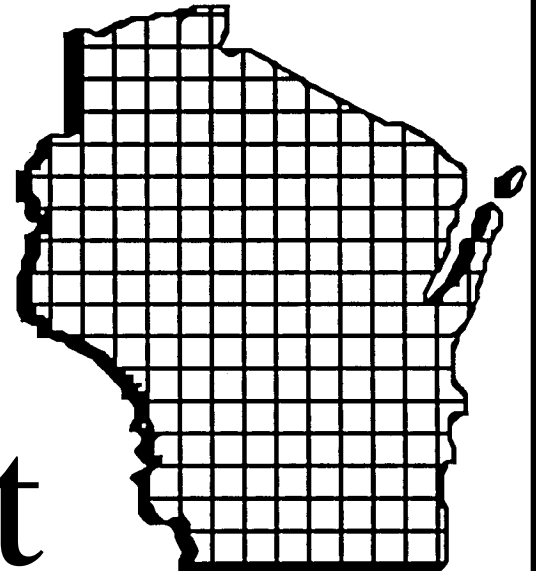


Wisconsin

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Research
Institute

Report



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**THE WISCONSIN
CITIZEN SURVEY**

SEPTEMBER 2002

A Survey of Wisconsin Public Opinion

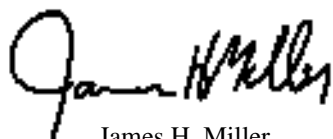
REPORT FROM THE PRESIDENT:

This Wisconsin Citizen Survey was conducted by Harris Interactive. Dr. Gordon S. Black, who has supervised all of our survey research dating back to 1987, directed this project. As we have in the past, we measured specific opinions about the gubernatorial race in Wisconsin. What emerged was that Governor Scott McCallum continues to have a very difficult election race. Only 37% of the residents view him favorably, while 42% view him unfavorably. In contrast, Jim Doyle's personal ratings have gone in a different direction. He is viewed favorably by 41% of residents of the state, with an unfavorable of only 28%. These two sets of ratings explain why, at the end of September, in a four-way race including Ed Thompson and Jim Young, Doyle leads McCallum by 40% to 31% with Thompson at 7% and Young at 4% with the balance undecided. These were some of the key findings in our most recent survey. In addition, Wisconsin residents seem to be slightly more pessimistic about the state's economy and their own personal finances than they were a year ago. When added to data obtained earlier in the year, which showed an overall unhappiness with the direction of the state, it does not bode well for some incumbents this November. One surprising result in this survey was President Bush's popularity dropping from 75% favorable last March to only 59% now. In addition, there was an enormous reaction to the direction of the country moving on the right track. Last March, 57% thought the country was going in the right direction. In September, that number dropped to only 38%, which would explain the dip in President Bush's popularity.

For the second time this year Wisconsin residents said that controlling health care and prescription costs was the most important issue for state government. Twenty-nine percent thought that was the case versus 21% for reforming the tax system, 18% for improving the state's economy and 18% for improving public education. One of the most interesting results from this survey was that 57% of our residents now favor a Canadian-style health program in which the government pays for all costs. This is up from 52% nine years ago. Seventy-one percent said they would even favor this program even if state taxes had to increase to pay for it. This is a clear indication that health care is an emerging issue that Wisconsin government will have to deal with over the next several years.

We also asked some tracking questions on water quality that had been asked previously in 1990 and 1993. What was interesting is that people are less optimistic about their water quality than they were a decade ago. Only 37% of our residents thought that our water quality would improve, compared to 47% in 1990. Interestingly, 89% of Wisconsin residents favor the state establishing tougher standards for government or private employers who pollute our waters. One wonders when the DNR is going to get serious about the billions of gallons of pollution being dumped into Lake Michigan by government agencies. There is little question that Wisconsin residents are way ahead of the curve on this issue compared to government bureaucrats and politicians.

Finally, 75% of our residents continue to believe that lobbying groups have more power than voters to determine what state government does. These findings are consistent with results of a decade ago. This is not a situation that either residents or reformers should allow to continue, that is if the best interests of the public are to be served in Wisconsin over the next decade.



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THE WISCONSIN CITIZEN SURVEY

SEPTEMBER 2002

GORDON S. BLACK, PH.D.

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INTRODUCTION

The following report represents results from the twenty-second statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc. This survey explored residents' views about the 2002 statewide elections, health insurance, water quality, the Wisconsin economy, and investment behavior. The survey was conducted from September 26 through September 29, 2002.

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 September 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 January 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.

Residents' views about the 2000 election for President and state Senate, Indian casino gambling and support for off-reservation casinos were examined in the twentieth survey. The survey was conducted from October 18 through October 21, 2000.

The twenty-first survey was conducted from July 30 through August 2, 2001. 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 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 1004 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. All interviewing was conducted from the Harris Interactive telephone center.

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 1,004 randomly selected residents has a margin of error of plus or minus 3 percent for percentages of the whole sample. For a percentage near 50 percent, for example, this means that repeated samples would produce

results between 47 percent and 53 percent 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.

DOYLE LEADS McCALLUM IN GOVERNOR'S RACE
~ RESIDENTS INCREASINGLY CONCERNED ABOUT DIRECTION OF COUNTRY ~

State Attorney General Jim Doyle leads Governor Scott McCallum in the Wisconsin governor's race as the campaign heads into its final month. In a head-to-head two-candidate race, Doyle leads McCallum 46% to 34%, with the balance undecided. In a four-candidate race, Doyle leads McCallum by 40% to 31%, with Ed Thompson at 7%, and Jim Young at 4%, with the balance undecided. These results are consistent with previous surveys we have conducted on the governor's race. In August 2001, Jim Doyle led Scott McCallum by 38% to 35%, with the balance undecided. In March 2002, Jim Doyle led Scott McCallum by 42% to 36%.

Doyle leads because he has secured strong support among his Democratic base and among Independent and middle-of-the-road voters. In a four-candidate race, Doyle obtains support from 74% of Democrats, 36% of Independents, and 12% of Republicans. By contrast, McCallum obtains support from 70% of Republicans, 26% of Independents and 8% of Democrats.

Similarly, Doyle obtains more support from conservatives and moderates than McCallum is able to obtain from liberals or moderates. Doyle is favored by 65% of liberals, as might be expected, but also obtains support from 44% of middle-of-the-road residents and 22% of conservatives. By contrast, McCallum obtains support from 61% of conservatives, 22% of the middle-of-the road residents, and 17% of liberals.

Doyle has also secured a stronger base of support among his key geographic constituencies than has McCallum. Doyle holds a substantial lead of 52% to 20% over McCallum in the City of Milwaukee and leads McCallum by 47% to 21% in the Madison area. By contrast, although McCallum holds a strong 55% to 23% lead in Waukesha County, overall in Milwaukee's suburbs McCallum leads Doyle by only 41% to 40%.

The gender gap also appears to be working in Doyle's favor in this campaign. Among women, Doyle holds a 44% to 28% lead over McCallum. Equally important, Doyle holds a 37% to 33% lead over McCallum among men.

Doyle leads, as expected, among Blacks by 66% to 8% for McCallum. Doyle also leads among Whites by 39% to 33% for McCallum. Similarly, Doyle has both a solid 45% to 29% lead among Catholics and a narrow 39% to 35% lead among Protestants.

Finally, Doyle leads among those with lower incomes and less education but also does very well among the high-income and better educated. For instance, among those earning \$15,000 or less, Doyle leads McCallum by 41% to 20%. Among those earning over \$75,000, the race is a dead heat at 40% each. Doyle's lead among college graduates (47% to 32%) is just as large as his lead among those who have only attended high school (37% to 23%).

Doyle Viewed More Favorably than McCallum by Residents
~ Familiarity with Attorney General Also Increases since March ~

As the table on the next page shows, one reason that Jim Doyle has been able to build support from many groups in the state is that more residents have a favorable view of him than have a favorable impression of Scott McCallum. As was the case in March, McCallum continues to be viewed unfavorably by more residents than view him favorably, while a plurality of residents have a favorable opinion of Jim Doyle.

These trend data also show that over the last six months the percentage of residents unable to express an opinion about Jim Doyle has decreased, and both his favorable and unfavorable percentages have increased. By contrast, there has been much less change in opinions about Scott McCallum. It is also clear that the third-party candidates, especially Jim Young, have not generated enough public awareness to make them strong factors in the campaign.

Wisconsin Residents Remain Divided about Direction of the State

Wisconsin residents are evenly divided about the direction of the state — 45% think it is heading in the right direction and 45% think things have gotten pretty seriously off on the wrong track. As the table on the next page shows, this is a relatively unusual situation in Wisconsin over the last decade.

WISCONSIN RESIDENTS' VIEWS OF CANDIDATES FOR GOVERNOR, 1999-2002

	July 1999	June 2000	Aug 2001	March 2002	Sept. 2002
Scott McCallum					
Favorable	11%	15%	30%	34%	37%
Unfavorable	5%	7%	21%	40%	42%
Neutral/Did Not Recognize Name	84%	78%	49%	26%	21%
Jim Doyle					
Favorable	36%	37%	33%	32%	41%
Unfavorable	13%	15%	16%	20%	28%
Neutral/Did Not Recognize Name	51%	48%	51%	48%	31%
Ed Thompson					
Favorable	N.A.	N.A.	N.A.	N.A.	23%
Unfavorable	N.A.	N.A.	N.A.	N.A.	30%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	47%
Jim Young					
Favorable	N.A.	N.A.	N.A.	N.A.	5%
Unfavorable	N.A.	N.A.	N.A.	N.A.	5%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	90%

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

Wisconsin Residents' Views About Direction of State

	Nov 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002
Moving in Right Direction	55%	53%	62%	68%	68%	74%	74%	68%	57%	45%	45%
Off on the Wrong Track	41%	41%	31%	26%	26%	21%	20%	24%	34%	47%	45%
Undecided	4%	6%	7%	6%	6%	5%	6%	7%	7%	8%	10%

Views about the direction of the state's economy are strongly associated with candidate preferences. In a four-candidate race:

- McCallum leads 43% to 32% for Doyle, 7% for Thompson, and 3% for Young among those who think the state is heading in the right direction.
- Doyle leads 50% to 20% for McCallum, 9% for Thompson, and 4% for Young among those who think that the state is off on the wrong track.

Partisans differ sharply in their views about the state's direction. Among Republicans, 65% think the state is headed in the right direction and only 27% think it is on the wrong track. By contrast, among Democrats, 56% think the state is off on the wrong track and 35% think it is moving in the right direction. Among Independents, 49% think the state is on the wrong track and 41% think it is heading in the right direction.

Similarly, liberals are most likely (57%) to see the state heading in the wrong direction and conservatives least likely (31%) with middle-of-the-road voters in between (48%). Among conservatives, 60% think the state is heading in the right direction as compared to 42% of middle-of-the-road voters and 35% of liberals.

Residents of the City of Milwaukee are most likely (56%) to think the state is off on the wrong track followed by residents of the Milwaukee suburbs (54%) and Green Bay residents (52%). Blacks (65% wrong track and 27% right direction) are substantially less optimistic about the state's direction than Whites (43% wrong track and 47% right direction.) Men and women, however, do not differ significantly in their views about the direction of the state.

WISCONSIN RESIDENTS MORE PESSIMISTIC ABOUT STATE'S ECONOMY AND FAMILY CIRCUMSTANCES THAN SIX MONTHS AGO

In the last six months, residents' views about the state's economy and their family circumstances have become noticeably more pessimistic, returning to levels nearly as low as those we reported in August 2001 (see tables below). Compared to March 2002, there has been a substantial decrease in the percentage who expect the economy to improve (from 39% to 23%), while those expecting it to get worse increased from 24% to 27%. When it comes to their own circumstances, the percentage expecting improvement decreased from 38% to 32%, while the percentage expecting things to get worse increased from 7% to 10%.

WISCONSIN RESIDENTS' ATTITUDE TOWARD THE STATE ECONOMY, 1988-2002 EXPECTED TREND IN STATE ECONOMY

	Sept 1988	Sept 1989	Sept 1990	Sept 1991	Nov 1992	May 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002
Improve	26%	29%	19%	24%	36%	25%	26%	23%	26%	25%	24%	24%	23%	20%	39%	23%
Stay Same	48%	51%	50%	51%	45%	52%	54%	58%	57%	61%	63%	61%	61%	48%	34%	45%
Get Worse	23%	15%	27%	22%	15%	20%	18%	15%	12%	12%	11%	12%	13%	29%	24%	27%

WISCONSIN RESIDENTS' ATTITUDE TOWARD FAMILY CIRCUMSTANCES, 1988-2002 EXPECTED TREND IN FAMILY CIRCUMSTANCES

	Sept 1988	Sept 1989	Sept 1990	Sept 1991	Nov 1992	May 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002
Improve	33%	37%	29%	32%	33%	28%	32%	33%	34%	33%	37%	34%	36%	30%	38%	32%
Stay Same	55%	53%	57%	56%	55%	56%	56%	58%	56%	57%	55%	57%	53%	56%	54%	55%
Get Worse	10%	8%	13%	10%	9%	13%	11%	8%	8%	8%	7%	7%	10%	13%	7%	10%

Views about the state economy and family circumstances have an impact on preferences in the governor's race. Among those who think the economy will improve, 43% supported McCallum and 35% supported Doyle, with Thompson earning 6% and Young 2%. Among those who think the economy will get worse, by contrast, 47% supported Doyle, 22% McCallum, 8% Thompson, and 4% Young. Similarly, among those who think their family circumstances will get better, 35% supported McCallum, 33% supported Doyle, 9% Thompson, and 4% Young. Among those who think their family circumstances will get worse, 48% supported Doyle, 17% McCallum, 10% Thompson, and 8% Young.

UNITED STATES SEEN AS OFF ON WRONG TRACK ~ BUSH POPULARITY DOWN COMPARED TO MARCH ~

Over the last six months Wisconsin residents have become significantly more pessimistic about the direction of the nation, as well as the direction of the state. Today, only 38% think the country is moving in the right direction, as compared to 57% in March, and 55% think things are off on the wrong track, as compared to 38% in March. As the table on the next page shows, these results are very similar to those we reported in August 2001, just before the terrorist attacks on the World Trade Center and the Pentagon.

The view that the country is off on the wrong track is widespread, though not uniform, across social groups. It tends to be higher among Blacks (74%) than among Whites (54%) and among women (58%) than among men (53%). It is higher among those with a high school education or less (59%) than among those who have attended (55%) or graduated (50%) from college. But only among those with incomes over \$75,000 do more (50%) see the country heading in the right direction than see it heading off on the wrong track (44%). Among all other income groups, a majority sees the country as off on the wrong track.

Wisconsin Residents' Views About the Direction of the Country

	Nov 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002
Moving in Right Direction	21%	21%	29%	39%	45%	46%	50%	45%	38%	57%	38%
Off on the Wrong Track	75%	74%	65%	55%	49%	49%	42%	48%	56%	38%	55%
Undecided	4%	5%	6%	6%	6%	5%	8%	7%	6%	5%	7%

Of course, partisanship also affects perceptions of the country's direction. Among Republicans, 59% think the country is heading in the right direction as compared to only 34% of Independents and 25% of Democrats. But it is important to note that fully a third (33%) of Republicans think the country is off on the wrong track. Although less than the 69% of Democrats and 59% of Independents who feel this way, it is still a significant percentage.

Given the perceptions of the country's direction, it is not surprising that the table below shows a significant decline in the percentage of residents with a favorable impression of President Bush. Clearly, the rally effects of September 11th are beginning to wear off. But it is equally important to note that the public continues to hold a more favorable opinion of the President than they did in August 2001. Despite the problems in the economy, the President remains a popular public figure.

RESIDENTS' VIEWS OF PRESIDENT GEORGE W. BUSH

	July 1999	June 2000	August 2001	March 2002	Sept 2002
Favorable	56%	50%	50%	75%	59%
Unfavorable	22%	36%	43%	20%	35%
Neutral/Did Not Recognize	22%	14%	7%	5%	6%

President Bush is favorably viewed in the La Crosse/Eau Claire region of the state (75% favorable) and the Milwaukee suburbs (64%), with 81% of Waukesha County residents having a favorable opinion. President Bush receives his lowest favorable evaluations in the City of Milwaukee and in the Madison area (each at 47% favorable).

Women and men have essentially the same perception of President Bush, with 59% of both genders having a favorable impression.

Views about President Bush are especially strongly related to perceptions about the country's direction and to political beliefs:

- Among those who think the country is headed in the right direction, 88% have a favorable opinion. Among those who think the country is headed in the wrong direction, only 39% have a favorable opinion.
- Among Republicans, 93% have a favorable opinion as compared to 51% of Independents, and 39% of Democrats.
- Similarly, 83% of conservatives have a favorable opinion as compared to 57% of middle-of-the-road residents and 31% of liberals.

These findings, especially when compared to the much less important role that political views played in shaping opinion about President Bush in March, are another indication that the effects of September 11th on public opinion are gradually wearing off.

TAXES, STATE BUDGET, ECONOMY, AND HEALTH CARE DOMINATE ISSUE CONCERNS OF STATE RESIDENTS

As Wisconsin residents prepare to vote in November, the state issues they are mainly thinking about are those affecting their pocketbooks — taxes, the state budget deficit, the economy, and health care. Ethics and security from terrorist attack rank low on the state issue agendas of residents.

The chart below shows how Wisconsin residents from 1988 to 2002 have answered an open-ended question about the single most important problem facing Wisconsin that the government should be doing something about. This question measures those issues residents think about most readily and are likely to be most intensely concerned about. Today, the key issues are Taxes (mentioned by 25%), The State Budget, (15%), Schools/Education (10%), and Health Issues (8%). Prior to this year's survey, the percentage of residents mentioning The State Budget as an issue was consistently under 5% and not reported by us.

MOST IMPORTANT STATE PROBLEM, 1988-2002															
	Jan. 1988	Jan. 1989	Jan. 1990	Jan. 1991	Jan. 1992	May 1993	July 1994	Sept. 1995	Sept. 1996	July 1997	July 1998	July 1999	June 2000	Aug. 2001	Sept. 2002
Taxes	33%	28%	28%	33%	26%	30%	19%	20%	16%	21%	18%	24%	17%	24%	25%
The State Budget	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.	N.A.	15%
Schools/Education	4%	3%	4%	7%	7%	11%	6%	10%	10%	10%	10%	11%	8%	12%	10%
Crime	5%	6%	21%	15%	13%	10%	22%	19%	22%	17%	16%	12%	9%	9%	6%
Health Issues	0%	2%	2%	2%	8%	8%	10%	3%	3%	2%	4%	5%	6%	9%	8%
Environment/Recycling	4%	9%	9%	7%	4%	4%	2%	2%	2%	5%	5%	3%	4%	6%	2%
Welfare/Social Issues	14%	19%	9%	8%	10%	13%	18%	19%	17%	16%	11%	11%	6%	5%	4%
Unemployment/Jobs	11%	8%	4%	6%	13%	6%	5%	4%	5%	3%	3%	2%	2%	4%	6%
Loss of Business/Economy	9%	6%	3%	5%	7%	4%	2%	1%	1%	1%	1%	1%	1%	2%	4%
Gasoline Prices/Gasoline Taxes	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	25%	2%	0%

We also measured the issue concerns of residents by asking them to choose from a list of six issues the single issue that they thought needed the most attention from the Wisconsin state government. The results are shown below and clearly indicate the importance to residents of health care, taxes, and the state's economy.

ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT		
	March 2002	September 2002
Controlling Health Care and Prescription Costs	28%	29%
Reforming the Tax System	20%	21%
Improving the State's Economy	20%	18%
Improving Public Education	16%	18%
Ethics of Wisconsin's State and Local Officials	7%	6%
Security from Terrorist Attacks	4%	5%

The issues of concern to residents vary considerably across the state and among demographic groups. We describe here some of the more interesting findings.

- Residents of the City of Milwaukee are more concerned about Crime (21% most important problem) and less concerned about The State Budget (3% most important issue) than are other residents.
- The State Budget is more salient in the Madison area (24% most important problem) and Waukesha County (25%) than in other parts of the state.
- Taxes are especially important in the Green Bay area (33% most important problem).

- Interest in Controlling Health Care and Prescription Costs increases steadily with age. Among those 18-24, only 12% chose it as the issue needing most attention from the Wisconsin state government as compared to 23% of those 25-34, 25% of those 35-44, 34% of those 45-54, 38% of those 55-64, and 44% of those 65 and older.
- Residents with a family member in education were most likely (21%) to mention Schools/Education as the most important issue facing the state. Only 7% of those without a family member employed in education mentioned Schools/Education as the most important issue. Similarly, those with family members in education were much more likely (32%) than those without (14%) to choose Improving Public Education as the single issue needing most attention from state government.
- Residents with investments in stocks, mutual funds, and/or pensions were more likely (29%) than those without investments (17%) to say Taxes was the most important issue facing the state. Investors were also more likely than non-investors (17% to 7%) to mention The State Budget. When asked to choose among six specific issues, investors were more likely than non-investors (25% to 13%) to choose Reforming the Tax System.
- Among Blacks, the issues most likely to be brought up as the most important for the state government to be doing something about were Crime (23%) and Unemployment/Jobs (17%). Among Whites, the top two issues were Taxes (27%) and The State Budget (16%). When choosing the one issue among six that needs the most attention, Blacks focused on Improving Public Education (34%) while the number one choice among Whites was Controlling Health Care and Prescription Drug Costs (31%).
- Among Republicans, Taxes is clearly the single most important issue for the state government (34%) followed by The State Budget (17%). Among Democrats, Taxes was also the most often selected most important issue (20%) but was followed closely by Schools/Education (17%). Among Independents Taxes (23%) and The State Budget (18%) were the key issues.
- When asked to choose from six specific issues, Republicans focused on Reforming the Tax System (33%) as their key issue, followed distantly by Controlling Health Care and Prescription Drug Costs (21%). Among Democrats, the latter issue was selected by 38% with 21% choosing Improving Public Education. Among Independents, Controlling Health Care and Prescription Drug Costs (25%) and Improving the State's Economy (23%) were the key issues.

CANADIAN-STYLE HEALTH PLAN FAVORED

~ RESIDENTS REPORT HEALTH PLANS MORE LIKELY TO RESTRICT CHOICE OF DOCTOR THAN IN PAST ~

A majority (57%) of Wisconsin residents favor a Canadian-style program in which the government pays for all the costs of health care out of taxes and negotiates directly with doctors and hospitals to set their fees and the type of care they offer. Among those favoring this type of plan, 73% would continue to favor it if their state taxes had to increase to pay for it. These results are similar to those we found in November 1993 during the national debate about President Clinton's proposed health plan. At that time 52% of Wisconsin residents favored a Canadian-style program in principle and, of those favoring it, 71% said they would do so even if state taxes had to increase to pay for it.

Support in principle for a Canadian-style plan varies considerably across demographic and political groups in the state:

- Support is considerably higher in the City of Milwaukee (72%) than in any other area of the state.
- Those earning \$15,000 or less are most likely (77%) while those earning more than \$75,000 are least likely (40%) to be in favor of a Canadian-style plan.
- Among Democrats, 69% are in favor as compared to 57% of Independents and 41% of Republicans. Among liberals, 73% favor the plan as do 58% of middle-of-the-road voters and 44% of conservatives.
- Among those who would vote for Scott McCallum in a two-candidate race, 41% are in favor of a Canadian-style plan as compared to 70% of those who would vote for Jim Doyle.
- Those with investments in stocks, mutual funds or pensions are less likely (53%) than those without investments (68%) to favor a Canadian-style plan.
- Blacks (77%) are more likely to be in favor than are Whites (55%).
- Renters (69%) are more supportive than homeowners (52%).

The last decade has seen relatively little change in the percentage of residents in our survey reporting they have health insurance. In the latest survey, 92% said they had health insurance, as did 91% in November 1993.

Compared to a decade ago, however, physician choices offered by health care plans appear to have become more limited. In November 1993, 69% of residents said they could seek care from any doctor they wished and only 29% said they had to choose from a list of doctors associated with their plan. By contrast, today only 50% of residents say they can choose care from any doctor they wish, and 48% say they have to choose from a list of doctors associated with their plan.

This change appears to have had relatively little impact on satisfaction with health care plans. In 1993, 83% of residents with a health care plan were satisfied with it as compared to 80% in September 2002.

Lower income Wisconsin residents are less likely to have health insurance at all and less likely, if they have it, to have it provided by their employer. But perhaps surprisingly, they are not that much less likely to be satisfied with their insurance perhaps because, again somewhat surprisingly, they report having more choice of physicians than those with higher incomes. The detailed results are shown in the table below.

HEALTH INSURANCE EXPERIENCE AND INCOME AMONG WISCONSIN RESIDENTS IN 2002					
Income Level	\$15,000 or Less	\$15,001 to \$30,000	\$30,001 to \$50,000	\$50,001 to \$75,000	Over \$75,000
Have Insurance	70%	85%	96%	98%	97%
Insurance Provided by Employer (if insured)	45%	62%	85%	92%	93%
Satisfied with Insurance (if insured)	76%	80%	75%	83%	84%
Can Choose Any Doctor	69%	54%	45%	43%	53%

Age is also associated with health insurance experience in interesting ways.

- Only 86% of those 18-24 and 88% of those 25-34 report having health insurance, as opposed to over 90% of older Wisconsin residents.
- The impact of Medicare is most obviously shown in two ways. Only 39% of those 65 and older report getting health insurance through an employer as compared to over 76% of those 55-64 and over 80% for other residents with health insurance. Nearly eight-out-of-ten (79%) of those 65 and older report being able to choose any doctor they wish as compared to under 50% for younger residents.
- It is also interesting to note that those 65 and older are most likely (88%) to report satisfaction with their health plan.

WISCONSIN RESIDENTS FAVOR TOUGH STANDARDS FOR WATER POLLUTION ~ *MOST EXPECT WATER QUALITY TO IMPROVE OR STAY SAME OVER NEXT TEN YEARS* ~

An overwhelming majority of Wisconsin residents (89%) favor having the state establish increasingly tough standards for water pollution including heavy fines for cities or towns or private employers that do not meet the standards. Only 6% do not think the state should establish tough standards, with 5% undecided. Support for tough standards is particularly strong in the City of Milwaukee (95%) and its suburbs (94%), including Waukesha County (93%).

Residents' support for tough standards does not stem from a belief that water quality has, on balance, gotten worse over the last decade or is likely to get worse over the coming decade. As the chart on the next page shows, the typical Wisconsin resident is more likely to think things have gotten or will get better or stay the same than to believe that water pollution has gotten or will get worse.

This is true even in the City of Milwaukee, where 20% think things have improved in the last decade, 39% think things have stayed about the same, and 37% think they have gotten worse. When they think about the coming decade, 40% of City of Milwaukee residents think things will get better, 32% think they will stay the same, and only 25% think they will get worse.

WISCONSIN RESIDENTS' PERCEPTIONS OF WATER QUALITY, 1990-2002

Trend in Water Quality Over Last Ten Years	Sept. 1990	May 1993	Sept. 2002
Improved	25%	23%	20%
Stayed the Same	21%	23%	30%
Gotten Worse	50%	47%	37%
Expected Trend in Water Quality Over Next Ten Years			
Improve	47%	46%	37%
Stay the Same	23%	30%	30%
Get Worse	28%	22%	27%

Support for tougher water quality standards is strong across all demographic groups in the state. Support is also strong across all political groups. Even among conservative residents, 82% favor tougher standards, only somewhat less than the 92% of middle-of-the-road and 93% of liberal residents who favor tougher standards. Similarly, 85% of Republicans and 91% of both Independents and Democrats favor tougher standards.

**AS THE MARKET DECLINES, RESIDENTS SEE THE STOCK MARKET AS RISKIER,
BUT CONTINUE TO HAVE INVESTMENTS**

Only 21% of Wisconsin residents see the stock market as generally a safe investment while 73% see it as generally a risky investment. This is a marked shift from earlier sentiment, including as recently as a year ago, as the following chart indicates:

RESIDENTS' PERCEPTION OF STOCK MARKET AS AN INVESTMENT, 1998-2002

Stock Market Is Generally A:	Aug. 1998	July 1999	June 2000	Aug. 2001	Sept. 2002
Safe Investment	41%	38%	41%	36%	21%
Risky Investment	53%	56%	50%	59%	73%
Not Sure/Decline to Answer	6%	6%	9%	5%	6%

Despite the marked increase in perceptions that the stock market is a risky investment, 69% of residents continue to have some money invested in mutual funds, individual stocks and/or pension plans. This is down only very slightly from the 72% with investments in August 2001 and the 71% in earlier years. It is important to note, however, that our question only asks whether residents have any investments in the stock market, not the amount of their investments. It is possible that residents have reduced the amount they have invested without eliminating their investments altogether.

Perceiving the stock market as risky does not mean that individuals do not have investments. Among those who think the stock market is risky, 66% have investments in mutual funds, individual stocks and/or pension plans as compared to 86% of those who think the stock market is safe.

As one might expect, having investments and perceptions of risk tend to be associated with a variety of demographic and social characteristics:

- **Income** - 90% of those with incomes over \$75,000 have investments as compared to 84% of those earning \$50,001-\$75,000, 80% of those earning \$30,001-\$50,000, 45% of those earning \$15,001-\$30,000, and 29% of those earning \$15,000 or less. Among those earning more than \$75,000, 36% think the stock market is safe compared to 21% of those earning \$50,001-\$75,000, 20% of those earning \$30,001-\$50,000, 15% of those earning \$15,001-\$30,000, and 12% of those earning \$15,000 or less.

- **Education** - 87% of college graduates have investments compared to 71% of those who have attended college, 57% of high school graduates, and only 34% of those who did not graduate high school. Among college graduates 28% think the stock market is a safe investment as compared to 24% for those who attended college, 11% of high school graduates and 14% of those who did not graduate high school.
- **Age** - Among those 18-24, 39% have investments, as do 68% of those 25-34, 79% of those 35-44, 81% of those 45-64, and only 56% of those 65 or older. Only 18% of those 18-24 think the stock market is safe compared to 22% of those 25-34, 27% of those 35-44, 25% of those 45-54, 16% of those 55-64, and 13% of those 65 or older.
- **Marital Status** - 83% of married residents have investments compared to 58% of divorced or widowed residents and 48% of singles. Among married residents, 23% think the stock market is a safe investment compared to 19% of Divorced/Widowed and Single residents.
- **Race** - 70% of Whites have investments as compared to only 50% of Blacks while 22% of Whites think the stock market is safe compared to only 6% of Blacks.
- **Home Ownership** - 79% of homeowners have investments as compared to only 45% of renters. Among homeowners, 23% think the stock market is safe compared to only 16% of renters.

Gender is not a factor in investment activity or in perceptions of risk. Seventy percent (70%) of men have investments but so do 68% of women. Similarly, 22% of men perceive the stock market as safe as do 20% of women.

The data also show that Democrats and Republicans only differ to a modest degree in their investment behavior. Republicans (75%) and Independents (73%) are somewhat more likely to have investments than Democrats (65%). Republicans are also more likely (29%) to perceive the stock market as safe compared to either Independents (18%) or Democrats (20%).

Stock investment is only modestly related to candidate preferences in the 2002 race for governor. Among those who have investments, Scott McCallum is favored by 32% and Jim Doyle by 43%, with the balance favoring Ed Thompson (6%), Jim Young (3%) or undecided. Among those without investments, McCallum is favored by 26% and Jim Doyle by 37%, with 11% favoring Thompson, and 5% Young. Among those who see the stock market as safe, 39% favor McCallum, 39% favor Doyle, 4% Thompson, and 5% Young. Among those who see the stock market as risky, only 29% favor McCallum, 41% favor Doyle, 8% favor Thompson, and 4% favor Young.

**RESIDENTS CONTINUE TO BELIEVE THAT CAMPAIGN CONTRIBUTORS AND LOBBYING GROUPS HAVE
MORE POWER THAN VOTERS OVER STATE SPENDING
~ TRUST IN STATE GOVERNMENT TO DO WHAT IS RIGHT REMAINS LOW ~**

Three-fourths (75%) of Wisconsin residents believe that lobbying groups have more power than voters to determine what the state government spends, and 73% believe that campaign contributors have more power over state spending than voters. By a narrow 45% to 41% plurality, residents also believe that voters have less power (rather than more power) to influence state issues and state spending than they did 20 years ago. Six-out-of-ten (61%) residents also believe that the state government can be trusted to do the right thing only some of the time, while 35% think state government can be trusted most of the time, and 2% think state government can be trusted just about always.

All of these findings are essentially identical to the views residents had about state government in November 1993, the last time we asked these questions. The chart on the following page shows in detail the consistency of these views over time.

Views about state government are clearly related to how residents feel about the direction of the state:

- Among those who think Wisconsin is heading in the right direction, 53% think voters have more power than 20 years ago, 22% think voters have more power than lobbying groups, 32% think voters have more power than those who contribute money to campaigns, and 52% think they can trust the state government to do what is right most of the time or just about always.
- Among those who think things in Wisconsin are pretty seriously off on the wrong track, 32% think voters have more power than 20 years ago, 14% think voters have more power than lobbying groups, 12% think voters have more power than those who contribute money to campaigns, and only 24% think they can trust the state government to do what is right most of the time or just about always.

ATTITUDE TOWARD STATE GOVERNMENT, 1990-2002

	Sept. 1990	Jan. 1991	Nov. 1991	Nov. 1993	Sept. 2002
Who Has the Most Power to Determine What the State Government Spends?					
Voters	17%	17%	19%	17%	18%
Lobbying Groups	77%	79%	77%	79%	75%
Who Has the Most Power to Determine What the State Government Spends?					
Voters	24%	25%	23%	22%	21%
Campaign Contributors	68%	68%	72%	70%	73%
Do Voters Today Have More Power Or Less Power To Influence State Issues and State Spending Than 20 Years Ago?					
More Power	41%	36%	48%	48%	41%
Less Power	50%	52%	42%	42%	45%
How Much of the Time Can You Trust State Government?					
Just About Always	N.A.	N.A.	N.A.	3%	2%
Most of the Time	N.A.	N.A.	N.A.	34%	35%
Only Some of the Time	N.A.	N.A.	N.A.	62%	61%

N.A. means question not asked in that year.

These views are also somewhat related to candidate preference in the governor's race. For instance, among those residents who support Scott McCallum in a two-candidate race, 43% think they can trust the state government most of the time or just about always. By contrast, among those who support Jim Doyle, only 35% feel this way.

SUMMARY

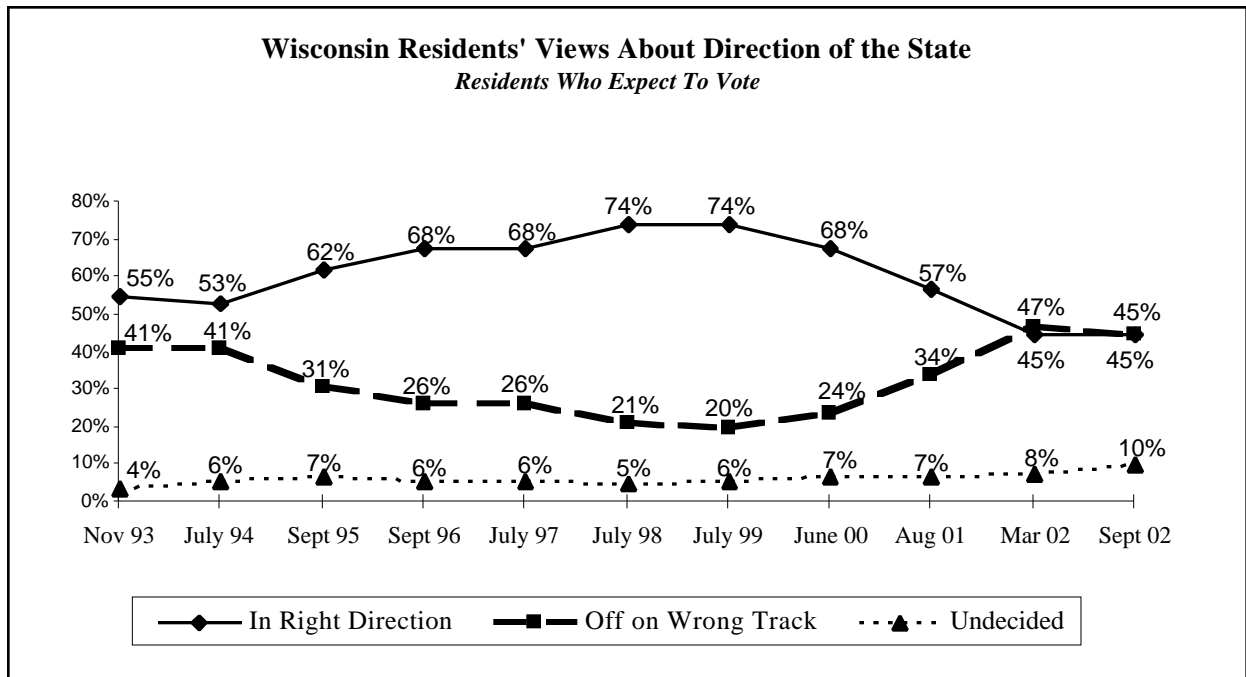
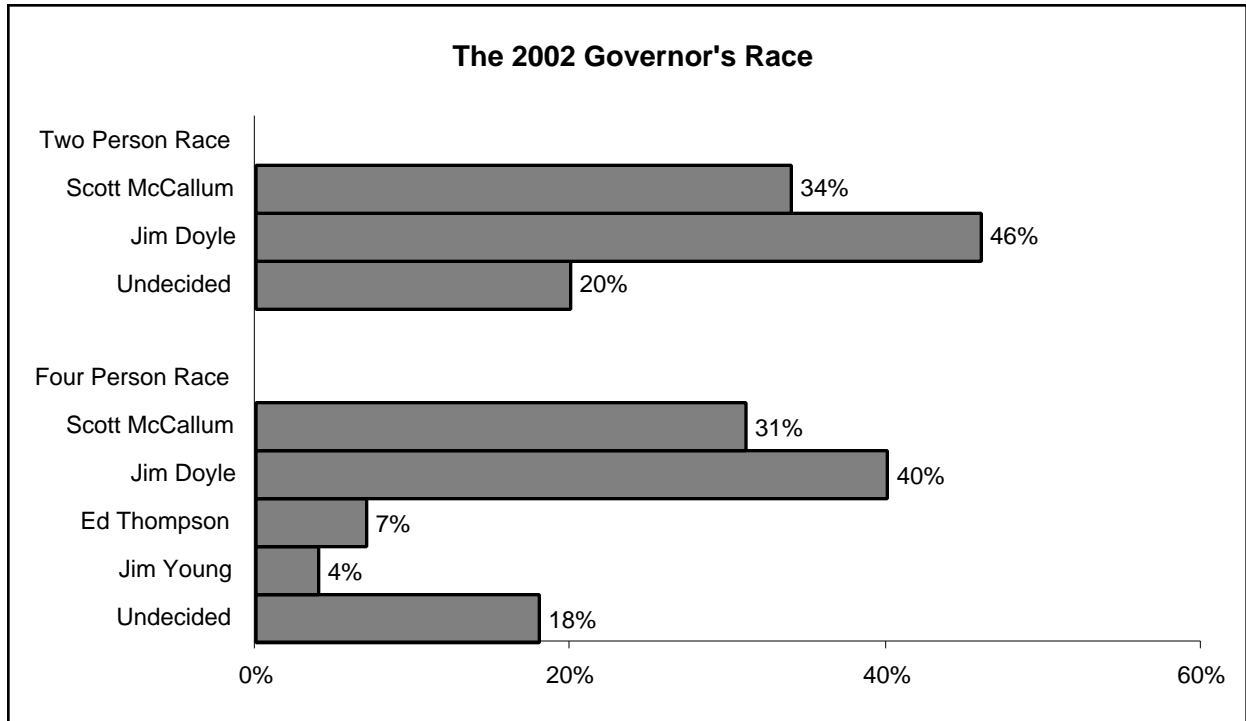
State Attorney General Jim Doyle leads Governor Scott McCallum in the race for the governorship as the campaign heads into its final month. Doyle's lead is built on solid support in traditional Democratic constituencies along with a strong showing among Independents and middle-of-the-road voters. The Doyle campaign appears to be helped by voter concerns about the direction of the state and the fact that a narrow plurality of residents has an unfavorable opinion of the Governor. Yet, a month is a long time in an election campaign and the election remains competitive.

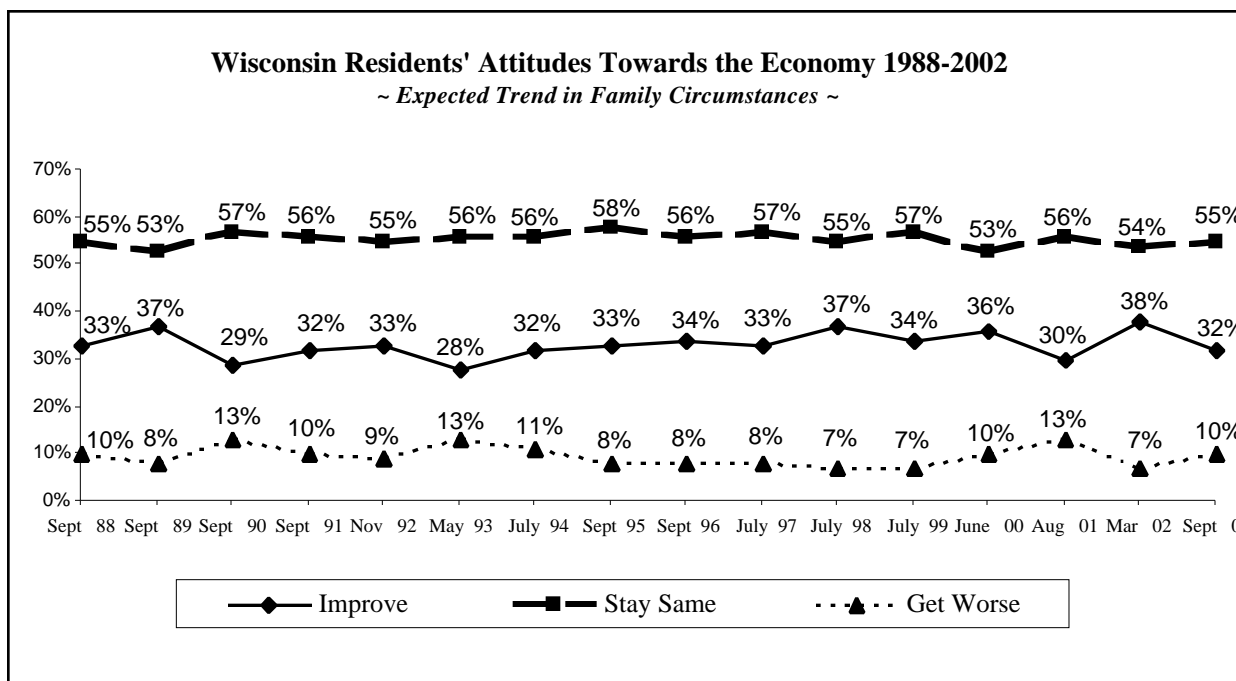
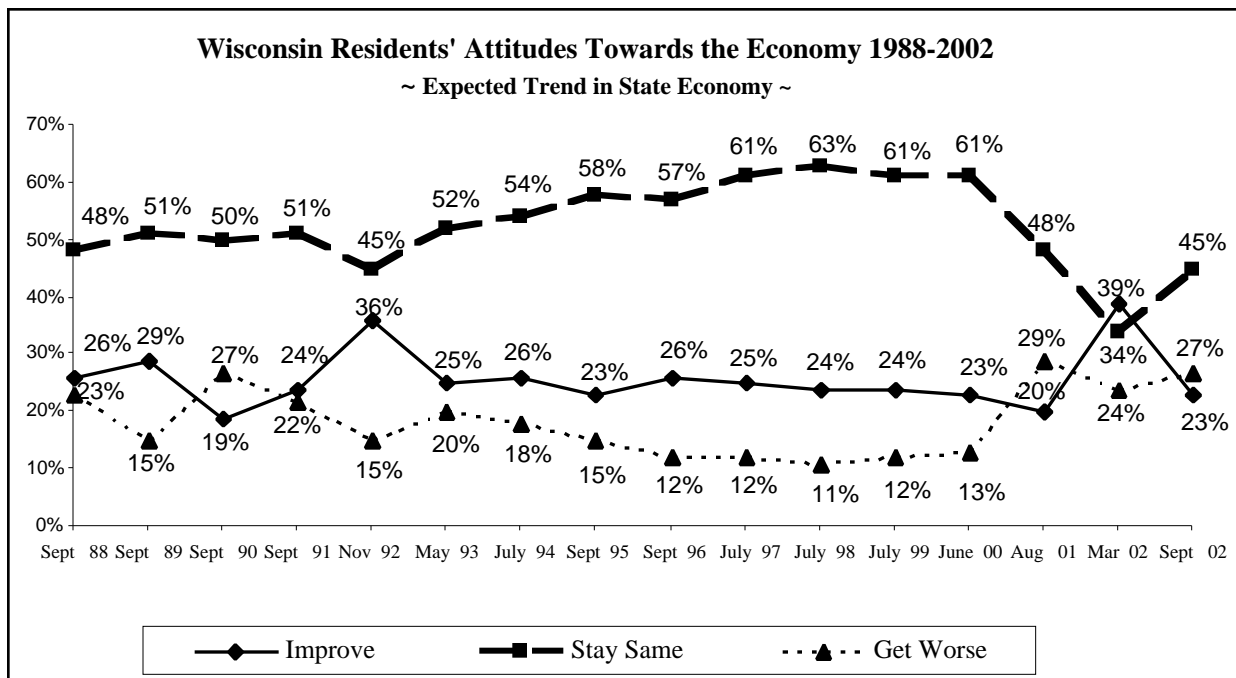
Taxes, the state budget, and health care top Wisconsin residents' current issue agendas regarding state government in the early fall of 2002. By contrast, concerns about ethics of elected officials and security from terrorism, both major news items of the past year in the state, are of much less concern.

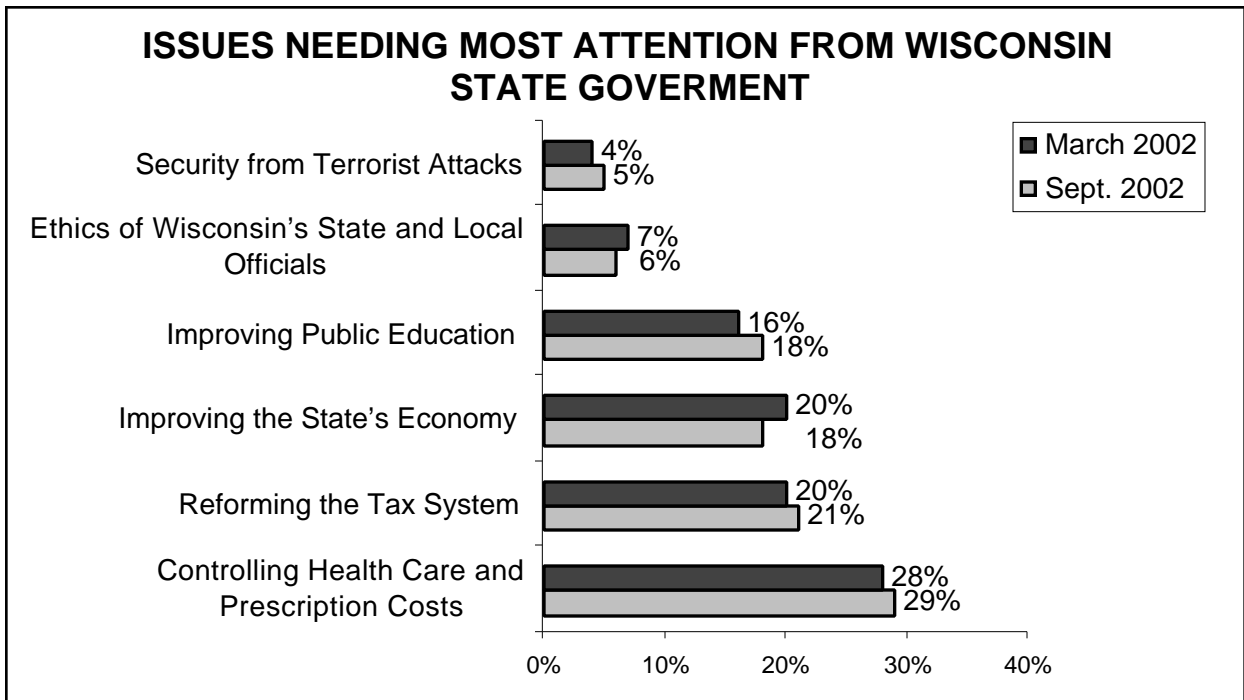
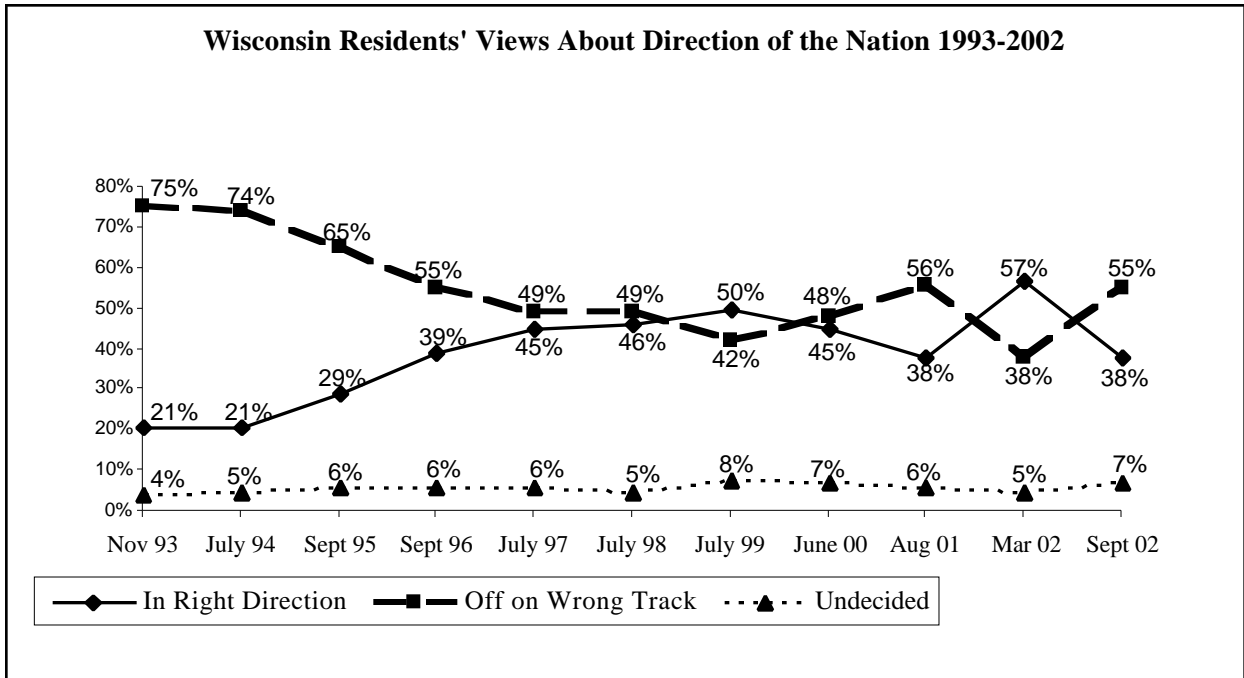
Wisconsin residents also continue to support a Canadian-style health insurance system, although support declines significantly if taxes would have to be increased to pay for it. Most residents continue to be satisfied with their health insurance plans, though more residents than in 1993 report having to choose physicians from a list provided by their plan.

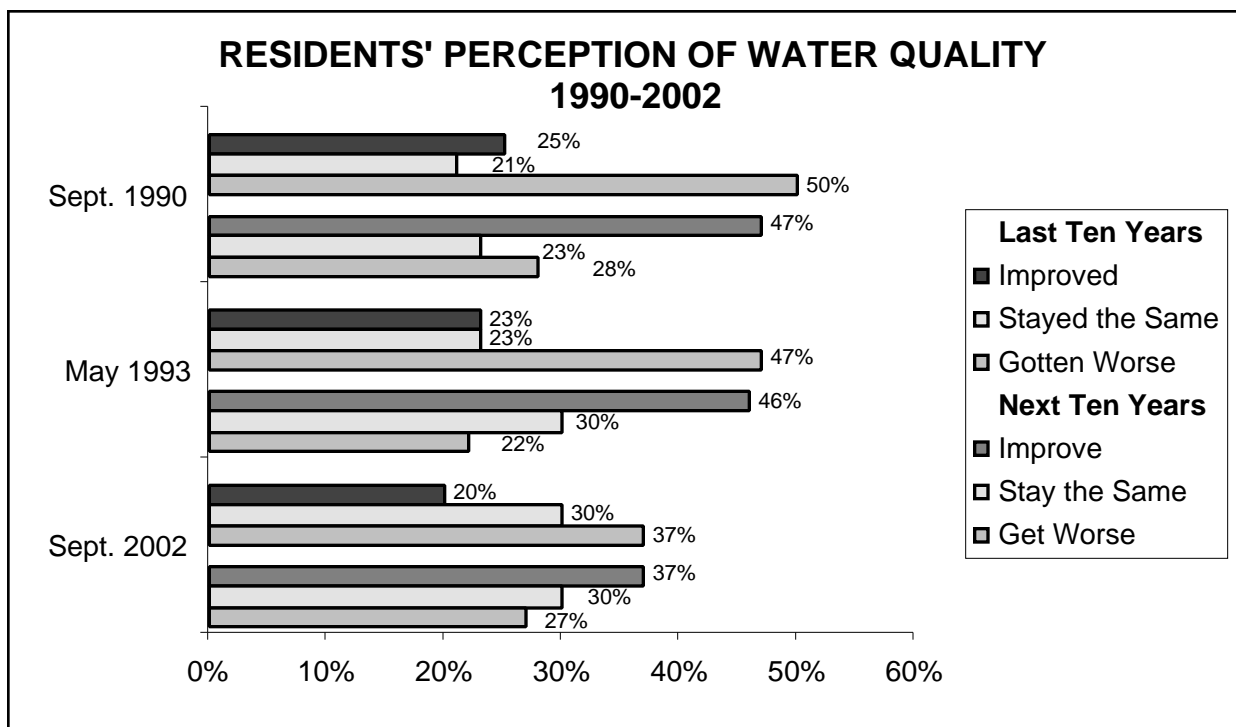
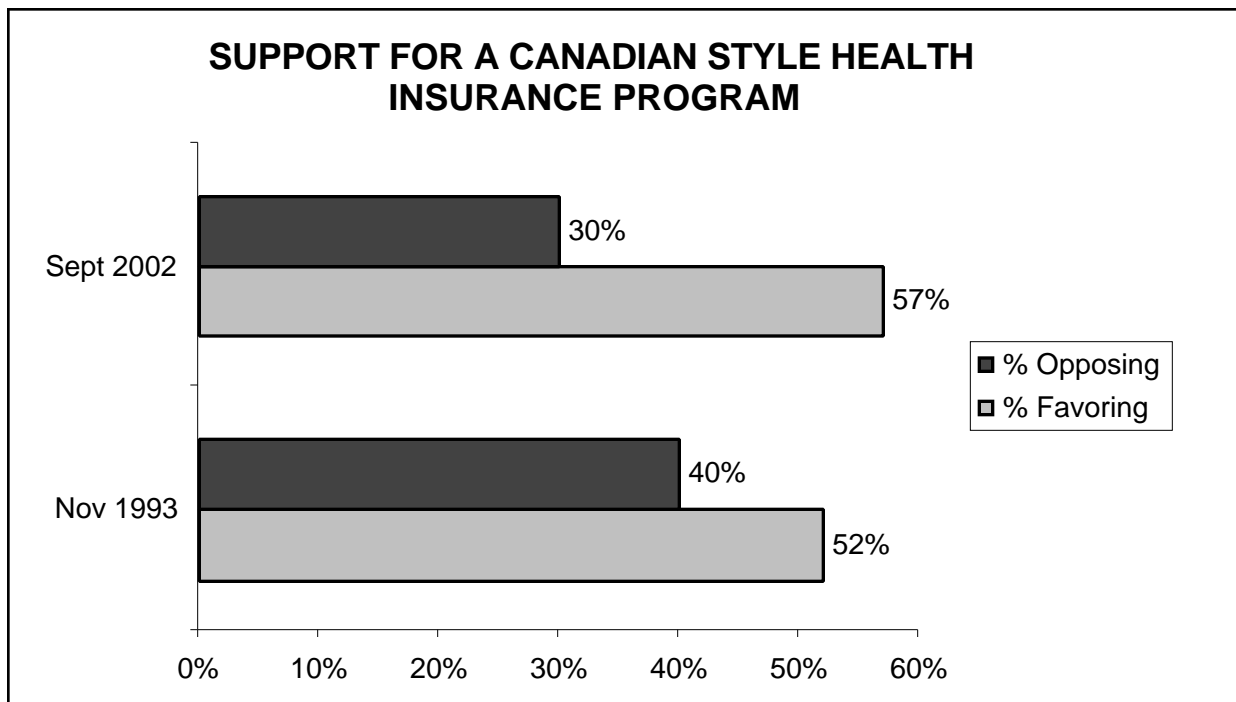
The decline in the stock market over the last three years has gradually eroded confidence in the stock market as a safe investment. Most Wisconsin residents continue to have at least some investments in stocks, mutual funds, and/or pensions, though our results do not indicate if they have reduced their exposure to the stock market without pulling out altogether.

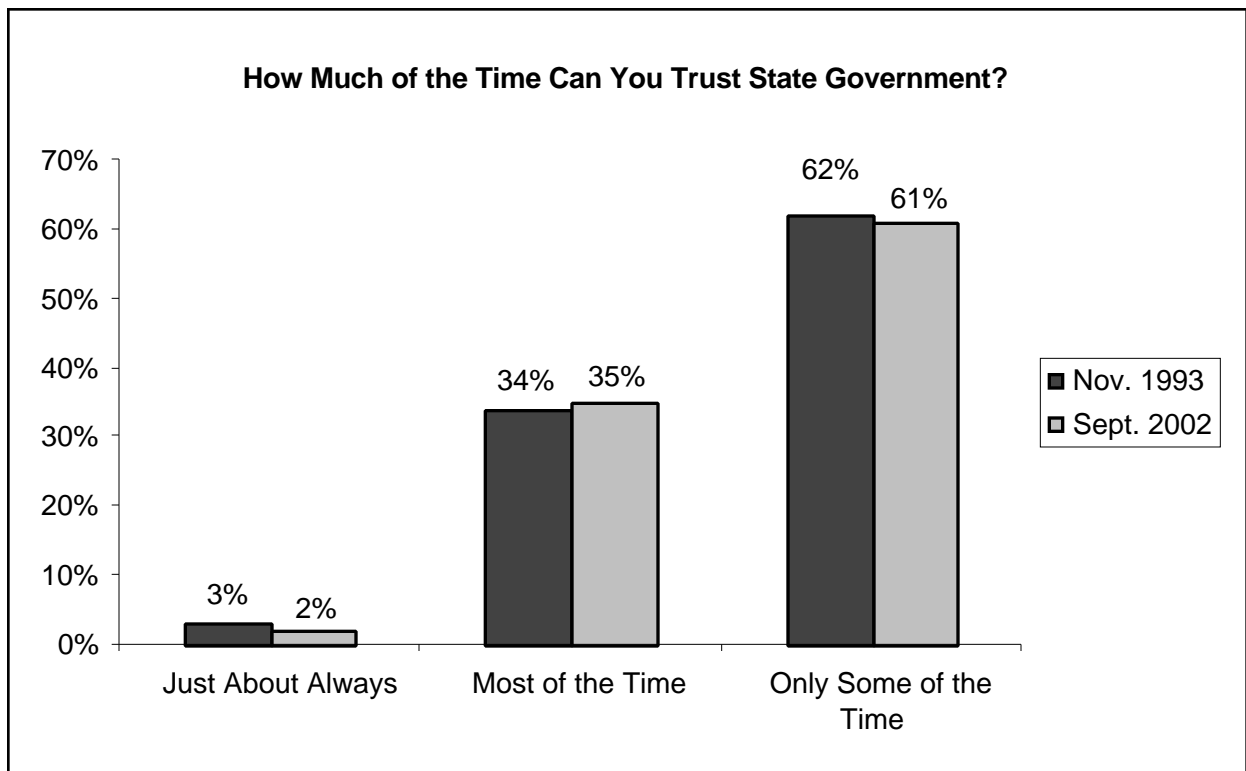
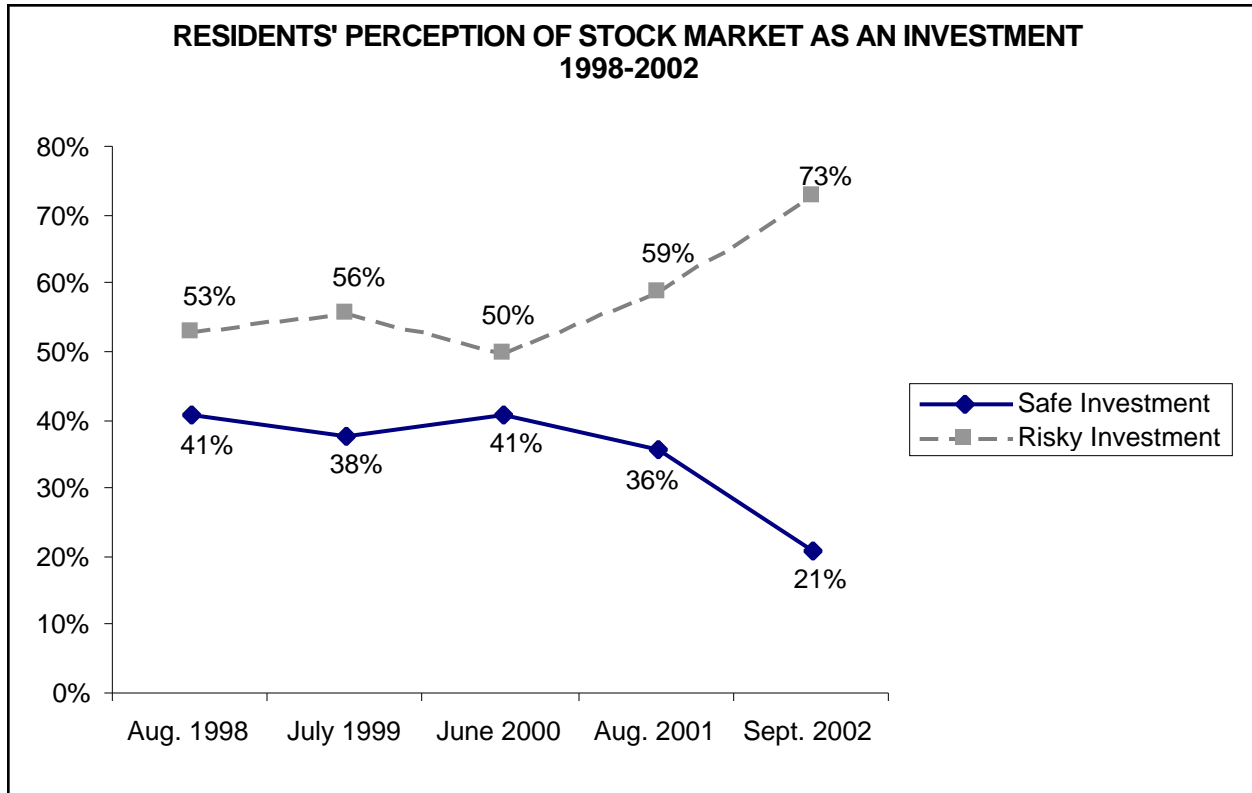
Residents continue to believe that lobbying groups and campaign contributors have more say over state spending than do voters. Trust in state government also remains relatively low, with most residents believing that they can trust the state government to do the right thing only some of the time.











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
Security from terrorist attacks	5%	7%	4%	6%	5%	11%	3%	11%	3%	3%
Ethics of Wisconsin's state and local officials	6%	6%	7%	3%	10%	6%	3%	6%	8%	6%
Reforming the tax system	21%	21%	26%	20%	18%	17%	25%	20%	16%	15%
Improving public education	18%	21%	15%	21%	19%	28%	23%	13%	14%	16%
Controlling healthcare and prescription drug costs	29%	27%	30%	33%	29%	23%	26%	22%	34%	30%
Improving the state's economy	18%	17%	16%	16%	17%	14%	20%	18%	14%	23%
None of these	1%	*	1%	1%	2%	1%	1%	1%	1%	--
Not sure	1%	*	2%	--	1%	1%	--	--	1%	2%
Decline to answer	*	*	--	--	--	--	--	--	--	--
Total N	1004	341	160	94	153	123	99	55	104	195

Which ONE of the following six 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%	25%	29%	21%	24%	20%	21%	21%	23%	16%
Get worse	27%	30%	26%	25%	28%	31%	34%	35%	33%	22%
Stay the same	45%	41%	39%	49%	42%	46%	43%	44%	37%	56%
None of these	*	--	--	1%	--	--	--	--	--	--
Not sure	5%	4%	5%	4%	6%	2%	2%	--	7%	6%
Decline to answer	*	*	--	--	--	1%	--	--	--	--
Total N	1004	341	160	94	153	123	99	55	104	195

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	32%	38%	30%	27%	30%	44%	30%	28%	32%	28%
Get worse	10%	9%	7%	9%	12%	12%	11%	12%	11%	11%
Stay the same	55%	52%	57%	60%	55%	44%	56%	60%	57%	58%
None of these	*	--	--	1%	1%	--	--	--	--	--
Not sure	3%	2%	5%	2%	2%	1%	4%	--	--	3%
Decline to answer	*	*	--	1%	--	--	--	--	--	--
Total N	1004	341	160	94	153	123	99	55	104	195

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	45%	44%	38%	48%	52%	37%	41%	49%	48%	49%
Wrong track	45%	48%	52%	40%	41%	56%	54%	42%	41%	38%
Not sure	9%	8%	9%	11%	6%	7%	4%	8%	11%	12%
Decline to answer	1%	*	1%	2%	1%	--	1%	1%	1%	1%
Total N	1004	341	160	94	153	123	99	55	104	195

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%	39%	36%	40%	40%	30%	40%	50%	40%	35%
Wrong track	55%	56%	56%	50%	53%	64%	55%	45%	53%	57%
Not sure	7%	5%	8%	8%	8%	6%	5%	5%	5%	8%
Decline to answer	1%	*	1%	2%	--	--	--	--	2%	1%
Total N	1004	341	160	94	153	123	99	55	104	195

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	59%	59%	62%	75%	47%	47%	64%	81%	61%	58%
Unfavorable	35%	34%	31%	25%	46%	45%	32%	14%	34%	35%
Not sure/neutral	6%	6%	6%	--	7%	8%	4%	6%	4%	8%
Don't recognize	*	1%	1%	--	--	--	--	--	1%	--
Total N	1004	341	160	94	153	123	99	55	104	195

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	37%	43%	38%	32%	30%	40%	46%	51%	42%	30%
Unfavorable	42%	35%	42%	42%	55%	38%	32%	27%	36%	44%
Not sure/neutral	13%	13%	16%	15%	8%	9%	17%	16%	8%	13%
Don't recognize	9%	9%	4%	12%	7%	13%	5%	7%	11%	13%
Total N	1004	341	160	94	153	123	99	55	104	195

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	41%	40%	37%	32%	50%	51%	35%	29%	42%	43%
Unfavorable	28%	32%	29%	31%	24%	23%	40%	38%	33%	20%
Not sure/neutral	22%	19%	27%	28%	18%	18%	19%	27%	13%	24%
Don't recognize	8%	7%	6%	7%	8%	9%	6%	6%	11%	12%
Total N	1004	341	160	94	153	123	99	55	104	195

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	23%	21%	18%	31%	32%	21%	14%	21%	25%	18%
Unfavorable	30%	31%	23%	31%	39%	29%	33%	29%	27%	26%
Not sure/neutral	22%	21%	32%	17%	15%	16%	30%	24%	26%	22%
Don't recognize	25%	26%	27%	21%	14%	34%	21%	26%	21%	35%
Total N	1004	341	160	94	153	123	99	55	104	195

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.

Ed 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	5%	3%	4%	4%	13%	5%	1%	2%	5%	3%
Unfavorable	5%	5%	6%	4%	5%	4%	5%	--	8%	4%
Not sure/neutral	19%	18%	19%	23%	18%	12%	23%	18%	22%	20%
Don't recognize	71%	72%	71%	69%	64%	79%	69%	79%	64%	73%
Total N	1004	341	160	94	153	123	99	55	104	195

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 Young. 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
Absolutely certain to vote	53%	53%	51%	51%	60%	53%	45%	47%	50%	52%
Quite certain	12%	13%	16%	12%	13%	8%	19%	23%	12%	8%
Probably will vote	17%	19%	12%	20%	10%	22%	20%	12%	20%	22%
Probably will not vote	11%	8%	13%	13%	10%	7%	7%	13%	14%	12%
Certainly will not vote	5%	7%	7%	2%	4%	7%	9%	5%	1%	4%
Not sure	2%	1%	1%	3%	3%	3%	1%	--	2%	2%
Total N	1004	341	160	94	153	123	99	55	104	195

The next election for Wisconsin Governor will take place on Tuesday, November 5th.
How certain will you be to 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	34%	36%	40%	33%	29%	20%	41%	56%	34%	32%
Jim Doyle	46%	46%	39%	47%	55%	60%	40%	24%	44%	44%
None of these	6%	7%	4%	3%	7%	5%	8%	11%	6%	9%
Not sure	12%	9%	16%	17%	6%	12%	11%	8%	13%	15%
Decline to answer	2%	2%	2%	--	2%	3%	1%	2%	3%	1%
Total N	1004	341	160	94	153	123	99	55	104	195

If the election for Wisconsin Governor were held today between Scot McCallum for the Republicans and 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	31%	36%	34%	28%	21%	20%	41%	55%	32%	30%
Jim Doyle	40%	41%	35%	43%	47%	52%	40%	23%	36%	39%
Ed Thompson	7%	6%	6%	8%	12%	8%	4%	4%	9%	6%
Jim Young	4%	3%	2%	1%	5%	1%	5%	5%	7%	5%
None of these	3%	3%	5%	3%	4%	3%	--	7%	1%	2%
Not sure	14%	10%	18%	17%	10%	16%	10%	4%	13%	17%
Decline to answer	1%	2%	1%	--	2%	1%	1%	2%	2%	1%
Total N	1004	341	160	94	153	123	99	55	104	195

If the election for Wisconsin Governor were held today between Scot McCallum for the Republicans, Jim Doyle for the Democrats, Ed Thompson for the Libertarians, and Jim Young for the Green Party, 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	21%	23%	14%	25%	22%	17%	25%	26%	22%	19%
Risky	73%	72%	77%	67%	73%	76%	73%	74%	75%	75%
Not sure	6%	5%	9%	7%	5%	8%	2%	--	3%	5%
Decline to answer	1%	1%	--	2%	--	--	--	--	--	1%
Total N	1004	341	160	94	153	123	99	55	104	195

Now I'd like you to think about the stock market. 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	69%	74%	68%	66%	66%	60%	86%	94%	66%	66%
No	29%	23%	28%	33%	35%	41%	12%	7%	30%	33%
Not sure	1%	2%	3%	1%	--	--	1%	--	2%	1%
Decline to answer	1%	1%	1%	1%	--	--	1%	--	2%	1%
Total N	1004	341	160	94	153	123	99	55	104	195

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
Favor	57%	60%	52%	59%	60%	72%	53%	50%	54%	55%
Oppose	30%	28%	34%	28%	29%	18%	38%	30%	30%	32%
Not sure	12%	12%	14%	13%	11%	10%	9%	20%	15%	11%
Decline to answer	1%	1%	1%	--	--	--	1%	--	--	1%
Total N	1004	341	160	94	153	123	99	55	104	195

I would now like to ask you a few questions about reform of health care in Wisconsin. In Canada the government pays for all the costs of health care out of taxes and negotiates directly with doctors and hospitals to set fees and the type of care they offer.

If a similar plan were proposed for Wisconsin, would you favor it or oppose it?

* 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	73%	72%	70%	63%	80%	68%	79%	66%	71%	75%
Oppose	21%	23%	18%	31%	15%	28%	15%	27%	22%	20%
Not sure	6%	5%	10%	6%	5%	4%	6%	8%	7%	5%
Decline to answer	*	--	1%	--	--	--	--	--	--	--
Total N	575	203	82	55	91	89	52	28	57	107

Would you favor or oppose this plan if your state taxes had to increase to pay for it?

* 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	92%	93%	91%	96%	91%	88%	99%	93%	91%	91%
No	8%	7%	9%	4%	8%	12%	2%	7%	9%	9%
Not sure	*	--	--	--	2%	--	--	--	--	--
Total N	1004	341	160	94	153	123	99	55	104	195

Thinking about your own health care, do you currently have health insurance or not? This could be insurance that you yourself have or that another member of your household has that covers you.

* 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	78%	81%	79%	73%	86%	80%	84%	86%	80%	69%
No	21%	19%	21%	26%	14%	20%	15%	14%	20%	29%
Not sure	1%	1%	1%	1%	--	--	1%	--	1%	2%
Total N	921	316	145	90	139	108	97	52	95	178

Is the health insurance that COVERS YOU either provided by your employer or the employer of a member of 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
Satisfied	80%	78%	79%	85%	87%	76%	74%	80%	78%	78%
Not satisfied	17%	19%	18%	15%	10%	23%	23%	18%	20%	17%
Not sure	3%	2%	3%	1%	2%	1%	3%	1%	2%	5%
Decline to answer	*	1%	--	--	1%	--	--	--	1%	*
Total N	921	316	145	90	139	108	97	52	95	178

Are you satisfied with your current health insurance plan 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
Any doctor I wish	50%	48%	47%	59%	38%	46%	47%	37%	57%	60%
Doctors associated with a plan	48%	51%	50%	39%	61%	53%	52%	61%	41%	39%
Not sure	2%	1%	3%	3%	1%	1%	1%	2%	3%	1%
Decline to answer	*	*	--	--	--	1%	--	--	--	--
Total N	921	316	145	90	139	108	97	52	95	178

Does your current health insurance plan allow you to seek care from any doctor you wish or do you have to choose from a list of doctors associated with your plan?

* 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
Improved	20%	22%	27%	14%	16%	20%	19%	18%	16%	21%
Gotten worse	37%	36%	39%	31%	44%	37%	41%	42%	42%	35%
Stayed about the same	30%	32%	24%	38%	24%	39%	25%	26%	26%	35%
Not sure	12%	10%	10%	17%	16%	2%	15%	15%	16%	10%
Decline to answer	*	1%	--	--	1%	2%	1%	--	--	--
Total N	1004	341	160	94	153	123	99	55	104	195

Now I would like to ask you a few questions about water quality. During the past ten years, has water quality in Wisconsin's rivers and lakes improved, gotten worse, or stayed about the same?

* 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	37%	40%	41%	39%	28%	40%	32%	33%	36%	35%
Get worse	27%	26%	27%	22%	32%	25%	32%	27%	29%	27%
Stay about the same	30%	28%	30%	28%	32%	32%	28%	31%	24%	34%
Not sure	6%	6%	2%	11%	8%	3%	7%	9%	11%	5%
Decline to answer	*	--	--	--	1%	--	--	--	--	--
Total N	1004	341	160	94	153	123	99	55	104	195

Over the next ten years do you expect water quality in the rivers and lakes to improve, get worse, or stay about the same?

* 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	89%	92%	89%	83%	87%	95%	94%	93%	88%	86%
No	6%	4%	6%	8%	6%	3%	4%	4%	5%	7%
Maybe	1%	*	2%	4%	--	--	--	1%	1%	3%
Not sure	4%	3%	3%	6%	7%	2%	3%	3%	6%	4%
Decline to answer	*	--	--	--	--	--	--	--	--	1%
Total N	1004	341	160	94	153	123	99	55	104	195

Should the state of Wisconsin establish increasingly tough standards for water pollution, including heavy fines for cities or towns, or private employers who do not meet the standards?

* 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
More power	41%	50%	37%	43%	37%	58%	45%	45%	38%	36%
Less power	45%	39%	48%	45%	50%	33%	44%	45%	52%	45%
Not sure	13%	11%	15%	12%	12%	9%	11%	10%	10%	19%
Decline to answer	*	*	--	1%	1%	--	--	--	1%	*
Total N	1004	341	160	94	153	123	99	55	104	195

Do you think voters today have MORE POWER or LESS POWER to influence state issues and state spending than they did 20 years ago?

* 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
Voters	18%	19%	15%	23%	14%	21%	18%	20%	20%	19%
Lobbying groups	75%	72%	76%	72%	81%	70%	76%	75%	67%	75%
Both	1%	--	1%	1%	2%	--	--	--	2%	*
Not sure	7%	9%	9%	5%	4%	10%	5%	6%	12%	5%
Decline to answer	*	*	--	--	--	--	--	--	1%	--
Total N	1004	341	160	94	153	123	99	55	104	195

Who do you think has the MOST POWER to determine what the state government spends - the voters across the state, or lobbying groups?

* 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
Voters	21%	26%	16%	25%	16%	27%	24%	22%	26%	18%
Contributors	73%	68%	76%	71%	77%	68%	69%	71%	68%	76%
Both	1%	1%	1%	--	2%	--	1%	--	1%	1%
Not sure	6%	6%	7%	2%	6%	6%	6%	7%	6%	5%
Decline to answer	*	--	--	2%	--	--	--	--	--	*
Total N	1004	341	160	94	153	123	99	55	104	195

Who do you think has the MOST POWER to determine what the state government spends - the voters across the state, or those who contribute money to campaigns?

* 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
Just about always	2%	3%	1%	4%	1%	2%	2%	2%	3%	3%
Most of the time	35%	37%	31%	25%	45%	29%	37%	50%	35%	39%
Only some of the time	61%	60%	66%	65%	54%	69%	61%	49%	57%	57%
Not sure	1%	*	1%	7%	1%	--	--	--	2%	1%
Decline to answer	*	*	--	--	--	--	--	--	3%	1%
Total N	1004	341	160	94	153	123	99	55	104	195

How much of the time do you think you can trust the state government to do what is right - just about always, most of the time, or only some of the 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
Republican	27%	29%	32%	23%	20%	14%	36%	45%	25%	30%
Democrat	32%	36%	18%	34%	40%	50%	32%	12%	33%	32%
Independent	25%	23%	26%	22%	28%	21%	24%	32%	25%	25%
Other party	6%	5%	8%	10%	4%	6%	4%	4%	9%	5%
Not sure	8%	5%	15%	8%	6%	9%	4%	3%	4%	8%
Decline to answer	2%	2%	1%	4%	4%	1%	--	4%	4%	2%
Total N	1004	341	160	94	153	123	99	55	104	195

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	15%	17%	13%	11%	18%	16%	21%	8%	18%	13%
Conservative	25%	27%	27%	28%	20%	22%	25%	31%	30%	24%
Middle of the road	56%	54%	55%	57%	56%	61%	52%	55%	49%	59%
Other	1%	*	2%	--	--	1%	--	--	--	1%
Not sure	2%	1%	3%	3%	4%	1%	1%	3%	2%	2%
Decline to answer	1%	2%	1%	1%	2%	--	1%	4%	1%	1%
Total N	1004	341	160	94	153	123	99	55	104	195

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
Taxes	25%	27%	33%	24%	19%	23%	28%	22%	26%	23%
The State Budget	15%	11%	17%	15%	24%	3%	17%	25%	14%	11%
Schools/Education	10%	13%	6%	8%	13%	13%	19%	10%	7%	9%
Health Issues	8%	6%	8%	11%	8%	7%	7%	6%	10%	9%
Crime	6%	10%	5%	4%	4%	21%	5%	3%	5%	3%
Unemployment/Jobs	6%	7%	5%	4%	4%	9%	6%	7%	6%	5%
Welfare/Social Issues	4%	4%	3%	5%	4%	4%	4%	1%	7%	4%
Loss of Business/Economy	4%	2%	2%	7%	2%	2%	--	3%	4%	8%
Environmental/Recycling	2%	3%	1%	2%	2%	4%	--	1%	5%	1%
Farming	1%	*	1%	2%	1%	1%	--	--	1%	1%
Gasoline Prices/ Gasoline Taxes	*	1%	--	--	--	1%	--	--	--	--
Other	4%	4%	3%	2%	7%	2%	6%	7%	1%	4%
Nothing	2%	2%	1%	1%	1%	2%	--	2%	4%	2%
Don't Know	15%	11%	17%	16%	12%	10%	9%	13%	11%	22%
Total N	1004	341	160	94	153	123	99	55	104	195

What do you think is the single most important problem facing Wisconsin that the government should be doing something about?

* 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.