

WISCONSIN STATEWIDE POLL

Interview Schedule



**PUBLIC OPINION
STRATEGIES**

July 29-August 3, 2013

Project: 121557

N=600 Likely Voters

Margin of Error: $\pm 4.0\%$

1. Now, to ensure we have a representative sample, in what year were you born?

43% 18 - 44
16% 45 - 54
21% 55 - 64
19% 65 AND ABOVE

1% REFUSED

2. And, other than being an American, what is your main ethnic or racial heritage?

86% WHITE
5% AFRICAN AMERICAN OR BLACK
3% HISPANIC OR LATINO AMERICAN
1% ASIAN AMERICAN
1% AMERICAN INDIAN
3% OTHER
2% REFUSED

Now, turning to things in Wisconsin...

3. First, generally speaking, would you say that things in Wisconsin are going in the right direction, or have they pretty seriously gotten off on the wrong track?

52% RIGHT DIRECTION
40% WRONG TRACK

6% DON'T KNOW
2% REFUSED

4. Now, turning to some issues, first, how concerned are you about smoking and other tobacco use among young people in Wisconsin? Would you say...

32% Very concerned
34% Somewhat concerned
24% Not too concerned...or...
10% Not at all concerned?

* DON'T KNOW

1% REFUSED

66% TOTAL CONCERNED

34% TOTAL NOT CONCERNED

5. Next, do you support or oppose the legislature preserving funding for tobacco prevention and cessation programs to prevent kids from smoking and to provide help for smokers who want to quit?

43% STRONGLY SUPPORT
35% SOMEWHAT SUPPORT
10% SOMEWHAT OPPOSE
9% STRONGLY OPPOSE

3% DON'T KNOW

1% REFUSED

78% TOTAL SUPPORT

19% TOTAL OPPOSE

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.

	TOTAL FAVOR	TOTAL OPPOSE	STRG FAVOR	SMWT FAVOR	SMWT OPPOSE	STRG OPPOSE	DK	REF
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Ranked by % Strongly Favor

7.	Requiring that candy and fruit flavored tobacco products are taxed at the same rate as cigarettes.	67%	29%	47%	20%	10%	19%	3%	1%
9.	Prohibiting smoking in vehicles that have children in them.	61%	37%	47%	14%	12%	25%	1%	1%
8.	Creating tobacco-free parks, beaches, and fairgrounds.	63%	35%	43%	20%	14%	21%	1%	1%
6.	Prohibiting the sale of candy and fruit flavored tobacco products such as cherry flavored smokeless tobacco or grape flavored little cigars	43%	53%	27%	16%	22%	31%	3%	1%

Now, switching to a new topic...

10. First, how serious of a problem do you think childhood obesity is in Wisconsin. Is it a...

40% Very Serious
50% Somewhat Serious
7% Not too serious..or...
3% Not a serious problem at all?

1% DON'T KNOW
- REFUSED

89% TOTAL SERIOUS
10% TOTAL NOT SERIOUS

11. Next, which ONE of the following statements is closer to your view:

51% Reducing obesity is a personal issue that people and their families should address on their own.
...or...

48% Reducing obesity is a public health issue that community groups, schools and local organizations should help address.

1% DON'T KNOW
* REFUSED

Now, I'm going to read you a list of different groups and organizations in your local community, and please tell me if you feel that group should have a MAJOR role, MINOR role, or NO role at all in reducing and preventing childhood obesity.

	MAJOR ROLE	MINOR ROLE	NO ROLE AT ALL	DK	REF
Ranked by % Major Role					
17.	Parents 99%	1%	*	—	—
12.	Local K-12 schools 53%	36%	10%	*	*
13.	Community health groups like the American Cancer Society, the American Heart Association and local health groups 53%	36%	10%	1%	*
(SAMPLE B ONLY)					
16.	Your local public health department 52%	36%	11%	*	1%
14.	State government 24%	45%	31%	1%	*
(SAMPLE A ONLY)					
15.	Local government 20%	46%	33%	*	*

Next, I am going to read a list of proposals regarding childhood obesity in Wisconsin. For each proposal, please tell me if you favor or oppose that proposal.

TOTAL FAVOR	TOTAL OPPOSE	STRG FAVOR	SMWT FAVOR	SMWT OPPOSE	STRG OPPOSE	DK	REF
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Ranked by % Strongly Favor

22.	Taking steps to ensure kids can safely walk and bike to school such as hiring crossing guards and expanding sidewalks.	92%	7%	70%	22%	4%	3%	*	*
20.	Keeping school gyms and athletic facilities open and available for public use during non-school hours.	88%	11%	65%	24%	6%	5%	1%	*
19.	Require 60 minutes of daily physical activity for kids during the school day.	86%	13%	63%	22%	7%	6%	1%	*
21.	Requiring that the ease of walking, biking and running be considered when making decisions about community zoning and planning.	89%	10%	61%	29%	6%	4%	1%	*
18.	Require schools and state and local governments to buy and serve some locally grown Wisconsin fruit and vegetables.	84%	14%	58%	26%	9%	5%	1%	*

23. Turning to another issue... do you SUPPORT or OPPOSE a proposal which would require all new roads and streets to be accessible to all users including runners, strollers, wheelchairs, and bikers – even if it means you would need to pay more for road construction?

28%	STRONGLY SUPPORT
28%	SOMEWHAT SUPPORT
16%	SOMEWHAT OPPOSE
26%	STRONGLY OPPOSE

1%	DON'T KNOW
*	REFUSED

56%	TOTAL SUPPORT
42%	TOTAL OPPOSE

Next, please tell me if you agree or disagree with the following statements:

	TOTAL AGREE	TOTAL DISAGR	STRG AGREE	SMWT AGREE	SMWT DISAGR	STRG DISAGR	DK	REF
Ranked by % Strongly Agree								
24. Ensuring kids have daily physical activity in schools will help improve their academic performance	94%	6%	73%	20%	3%	3%	*	*
27. I have plenty of opportunities to be physically active year-round in my community.	89%	10%	66%	23%	5%	5%	*	—
25. I can easily buy fresh fruits and vegetables year round in my community.	87%	12%	64%	23%	7%	5%	1%	*
26. I would pay more to ensure locally grown Wisconsin fruits and vegetables are served in our schools.	76%	22%	50%	26%	12%	10%	1%	1%

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

28. First, what was the last grade you completed in school?

- * SOME GRADE SCHOOL (1-8)
 - 3% SOME HIGH SCHOOL (9-11)
 - 28% GRADUATED HIGH SCHOOL (9-12)
 - 5% TECHNICAL OR VOCATIONAL SCHOOL (12)
 - 25% SOME COLLEGE (13-15)
 - 23% GRADUATED COLLEGE (16)
 - 15% GRADUATE/PROFESSIONAL SCHOOL (16+)
 - 1% REFUSED

 - 31% HIGH SCHOOL OR LESS**
 - 30% SOME COLLEGE**
 - 38% COLLEGE+**
-

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

a Republican,
a Democrat,
or something else?

- 18% STRONG REPUBLICAN
 - 8% NOT-SO-STRONG REPUBLICAN
 - 10% LEAN REPUBLICAN

 - 23% SOMETHING ELSE/INDEPENDENT

 - 8% LEAN DEMOCRAT
 - 10% NOT-SO-STRONG DEMOCRAT
 - 20% STRONG DEMOCRAT

 - 4% REFUSED

 - 25% TOTAL REPUBLICAN**
 - 30% TOTAL DEMOCRAT**
 - 41% TOTAL LEAN/INDEPENDENT**
-

30. Do you currently use tobacco products such as smoke cigarettes, smoke cigars, or use smokeless tobacco products?

15% YES, SMOKE CIGARETTES
5% YES, OTHER TOBACCO PRODUCTS

82% NO, NONE

* DON'T KNOW

– REFUSED

18% TOTAL YES

(ASKED AMONG NON-CURRENT TOBACCO USERS)

31. And, are you a former cigarette smoker or, in the past, have you used other tobacco products such as cigars or smokeless tobacco?

33% YES, SMOKE CIGARETTES
8% YES, OTHER TOBACCO PRODUCTS

63% NO, NONE

* DON'T KNOW

* REFUSED

36% TOTAL YES

32. And, do you have any children under the age of 18 living with you in your household?

36% YES

63% NO

* DON'T KNOW/REFUSED

33. Gender. Are you married, widowed, separated, divorced or have you never been married?

31%	MALE/MARRIED
2%	MALE/WIDOWED
1%	MALE/SEPARATED
3%	MALE/DIVORCED
11%	MALE/NEVER BEEN MARRIED
1%	MALE REFUSED
31%	FEMALE/MARRIED
6%	FEMALE/WIDOWED
*	FEMALE/SEPARATED
6%	FEMALE/DIVORCED
9%	FEMALE/NEVER BEEN MARRIED
*	FEMALE REFUSED
48%	TOTAL MALE
52%	TOTAL FEMALE
