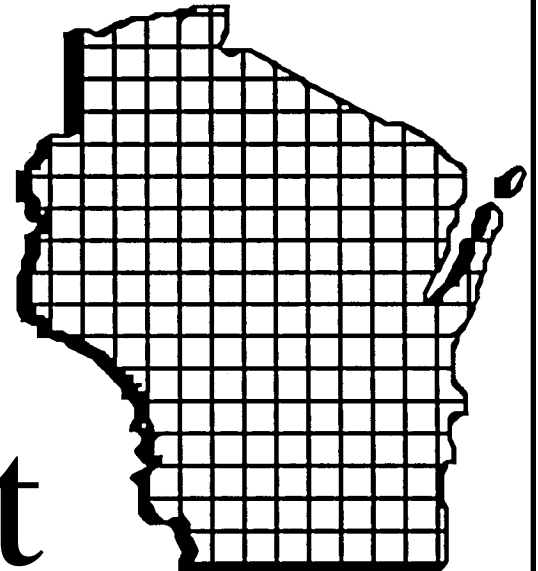


Wisconsin

Policy
Research
Institute

Report



September 2001

Volume 14, Number 6

**THE WISCONSIN
CITIZEN SURVEY**

SEPTEMBER 2001

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.

As we have in the past, we measured specific opinions about presidential elections. What emerged was the stunning result that, nine months after the closest presidential election in modern times, George Bush and Al Gore were still tied in Wisconsin. What may be of even more interest is that in a three-way race involving John McCain, George Bush actually beats Al Gore. The political wisdom of the past has been that a three-way race has usually hurt the Republicans. It may well be that the key to the next presidential race is what John McCain does, especially among Independent voters.

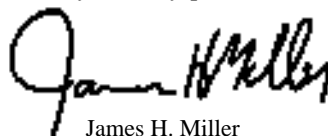
Along these lines, we also measured the potential for candidates seeking to run for governor next year. What emerged from the data was that there is no favorite for the governor's race in 2002. Governor Scott McCallum and the current attorney general, Jim Doyle, have recognition by only approximately 50% of the people in the state. It is conceivable that any of the current candidates could emerge next year and become governor.

One of the other things that we measured in this poll was the public's view of educational reforms and its concerns about the quality of our educational system. We did something very interesting: we actually tracked issues that had first been asked in 1988 and found very little difference in the results 13 years later. People in Wisconsin overwhelmingly want merit pay for teachers, support changes in tenure, and want higher salaries to attract better teachers. They also continue to strongly support the idea that school districts be required to meet minimum levels of academic achievement for their students, measured through statewide standardized achievement tests. There has been very little change in support for this idea since 1988, and one wonders when our elected officials in Wisconsin will begin to wake up to what taxpayers really do want in their schools.

Taxes, as it usually is, remains the number one issue in Wisconsin. A majority of our residents thinks that our state government spends too many tax dollars, while only seven percent think our state government spends too little. It is certainly one of the reasons why taxes are regarded as the most important problem facing our residents.

Another set of issues that is likely to accelerate in importance over the next year is the question of higher health care costs and drug prescription costs. When asked about controlling these costs, 30% of the residents thought this was an issue needing the attention of Wisconsin state government, well ahead of reforming the tax system or improving public education. Again, this is an issue that could become very important in Wisconsin as health and drug costs continue to rise.

Finally, 72% of the residents in our state continue to have money invested in mutual funds, individual stocks, or pension plans. Clearly, people in our state have a major vested interest in the stock market and the economy for very practical reasons.



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

GORDON S. BLACK, PH.D.

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INTRODUCTION

The following report represents results from the twentieth statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc. This survey explored residents' views about the 2002 statewide elections, 2004 presidential election, public figures, education, cell phones, and the Wisconsin economy and investment behavior. The survey was conducted from July 30 through August 2, 2001.

The first 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 toward 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 December 1991 national study conducted by the Gordon S. Black Corporation for the Gannett News Survey and USA Today. 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 its 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 residents' views about the 1998 races for governor and U.S. Senator, views of public figures, abortion (including the proposed ban on "partial birth abortions"), Indian casino gambling, the death penalty, and the economy.

Residents' views about the 1998 races for governor and U.S. Senator, public figures, educational choice, welfare reform, 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 nineteenth survey was conducted from June 26 through June 30, 2000. This survey explored resident views about the 2000 race for president, public figures, gasoline prices, the Wisconsin economy 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 1002 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 ensure 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 2000 census results 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 ensure an approximately equal division.

A survey of 1,002 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.

IT'S STILL A DEAD HEAT! BUSH-GORE EVEN IN TWO-PERSON RACE McCain Draws Substantial Support As Independent

Wisconsin residents still can't decide between George W. Bush and Al Gore. Asked who they would vote for in a potential 2004 match-up, 44% of residents would vote for Bush and 44% for Gore, with the balance undecided. Among those who expect to vote in 2004, the race is also a close 45% to 44%, with the balance undecided.

WISCONSIN PRESIDENTIAL PREFERENCES IN 2004

Candidate Preference:	All Residents	Expect to Vote in 2004
George W. Bush	44%	45%
Al Gore	44%	44%
Undecided	12%	11%
George W. Bush	36%	37%
Al Gore	32%	33%
John McCain	21%	21%
Undecided	11%	9%

John McCain continues to attract strong support. Among all residents, in a three-way race with McCain running as an Independent, he attracts 21% of the vote, Gore 32%, and Bush 36%, with the balance undecided. Among those who expect to vote, McCain attracts 21%, Bush 37%, and Gore 33%, with the balance undecided. Clearly, "reformers" continue to attract a substantial number of Wisconsin residents.

These are some of the key findings about politics from the most recent survey of Wisconsin residents conducted

by the Wisconsin Policy Research Institute Inc. and Harris Interactive Inc. between July 30 and August 2, 2001.

Patterns Of Support In A Two-Person Race:

In a two-person race, Gore and Bush continue to draw support from distinctive social groups. The results below summarize key differences among all Wisconsin residents:

- Among women, Gore leads Bush by 48% to 40%, while Bush leads Gore by 49% to 40% among men.
- Gore leads among African-Americans by 80% to 7%, while Bush leads among Whites by 47% to 41%.
- Bush leads among those 18-44, but Gore leads among older voters:

	18-24	25-34	35-44	45-54	55-64	65+
Bush	51%	47%	47%	38%	38%	43%
Gore	39%	40%	40%	48%	46%	50%
Undecided	10%	13%	13%	14%	16%	7%

- The political geography of the state has not changed significantly in the last nine months. In the Democratic stronghold of the city of Milwaukee, Gore leads by 56% to 31% for Bush. In the Madison area, Gore leads Bush by 53% to 29%.

In the Milwaukee suburbs, Bush leads Gore by 57% to 31%. In Waukesha County, Bush earns fully 69% of the vote with Gore only earning 24%.

In Green Bay, Bush leads by 47% to 38%. In La Crosse/Eau Claire, Bush leads by 48% to 42%.

- In a two-person race, Democrats break for Gore by 86% to 7% and Republicans for Bush by 91% to 6%. Independents break for Gore by 43% to 37%.
- Similarly, liberals go for Gore by 76% to 13% and conservatives for Bush by 71% to 23%, with middle-of-the-road residents going for Gore by 45% to 41%.
- Among Catholics, Gore leads Bush by 46% to 42%, while Bush leads among Protestants by 46% to 42%.

McCain's Support In A Three-Person Race

In a three-person race, the pattern of John McCain's support suggests that he attracts more support from groups that support Gore in a two-person race than from groups that support Bush. For instance, McCain attracts support from 37% of Independents, 16% of Democrats, and only 13% of Republicans. Similarly, McCain is supported by 25% of liberals and middle-of-the-road voters as compared to only 9% of conservatives.

Similarly, McCain attracts 20% or less of the vote among those 44 or younger (who tend to lean towards Bush) but 25% of the vote among those 45 and older (who tend to lean towards Gore).

McCain More Favorably Viewed Than Bush Or Gore — Views Of Clinton Remain Negative

John McCain is viewed more favorably by Wisconsin residents than either George W. Bush or Al Gore and considerably more favorably than Bill Clinton. McCain's strength as an Independent candidate depends on what people think of him and, equally important, the relatively low opinion that they have of the standard bearers from last year's campaign.

As the table shows, the public's opinion of George W. Bush has steadily declined over the last two years. Despite his desire to be a bipartisan president, Bush is clearly viewed through a partisan prism by the public. Among Republicans, 92% have a favorable opinion as compared to only 41% of Independents and 18% of Democrats. To secure his presidency and strengthen his run for reelection, Bush clearly needs to change the partisan screen through which he is viewed.

Even after his defeat and a period on the political sidelines, the public has not become more favorably disposed toward Al Gore. Overall, more people have an unfavorable impression of Gore than a favorable one. In addition, views of him continue to be affected strongly by partisanship: only 19% of Republicans have a favorable opinion of Gore, compared to 40% of Independents and 77% of Democrats.

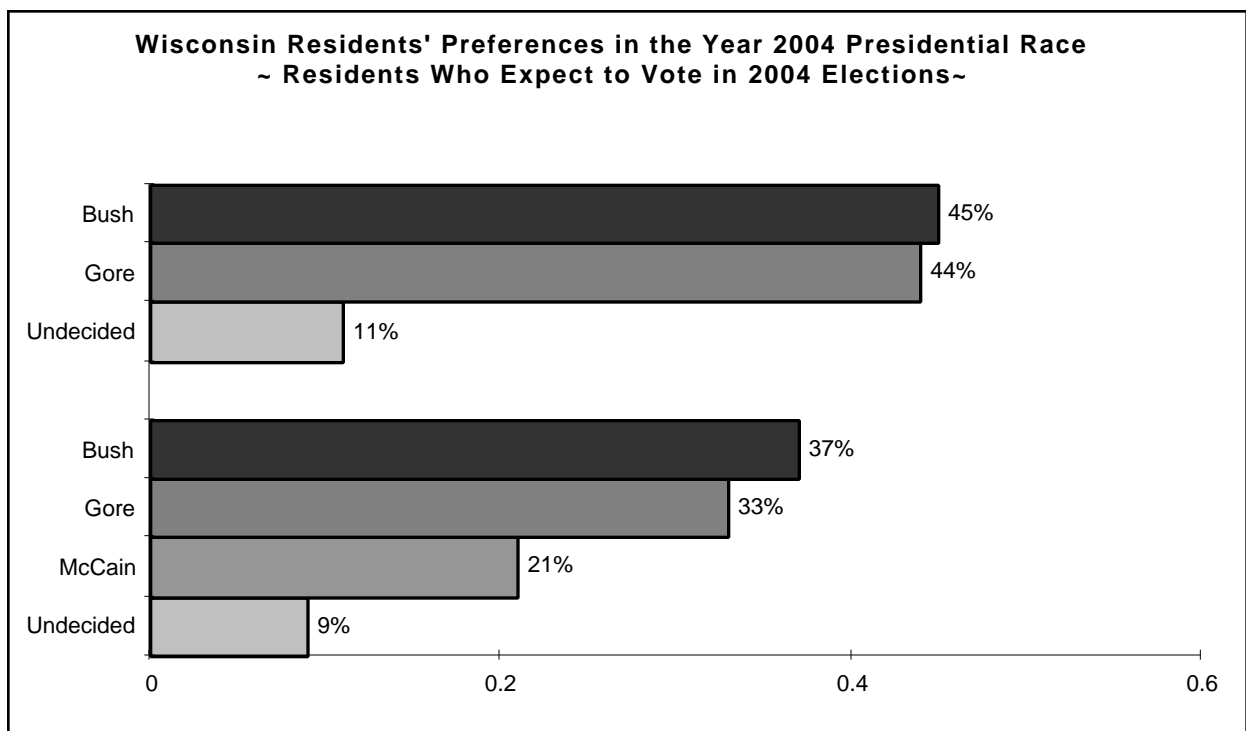
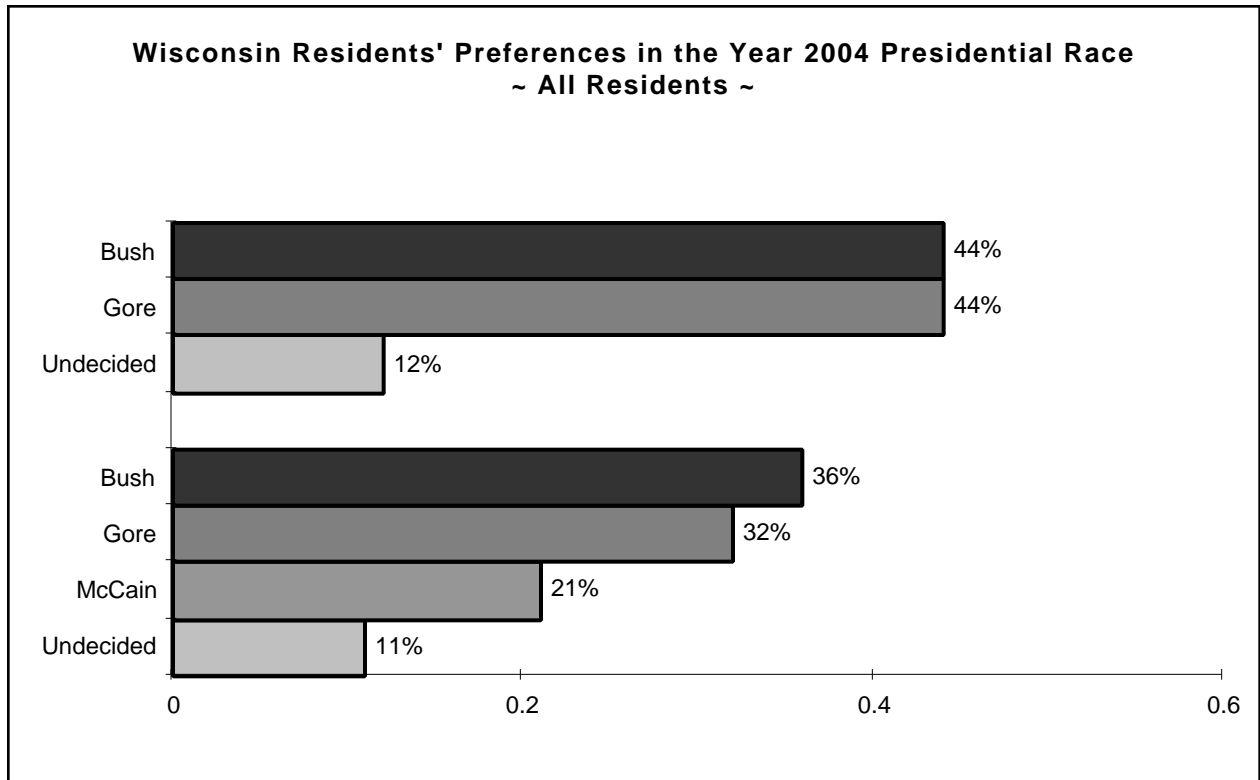
By contrast, McCain is viewed positively by a majority of Democrats (50%) and Independents (53%). Even among Republicans, a plurality of 42% view him favorably (32% have unfavorable impressions). The question for McCain, of course, continues to be whether those favorable opinions can survive the rigors of a general election campaign.

Finally, it is worth noting that while neither Bush nor Gore attracts strong support from the public, Bill Clinton continues to be viewed far more

VIEWS ABOUT NATIONAL FIGURES

	August 2001	June 2000	July 1999
George W. Bush			
Favorable	50%	50%	56%
Unfavorable	43%	36%	22%
Neutral/Did Not Recognize Name	7%	14%	23%
Al Gore			
Favorable	44%	41%	45%
Unfavorable	46%	43%	39%
Neutral/Did Not Recognize Name	10%	17%	16%
Bill Clinton			
Favorable	43%	44%	45%
Unfavorable	51%	49%	48%
Neutral/Did Not Recognize Name	6%	7%	7%
John McCain			
Favorable	46%	N.A.	N.A.
Unfavorable	19%	N.A.	N.A.
Neutral/Did Not Recognize Name	35%	N.A.	N.A.

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



negatively than either of them. Despite the passage of time, the negative personal judgment the public passed on Clinton as a result of the Lewinsky scandal has not changed.

Wisconsin Residents More Pessimistic About Direction Of Nation

A clear majority of Wisconsin residents thinks that things in the nation are pretty seriously off on the wrong track. This is a much more pessimistic opinion than they held even a year ago and undoubtedly contributes to some of the difficulties George W. Bush has had in building support in the state. The table below shows the trend in public opinion about the nation's direction over the last eight years.

	Aug. 2001	June 2000	July 1999	July 1998	July 1997	Sept. 1996	Sept. 1995	July 1994	Nov. 1993
Moving in Right Direction	38%	45%	50%	46%	45%	39%	29%	21%	21%
Pretty Seriously Off on the Wrong Track	56%	48%	42%	49%	49%	55%	65%	74%	75%
Undecided	6%	7%	8%	5%	6%	6%	6%	5%	4%

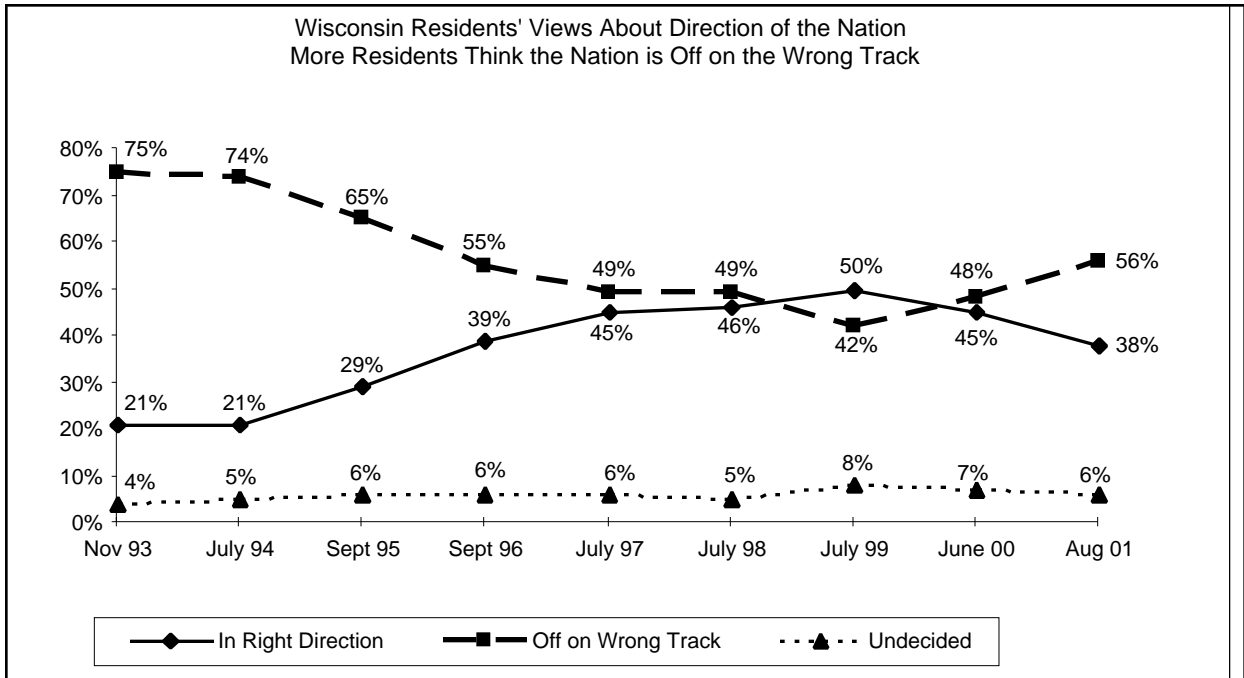
Views about the direction of the country are usually powerfully shaped by political beliefs. Members of the same party as the administration tend to think things are going in the right direction, while members of the opposite party tend to think things are going in the wrong direction, with those with less strong partisan views in the middle. It is particularly striking to note in the current survey how many Republicans and conservatives still think things in the country are off on the wrong track, even with a conservative Republican in the White House.

- Among Democrats, 62% think the country is on the wrong track, and only 31% think it is moving in the right direction. Among Independents, 61% think it is on the wrong track, and 32% think it is moving in the right direction. Even among Republicans, 42% think the country is moving on the wrong track, as compared to 54% who think it is moving in the right direction.
- Among liberals, 68% think the country is off on the wrong track, and only 25% think it is heading in the right direction. Among middle-of-the-road voters, 54% think things are off on the wrong track, and only 40% think things are heading in the right direction. Among conservatives, 52% think the country is off on the wrong track, and only 43% think it is heading in the right direction.

These results suggest that despite his avowal of conservative objectives, President Bush has not persuaded many conservatives that he has changed the direction of the nation for the better. If he is to cement support for his presidency over the long term and build a strong base for his reelection, he will need to succeed in changing these views over the next few years.

Summary

Nine months after the 2000 election, Wisconsin remains a state evenly divided between Bush and Gore. Despite winning the election and passing significant elements of his agenda, President Bush has not yet established himself as a bipartisan president. Nor has he convinced conservatives, his natural base, that he has changed the direction of the country. His ability to accomplish at least one of these tasks over the next few years will be critical to his long-term political success.



**2002 GOVERNOR'S RACE APPEARS WIDE OPEN
CANDIDATES NOT WELL-KNOWN TO THE PUBLIC
THOMPSON – FEINGOLD SENATE RACE WOULD LIKELY BE TIGHT**

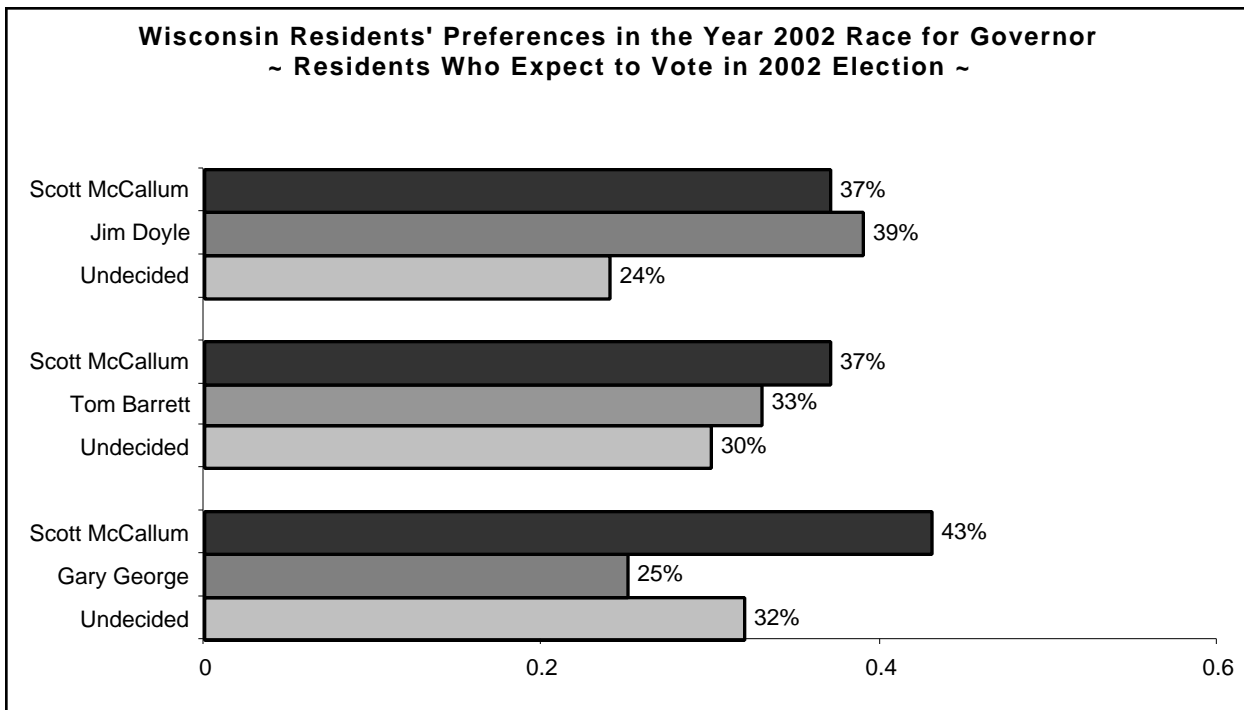
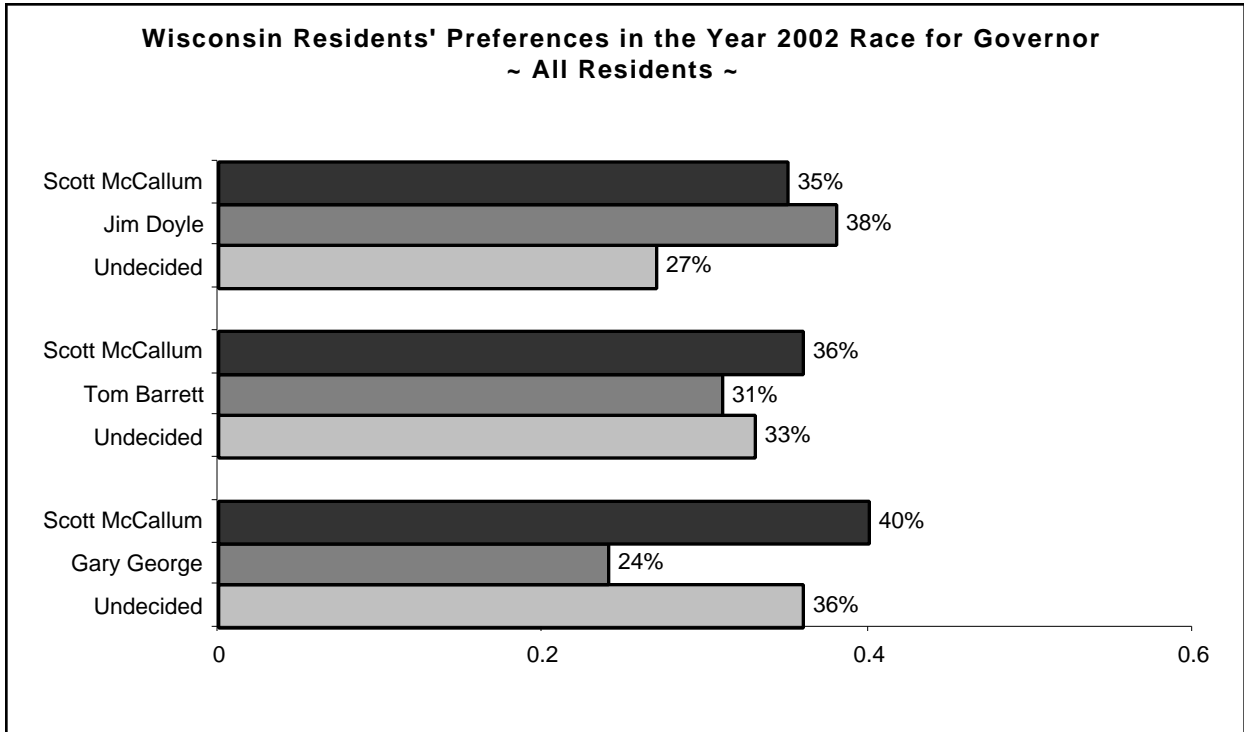
With a little more than a year before the 2002 elections, the race for governor appears likely to be very competitive. Republican Governor Scott McCallum and his potential Democratic challengers are not well-known by the public. As a consequence, none of them is a clear front-runner. The information that residents gain as the candidates run for office will, therefore, play a critical role in deciding the election outcome.

These are some of the key conclusions about state politics based on a survey of Wisconsin residents conducted between July 30 and August 2, 2001 by the Wisconsin Policy Research Institute and Harris Interactive, Inc. The survey is the latest in an ongoing series of surveys designed to measure public opinion in Wisconsin.

WISCONSIN PREFERENCES FOR GOVERNOR IN 2002		
Candidate Preference:	All Residents	Expect to Vote in 2002
Scott McCallum	35%	37%
Jim Doyle	38%	39%
Undecided	27%	24%
Scott McCallum	36%	37%
Tom Barrett	31%	33%
Undecided	33%	30%
Scott McCallum	40%	43%
Gary George	24%	25%
Undecided	36%	32%

As can be seen from the table on this page, the outcome of the race for governor may depend on who the Democrats nominate. At the present time, Jim Doyle appears to be the strongest Democratic candidate, leading McCallum among residents in general and also among likely 2002 voters.

The public is undecided because they do not know much about these candidates. When we asked whether respondents had favorable or unfavorable opinions about the candidates, one of the simplest questions we ask voters about public officials, a very high percentage of respondents could not give an opinion.



- 49% of all residents and 47% of those who expect to vote were unable to express an opinion about Scott McCallum;
- 51% of all residents and 48% of those who expect to vote were unable to express an opinion about Jim Doyle;
- 72% of all residents and 70% of those who expect to vote were unable to express an opinion about Tom Barrett;
- 81% of all residents and 80% of those who expect to vote were unable to express an opinion about Gary George.

This lack of basic knowledge about candidates means that the public will use the campaign to acquire the information needed to make a choice. Rather than being a horse race between two well-known adversaries seeking marginal advantage, the race for governor promises to be a genuine educational vehicle for the public.

Thompson-Feingold: Close And Well-Known

A potential senate race in 2004 between Tommy Thompson and Russ Feingold would also likely be highly competitive. Compared to the candidates for governor, however, both Thompson and Feingold are well-known.

- Only 9% of residents and 8% of those who expect to vote had no opinion about Thompson;
- Only 28% of residents and 25% of those who expect to vote had no opinion about Feingold.

As a result, a relatively small percentage of respondents were undecided. As one might expect about a match-up between two successful statewide officeholders, the survey results suggest that the race would likely be very close.

WISCONSIN PREFERENCES FOR SENATE IN 2004

Candidate Preference	All Residents	Expect to Vote in 2004
Tommy Thompson	47%	47%
Russ Feingold	44%	45%
Undecided	10%	8%

The two candidates draw support from distinctly different parts of the state. Among all residents, Feingold leads in Milwaukee (57% to 34%) and in Madison (56% to 39%). Thompson holds strong leads in the Milwaukee suburbs (55% to 30%), La Crosse/Eau Claire (53% to 44%) and in Green Bay (50% to 38%). Based on results of this survey, we

expect to see both candidates spend a significant amount of time in Southeast Wisconsin, where Thompson holds a narrow 43% to 40% lead.

Other key findings about the bases of support for Thompson and Feingold among all residents include:

- Among women, Thompson garners 46% of the vote and Feingold 45%, while Thompson leads Feingold 48% to 42% among men.
- For a Republican, Thompson does well among African-Americans, earning 20% of their support to Feingold's 71%. Among Whites, Thompson leads 48% to 43%.
- Thompson leads among those 18-44, Feingold among those 45-64 and Thompson among those 65 or older.
- Democrats break for Feingold by 72% to 21% and Republicans for Thompson by 87% to 9%. Independents lean toward Feingold by 53% to 36%.
- Among liberals, Feingold leads by 73% to 22%, while Thompson leads among conservatives by 70% to 21%. Middle-of-the-road voters go for Feingold by 47% to 43%.

CANDIDATE PREFERENCE BY AGE

	18-24	25-34	35-44	45-54	55-64	65+
Thompson	57%	51%	45%	42%	36%	49%
Feingold	33%	38%	42%	52%	55%	43%
Undecided	10%	11%	13%	6%	9%	8%

Overall, these results suggest that a Thompson-Feingold race would be a very even match that might well go down to the wire.

Residents Continue To Have Favorable Views About Most State Public Figures

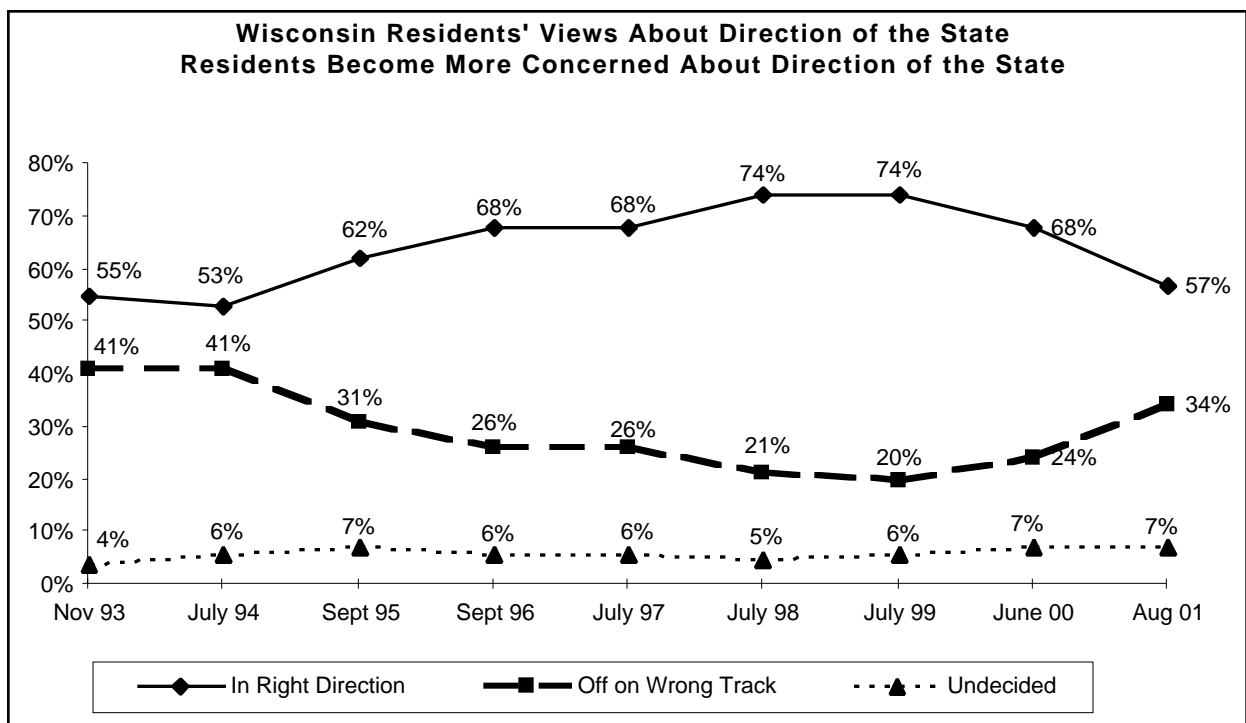
As noted earlier, with the exception of Tommy Thompson and the two U.S. Senators, Russ Feingold and Herb Kohl, many Wisconsin public officeholders are essentially unknown to most residents. But those who do have opinions tend to have favorable ones. In fact, Gary George is the only figure we asked about in this poll for whom unfavorable comments were more common than favorable ones. And in his case, as a candidate for public office, it is the lack of awareness that is the issue, not the fact that some 11% of the public say they have an unfavorable opinion. The table on the following page summarizes opinions about major Wisconsin public figures.

As has been true in the past, Tommy Thompson remains a highly popular figure, though somewhat less so than in the late 1990s. The closeness of his potential race with Russ Feingold is largely due to the fact that Feingold has been able to improve his position with the public significantly over where it was prior to 1998. Herb Kohl, fresh off his reelection in 2000, is now the most popular figure in the state.

Wisconsin Residents Become More Concerned About Direction Of State

Wisconsin's residents are noticeably less upbeat about the direction of the state than they have been in quite some time. Only 57% say the state is moving in the right direction, the lowest percentage since 1994.

	Aug. 2001	June 2000	July 1999	July 1998	July 1997	Sept. 1996	Sept. 1995	July 1994	Nov. 1993
Moving in Right Direction	57%	68%	74%	74%	68%	68%	62%	53%	55%
Off on the Wrong Track	34%	24%	20%	21%	26%	26%	31%	41%	41%
Undecided	7%	7%	6%	5%	6%	6%	7%	6%	4%



VIEWS OF WISCONSIN PUBLIC FIGURES

	Aug. 2001	June 2000	July 1999	July 1998	July 1997	Sept. 1996	Sept. 1995	Nov. 1993	May 1993
Tommy Thompson									
Favorable	63%	64%	68%	68%	67%	66%	62%	65%	59%
Unfavorable	28%	25%	23%	25%	26%	25%	31%	22%	28%
Neutral/ Did Not Recognize Name	9%	11%	9%	7%	7%	9%	7%	13%	13%
Herb Kohl									
Favorable	66%	63%	58%	64%	61%	60%	65%	50%	57%
Unfavorable	16%	16%	20%	16%	24%	17%	19%	23%	16%
Neutral/ Did Not Recognize Name	18%	21%	22%	20%	15%	23%	16%	27%	27%
Russ Feingold									
Favorable	53%	52%	49%	51%	46%	42%	44%	47%	47%
Unfavorable	19%	20%	24%	18%	25%	18%	20%	21%	19%
Neutral/ Did Not Recognize Name	28%	28%	27%	31%	29%	40%	36%	32%	34%
Scott McCallum									
Favorable	30%	15%	11%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Unfavorable	21%	7%	5%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Neutral/ Did Not Recognize Name	49%	78%	84%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Jim Doyle									
Favorable	33%	37%	36%	40%	35%	29%	37%	29%	30%
Unfavorable	16%	15%	13%	12%	17%	17%	18%	10%	11%
Neutral/ Did Not Recognize Name	51%	48%	51%	48%	48%	54%	45%	61%	59%
Scott Jensen									
Favorable	17%	15%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Unfavorable	8%	4%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Neutral/ Did Not Recognize Name	75%	81%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Tom Barrett									
Favorable	22%	16%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Unfavorable	7%	5%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Neutral/ Did Not Recognize Name	72%	79%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Gary George									
Favorable	8%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Unfavorable	11%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Neutral/ Did Not Recognize Name	81%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

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

Concerns about the direction of the state are highest in the City of Milwaukee (45% wrong track) and the Milwaukee suburbs (40% wrong track). By contrast, in the Green Bay and La Crosse/Eau Claire areas only 30% and 27% of residents say the state is heading off on the wrong track.

Wisconsin Residents More Pessimistic About Economy And Their Own Economic Circumstances

The slowdown in the economy appears to be affecting attitudes of Wisconsin residents. The percentage of respondents who expect the state economy to get worse over the next year increased from 13% in June 2000 to 29% in the latest poll. There was also a noticeable though less-striking increase in pessimism about the trend in family circumstances, with only 30% saying their circumstances would improve in the next year as compared to 36% in 2000. In addition, the percentage who thought their circumstances would get worse grew from 10% to 13%. As can be seen from the table on this page, these represent the most pessimistic attitudes about the economy since the early 1990s.

WISCONSIN RESIDENTS' ATTITUDE TOWARD THE ECONOMY 1988-2001

EXPECTED TREND IN STATE ECONOMY

	Aug. 2001	June 2000	July 1999	July 1998	July 1997	Sept. 1996	Sept. 1995	July 1994	May 1993	Jan. 1992	Jan. 1991	Jan. 1990	Jan. 1989	Jan. 1988
Improve	20%	23%	24%	24%	25%	26%	23%	26%	25%	23%	9%	25%	25%	25%
Stay Same	48%	61%	61%	63%	61%	57%	58%	54%	52%	44%	40%	50%	54%	43%
Get Worse	29%	13%	12%	11%	12%	12%	15%	18%	20%	30%	47%	20%	18%	30%

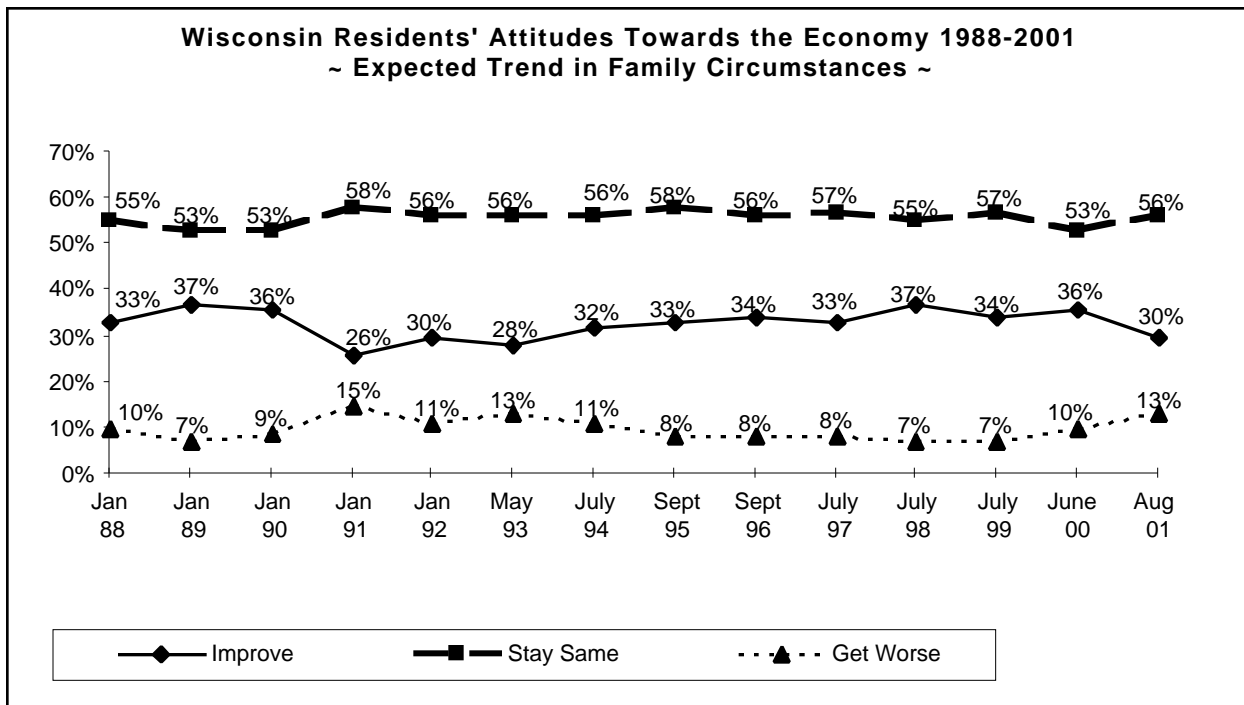
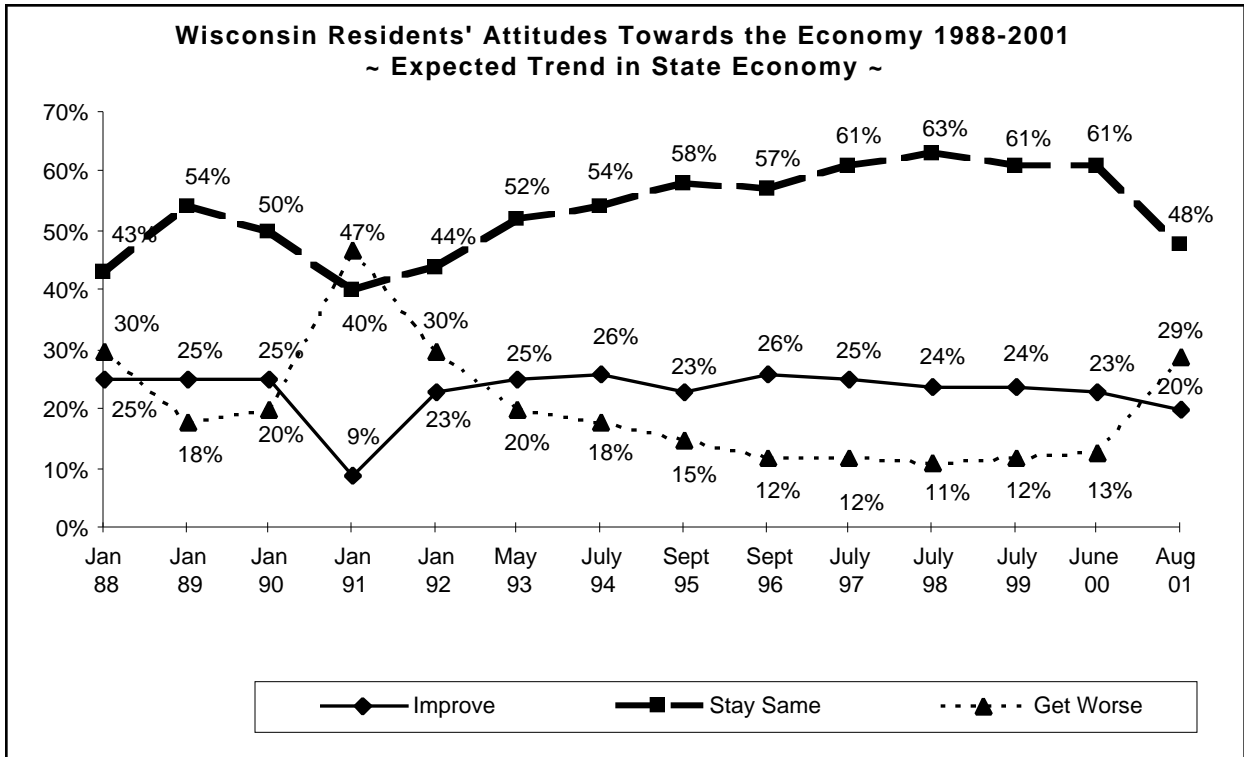
Since the shift in attitudes about the direction of the state economy coincides with an increase in pessimism about the direction of the state, the relationship between the two beliefs is of more than usual interest. Among those respondents who think that the economy will improve in the next year, 71% think the state is heading in the right direction, and only 20% think it is heading off on the wrong track. Among those who think the economy will get worse, 39% think the state is heading in the right direction while 54% think it is off on the wrong track. The data strongly suggest that the economy will have an impact on people's feelings about the state's direction as we go into the election year and may affect the election outcome.

EXPECTED TREND IN FAMILY CIRCUMSTANCES

	Aug. 2001	June 2000	July 1999	July 1998	July 1997	Sept. 1996	Sept. 1995	July 1994	May 1993	Jan. 1992	Jan. 1991	Jan. 1990	Jan. 1989	Jan. 1988
Improve	30%	36%	34%	37%	33%	34%	33%	32%	28%	30%	26%	36%	37%	33%
Stay Same	56%	53%	57%	55%	57%	56%	58%	56%	56%	56%	58%	53%	53%	55%
Get Worse	13%	10%	7%	7%	8%	8%	8%	11%	13%	11%	15%	9%	7%	10%

Wisconsin Residents Remain Evenly Divided Among Parties And Middle-Of-The-Road In Ideology

The consistently competitive nature of Wisconsin's elections when there is no incumbent is not an accident. As can be seen from the table on page 15, the residents of the state are essentially equally divided among Democrats, Independents, and Republicans and have been so for quite some time. Similarly, most residents think of themselves as middle-of-the-road in their political beliefs. This too is a long-standing fact that does not appear likely to change in the short term. Along with the evidence presented earlier in this report, these findings clearly suggest that 2002 and 2004 will continue Wisconsin's tradition of robust partisan competition for public office.



PARTY IDENTIFICATION AND POLITICAL PHILOSOPHY IN WISCONSIN

	AUG. 2001	JUNE 2000	JULY 1999	JULY 1998	JULY 1997	SEPT. 1996	SEPT. 1995
Party Identification							
Democrat	30%	28%	27%	26%	27%	29%	30%
Independent	29%	30%	32%	34%	34%	29%	29%
Republican	28%	25%	27%	26%	25%	27%	29%
Political Philosophy							
Liberal	16%	16%	15%	14%	12%	12%	16%
Middle-of-the-Road	55%	54%	54%	58%	57%	59%	53%
Conservative	26%	25%	28%	23%	27%	26%	29%

Summary

The 2002 gubernatorial race now appears to be wide-open. No candidate, including Governor Scott McCallum, is well-known to the public, and no candidate has a significant lead in public preference. The campaign itself will thus perform an important educational function for the public and have a very significant impact on who wins and by how much. A potential senatorial race between former Governor Tommy Thompson and Senator Russ Feingold in 2004 would also likely be close; but because both candidates are well-known to the public, the campaign will be about swaying a relatively small percentage of voters, not educating the majority.

Unless the economy becomes more robust within a fairly short time period, the 2002 campaign may well take place against a backdrop of increased concern about the direction of the state and the economy. This may well affect the agenda of the campaign and perhaps its outcome, though a year in economics, as in politics, is a long time. Barring a major change in the economic or political environment, the partisan and ideological views of state residents make it nearly certain that the 2002 campaign will be highly competitive.

**THE PUBLIC STILL STRONGLY FAVORS BROAD RANGE OF EDUCATION REFORMS
STILL HAS CONCERNS ABOUT QUALITY OF EDUCATION**

Wisconsin residents continue to strongly support a variety of education reforms, including changes in the tenure system, higher salaries for better teachers, merit pay for teachers, and statewide standardized achievement testing. At the same time, the public remains concerned about the quality of education students are receiving. Remarkably, the public's concerns about education are nearly identical to those they expressed in 1988.

These findings about education reform are just some of the key results about issues of concern to state residents from the most recent Wisconsin Policy Research Institute survey of Wisconsin residents. The survey was conducted for the Institute by Harris Interactive, Inc. between July 30 and August 2, 2001.

Support For Education Reform

Wisconsin residents strongly endorse today, as they did in 1988, a number of education reform initiatives.

- 86% would support changes in the tenure system that would make it easier to fire incompetent teachers. In 1988, 87% supported this reform.
- Three-fourths (77%) favor higher salaries to attract better teachers. Support for this reform is up from 67% in 1988.
- Merit pay for teachers based on performance is supported by 76% of Wisconsin residents, exactly the same percentage as in 1988.

- Three-fourths (74%) continue to think that school districts should be required to meet minimum levels of academic achievement for their students, measured through statewide, standardized achievement tests. In 1988, 82% supported this change.

Although these reforms garner widespread support, public opinion about education is not always so one-sided. Only 52% of residents favor paying higher taxes to support public education in their community. While this is up from 48% in 1988, higher school taxes clearly do not obtain the widespread support accorded to other proposals.

There is also disagreement about whether the best way to improve classroom instruction is by improving the quality of teachers or reducing class size. We did not explore this topic with respondents in 1988 but were able to ask about it in the most recent survey. Overall, 50% thought reducing class sizes would work best, and 43% thought improving the quality of teachers would be the best approach. It is interesting to note that among those with a family member working in education, 56% think reducing class size is the better approach and 36% think improving the quality of teachers is better.

Continued Concern About Quality Of Education

Wisconsin residents' continuing support for education reform is clearly anchored in ongoing concerns about the quality of education that children are receiving in the state. These concerns are also clearly of long standing, having changed little from 1988.

- By a 52% to 39% majority, with the balance undecided, Wisconsin residents think they received a better education at the elementary and secondary level than students do today. This is a small increase in concern from the 49% to 45% division of opinion in 1988.
- Three-fourths (75%) of Wisconsin residents think that some or most high school students graduate with poor skills in reading and writing. This compares to the 73% who felt this way in 1988.

Wisconsin Residents Continue To Approve Of School Choice

A solid 62% majority of Wisconsin residents continue to agree with the Wisconsin Supreme Court ruling which allows low income parents in Milwaukee to choose whether their children attend public, private, or parochial schools. This represents a return to the level of support for the decision in 1998 after an increase of support to 68% in 2000. The small fluctuations in support may well be due to sampling error rather than substantive change in public opinion.

The following are some additional findings regarding support for the voucher program.

- 18-24 year olds are most supportive, with 84% approving of the ruling. Among those 55 and older, only 53% approve.
- 75% of African-Americans approve of the ruling as compared to 61% of Whites.
- Residents who report a family member is in the education field are somewhat less likely to approve of the ruling (59%) than those without a family member in education (63%).
- Non-union residents (65%) have much higher approval rates than either private union (57%) or public union (45%) members.
- Overall, Republicans are only slightly more likely (68%) to agree with the court ruling than are Independents (61%) or Democrats (60%).
- The ruling also now receives nearly as much support from liberals (61%) and middle-of-the-road voters (60%) as it does from conservatives (68%).

The support for the ruling across the political spectrum indicates that the voucher program approved by the court is now accepted as a part of the educational system by most Wisconsin residents.

**THE ENERGY IS THERE
WISCONSIN RESIDENTS AREN'T WORRIED ABOUT GAS PRICES OR POWER OUTAGES
SUPPORT FOR BUILDING POWER PLANTS DEPENDS ON TYPE OF PLANT**

A year ago, 25% of Wisconsin residents thought that the price of gasoline was the issue needing the most attention from the state government. Today, only 2% think that the price of gasoline is the issue needing most attention. Wisconsin residents are also not worried about power shortages or power blackouts similar to what California has experienced. Only a third (33%) think such shortages are very or somewhat likely over the next several months.

Although they are not concerned about energy in the short run, a strong majority (68%) of residents favors building more power plants within the state to address Wisconsin's future energy needs. But that support is highly contingent on the type of plant being considered. The table below shows the percentage of respondents favoring building three types of plants: nuclear, coal, and natural gas. The top row shows the percentage favoring building the plants among the 68% who favor building more plants in general. The bottom row shows the percentage that would favor building each type of plant once opposition from those who oppose even the principle of building plants is taken into account.

Support for building power plants in general, and for coal and nuclear power plants in particular, is much more common among Republicans than

among Democrats, with Independents in the middle. This is true even when we look only at support for specific types of plants among those who favor building plants in general. Clearly, proposals to build any type of power plant in Wisconsin, other than those powered by natural gas, are likely to run into serious opposition — opposition that may play out, in part, through electoral politics given the association with particular political parties.

PERCENT FAVORING THREE TYPES OF POWER PLANT

	Coal	Nuclear	Natural Gas
<i>Residents Who Favor Plants in General</i>	39%	47%	80%
<i>All Residents</i>	26%	32%	54%

SUPPORT FOR POWER PLANTS

	Democrats	Independents	Republicans
<i>Support for Power Plants in General</i>	60%	71%	76%
<i>Among Supporters of Plants in General:</i>			
% Supporting Coal	37%	40%	45%
% Supporting Nuclear	35%	50%	57%
% Supporting Natural Gas	81%	80%	81%

**TAXES REEMERGE AS MOST IMPORTANT TOP-OF-MIND PROBLEM FACING WISCONSIN
GAS PRICES DROPS IN IMPORTANCE**

With gas prices no longer soaring, Wisconsin residents once again have placed the issue of taxes at the top of their list of problems that the state government should address. Fully a quarter (24%) of residents mentioned taxes as the most important issue. Schools/Education (12%), crime (9%), and health issues (9%) were the other major problems leading residents' top-of-mind list. As noted earlier in this report, gasoline prices dropped from being the number one issue (25%) a year ago to being a minor concern in 2001 (2%).

The long-term importance of taxes to Wisconsin residents is also indicated by another question included in our survey. A majority (54%) of residents thinks that Wisconsin's state government spends too much in tax dollars, while only 7% think the state government spends too little. As the chart on page 19 shows, these figures are nearly identical to the results from 1988, when we last asked this question.

Further understanding about the importance of taxes can be gained by looking at which residents in the state were most likely to say taxes was the most important problem about which the state government should be doing something. For instance, concern about taxes was highest in the Milwaukee suburbs (42%) and in the La Crosse/Eau Claire area (32%). Concern about taxes was lowest in the City of Milwaukee (15%) and in the Green Bay area (19%).

Concern about taxes is also associated with a variety of other personal characteristics of respondents:

- Men (31%) are more concerned than women (16%).
- Homeowners (28%) are more concerned than renters (12%).
- Married couples mentioned taxes more often (30%) than divorced/widowed (20%) or single (10%) residents.
- High income leads to greater concern about taxes:
 - 37% of those earning over \$75,000 a year mentioned taxes.
 - 26% of those earning \$50,001 to \$75,000 mentioned taxes.
 - 25% of those earning \$30,001 to \$50,000 mentioned taxes.
 - 14% of those earning \$30,000 or less mentioned taxes.
- Republicans (35%) are more likely to put taxes at the top of their agenda than Independents (22%) or Democrats (15%).
- Similarly, taxes are more important to conservatives (34%) than to middle-of-the-road (22%) or liberal (13%) residents.

What these results clearly indicate is that concern about taxes is a key long-term issue in Wisconsin politics. A significant percentage of residents views it as the most important state issue, and there is a persistent feeling among a majority of residents that the state spends too much in tax dollars. The strong association between concern about taxes and political beliefs also assures that it will remain an issue in campaigns and in the state legislature.

WISCONSIN GOVERNMENT SPENDING OF TAX DOLLARS

	2001	1988
<i>Too Much</i>	54%	53%
<i>The Right Amount</i>	28%	31%
<i>Too Little</i>	7%	6%
<i>Not Sure</i>	11%	10%

Health Care And Prescription Costs Tops List Of Key Issues Requiring Attention From State Government

Another way to understand the issues of concern to residents is to ask them to pick from a short list the one issue that they think should be receiving the most attention from the Wisconsin state government. The results are shown in the table below.

ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT

	Aug. 2001	June 2000	July 1999	July 1998	July 1997	Sept. 1996	Sept. 1995	July 1994	Nov. 1993
<i>Controlling Health Care and Prescription Costs</i>	30%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
<i>Reforming the Tax System</i>	23%	24%	32%	24%	24%	16%	14%	16%	17%
<i>Improving Public Education</i>	23%	24%	25%	28%	26%	22%	18%	12%	16%
<i>Combating Crime and Violence</i>	15%	16%	22%	27%	22%	32%	24%	29%	30%
<i>Improving the Environment</i>	7%	7%	8%	7%	6%	5%	N.A.	N.A.	N.A.

Note: N.A. indicates the issue was not included in the survey.

It is clear that taxes remain a key issue, attracting essentially the same level of concern as when respondents are asked to name their own issue. But it is also clear that Controlling Health Care and Prescription Costs and Public Education attract greater or equal levels of interest. Residents may not mention them when they have to think about topics on their own; but when given a prompt that is similar to reading about the topic in the paper, they clearly see these issues as important. Since both of these topics are on the agenda of national and state officials and receive extensive coverage in the media, they are likely to play as important a role in day-to-day politics as taxes.

Residents See The Stock Market As Riskier, But Stay Invested

Today, only 36% of Wisconsin residents think investment in the stock market is safe, as compared to 41% in 2000, while the percentage who think investment is risky has grown from 50% to 59%. The perception of increased risk has not led to lower rates of investment participation. Overall, 72% of Wisconsin residents reported having money invested in mutual funds, individual stock, or pension plans. This is essentially identical to the 71% who reported such investments in 1999 and 2000. Despite the decline in the market since 1999, Wisconsin residents are evidently still investing for the long term and are not reacting very strongly to relatively short-term changes.

Summary

Wisconsin residents continue to support a wide range of education reform initiatives, including the limited experiment with vouchers in Milwaukee. Residents also continue to be concerned about the quality of education that students today receive.

Wisconsin residents are not concerned about power shortages or blackouts taking place in the near future. While supportive of building more power plants in general, their support for coal and nuclear plants is weak; only natural gas plants receive majority support.

The stabilization of gas prices over the last year has enabled more traditional issues such as taxes, education, and health care to reemerge as key issues for Wisconsin residents. No single issue dominates the public's concern. Finally, though residents are inclined to see the stock market as a riskier investment now than a couple of years ago, they are continuing to stay invested in markets.

SEVENTY-THREE PERCENT OF WISCONSIN RESIDENTS FAVOR BAN ON USE OF HAND-HELD CELL PHONES WHILE DRIVING

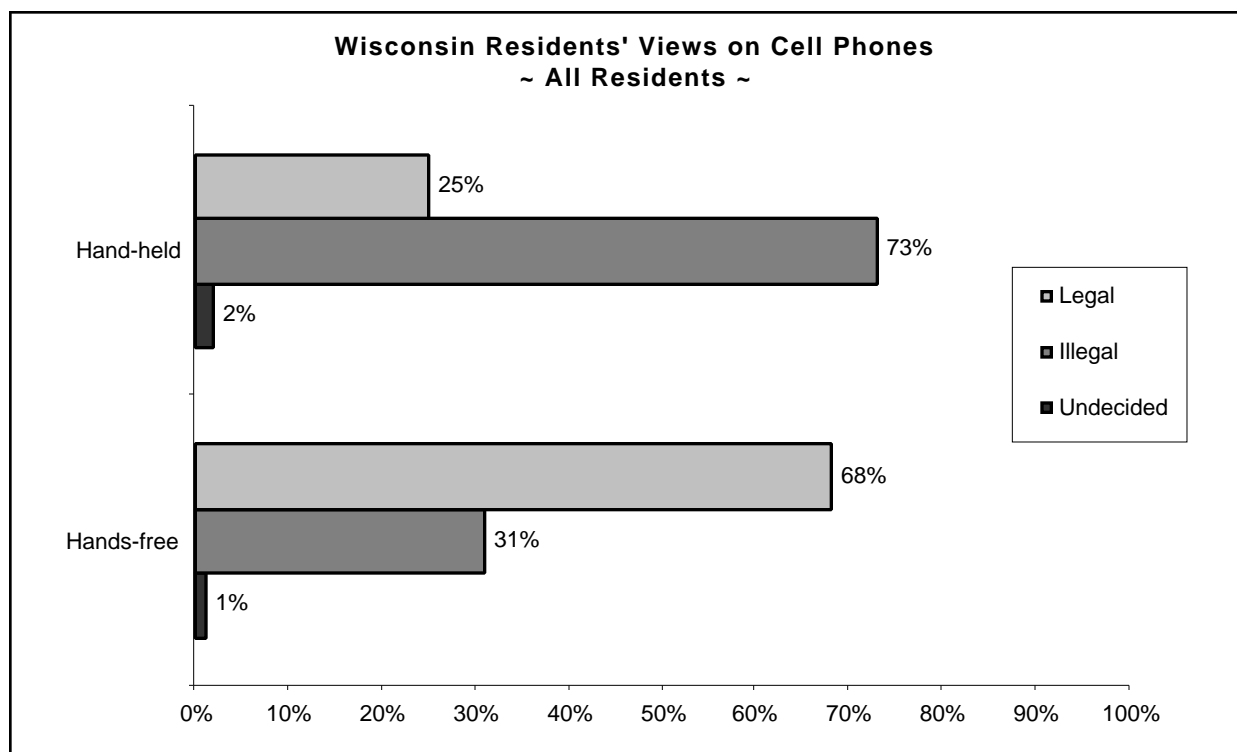
Nearly three-fourths (73%) of Wisconsin residents think it should be illegal to use a hand-held cellular telephone while driving a car. But only 31% of residents think it should be illegal to use a hands-free cell phone while driving. These findings are from the most recent survey of Wisconsin residents conducted between July 30 and August 2, 2001 by the Wisconsin Policy Research Institute and Harris Interactive, Inc.

Even among Wisconsin residents who own a cell phone, a majority of 60% think use of hand-held cellular phones should be illegal while driving. Among residents who do not own a cell phone, 86% think use of hand-held phones while driving should be illegal. Some other interesting findings about the use of hand-held cellular phones while driving include:

- Support across the political spectrum for making their use illegal: 60% of Republicans, 75% of Independents, and 83% of Democrats feel this way, as do 71% of conservatives, 71% of middle-of-the-road residents, and 79% of liberals.
- Women (79%) are somewhat more likely than men (67%) to think use should be illegal.
- 18-24 year olds (49%) are much less likely than any other age group to think use of hand-held phones while driving should be illegal. It is also interesting that 91% of those 65 or older think use of hand-held phones should be illegal.

When it comes to hands-free cell phones, only 41% of those who do not own a cell phone think their use should be illegal. Of course, owners of cell phones are even less likely to think hands-free phones should be illegal; only 21% would make hands-free use while driving illegal.

There is a strong political consensus that use of hands-free cell phones should not be made illegal. Only 36% of Democrats, 34% of Independents, and 21% of Republicans favor making their use illegal. Similarly, only 25% of conservatives, 32% of middle-of-the-road residents, and 32% of liberals would make use of hands-free cell phones while driving illegal. Women (36%) are more likely than men (25%) to think use of hands-free phones should be illegal. The very young (18-24) are least likely (18%) and those 65 and older most likely (45%) to think hands-free use should be illegal.



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
Taxes	24%	25%	19%	32%	24%	15%	42%	34%	23%	19%
Unemployment/Jobs/wages	4%	4%	2%	3%	2%	6%	3%	5%	3%	7%
Environmental issues	6%	4%	5%	4%	14%	1%	3%	4%	7%	7%
Criminal justice system/problems with laws	9%	16%	4%	2%	10%	26%	4%	6%	10%	4%
Welfare/poverty/social issues	5%	5%	5%	9%	5%	9%	3%	2%	3%	2%
Farming	2%	1%	2%	5%	4%	--	1%	--	--	2%
Loss of business/Economy	2%	3%	2%	--	4%	1%	3%	2%	5%	1%
Schools/Education	12%	12%	11%	15%	13%	15%	10%	11%	14%	14%
Health care/health insurance/perscriptions	9%	6%	8%	11%	8%	3%	5%	7%	8%	14%
Governmental issues	3%	3%	3%	3%	2%	1%	3%	8%	4%	1%
Gasoline/oil/home heating oil prices	2%	2%	6%	1%	1%	2%	1%	--	2%	1%
Other	7%	8%	7%	6%	7%	11%	6%	2%	4%	8%
Not sure refused	5%	5%	7%	4%	--	4%	7%	10%	2%	5%
Don't know	10%	8%	15%	6%	7%	7%	10%	5%	13%	11%
No answer	2%	1%	3%	--	--	1%	1%	5%	2%	3%
Total N	1002	404	196	84	101	155	97	54	101	171

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%	5%	8%	8%	17%	4%	6%	4%	3%	6%
Combating crime and violence	15%	22%	14%	9%	10%	28%	15%	17%	20%	9%
Reforming the tax system	23%	23%	22%	24%	30%	12%	37%	41%	19%	21%
Improving public education	23%	25%	27%	18%	16%	32%	21%	23%	24%	20%
Controlling health care and prescription costs	30%	24%	29%	38%	27%	23%	19%	15%	34%	40%
None of these	*	*	1%	--	--	1%	--	--	--	1%
Not sure	1%	1%	*	2%	--	1%	1%	--	1%	2%
Decline to answer	*	*	--	1%	--	1%	1%	--	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

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	20%	20%	24%	17%	22%	23%	14%	16%	19%	15%
Get worse	29%	31%	26%	31%	30%	26%	36%	31%	36%	27%
Stay the same	48%	46%	47%	53%	45%	49%	49%	52%	43%	55%
None of these	*	1%	--	--	--	1%	1%	--	--	--
Not sure	2%	2%	3%	--	3%	2%	--	2%	3%	3%
Total N	1002	404	196	84	101	155	97	54	101	171

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	30%	34%	23%	36%	31%	40%	28%	23%	34%	23%
Get worse	13%	11%	13%	13%	13%	10%	11%	12%	21%	15%
Stay the same	56%	54%	62%	45%	56%	48%	59%	62%	46%	61%
Not sure	2%	1%	2%	6%	--	2%	2%	2%	--	1%
Decline to answer	*	*	--	--	--	--	--	2%	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

What about your own family's economic circumstances? Do you expect them to Improve, Get Worse, or Stay the Same during the next year?

	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	57%	49%	64%	65%	65%	44%	49%	60%	52%	60%
Wrong track	34%	41%	30%	27%	31%	45%	40%	35%	39%	32%
Not sure	7%	9%	5%	5%	4%	11%	9%	5%	9%	8%
Decline to answer	1%	1%	1%	3%	--	1%	3%	--	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

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	38%	38%	41%	45%	34%	32%	42%	61%	35%	33%
Wrong track	56%	56%	53%	49%	60%	64%	50%	36%	57%	59%
Not sure	6%	6%	4%	7%	7%	4%	8%	2%	8%	7%
Decline to answer	1%	*	2%	--	--	--	1%	2%	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

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
Too much	54%	57%	56%	47%	52%	57%	55%	66%	47%	52%
Too little	7%	8%	6%	5%	7%	9%	7%	9%	11%	6%
The right amount	28%	25%	30%	36%	32%	23%	28%	13%	27%	30%
Not sure	10%	10%	8%	13%	9%	10%	10%	11%	13%	12%
Decline to answer	1%	1%	--	--	1%	1%	--	2%	1%	1%
Total N	1002	404	196	84	101	155	97	54	101	171

Overall, do you think Wisconsin's state government spends too much, too little, or just about the right amount of tax dollars?

* 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%	53%	57%	57%	34%	39%	62%	76%	46%	46%
Unfavorable	43%	42%	33%	38%	61%	53%	32%	22%	50%	46%
Not sure/neutral	7%	5%	11%	5%	6%	8%	5%	--	4%	8%
Don't recognize	*	*	--	--	--	--	1%	2%	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

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	63%	63%	64%	73%	58%	51%	72%	79%	54%	61%
Unfavorable	28%	29%	25%	22%	31%	38%	20%	21%	36%	30%
Not sure/neutral	8%	7%	10%	5%	10%	9%	8%	--	7%	7%
Don't recognize	2%	1%	1%	--	1%	3%	--	--	4%	2%
Total N	1002	404	196	84	101	155	97	54	101	171

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	Rest of State
Favorable	30%	31%	35%	36%	32%	21%	43%	50%	21%	23%
Unfavorable	21%	20%	17%	15%	31%	23%	18%	12%	20%	21%
Not sure/neutral	27%	28%	28%	27%	24%	27%	27%	26%	28%	28%
Don't recognize	22%	22%	21%	21%	13%	30%	12%	12%	31%	29%
Total N	1002	404	196	84	101	155	97	54	101	171

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	66%	65%	60%	73%	75%	69%	70%	57%	57%	70%
Unfavorable	16%	20%	18%	15%	11%	21%	17%	30%	13%	7%
Not sure/neutral	11%	10%	15%	2%	9%	9%	10%	10%	11%	13%
Don't recognize	7%	5%	7%	9%	4%	2%	3%	3%	19%	11%
Total N	1002	404	196	84	101	155	97	54	101	171

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	53%	53%	46%	62%	66%	59%	57%	52%	45%	49%
Unfavorable	19%	20%	22%	22%	21%	12%	24%	28%	18%	15%
Not sure/neutral	17%	18%	23%	8%	8%	14%	16%	20%	23%	21%
Don't recognize	10%	9%	9%	8%	6%	15%	3%	--	14%	15%
Total N	1002	404	196	84	101	155	97	54	101	171

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	33%	31%	34%	40%	46%	34%	35%	31%	25%	29%
Unfavorable	16%	22%	13%	12%	18%	20%	23%	28%	12%	8%
Not sure/neutral	26%	25%	28%	24%	17%	22%	25%	31%	29%	29%
Don't recognize	25%	22%	25%	24%	19%	25%	17%	11%	34%	34%
Total N	1002	404	196	84	101	155	97	54	101	171

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	8%	13%	5%	4%	5%	21%	14%	12%	5%	2%
Unfavorable	11%	16%	8%	4%	17%	13%	19%	29%	10%	4%
Not sure/neutral	22%	23%	22%	19%	24%	18%	30%	16%	22%	18%
Don't recognize	59%	48%	65%	73%	55%	47%	37%	44%	63%	76%
Total N	1002	404	196	84	101	155	97	54	101	171

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

Gary George. 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	17%	23%	12%	11%	17%	21%	24%	35%	16%	10%
Unfavorable	8%	8%	6%	6%	18%	7%	16%	14%	6%	5%
Not sure/neutral	20%	22%	19%	17%	18%	19%	23%	17%	19%	21%
Don't recognize	55%	48%	63%	66%	47%	54%	37%	34%	60%	63%
Total N	1002	404	196	84	101	155	97	54	101	171

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	22%	38%	9%	10%	14%	48%	44%	34%	18%	9%
Unfavorable	7%	12%	3%	--	7%	10%	17%	22%	5%	3%
Not sure/neutral	21%	19%	22%	20%	24%	15%	19%	22%	20%	21%
Don't recognize	51%	31%	66%	71%	56%	27%	21%	21%	57%	67%
Total N	1002	404	196	84	101	155	97	54	101	171

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	44%	43%	40%	45%	48%	52%	29%	26%	47%	49%
Unfavorable	46%	47%	50%	49%	44%	38%	57%	67%	43%	43%
Not sure/neutral	9%	9%	10%	6%	7%	8%	14%	5%	9%	8%
Don't recognize	1%	2%	--	--	1%	3%	1%	2%	1%	1%
Total N	1002	404	196	84	101	155	97	54	101	171

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	43%	43%	37%	44%	45%	62%	27%	26%	45%	46%
Unfavorable	51%	52%	56%	50%	49%	33%	63%	69%	49%	49%
Not sure/neutral	6%	6%	7%	6%	6%	5%	10%	4%	6%	5%
Don't recognize	*	*	--	--	--	--	--	2%	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

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.

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	46%	40%	46%	52%	54%	37%	41%	48%	47%	52%
Unfavorable	19%	21%	18%	16%	23%	16%	21%	23%	19%	16%
Not sure/neutral	19%	21%	22%	13%	13%	20%	27%	17%	16%	19%
Don't recognize	16%	18%	15%	19%	10%	27%	11%	12%	18%	14%
Total N	1002	404	196	84	101	155	97	54	101	171

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

John McCain. 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	44%	46%	47%	48%	29%	31%	57%	69%	44%	43%
Al Gore	44%	42%	38%	42%	53%	56%	31%	24%	45%	47%
None of these	8%	8%	7%	10%	14%	9%	10%	2%	9%	7%
Not sure	4%	3%	6%	--	4%	4%	2%	5%	2%	3%
Decline to answer	1%	*	1%	--	--	--	1%	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

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
George W. Bush	45%	46%	50%	48%	30%	30%	57%	73%	46%	42%
Al Gore	44%	42%	39%	43%	53%	57%	33%	22%	45%	48%
None of these	7%	8%	5%	9%	14%	8%	7%	--	7%	7%
Not sure	3%	4%	5%	--	3%	5%	2%	5%	2%	3%
Decline to answer	1%	1%	2%	--	--	--	1%	--	--	--
Total N	932	378	181	81	94	149	91	51	91	157

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
George W. Bush	36%	39%	40%	37%	24%	26%	50%	59%	33%	36%
Al Gore	32%	30%	27%	30%	39%	46%	23%	16%	29%	38%
John McCain	21%	19%	23%	25%	24%	16%	12%	14%	26%	18%
None of these	4%	5%	3%	--	7%	3%	6%	2%	6%	4%
Not sure	7%	8%	7%	7%	8%	9%	9%	10%	7%	4%
Decline to answer	*	--	1%	1%	--	--	--	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

If the presidential election were held today between George W. Bush for the Republicans, Al Gore for the Democrats, John McCain as an Independent, 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
George W. Bush	37%	38%	42%	38%	24%	25%	50%	62%	34%	35%
Al Gore	33%	31%	27%	31%	38%	46%	25%	15%	31%	38%
John McCain	21%	19%	22%	25%	24%	17%	13%	13%	25%	19%
None of these	3%	4%	2%	--	7%	3%	4%	--	5%	3%
Not sure	7%	8%	6%	7%	6%	9%	8%	11%	5%	5%
Decline to answer	*	--	1%	--	--	--	--	--	--	--
Total N	932	378	181	81	94	149	91	51	91	157

If the presidential election were held today between George W. Bush for the Republicans, Al Gore for the Democrats, John McCain as an Independent, 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
Tommy Thompson	47%	49%	50%	53%	39%	34%	55%	62%	43%	43%
Russ Feingold	44%	41%	38%	44%	56%	57%	30%	28%	40%	47%
None of these	3%	4%	2%	--	1%	2%	5%	3%	7%	3%
Not sure	7%	7%	8%	3%	4%	6%	11%	7%	11%	7%
Decline to answer	*	--	1%	--	--	--	--	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

Now suppose that in the 2004 Senatorial elections, the candidates for Senator from Wisconsin were Tommy Thompson for the Republicans and Russ Feingold for the Democrats, 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
Tommy Thompson	47%	49%	51%	52%	39%	34%	57%	64%	43%	43%
Russ Feingold	45%	43%	39%	45%	57%	58%	32%	27%	43%	49%
None of these	2%	2%	2%	--	1%	2%	3%	2%	5%	3%
Not sure	6%	6%	7%	4%	3%	6%	8%	7%	10%	5%
Decline to answer	*	--	1%	--	--	--	--	--	--	--
Total N	932	378	181	81	94	149	91	51	91	157

Now suppose that in the 2004 Senatorial elections, the candidates for Senator from Wisconsin were Tommy Thompson for the Republicans and Russ Feingold for the Democrats, 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
Scott McCallum	35%	36%	42%	35%	31%	25%	48%	58%	29%	29%
Jim Doyle	38%	37%	33%	36%	50%	49%	25%	13%	39%	37%
None of these	5%	6%	1%	3%	7%	5%	7%	5%	6%	6%
Not sure	22%	21%	24%	25%	12%	20%	20%	24%	25%	29%
Decline to answer	1%	1%	1%	1%	--	--	1%	--	1%	--
Total N	1002	404	196	84	101	155	97	54	101	171

Now suppose that in the 2004 Gubernatorial elections, the candidates for Governor Scott McCallum for the Republicans and Attorney General Jim Doyle for the Democrats, 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
Scott McCallum	37%	38%	43%	37%	34%	25%	52%	61%	34%	31%
Jim Doyle	39%	37%	35%	38%	53%	50%	27%	13%	36%	40%
None of these	3%	4%	1%	1%	4%	5%	2%	4%	7%	5%
Not sure	20%	21%	21%	23%	9%	21%	19%	22%	23%	24%
Decline to answer	*	*	1%	1%	--	--	1%	--	--	--
Total N	905	370	174	75	93	145	89	51	87	154

Now suppose that in the 2004 Gubernatorial elections, the candidates for Governor Scott McCallum for the Republicans and Attorney General Jim Doyle for the Democrats, 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
Scott McCallum	36%	32%	43%	48%	30%	20%	40%	54%	24%	33%
Tom Barrett	31%	40%	24%	13%	33%	58%	33%	24%	36%	23%
None of these	5%	5%	4%	4%	8%	5%	7%	--	6%	5%
Not sure	28%	22%	28%	32%	29%	17%	20%	22%	33%	38%
Decline to answer	1%	1%	1%	2%	--	--	1%	--	2%	1%
Total N	1002	404	196	84	101	155	97	54	101	171

Now if the two candidates for Governor in the 2002 elections were Governor Scott McCallum for the Republicans and Congressman Tom Barrett for the Democrats, 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
Scott McCallum	37%	33%	45%	52%	32%	20%	43%	57%	26%	35%
Tom Barrett	33%	42%	25%	13%	35%	59%	32%	23%	38%	25%
None of these	4%	4%	3%	2%	6%	5%	3%	--	4%	5%
Not sure	26%	21%	26%	30%	27%	16%	20%	20%	30%	34%
Decline to answer	1%	1%	1%	3%	--	--	1%	--	1%	1%
Total N	905	370	174	75	93	145	89	51	87	154

Now if the two candidates for Governor in the 2002 elections were Governor Scott McCallum for the Republicans and Congressman Tom Barrett for the Democrats, 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
Scott McCallum	40%	40%	47%	47%	36%	28%	51%	62%	28%	35%
Gary George	24%	27%	20%	12%	27%	42%	17%	7%	31%	23%
None of these	7%	9%	4%	6%	10%	8%	8%	7%	5%	4%
Not sure	28%	24%	28%	33%	26%	22%	23%	24%	36%	37%
Decline to answer	1%	1%	1%	2%	1%	1%	1%	--	1%	1%
Total N	1002	404	196	84	101	155	97	54	101	171

Now if the two candidates for Governor in the 2002 elections were Governor Scott McCallum for the Republicans and State Senator Gary George for the Democrats, 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
Scott McCallum	43%	42%	50%	48%	39%	29%	56%	65%	33%	37%
Gary George	25%	28%	21%	14%	29%	43%	19%	7%	30%	25%
None of these	5%	7%	3%	4%	8%	8%	3%	3%	5%	4%
Not sure	26%	22%	24%	32%	24%	20%	21%	24%	31%	34%
Decline to answer	1%	1%	2%	3%	--	1%	1%	--	1%	1%
Total N	905	370	174	75	93	145	89	51	87	154

Now if the two candidates for Governor in the 2002 elections were Governor Scott McCallum for the Republicans and State Senator Gary George for the Democrats, 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	36%	39%	31%	33%	46%	31%	53%	62%	27%	31%
Risky	59%	54%	63%	59%	52%	59%	45%	38%	64%	64%
Not sure	5%	6%	5%	9%	2%	9%	1%	--	8%	5%
Decline to answer	1%	1%	1%	--	--	1%	1%	--	1%	1%
Total N	1002	404	196	84	101	155	97	54	101	171

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	72%	72%	70%	67%	84%	61%	90%	91%	64%	68%
No	27%	27%	26%	32%	16%	38%	10%	9%	34%	29%
Not sure	1%	--	2%	1%	--	--	--	--	--	2%
Decline to answer	1%	1%	1%	--	--	1%	--	--	2%	1%
Total N	1002	404	196	84	101	155	97	54	101	171

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	52%	56%	48%	51%	50%	62%	53%	62%	50%	51%
No	39%	37%	43%	37%	38%	29%	43%	33%	43%	42%
Not sure	8%	7%	9%	10%	10%	9%	4%	5%	6%	7%
Decline to answer	1%	*	1%	2%	2%	--	--	--	1%	--
Total N	1002	404	196	84	101	155	97	54	101	171

Now here are a few questions about education. Do you think that you, yourself, received a better education at the elementary and secondary level than students do 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
All	*	*	1%	--	--	1%	--	--	1%	--
Most	17%	24%	10%	14%	8%	33%	16%	18%	22%	17%
Some	58%	55%	60%	53%	68%	54%	60%	60%	55%	58%
A Few	22%	18%	28%	25%	22%	13%	19%	19%	20%	25%
None	*	1%	--	--	--	--	1%	--	1%	--
Not sure	2%	2%	3%	7%	2%	1%	5%	3%	1%	1%
Total N	1002	404	196	84	101	155	97	54	101	171

How many high school students do you think graduate with unacceptably poor skills in reading and writing?

* 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
Favor	52%	53%	49%	58%	54%	56%	52%	46%	54%	51%
Oppose	44%	44%	47%	37%	43%	42%	47%	50%	41%	45%
Not sure	3%	2%	3%	3%	2%	2%	2%	2%	5%	4%
Decline to answer	1%	1%	1%	2%	1%	--	--	3%	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

Do you favor or oppose higher taxes to support public education in your community?

* 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	86%	87%	83%	86%	88%	84%	90%	91%	91%	86%
No	8%	8%	11%	6%	8%	12%	5%	5%	5%	6%
Not sure	6%	5%	5%	7%	4%	4%	6%	3%	5%	8%
Decline to answer	*	--	1%	1%	--	--	--	--	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

Would you support changes in the tenure system which would make it easier to fire incompetent teachers?

* 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
Favor	77%	78%	75%	81%	75%	86%	75%	71%	81%	74%
Oppose	18%	17%	17%	17%	22%	11%	24%	24%	12%	20%
Not sure	5%	4%	8%	2%	3%	4%	1%	4%	7%	5%
Decline to answer	*	*	1%	--	--	--	--	2%	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

Do you favor or oppose higher salaries to attract better teachers?

* 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
Favor	76%	77%	79%	73%	77%	78%	85%	83%	72%	71%
Oppose	19%	17%	18%	21%	18%	18%	13%	14%	19%	23%
Not sure	5%	5%	3%	5%	4%	3%	3%	3%	9%	7%
Decline to answer	1%	1%	1%	1%	1%	1%	--	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

Do you favor or oppose merit pay for teachers based on performance?

* 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	74%	77%	73%	72%	63%	79%	77%	76%	87%	70%
No	21%	19%	22%	22%	34%	18%	21%	16%	10%	24%
Not sure	4%	4%	5%	7%	4%	3%	2%	9%	3%	5%
Decline to answer	*	*	1%	--	--	--	--	--	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

Do you think that school districts should be required to meet minimum levels of academic achievement for their students, measured through statewide, standardized achievement tests?

* 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 quality of teachers	43%	50%	37%	38%	46%	47%	53%	57%	38%	37%
Reducing class size	50%	44%	54%	58%	49%	49%	38%	30%	60%	54%
Not sure	6%	5%	8%	4%	5%	2%	9%	14%	2%	8%
Decline to answer	1%	1%	1%	--	1%	2%	--	--	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

There is always a lot of discussion about the best way to improve classroom instruction. Which do you think is the best way to improve classroom instruction: by improving the quality of the teachers, or by reducing class size?

* 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	62%	63%	67%	65%	63%	61%	60%	72%	62%	56%
No	33%	33%	27%	33%	32%	35%	37%	26%	32%	38%
Not sure	5%	4%	5%	1%	6%	4%	4%	2%	6%	6%
Decline to answer	*	*	1%	1%	--	1%	--	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

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
Very Likely	6%	7%	5%	1%	8%	8%	8%	3%	8%	7%
Somewhat Likely	27%	26%	27%	32%	25%	26%	31%	31%	23%	28%
Not Very Likely	44%	40%	44%	46%	48%	36%	36%	43%	41%	50%
Not At All Likely	22%	25%	23%	19%	19%	26%	25%	22%	28%	14%
Not sure	1%	2%	--	2%	--	2%	1%	--	1%	1%
Decline to answer	*	*	--	--	--	1%	--	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

As you may have heard, California has experienced serious power shortages and periodic blackouts over the last several months. How likely do you think it is that this could happen in Wisconsin over the next several months?

* 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
Favor	68%	68%	68%	64%	68%	62%	76%	79%	60%	71%
Oppose	23%	24%	22%	23%	26%	27%	16%	15%	30%	23%
Not sure	8%	8%	9%	13%	5%	10%	9%	5%	9%	6%
Decline to answer	1%	1%	1%	--	1%	1%	--	--	1%	--
Total N	1002	404	196	84	101	155	97	54	101	171

To address Wisconsin's future energy needs, do you favor or oppose the building of more power plants within 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
Nuclear Power Plants	47%	52%	47%	42%	40%	47%	57%	61%	49%	42%
Coal Burning Power Plants	39%	39%	29%	50%	49%	32%	33%	45%	42%	38%
Natural Gas Power Plants	80%	78%	80%	86%	82%	74%	81%	87%	80%	78%
Total N	683	273	133	54	69	97	73	43	61	122

Which of the following types of power plants do you favor or oppose being built within 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
Favor	47%	52%	47%	42%	40%	47%	57%	61%	49%	42%
Oppose	48%	41%	47%	54%	58%	47%	37%	33%	48%	54%
Not sure	5%	6%	6%	3%	3%	6%	5%	6%	3%	4%
Decline to answer	*	*	--	--	--	--	1%	--	--	--
Total N	683	273	133	54	69	97	73	43	61	122

Do you favor or oppose NUCLEAR POWER PLANTS being built within 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
Favor	39%	39%	29%	50%	49%	32%	33%	45%	42%	38%
Oppose	55%	53%	65%	47%	48%	58%	57%	44%	57%	54%
Not sure	6%	8%	5%	3%	3%	10%	10%	11%	2%	9%
Decline to answer	*	--	1%	--	--	--	--	--	--	--
Total N	683	273	133	54	69	97	73	43	61	122

Do you favor or oppose COAL BURNING POWER PLANTS being built within 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
Favor	80%	78%	80%	86%	82%	74%	81%	87%	80%	78%
Oppose	14%	17%	12%	14%	8%	21%	15%	9%	19%	13%
Not sure	6%	5%	8%	--	8%	5%	4%	4%	2%	9%
Decline to answer	*	--	--	--	1%	--	--	--	--	--
Total N	683	273	133	54	69	97	73	43	61	122

Do you favor or oppose NATURAL GAS POWER PLANTS being built within 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
Legal	25%	27%	26%	11%	29%	23%	34%	40%	28%	21%
Illegal	73%	71%	70%	89%	70%	75%	64%	56%	69%	77%
Not sure	2%	2%	4%	--	1%	2%	2%	3%	3%	2%
Decline to answer	*	*	1%	--	--	--	--	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

As you know, some people have cell phones in their cars. In general, do you think it should be legal or illegal to use a hand-held cellular telephone while driving a car?

* 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
Legal	68%	71%	67%	61%	73%	74%	74%	73%	71%	64%
Illegal	31%	28%	31%	37%	27%	26%	26%	27%	29%	35%
Not sure	1%	1%	2%	2%	--	1%	--	--	--	1%
Decline to answer	*	*	1%	--	--	--	--	--	1%	1%
Total N	1002	404	196	84	101	155	97	54	101	171

How about a hands-free cellular telephone, which you don't have to pick up or hold to use? Do you think it should be legal or illegal to use a hands-free cellular telephone while driving a car?

* 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	51%	54%	52%	47%	50%	50%	59%	71%	65%	42%
No	49%	46%	48%	53%	50%	50%	41%	29%	35%	58%
Total N	1002	404	196	84	101	155	97	54	101	171

Do you, yourself, own a cell phone?

* 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	28%	30%	31%	35%	24%	16%	40%	54%	29%	21%
Democrat	30%	31%	26%	29%	34%	45%	25%	9%	25%	29%
Independent	29%	26%	29%	25%	36%	28%	22%	25%	24%	32%
Other party	7%	8%	6%	8%	4%	4%	8%	9%	17%	8%
Not sure	5%	4%	6%	1%	2%	6%	5%	3%	6%	8%
Decline to answer	1%	1%	2%	2%	1%	1%	1%	--	--	2%
Total N	1002	404	196	84	101	155	97	54	101	171

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%	11%	14%	26%	25%	12%	6%	22%	11%
Conservative	26%	26%	24%	34%	21%	20%	31%	40%	21%	25%
Middle-of-the-road	55%	52%	62%	47%	49%	50%	56%	53%	55%	60%
Other	1%	1%	--	--	3%	1%	1%	--	1%	--
Not sure	2%	1%	3%	3%	2%	2%	1%	2%	2%	4%
Decline to answer	1%	1%	1%	1%	--	1%	--	--	--	1%
Total N	1002	404	196	84	101	155	97	54	101	171

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	90%	92%	88%	89%	92%	93%	92%	95%	87%	90%
No, do not expect to vote	7%	6%	7%	7%	4%	6%	7%	5%	11%	7%
Not sure	3%	2%	4%	5%	4%	1%	1%	--	3%	3%
Decline to answer	--	--	--	--	--	--	--	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

So far as you know now, do you expect to vote in the November 2002 election or not?

* 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	93%	94%	92%	96%	93%	96%	94%	95%	90%	92%
No, do not expect to vote	4%	3%	5%	2%	4%	2%	4%	5%	6%	3%
Not sure	3%	3%	3%	2%	3%	2%	2%	--	4%	5%
Decline to answer	*	*	--	--	--	--	--	--	--	--
Total N	1002	404	196	84	101	155	97	54	101	171

And what about the November 2004 election, so far as you know now, do you expect to vote in the November 2004 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.