

# WISCONSIN STATEWIDE POLL

Interview Schedule



PUBLIC OPINION  
STRATEGIES

June 15-16, 2011  
Project: #11262

N=500 Likely Voters  
Margin of Error =  $\pm 4.38\%$

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Hello, I'm \_\_\_ of , a national research firm. We're talking with people in Wisconsin today, and would like to ask you a few questions on a confidential basis. We are not attempting to sell anything, nor will your participation result in any calls in the future to sell you anything.

C3. In addition to a cell phone, do you also have regular landline telephone service in your home?

22% Yes  
78% No

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C4. Of all the personal telephone calls that you receive, that is calls not related to your job, do you get:

13% All calls on a cell phone  
9% Almost all calls on a cell phone

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D1. Next, to ensure we have a representative sample...In what year were you born?

<u>5/11</u>	<u>6/11</u>	
5%	6%	18 - 24
11%	16%	25 - 34
30%	22%	35 - 44
17%	17%	45 - 54
19%	24%	55 - 64
18%	14%	65 AND ABOVE
*	1%	REFUSED

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D. Now, some people have the time to vote in all elections while other people don't have the time to vote at all, which one of the following best describes how often you vote ...

<u>5/11</u>	<u>6/11</u>	
61%	56%	I ALWAYS vote in all elections, including general elections and primaries.
39%	44%	I ALWAYS vote in GENERAL ELECTIONS, but sometimes miss primaries.

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1. Now, how much, if anything, would you say you have seen, read or heard about a law that went into effect in July 2010 that prohibits smoking in most indoor public places, including workplaces, public buildings, offices, restaurants and bars? Would you say that you have seen, read or heard...

62%	A GREAT DEAL
28%	SOME
7%	NOT TOO MUCH
2%	NOTHING AT ALL

1% DON'T KNOW  
\* REFUSED

**90% TOTAL GREAT DEAL/SOME**  
**9% TOTAL NOT TOO MUCH/NOTHING**

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2. As you may know, in July 2010, a law went into effect prohibiting smoking in most indoor public places, including workplaces, public buildings, offices, restaurants and bars? Would you say that you favor or oppose this law?

<u>5/11</u>	<u>6/11</u>	
61%	62%	STRONGLY FAVOR
13%	13%	SOMEWHAT FAVOR
7%	9%	SOMEWHAT OPPOSE
19%	14%	STRONGLY OPPOSE

\* 2% DON'T KNOW  
\* \* REFUSED

**74% 75% TOTAL FAVOR**  
**26% 23% TOTAL OPPOSE**

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3. Which of the following statements about the smoking restrictions that went into effect in July 2010 comes closest to your point of view:

The smoking restrictions have worked well

The smoking restrictions have not been perfect, but have worked well enough to keep in place.

The smoking restrictions seemed like a good idea, but have created more problems than they solved, and should be changed

...OR...

The smoking restrictions were never a good idea and should not have been adopted in the first place

- |     |   |
|-----|---|
| 47% | Restrictions have worked well, STRONGLY         |
| 4%  | Restrictions have worked well, NOT SO STRONGLY  |
| 22% | Not perfect/worked well enough, STRONGLY        |
| 5%  | Not perfect/worked well enough, NOT SO STRONGLY |
| 6%  | Should be changed, STRONGLY                     |
| 2%  | Should be changed, NOT SO STRONGLY              |
| 11% | Never a good idea, STRONGLY                     |
| 1%  | Never a good idea, NOT SO STRONGLY              |
| 1%  | DON'T KNOW                                      |
| *   | REFUSED   |
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4. How important is it to you to have a smoke-free environment inside workplaces, including restaurants and bars?

65% VERY IMPORTANT  
20% SOMEWHAT IMPORTANT  
5% NOT TOO IMPORTANT  
8% NOT AT ALL IMPORTANT

2% DON'T KNOW  
\* REFUSED

**85% TOTAL IMPORTANT**  
**13% TOTAL NOT IMPORTANT**

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5. Now, if a state legislator voted to weaken the state's current Smoke-Free law, would that make you MORE LIKELY or LESS LIKELY to vote for that legislator for re-election?

23% MORE LIKELY  
58% LESS LIKELY

15% NO DIFFERENCE  
3% DON'T KNOW  
1% REFUSED

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6. About how often do you go out to a restaurant or bar:

26% More than once a week  
40% About once a week  
28% About once or twice a month  
6% Less than once a month  
1% Never

-- DON'T KNOW  
-- REFUSED

**65% WEEKLY**  
**35% MONTHLY/NEVER**

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7. As a result of restaurants and bars becoming smoke-free, would you say that you are more likely to go out to restaurants and bars, less likely to go out, or has it made no difference?

27%	Much more likely
19%	Somewhat more likely
4%	Somewhat less likely
4%	Much less likely
46%	No Difference / As often as before
*	Don't go to restaurants or bars
*	DON'T KNOW
--	REFUSED
<b>45%</b>	<b>TOTAL MORE LIKELY</b>
<b>9%</b>	<b>TOTAL LESS LIKELY</b>

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8. Since smoking has been prohibited in restaurants and bars would you say that going out has become a more enjoyable experience, a less enjoyable experience, or has it made no difference to you?

54%	Much more enjoyable
14%	Somewhat more enjoyable
3%	Somewhat less enjoyable
5%	Much less enjoyable
25%	No difference
*	Don't go to restaurants or bars
--	DON'T KNOW
--	REFUSED
<b>67%</b>	<b>TOTAL MORE ENJOYABLE</b>
<b>8%</b>	<b>TOTAL LESS ENJOYABLE</b>

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9. Please indicate which one of the following you think is more important:

The rights of customers and employees to breathe clean air in restaurants, bars and other indoor public places

...OR...

The rights of smokers to smoke inside restaurants, bars and other indoor public places

- 63% Rights of customers/employees – MUCH MORE IMPORTANT
- 15% Rights of customers/employees – SOMEWHAT MORE IMPORTANT
  
- 6% Rights of smokers – SOMEWHAT MORE IMPORTANT
- 6% Rights of smokers – MUCH MORE IMPORTANT
  
- 4% Both are equally important
- 3% DON'T KNOW
- 3% REFUSED

**78% TOTAL RIGHTS CUSTOMERS/EMPLOYEES**

**12% TOTAL RIGHTS OF SMOKERS**

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10. In general, do you feel that exposure to secondhand tobacco smoke is a...

- 56% Serious health hazard
- 29% Moderate health hazard
- 11% Minor health hazard
- 4% Not a health hazard at all

\* DON'T KNOW

\* REFUSED

**85% TOTAL HEALTH HAZARD**

**15% TOTAL NOT A HEALTH HAZARD**

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Now I'm going to read a series of statements. After I read each one, please tell me whether you personally agree or disagree with that statement.

	<b>TOT AGREE</b>	<b>TOT DISAGREE</b>	<b>STRG AGREE</b>	<b>NOT STRG AGREE</b>	<b>NOT STRG DISAGREE</b>	<b>STRG DISAGREE</b>	<b>DK</b>	<b>REF</b>
							<b>---DNR---</b>	
11. All workers should be protected from exposure to secondhand smoke in the workplace.	<b>84%</b>	<b>15%</b>	67%	17%	7%	7%		1% 1%
12. It has been really nice to go out and enjoy restaurants and bars without smelling like cigarette smoke when you get home.	<b>86%</b>	<b>12%</b>	74%	12%	6%	6%		2% 1%
13. Restaurants and bars are healthier for customers and employees now that they are smoke-free.	<b>89%</b>	<b>10%</b>	69%	20%	4%	5%		1% *

Now, I have just a few questions for statistical purposes only...

D2. What was the last grade you completed in school?

<b>5/11</b>	<b>6/11</b>	
--	--	SOME GRADE SCHOOL (1-8)
2%	2%	SOME HIGH SCHOOL (9-11)
24%	26%	GRADUATED HIGH SCHOOL (9-12)
5%	4%	TECHNICAL OR VOCATIONAL SCHOOL (12)
24%	21%	SOME COLLEGE (13-15)
29%	32%	GRADUATED COLLEGE (16)
16%	16%	GRADUATE/PROFESSIONAL SCHOOL (16+)
*	--	REFUSED
<b>26%</b>	<b>28%</b>	<b>HIGH SCHOOL OR LESS</b>
<b>29%</b>	<b>25%</b>	<b>SOME COLLEGE</b>
<b>45%</b>	<b>47%</b>	<b>COLLEGE+</b>

D3. In politics today, do you consider yourself a...

a Republican,  
a Democrat,  
or something else?

<u>5/11</u>	<u>6/11</u>	
22%	21%	STRONG REPUBLICAN
7%	6%	NOT-SO-STRONG REPUBLICAN
9%	8%	LEAN REPUBLICAN
23%	20%	SOMETHING ELSE/INDEPENDENT
6%	9%	LEAN DEMOCRAT
8%	8%	NOT-SO-STRONG DEMOCRAT
23%	24%	STRONG DEMOCRAT
2%	4%	REFUSED
<b>29%</b>	<b>27%</b>	<b>TOTAL REPUBLICAN</b>
<b>31%</b>	<b>32%</b>	<b>TOTAL DEMOCRAT</b>
<b>38%</b>	<b>37%</b>	<b>TOTAL LEAN/INDEPENDENT</b>

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D4. Other than being an American, what is your main ethnic or racial heritage?

<u>5/11</u>	<u>6/11</u>	
4%	4%	AFRICAN AMERICAN OR BLACK
91%	91%	WHITE
2%	1%	HISPANIC OR LATINO AMERICAN
*	*	ASIAN AMERICAN
1%	1%	AMERICAN INDIAN
*	*	OTHER
2%	2%	REFUSED

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D5. Which of the following describes your use of tobacco products ... I currently smoke cigarettes... I USED to smoke cigarettes, but I've quit ... or I have never been a cigarette smoker.

<u>5/11</u>	<u>6/11</u>	
11%	13%	Current smoker
33%	29%	Former smoker
55%	56%	Never smoked
1%	1%	Smokeless or other tobacco user
--	*	DON'T KNOW
*	*	REFUSED

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(ASK D6 IF D5:2-4)

D6. And do you never smoke, or do you smoke on occasion?

<u>5/11</u>	<u>6/11</u>	
93%	93%	Never smoke
7%	7%	Smoke on occasion
--	--	DON'T KNOW
--	*	REFUSED

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D7. What is your zip code?

**SEE CROSSTABS**

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D8. Gender.

Are you employed outside the home, are you a homemaker, or are you retired?

<b><u>5/11</u></b>	<b><u>6/11</u></b>	
35%	34%	MALE/EMPLOYED
1%	*	MALE/HOMEMAKER
10%	11%	MALE/RETIRED
2%	1%	MALE/NOT IN LABOR FORCE
*	1%	MALE REFUSED
35%	34%	FEMALE/EMPLOYED
5%	6%	FEMALE/HOMEMAKER
11%	8%	FEMALE/RETIRED
1%	3%	FEMALE/NOT IN LABOR FORCE
--	*	FEMALE REFUSED
<b>48%</b>	<b>48%</b>	<b>TOTAL MALE</b>
<b>52%</b>	<b>52%</b>	<b>TOTAL FEMALE</b>

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