

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

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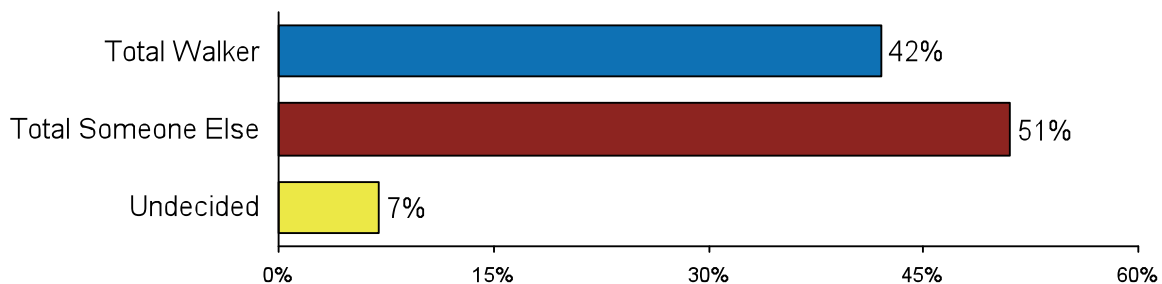
TO: Democratic Party of Wisconsin

FR: Paul Maslin and Jonathan Brown
Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research)

RE: Wisconsin Statewide Survey Results

According to our recent statewide survey¹ of likely voters, Scott Walker remains quite vulnerable to a recall next year. Right now, **only 42 percent would vote to keep Walker as Governor with a majority of voters (51%) in support of his recall**, as shown in Table 1 below.

TABLE 1 – WISCONSIN GOVERNOR RECALL VOTE



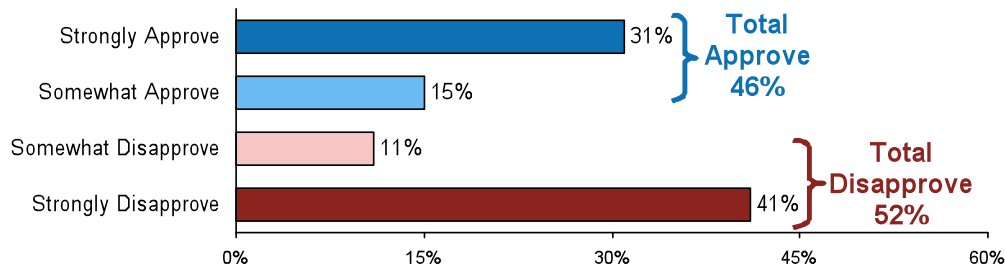
In addition to this vote, several other data points illustrate Walker's considerable challenge in finding a majority of voters who want to keep him in office.

- **More than half of voters (53%) hold an unfavorable opinion of Walker personally.**
- **More than half of voters (52%) believe the state is pretty seriously off on the wrong track.**
- **More than half of voters (52%) disapprove of Walker's job performance.** In addition, intensity of feelings regarding Walker's job performance is more negative, than positive, as shown in Table 2 on the following page.

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¹ Between September 12 and 15, 2011, Fairbank, Maslin, Maullin, Metz & Associates conducted 707 live telephone interviews with likely November 2012 voters in Wisconsin. The margin of error for the full sample is +/-3.6% at the 95% confidence level.

TABLE 2 – SCOTT WALKER JOB APPROVAL



Walker struggles mightily with the middle of the electorate. Independents – those who do not identify with or lean toward either party – support the recall by 16 points, 52-to-36 percent, led by Independent women who overwhelmingly favor the recall. Similarly, self-described Moderates favor the recall by 23 points. These Independents will be a tough audience for Walker to persuade, as nearly three-in-five have an unfavorable opinion of Walker and 56% disapprove of his job performance. Walker also has a particular problem among women, who favor the recall by 20 points.

In addition to the strong support for the recall among Independents, less partisan Democrats (those who describe themselves as “not strong” or “lean”) are stronger in their support for the recall than the less partisan Republicans are in their support to keep Walker in office by eight points.

This electorate has lost faith in Walker on a variety of issues, as well as in his personal qualities. Respondents were read a list of traits and asked whether it best described Walker or the Democratic nominee who would face him in a recall election. Not only do wide margins of voters find Walker to be power hungry and too close to corporate interests, but more voters believe that the Democratic nominee would be better than Walker on education and jobs, in addition to being more on the side of average voters, as shown in Table 3, below.

TABLE 3 – COMPARISON OF CANDIDATE TRAITS/DESCRIPTIONS

Trait/Description	Walker margin	Democrat margin
Too close to corporate interests	+33	
Is mainly interested in grabbing political power	+23	
Will improve the quality of public education		+18
*For the middle class		+15
*Cares about people like me		+11
On your side		+9
Close to me on the issues		+7
Honest, someone we can trust		+7
Will do more to create jobs		+5
Will be effective		+4

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The Presidential-year electorate is a benefit to recall supporters. Likely 2012 voters who did not vote in 2010 support the recall by 31 points (57%-26%).

Given Wisconsin's virtually unbroken record of electing Democrats in key statewide elections from 2000-08, and Walker's poor standing among Independents, there is little question that a recall campaign against Scott Walker has an excellent chance for success.