



## Wisconsin Survey Results

**Q1** How likely would you say you are to vote in this November's election? Are you certain to vote, will you probably vote, are the chances 50/50, or will you probably not vote?

<i>Certain to vote</i> .....	95%
<i>Will probably vote</i> .....	5%
<i>Chances are 50/50</i> .....	0%
<i>Will probably not vote</i> .....	0%

**Q2** Do you approve or disapprove of President Barack Obama's job performance?

<i>Approve</i> .....	40%
<i>Disapprove</i> .....	52%
<i>Not sure</i> .....	8%

**Q3** Do you have a favorable or unfavorable opinion of Mary Burke?

<i>Favorable</i> .....	45%
<i>Unfavorable</i> .....	48%
<i>Not sure</i> .....	7%

**Q4** Do you approve or disapprove of Governor Scott Walker's job performance?

<i>Approve</i> .....	49%
<i>Disapprove</i> .....	47%
<i>Not sure</i> .....	4%

**Q5** The candidates for Governor are Democrat Mary Burke and Republican Scott Walker. If the election were held today, who would you vote for?

<i>Mary Burke</i> .....	47%
<i>Scott Walker</i> .....	48%
<i>Undecided</i> .....	5%

**Q6** Combined horse race, with undecideds asked if they lean Burke or Walker

<i>Mary Burke</i> .....	1%
<i>Scott Walker</i> .....	1%
<i>Truly undecided</i> .....	4%
<i>Decided on Q5</i> .....	95%

**Q7** In the last presidential election, did you vote for Barack Obama or Mitt Romney?

<i>Barack Obama</i> .....	50%
<i>Mitt Romney</i> .....	44%
<i>Someone else / Don't remember</i> .....	6%

**Q8** If you are a woman, press 1. If a man, press 2.

<i>Woman</i> .....	53%
<i>Man</i> .....	47%

**Q9** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i> .....	33%
<i>Republican</i> .....	32%
<i>Independent / Other</i> .....	35%

**Q10** If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i> .....	88%
<i>African-American</i> .....	6%
<i>Other</i> .....	6%

**Q11** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i> .....	9%
<i>30 to 45</i> .....	23%
<i>46 to 65</i> .....	46%
<i>Older than 65</i> .....	22%





**Q12 Mode**

*Phone* ..... 80%  
*Internet* ..... 20%

**Q13 Media Market**

*Duluth/Superior*..... 2%  
*Green Bay*..... 14%  
*La Crosse* ..... 5%  
*Madison*..... 14%  
*Milwaukee*..... 33%  
*Minneapolis*..... 5%  
*Wausau*..... 8%  
*Internet interview* ..... 20%





	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Obama Approval</b>				
Approve	40%	75%	3%	19%
Disapprove	52%	15%	94%	54%
Not sure	8%	10%	2%	28%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Burke Favorability</b>				
Favorable	45%	79%	7%	31%
Unfavorable	48%	14%	88%	42%
Not sure	7%	7%	5%	26%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Walker Approval</b>				
Approve	49%	15%	89%	34%
Disapprove	47%	82%	9%	46%
Not sure	4%	3%	3%	20%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Gov</b>				
Mary Burke	47%	84%	8%	31%
Scott Walker	48%	13%	89%	34%
Undecided	5%	4%	4%	34%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Gov Leaners</b>				
Mary Burke	1%	1%	1%	2%
Scott Walker	1%	1%	1%	2%
Truly undecided	4%	3%	2%	30%
Decided on Q5	95%	96%	96%	66%

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
Approve	40%	44%	36%
Disapprove	52%	46%	58%
Not sure	8%	9%	6%

	Base	Gender	
		Woman	Man
<b>Burke Favorability</b>			
Favorable	45%	49%	40%
Unfavorable	48%	43%	54%
Not sure	7%	8%	6%

	Base	Gender	
		Woman	Man
<b>Walker Approval</b>			
Approve	49%	44%	54%
Disapprove	47%	52%	42%
Not sure	4%	4%	3%





	Base	Gender	
		Woman	Man
<b>Gov</b>			
Mary Burke	47%	52%	42%
Scott Walker	48%	43%	52%
Undecided	5%	5%	6%

	Base	Gender	
		Woman	Man
<b>Gov Leaners</b>			
Mary Burke	1%	1%	1%
Scott Walker	1%	0%	1%
Truly undecided	4%	4%	4%
Decided on Q5	95%	95%	94%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Obama Approval</b>				
Approve	40%	79%	6%	34%
Disapprove	52%	11%	91%	55%
Not sure	8%	10%	2%	11%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Burke Favorability</b>				
Favorable	45%	85%	7%	40%
Unfavorable	48%	7%	90%	49%
Not sure	7%	7%	3%	11%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Walker Approval</b>				
Approve	49%	9%	90%	48%
Disapprove	47%	88%	8%	45%
Not sure	4%	2%	2%	7%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Gov</b>				
Mary Burke	47%	90%	9%	41%
Scott Walker	48%	7%	91%	47%
Undecided	5%	3%	1%	11%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Gov Leaners</b>				
Mary Burke	1%	2%	0%	0%
Scott Walker	1%	1%	-	2%
Truly undecided	4%	1%	1%	9%
Decided on Q5	95%	97%	99%	89%

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
Approve	40%	37%	80%	43%
Disapprove	52%	54%	13%	52%
Not sure	8%	8%	6%	5%





	Base	Race		
		White	African-American	Other
<b>Burke Favorability</b>				
Favorable	45%	43%	76%	39%
Unfavorable	48%	50%	15%	48%
Not sure	7%	7%	8%	13%

	Base	Race		
		White	African-American	Other
<b>Walker Approval</b>				
Approve	49%	51%	15%	53%
Disapprove	47%	46%	82%	40%
Not sure	4%	4%	3%	7%

	Base	Race		
		White	African-American	Other
<b>Gov</b>				
Mary Burke	47%	45%	84%	46%
Scott Walker	48%	51%	7%	40%
Undecided	5%	5%	9%	14%

	Base	Race		
		White	African-American	Other
<b>Gov Leaners</b>				
Mary Burke	1%	1%	-	2%
Scott Walker	1%	1%	-	-
Truly undecided	4%	3%	9%	11%
Decided on Q5	95%	95%	91%	86%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
Approve	40%	45%	39%	39%	41%
Disapprove	52%	45%	51%	54%	51%
Not sure	8%	9%	9%	7%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burke Favorability</b>					
Favorable	45%	45%	43%	45%	46%
Unfavorable	48%	40%	50%	48%	50%
Not sure	7%	16%	7%	7%	4%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Walker Approval</b>					
Approve	49%	38%	50%	49%	51%
Disapprove	47%	59%	47%	46%	46%
Not sure	4%	3%	3%	4%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Gov</b>					
Mary Burke	47%	50%	46%	47%	47%
Scott Walker	48%	33%	47%	49%	51%
Undecided	5%	17%	7%	4%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Gov Leaners</b>					
Mary Burke	1%	3%	1%	0%	0%
Scott Walker	1%	3%	1%	1%	0%
Truly undecided	4%	11%	6%	3%	2%
Decided on Q5	95%	83%	93%	96%	98%

	Base	Mode	
		Phone	Internet
<b>Obama Approval</b>			
Approve	40%	40%	41%
Disapprove	52%	53%	48%
Not sure	8%	7%	12%

	Base	Mode	
		Phone	Internet
<b>Burke Favorability</b>			
Favorable	45%	45%	41%
Unfavorable	48%	50%	40%
Not sure	7%	4%	19%

	Base	Mode	
		Phone	Internet
<b>Walker Approval</b>			
Approve	49%	51%	41%
Disapprove	47%	46%	53%
Not sure	4%	3%	6%

	Base	Mode	
		Phone	Internet
<b>Gov</b>			
Mary Burke	47%	47%	47%
Scott Walker	48%	50%	38%
Undecided	5%	3%	16%



	Base	Mode	
		Phone	Internet
<b>Gov Leanners</b>			
<b>Mary Burke</b>	1%	0%	2%
<b>Scott Walker</b>	1%	0%	2%
<b>Truly undecided</b>	4%	2%	11%
<b>Decided on Q5</b>	95%	97%	84%



	Base	Media Market							
		Duluth/Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau	Internet interview
<b>Obama Approval</b>									
Approve	40%	52%	31%	45%	54%	37%	42%	37%	41%
Disapprove	52%	48%	61%	47%	37%	59%	53%	50%	48%
Not sure	8%	-	8%	9%	9%	4%	5%	13%	12%

	Base	Media Market							
		Duluth/Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau	Internet interview
<b>Burke Favorability</b>									
Favorable	45%	52%	33%	54%	63%	40%	49%	51%	41%
Unfavorable	48%	48%	62%	40%	32%	57%	42%	44%	40%
Not sure	7%	-	5%	6%	5%	3%	9%	4%	19%

	Base	Media Market							
		Duluth/Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau	Internet interview
<b>Walker Approval</b>									
Approve	49%	48%	63%	41%	34%	57%	45%	45%	41%
Disapprove	47%	50%	33%	57%	62%	41%	50%	51%	53%
Not sure	4%	2%	4%	2%	4%	2%	5%	4%	6%

	Base	Media Market							
		Duluth/Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau	Internet interview
<b>Gov</b>									
Mary Burke	47%	50%	34%	55%	64%	42%	53%	50%	47%
Scott Walker	48%	48%	62%	41%	32%	56%	44%	46%	38%
Undecided	5%	2%	4%	4%	4%	2%	3%	3%	16%







	Base	Media Market							Internet interview
		Duluth/Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau	
<b>Gov Leaners</b>									
<b>Mary Burke</b>	1%	2%	-	0%	-	0%	1%	-	2%
<b>Scott Walker</b>	1%	-	0%	-	1%	1%	-	-	2%
<b>Truly undecided</b>	4%	-	4%	4%	3%	1%	2%	3%	11%
<b>Decided on Q5</b>	95%	98%	96%	96%	96%	98%	97%	97%	84%

