

AMERICAN VIEWPOINT

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**Justice at Stake
Wisconsin Statewide
n=600 Likely Voters
January 2-3, 2008**

Hello, my name is _____, and I'm calling on behalf of AMERICAN VIEWPOINT, an independent market research firm located in Alexandria, Virginia. This is not a sales call. We are doing a survey on issues facing Wisconsin today and we would like to have your opinions.

- A. Are you or is anyone in your household a reporter or active in any political campaigns this year?
1. Yes **[terminate]**
 2. No
- B. Are you registered to vote in Wisconsin at this address?
1. Yes **[go to Q1]**
 2. No **[go to QC]**
- C. Is there anyone in your household who is registered to vote in Wisconsin? **[IF YES ASK: May I please speak to that person?]**
1. Yes **[repeat introduction]**
 2. No **[terminate]**

1. Thinking back on the different local, state and federal elections in which you have been eligible to vote in the past few years, would you say that you have...**[read responses 1 through 5]**

46% Always voted **[continue]**
27% Voted in almost all elections **[continue]**
17% Voted in most elections **[continue]**
9% Voted in about half of elections **[continue]**

2. At election time, things sometimes come up that keep a person from voting. How likely is it that you will vote in the November 2008 election? Would you say that you are...**[READ 1 THROUGH 3]**

89% Absolutely certain you will vote
11% Probably voting

3. Generally speaking, do you feel things in Wisconsin are going in the right direction, or have they gotten off on the wrong track? **[PROBE: Strongly/Somewhat]**

9% Strongly Right Direction
32% Somewhat Right Direction
25% Somewhat Wrong Track
23% Strongly Wrong Track
11% Don't Know
* Refused
41% TOTAL RIGHT DIRECTION
48% TOTAL WRONG TRACK

4. Do you approve or disapprove of the way Jim Doyle is handling his job as Governor? **[PROBE STRONGLY / SOMEWHAT]**

16% Strongly Approve
34% Somewhat Approve
19% Somewhat Disapprove
25% Strongly Disapprove
7% Don't know
* Refused
49% TOTAL APPROVE
43% TOTAL DISAPPROVE

5. Do you approve or disapprove of the job the Wisconsin legislature has been doing? **[IF Approve/Disapprove ASK: Do you feel strongly about that?]**
- 12% Strongly approve
 - 28% Not strongly approve
 - 21% Not strongly disapprove
 - 24% Strongly disapprove
 - 16% Don't know
 - * Refused
 - 40% TOTAL APPROVE**
 - 44% TOTAL DISAPPROVE**
6. Do you approve or disapprove of the job the Wisconsin Supreme Court has been doing? **[IF Approve/Disapprove ASK: Do you feel strongly about that?]**
- 23% Strongly approve
 - 28% Not strongly approve
 - 10% Not strongly disapprove
 - 8% Strongly disapprove
 - 29% Don't know
 - 1% Refused
 - 52% TOTAL APPROVE**
 - 18% TOTAL DISAPPROVE**
7. Thinking back to the last elections for judges in Wisconsin, how much information would you say you had about the candidates in those elections? **[READ 1 THROUGH 4]**
- 17% A great deal of information
 - 38% Some information
 - 37% Just a little information
 - 6% No information at all
 - 1% Don't know
 - * Refused
8. As you may know there is a proposal in the state legislature to give candidates for the Wisconsin Supreme Court public campaign funding if they agree not to take contributions from interest groups, if they adhere to spending limits and if they agree not to accept any contributions over \$100. Knowing what you do, do you favor or oppose this proposal? **[PROBE: Strongly/Somewhat]**
- 38% Strongly favor
 - 27% Somewhat favor
 - 12% Somewhat oppose
 - 15% Strongly oppose
 - 3% Neither favor nor oppose **[volunteered]**
 - 6% Don't know
 - 65% TOTAL FAVOR**
 - 26% TOTAL OPPOSE**

9. How much influence do you think campaign contributions made to judges have on their decisions? **[READ 1 THROUGH 4]**

- 37% A great deal of influence
- 41% Some influence
- 12% Just a little influence
- 5% No influence at all
- 2% Depends **[volunteered]**
- 4% Don't know
- 0% Refused

10. If the only difference between two candidates running for judicial office was that **[ROTATE]** one used taxpayer money to run his or her campaign AND one used special interest money to run his or her campaign, which one would you vote for, or would the source of donations not matter? **[PROBE: Definitely/Probably]**

- 23% Definitely candidate using taxpayer money
- 19% Probably candidate using taxpayer money
- 9% Probably candidate using special interest money
- 4% Definitely candidate using special interest money
- 37% Wouldn't matter
- 9% Don't know
- 41% TOTAL TAXPAYER MONEY**
- 13% TOTAL SPECIAL INTEREST MONEY**

I would now like to read you several statements people have made regarding judicial elections in Wisconsin and have you tell me whether you agree or disagree with each. **[PROBE: Strongly/Somewhat] [RANDOMIZE SERIES]**

11. The process of judicial elections in Wisconsin reflects the will of the average person.

- 18% Strongly agree
- 36% Somewhat agree
- 22% Somewhat disagree
- 15% Strongly disagree
- 3% Neither agree nor disagree **[volunteered]**
- 6% Don't know
- 54% TOTAL AGREE**
- 37% TOTAL DISAGREE**

12. Regardless of other important issues facing the state, the Governor and legislature need to address the issue of reforming campaign financing for judicial races before the next election.

44% Strongly agree
32% Somewhat agree
8% Somewhat disagree
9% Strongly disagree
3% Neither agree nor disagree [volunteered]
4% Don't know
77% TOTAL AGREE
16% TOTAL DISAGREE

13. There are more important priorities to use tax dollars on such as education and healthcare and the legislature should not be spending this money to fund political campaigns for judges.

58% Strongly agree
18% Somewhat agree
13% Somewhat disagree
7% Strongly disagree
2% Neither agree nor disagree [volunteered]
2% Don't know
76% TOTAL AGREE
20% TOTAL DISAGREE

14. Reforming judicial campaign financing will help avoid corruption scandals.

39% Strongly agree
33% Somewhat agree
11% Somewhat disagree
9% Strongly disagree
2% Neither agree nor disagree [volunteered]
5% Don't know
72% TOTAL AGREE
21% TOTAL DISAGREE

I would now like to read you several arguments regarding the proposal to publicly fund Supreme Court judicial campaigns and have you tell me whether each makes you more or less likely to favor the proposal or if it doesn't make a difference. **[PROBE: Much/A little] [RANDOMIZE SERIES]**

15. Trial lawyers and business groups are some of the biggest campaign contributors to judicial candidates, and they often appear in court before judges they've given money to. Publicly financing judicial campaigns will help avoid conflicts of interest.

46% Much more likely
23% A little more likely
9% A little less likely
11% Much less likely
5% No difference
5% Don't know
69% TOTAL MORE LIKELY
20% TOTAL LESS LIKELY

16. Campaign contributions could affect judges' decisions in the court room. Publicly financing judicial campaigns will make judges less dependent on campaign contributors and more accountable to the law and the Constitution.

52% Much more likely
24% A little more likely
6% A little less likely
8% Much less likely
5% No difference
4% Don't know
76% TOTAL MORE LIKELY
14% TOTAL LESS LIKELY

17. This proposal could restrict donors' First Amendment rights of free speech by not allowing them to give donations to judicial candidates who share their views.

20% Much more likely
17% A little more likely
17% A little less likely
23% Much less likely
14% No difference
9% Don't know
38% TOTAL MORE LIKELY
40% TOTAL LESS LIKELY

18. Because the cost of running statewide for judges in Wisconsin can cost over \$1 million, some people who would make good judges don't run for office.

45% Much more likely
22% A little more likely
8% A little less likely
10% Much less likely
9% No difference
6% Don't know
67% TOTAL MORE LIKELY
18% TOTAL LESS LIKELY

19. All seven members of the Wisconsin Supreme Court recently endorsed providing public campaign funding for qualified judicial candidates.

27% Much more likely
25% A little more likely
8% A little less likely
11% Much less likely
16% No difference
13% Don't know
52% TOTAL MORE LIKELY
19% TOTAL LESS LIKELY

20. Publicly financing judicial campaigns could result in spending your tax dollars on a candidate whose views you oppose.

24% Much more likely
19% A little more likely
14% A little less likely
19% Much less likely
16% No difference
7% Don't know
43% TOTAL MORE LIKELY
34% TOTAL LESS LIKELY

21. Too often judicial candidates in Wisconsin are elected based on how much money they can raise rather than for being the best suited for the job. By giving all qualified judicial candidates a chance to get their message out, publicly financing judicial elections will give voters more information to help them make a more informed choice.

50% Much more likely
21% A little more likely
9% A little less likely
9% Much less likely
6% No difference
4% Don't know
71% TOTAL MORE LIKELY
18% TOTAL LESS LIKELY

22. Now knowing what you do, do you favor or oppose the state legislature giving candidates for the Wisconsin Supreme Court public campaign funding if they agree not to take contributions from interest groups, if they adhere to spending limits and if they agree not to accept any contributions over \$100? **[PROBE: Strongly/Somewhat]**

46% Strongly favor
30% Somewhat favor
6% Somewhat oppose
11% Strongly oppose
3% Neither favor nor oppose **[volunteered]**
4% Don't know
75% TOTAL FAVOR
17% TOTAL OPPOSE

23. Where do you most often get your news regarding politics and government?
[READ AND ROTATE 1 THROUGH 7]

29% Newspapers
21% Cable television
16% Network television
10% Internet news sites
9% Talk radio programs
5% News radio
1% Internet Blogs
6% Other **[specify]**
1% Don't know
1% Refused

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

24. In politics today, do you consider yourself a **[ROTATE R/D]** Republican, a Democrat, an Independent or something else?

- 30% Republican
- 33% Democrat
- 23% Independent
- 9% Other **[volunteered]**
- 2% Don't Know
- 2% Refused

25. In the last general election in which you voted, which answer best describes how you voted for state and national offices such as Governor or Senator? **[ROTATE 1 THRU 7 TOP TO BOTTOM/ BOTTOM TO TOP]**

- 19% Straight Democratic
- 19% Mostly Democratic
- 7% A few more Democrats than Republicans
- 11% About equally for both parties
- 8% A few more Republicans than Democrats
- 18% Mostly Republican
- 13% Straight Republican
- 5% Other **[volunteered]**/Never Voted/Don't know
- 38% TOTAL DEMOCRATIC**
- 25% TOTAL TICKET SPLITTER**
- 31% TOTAL REPUBLICAN**

26. On political issues, do you consider yourself to be **[ROTATE]** Conservative, Moderate, or Liberal? **[PROBE: Very/Somewhat Conservative/Liberal] [If Moderate ASK: Do you consider yourself more [ROTATE] conservative or liberal]**

- 6% Very Liberal
- 11% Somewhat Liberal
- 2% Lean Liberal
- 38% Moderate
- 4% Lean Conservative
- 19% Somewhat Conservative
- 17% Very Conservative
- 4% Don't Know/Refused
- 17% TOTAL LIBERAL**
- 43% TOTAL MODERATE**
- 36% TOTAL CONSERVATIVE**

27. What is your age? **[READ categories if necessary]**

6%	18-24
6%	25-29
6%	30-34
6%	35-39
10%	40-44
10%	45-49
11%	50-54
11%	55-59
12%	60-64
7%	65-69
5%	70-74
9%	75 And Over
2%	Refused

28. Which of the following income groups includes your total household income in 2007 before taxes?

2%	Under \$10,000
3%	\$10,000 _ \$14,999
3%	\$15,000 _ \$19,999
4%	\$20,000 _ \$24,999
5%	\$25,000 _ \$29,999
10%	\$30,000 _ \$39,999
9%	\$40,000 _ \$49,999
17%	\$50,000 _ \$74,999
14%	\$75,000 _ \$99,999
13%	\$100,000 And Over

29. Do you or do any members of your household belong to a labor union or teachers' association?

13%	Yes, self
10%	Yes, someone else in HH
2%	Both in HH
71%	None in HH
4%	Don't Know/Refused
25%	TOTAL UNION HOUSEHOLD
71%	TOTAL NON-UNION HOUSEHOLD

30. Are you a small business owner, that is, a business that employs 50 people or less, do you work for a small business, or does a member of your immediate family own or work for a small business?

13% Yes, Owner
9% Yes, Employee
7% Yes, Family Member
70% No
0% Don't Know
1% Refused
29% TOTAL SMALL BUSINESS AFFILIATION
70% TOTAL NO SMALL BUSINESS AFFILIATION

31. What is your current marital status?

67% Married
18% Single / Never Married
4% Divorced / Separated
8% Widowed
1% Other
2% Refused

32. Do you have any children under 18 years old living at home?

31% Yes
68% No
2% Refused

33. SEX OF RESPONDENT: **[Don't Ask, Just Record]**

48% Male
52% Female

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

32% Male, Employed
1% Male, Homemaker
13% Male, Retired
2% Male, Not Employed
31% Female, Employed
6% Female, Homemaker
13% Female, Retired
1% Female, Not Employed
2% Refused

35. REGION

16% Milwaukee
19% Milwaukee Vicinity
26% South
17% Northeast
23% Northwest

36. Media Market

* Cedar Rap-Waterloo-Dubq
3% Duluth-Superior
19% Green Bay-Appleton
7% La Crosse-Eau Claire
17% Madison
40% Milwaukee
5% Mpls-St. Paul
9% Wasau-Rhineland