

## Spring 2017

### Survey Information:

Random Selection, Landline and Cell Telephone Survey

**Adult Wisconsin Residents – 303 Residents Sampled**

Interview Period: April 24 – May 8, 2017

Margin of Error: +/- 5.6% at the 95% confidence level.

### Contact:

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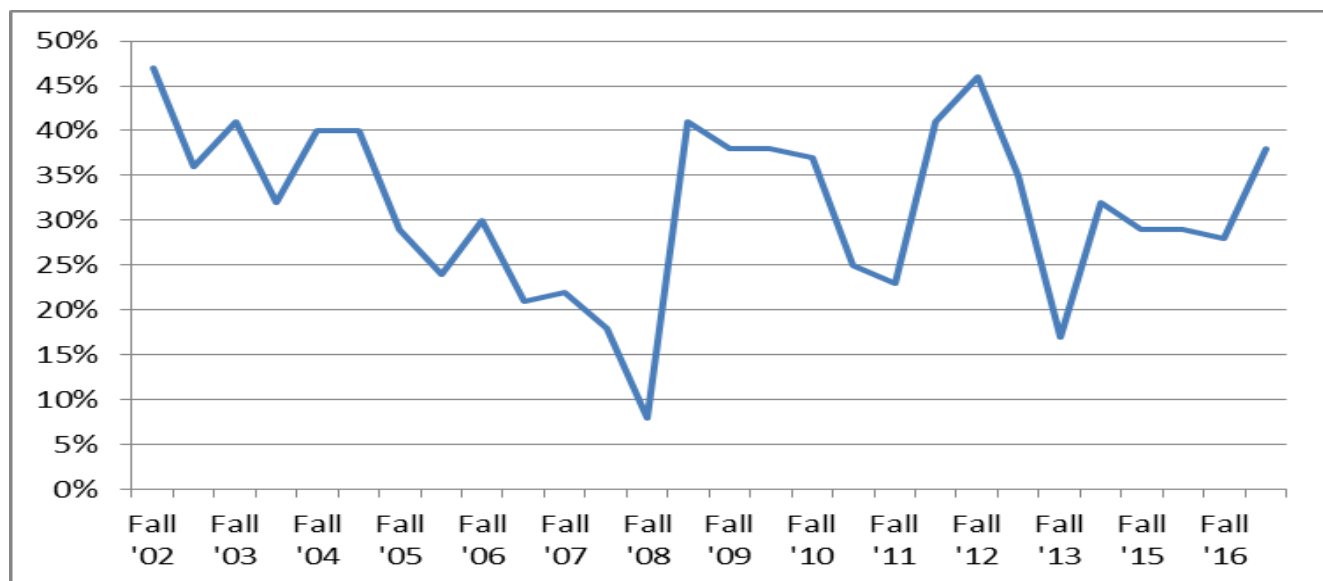
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*(percentages may not add to 100% due to rounding)*

1. Generally speaking, would you say that things in the country are going in the right direction, or are they going in the wrong direction?
 

|                       |     |
|-----------------------|-----|
| Right Direction ..... | 38% |
| Wrong Direction ..... | 54% |
| Not Sure .....        | 8%  |

Direction of the Country – Right Direction (see corresponding data at the end of the release)



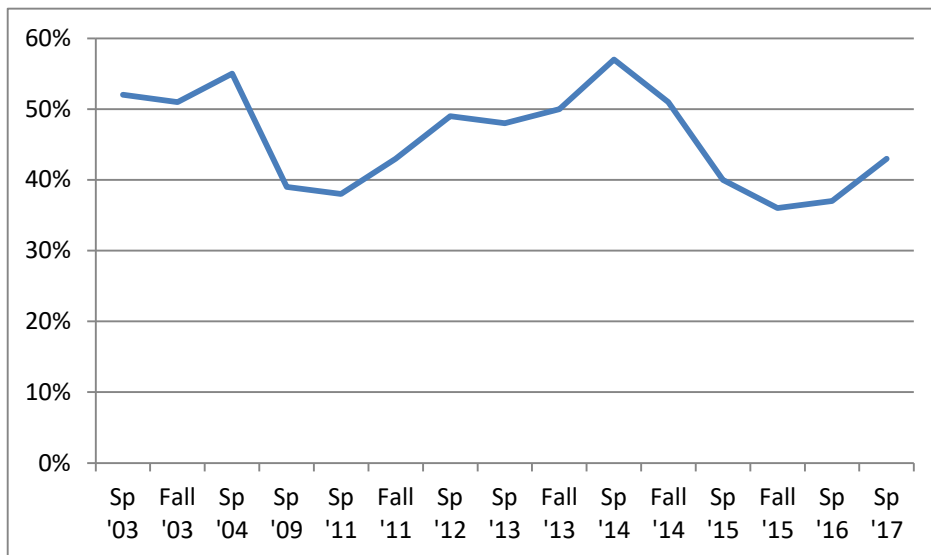
2. Generally speaking, would you say that things in the state of Wisconsin are going in the right direction, or are they going in the wrong direction?

Right Direction ..... 43%  
 Wrong Direction ..... 48%  
 Not Sure ..... 10%

Direction of the State

|          | Right | Wrong | Not Sure |
|----------|-------|-------|----------|
| Sp '03   | 52%   | 38%   | 9%       |
| Fall '03 | 51%   | 43%   | 6%       |
| Sp '04   | 55%   | 35%   | 10%      |
| Sp '09   | 39%   | 55%   | 6%       |
| Sp '11   | 38%   | 54%   | 9%       |
| Fall '11 | 43%   | 52%   | 5%       |
| Sp '12   | 49%   | 45%   | 6%       |
| Sp '13   | 48%   | 46%   | 7%       |
| Fall '13 | 50%   | 43%   | 7%       |
| Sp '14   | 57%   | 38%   | 5%       |
| Fall '14 | 51%   | 44%   | 5%       |
| Sp '15   | 40%   | 52%   | 8%       |
| Fall '15 | 36%   | 57%   | 9%       |
| Sp '16   | 37%   | 56%   | 8%       |
| Sp '17   | 43%   | 48%   | 10%      |
| Median   | 48%   | 46%   | 7%       |

Direction of the State – Right Direction



3. Compared to a year ago, do you think the national economy has gotten better, stayed the same, or gotten worse?

Better ..... 39%  
 Same ..... 39%  
 Worse ..... 21%  
 Not Sure ..... 3%

|            | Better | Same | Worse |
|------------|--------|------|-------|
| Fall '04   | 32%    | 28%  | 40%   |
| Fall '06   | 27%    | 32%  | 38%   |
| Fall '08   | 1%     | 5%   | 93%   |
| Sp '10     | 42%    | 23%  | 34%   |
| Fall '10   | 35%    | 25%  | 39%   |
| Sp '11     | 30%    | 31%  | 38%   |
| Fall '11   | 24%    | 36%  | 40%   |
| Sp '12     | 42%    | 35%  | 22%   |
| Fall '12   | 41%    | 25%  | 33%   |
| Spring '13 | 41%    | 29%  | 28%   |
| Fall '13   | 30%    | 28%  | 41%   |
| Sp '17     | 39%    | 39%  | 21%   |
| Median     | 34%    | 29%  | 38%   |

Note the gap fall '13 – Sp '17 – where we asked the question w/ different wording – see below.

Please rate the economic conditions in the US today

|          | Excellent | Good | Not So Good | Poor | Not Sure |
|----------|-----------|------|-------------|------|----------|
| Sp '15   | 1%        | 42%  | 37%         | 20%  | 1%       |
| Fall '15 | 1%        | 30%  | 42%         | 25%  | 2%       |
| SP '16   | 1%        | 33%  | 44%         | 33%  | 1%       |

3. Compared to a year ago, do you think the state economy has gotten better, stayed the same, or gotten worse?

Better ..... 34%  
 Same ..... 40%  
 Worse ..... 23%  
 Not Sure ..... 4%

|            | Better | Same | Worse |
|------------|--------|------|-------|
| Sp '11     | 18%    | 36%  | 45%   |
| Fall '11   | 30%    | 28%  | 38%   |
| Sp '12     | 42%    | 28%  | 30%   |
| Spring '13 | 37%    | 36%  | 24%   |
| Fall '13   | 36%    | 37%  | 24%   |
| Sp 17      | 34%    | 40%  | 23%   |
| Median     | 35%    | 36%  | 27%   |

4. Now I'd like to ask you about some major political figures and your opinion on how well they are doing their job. For each of the following, please tell me whether you strongly approve, approve, disapprove, or strongly disapprove with the way the person is doing their job.

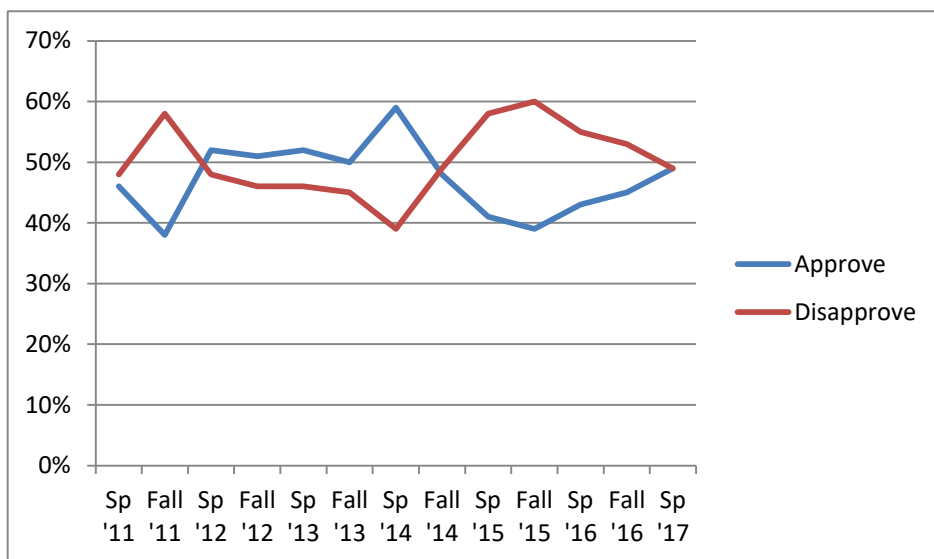
|                 | Strongly Approve | Approve | Disapprove | Strongly Disapprove | Not Sure |
|-----------------|------------------|---------|------------|---------------------|----------|
| a) Donald Trump | 13%              | 26%     | 19%        | 40%                 | 2%       |
| b) Scott Walker | 10%              | 39%     | 20%        | 29%                 | 3%       |

#### **Approval Ratings for President Trump:**

|                |     |
|----------------|-----|
| Republicans    | 90% |
| Democrats      | 8%  |
| Independents   | 34% |
| Clinton Voters | 5%  |
| Trump Voters   | 98% |
| Did Not Vote   | 24% |

#### **Walker Approval Ratings:**

|            | Sp '11 | Fall '11 | Sp '12 | Fall '12 | Sp '13 | Fall '13 | Sp '14 | Fall '14 | Sp '15 | Fall '15 | Sp '16 | Fall '16 | Sp '17 |
|------------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|
| Approve    | 46%    | 38%      | 52%    | 51%      | 52%    | 50%      | 59%    | 48%      | 41%    | 39%      | 43%    | 45%      | 49%    |
| Disapprove | 48%    | 58%      | 48%    | 46%      | 46%    | 45%      | 39%    | 49%      | 58%    | 60%      | 55%    | 53%      | 49%    |



#### **Approval Ratings for Governor Walker**

|                |     |
|----------------|-----|
| Republicans    | 88% |
| Democrats      | 22% |
| Independents   | 32% |
| Clinton Voters | 23% |
| Trump Voters   | 90% |
| Did Not Vote   | 48% |

5. Please tell me whether you approve or disapprove of the way President Trump is handling each of the following aspects of his job. Do you approve or disapprove of the way he is handling....

|                                        | <b>Approve</b> | <b>Disapprove</b> | <b>Not Sure</b> |
|----------------------------------------|----------------|-------------------|-----------------|
| a. Syria                               | 41%            | 55%               | 4%              |
| c. The situation with North Korea      | 37%            | 57%               | 6%              |
| d. The Economy                         | 42%            | 46%               | 12%             |
| e. Health care                         | 31%            | 62%               | 8%              |
| h. Immigration                         | 39%            | 57%               | 4%              |
| i. the environment                     | 27%            | 61%               | 12%             |
| k. Expanding the use of coal in the US | 32%            | 57%               | 12%             |

6. Next, I'm going to ask you about some theories on major events. For each theory, please tell me whether you think that it is definitely true, probably true, probably not true, or definitely not true.

| Entire Sample                                                                                                         | Definitely True | Probably True | Probably Not True | Definitely Not True | Not Sure |
|-----------------------------------------------------------------------------------------------------------------------|-----------------|---------------|-------------------|---------------------|----------|
| President Obama ordered a wiretap of President Trump during the 2016 presidential campaign                            | 4%              | 29%           | 24%               | 40%                 | 2%       |
| The Russian government tampered with the 2016 presidential election in order to influence the outcome of the election | 21%             | 39%           | 26%               | 11%                 | 2%       |
| The vaccine industry purposely misrepresented or hid data about the safety of vaccines                                | 13%             | 38%           | 23%               | 13%                 | 14%      |
| Most climate scientists exaggerate claims about climate change for their own gain                                     | 12%             | 28%           | 21%               | 38%                 | 2%       |
| The oil industry and others purposely seed doubt about climate change in order to protect their companies             | 31%             | 50%           | 13%               | 4%                  | 3%       |
| Manitowoc County law enforcement fabricated evidence to frame Steven Avery                                            | 10%             | 12%           | 29%               | 22%                 | 28%      |

#### FOR REPUBLICANS

|                                                                                                                       | Definitely True | Probably True | Probably Not True | Definitely Not True | Not Sure |
|-----------------------------------------------------------------------------------------------------------------------|-----------------|---------------|-------------------|---------------------|----------|
| President Obama ordered a wiretap of President Trump during the 2016 presidential campaign                            | 14%             | 53%           | 14%               | 17%                 | 2%       |
| The Russian government tampered with the 2016 presidential election in order to influence the outcome of the election | 1%              | 23%           | 40%               | 32%                 | 4%       |
| The vaccine industry purposely misrepresented or hid data about the safety of vaccines                                | 11%             | 42%           | 20%               | 10%                 | 17%      |
| Most climate scientists exaggerate claims about climate change for their own gain                                     | 17%             | 46%           | 23%               | 11%                 | 3%       |
| The oil industry and others purposely seed doubt about climate change in order to protect their companies             | 10%             | 54%           | 25%               | 9%                  | 3%       |
| Manitowoc County law enforcement fabricated evidence to frame Steven Avery                                            | 2%              | 2%            | 38%               | 40%                 | 18%      |

## FOR DEMOCRATS

|                                                                                                                       | Definitely True | Probably True | Probably Not True | Definitely Not True | Not Sure |
|-----------------------------------------------------------------------------------------------------------------------|-----------------|---------------|-------------------|---------------------|----------|
| President Obama ordered a wiretap of President Trump during the 2016 presidential campaign                            | 0%              | 21%           | 21%               | 58%                 | 0%       |
| The Russian government tampered with the 2016 presidential election in order to influence the outcome of the election | 33%             | 43%           | 23%               | 2%                  | 0%       |
| The vaccine industry purposely misrepresented or hid data about the safety of vaccines                                | 16%             | 30%           | 24%               | 17%                 | 13%      |
| Most climate scientists exaggerate claims about climate change for their own gain                                     | 8%              | 19%           | 21%               | 52%                 | 1%       |
| The oil industry and others purposely seed doubt about climate change in order to protect their companies             | 43%             | 49%           | 4%                | 2%                  | 2%       |
| Manitowoc County law enforcement fabricated evidence to frame Steven Avery                                            | 14%             | 17%           | 30%               | 12%                 | 27%      |

## FOR INDEPENDENTS

|                                                                                                                       | Definitely True | Probably True | Probably Not True | Definitely Not True | Not Sure |
|-----------------------------------------------------------------------------------------------------------------------|-----------------|---------------|-------------------|---------------------|----------|
| President Obama ordered a wiretap of President Trump during the 2016 presidential campaign                            | 0%              | 21%           | 37%               | 39%                 | 4%       |
| The Russian government tampered with the 2016 presidential election in order to influence the outcome of the election | 26%             | 47%           | 21%               | 4%                  | 2%       |
| The vaccine industry purposely misrepresented or hid data about the safety of vaccines                                | 15%             | 31%           | 29%               | 12%                 | 14%      |
| Most climate scientists exaggerate claims about climate change for their own gain                                     | 12%             | 17%           | 25%               | 44%                 | 2%       |
| The oil industry and others purposely seed doubt about climate change in order to protect their companies             | 51%             | 30%           | 13%               | 4%                  | 2%       |
| Manitowoc County law enforcement fabricated evidence to frame Steven Avery                                            | 2%              | 6%            | 24%               | 24%                 | 44%      |

7. Please tell me which of the following statements comes closer to your own view:

Congress should support the president in order to carry out the president's agenda 22%  
 OR  
 Congress should act more strongly as a check on the president 75%  
 Not Sure ..... 3%

|                | Let President Carry Out | Congress Check | Not Sure |
|----------------|-------------------------|----------------|----------|
| All            | 22%                     | 75%            | 3%       |
| Democrats      | 3%                      | 97%            | 0%       |
| Republicans    | 55%                     | 39%            | 7%       |
| Independents   | 19%                     | 79%            | 2%       |
| Clinton Voters | 2%                      | 96%            | 2%       |
| Trump Voters   | 57%                     | 37%            | 6%       |
| Did Not Vote   | 16%                     | 84%            | 0%       |

8. For each of the following, please tell me how much of the time you think you can trust this group to do the right thing: All of the time, most of the time, some of the time, rarely, or never.

**\*\* See tracking questions for state and federal government at the end of the release**

|                                 | All of the Time | Most of the Time | Some of the Time | Rarely | Never | Not Sure |
|---------------------------------|-----------------|------------------|------------------|--------|-------|----------|
| Your local government           | 4%              | 57%              | 24%              | 5%     | 9%    | 1%       |
| Wisconsin state government      | 1%              | 46%              | 34%              | 10%    | 10%   | <1%      |
| The national/federal government | 1%              | 22%              | 53%              | 15%    | 9%    | 1%       |
| Medical doctors                 | 15%             | 59%              | 18%              | 2%     | 5%    | 3%       |
| Scientists                      | 15%             | 43%              | 33%              | 5%     | <1%   | 3%       |
| Climate Scientists              | 13%             | 39%              | 32%              | 10%    | 3%    | 3%       |
| Mainstream Media                | 6%              | 18%              | 27%              | 22%    | 27%   | <1%      |

#### FOR DEMOCRATS

|                                 | All of the Time | Most of the Time | Some of the Time | Rarely | Never | Not Sure |
|---------------------------------|-----------------|------------------|------------------|--------|-------|----------|
| Your local government           | 3%              | 55%              | 24%              | 5%     | 14%   | 0%       |
| Wisconsin state government      | 1%              | 31%              | 41%              | 11%    | 16%   | 0%       |
| The national/federal government | 1%              | 28%              | 45%              | 17%    | 9%    | 0%       |
| Medical doctors                 | 13%             | 59%              | 15%              | 2%     | 10%   | 0%       |
| Scientists                      | 17%             | 51%              | 19%              | 12%    | 0%    | 1%       |
| Climate Scientists              | 24%             | 42%              | 23%              | 10%    | 0%    | 1%       |
| Mainstream Media                | 14%             | 27%              | 35%              | 8%     | 16%   | 0%       |

#### FOR REPUBLICANS

|                                 | All of the Time | Most of the Time | Some of the Time | Rarely | Never | Not Sure |
|---------------------------------|-----------------|------------------|------------------|--------|-------|----------|
| Your local government           | 4%              | 62%              | 22%              | 10%    | 2%    | 0%       |
| Wisconsin state government      | 1%              | 65%              | 32%              | 2%     | 0%    | 0%       |
| The national/federal government | 0%              | 17%              | 66%              | 12%    | 4%    | 0%       |
| Medical doctors                 | 9%              | 60%              | 21%              | 1%     | 2%    | 8%       |
| Scientists                      | 4%              | 40%              | 48%              | 0%     | 0%    | 8%       |
| Climate Scientists              | 0%              | 31%              | 42%              | 14%    | 5%    | 8%       |
| Mainstream Media                | 0%              | 4%               | 13%              | 44%    | 39%   | 0%       |

## FOR TRUMP VOTERS

|                                 | All of the Time | Most of the Time | Some of the Time | Rarely | Never | Not Sure |
|---------------------------------|-----------------|------------------|------------------|--------|-------|----------|
| Your local government           | 3%              | 61%              | 26%              | 5%     | 3%    | 1%       |
| Wisconsin state government      | 2%              | 68%              | 24%              | 4%     | 0%    | 1%       |
| The national/federal government | 0%              | 20%              | 57%              | 16%    | 5%    | 1%       |
| Medical doctors                 | 13%             | 57%              | 20%              | 2%     | 2%    | 6%       |
| Scientists                      | 5%              | 34%              | 52%              | 0%     | 0%    | 9%       |
| Climate Scientists              | 1%              | 27%              | 41%              | 14%    | 9%    | 9%       |
| Mainstream Media                | 0%              | 3%               | 13%              | 48%    | 36%   | 0%       |

## FOR INDEPENDENTS

|                                 | All of the Time | Most of the Time | Some of the Time | Rarely | Never | Not Sure |
|---------------------------------|-----------------|------------------|------------------|--------|-------|----------|
| Your local government           | 2%              | 58%              | 37%              | 2%     | 2%    | 0%       |
| Wisconsin state government      | 2%              | 45%              | 34%              | 15%    | 4%    | 0%       |
| The national/federal government | 0%              | 23%              | 45%              | 21%    | 11%   | 0%       |
| Medical doctors                 | 11%             | 66%              | 23%              | 0%     | 0%    | 0%       |
| Scientists                      | 17%             | 42%              | 38%              | 0%     | 0%    | 4%       |
| Climate Scientists              | 13%             | 57%              | 15%              | 6%     | 8%    | 2%       |
| Mainstream Media                | 0%              | 19%              | 30%              | 23%    | 28%   | 0%       |

***For Climate Change questions – please see data from past surveys at the end of this document.***

9. When thinking about current effects of climate change or global warming, would you say that these effects around the world are currently

|                         | Sp '17 | Sp '07 |
|-------------------------|--------|--------|
| Very Serious.....       | 53%    | 44%    |
| Somewhat Serious.....   | 30%    | 39%    |
| Not Too Serious .....   | 11%    | 11%    |
| Not at All Serious..... | 6%     | 4%     |
| Not Sure .....          | 1%     | 3%     |

10. When thinking about climate change over the last 50 years, do you think the effects are primarily due to human activities, primarily natural changes in the environment, both equally, or neither – that climate change has not been occurring?

|                             | Sp '17 | Sp '14 | Sp '07* |
|-----------------------------|--------|--------|---------|
| Primarily Human Caused..... | 44%    | 33%    | 54%     |
| Primarily Natural .....     | 13%    | 22%    | 27%     |
| Both Equally .....          | 34%    | 36%    | 15%     |
| Not Occurring .....         | 8%     | 5%     | NA      |
| Not Sure .....              | 1%     | 4%     | 4%      |

\*Somewhat different question wording – see question wording on p. 16

11. Would you say that the science about climate change is

|                          |     |
|--------------------------|-----|
| Very Certain.....        | 38% |
| Somewhat Certain .....   | 35% |
| Not too Certain.....     | 14% |
| Not at all Certain ..... | 12% |
| Not Sure .....           | 2%  |



12. For the following issues, how much would you say you worry about each one: a lot, some, not much, not at all

|                                                                    | Worry<br>A Lot | Worry<br>Some | Not<br>Much | Don't Worry<br>at all | Not<br>sure |
|--------------------------------------------------------------------|----------------|---------------|-------------|-----------------------|-------------|
| Environmental problems like air and water pollution                | 45%            | 38%           | 11%         | 6%                    | <1%         |
| How fast technology is changing                                    | 25%            | 36%           | 21%         | 18%                   | <1%         |
| Illegal Immigration                                                | 33%            | 28%           | 27%         | 12%                   | 1%          |
| Climate change                                                     | 39%            | 35%           | 15%         | 10%                   | 1%          |
| A school shooting like Virginia Tech, Sandyhook, or San Bernadino? | 63%            | 25%           | 7%          | 5%                    | 1%          |
| The country moving away from traditional values                    | 53%            | 27%           | 8%          | 10%                   | 2%          |
| The political climate in the US                                    | 57%            | 32%           | 6%          | 4%                    | 1%          |
| The ability of the US to maintain its position in the world        | 37%            | 42%           | 10%         | 9%                    | 3%          |

For the Crosstabs below, all relationships are significant except school shootings – in the WI population there is no difference on amount of worry about a school shooting between different partisan identifications

#### FOR DEMOCRATS

|                                                                    | Worry<br>A Lot | Worry<br>Some | Not<br>Much | Don't Worry<br>at all | Not<br>sure |
|--------------------------------------------------------------------|----------------|---------------|-------------|-----------------------|-------------|
| Environmental problems like air and water pollution                | 66%            | 33%           | 0%          | 1%                    | 0%          |
| How fast technology is changing                                    | 27%            | 40%           | 20%         | 13%                   | 0%          |
| Illegal Immigration                                                | 24%            | 27%           | 30%         | 19%                   | 1%          |
| Climate change                                                     | 54%            | 37%           | 6%          | 2%                    | 1%          |
| A school shooting like Virginia Tech, Sandyhook, or San Bernadino? | 67%            | 27%           | 4%          | 1%                    | 1%          |
| The country moving away from traditional values                    | 38%            | 38%           | 10%         | 10%                   | 4%          |
| The political climate in the US                                    | 68%            | 29%           | 2%          | 1%                    | 1%          |
| The ability of the US to maintain its position in the world        | 40%            | 50%           | 7%          | 2%                    | 1%          |

#### FOR REPUBLICANS

|                                                                    | Worry<br>A Lot | Worry<br>Some | Not<br>Much | Don't Worry<br>at all | Not<br>sure |
|--------------------------------------------------------------------|----------------|---------------|-------------|-----------------------|-------------|
| Environmental problems like air and water pollution                | 19%            | 47%           | 20%         | 15%                   | 0%          |
| How fast technology is changing                                    | 19%            | 36%           | 14%         | 31%                   | 0%          |
| Illegal Immigration                                                | 50%            | 23%           | 24%         | 4%                    | 0%          |
| Climate change                                                     | 10%            | 37%           | 31%         | 23%                   | 0%          |
| A school shooting like Virginia Tech, Sandyhook, or San Bernadino? | 57%            | 23%           | 12%         | 9%                    | 0%          |
| The country moving away from traditional values                    | 80%            | 17%           | 0%          | 2%                    | 0%          |
| The political climate in the US                                    | 44%            | 47%           | 4%          | 4%                    | 0%          |
| The ability of the US to maintain its position in the world        | 29%            | 50%           | 12%         | 10%                   | 0%          |

#### FOR TRUMP VOTERS

|                                                         | Worry<br>A Lot | Worry<br>Some | Not<br>Much | Don't Worry<br>at all | Not<br>sure |
|---------------------------------------------------------|----------------|---------------|-------------|-----------------------|-------------|
| Environmental problems like air and water pollution     | 16%            | 57%           | 16%         | 12%                   | 0%          |
| How fast technology is changing                         | 23%            | 28%           | 15%         | 34%                   | 0%          |
| Illegal Immigration                                     | 48%            | 27%           | 23%         | 2%                    | 0%          |
| Climate change                                          | 7%             | 38%           | 37%         | 18%                   | 0%          |
| A school shooting like Virginia Tech, Sandyhook, or San | 55%            | 23%           | 10%         | 12%                   | 0%          |

|                                                             |     |     |     |     |    |
|-------------------------------------------------------------|-----|-----|-----|-----|----|
| Bernadino?                                                  |     |     |     |     |    |
| The country moving away from traditional values             | 77% | 19% | 2%  | 2%  | 0% |
| The political climate in the US                             | 46% | 45% | 6%  | 2%  | 0% |
| The ability of the US to maintain its position in the world | 30% | 49% | 11% | 10% | 1% |

#### FOR INDEPENDENTS

|                                                                    | Worry<br>A Lot | Worry<br>Some | Not<br>Much | Don't Worry<br>at all | Not<br>sure |
|--------------------------------------------------------------------|----------------|---------------|-------------|-----------------------|-------------|
| Environmental problems like air and water pollution                | 38%            | 49%           | 9%          | 4%                    | 0%          |
| How fast technology is changing                                    | 23%            | 38%           | 21%         | 19%                   | 0%          |
| Illegal Immigration                                                | 36%            | 25%           | 26%         | 13%                   | 0%          |
| Climate change                                                     | 46%            | 29%           | 15%         | 10%                   | 0%          |
| A school shooting like Virginia Tech, Sandyhook, or San Bernadino? | 64%            | 23%           | 6%          | 8%                    | 0%          |
| The country moving away from traditional values                    | 37%            | 31%           | 20%         | 12%                   | 0%          |
| The political climate in the US                                    | 57%            | 26%           | 15%         | 2%                    | 0%          |
| The ability of the US to maintain its position in the world        | 33%            | 31%           | 12%         | 12%                   | 12%         |

#### FINALLY, JUST A FEW QUESTIONS ABOUT YOU:

*For the next 3 questions – please see the tables below for data on these questions from past surveys*

13. Generally speaking do you consider yourself to be a Democrat or Republican?

|                                 |     |
|---------------------------------|-----|
| Democrat.....                   | 41% |
| Republican .....                | 31% |
| Independent (volunteered) ..... | 17% |
| Other .....                     | 10% |
| Not Sure .....                  | 1%  |

14. Compared to a year ago, do you feel that you are financially better off now, or worse off now than a year ago?

|                          |     |
|--------------------------|-----|
| Better off now .....     | 45% |
| Worse off now .....      | 17% |
| Same (volunteered) ..... | 36% |
| Not Sure .....           | 2%  |

15. Do you expect that at this time **NEXT** year you will be financially better off than now, or worse off than now?

|                           |     |
|---------------------------|-----|
| Better off than now ..... | 53% |
| Worse off than now.....   | 19% |
| Same (volunteered) .....  | 20% |
| Not Sure .....            | 8%  |

16. Please tell me whether you generally agree or disagree with this statement: Even though we live in a democracy, a few people will always run things anyway.

|                |     |
|----------------|-----|
| Agree .....    | 73% |
| Disagree.....  | 25% |
| Not Sure ..... | 2%  |

% Agree by partisan identification (Not statistically significant – cannot infer sample results below to the population)

|              |     |
|--------------|-----|
| All          | 73% |
| Democrats    | 78% |
| Republicans  | 63% |
| Independents | 72% |

What would you say is your **primary** source of news:

|                                  |     |
|----------------------------------|-----|
| Local broadcast tv news .....    | 19% |
| National broadcast tv news ..... | 11% |
| Cable tv news .....              | 15% |
| Local newspaper.....             | 3%  |
| Social media .....               | 13% |
| Other online sources.....        | 8%  |
| News Radio .....                 | 6%  |
| Talk Radio .....                 | 7%  |
| Other.....                       | 3%  |
| Mix (VOL) .....                  | 15% |
| Not Sure .....                   | <1% |

17. Of the news source you cited in the previous question, what is the specific source? For example, if you said cable news, is it CNN, Fox, MSNBC etc., if it's your local tv station, is it the ABC, NBC etc... affiliate, or if you said social media is it Facebook, Twitter etc.. \_\_\_\_\_

Local Broadcast News:

46% ABC  
31% Fox  
17% CBS  
6% NBC

National Broadcast News:

38% ABC  
25% CBS  
25% NBC  
13% PBS

Cable News:

43% Fox  
39% CNN  
12% MSNBC  
6% HBO

Social Media – 90% was facebook, others were news sources

Other Online Sources:

45% Fox  
18% CNN  
14% HuffPo  
Various others

News Radio – Half were NPR/WPR rest were scattering

Talk Radio – almost all local; a couple said Rush Limbaugh

18. Thank you so much for your time. We really appreciate your cooperation.  
Respondent's gender. (DO NOT ASK!!!)

|             |     |
|-------------|-----|
| Male .....  | 49% |
| Female..... | 51% |

AREA CODE:

|          |     |
|----------|-----|
| 262..... | 18% |
| 414..... | 16% |
| 608..... | 19% |
| 715..... | 24% |
| 920..... | 23% |

# Direction of the Country

|          | Right Direction |
|----------|-----------------|
| Fall '02 | 47%             |
| Sp '03   | 36%             |
| Fall '03 | 41%             |
| Sp '04   | 32%             |
| Fall '04 | 40%             |
| Sp '05   | 40%             |
| Fall '05 | 29%             |
| Sp '06   | 24%             |
| Fall '06 | 30%             |
| Sp '07   | 21%             |
| Fall '07 | 22%             |
| Sp '08   | 18%             |
| Fall '08 | 8%              |
| Sp '09   | 41%             |
| Fall '09 | 38%             |
| Sp '10   | 38%             |
| Fall '10 | 37%             |
| Sp '11   | 25%             |
| Fall '11 | 23%             |
| Sp '12   | 41%             |
| Fall '12 | 46%             |
| Sp '13   | 35%             |
| Fall '13 | 17%             |
| Sp '14   | 32%             |
| Fall '15 | 29%             |
| Sp '16   | 29%             |
| Fall '16 | 28%             |
| Sp '17   | 38%             |
| Median   | 32%             |

Party Identification Tracking:

\*\* Fall Even Years are Likely Voter Samples

|                    | Democrat | Republican | Independent | Other | Total |
|--------------------|----------|------------|-------------|-------|-------|
| Fall '01           | 35%      | 33%        | 24%         | 4%    | 96%   |
| Sp '02             | 34%      | 32%        | 27%         | 4%    | 97%   |
| Fall '02           | 36%      | 38%        | 16%         | 5%    | 95%   |
| Sp '03             | 44%      | 32%        | 16%         | 6%    | 98%   |
| Fall '03           | 40%      | 37%        | 16%         | 6%    | 99%   |
| Sp '04             | 40%      | 30%        | 19%         | 6%    | 95%   |
| Fall '04           | 37%      | 34%        | 22%         | 4%    | 97%   |
| Sp '05             | 40%      | 35%        | 18%         | 5%    | 98%   |
| Fall '05           | 37%      | 32%        | 21%         | 7%    | 97%   |
| Sp '06             | 39%      | 34%        | 17%         | 8%    | 98%   |
| Fall '06           | 44%      | 33%        | 16%         | 5%    | 98%   |
| Sp '07             | 42%      | 30%        | 13%         | 7%    | 92%   |
| Fall '07           | 39%      | 33%        | 16%         | 6%    | 94%   |
| Sp '08             | 39%      | 34%        | 20%         | 4%    | 97%   |
| Fall '08           | 43%      | 30%        | 15%         | 9%    | 97%   |
| Sp '09             | 36%      | 36%        | 14%         | 12%   | 98%   |
| Fall '09           | 38%      | 31%        | 14%         | 14%   | 97%   |
| Sp '10             | 32%      | 39%        | 22%         | 4%    | 97%   |
| Fall '10           | 35%      | 40%        | 18%         | 6%    | 99%   |
| Sp '11             | 33%      | 28%        | 28%         | 9%    | 98%   |
| Fall '11           | 38%      | 33%        | 20%         | 5%    | 96%   |
| Sp '12             | 36%      | 36%        | 24%         | 4%    | 100%  |
| Fall '12           | 42%      | 32%        | 22%         | 3%    | 99%   |
| Sp '13             | 37%      | 33%        | 22%         | 9%    | 101%  |
| Fall '13 - Oct     | 34%      | 33%        | 28%         | 4%    | 99%   |
| Fall '13 - Nov/Dec | 34%      | 30%        | 30%         | 4%    | 98%   |
| Sp '14             | 32%      | 37%        | 25%         | 6%    | 100%  |
| Fall '14           | 33%      | 33%        | 28%         | 5%    | 99%   |
| Sp '15             | 34%      | 35%        | 26%         | 4%    | 99%   |
| Fall '15           | 38%      | 32%        | 25%         | 2%    | 97%   |
| Sp '16             | 35%      | 32%        | 28%         | 4%    | 99%   |
| Fall '16           | 35%      | 32%        | 28%         | 5%    | 100%  |
| Sp '17             | 41%      | 31%        | 17%         | 10%   | 99%   |
| Mean               | 37%      | 33%        | 21%         | 6%    | 98%   |

rest are unsure/refused. Unsure is usually about 2%

\* sp12 is likely voters as well

Better Off Next Year:

|                        | Better | Same | Worse |
|------------------------|--------|------|-------|
| Fall '94               | 50%    | 31%  | 15%   |
| Fall '95               | 46%    | 21%  | 26%   |
| Fall '96               | 56%    | 19%  | 15%   |
| Fall '97               | 54%    | 25%  | 14%   |
| Fall '98               | 56%    | 21%  | 17%   |
| Fall '99               | 63%    | 15%  | 20%   |
| Fall '00               | 64%    | 20%  | 9%    |
| Sp '02                 | 54%    | 22%  | 15%   |
| Fall '02               | 56%    | 13%  | 22%   |
| Sp '03                 | 53%    | 17%  | 26%   |
| Fall '03               | 57%    | 14%  | 22%   |
| Sp '04                 | 57%    | 19%  | 16%   |
| Sp '05                 | 42%    | 25%  | 29%   |
| Fall '05               | 40%    | 18%  | 38%   |
| Sp '06                 | 45%    | 24%  | 25%   |
| Fall '06               | 56%    | 25%  | 16%   |
| Sp '07                 | 44%    | 27%  | 25%   |
| Fall '07               | 44%    | 21%  | 28%   |
| Sp '08                 | 47%    | 17%  | 30%   |
| Fall '08               | 51%    | 17%  | 20%   |
| Sp '09                 | 47%    | 14%  | 33%   |
| Fall '09               | 53%    | 12%  | 25%   |
| Sp '10                 | 49%    | 15%  | 27%   |
| Fall '10               | 55%    | 17%  | 18%   |
| Sp '11                 | 41%    | 17%  | 35%   |
| Fall '11               | 52%    | 17%  | 23%   |
| Sp '12                 | 54%    | 18%  | 16%   |
| Fall '12               | 60%    | 17%  | 5%    |
| Sp '13                 | 50%    | 19%  | 24%   |
| Fall '13               | 41%    | 21%  | 33%   |
| Sp '14                 | 46%    | 27%  | 22%   |
| Sp '15                 | 44%    | 28%  | 25%   |
| Fall '15               | 50%    | 23%  | 19%   |
| Sp '16                 | 43%    | 33%  | 15%   |
| Sp '17                 | 53%    | 20%  | 19%   |
| Median                 | 51%    | 19%  | 22%   |
| * Fall 12 DK is<br>18% |        |      |       |

Better Off From This Year From Last Year:

|          | Better | Same | Worse |
|----------|--------|------|-------|
| Fall '94 | 38%    | 34%  | 28%   |
| Fall '95 | 36%    | 31%  | 32%   |
| Fall '96 | 47%    | 26%  | 25%   |
| Fall '97 | 47%    | 28%  | 25%   |
| Fall '98 | 45%    | 30%  | 25%   |
| Fall '99 | 55%    | 23%  | 21%   |
| Fall '00 | 57%    | 23%  | 19%   |
| Sp '02   | 35%    | 28%  | 36%   |
| Fall '02 | 31%    | 18%  | 50%   |
| Sp '03   | 36%    | 20%  | 43%   |
| Fall '03 | 37%    | 24%  | 38%   |
| Sp '04   | 41%    | 26%  | 32%   |
| Sp '05   |        |      |       |
| Fall '05 |        |      |       |
| Sp '06   |        |      |       |
| Fall '06 |        |      |       |
| Sp '07   |        |      |       |
| Fall '07 |        |      |       |
| Sp '08   |        |      |       |
| Fall '08 | 20%    | 20%  | 60%   |
| Sp '09   | 20%    | 16%  | 63%   |
| Fall '09 | 21%    | 25%  | 53%   |
| Sp '10   | 28%    | 23%  | 47%   |
| Fall '10 | 29%    | 32%  | 39%   |
| Sp '11   | 25%    | 31%  | 44%   |
| Fall '11 | 28%    | 19%  | 53%   |
| Sp '12   | 28%    | 28%  | 44%   |
| Fall '12 | 34%    | 28%  | 38%   |
| Sp '13   | 32%    | 24%  | 41%   |
| Fall '13 | 33%    | 26%  | 41%   |
| Sp '14   | 40%    | 27%  | 32%   |
| Sp '15   | 42%    | 27%  | 30%   |
| Fall '15 | 36%    | 28%  | 35%   |
| Sp '16   | 36%    | 36%  | 27%   |
| Sp '17   | 45%    | 36%  | 17%   |
| Median   | 36%    | 27%  | 37%   |



## Climate Change Tracking:

Spring 2007

Next, I'd like to ask you some questions about your views on global warming /climate change.

1. Would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose emission limits for carbon dioxide and other greenhouse gases for utilities and vehicles similar to the limits we have for other pollutants?

|                        |     |
|------------------------|-----|
| Strongly Support ..... | 51% |
| Somewhat Support ..... | 26% |
| Somewhat Oppose .....  | 7%  |
| Strongly Oppose .....  | 9%  |
| Not Sure .....         | 7%  |
| Refused .....          | 0%  |

2. Would you say that current effects of global warming or climate change are....

|                          |     |
|--------------------------|-----|
| Very Serious .....       | 44% |
| Somewhat Serious .....   | 39% |
| Not Too Serious .....    | 11% |
| Not At All Serious ..... | 4%  |
| Not Sure .....           | 3%  |
| Refused .....            | 0%  |

3. Do you think climate change is caused more by natural changes in the environment OR by human activity?

|                       |     |
|-----------------------|-----|
| Natural Changes ..... | 27% |
| Human Activity .....  | 54% |
| Both (vol.) .....     | 15% |
| Not Sure .....        | 4%  |
| Refused .....         | 1%  |

4. How well informed would you say you are about global warming

|                              |     |
|------------------------------|-----|
| Very Well Informed .....     | 21% |
| Somewhat Well Informed ..... | 58% |
| Not Very Well Informed ..... | 17% |
| Not At All Informed .....    | 3%  |
| Not Sure .....               | 1%  |
| Refused .....                | 0%  |

Spring 11

19. From what you've read and heard, is there solid evidence that the average temperature on earth has been getting warmer over the past four decades?

|                              |     |
|------------------------------|-----|
| Yes, solid evidence .....    | 51% |
| No, not solid evidence ..... | 42% |
| Not Sure .....               | 8%  |
| Refused .....                | 0%  |

Sp 14

1. When thinking about climate change over the last 50 years, do you think the effects are primarily due to human activities, primarily natural changes in the environment, both equally, or neither – that climate change has not been occurring?

|                             |     |
|-----------------------------|-----|
| Primarily Human Caused..... | 33% |
| Primarily Natural .....     | 22% |
| Both Equally .....          | 36% |
| Not Occurring .....         | 5%  |
| Not Sure .....              | 4%  |
| Refused .....               | 0%  |

#### Government Trust Tracking Questions

Sp 14

1. How much of the time do you think you can trust the state government in Madison to do what is right? Would you say .....

|                             | <u>Sp '17</u> | <u>Sp '14</u> | <u>Sp '12</u> |
|-----------------------------|---------------|---------------|---------------|
| Always .....                | 1%            | 2%            | 3%            |
| Most of the Time.....       | 46%           | 31%           | 24%           |
| Only some of the Time ..... | 34%           | 55%           | 57%           |
| Never.....                  | 10%           | 9%            | 12%           |
| Not Sure .....              | 10%           | 3%            | 4%            |

2. How much of the time do you think you can trust the government leaders in Washington DC to do what is right? Would you say .....

|                             | <u>Sp '17</u> | <u>Sp '14</u> |
|-----------------------------|---------------|---------------|
| Always .....                | 1%            | 3%            |
| Most of the Time.....       | 22%           | 8%            |
| Only some of the Time ..... | 53%           | 71%           |
| Never.....                  | 15%           | 17%           |
| Not Sure .....              | 9%            | 2%            |