

WISCONSIN STATEWIDE POLL

Interview Schedule



PUBLIC OPINION
STRATEGIES

May 4-7, 2011
Project: #11193

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

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.

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 ...

- 61% I ALWAYS vote in all elections, including general elections and primaries.
 - 39% I ALWAYS vote in GENERAL ELECTIONS, but sometimes miss primaries.
-

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

- 46% 18 - 44
- 17% 45 - 54
- 19% 55 - 64
- 18% 65 AND ABOVE

* REFUSED

1. Now, thinking about things here in Wisconsin, would you say that things in Wisconsin are going in the right direction, or have they pretty seriously gotten off on the wrong track?

- 39% RIGHT DIRECTION
- 54% WRONG TRACK

- 6% NO OPINION
- 1% REFUSED

2. On a new topic, how concerned are you about smoking and other tobacco use among young people in Wisconsin?

35% Very concerned
39% Somewhat concerned
17% Not too concerned...or...
8% Not at all concerned?

1% DON'T KNOW
* REFUSED

74% TOTAL CONCERNED
25% TOTAL NOT CONCERNED

3. Next, recently, the legislature voted to preserve funding for programs to prevent kids from smoking and provide help for smokers who want to quit in the new state budget. Do you support or oppose the legislature preserving funding for tobacco prevention and cessation programs?

34% STRONGLY SUPPORT
32% SOMEWHAT SUPPORT
14% SOMEWHAT OPPOSE
14% STRONGLY OPPOSE

5% DON'T KNOW
* REFUSED

66% TOTAL SUPPORT
28% TOTAL OPPOSE

4. How important is it to you to fund programs to prevent kids from smoking and provide help for smokers who want to quit. ?

23% VERY IMPORTANT
52% IMPORTANT
24% NOT IMPORTANT

* DON'T KNOW
* REFUSED

75% TOTAL IMPORTANT

5. Now, if a state legislator voted to preserve funding for tobacco prevention programs that prevent kids from smoking and provide help for smokers who want to quit, would that make you **MORE LIKELY** or **LESS LIKELY** to vote for that legislator for re-election?

48% MORE LIKELY
 20% LESS LIKELY

 26% NO DIFFERENCE
 5% DON'T KNOW
 1% REFUSED

There are a number of proposals our state policymakers might consider to reduce tobacco use in Wisconsin. I am going to read a list of proposals. For each proposal, please tell me if you favor or oppose that proposal.

	TOT FAVOR	TOT OPPOSE	STRG FAVOR	SMWT FAVOR	SMWT OPPOSE	STRG OPPOSE	DK —DNR—	REF
6. Prohibiting the sale of candy and fruit flavored tobacco products such as cherry flavored smokeless tobacco or grape flavored little cigars	51%	44%	35%	17%	21%	23%	4%	*
7. Closing the tobacco tax loophole so candy and fruit flavored tobacco products are taxed at the same rate as cigarettes	71%	26%	49%	21%	9%	17%	3%	1%
8. Requiring little cigars and candy and fruit flavored tobacco products to be placed behind the counter so they are less accessible to young people.	79%	18%	60%	19%	9%	9%	2%	1%

9. Now, if a legislative candidate had promised not to raise taxes while running for office, but then once elected, voted to close the tobacco tax loophole on products like candy flavored tobacco products, would that make you **MORE LIKELY** or **LESS LIKELY** to vote for that candidate, or would it make no difference in your vote?

11% MORE LIKELY
 23% LESS LIKELY
 63% NO DIFFERENCE

 2% DON'T KNOW
 1% REFUSED

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

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

--	SOME GRADE SCHOOL (1-8)
2%	SOME HIGH SCHOOL (9-11)
24%	GRADUATED HIGH SCHOOL (9-12)
5%	TECHNICAL OR VOCATIONAL SCHOOL (12)
24%	SOME COLLEGE (13-15)
29%	GRADUATED COLLEGE (16)
16%	GRADUATE/PROFESSIONAL SCHOOL (16+)
*	REFUSED
26%	HIGH SCHOOL OR LESS
29%	SOME COLLEGE
45%	COLLEGE+

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

	a Republican, a Democrat, or something else?
22%	STRONG REPUBLICAN
7%	NOT-SO-STRONG REPUBLICAN
9%	LEAN REPUBLICAN
23%	SOMETHING ELSE/INDEPENDENT
6%	LEAN DEMOCRAT
8%	NOT-SO-STRONG DEMOCRAT
23%	STRONG DEMOCRAT
2%	REFUSED
29%	TOTAL REPUBLICAN
31%	TOTAL DEMOCRAT
38%	TOTAL LEAN/INDEPENDENT

D4. And, do you support or oppose the goals and objectives of the Tea Party movement?

21% STRONGLY SUPPORT
20% SOMEWHAT SUPPORT
12% SOMEWHAT OPPOSE
29% STRONGLY OPPOSE

16% DON'T KNOW
1% REFUSED

41% TOTAL SUPPORT

41% TOTAL OPPOSE

D5. Other than being an American, what is your main ethnic or racial heritage?

4% AFRICAN AMERICAN OR BLACK
91% WHITE
2% HISPANIC OR LATINO AMERICAN
* ASIAN AMERICAN
1% AMERICAN INDIAN
* OTHER

2% REFUSED

D6. 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.

11% Current smoker
33% Former smoker
55% Never smoked
1% Smokeless or other tobacco user

-- DON'T KNOW
* REFUSED

(ASK D6 IF D5:2-4)

D7. And do you never smoke, or do you smoke on occasion?

93% Never smoke
7% Smoke on occasion

-- DON'T KNOW
-- REFUSED

D8. Gender.

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

35%	MALE/EMPLOYED
1%	MALE/HOMEMAKER
10%	MALE/RETIRED
2%	MALE/NOT IN LABOR FORCE
*	MALE REFUSED
35%	FEMALE/EMPLOYED
5%	FEMALE/HOMEMAKER
11%	FEMALE/RETIRED
1%	FEMALE/NOT IN LABOR FORCE
--	FEMALE REFUSED
48%	TOTAL MALE
52%	TOTAL FEMALE
