or to convert first time refusals. Approximately 51% of the 500 interviews were completed in the first two weeks of calling.

Theoretically, results from this survey have a "margin of error" of a little over +/- 4%. This means that, had we asked every resident in Wisconsin exactly these questions at the time the survey was conducted, there is only a one in twenty chance that the answers would differ by more than that in either direction from what we report here. There could be differences because of changes in question wording, events occurring in the meantime, or any of the practical difficulties involved in taking a scientific survey. Results based on subgroups are subject to a larger "margin of error". Results reported here are based on weighted data (weighted to reflect statewide gender and age groups).