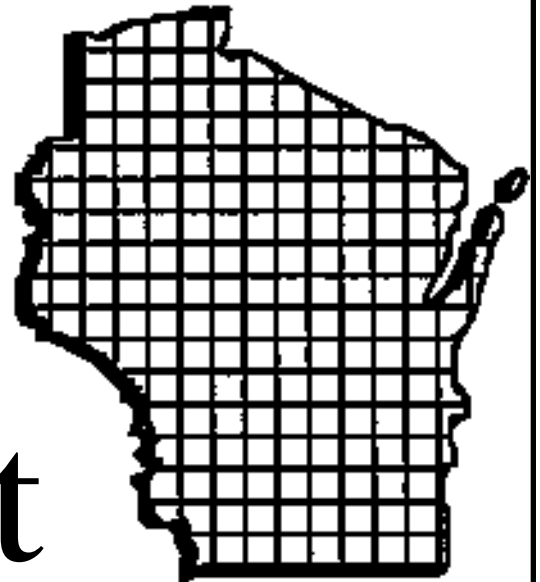


Wisconsin

Policy
Research
Institute

Report



July 2000

Volume 13, Number 4

**THE WISCONSIN
CITIZEN SURVEY**

JULY 2000

A Survey of Wisconsin Public Opinion

REPORT FROM THE PRESIDENT:

This Wisconsin Citizen Survey was conducted by Harris Interactive. Dr. Gordon S. Black, who has supervised all our survey research dating back to 1987, directed this project.

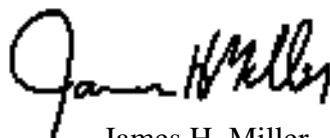
In this survey, we measured specific questions about this year's Presidential elections. What emerged was George W. Bush leading Al Gore by 47% to 41% among likely voters. However, when Ralph Nader and Pat Buchanan are introduced in a four way race, Bush's lead becomes 43% to Gore's 35%, with Nader receiving 9% and Buchanan 3%, and the balance undecided. This drop in Gore's share of the vote shows the strong impact Ralph Nader is having in Wisconsin. Another finding in this poll is that more Wisconsin residents dislike Al Gore than like him. There are real indications that Al Gore will be in a very tough fight to carry Wisconsin this year.

Another result was that gasoline prices have become the number one issue in Wisconsin. This is the first time in our polling since 1987 that gasoline has ever registered as an issue, much less number one. Interestingly, when we asked residents of the state who they blamed for rising gas prices, 36% said domestic oil companies, followed by 21% who said it was foreign oil producers. Only 12% blamed the Environmental Protection Agency or elected officials. While gasoline prices may be dropping in Wisconsin, this is still an issue that could resonate in the fall, especially if there is continued talk about the instability of gas prices and home heating oil prices through the winter.

One other result was very interesting. We asked residents if, after they retired, they expected to stay in Wisconsin or whether they might move out of state. 71% told us that they planned to stay here, while 22% said they would move. However, among people aged 18-24, only 53% thought they would stay in Wisconsin. When we asked which issue would cause you to leave the state of Wisconsin, this age group, by a huge margin, said job opportunities. This is another quantitative indication that the idea of a "brain drain" is a real problem for Wisconsin, both short term and long term.

Finally, on the other end of the scale, older people nearing retirement age are also beginning to decide whether they will remain in the state. Among older age groups, taxes become the most important issue in their decision about whether they will leave the state of Wisconsin when they retire.

These two issues will be very much discussed over the next decade, and may have a lot to do with the state of Wisconsin's long term economy.



James H. Miller

WISCONSIN POLICY RESEARCH INSTITUTE, INC.

P.O. Box 487 • Thiensville, WI 53092
(262) 241-0514 • Fax: (262) 241-0774

E-mail: wpri@execpc.com • Internet: www.wpri.org

THE WISCONSIN CITIZEN SURVEY JULY 2000

A Survey of Wisconsin Public Opinion

GORDON S. BLACK, PH.D.

	Page
INTRODUCTION	1
TEXAS GOVERNOR GEORGE W. BUSH MAINTAINS LEAD OVER VICE PRESIDENT GORE IN RACE FOR PRESIDENT	3
GASOLINE PRICES ARE SINGLE MOST IMPORTANT PROBLEM FACING WISCONSIN	8
LARGE MAJORITY OF WISCONSIN RESIDENTS UNLIKELY TO LEAVE THE STATE UPON RETIREMENT	12
WISCONSIN RESIDENTS APPROVE OF SCHOOL CHOICE	15
A YEAR'S ROLLER-COASTER RIDE LEAVES WISCONSIN RESIDENTS STILL INVESTED IN THE STOCK MARKET	16
POLL QUESTIONS AND RESPONSES	18

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INTRODUCTION

The following report represents results from the nineteenth statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc. This survey explored resident views about the 2000 race for President, public figures, gasoline prices, the Wisconsin economy and investment behavior. The survey was conducted from June 26 through June 30, 2000.

The first Wisconsin Citizen Survey was conducted in January 1988, and the focus of the survey was on a series of statewide issues of continuing interest to WPRI. These issues included taxes, the state welfare system, public education and crime and the criminal justice system. One purpose of this first survey was to establish a set of benchmark measures of public attitudes, so that changes in these attitudes could be tracked over time.

The second survey, conducted the first week after schools reopened from summer vacation in 1988, returned to a number of questions asked seven months earlier. However, additional questions were asked on each topic and several new issues dealing with environmental problems were added.

The third survey was conducted from January 5 through January 10, 1989. It examined the same general issues as in previous surveys, with some new topics and questions added.

The fourth survey was conducted from September 5 through September 10, 1989. Once again it examined the same general issues as the first three surveys, as well as several new issues including abortion, recycling programs and American Indian treaty rights.

The fifth survey was conducted from January 2 through January 5, 1990. The issues examined in this survey included taxes, the state welfare system, public education, and crime and the criminal justice system, all of which were addressed in the first four surveys. New issues consisted of recommendations to improve the quality of education in Wisconsin schools, residents' satisfaction level with efforts to reduce the sale and use of illegal drugs, and drug testing in the schools and workplace.

The sixth survey was conducted from September 4 through September 7, 1990. The issues examined in this survey included taxes, the environment, and crime, all topics covered in earlier surveys. New issues addressed included interest in governmental reform in Wisconsin, gun control and state action to reduce dependence on oil.

The seventh survey was conducted from January 4 through January 10, 1991. New issues examined in this survey included attitudes toward affirmative action and college scholarships, support for recommendations of the Commission on Schools in the 21st Century, ethics in state government, and evaluations of the performance of major state institutions. Issues covered in earlier surveys, and in this one as well, included school choice, crime, gun control and governmental reform.

The eighth survey was conducted from September 3 through 9, 1991. New topics covered in this survey included attitudes about property taxes and property tax reform, residents' views about how safe the streets in their communities are during the day and night, and attitudes towards the police. Topics covered in previous surveys and revisited in this one included crime, the environment, nuclear power, landfills and the performance of major state institutions.

The ninth survey was conducted from January 2 through 5, 1992. The survey featured numerous questions on the state of the economy and personal finances some of which were compared to the results of a national study conducted by the Gordon S. Black Corporation for the Gannett News Survey and *USA Today* in December 1991. The survey also included questions on education and welfare; both topics covered in earlier WPRI polls.

The tenth survey was conducted from November 15 through November 18, 1992. In addition to questions on the economy, taxes, state spending, and education the survey explored the attitudes of Wisconsin residents about political reform, legalized gambling and American Indians.

The eleventh survey was conducted from May 20 through May 23, 1993. The survey included questions on the economy, property taxes, state spending, and the environment. The survey also explored, for the first time, the public's knowledge about and views of public officeholders in Wisconsin, and their views about health care and insurance.

The twelfth survey was conducted from November 7 through November 14, 1993. The survey included questions on the economy, political institutions, public figures, health care reform and crime.

The thirteenth survey was conducted from July 18 through July 26, 1994. The survey focused on welfare and crime, and included questions on state support for education, school choice, and the economy.

The fourteenth survey was conducted from September 5 through September 12, 1995. The survey included questions on views of public officials, candidate preferences for the 1996 Presidential election, affirmative action, crime, and the economy.

Conducted from September 16 through September 21, 1996, the fifteenth survey included questions about the 1996 Presidential election, the 1998 races for Governor and U.S. Senator, views of public figures, Indian casino gambling, welfare reform, educational choice and the economy.

The sixteenth survey was conducted from July 7 through July 13, 1997. The survey examined resident views about the 1998 races for Governor and U.S. Senators, views of public figures, abortion (including the proposed ban on 'partial birth abortions'), Indian casino gambling, the death penalty and the economy.

Resident views about the 1998 races for Governor and U.S. Senator, public figures, educational choice, welfare reform, and parole reform and investment behavior were examined in the seventeenth survey. This survey was conducted from July 7 through July 18, 1998.

The eighteenth survey was conducted from July 22 through July 28, 1999. The survey explored resident views about the 2000 race for President, public figures, spending on prisons and other state programs, state financial support for a new football stadium for the Green Bay Packers and investment behavior.

The Objectives of the Research

The objectives of this wave of WPRI's ongoing research program continue to be measurement of residents' attitudes on emerging and topical issues, and to track change in attitudes on selected topics over time.

As was found in earlier surveys, attitudes on some issues have changed very little since the last wave. On other issues, there have been significant changes in attitudes and concerns.

The Methodology for the Study

The data in this report are based on a randomly selected sample of 1,001 Wisconsin residents who are 18 years of age and older. The sample was drawn from a list of telephone numbers generated by a computer. This method includes both unlisted numbers and new listings in proportion to their representation in the population. Nearly every number was called at least three times before the number was discarded. This process, and the sampling itself, is controlled by a Computer Aided Sampling (CAS) System, which monitors the entire process to insure that callbacks are made at appropriate times and that numbers are sampled correctly. The methodology is the same process that Harris Interactive employs in its telephone election surveys. The demographic profile of the sample of residents surveyed was compared against current population estimates for the state. The sample was weighted to compensate for two harder-to-reach populations: younger respondents and black respondents. The number of male and female respondents was also controlled to insure an approximately equal division.

A survey of 1,001 randomly selected residents has a margin of error of plus or minus 3 percent for percentages based on the entire sample. For an underlying percentage of 50%, for example, this means that repeated samples would produce results between 47% and 53%, 95 times out of 100. The margin of error for sub-samples, such as women, blacks, or young people, will be significantly greater.

Harris Interactive

Harris Interactive, known for its Harris Poll, has over 40 years experience in market research and public opinion polling. Headquartered in Rochester, New York, Harris Interactive does not work for political candidates of either political party. The firm maintains a nonpartisan position since so much of the opinion polling falls in the public domain.

Dr. Gordon S. Black, the author of the survey, received his doctorate in Political Science from Stanford University in 1970. He taught public opinion and voting behavior at the University of Rochester between 1968 and 1981, when he resigned as Associate Professor of Political Science. He has published more than a dozen articles on public opinion and voting behavior in professional journals. Dr. Black is a Trustee of the National Council on Public Polls, and is a member of the Council of Survey Research Organizations and the American Association for Public Opinion Research.

**TEXAS GOVERNOR GEORGE W. BUSH MAINTAINS LEAD OVER VICE PRESIDENT GORE IN RACE FOR PRESIDENT
NADER CANDIDACY HAS POTENTIAL TO INCREASE BUSH LEAD OVER GORE**

Among Wisconsin residents who expect to vote in the 2000 general election, Texas Governor George W. Bush holds a 47% to 41% lead over Vice President Al Gore. In a four-person race with Ralph Nader and Pat Buchanan, Bush leads with 43% of the vote, with Gore receiving 35%, Nader 9%, and Buchanan 3%, and the balance (10%) undecided. The sharp drop in Gore's share of the vote in a four-man race shows the strong impact Nader's candidacy may have on the race.

The poll results clearly indicate that Bush is the early favorite as the race heads into the fall. But as the table shows, the race is substantially tighter, at least in a two-person campaign, than a year ago. Evidently the primary campaign led to a modest increase in Gore's support at the expense of Bush. Thus, with months to go until election day, it is too early to say that Bush holds a secure lead. There is still potential for change as the campaign heats up.

The following are some key additional findings about the four-man presidential race for key voter groups. Results for a two-person race are similar.

- **Gender:** The gender gap lives, but not as strongly as in past campaigns. Bush draws 49% of the vote among men, Gore 29%, Nader 10% and Buchanan 4%. Among women, Gore registers at 40%, Bush 37%, Nader 7% and Buchanan 3%.
- **Age:** Bush leads in every age group but his lead is wider among those 18-44 than among older voters.

Results by age group are as follows:

	18-24	25-34	35-44	45-54	55-64	65+
Bush	44%	46%	44%	43%	45%	36%
Gore	34%	36%	32%	37%	38%	33%
Nader	7%	5%	12%	9%	6%	11%
Buchanan	8%	4%	3%	3%	1%	3%
Undecided	7%	8%	9%	8%	10%	18%

Note: Some percentages may not sum to 100 due to rounding

- **Geography:** At this point in the campaign, Bush holds strong leads in traditionally Republican parts of the state, and does better than most Republicans in Democratic areas. Nader also causes Gore significant problems in Madison.

In the city of Milwaukee, traditionally a Democratic stronghold, Bush garners a surprisingly high 24% of the vote to 51% for Gore, 8% for Ralph Nader, and 3% for Pat Buchanan. In the Madison area, Gore leads Bush 45% to 30%, but Ralph Nader garners 17% of the vote, with Buchanan at 4%.

In the Milwaukee suburbs, Bush leads Gore 50% to 29% with 9% for Nader and 3% for Buchanan. In the Republican stronghold of Waukesha County, Bush earns fully 69% of the vote.

**WISCONSIN RESIDENTS' PREFERENCES IN
YEAR 2000 PRESIDENTIAL RACE**

— Residents Who Expect to Vote —

	June 2000	July 1999
Bush	47%	54%
Gore	41%	33%
Undecided	11%	13%

Note: Some percentages may not sum to 100 due to rounding

In the Green Bay area, Bush leads by 48% to 31% for Gore, 7% for Nader, and 3% for Buchanan. In La Crosse/Eau Claire area, the race is tighter with Bush at 42%, Gore at 39%, Nader at 9%, and Buchanan at 4%.

- **Political Party:** Nader's impact on the campaign shows clearly in the fact that fully 12% of Democrats would vote for him as compared to 74% for Gore, 7% for Bush, and 2% for Buchanan. Among Republicans by contrast, only 4% expect to vote for Buchanan, 83% for Bush, 4% for Gore, and 3% for Nader. Among Independents, Bush leads 46% to 27% over Gore with Nader at 12% and Buchanan at 4%.
- **Ideology:** Nader also impacts Gore among liberals. Overall, 59% of Liberals expect to vote for Gore, 16% for Nader, 16% for Bush, and 2% for Buchanan. Among conservatives, 69% expect to vote for Bush, 13% for Gore, 6% for Buchanan, and 5% for Nader. Among middle-of-the-road voters, Gore would earn 39%, Bush 38%, Nader 9%, and Buchanan 3%.
- **Religion:** Although Gore is supported almost equally by both Protestants and Catholics, 35% and 34% respectively, Bush finds more support among Protestants (48%) than Catholics (40%). Buchanan receives 4% of the Catholic vote with 2% from Protestants. Nader receives 8% from both Catholics and Protestants.
- **Race:** For a Republican, Bush does well among African-Americans, earning 16% of their vote compared to 64% for Gore, 2% for Nader, and 2% for Buchanan. Among Whites, Bush leads with 45% to 33% for Gore, 9% for Nader, and 3% for Buchanan.
- **Marital Status:** Among married voters, Bush holds a 47% to 33% advantage over Gore with Nader at 8% and Buchanan at 3%. Singles give Gore a 42% to 35% lead over Bush, with Nader at 9% and Buchanan at 6%.
- **Labor Unions:** The impact of the flirtation of some labor unions with Ralph Nader is also clear in our results. Among members of a labor union, Nader earns 14%, Bush 37%, Gore 36%, and Buchanan 3%.

Overall, these results demonstrate the success George W. Bush has had in obtaining the support of traditionally Democratic constituencies to this point in the campaign and the significant negative impact that the Nader campaign is having on Al Gore. The race this fall will likely depend on whether these factors remain in play under the intense partisan pressures of a presidential campaign.

Gore's 'Negatives' Substantially Higher Than Bush's — Views Of Other Public Figures Remain Highly Positive

One reason that George W. Bush leads is that people simply like him more. At least that is what the results shown on Page 7 would suggest. Overall, 51% have a favorable opinion of Bush as compared to 41% for Gore.

Opinions of both the Vice President and the Governor have declined in the past year: Bush's 'positive' rating has dropped from 56% favorable to 51% favorable while Gore's rating has dropped from 43% to 41%. Perhaps one reason for the Vice President's low ratings is Bill Clinton. It is striking how negative voter opinion about the President is in Wisconsin (49% unfavorable). Such low ratings for the incumbent President, that he is seeking to succeed, can not help but be a burden on the Vice President's campaign.

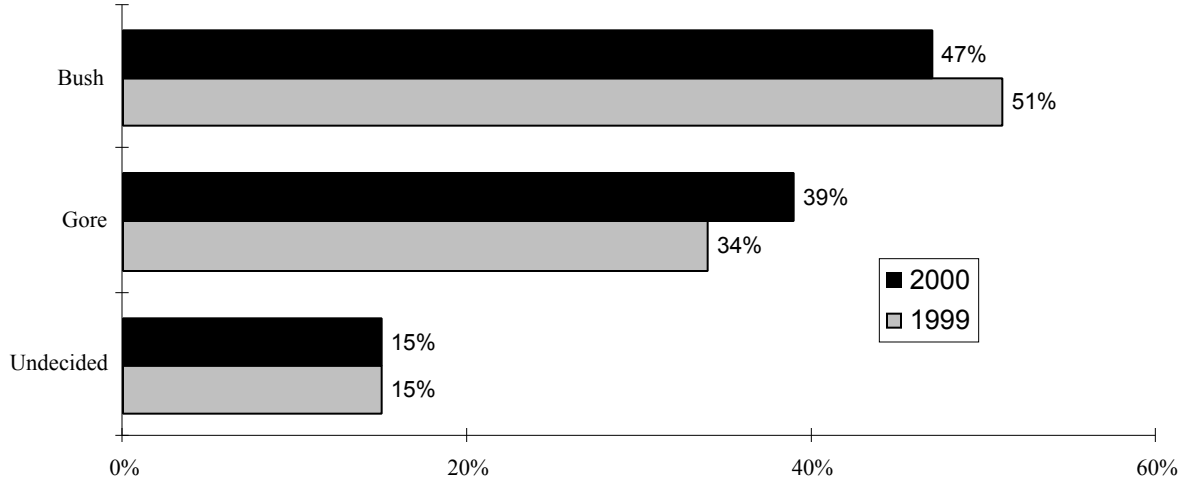
It is also striking how positively voters view Ralph Nader. Overall, 39% have a positive opinion of him and 25% a negative view. With 19% of residents indicating they 'don't recognize' him, there is potential room for an increase in positive opinions about Nader.

This stands in sharp contrast to Buchanan. While only 10% do not recognize who he is, 50% have a negative opinion as compared to only 20% with a positive impression. Buchanan clearly faces a difficult path in seeking to improve his standing with the public.

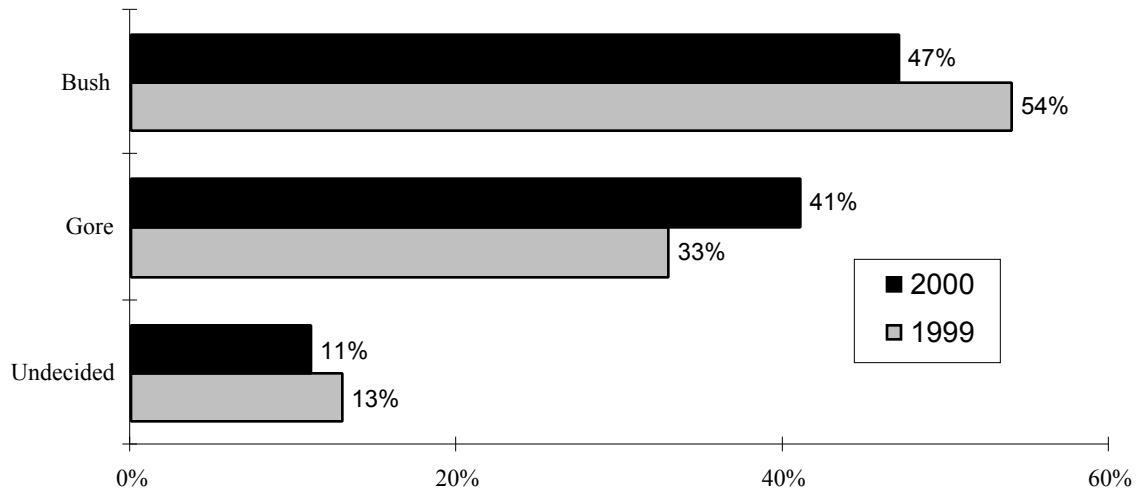
Both the Governor and the two U.S. Senators from Wisconsin are viewed positively by most voters. It is particularly noteworthy that with an election ahead of him 64% have a favorable opinion of Senator Kohl. Governor Thompson is also viewed positively by 64% and Senator Feingold is viewed positively by 54%.

Most other office holders in the state are simply not familiar to most voters, though those who do have an opinion tend to be positively disposed on balance. These results suggest that challengers to the Governor and Senator Feingold, should they decide to run for re-election, will have first to develop name recognition before they can mount an effective campaign.

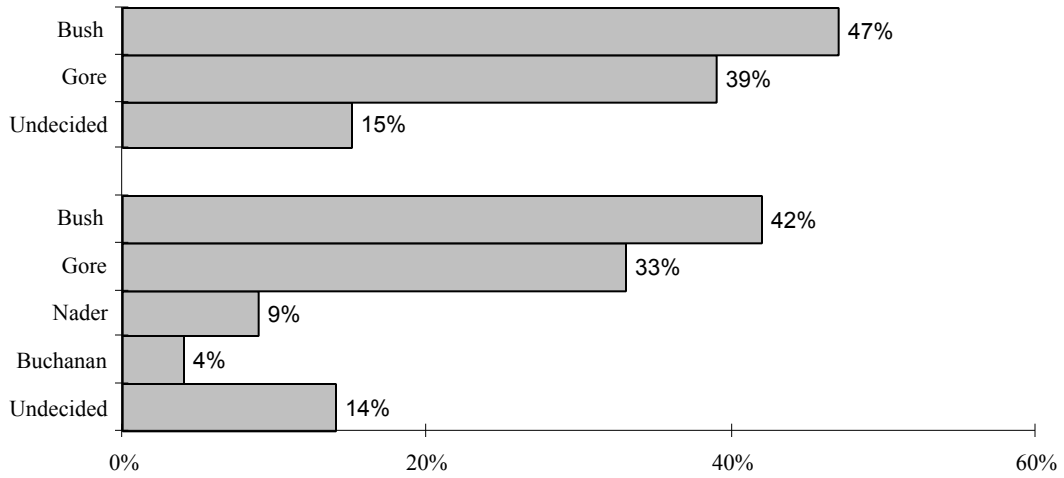
Wisconsin Residents' Preferences in the Year 2000 Presidential Race
~ All Residents ~



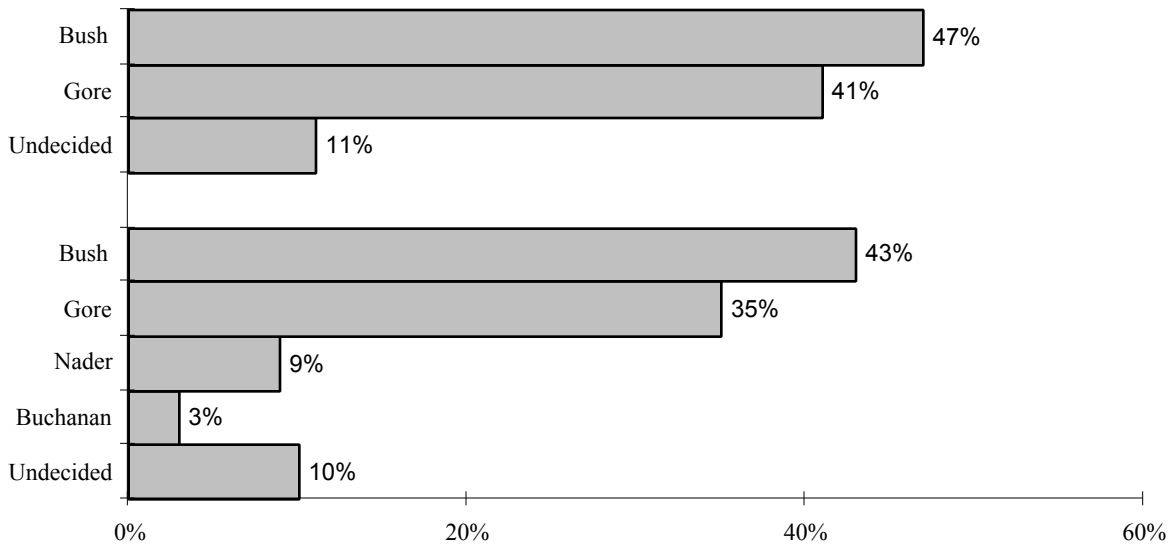
Wisconsin Residents' Preferences in the Year 2000 Presidential Race
~ Residents Who Expect to Vote ~



Wisconsin Residents' Preferences in the Year 2000 Presidential Race
 ~ All Residents ~



Wisconsin Residents' Preferences in the Year 2000 Presidential Race
 ~ Residents Who Expect to Vote ~



VIEWS ABOUT PUBLIC FIGURES

	June 00	July 99
Bill Clinton		
Favorable	44%	45%
Unfavorable	49%	49%
Neutral/Did Not Recognize Name	7%	6%
Al Gore		
Favorable	41%	43%
Unfavorable	43%	41%
Neutral/Did Not Recognize Name	16%	15%
George W. Bush		
Favorable	51%	56%
Unfavorable	36%	22%
Neutral/Did Not Recognize Name	11%	22%
Ralph Nader		
Favorable	39%	NA
Unfavorable	25%	
Neutral/Did Not Recognize Name	36%	
Pat Buchanan		
Favorable	20%	NA
Unfavorable	50%	
Neutral/Did Not Recognize Name	30%	
Tommy Thompson		
Favorable	64%	68%
Unfavorable	26%	24%
Neutral/Did Not Recognize Name	10%	7%
Herb Kohl		
Favorable	64%	60%
Unfavorable	17%	19%
Neutral/Did Not Recognize Name	19%	20%
Russ Feingold		
Favorable	54%	52%
Unfavorable	20%	24%
Neutral/Did Not Recognize Name	26%	22%
Scott McCallum		
Favorable	15%	12%
Unfavorable	7%	5%
Neutral/Did Not Recognize Name	77%	81%
Jim Doyle		
Favorable	38%	36%
Unfavorable	16%	14%
Neutral/Did Not Recognize Name	46%	48%
John Norquist		
Favorable	24%	NA
Unfavorable	18%	
Neutral/Did Not Recognize Name	57%	
Scott Jensen		
Favorable	14%	NA
Unfavorable	5%	
Neutral/Did Not Recognize Name	81%	
Tom Barrett		
Favorable	17%	NA
Unfavorable	6%	
Neutral/Did Not Recognize Name	78%	

Note: N.A. means the public figure was not asked about in the poll.

Wisconsin Voters Remain Optimistic About Direction of State — View of National Direction Declines

Over two-thirds (69%) of Wisconsin residents continue to think that the state is heading in the right direction. However, there has been a slight downturn in economic optimism since last year when 74% felt the state was moving in the right direction. Likewise, residents' satisfaction with the direction of the nation has also reversed direction such that more people (47%) now believe that the country is headed off the wrong track rather than moving in the right direction (46%).

DIRECTION OF STATE AND NATION		
	June 00	July 99
Direction of the State:		
Moving in Right Direction	69%	74%
Pretty Seriously Off on the Wrong Track	23%	19%
Undecided	7%	4%
Direction of the Nation:		
Moving in Right Direction	47%	50%
Pretty Seriously Off on the Wrong Track	46%	42%
Undecided	6%	6%

High levels of satisfaction with the direction of the state are expressed among nearly all groups. However, city of Milwaukee residents (36%), Blacks (54%) and those with income less than \$30,000 (34%) are more likely to perceive the state as pretty seriously off on the wrong track. Despite a Republican governor leading the state, 70% of Democrats think the state is moving in the right direction.

Views about the country's direction seem to be shaped primarily by political viewpoints:

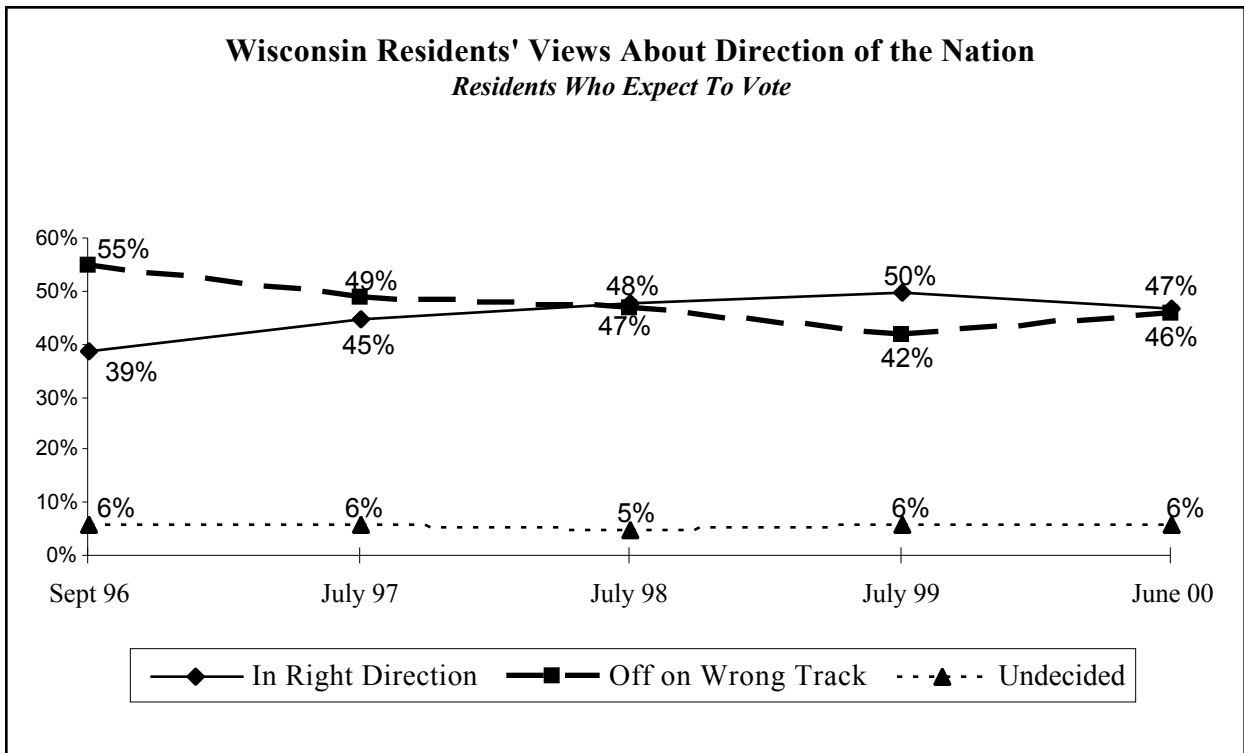
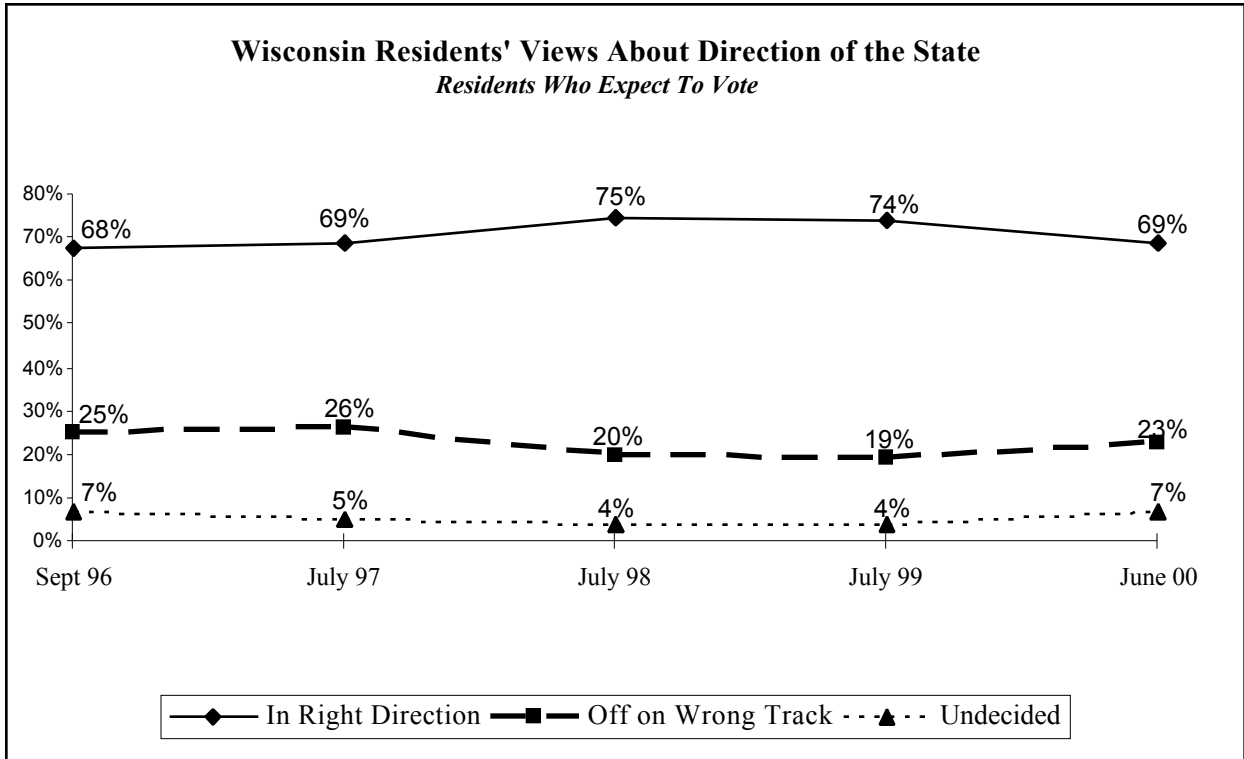
- Among Democrats, 64% think the country is moving in the right direction, as compared to 42% of Independents, and only 37% of Republicans.
- Among liberals, 65% think the country is moving in the right direction, as do 49% of middle-of-the-road voters. Only 35% of conservatives think the country is moving in the right direction.
- While 47% of Whites think the country is heading in the right direction, only 43% of Blacks feel this way.

These results suggest one possible reason why Vice President Gore is trailing Governor Bush. The Vice President may be hurt by the increased number of people who think the country is headed in the wrong direction. Gore (24%) trails Governor Bush (51%) among this group in a four-person race (with Nader earning 9% and Buchanan 4%). By contrast, among those who think the country is headed in the right direction, Gore leads Bush, 46% to 35%, with Nader at 8% and Buchanan at 3%.

GASOLINE PRICES ARE SINGLE MOST IMPORTANT PROBLEM FACING WISCONSIN MAJORITY OF RESIDENTS BLAME DOMESTIC OIL COMPANIES

With some of the highest gas prices anywhere in the nation, it is no surprise Wisconsin residents consider the price of gas to be the single most important problem facing the state. When Wisconsin residents were asked in an open-ended question, what they think is the single most important problem facing the state that government should be addressing, almost one-quarter (24%) of statewide residents responded with 'gasoline prices'. The rise in gas prices is having the greatest impact in the Milwaukee suburbs (38%) and Waukesha County (42%), where more than four out of ten residents rate gas prices as the single most important problem facing the state.

- Regions: The importance of gasoline prices as a problem facing the state varies substantially across regions: Madison, 15%; La Crosse/Eau Claire, 20%; Green Bay, 22%; South-East, 24%; and City of Milwaukee, 26%.



MOST IMPORTANT STATE PROBLEM 1990 - 2000

	June 00	July 99	July 98	July 97	Sept. 96	Sept. 95	July 94	Nov. 93	May 93	Nov. 92	Jan. 92	Sept. 91	Jan. 91	Sept. 90
Gasoline Prices/Gasoline Taxes	25%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Taxes	17%	24%	18%	21%	16%	20%	19%	18%	30%	18%	26%	23%	33%	30%
Crime	9%	12%	16%	17%	22%	19%	22%	22%	10%	10%	13%	14%	15%	13%
Schools/Education	8%	11%	10%	10%	10%	10%	6%	8%	11%	7%	7%	14%	7%	9%
Welfare/Social Issues	6%	11%	11%	16%	17%	19%	18%	14%	13%	12%	10%	10%	8%	9%
Health Issues	6%	5%	4%	2%	3%	3%	10%	11%	8%	9%	8%	5%	2%	3%
Environment/Recycling	4%	3%	5%	5%	2%	2%	2%	2%	4%	2%	4%	5%	7%	11%
Unemployment/Jobs	2%	2%	3%	3%	5%	4%	5%	11%	6%	16%	13%	7%	6%	4%
Loss of Business/Economy	1%	1%	1%	1%	1%	1%	2%	2%	4%	11%	7%	4%	5%	3%

Overshadowed by gas prices that topped \$2.00 a gallon, taxes were rated as the most important issue facing the state by 17% of residents. The importance of taxes, as with gas prices, shows considerable variability across regions of the state, ranging from a low of 6% within the City of Milwaukee to a high of 27% in Waukesha County. Crime/Criminal Justice (9%) and Schools/Education (8%) round out the top four state issues as rated by Wisconsin residents.

In a similar question, residents were asked to choose from a list of five issues, the one issue that they think needs the most attention from state government. While 'Lowering Gasoline Prices' was again rated most important by 28% of residents, in this instance both improving public education and reforming the tax system follow closely behind with 24%.

- 'Combating Crime and Violence' is rated as the top issue needing the most attention by City of Milwaukee residents (29%).

While the emergence of gasoline prices as a state issue may turn out to be a short-term problem, from a long-term perspective, it is interesting to note the stability of public education as an issue with Wisconsin residents. Even as gasoline prices occupy the media forefront, public education remains an important issue to state residents, slipping only one point since 1999 (from 25% to 24%).

- Thirty-one percent of La Crosse/Eau Claire residents rate 'Improving Public Education' as the top issue needing the most attention by state government.

The table on the next page provides additional trend data for this question.

Although residents currently rate gasoline prices as the number one issue facing the state, over two-thirds (67%) of residents report that the recent gas price increase has not caused any financial hardship within their own household.

- While overall 32% of residents do report financial hardship; this burden is felt more acutely by those with income below \$30,000 (46%), by residents of South-East Wisconsin (42%) and by those aged 18 to 24 (41%).

Overall, residents are approximately split over the effect the price increase has had on their driving habits and travel plans. Slightly more than half (52%) say that they have made no changes while 47% report changing their driving and travel plans because of the price increase. The financial effect of price increases on the driving habits and travel plans of Wisconsin residents is demonstrated by the differences among household income categories shown on next page.

A large majority (69%) of Wisconsin residents also seem willing to eliminate discretionary travel if gas prices continue to increase this summer, while 28% say that they will not drive less than they might have otherwise.

- Among those most willing to postpone travel plans are residents aged 18 to 24 (78%), as well as residents of the La Crosse/Eau Claire area (75%), and the Milwaukee suburbs (75%).

ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT

	June 00	July 99	July 98	July 97	Sept. 96	Sept. 95	July 94	Nov. 93
Lowering Gasoline Prices	28%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Reforming the Tax System	24%	32%	24%	24%	16%	14%	16%	17%
Improving Public Education	24%	25%	28%	26%	22%	18%	12%	16%
Combating Crime and Violence	16%	22%	27%	22%	32%	24%	29%	30%
Improving the Environment	7%	8%	7%	6%	5%	N.A.	N.A.	N.A.
Reforming the Welfare System	N.A.	11%	14%	22%	23%	29%	28%	21%

Note: Reforming the Welfare System was not included in this year's survey.

HAVE HIGHER GASOLINE PRICES CAUSED YOU TO CHANGE YOUR DRIVING HABITS OR TRAVEL PLANS?

	Total	\$15,000 or Less	\$15,000 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$75,000	Over \$75,000
Yes	47%	53%	54%	50%	46%	30%
No	52%	43%	44%	50%	53%	70%

Looking ahead 6 months from now, more than half of Wisconsin residents (53%) are optimistic that gas prices will be lower, while 29% think they will remain the same, and 15% believe they will be higher. Among the most optimistic are college graduates (59%) and those with income over \$75,000 (64%). Residents who are more likely to feel that prices will continue to increase are those aged 18 to 24 (39%) and those with incomes of \$30,000 or less (22%).

- Liberals are slightly more likely to see higher prices in the future compared to conservatives (18% and 14% respectively), while Independents (18%) tend more toward continued price increases compared to both Republicans (12%) and Democrats (13%).

When Wisconsin residents were asked who they think is to blame for rising gasoline prices, 36% overall say domestic oil companies, followed by 21% who feel it is the foreign oil producers who are behind recent price increases. Blame is placed evenly on the Environmental Protection Agency (EPA) and elected officials (both 12%), while only 3% blame consumers.

- Democrats and Independents are much more likely to blame domestic oil companies (41% and 40% respectively) compared to Republicans at 30%. Likewise, liberals (38%) and middle of the road residents (39%) are also more inclined to blame domestic oil companies than are conservatives (29%).
- Republicans lean more toward blaming the Environmental Protection Agency (18%) than do the Democrats (8%) or Independents (9%). Liberals and Independents (both 5%) are slightly more inclined than all residents (3%) to blame consumers.

This being an election year, the role that gasoline prices may play in the upcoming presidential election is open for speculation. When Wisconsin residents were asked who they believe would do a better job of ensuring a supply of reasonably-priced gasoline, 39% chose Bush, 28% selected Gore, 10% believe neither, and 21% are not sure. As expected, choices break more strongly when partisanship is considered.

- 76% of Republicans believe Bush will do a better job while 58% of Democrats think Gore is the better choice. Independents select Bush 2 to 1 over Gore (40% to 21%). Middle of the road residents are more evenly split between Bush and Gore (35% and 31% respectively).

The partisan nature of this issue is also evident geographically, with the typically Democratic City of Milwaukee believing Gore will perform better than Bush, 38% to 25%. Outside of Milwaukee, those areas that have felt the gas price increases most acutely are also areas that tend Republican. In these areas we find stronger support for Bush compared to Gore: South-East Wisconsin, 42% to 26%; Milwaukee suburbs, 46% to 22%; and Waukesha County, 58% to 21%.

Wisconsin Residents Remain Optimistic About State Economy And Their Own Economic Circumstances

Despite indications that the economy is cooling, due in part to the intervention of Alan Greenspan and the increase in interest rates, Wisconsin residents continue to remain optimistic about the future of the state economy and their own family's economic future. Positive views about the economy continue to be a reason that residents perceive the state as heading in the right direction. Among those who think the state economy will improve, 78% say the state is heading in the right direction. Among those who think the economy will stay the same, 70% approve of the state's direction, while only 42% of those who think the economy will get worse approve of the state's direction.

Wisconsin Remains Politically Competitive And Middle-Of-The-Road In Philosophy

As the table below shows, Wisconsin remains a highly competitive state in which Independents and Middle-of-the-Road voters hold the fate of elected officials in their hands. As the 2000 Presidential campaign unfolds, it will be interesting to see how these key groups of voters evaluate the candidates as they learn more about them.

PARTY IDENTIFICATION AND POLITICAL PHILOSOPHY IN WISCONSIN						
	June00	July99	July98	July97	Sept.96	Sept.95
Party Identification						
Democrat	28%	27%	26%	27%	29%	30%
Independent	30%	32%	34%	34%	29%	29%
Republican	25%	27%	26%	25%	27%	29%
Political Philosophy						
Liberal	16%	15%	14%	12%	12%	16%
Middle-of-the-Road	54%	54%	58%	57%	59%	53%
Conservative	25%	28%	23%	27%	26%	29%

Summary

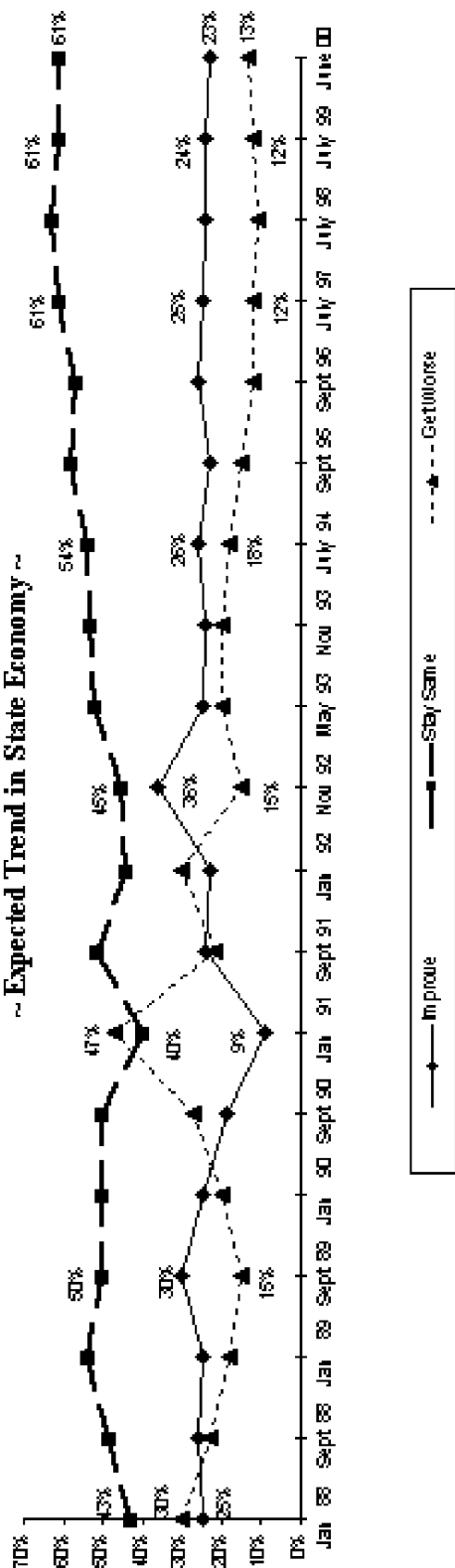
While Wisconsin residents continue to remain optimistic about the future of the state economy and their family's economic future, residents are clearly concerned with the high price of gasoline. With substantially more residents believing that George W. Bush would do a better job ensuring a supply of reasonably-priced gasoline, there may be political consequences for Al Gore if high prices continue until the November election.

LARGE MAJORITY OF WISCONSIN RESIDENTS UNLIKELY TO LEAVE THE STATE UPON RETIREMENT THE WEATHER TOPS LIST OF REASONS RESIDENTS MIGHT LEAVE

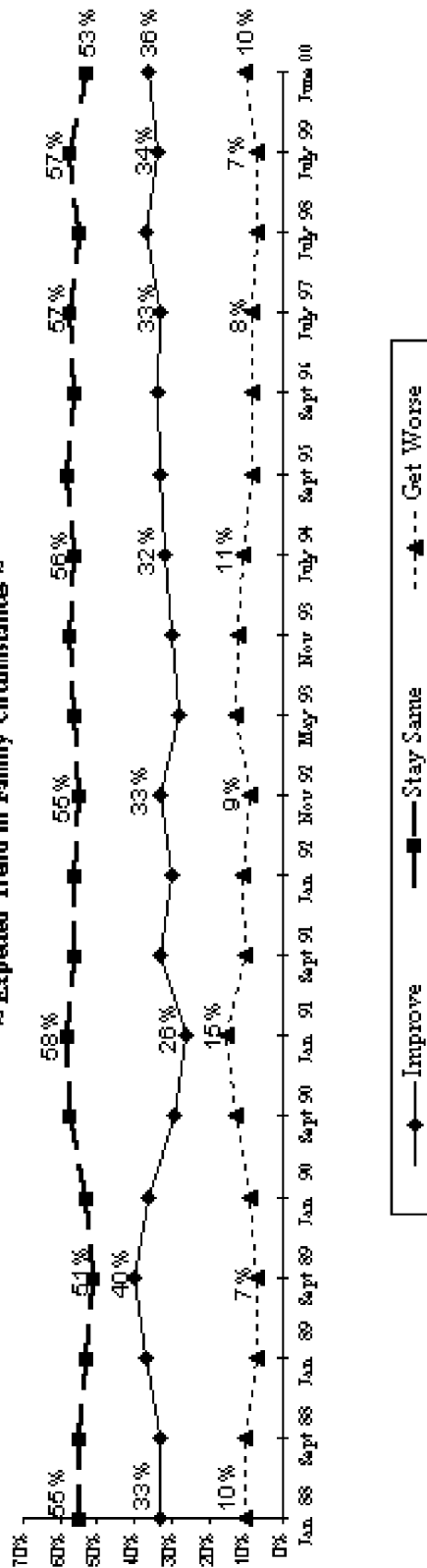
When Wisconsin residents were asked if they expect to move out of the state when they retire, a large majority (71%) think that they will stay, while 22% will consider a move to another area, and 8% are not sure. The farther residents are from actual retirement, the more likely people are to consider moving, with almost 4 out of 10 (39%) residents aged 18 to 24 open to the possibility, while 14% of those aged 55 to 64, and presumably facing retirement, expect to leave the state, and only 4% of those 65 or older expect they might leave Wisconsin.

Singles and renters, those who perhaps feel less physically tied to their location, are substantially more likely to consider moving upon retirement than those who are married and own their own homes.

Wisconsin Residents' Attitudes Towards the Economy 1988-2000
 ~ Expected Trend in State Economy ~



Wisconsin Residents' Attitudes Towards the Economy 1988-2000
 ~ Expected Trend in Family Circumstances ~



WISCONSIN RESIDENTS' ATTITUDE TOWARD THE ECONOMY 1988-2000

— Expected Trend in State Economy —

	June 00	July 99	July 98	July 97	Sept. 96	Sept. 95	July 94	Nov. 93	May 93	Nov. 92	Jan. 92	Sept. 91	Jan. 91	Sept. 90	Jan. 90	Sept. 89	Jan. 89	Sept. 88	Jan. 88
Improve	23%	24%	24%	25%	26%	23%	26%	24%	25%	36%	23%	24%	9%	19%	25%	30%	25%	26%	25%
Stay Same	61%	61%	63%	61%	57%	58%	54%	53%	52%	45%	44%	51%	40%	50%	50%	50%	54%	48%	43%
Get Worse	13%	12%	11%	12%	12%	15%	18%	20%	20%	15%	30%	22%	47%	27%	20%	15%	18%	23%	30%

— Expected Trend in Family Circumstances —

Improve	36%	34%	37%	33%	34%	33%	32%	30%	28%	33%	30%	33%	26%	29%	36%	40%	37%	33%	33%
Stay Same	53%	57%	55%	57%	56%	58%	56%	57%	56%	55%	56%	56%	58%	57%	53%	51%	53%	55%	55%
Get Worse	10%	7%	7%	8%	8%	8%	11%	12%	13%	9%	11%	10%	15%	13%	9%	7%	7%	10%	10%

RESIDENTS EXPECTATION OF LEAVING WISCONSIN UPON RETIREMENT

	Total	Single	Married	Rent	Own
Stay	71%	56%	75%	59%	75%
Move	22%	33%	18%	31%	18%

When asked to consider reasons that might cause them to leave the state, 25% of residents ranked 'the weather' as their number one reason, followed by 'state taxation' at 19%, with job opportunities ranked third at 18%. 'Job opportunities' was rated as the number one issue by residents aged 18 to 34, and by singles (both at 39%).

Viewpoints vary across regions of the state with the Milwaukee suburbs and Waukesha County ranking 'state taxation' as their number one reason (26% and 31% respectively), while City of Milwaukee residents rank 'state taxation' in 4th place (13%) behind 'job opportunities' (24%), 'the weather' (20%), and 'family' (16%) as reasons they might leave the state.

RESIDENTS' RATING OF STATE TAXATION AS A REASON THEY MIGHT LEAVE THE STATE

	Total	Will Improve	Will Get Worse	Right Direction	Wrong Track
StateTaxation	19%	17%	22%	16%	27%

Residents who believe that things in Wisconsin are 'off on the wrong track' (27%) or who believe the state economy will get worse (22%) rate 'state taxation' as their top reason they might leave the state upon retirement. Those with a more pessimistic view of the state economy are also substantially more likely to select 'state taxation' as compared to those who believe things in Wisconsin are 'going in the right direction' (16%) and those who believe the economy will improve (17%).

Summary

Overall, Wisconsin residents seem very content to stay in the state upon their retirement. Not surprisingly, taxes, a perennial hot button issue, ranks as the number one reason that might cause residents to leave, with job opportunities rated as the most important factor to younger, single Wisconsin residents.

WISCONSIN RESIDENTS APPROVE OF SCHOOL CHOICE APPROVAL RATES SHOW INCREASE FROM 1998 LEVELS

When Wisconsin residents were asked if they agreed with the Wisconsin Supreme Court ruling which allows low income parents in Milwaukee to choose whether their children attend public, private or parochial schools, a large majority, 68%, give their approval while 25% say they disagree with this ruling, and 6% are not sure. These results represent a small change from 1998 levels, the last year this question was asked, when 62% approved, 34% did not approve, and 4% were not sure.

Across the state there is considerable difference in how residents view this ruling:

- The Milwaukee area (70%), Madison (70%), Waukesha (70%), and the Milwaukee Suburbs (68%) show the greatest level of support. While La Crosse/Eau Claire (60%) and the South-East area of the state (64%) are less enthusiastic toward school choice.

Comparing this year's results to 1998, the greatest increase in approval ratings for this ruling occur in the Milwaukee suburbs, where approval ratings increased 15 points from 53% to 68%, and in Waukesha County where approval ratings increased to 70% from 58%. Interestingly, approval for this ruling decreased within the City of Milwaukee from 72% in 1998 to 68% in 2000.

**SCHOOL CHOICE IN MILWAUKEE
APPROVAL RATINGS, 1998 AND 2000**

Year	Total	Milwaukee Area	Green Bay	La Crosse/ Eau Claire	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East
2000	68%	70%	69%	60%	70%	68%	68%	70%	64%
1998	62%	61%	66%	63%	60%	72%	53%	58%	61%

**SCHOOL CHOICE IN MILWAUKEE
APPROVAL RATINGS, 1998 AND 2000**

Year	Total	Democrat	Independent	Republican	Liberal	Middle of the Road	Conservative
2000	68%	66%	66%	74%	67%	68%	70%
1998	62%	58%	64%	67%	59%	59%	72%

- Residents who report a family member who is in the education field disagree with this ruling substantially more than those without a family member in education by 32% to 24%.
- Non-union residents (71%) have much higher approval rates compared to all union members (58%), however when 'private' and 'public' union members are analyzed independently, the differences between them are similarly disparate with 74% of private union members agreeing with the ruling while only 54% of public union member agree.
- Although approval ratings have increased since 1998 across all political ideologies, Democrats show the largest shift in approval (8 points), from 58% to 66%. Republicans have increased their approval rating 7 points from 67% to 74%, while Independents have moved only 2 points from 64% to 66% approval.
- In 1998 there was a substantial difference between Liberals and Middle-of-the-Road residents (both at 59%) and Conservatives (72%). However, by 2000, this difference has all but disappeared with Liberals registering 67% approval, Middle-of-the-Road residents at 68% and Conservatives at 70% approval.

Summary

After two years, from 1998 to 2000, the approval rating for the Wisconsin Supreme Court's ruling granting school choice for low-income Milwaukee residents shows almost across the board increases, with very few exceptions. Although it is interesting that Democrats show a fairly large increase in their approval of this ruling from their 1998 level, the typical partisan break-outs between Republicans and Democrats and non-union and union members remains evident.

A YEAR'S ROLLER-COASTER RIDE LEAVES WISCONSIN RESIDENTS STILL INVESTED IN THE STOCK MARKET

The last year has been a period of highly fluctuating stock prices. All the movement on the stock exchanges had little impact on the investment behavior of Wisconsin residents, or their views about the stock market. Overall, residents' views have remained consistent between the July 1999 and the June 2000 polls.

In July 1999, 71% of Wisconsin residents personally or jointly with a spouse had money invested in mutual funds, individual stocks, or pension plans. A year later, in June 2000, 71% are still investing. Wisconsin residents are making financial investments of various kinds although only 41% think investment in the stock market is safe (compared to 38% in 1999). As the charts that follow show, investment in financial assets is strongly associated with many individual characteristics but perceptions about the safety of the stock market is, in most cases, only weakly related to the same characteristics.

INVESTMENT BEHAVIOR AND PERCEPTIONS OF STOCK MARKET SAFETY

Characteristic	% of Residents With Investments		% of Residents Who Think Investment in the Stock Market is Generally Safe	
	2000	1999	2000	1999
Age				
18-24	39%	44%	46%	34%
25-34	72%	67%	41%	43%
35-44	79%	81%	40%	37%
45-54	84%	84%	42%	41%
55-64	82%	79%	48%	35%
65 or Older	61%	62%	30%	33%
Income				
\$15,000 or Less	26%	26%	25%	34%
\$15,001 to \$30,000	49%	54%	33%	35%
\$30,001 to \$50,000	78%	75%	42%	36%
\$50,001 to \$75,000	89%	85%	50%	45%
Over \$75,000	98%	96%	50%	46%

INVESTMENT BEHAVIOR AND PERCEPTIONS OF STOCK MARKET SAFETY

Characteristic	% of Residents With Investments		% of Residents Who Think Investment in the Stock Market is Generally Safe	
	2000	1999	2000	1999
Education				
Attend High School	39%	34%	20%	16%
Graduate High School	65%	3%	34%	30%
Attend College	72%	76%	43%	41%
Graduate College	85%	82%	49%	47%
Marital Status				
Married	82%	81%	44%	40%
Divorced or Widowed	60%	63%	27%	37%
Single	50%	55%	46%	34%
Race				
White	73%	73%	41%	39%
Black	48%	42%	40%	15%

POLL QUESTIONS AND RESPONSES

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Gasoline Prices	24%	32%	22%	20%	15%	26%	38%	42%	24%	18%
Taxes	17%	15%	21%	18%	17%	6%	19%	27%	13%	15%
Crime	9%	12%	9%	9%	8%	24%	7%	1%	11%	6%
Schools/Education	8%	5%	8%	8%	14%	8%	6%	4%	9%	11%
Welfare/Social Issues	6%	3%	6%	11%	7%	2%	4%	2%	4%	11%
Health issues	6%	6%	6%	4%	3%	3%	7%	3%	8%	7%
Environmental/Recycling	4%	4%	3%	6%	7%	3%	4%	7%	5%	3%
Governmental Issues	4%	4%	4%	4%	5%	3%	6%	2%	4%	3%
Unemployment/Jobs	2%	3%	*	1%	1%	9%	--	--	3%	1%
Farming	2%	*	1%	3%	2%	--	--	--	--	5%
Loss of business/Economy	1%	1%	--	--	5%	1%	*	--	--	--
Gasoline Taxes	1%	1%	1%	--	--	1%	*	2%	1%	1%
Other	3%	3%	5%	2%	4%	3%	3%	3%	3%	3%
None	3%	4%	4%	1%	--	6%	2%	4%	4%	3%
Don't know	6%	4%	8%	7%	6%	5%	3%	3%	9%	6%
Refused	*	--	--	--	1%	--	--	--	--	--
Decline to answer	3%	2%	2%	5%	5%	2%	1%	2%	2%	6%
Total N	1001	358	213	86	90	106	116	55	105	193

What do you think is the SINGLE MOST important problem facing Wisconsin that the government should be doing something about? (Open Ended)

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Improving the environment	7%	6%	4%	9%	12%	8%	3%	5%	11%	7%
Combating crime and violence	16%	20%	16%	15%	12%	29%	19%	10%	14%	12%
Reforming the tax system	24%	24%	29%	20%	24%	11%	26%	40%	22%	22%
Improving public education	24%	24%	21%	31%	23%	28%	25%	20%	22%	24%
Lowering gasoline prices	28%	25%	27%	26%	28%	22%	26%	23%	32%	32%
None of these	1%	1%	--	--	1%	2%	--	--	--	2%
Not sure	1%	1%	2%	--	1%	--	2%	2%	--	1%
Decline to answer	*	--	1%	--	--	--	--	--	--	1%
Total N	1001	358	213	86	90	106	116	55	105	193

Which ONE of the following five issues do you think needs the most attention from the Wisconsin state government at the present time?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Improve	23%	23%	26%	14%	22%	31%	22%	21%	26%	22%
Get worse	13%	13%	8%	19%	9%	16%	11%	7%	18%	15%
Stay the same	61%	61%	63%	63%	65%	49%	65%	71%	53%	60%
None of these	*	*	--	--	--	--	1%	--	--	--
Not sure	3%	3%	3%	4%	4%	5%	1%	--	3%	4%
Decline to answer	*	--	*	--	--	--	--	--	--	--
Total N	1001	358	213	86	90	106	116	55	105	193

Based on what you know or have heard about the economy of Wisconsin, do you expect state economic conditions to Improve, Get Worse, or Stay the Same during the next year?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Improve	36%	41%	29%	21%	36%	55%	37%	35%	39%	38%
Get worse	10%	8%	6%	19%	12%	8%	8%	7%	11%	11%
Stay the same	53%	50%	63%	59%	52%	38%	52%	56%	50%	48%
None of these	*	1%	*	--	--	--	2%	1%	--	--
Not sure	1%	1%	1%	--	--	--	1%	--	--	2%
Decline to answer	*	--	1%	1%	--	--	--	--	--	*
Total N	1001	358	213	86	90	106	116	55	105	193

What about your own family's economic circumstances? Do you expect them to improve, get worse, or stay the same during the next year?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Right direction	68%	63%	72%	68%	72%	52%	72%	65%	71%	67%
Wrong track	24%	28%	20%	26%	19%	37%	23%	26%	21%	27%
Not sure	7%	9%	7%	6%	9%	9%	5%	10%	8%	6%
Decline to answer	*	*	1%	1%	--	2%	--	--	--	--
Total N	1001	358	213	86	90	106	116	55	105	193

Would you say that things in WISCONSIN are generally going in the Right Direction or do you feel things have gotten pretty seriously off on the Wrong Track?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Right direction	45%	48%	51%	33%	47%	50%	51%	51%	40%	40%
Wrong track	48%	46%	43%	56%	44%	43%	42%	44%	53%	52%
Not sure	7%	6%	6%	9%	8%	5%	7%	5%	7%	7%
Decline to answer	1%	1%	*	2%	--	2%	--	--	--	*
Total N	1001	358	213	86	90	106	116	55	105	193

Would you say that things in this COUNTRY are generally going in the Right Direction or do you feel things have gotten pretty seriously off on the Wrong Track?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	44%	43%	39%	40%	57%	65%	32%	18%	46%	43%
Unfavorable	49%	50%	54%	48%	27%	24%	65%	74%	50%	54%
Not sure/neutral	7%	6%	7%	12%	16%	11%	2%	6%	3%	3%
Don't recognize	*	*	--	--	--	--	1%	1%	--	--
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Let's start with Bill Clinton. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	64%	64%	70%	64%	45%	52%	62%	71%	70%	64%
Unfavorable	25%	25%	20%	28%	41%	33%	28%	19%	16%	25%
Not sure/neutral	10%	9%	10%	8%	12%	14%	6%	7%	12%	10%
Don't recognize	1%	2%	1%	--	2%	1%	4%	2%	2%	1%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Tommy Thompson. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Favorable	63%	66%	65%	63%	58%	76%	65%	61%	59%
Unfavorable	16%	19%	17%	13%	15%	13%	22%	22%	17%
Not sure/neutral	13%	10%	11%	16%	17%	8%	8%	12%	16%
Don't recognize	8%	5%	7%	8%	10%	4%	5%	5%	9%
Total N	1001	358	213	86	90	106	116	55	105

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Herb Kohl. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	52%	56%	49%	56%	64%	67%	57%	45%	46%	40%
Unfavorable	20%	21%	20%	12%	12%	10%	24%	28%	22%	24%
Not sure/neutral	17%	14%	19%	21%	14%	11%	12%	17%	18%	21%
Don't recognize	12%	9%	13%	11%	9%	12%	7%	10%	15%	15%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Russ Feingold. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	15%	16%	16%	6%	18%	15%	15%	22%	11%	16%
Unfavorable	7%	7%	9%	3%	9%	8%	10%	7%	3%	6%
Not sure/neutral	23%	27%	24%	17%	21%	26%	26%	19%	26%	17%
Don't recognize	55%	50%	51%	73%	52%	51%	49%	52%	60%	61%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Scott McCallum. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	37%	37%	37%	32%	42%	47%	33%	26%	37%	33%
Unfavorable	15%	17%	13%	14%	18%	11%	22%	21%	16%	15%
Not sure/neutral	25%	27%	27%	23%	21%	24%	27%	25%	21%	23%
Don't recognize	23%	19%	23%	31%	19%	18%	18%	29%	25%	28%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Jim Doyle. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	24%	47%	14%	5%	11%	49%	48%	46%	35%	7%
Unfavorable	17%	33%	9%	3%	11%	37%	38%	34%	17%	5%
Not sure/neutral	20%	15%	24%	15%	26%	12%	12%	16%	21%	23%
Don't recognize	39%	5%	53%	76%	52%	3%	3%	3%	26%	64%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

John Norquist. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	15%	20%	9%	5%	15%	15%	26%	30%	14%	14%
Unfavorable	4%	6%	3%	2%	10%	14%	3%	6%	1%	3%
Not sure/neutral	22%	25%	21%	16%	19%	20%	28%	18%	24%	19%
Don't recognize	59%	48%	68%	77%	55%	51%	42%	46%	61%	64%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Scott Jensen. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	16%	30%	8%	6%	13%	45%	33%	26%	12%	8%
Unfavorable	5%	10%	3%	--	2%	8%	13%	19%	5%	3%
Not sure/neutral	20%	22%	18%	18%	17%	17%	19%	18%	26%	20%
Don't recognize	58%	38%	71%	77%	68%	30%	35%	38%	57%	69%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Tom Barrett. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	41%	40%	45%	39%	47%	57%	34%	25%	34%	37%
Unfavorable	43%	43%	42%	40%	35%	22%	52%	62%	48%	46%
Not sure/neutral	15%	15%	13%	19%	17%	15%	14%	13%	16%	15%
Don't recognize	2%	2%	*	2%	1%	5%	--	--	2%	2%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Al Gore. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	50%	47%	57%	41%	45%	36%	49%	59%	54%	51%
Unfavorable	36%	37%	29%	40%	46%	45%	37%	28%	37%	36%
Not sure/neutral	13%	15%	12%	18%	9%	17%	14%	13%	10%	11%
Don't recognize	1%	1%	2%	1%	--	2%	--	--	--	1%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

George W. Bush. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	20%	18%	22%	12%	19%	16%	14%	7%	20%	25%
Unfavorable	47%	50%	40%	54%	61%	43%	60%	67%	46%	42%
Not sure/neutral	21%	19%	25%	24%	13%	18%	18%	17%	25%	22%
Don't recognize	12%	14%	13%	10%	7%	23%	8%	10%	9%	10%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Pat Buchanan. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	38%	35%	41%	27%	39%	35%	36%	38%	39%	39%
Unfavorable	23%	26%	20%	24%	24%	21%	29%	33%	18%	23%
Not sure/neutral	17%	19%	15%	22%	21%	16%	19%	20%	21%	15%
Don't recognize	22%	20%	24%	27%	16%	28%	16%	8%	22%	23%
Total N	1001	358	213	86	90	106	116	55	105	193

Now, I'd like to get your feelings towards some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Ralph Nader. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
George W. Bush	47%	46%	50%	48%	33%	27%	52%	68%	52%	47%
Al Gore	39%	37%	37%	40%	54%	51%	32%	18%	39%	35%
None of these	6%	7%	5%	4%	5%	6%	9%	8%	6%	6%
Not sure	7%	7%	7%	5%	7%	11%	6%	4%	4%	9%
Decline to answer	2%	2%	2%	2%	1%	4%	2%	2%	--	4%
Total N	1001	358	213	86	90	106	116	55	105	193

If the presidential election were held today between George W. Bush for the Republicans and Al Gore for the Democrats [ROTATE], who would you most likely vote for?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Al Gore	33%	34%	32%	39%	41%	48%	28%	13%	31%	27%
George W. Bush	42%	43%	44%	40%	31%	23%	48%	67%	43%	42%
Pat Buchanan	4%	3%	2%	3%	3%	2%	4%	--	6%	6%
Ralph Nader	9%	8%	7%	9%	16%	8%	10%	15%	6%	10%
None of these	3%	3%	2%	2%	4%	3%	4%	3%	4%	2%
Not sure	9%	8%	11%	4%	4%	11%	5%	2%	9%	10%
Decline to answer	2%	1%	2%	2%	1%	4%	1%	--	1%	4%
Total N	1001	358	213	86	90	106	116	55	105	193

If the presidential election were held today between George W. Bush for the Republicans, Al Gore for the Democrats, Pat Buchanan for the Reform Party and Ralph Nader for the Green Party [ROTATE], for whom would you vote?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Safe	41%	37%	47%	38%	49%	33%	39%	42%	38%	37%
Risky	50%	51%	47%	52%	45%	52%	54%	58%	52%	52%
Not sure	9%	11%	6%	10%	6%	12%	7%	--	8%	10%
Decline to answer	1%	1%	*	--	1%	2%	--	--	2%	1%
Total N	1001	358	213	86	90	106	116	55	105	193

Do you think of investment in the stock market as generally a Safe investment or as generally a Risky investment?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	71%	71%	82%	73%	71%	50%	81%	84%	66%	57%
No	27%	26%	17%	27%	26%	47%	18%	11%	33%	40%
Not sure	1%	1%	--	--	1%	2%	--	1%	--	*
Decline to answer	1%	2%	1%	--	2%	2%	2%	4%	1%	2%
Total N	1001	358	213	86	90	106	116	55	105	193

Do you personally, or jointly with a spouse, have any money invested in mutual funds, individual stocks or pension plans?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	68%	70%	69%	60%	70%	68%	68%	70%	64%	67%
No	25%	23%	27%	27%	26%	22%	26%	22%	29%	27%
Not sure	5%	6%	3%	12%	4%	7%	5%	5%	6%	5%
Decline to answer	1%	1%	*	1%	--	3%	1%	2%	1%	1%
Total N	1001	358	213	86	90	106	116	55	105	193

The Wisconsin Supreme Court has ruled that it is constitutional to allow low income parents in Milwaukee to effectively choose whether their children attend public, private or parochial schools. Do you agree with this ruling?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Stay	71%	65%	74%	70%	73%	60%	69%	70%	63%	76%
Move	22%	25%	19%	23%	21%	29%	24%	25%	29%	15%
Not sure	8%	9%	6%	6%	7%	11%	8%	5%	8%	8%
Decline to answer	*	--	1%	--	--	--	--	--	--	1%
Total N	1001	358	213	86	90	106	116	55	105	193

After you Retire, do you expect to Stay in the state of Wisconsin, or do you expect that you might Move outside of the state?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
State taxation	19%	20%	18%	16%	18%	13%	26%	31%	23%	18%
The weather	25%	26%	27%	28%	29%	20%	23%	26%	28%	19%
Family	14%	16%	12%	13%	14%	16%	22%	11%	8%	13%
Health	10%	9%	12%	6%	9%	11%	6%	7%	10%	13%
Job opportunities	18%	16%	13%	26%	19%	24%	14%	15%	19%	22%
Other	4%	4%	4%	2%	4%	5%	5%	6%	6%	5%
Not sure	6%	5%	8%	6%	5%	4%	3%	3%	3%	6%
Decline to answer	4%	4%	4%	2%	3%	6%	1%	--	3%	4%
Total N	1001	358	213	86	90	106	116	55	105	193

Which ONE of the following reasons MIGHT cause you to leave the State of Wisconsin?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	47%	45%	48%	46%	40%	40%	49%	42%	45%	53%
No	52%	53%	51%	54%	60%	54%	50%	58%	55%	47%
Not sure	1%	1%	1%	--	--	2%	--	--	--	*
Decline to answer	1%	1%	*	--	--	4%	1%	--	--	--
Total N	1001	358	213	86	90	106	116	55	105	193

Have higher gasoline prices caused you to change your driving habits or travel plans?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	69%	64%	73%	75%	59%	57%	75%	63%	71%	75%
No	28%	32%	24%	23%	41%	36%	23%	37%	29%	23%
Not sure	2%	2%	2%	2%	--	3%	1%	--	--	2%
Decline to answer	1%	1%	1%	--	--	3%	1%	--	--	*
Total N	1001	358	213	86	90	106	116	55	105	193

If the price of gas continues to increase this summer, would that cause you to Drive Less than you might have otherwise?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	32%	28%	31%	35%	31%	32%	24%	34%	42%	36%
No	67%	71%	68%	65%	69%	65%	76%	65%	58%	64%
Not sure	1%	1%	1%	--	--	2%	--	1%	--	*
Decline to answer	*	*	--	--	--	1%	--	--	--	--
Total N	1001	358	213	86	90	106	116	55	105	193

Have recent price increases in gasoline caused any financial hardship for you or your household?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Environmental Protection Agency	12%	19%	7%	5%	7%	16%	26%	26%	20%	8%
Elected officials	12%	11%	13%	15%	11%	15%	10%	9%	11%	11%
Foreign oil producers	21%	16%	26%	30%	18%	15%	12%	17%	24%	21%
Domestic oil companies	36%	32%	33%	36%	45%	28%	35%	33%	26%	42%
Consumers	3%	2%	4%	--	5%	2%	3%	1%	2%	3%
Other	4%	4%	5%	3%	7%	4%	3%	2%	3%	3%
Not sure	12%	14%	12%	11%	7%	18%	9%	12%	14%	13%
Decline to answer	*	1%	1%	--	--	2%	1%	--	--	--
Total N	1001	358	213	86	90	106	116	55	105	193

Who do you think is to blame for rising gasoline prices: The EPA, that is the Environmental Protection Agency, Elected officials, Foreign Oil Producers, Domestic Oil Companies or Consumers [ROTATE]?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Higher	15%	10%	15%	24%	14%	14%	8%	12%	12%	22%
About the same	29%	30%	29%	35%	27%	29%	25%	35%	31%	25%
Lower	53%	56%	53%	39%	56%	54%	62%	51%	55%	51%
Not sure	3%	4%	3%	2%	3%	2%	4%	3%	2%	2%
Decline to answer	*	1%	--	--	--	1%	1%	--	--	--
Total N	1001	358	213	86	90	106	116	55	105	193

Looking ahead six months from now, do you think gas prices will be Higher than they are today, About the Same, or Lower than they are today?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
George W. Bush	39%	41%	39%	40%	35%	25%	46%	58%	42%	37%
Al Gore	28%	27%	28%	26%	38%	38%	22%	21%	26%	28%
Neither	10%	13%	8%	9%	5%	13%	15%	14%	10%	11%
Not sure	21%	17%	25%	23%	21%	21%	15%	7%	21%	22%
Decline to answer	1%	2%	--	2%	1%	2%	2%	--	1%	2%
Total N	1001	358	213	86	90	106	116	55	105	193

In the long run, who do you think would do a better job ensuring a supply of reasonably-priced gasoline, Al Gore or George W. Bush [ROTATE]?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Republican	25%	23%	26%	26%	19%	9%	32%	36%	23%	30%
Democrat	28%	33%	23%	27%	37%	48%	25%	20%	31%	22%
Independent	30%	28%	34%	26%	30%	25%	31%	31%	31%	29%
Other party	7%	7%	4%	9%	8%	7%	7%	9%	7%	8%
Not sure	7%	6%	10%	8%	5%	5%	2%	5%	7%	6%
Decline to answer	3%	3%	3%	4%	1%	6%	3%	--	2%	6%
Total N	1001	358	213	86	90	106	116	55	105	193

Do you normally think of yourself as a Republican, a Democrat, an Independent, or some other party?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Liberal	16%	18%	13%	14%	24%	24%	19%	14%	18%	10%
Conservative	25%	27%	24%	27%	23%	23%	25%	27%	22%	26%
Middle of the road	54%	51%	57%	52%	47%	45%	54%	56%	57%	58%
Other	1%	1%	*	1%	1%	2%	1%	--	--	*
Not sure	4%	2%	4%	5%	3%	4%	--	--	3%	6%
Decline to answer	1%	2%	*	1%	1%	3%	1%	3%	--	--
Total N	1001	358	213	86	90	106	116	55	105	193

In politics, do you usually consider yourself to be liberal, conservative, or middle-of-the-road?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes, expect to vote	86%	90%	84%	88%	89%	91%	89%	82%	84%	80%
No, do not expect to vote	11%	8%	15%	12%	8%	6%	10%	17%	12%	13%
Not sure	3%	2%	1%	--	3%	2%	1%	1%	3%	6%
Decline to answer	*	*	--	--	--	1%	--	--	--	1%
Total N	1001	358	213	86	90	106	116	55	105	193

So far as you know now, do you expect to vote in the November 2000 election or not?

* Less than 1% -- No responses

ABOUT THE INSTITUTE

The **Wisconsin Policy Research Institute** is a not-for-profit institute established to study public-policy issues affecting the state of Wisconsin.

Under the new federalism, government policy increasingly is made at the state and local levels. These public-policy decisions affect the life of every citizen in the state. Our goal is to provide nonpartisan research on key issues affecting Wisconsinites, so that their elected representatives can make informed decisions to improve the quality of life and future of the state.

Our major priority is to increase the accountability of Wisconsin's government. State and local governments must be responsive to the citizenry, both in terms of the programs they devise and the tax money they spend. Accountability should apply in every area to which the state devotes the public's funds.

The Institute's agenda encompasses the following issues: education, welfare and social services, criminal justice, taxes and spending, and economic development.

We believe that the views of the citizens of Wisconsin should guide the decisions of government officials. To help accomplish this, we also conduct regular public-opinion polls that are designed to inform public officials about how the citizenry views major statewide issues. These polls are disseminated through the media and are made available to the general public and the legislative and executive branches of state government. It is essential that elected officials remember that all of the programs they create and all of the money they spend comes from the citizens of Wisconsin and is made available through their taxes. Public policy should reflect the real needs and concerns of all of the citizens of the state and not those of specific special-interest groups.