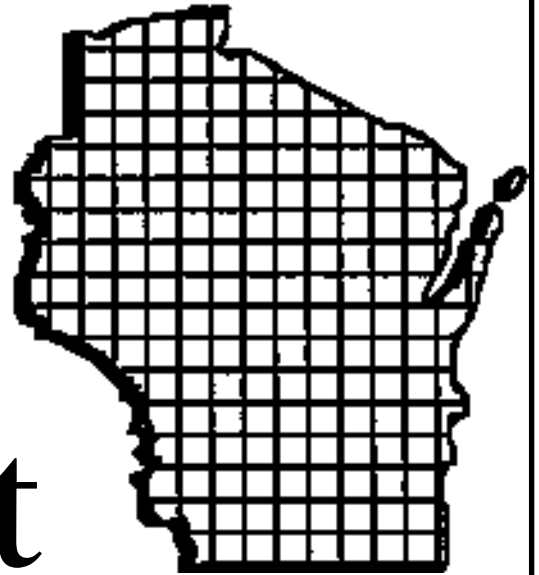


Wisconsin

Policy
Research
Institute
Report



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**THE WISCONSIN
CITIZEN SURVEY**

SEPTEMBER 2004

A Survey of Wisconsin Public Opinion

REPORT FROM THE PRESIDENT:

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

In our data on the Presidential race, one of the important findings was the gap in personal favorability between George W. Bush and John Kerry. George W. Bush had a favorable ranking of 55% versus 42% unfavorable for a net plus of 13%. For John Kerry the numbers are almost reversed: 52% had an unfavorable opinion of him versus a 41% favorable, a minus 11%. For John Kerry to carry Wisconsin, he will have to find a way to improve his favorability ratings throughout the state. It would also be fair to point out that four years ago George W. Bush had a similar lead against Al Gore with approximately three weeks to go until the election.

We also asked for opinions of not only Wisconsin elected officials, but also local sports figures. Not surprisingly, Brett Favre was without question the most popular Wisconsin person in our survey. His favorables were 75% to 9% unfavorable. Herb Kohl, Jim Doyle and Russ Feingold continue to have higher favorable than unfavorable ratings in our survey. An individual with some potential problems in the future is Attorney General Peg Lautenschlager, whose unfavorables are almost double the favorables.

Another part of the survey was how Wisconsin residents viewed various occupations and issues. Two and a half years ago we asked respondents to rate various occupations in terms of ethics and honesty. In this 2004 survey the people rated highest were firefighters at 88%, the U.S. military at 78%, and Wisconsin National Guardsmen at 77%. Other occupations that also were highly respected were teachers, policemen and medical doctors.

On state issues, taxes and health care continue to be a major concern along with the question of jobs for the future. A huge majority of Wisconsin residents (67% to 24%) favor a constitutional amendment to limit state and local spending, and 80% think it should be legal for Wisconsin residents to buy prescription drugs from Canada. It appears to us that there is a synergy to these two results in that residents are telling elected officials that they want to pay less state and local taxes, as well as reduce their costs for prescription drugs.

This poll indicates that over the next year Wisconsin residents will be very serious about the question of how much money is taken from them either for taxes or for health care and prescription drugs. Is Wisconsin government listening?



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SEPTEMBER 2004

GORDON S. BLACK, PH.D.

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INTRODUCTION

The following report presents results from the twenty-fourth statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc (WPRI). The survey was conducted from September 22nd to September 26th, 2004. The topics discussed with residents included their preferences in the Presidential and Senate contests, views about state spending and taxes, health care, and their views of public officials and people in a diverse set of occupations.

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 towards the police. Topics covered in previous surveys and revisited in this one included crime, the environment, nuclear power, landfills and the performance of major state institutions.

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

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

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

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

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

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

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

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

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

The eighteenth survey was conducted from July 22 through July 28, 1999. The survey explored residents' 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 residents' 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 twenty-second survey was conducted from September 26 through September 29, 2002, shortly after the one-year anniversary of 9/11. Among the topics covered were residents' views about the 2002 statewide elections, health insurance, water quality, the Wisconsin economy, and investment behavior.

In 2003 we explored residents' views about public figures including President George W. Bush and former governor Tommy Thompson, major issues facing the state, local property taxes, health care, the Wisconsin economy and investment behavior. This survey, the twenty-third in our ongoing series, was conducted from October 6 through October 12, 2003.

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 602 Wisconsin residents who are 18 years of age and older. The sample was drawn from a list of telephone numbers generated by a computer. This method includes both unlisted numbers and new listings in proportion to their representation in the population. Nearly every number was called at least three times before the number was discarded. This process, and the sampling itself, is controlled by a Computer Aided Sampling (CAS) System, which monitors the entire process to insure that callbacks are made at appropriate times and that numbers are sampled correctly.

The methodology is the same process that Harris Interactive employs in its telephone election surveys. The demographic profile of the sample of residents surveyed was compared against 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 insure an approximately equal division.

A survey of 602 randomly selected residents has a margin of error of plus or minus 4 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 46% and 54%, 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 forty 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.

PRESIDENT BUSH LEADS IN PRESIDENTIAL RACE

As of late September, President George W. Bush holds a 50% to 40% lead in Wisconsin over Senator John Kerry, with Ralph Nader at 6% as the two candidates prepare for their first debate. President Bush leads in the race primarily because he is seen in a more favorable light personally than Senator Kerry, and because he is seen as likely to do a better job on the war in Iraq and the war on terrorism.

At this point in the campaign President Bush has done a somewhat better job of nailing down support among key demographic and political constituencies that he needs to win than has Senator Kerry. For instance, President Bush leads among Republicans by 96% to 2% for Senator Kerry, while Senator Kerry leads among Democrats by 86% to 7%. The two candidates are essentially tied among Independents at 44% for Bush and 43% for Kerry.

Ralph Nader appears to be obtaining most of his support from groups that lean towards Senator Kerry or are more or less evenly disposed towards both candidates. For instance, only 1% of Republicans support Nader as compared to 4% of Democrats and 9% of Independents.

The table below and on the following page shows in detail the patterns of preferences in the Presidential race for key political and social groups in the state.

**SUPPORT FOR PRESIDENTIAL CANDIDATES AMONG KEY GROUPS OF VOTERS
(PERCENTAGES SHOULD BE READ ACROSS)**

Presidential Preference:	Bush	Kerry	Nader	Undecided	None of these	Decline to State
Republicans	96%	2%	1%	1%	0%	0%
Democrats	7%	86%	4%	1%	1%	1%
Independents	44%	43%	9%	3%	1%	1%
Conservatives	83%	11%	6%	0%	0%	0%
Liberals	11%	85%	3%	0%	1%	0%
Middle-of-the-Road	42%	45%	6%	5%	1%	1%
Men	58%	34%	6%	1%	1%	0%
Women	42%	46%	5%	5%	1%	1%
Protestants	56%	37%	4%	1%	0%	1%
Catholics	51%	37%	7%	5%	0%	0%
Single	41%	45%	9%	5%	1%	0%
Divorced/Widowed	47%	45%	5%	2%	0%	1%
Married	54%	37%	5%	3%	1%	1%
18-24	50%	41%	9%	0%	0%	0%
25-34	51%	37%	6%	5%	0%	0%
35-44	52%	36%	6%	4%	1%	1%
45-54	49%	38%	8%	4%	1%	1%
55-64	52%	37%	5%	4%	2%	1%
65 and Older	44%	51%	2%	1%	1%	2%

Note: Percentages may not sum to 100 due to rounding.

SUPPORT FOR PRESIDENTIAL CANDIDATES AMONG KEY GROUPS OF VOTERS, CONTINUED

(PERCENTAGES SHOULD BE READ ACROSS)

Presidential Preference:	Bush	Kerry	Nader	Undecided	None of these	Decline to State
City of Milwaukee	26%	56%	7%	8%	1%	1%
Milwaukee Suburbs	58%	30%	6%	4%	0%	2%
Green Bay Area	53%	35%	7%	1%	3%	0%
La Crosse/Eau Claire Area	52%	40%	6%	0%	1%	0%
Madison Area	39%	55%	3%	0%	1%	2%
Attend High School	64%	36%	0%	0%	0%	0%
Graduate High School	45%	44%	5%	4%	1%	0%
Attend College	50%	38%	6%	4%	1%	0%
Graduate College	52%	39%	5%	2%	1%	1%
\$15,000 or Less	25%	51%	13%	10%	0%	0%
\$15,001 to \$30,000	30%	58%	9%	2%	0%	1%
\$30,001 to \$50,000	52%	42%	4%	2%	1%	0%
\$50,001 to \$75,000	51%	39%	5%	3%	1%	1%
Over \$75,000	63%	26%	5%	5%	1%	0%
Country Moving in Right Direction	83%	10%	3%	4%	0%	0%
Off on Wrong Track	65%	23%	8%	2%	2%	1%
State Economy Will Improve	66%	29%	0%	3%	1%	1%
State Economy Will Stay the Same	48%	41%	6%	4%	1%	0%
State Economy Will Get Worse	37%	47%	13%	3%	1%	0%

Note: Percentages may not sum to 100 due to rounding.

Voters Have Favorable Impression of President Bush and Unfavorable Impression of John Kerry

A 55% to 42% majority of Wisconsin voters has a favorable opinion of President George W. Bush. Senator John Kerry is viewed favorably by 41% and unfavorably by 52%. Ralph Nader is viewed favorably by 27% while 52% have an unfavorable opinion.

In October 2000, Bush's popularity among those likely to vote was very similar to his numbers today: 52% had a favorable opinion of him and 41% had an unfavorable opinion, with 7% Neutral or Not Recognizing his name. Senator Kerry's ratings are lower than Al Gore's at a roughly similar point in the 2000 campaign. In October 2000 45% of Wisconsin residents viewed Al Gore favorably and 48% viewed him unfavorably, with 7% undecided. Our 2000 survey was conducted after the debates while this year's survey was conducted just before the debates. Kerry's favorability is also substantially lower than Bill Clinton's 59% favorable rating in 1996 (among all residents but results for voters were probably very similar).

The following table shows perceptions of the two major party candidates for President for major demographic and social groups in the state.

VIEWS OF PRESIDENT BUSH AND SENATOR KERRY AMONG VOTERS
(PERCENTAGES SHOULD BE READ ACROSS)

	Opinions of President Bush			Opinions of Senator Kerry		
	Favorable	Unfavorable	Neutral or Did Not Recognize	Favorable	Unfavorable	Neutral or Did Not Recognize
Republicans	97%	3%	0%	5%	91%	3%
Democrats	10%	88%	1%	82%	12%	6%
Independents	53%	44%	2%	44%	50%	6%
Conservatives	84%	16%	0%	12%	83%	6%
Liberals	13%	87%	0%	83%	15%	2%
Middle-of-the-Road	51%	44%	5%	47%	44%	9%
Men	61%	36%	3%	36%	58%	6%
Women	50%	47%	3%	45%	46%	9%
Protestants	61%	38%	2%	36%	57%	7%
Catholics	58%	38%	4%	36%	55%	9%
Single	46%	49%	5%	48%	45%	7%
Divorced/Widowed	49%	50%	1%	50%	44%	6%
Married	60%	36%	3%	35%	57%	8%
18-24	56%	44%	0%	42%	56%	2%
25-34	54%	40%	5%	36%	54%	10%
35-44	61%	35%	4%	35%	55%	10%
45-54	54%	43%	3%	44%	50%	6%
55-64	55%	41%	4%	39%	54%	7%
65 and Older	51%	48%	0%	49%	44%	6%
City of Milwaukee	26%	66%	8%	61%	31%	8%
Milwaukee Suburbs	69%	31%	0%	30%	63%	8%
Green Bay Area	59%	38%	3%	37%	56%	7%
La Crosse/Eau Claire Area	56%	44%	0%	39%	60%	1%
Madison Area	42%	53%	5%	52%	40%	8%

Note: Percentages may not sum to 100 due to rounding.

VIEWS OF PRESIDENT BUSH AND SENATOR KERRY AMONG VOTERS, CONTINUED
(PERCENTAGES SHOULD BE READ ACROSS)

	Opinions of President Bush			Opinions of Senator Kerry		
	Favorable	Unfavorable	Neutral or Did Not Recognize	Favorable	Unfavorable	Neutral or Did Not Recognize
Attend High School	64%	36%	0%	36%	64%	0%
Graduate High School	52%	44%	4%	44%	47%	8%
Attend College	58%	38%	4%	39%	55%	6%
Graduate College	54%	44%	1%	38%	53%	10%
\$15,000 or Less	34%	58%	8%	48%	39%	13%
\$15,001 to \$30,000	41%	55%	3%	61%	33%	6%
\$30,001 to \$50,000	56%	40%	4%	38%	55%	7%
\$50,001 to \$75,000	55%	44%	1%	38%	54%	8%
Over \$75,000	67%	31%	2%	33%	60%	7%
Country Moving in Right Direction	87%	10%	3%	15%	78%	6%
Off on Wrong Track	29%	68%	3%	62%	30%	8%
State Economy Will Improve	70%	28%	2%	29%	66%	5%
State Economy Will Stay the Same	54%	42%	4%	41%	51%	8%
State Economy Will Get Worse	43%	53%	5%	51%	40%	8%

Note: Percentages may not sum to 100 due to rounding.

Strong Leadership and Electing Someone Who Cares about Same Issues are Most Important Factors in Selecting a President

We asked residents who expected to vote to choose from six factors the one that would be the most important consideration for them when choosing a President this year. The overall results are shown in the chart on the next page.

The most interesting difference between Kerry and Bush supporters is the relative importance they place on strong leadership and the candidate's views on the war on Iraq. For Bush supporters, the most commonly cited consideration is providing strong leadership (36%). Only 8% selected views on the war in Iraq (10% selected the war on terror). Only 13% of Kerry supporters chose strong leadership while 22% selected views on the war in Iraq (and 5% the war on terror).

MOST IMPORTANT CONSIDERATION AMONG VOTERS WHEN SELECTING A PRESIDENT

	Bush Supporters	Kerry Supporters	All Expecting to Vote
Providing Strong Leadership for the Nation	36%	13%	23%
Electing Someone Who Cares About the Same Issues As You Do	21%	24%	22%
Keeping the Economy Strong and Growing	17%	18%	18%
Their Views on the War in Iraq	8%	22%	14%
Their Views on the War on Terror	10%	5%	8%
Reforming the Healthcare System	6%	14%	10%
Other	0%	2%	1%
Not Sure	1%	2%	2%

**Bush Seen as Stronger Than Kerry on War in Iraq and on Terror
-- Kerry's Relative Position is Stronger on Domestic Issues --**

President Bush is seen as likely to do a better job than Senator Kerry on the war in Iraq by a 55% to 36% margin, and he is also seen as likely to do a better job on the war on terror by a 57% to 34% margin. On domestic issues, the candidates are tied at 44% when voters are asked which one will do a better job of keeping the economy growing. Senator Kerry leads President Bush by 52% to 35% when voters are asked which candidate will do a better job of reforming the health care system.

As one might expect, partisanship plays a role in shaping these perceptions: Democrats and Republicans tend to see their candidate as stronger. Bush's dominance over Kerry on the two wars is mainly due to his ability to persuade Independents that he can do a better job than Kerry. When voters turn to domestic issues, this advantage for Bush among Independents vanishes. The key results are as follows:

- **War in Iraq:** 54% of Independents think Bush will do the best job as compared to 35% who think Kerry will. Among Republicans, the results are 95% Bush and 3% Kerry. Among Democrats the results are 78% Kerry and 12% Bush.
- **War on Terror:** 54% of Independents think Bush will do the best job as compared to 34% who think Kerry. Among Republicans, the results are 97% Bush and 2% Kerry. Among Democrats the results are 78% Kerry and 16% Bush.
- **Keeping the Economy Strong and Growing:** Among Independents, 42% favor Bush and 40% Kerry. Among Republicans, 87% favor Bush and 8% Kerry. Among Democrats, 89% favor Kerry and 4% Bush.
- **Reforming the Health Care System:** Among Independents, 32% favor Bush and 55% Kerry. Among Republicans, 70% favor Bush and 15% Kerry. Among Democrats, 94% Kerry and 2% Bush.

These results, when viewed together with the importance that a significant number of Wisconsin residents place on strong leadership, help us understand the shape of the race and the way the candidates have campaigned. With active wars underway overseas, there is an atypical focus in this election on foreign affairs and defense. For Kerry to win he has to persuade Independents that he can provide the leadership they want. Hence his continued focus on an issue, Iraq, that is currently a relative weakness for him and his recent insistence that the two wars — in Iraq and on terror — are not succeeding. For Bush, the wars burnish his reputation for leadership and it is essential, if they are to continue to do so, that they be perceived as successful.

Bush is Being Neither Helped nor Hurt by Changing Perceptions about the Direction of the Country or the Economy

Over the last year the views that Wisconsin residents hold about the direction of the country and the economy having changed hardly at all. The economy has not improved enough to give the President's campaign a significant boost. By the same token, the lack of change has not permitted Senator Kerry to capitalize on the economy as much as his campaign thought might be possible last winter and early spring. The stability of perceptions on the economy makes it more difficult for candidates to find strong story lines to build upon for their campaigns and helps create an environment in which foreign affairs can become more important than is usually the case.

As the table below will show, aside from an atypical result in March 2002, shortly after the height of the fighting in Afghanistan, most Wisconsin residents have believed that the country was off on the wrong track throughout George W. Bush's term. This is still true today, although the results from this poll are slightly more optimistic than in the past. The voters in our current survey have very similar views to those of all residents: 44% think the country is moving in the right direction and 52% think it is off track. So we believe that the trends for voters over the years are likely very similar to those for all residents.

WISCONSIN RESIDENTS' VIEWS ABOUT DIRECTION OF THE COUNTRY - 1993-2004

Direction of: Country	Nov 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	Mar 2002	Sept 2002	Oct 2003	Sept 2004
Moving in Right Direction	21%	21%	29%	39%	45%	46%	50%	45%	38%	57%	38%	39%	44%
Off on the Wrong Track	75%	74%	65%	55%	49%	49%	42%	48%	56%	38%	55%	54%	52%
Undecided	4%	5%	6%	6%	6%	5%	8%	7%	6%	5%	7%	7%	4%

Note: Percentages may not sum to 100% due to rounding.

It is also useful to note that perceptions of the country's direction do not always track closely with election outcomes when an incumbent is running. As the table above shows, in 1996 more Wisconsin residents thought the country was off on the wrong track than feel this way today, yet Bill Clinton easily won in Wisconsin.

Wisconsin residents' opinions about the direction of the state economy and their own finances have also changed very little in the past year. Since 2003 a small movement in a positive direction can be detected but it is well within the range that sampling error would lead us to expect in a time series of this nature. It is certainly not large enough to have had a major impact on the campaign.

Voters in our sample had views about the economy that were nearly identical to that of all residents:

- 29% expected the economy to improve, 46% expected it to stay the same, and 21% expected it to get worse.
- 32% expected their own economic circumstances to improve, 53% expected them to stay the same, and 12% expected them to get worse.

Feingold Leads Michels in Senate Race

Among Wisconsin residents who expected to vote in November, Russ Feingold led Tim Michels by 52% to 39%. One reason for this lead is that Feingold is favorably viewed by residents who expect to vote and is better none than Michels. Overall, Feingold is viewed favorably by 52% of those who expect to vote and unfavorably by 34% with the balance of 14% either neutral or not recognizing his name. By contrast 51% of residents who expected to vote did not have an opinion about Michels, 33% viewed him favorably and 16% unfavorably.

As of late September, this race was already beginning to polarize along partisan lines. Among Democrats, Feingold led 88% to 7% while Michels led among Republicans by 76% to 18%. Independents favored Feingold by 54% to 34%. Similarly, 86% of liberals favor Feingold and 6% favor Michels, while 70% of conservatives favor Michels and 23% Feingold. Among middle-of-the-road voters, Feingold leads 59% to 31%. Although there is certainly the potential for this race to get closer as voters learn more about Michels, the shape of the race in late September, given Feingold's appeal to Independents and to a noticeable segment of Republicans and conservatives, suggests that Michels will be scoring an upset if he wins the election.

WISCONSIN RESIDENTS' ATTITUDES TOWARDS THE STATE ECONOMY - 1989-2004

Expected Trend in State Economy																	
	Sept 1989	Sept 1990	Sept 1991	Sept 1992	May 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003	Sept 2004
Improve	29%	19%	24%	36%	25%	26%	23%	26%	25%	24%	24%	23%	20%	39%	23%	31%	29%
Stay Same	51%	50%	51%	45%	52%	54%	58%	57%	61%	63%	61%	61%	48%	34%	45%	41%	46%
Get Worse	15%	27%	22%	15%	20%	18%	15%	12%	12%	11%	12%	13%	29%	24%	27%	24%	21%

WISCONSIN RESIDENTS' ATTITUDES TOWARDS THE STATE ECONOMY - 1989-2004

Expected Trend in Family Circumstances																	
	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	Oct 2003	Sept 2004
Improve	37%	29%	32%	33%	28%	32%	33%	34%	33%	37%	34%	36%	30%	38%	32%	31%	32%
Stay Same	53%	57%	56%	55%	56%	56%	58%	56%	57%	55%	57%	53%	56%	54%	55%	54%	53%
Get Worse	8%	13%	10%	9%	13%	11%	8%	8%	8%	7%	7%	10%	13%	7%	10%	13%	12%

WISCONSIN RESIDENTS FAVOR CONSTITUTIONAL AMENDMENT TO LIMIT SPENDING

By better than a two-to-one majority (67% to 24%, with the balance undecided) Wisconsin residents favor a state constitutional amendment limiting increases in spending by both state and local governments to the rate of inflation. Residents also prefer balancing the state budget by cutting spending rather than by increasing taxes. At the same time, health care remains a major concern of residents, and 80% think it should be legal for Wisconsin residents to buy prescription drugs from Canada.

Support for a constitutional amendment is widespread across the state, obtaining majority support even in the City of Milwaukee (55%) and the Madison area (58%). A majority (56%) of Democrats support the amendment as do even larger majorities of Independents (69%) and Republicans (76%). Even among liberals more favor (46%) than oppose (34%) an amendment (with 20% undecided).

In addition to supporting a constitutional amendment, Wisconsin residents continue to prefer that the state cut spending (78%) rather than raise taxes (14%) as a way of assuring a balanced budget. These percentages are nearly identical to those we reported in March of 2001 (79% vs. 11%). As the table below shows, underlying the reluctance on the part of most residents to increase taxes as a means to balance the state budget is the persistent view on the part of the majority of residents that state spending is too high.

Residents also tend to believe, though by a less commanding margin, that local governments spend too much. Local property taxes also continue to be seen as too high, also an opinion of long standing among residents.

RESIDENTS' ATTITUDES TOWARDS LOCAL SPENDING AND TAXES

	Jan 1988	Sept 1988	Jan 1989	Sept 1990	Sept 1991	Jan 1992	Nov 1992	May 1993	Aug 2001	March 2002	Oct 2003	Sept 2004
State Government Spending of Tax Dollars												
Too Much	53%	53%	52%	47%	N.A.	59%	49%	N.A.	54%	59%	N.A.	59%
About Right	31%	29%	28%	37%	N.A.	21%	27%	N.A.	28%	24%	N.A.	28%
Too Little	6%	5%	7%	7%	N.A.	8%	8%	N.A.	7%	8%	N.A.	6%
Local Government Spending of Tax Dollars												
Too Much	43%	45%	44%	47%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	50%	45%
About Right	43%	41%	39%	37%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	33%	43%
Too Little	8%	8%	8%	7%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	7%	7%
Local Property Taxes in Your Community												
Too High	N.A.	N.A.	N.A.	N.A.	67%	70%	63%	72%	N.A.	N.A.	65%	64%
About Right	N.A.	N.A.	N.A.	N.A.	25%	23%	29%	21%	N.A.	N.A.	29%	31%
Too Low	N.A.	N.A.	N.A.	N.A.	1%	1%	1%	1%	N.A.	N.A.	1%	1%

N.A.: Not asked.

Taxes and Health Care Top State Issues for Residents

Taxes and health care are the issues of most concern to state residents in our most recent poll. We measure the issue concerns of residents in two ways. First, we ask them to tell us in their own words what they think is the single most important issue facing Wisconsin that they think the state government should be dealing with. Then we ask them to choose, from a list of six issues that we read to them, the issue that they think needs the most attention from the Wisconsin state government at the present time.

The chart on the next page shows how Wisconsin residents have answered the open-ended question since 1988. As can be seen from the chart, the last year has seen a sharp increase in concern about Health Issues. The levels of concern about Taxes and Unemployment/Jobs have remained more or less constant. Fewer residents expressed concern about Government Issues/State Budget. It is also interesting to note that though gasoline prices have remained high, this is not an issue that comes up when residents talk about state problems.

We briefly summarize in the following paragraphs some of the more interesting findings regarding which groups in the state are concerned about the more frequently mentioned issues.

- Taxes tend to be mentioned as a key issue more often by Republicans (27%) and conservatives (27%) and residents with household incomes of \$75,000 or more (29%) than by other groups. For instance, only 10% of Democrats and 12% of Independents mention taxes. However, while only 2% of liberals mention taxes, they are the top issue for 16% of middle-of-the-road residents. Among residents earning under \$75,000 less than 20% mention taxes.
- Health care is a concern especially for those with very low incomes (\$15,000 or less) of whom 30% say it is the most important issue facing the state. Democrats are also more likely to cite it as an issue (25%) than are either Independents (16%) or Republicans (13%). Liberals (21%) and middle-of-the-road residents (20%) are more likely to cite it as an issue than are conservatives.
- Concern about unemployment and jobs tends to be concentrated in Green Bay (23%) and the City of Milwaukee (20%) as compared to other areas of the state. In the Milwaukee suburbs in particular it is not a major concern; only 4% mention it as the key issue facing the state.

The chart below shows the issues that emerged as the major concerns of residents when we read them a list of six potential issues. We changed the list this year by adding “Placing Spending Limits on Wisconsin Government Agencies” and dropping “Ethics of Wisconsin’s State and Local Officials.” We include the trend data from recent prior years because it shows that the levels of concern about most of the items in the list have remained reasonably stable over time and were not substantially affected by this change.

ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT

	March 2002	Sept 2002	Oct 2003	Sept 2004
Controlling Health Care and Prescription Costs	28%	29%	33%	35%
Improving the State’s Economy	18%	20%	23%	17%
Improving Public Education	16%	18%	18%	15%
Reforming the Tax System	20%	21%	17%	12%
Placing Spending Limits on Wisconsin Government Agencies	N.A.	N.A.	N.A.	11%
Security from Terrorist Attacks	4%	5%	3%	7%
Ethics of Wisconsin’s State and Local Officials	6%	7%	4%	N.A.

N.A.: Not asked.

The issue concerns of residents are shaped in part by their political beliefs. Republicans and conservatives tend to place more emphasis on taxes and controlling spending as well as on security. Democrats and liberals place more emphasis on health care, public education, and the state economy. The table on page 14 summarizes the key differences; Independents and middle-of-the-road residents tend to be in between the other groups in their views.

MOST IMPORTANT STATE PROBLEM 1988 – 2004

	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	Oct 2003	Sept 2004
Taxes	33%	28%	28%	33%	26%	30%	19%	20%	16%	21%	18%	24%	17%	24%	25%	22%	17%
Health Issues	0%	2%	2%	2%	8%	8%	10%	3%	3%	2%	4%	5%	6%	9%	8%	9%	17%
Unemployment/Jobs	11%	8%	4%	6%	13%	6%	5%	4%	5%	3%	3%	2%	2%	4%	6%	16%	16%
Schools/Education	4%	3%	4%	7%	7%	11%	6%	10%	10%	10%	10%	11%	8%	12%	10%	7%	8%
Loss of Business/Economy	9%	6%	3%	5%	7%	4%	2%	1%	1%	1%	1%	1%	1%	2%	4%	5%	6%
Crime	5%	6%	21%	15%	13%	10%	22%	19%	22%	17%	16%	12%	9%	9%	6%	6%	5%
Government Issues/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%	13%	5%
Environment/Recycling	4%	9%	9%	7%	4%	4%	2%	2%	2%	5%	5%	3%	4%	6%	2%	1%	2%
Welfare/Social Issues	14%	19%	9%	8%	10%	13%	18%	19%	17%	16%	11%	11%	6%	5%	4%	6%	3%
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%	1%	0%

Note: Prior to 2002 the percentage of respondents giving Government Issues or the State Budget as the most important problem was under 5% and not reported by us. Similarly, only in June 2000 has Gasoline Prices/Gasoline Taxes been a major concern of residents.

ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT

(Percentage of Each Group Selecting Issue)

	Political Party Identification			Political Belief		
	Democrats	Independents	Republicans	Liberals	Middle-of-the-Road	Conservatives
Controlling Health Care and Prescription Costs	40%	38%	28%	36%	40%	26%
Improving the State's Economy	22%	18%	12%	24%	18%	11%
Improving Public Education	24%	12%	8%	27%	12%	14%
Reforming the Tax System	6%	12%	20%	6%	11%	19%
Placing Spending Limits on Wisconsin Government Agencies	1%	11%	21%	2%	10%	17%
Security from Terrorist Attacks	3%	7%	10%	4%	5%	12%

Eighty Percent of Residents Think It Ought to be Legal to Buy Prescription Drugs from Canada -- Residents Continue to Favor Canadian-Style Health Plan --

Wisconsin residents by a very strong 80% to 17% margin, with the balance undecided, think that it ought to be legal to buy prescription drugs from Canada. Support for this view is consistent and strong across every demographic and political group in the state. It appeals only somewhat more to liberals (88%) than to conservatives (72%). It is also only somewhat more appealing to Democrats (84%) than to Republicans (75%).

A majority (57%) of Wisconsin residents also supports a Canadian-style health care 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 fees and the type of care they offer. This represents a slight decline from the peak level of support of 62% in October 2003. However, it is in line with the 57% support we found in September 2002 and higher than the 52% support this idea had in November 1993.

Support for a Canadian-style plan varies considerably across demographic and political groups in the state. Some of the key differences include:

- Support is higher in La Crosse/Eau Claire (61%) and the City of Milwaukee (63%) than in other parts of the state.
- Support is lower (44%) among those 65 years of age or older than among other age groups.
- Among Democrats, 70% are in favor, as compared to 64% of Independents and 37% of Republicans. Among liberals, 85% favor the plan, as do 60% of middle-of-the-road residents and 39% of conservatives.
- Women (60%) are more likely to favor a Canadian-style plan than men (54%).
- Renters (73%) are more supportive than homeowners (52%).

Wisconsin Residents Gradually Becoming More Optimistic About Direction of the State

Wisconsin residents are gradually becoming more optimistic about the direction of the state. As the table below shows, for the first time since 2001, a majority (51%) of residents say the state is moving in the right direction. While far from the levels of the mid- to late-nineties, this nevertheless represents a gradual but noticeable improvement.

Optimism is strongest in the Milwaukee suburbs where 63% of residents think the state is heading in the right direction. Optimism is weakest in the City of Milwaukee where only 43% think the state is heading in the right direction.

Among Democrats only 39% think the state is heading in the right direction as compared to 60% of Independents and 58% of Republicans. However, liberals are slightly more optimistic (53%) about the direction of the state than conservatives (48%), with middle-of-the-road residents having the same views as liberals (53% think the state is heading in the right direction).

WISCONSIN RESIDENTS' VIEWS ABOUT DIRECTION OF THE STATE 1993-2004

Direction of Wisconsin:	Nov 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	Mar 2002	Sept 2002	Oct 2003	Sept 2004
Moving in Right Direction	55%	53%	62%	68%	68%	74%	74%	68%	57%	45%	45%	47%	51%
Off on the Wrong Track	41%	41%	31%	26%	26%	21%	20%	24%	34%	47%	45%	42%	37%
Undecided	4%	6%	7%	6%	6%	5%	6%	7%	7%	8%	10%	11%	11%

Fewer Residents See The Stock Market as a Risky Investment

Residents' confidence in the stock market as a safe investment has continued to grow in the past year and now is at levels not seen in three years, though still short of the highs recorded in the late 1990s. The table below places the 35% of residents who today see the stock market as a safe investment in that historical context. It also shows that changes in perception of risk tend to be significantly larger than changes in the percentages of Wisconsin residents with some type of investment that is likely keyed to the market.

WISCONSIN RESIDENTS AND INVESTING BEHAVIOR 1998-2004

Stock Market Is Generally A:	Aug 1998	July 1999	June 2000	Aug 2001	Sept 2002	Oct 2003	Sept 2004
Safe Investment	41%	38%	41%	36%	21%	28%	35%
Risky Investment	53%	56%	50%	59%	73%	64%	61%
Not Sure/Decline to Answer	6%	6%	9%	5%	6%	7%	4%
Wisconsin Residents With Money Invested in Mutual Funds, Individual Stocks, or Pension Plans	71%	71%	71%	72%	69%	67%	69%

Perceiving the stock market as risky does not mean that individuals do not have investments. Among those who think the stock market is risky, 61% have investments in mutual funds, individual stocks and/or pension plans, as compared to 86% of those who think the stock market is safe.

FIREFIGHTERS, U.S. MILITARY, WISCONSIN NATIONAL GUARDSMEN RATED HIGHEST IN HONESTY AND ETHICS

Wisconsin residents admire the honesty and ethics of firefighters and the military more than other groups in society. Residents also have more favorable opinions of athletes like Brett Favre, Bonnie Blair, and Paul Hamm than they do of public officials, although most public officials are viewed favorably by a majority of residents.

As the table on the next page shows, residents rate public servants as most honest and ethical, with firefighters, the U.S. Military, and Wisconsin National Guardsmen ranking slightly higher than teachers or policemen. Doctors and clergy occupy a middle position, with labor union leaders, politicians, journalists, corporate executives, and car salesmen at the bottom. These views are essentially identical to those expressed by residents in March 2002 indicating that events since that time have not fundamentally changed perceptions of different occupations.

RATINGS OF ETHICS OF PEOPLE IN DIFFERENT FIELDS

% Rating Occupation Very High or High

	March 2002	September 2004
Firefighters	89%	89%
US Military	76%	78%
Wisconsin National Guardsmen	Not Asked	77%
Teachers	62%	72%
Policemen	64%	69%
Medical Doctors	64%	66%
Clergy	59%	54%
Accountants	34%	33%
Labor Union Leaders	17%	23%
Wisconsin Politicians	15%	21%
Journalists	22%	18%
Corporate Executives	14%	12%

Views about the ethics and honesty of some fields is affected by political belief. Liberals, for instance, tend to be less likely than middle-of-the-road residents and conservatives to rate the military and police as very high or high.

- 52% of liberals rate the U.S. Military as very high or high as compared to 81% of middle-of-the-road and 87% of conservative residents.
- 43% of liberals rate the police as very high or high as compared to 71% of middle-of-the-road and 78% of conservative residents.
- 59% of liberals rate Wisconsin National Guardsmen as very high or high as compared to 79% of middle-of-the-road and 85% of conservative residents.

On the other hand, nearly as many liberals (83%) rate firefighters as very high or high as do middle-of-the-road (90%) and conservative (89%) residents.

When it comes to teachers, conservatives (68%) are less likely than liberals (85%) or middle-of-the-road residents (72%) to rate their ethics and honesty as very high or high. Conservatives (12%) also rate the ethics and honesty of labor union leaders less highly than do liberals (36%) or middle-of-the-road residents (26%). Journalists also rank lower with conservatives (12%) than with either liberals (25%) or middle-of-the-road residents (19%). But conservatives hardly differ from other groups in their views about Corporate Executives (17% very high or high for conservatives as against 11% for other residents).

**Wisconsin Athletes Viewed Highly Favorably
-- Most Public Officials Also Viewed Positively Though Less So --**

Over the last decade we have asked Wisconsin residents to tell us their opinions about their elected officials, including the possibility that they don't even recognize their names. During that time we have found that most public officials tend to be viewed positively by most residents.

With the Olympics just concluded and football season beginning, we thought it would be interesting to see how residents viewed some of Wisconsin's leading figures from the athletic world past and present. The results are shown in the table on the next page.

Brett Favre clearly emerges as both the most widely known and the most attractive figure, with three-fourths of residents having a favorable view. Paul Hamm is also viewed highly favorably by those who have heard of him, as is Bonnie Blair. It is an indication of the relative ranking of the Olympics as compared to football among Wisconsin residents that most Wisconsin residents indicate that they do not have an opinion either way about the latter two athletes. Bud Selig is clearly the least popular of the figures from the athletic world that we asked about.

IEWS OF ATHLETIC FIGURES

Brett Favre

Favorable	75%
Unfavorable	9%
Neutral/Did Not Recognize Name	16%

Paul Hamm

Favorable	28%
Unfavorable	5%
Neutral/Did Not Recognize Name	67%

Bonnie Blair

Favorable	35%
Unfavorable	5%
Neutral/Did Not Recognize Name	60%

Bud Selig

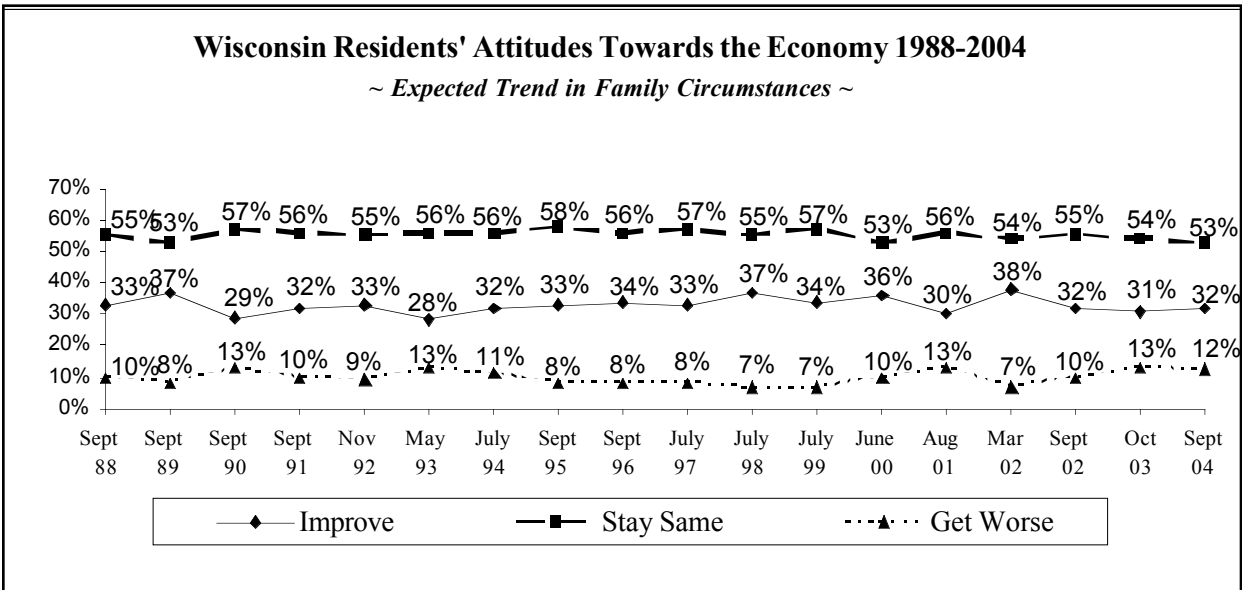
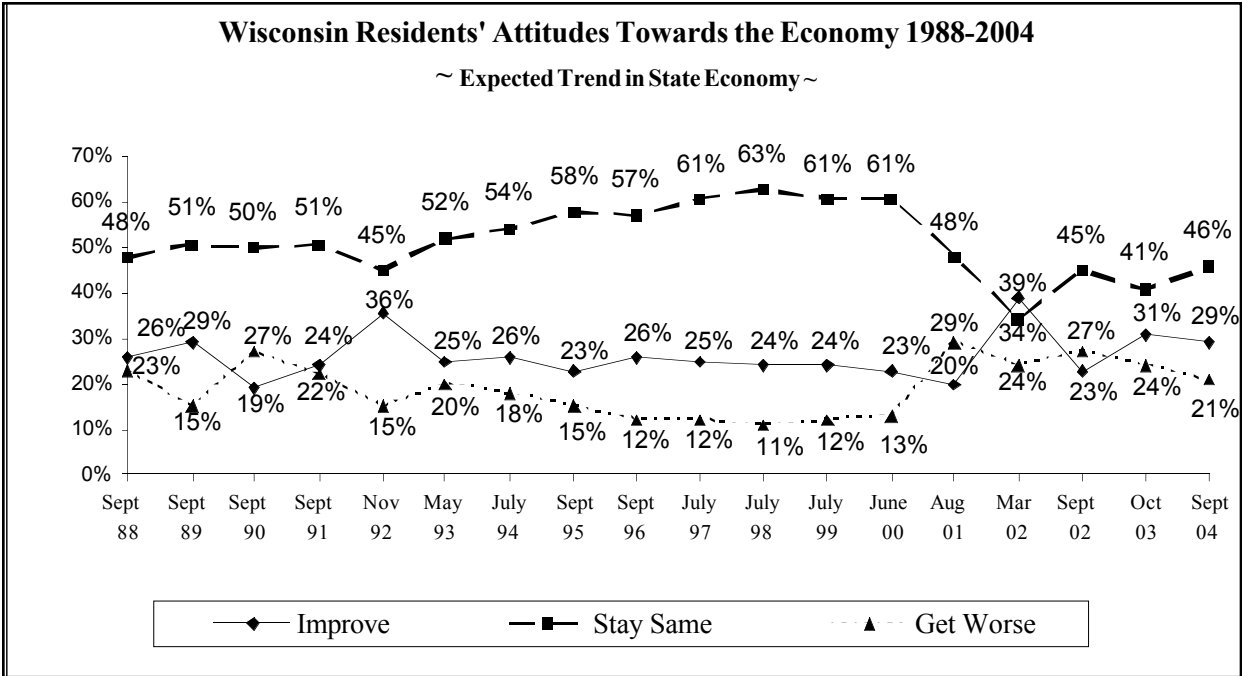
Favorable	23%
Unfavorable	26%
Neutral/Did Not Recognize Name	51%

As the table on the following page shows, public officials also tend to be viewed favorably by Wisconsin residents, often by sizable margins. This is true despite the fact that residents do not have a high regard for the ethics and honesty of politicians in general and despite the fact that unlike athletes, they face direct competition at election time. It is particularly striking to see the enduring popularity of Tommy Thompson and Herb Kohl. However, such diverse figures as Jim Doyle, Russ Feingold, and Tim Michels also tend to be viewed favorably. In fact, of all the figures we asked about in this year's poll, only Peg Lautenschlager and John Kerry are looked upon unfavorably. Residents may think little of politicians in general, but they are typically more willing than not to treat individual public officials fairly.

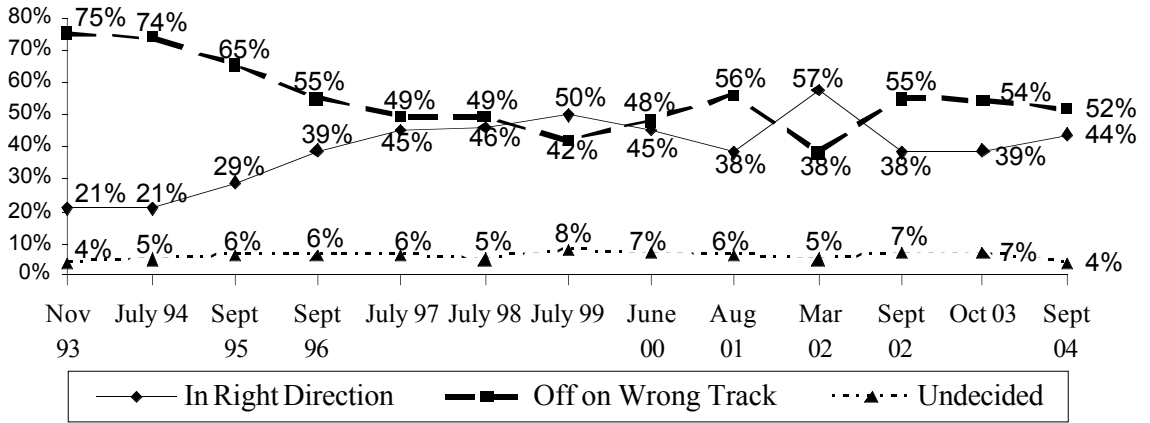
RESIDENTS' VIEWS OF MAJOR PUBLIC FIGURES 1993-2004

	May 1993	Nov 1993	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003	Sept 2004
George W. Bush													
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	56%	50%	50%	75%	59%	50%	53%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	22%	36%	43%	20%	35%	45%	42%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	22%	14%	7%	5%	6%	4%	4%
John Kerry													
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	40%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	51%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	9%
Tommy Thompson													
Favorable	59%	65%	62%	66%	67%	68%	68%	64%	63%	61%	N>A.	56%	56%
Unfavorable	28%	22%	31%	25%	26%	25%	23%	25%	28%	32%	N.A.	33%	32%
Neutral/Did Not Recognize Name	13%	13%	7%	9%	7%	7%	9%	11%	9%	7%	N.A.	11%	12%
Jim Doyle													
Favorable	30%	29%	37%	29%	35%	40%	36%	37%	33%	32%	41%	45%	46%
Unfavorable	11%	10%	18%	17%	17%	12%	13%	15%	16%	20%	28%	32%	33%
Neutral/Did Not Recognize Name	59%	61%	45%	54%	48%	48%	51%	48%	51%	48%	31%	22%	21%
Russ Feingold													
Favorable	47%	47%	44%	42%	46%	51%	49%	52%	53%	N.A.	N.A.	49%	51%
Unfavorable	19%	21%	20%	18%	25%	18%	24%	20%	19%	N.A.	N.A.	24%	33%
Neutral/Did Not Recognize Name	34%	32%	36%	40%	29%	31%	27%	28%	28%	N.A.	N.A.	27%	15%
Tim Michels													
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	31%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	16%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	52%
Herb Kohl													
Favorable	57%	50%	65%	60%	61%	64%	58%	63%	66%	N.A.	N.A.	56%	52%
Unfavorable	16%	23%	19%	17%	24%	16%	20%	16%	16%	N.A.	N.A.	21%	24%
Neutral/Did Not Recognize Name	27%	27%	16%	23%	15%	20%	22%	21%	18%	N.A.	N.A.	23%	24%
Peg Lautenschlager													
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	17%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	34%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	49%

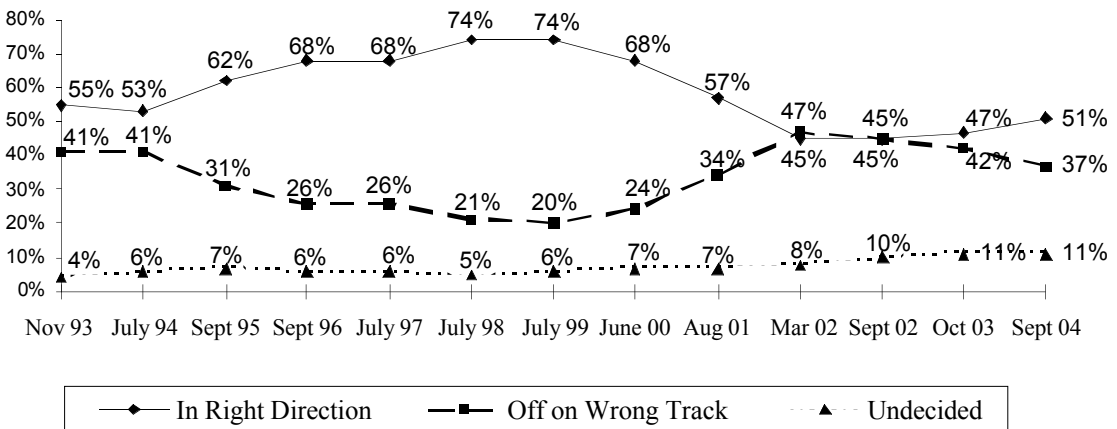
Note: N.A. means the individual was not asked about in the poll.

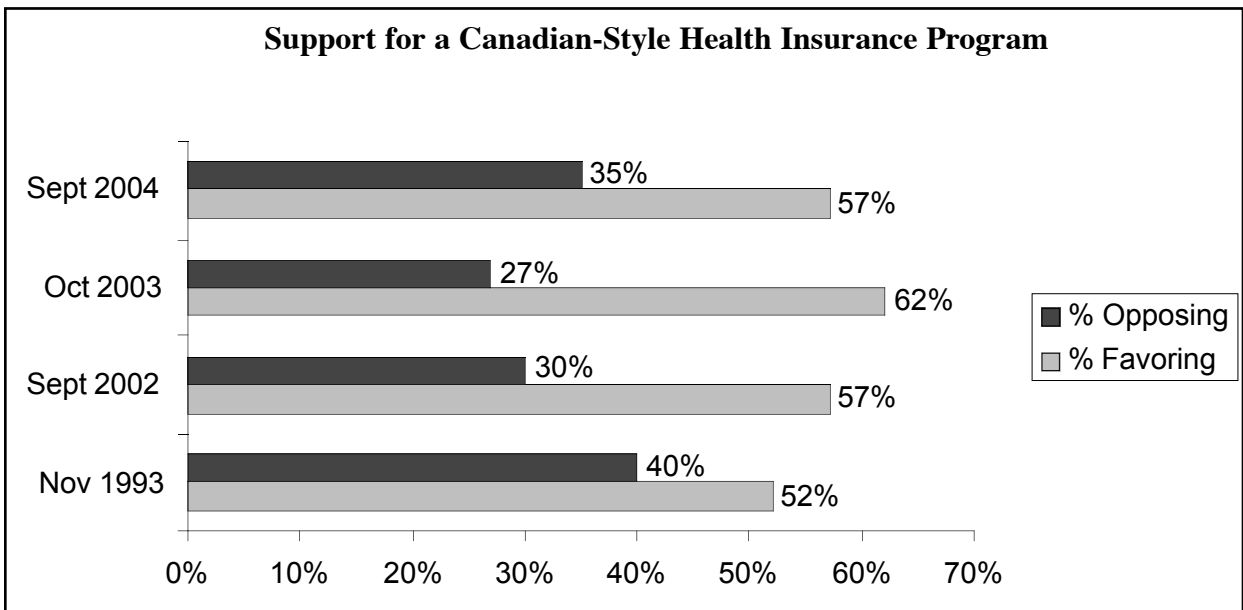
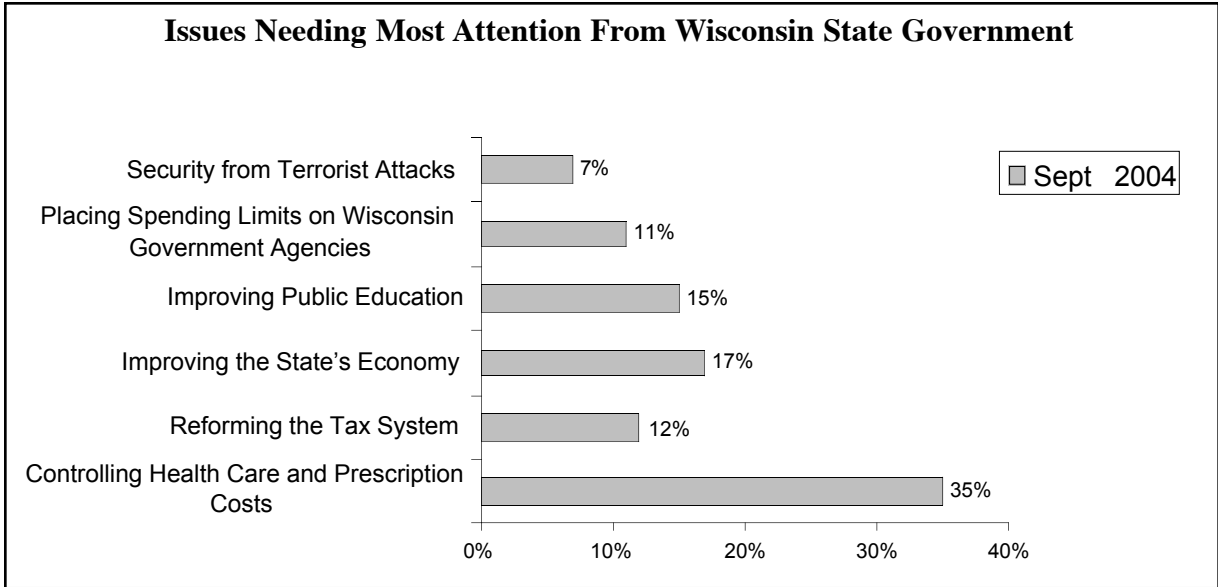


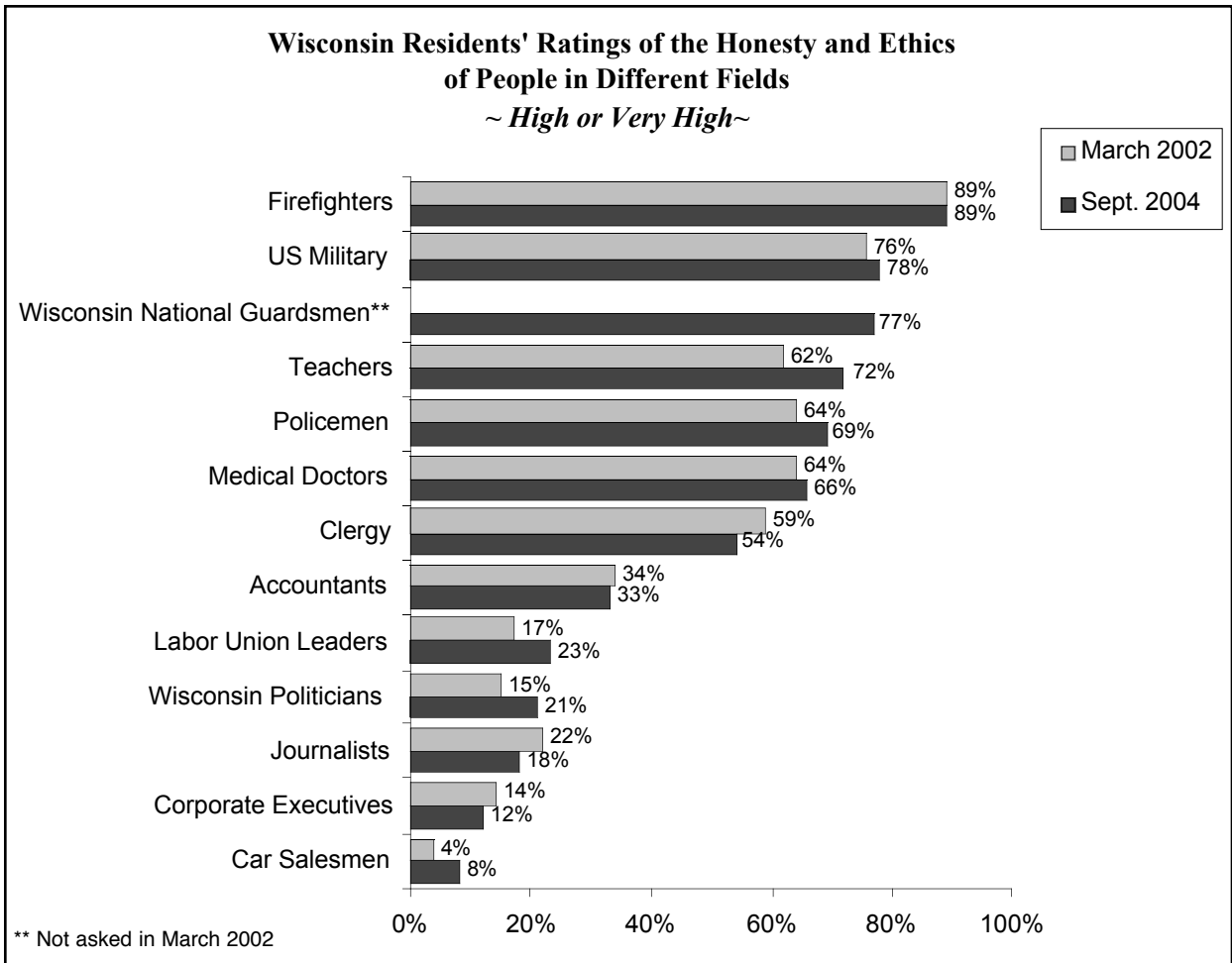
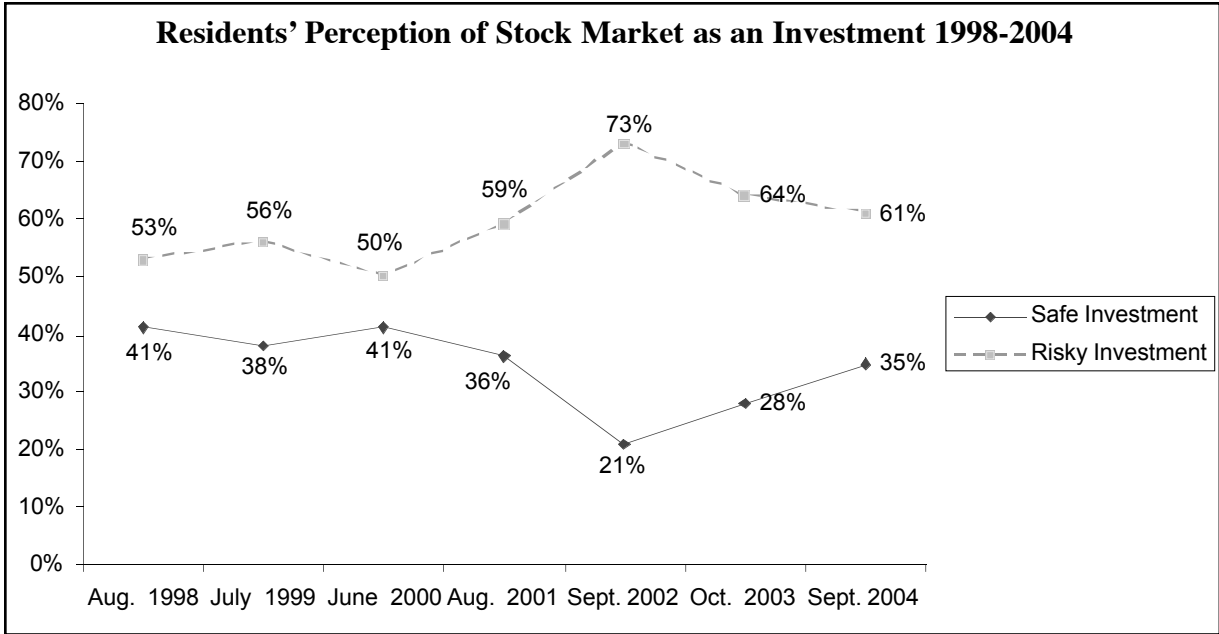
Wisconsin Residents' Views About Direction of Nation 1993-2004



Wisconsin Residents' Views About Direction of State 1993-2004







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
George W. Bush	50%	52%	53%	52%	39%	26%	58%	73%	44%	53%
John Kerry	40%	37%	35%	40%	55%	56%	30%	23%	41%	37%
Ralph Nader	6%	5%	7%	6%	3%	7%	6%	1%	4%	8%
None of these	1%	1%	1%	1%	1%	1%	--	--	2%	1%
Not sure	3%	4%	3%	--	--	8%	4%	2%	8%	2%
Decline to answer	1%	1%	*	--	2%	1%	2%	--	1%	--
Total N	562	206	116	59	48	56	56	33	66	98

If the presidential election were held today between George W. Bush for the Republicans, John Kerry for the Democrats, and Ralph Nader as an Independent, for whom would most likely 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
Favorable	55%	56%	59%	56%	42%	26%	69%	76%	56%	60%
Unfavorable	42%	41%	38%	44%	53%	66%	31%	24%	38%	38%
Not sure/Neutral	3%	3%	3%	--	5%	8%	--	--	6%	4%
Decline to answer	*	--	*	--	--	--	--	--	--	--
Total N	562	206	116	59	48	56	56	33	66	98

Now, I'd like to get your feelings about 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 him or her. 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	41%	39%	37%	39%	52%	61%	30%	20%	48%	37%
Unfavorable	52%	53%	56%	60%	40%	31%	63%	72%	44%	52%
Not sure/Neutral	6%	6%	6%	1%	8%	8%	5%	8%	8%	8%
Don't recognize	1%	1%	1%	--	--	--	2%	--	--	2%
Decline to answer	*	*	*	--	--	--	1%	--	--	1%
Total N	562	206	116	59	48	56	56	33	66	98

Now, I'd like to get your feelings about 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 him or her. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

John Kerry: 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	27%	23%	27%	24%	22%	13%	24%	24%	22%	40%
Unfavorable	52%	51%	57%	62%	57%	43%	61%	68%	47%	46%
Not sure/Neutral	13%	16%	7%	12%	18%	22%	5%	8%	27%	9%
Don't recognize	6%	10%	7%	1%	2%	22%	10%	--	4%	4%
Decline to answer	1%	--	3%	--	1%	--	--	--	--	1%
Total N	562	206	116	59	48	56	56	33	66	98

Now, I'd like to get your feelings about 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 him or her. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

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

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Keeping the economy strong and growing	18%	16%	25%	16%	16%	11%	19%	9%	17%	19%
Electing someone who cares about the same issues as you do	22%	19%	21%	34%	24%	19%	24%	22%	28%	17%
Providing strong leadership for the nation	23%	27%	25%	21%	18%	20%	33%	48%	16%	24%
Reforming the healthcare system	10%	11%	9%	7%	7%	18%	5%	2%	13%	14%
Their views on the war in Iraq	14%	14%	15%	15%	16%	21%	11%	7%	20%	9%
Their views on the war on terror	8%	11%	3%	3%	13%	9%	7%	10%	4%	9%
Other	1%	*	1%	1%	6%	--	2%	1%	--	2%
Not sure	2%	2%	1%	3%	--	3%	--	--	2%	6%
Total N	562	206	116	59	48	56	56	33	66	98

There are many considerations that go with selecting a President. Which one of the following will be your MOST IMPORTANT consideration when selecting a President this 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
George W. Bush	44%	47%	50%	47%	36%	21%	51%	49%	38%	43%
John Kerry	44%	42%	38%	45%	58%	62%	41%	33%	50%	40%
Neither	3%	4%	5%	4%	1%	6%	4%	3%	4%	2%
Both	*	--	--	1%	1%	--	--	--	--	2%
Not sure	8%	7%	7%	3%	4%	11%	4%	15%	8%	13%
Decline to answer	*	--	--	1%	--	--	--	--	--	1%
Total N	562	206	116	59	48	56	56	33	66	98

Which candidate for President - George W. Bush or John Kerry - do you think would do the best job when it comes to keeping the economy strong and growing?

* 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	35%	36%	40%	39%	28%	16%	38%	35%	32%	33%
John Kerry	52%	49%	46%	55%	60%	69%	47%	44%	53%	51%
Neither	5%	6%	8%	4%	3%	8%	5%	8%	6%	2%
Both	*	--	--	--	--	--	--	--	--	2%
Not sure	8%	9%	6%	2%	8%	7%	10%	13%	9%	13%
Decline to answer	*	--	--	--	1%	--	--	--	--	--
Total N	562	206	116	59	48	56	56	33	66	98

Which candidate for President - George W. Bush or John Kerry - do you think would do the best job when it comes to reforming the healthcare system?

* 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	55%	55%	61%	52%	35%	28%	66%	76%	54%	60%
John Kerry	36%	34%	28%	37%	59%	53%	24%	19%	37%	32%
Neither	2%	3%	2%	2%	2%	5%	5%	1%	--	1%
Both	*	--	1%	--	--	--	--	--	--	--
Not sure	6%	7%	6%	6%	2%	13%	2%	4%	9%	7%
Decline to answer	1%	*	2%	2%	1%	--	2%	--	--	--
Total N	562	206	116	59	48	56	56	33	66	98

Which candidate for President - George W. Bush or John Kerry - do you think would do the best job when it comes to the war in Iraq?

* 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	57%	54%	65%	55%	51%	26%	64%	74%	54%	60%
John Kerry	34%	34%	26%	39%	49%	54%	26%	21%	33%	32%
Neither	2%	4%	1%	3%	--	7%	5%	1%	--	2%
Both	*	*	1%	--	--	--	1%	--	1%	--
Not sure	6%	8%	5%	3%	--	13%	4%	4%	12%	7%
Decline to answer	1%	--	3%	--	--	--	--	--	--	--
Total N	562	206	116	59	48	56	56	33	66	98

Which candidate for President - George W. Bush or John Kerry - do you think would do the best job when it comes to the war on terror?

* 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	44%	49%	46%	42%	31%	33%	49%	68%	46%	44%
Wrong track	52%	45%	51%	52%	64%	62%	45%	30%	51%	55%
Not sure	4%	6%	3%	5%	5%	5%	5%	2%	3%	1%
Decline to answer	*	*	--	2%	--	--	1%	--	--	--
Total N	562	206	116	59	48	56	56	33	66	98

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
Improve	29%	31%	33%	28%	26%	24%	32%	30%	32%	22%
Get worse	21%	18%	26%	21%	18%	32%	13%	17%	20%	23%
Stay the same	46%	48%	36%	44%	54%	42%	51%	52%	46%	52%
Not sure	4%	3%	5%	7%	1%	3%	3%	1%	1%	4%
Total N	562	206	116	59	48	56	56	33	66	98

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%	33%	28%	48%	43%	51%	28%	25%
Get worse	12%	9%	11%	12%	13%	15%	5%	14%	7%	21%
Stay the same	53%	52%	56%	48%	57%	37%	49%	32%	65%	52%
Not sure	2%	1%	2%	7%	--	--	3%	2%	--	2%
Total N	562	206	116	59	48	56	56	33	66	98

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
Favor	67%	63%	71%	69%	58%	55%	68%	75%	73%	67%
Oppose	24%	26%	21%	30%	32%	25%	22%	18%	21%	18%
Not Sure	8%	10%	7%	1%	8%	16%	11%	7%	6%	13%
Decline to answer	1%	1%	1%	--	1%	5%	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Would you favor or oppose a Wisconsin State constitutional amendment that would limit increases in spending by both state and local governments to the rate of inflation?

* 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
Cutting Spending	78%	81%	80%	78%	67%	78%	81%	89%	72%	78%
Raising Taxes	14%	9%	16%	16%	18%	6%	7%	3%	19%	14%
Both	3%	4%	2%	2%	10%	2%	6%	8%	6%	2%
Neither	1%	2%	--	2%	1%	4%	4%	--	--	2%
Not Sure	3%	2%	3%	2%	5%	4%	2%	--	2%	4%
Decline to answer	1%	2%	--	1%	--	6%	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

By law, Wisconsin state government must have a balanced budget. If the state continues to have a budget deficit, do you think the state should close it by cutting spending or by raising taxes?

* 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	59%	65%	59%	53%	55%	66%	69%	71%	59%	52%
Too little	6%	5%	8%	7%	7%	7%	2%	3%	3%	4%
The right amount	28%	26%	27%	32%	35%	27%	21%	22%	33%	29%
Not sure	7%	4%	7%	9%	3%	--	7%	4%	5%	13%
Decline to answer	*	--	--	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

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
Too much	45%	49%	44%	41%	38%	63%	52%	54%	46%	41%
Too little	7%	6%	8%	12%	6%	8%	2%	1%	14%	3%
The right amount	43%	40%	45%	47%	54%	26%	43%	32%	34%	45%
Not sure	5%	5%	2%	--	2%	2%	3%	12%	6%	10%
Decline to answer	1%	--	2%	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Overall, do you think YOUR LOCAL 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
Too high	64%	66%	57%	57%	75%	66%	65%	70%	77%	64%
Too low	1%	1%	*	4%	2%	1%	--	--	1%	--
The right amount	31%	29%	38%	35%	19%	24%	32%	26%	18%	35%
Not sure	4%	4%	4%	5%	4%	8%	2%	5%	4%	--
Decline to answer	*	--	--	--	--	--	--	--	--	1%
Total N	602	215	129	59	48	59	57	33	67	115

Overall, do you think that local property taxes in your community are too high, too low or just about the right amount?

* 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	17%	22%	16%	13%	14%	7%	22%	23%	24%	14%
Unemployment/jobs/wages	16%	10%	23%	18%	9%	20%	4%	5%	17%	18%
Environmental issues	2%	3%	2%	3%	1%	--	9%	6%	3%	4%
Criminal justice system/problems w/laws	5%	8%	1%	10%	--	18%	7%	2%	2%	3%
Welfare/poverty/social issues	3%	4%	2%	2%	12%	5%	6%	2%	--	1%
Farming	2%	2%	1%	1%	5%	--	--	--	--	--
Loss of business/economy	6%	3%	7%	7%	13%	2%	2%	5%	3%	8%
Schools/education	8%	8%	9%	10%	6%	10%	10%	13%	5%	9%
Health care issues	17%	19%	18%	12%	18%	19%	16%	14%	22%	14%
Government issues	5%	4%	9%	7%	3%	4%	4%	6%	2%	2%
Gasoline/oil/home heating oil prices	--	--	--	--	--	--	--	--	--	--
Other	8%	10%	5%	6%	7%	9%	15%	17%	13%	5%
Nothing	2%	1%	3%	--	1%	2%	--	--	--	3%
Don't know	10%	7%	6%	9%	12%	4%	4%	6%	11%	20%
Total N	602	215	129	59	48	59	57	33	67	115

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

	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	7%	7%	7%	9%	2%	12%	10%	--	5%	10%
Placing spending limits on Wisconsin government agencies	11%	12%	13%	13%	10%	--	19%	30%	15%	5%
Reforming the tax system	12%	18%	6%	15%	15%	10%	22%	26%	16%	7%
Improving public education	15%	19%	12%	14%	15%	32%	13%	19%	18%	12%
Controlling healthcare and prescription drug costs	35%	28%	47%	25%	32%	23%	24%	15%	39%	38%
Improving the state's economy	17%	15%	13%	23%	24%	21%	13%	10%	5%	23%
None of these	1%	1%	2%	--	--	2%	--	--	1%	1%
Not sure	1%	*	--	--	2%	1%	--	--	1%	4%
Total N	602	215	129	59	48	59	57	33	67	115

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
Legal	80%	80%	85%	79%	81%	82%	80%	86%	76%	78%
Illegal	17%	17%	13%	21%	14%	10%	19%	14%	21%	19%
Not Sure	2%	3%	2%	--	5%	7%	2%	--	3%	1%
Decline to answer	*	*	--	--	--	2%	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

As you may know, some people say it should be legal for Wisconsin residents to buy prescription drugs from Canada because they're less expensive. The U.S. Food and Drug Administration says it should be illegal because imported drugs may be less safe or effective. What do you think? Should it be legal or illegal for Wisconsin residents to buy prescription drugs from Canada?

* 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%	51%	57%	61%	36%	63%	43%	41%	56%	63%
Oppose	35%	41%	34%	34%	33%	23%	49%	53%	39%	28%
Not Sure	7%	7%	9%	5%	11%	12%	8%	6%	3%	7%
Decline to answer	1%	1%	--	--	--	2%	--	--	1%	2%
Total N	602	215	129	59	48	59	57	33	67	115

In Canada, the government pays for all the costs of healthcare out of taxes and negotiates 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 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
Right direction	51%	53%	57%	54%	48%	43%	63%	62%	50%	43%
Wrong track	37%	37%	32%	41%	46%	46%	26%	34%	37%	38%
Not sure	11%	9%	12%	6%	6%	11%	10%	5%	13%	18%
Decline to answer	*	*	--	--	--	--	1%	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

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
Safe	35%	34%	40%	31%	38%	13%	38%	45%	33%	33%
Risky	61%	59%	58%	60%	58%	76%	59%	53%	65%	65%
Not Sure	4%	5%	2%	9%	3%	9%	3%	2%	3%	2%
Decline to answer	*	1%	--	--	1%	2%	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Do you think of investment in the stock market as generally 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%	66%	72%	72%	71%	44%	74%	78%	79%	70%
No	28%	31%	25%	28%	26%	49%	25%	22%	19%	28%
Not sure	1%	1%	1%	--	--	2%	1%	--	--	*
Decline to answer	2%	3%	2%	--	2%	5%	--	--	2%	1%
Total N	602	215	129	59	48	59	57	33	67	115

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
Very High	34%	41%	24%	39%	28%	41%	45%	55%	40%	30%
High	55%	47%	61%	52%	60%	51%	37%	34%	53%	58%
Average	10%	10%	12%	8%	12%	6%	12%	9%	7%	8%
Low	1%	*	1%	--	--	--	1%	2%	--	2%
Very Low	--	--	--	--	--	--	--	--	--	--
Not sure	1%	2%	1%	1%	--	2%	4%	--	--	1%
Decline to Answer	*	--	1%	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

Firefighters

* 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 High	32%	34%	28%	38%	30%	19%	33%	31%	43%	31%
High	46%	42%	55%	43%	45%	49%	47%	49%	36%	46%
Average	16%	20%	15%	18%	19%	29%	19%	19%	7%	12%
Low	3%	3%	1%	1%	4%	3%	1%	1%	13%	3%
Very Low	*	--	--	--	1%	--	--	--	--	2%
Not sure	1%	*	1%	--	1%	--	--	--	--	5%
Decline to Answer	*	--	1%	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

US Military

* 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 High	32%	33%	26%	44%	27%	20%	38%	48%	32%	32%
High	45%	40%	50%	46%	55%	35%	38%	40%	46%	43%
Average	17%	21%	17%	8%	16%	39%	13%	3%	19%	14%
Low	1%	*	--	1%	--	--	--	--	--	2%
Very Low	*	1%	--	--	--	--	3%	--	--	--
Not sure	5%	4%	7%	--	1%	6%	6%	9%	3%	9%
Decline to Answer	*	*	1%	--	--	--	1%	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

Wisconsin National Guardsmen

* 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 High	20%	21%	18%	23%	16%	28%	19%	15%	19%	20%
High	52%	50%	49%	49%	58%	52%	48%	45%	65%	55%
Average	23%	23%	28%	25%	24%	10%	29%	36%	14%	19%
Low	2%	3%	3%	1%	1%	5%	--	4%	2%	2%
Very Low	1%	2%	1%	1%	--	4%	--	--	1%	1%
Not sure	1%	1%	1%	--	1%	1%	3%	--	--	1%
Decline to Answer	*	--	1%	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

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
Very High	21%	22%	19%	27%	12%	27%	7%	16%	25%	19%
High	48%	43%	48%	42%	62%	23%	57%	56%	45%	55%
Average	24%	26%	29%	24%	25%	31%	27%	22%	16%	19%
Low	4%	3%	2%	7%	--	4%	5%	6%	9%	2%
Very Low	2%	5%	--	--	1%	12%	3%	--	2%	1%
Not sure	1%	1%	--	--	--	2%	--	--	3%	2%
Decline to Answer	*	--	1%	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

Policemen

* 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 High	19%	22%	16%	24%	12%	15%	32%	43%	15%	21%
High	47%	47%	54%	37%	64%	52%	42%	36%	53%	38%
Average	28%	27%	25%	31%	24%	32%	19%	18%	28%	29%
Low	4%	3%	5%	3%	1%	2%	2%	3%	4%	5%
Very Low	*	*	*	1%	--	--	2%	--	--	1%
Not sure	1%	1%	--	3%	--	--	3%	--	--	4%
Decline to Answer	*	--	1%	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

Medical Doctors

* 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 High	17%	17%	16%	19%	20%	19%	17%	21%	14%	19%
High	37%	34%	36%	48%	41%	23%	32%	23%	38%	38%
Average	31%	37%	30%	26%	26%	38%	35%	48%	36%	25%
Low	7%	7%	13%	3%	8%	11%	8%	8%	9%	3%
Very Low	1%	1%	1%	1%	1%	--	3%	--	--	3%
Not sure	5%	4%	4%	3%	4%	9%	4%	--	4%	11%
Decline to Answer	*	--	1%	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

Clergy

* 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 High	5%	5%	2%	3%	8%	6%	5%	7%	7%	8%
High	28%	30%	32%	33%	21%	29%	34%	46%	31%	23%
Average	52%	56%	46%	53%	60%	56%	46%	30%	45%	51%
Low	7%	3%	12%	3%	9%	2%	4%	7%	11%	5%
Very Low	1%	1%	2%	--	--	1%	2%	3%	1%	1%
Not sure	6%	5%	5%	9%	1%	7%	8%	6%	5%	10%
Decline to Answer	1%	--	1%	--	1%	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

Accountants

* 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 High	4%	5%	1%	3%	8%	3%	7%	7%	10%	5%
High	19%	18%	21%	16%	27%	23%	14%	10%	19%	19%
Average	41%	44%	43%	38%	37%	48%	42%	43%	32%	39%
Low	20%	17%	22%	20%	17%	12%	19%	18%	31%	20%
Very Low	8%	11%	7%	14%	5%	8%	13%	13%	6%	6%
Not sure	6%	4%	5%	7%	6%	5%	6%	9%	1%	11%
Decline to Answer	1%	*	1%	2%	--	2%	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

Labor Union Leaders

* 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 High	3%	2%	2%	7%	--	--	2%	4%	4%	3%
High	18%	19%	15%	27%	20%	16%	17%	25%	26%	14%
Average	57%	54%	60%	48%	60%	52%	57%	41%	55%	57%
Low	16%	18%	18%	17%	15%	21%	13%	22%	12%	13%
Very Low	3%	4%	3%	1%	2%	4%	5%	2%	2%	4%
Not sure	3%	3%	1%	--	3%	7%	4%	3%	2%	7%
Decline to Answer	1%	*	1%	--	--	--	2%	3%	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -
Wisconsin Politicians

* 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 High	4%	3%	4%	2%	3%	--	3%	6%	4%	6%
High	14%	15%	10%	12%	25%	22%	13%	14%	10%	14%
Average	46%	43%	54%	55%	46%	33%	49%	48%	50%	40%
Low	23%	23%	20%	19%	17%	26%	14%	22%	26%	27%
Very Low	9%	12%	11%	10%	3%	12%	15%	5%	10%	6%
Not sure	3%	4%	1%	--	5%	7%	5%	4%	--	5%
Decline to Answer	1%	--	1%	2%	1%	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -
Journalists

* 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 High	2%	2%	--	6%	3%	3%	2%	5%	2%	3%
High	10%	10%	12%	5%	7%	5%	11%	7%	19%	12%
Average	41%	45%	47%	26%	49%	35%	50%	56%	36%	34%
Low	31%	30%	24%	47%	29%	43%	22%	24%	24%	29%
Very Low	11%	10%	14%	9%	9%	14%	12%	9%	13%	7%
Not sure	5%	2%	2%	8%	4%	--	3%	--	6%	13%
Decline to Answer	*	--	1%	--	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -
Corporate Executives

* 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 High	2%	1%	--	--	5%	--	2%	4%	2%	4%
High	6%	5%	7%	6%	7%	2%	4%	3%	8%	6%
Average	42%	43%	44%	47%	42%	39%	34%	29%	61%	29%
Low	33%	36%	29%	29%	35%	46%	40%	46%	15%	39%
Very Low	13%	11%	18%	10%	6%	8%	19%	19%	13%	15%
Not sure	4%	3%	2%	6%	5%	5%	2%	--	1%	6%
Decline to Answer	1%	--	1%	1%	--	--	--	--	--	2%
Total N	602	215	129	59	48	59	57	33	67	115

Please tell me how you would rate the honesty and ethical standards of people in these fields -

Car Salesmen

* 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	75%	77%	76%	88%	75%	72%	80%	90%	68%	69%
Unfavorable	9%	8%	7%	6%	2%	8%	8%	3%	18%	9%
Not sure/Neutral	7%	6%	6%	3%	14%	4%	7%	--	9%	8%
Don't recognize	9%	9%	10%	4%	9%	16%	4%	6%	5%	13%
Decline to answer	*	--	*	--	--	--	--	--	--	1%
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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.

Brett Favre: 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	28%	43%	21%	18%	13%	36%	65%	75%	26%	22%
Unfavorable	5%	4%	8%	5%	8%	7%	3%	2%	--	3%
Not sure/Neutral	13%	11%	9%	21%	17%	21%	4%	4%	17%	12%
Don't recognize	54%	42%	62%	56%	61%	37%	27%	19%	57%	63%
Decline to answer	*	*	*	--	--	--	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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.

Paul Hamm: 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	35%	50%	28%	29%	28%	32%	69%	66%	34%	23%
Unfavorable	5%	8%	5%	5%	5%	7%	12%	15%	2%	2%
Not sure/Neutral	16%	13%	18%	14%	17%	21%	9%	5%	23%	15%
Don't recognize	44%	29%	48%	51%	49%	40%	10%	14%	41%	60%
Decline to answer	*	--	*	100%	--	--	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Bonnie Blair: 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%	33%	17%	22%	23%	24%	39%	39%	25%	13%
Unfavorable	26%	30%	24%	17%	33%	32%	37%	30%	27%	23%
Not sure/Neutral	17%	17%	15%	19%	23%	12%	14%	23%	28%	12%
Don't recognize	34%	20%	44%	42%	20%	33%	9%	6%	20%	53%
Decline to answer	*	*	*	--	--	--	1%	2%	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Bud Selig: 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%	56%	55%	56%	41%	28%	68%	76%	55%	53%
Unfavorable	42%	40%	39%	44%	52%	63%	32%	24%	39%	42%
Not sure/Neutral	4%	3%	5%	--	6%	9%	--	--	6%	3%
Don't recognize	*	--	--	--	--	--	--	--	--	2%
Decline to answer	*	--	*	--	--	--	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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	40%	39%	35%	39%	52%	61%	29%	20%	48%	38%
Unfavorable	51%	52%	56%	60%	40%	29%	63%	72%	44%	49%
Not sure/Neutral	8%	7%	8%	1%	9%	7%	5%	8%	8%	12%
Don't recognize	2%	2%	1%	--	--	2%	--	--	1%	4%
Decline to answer	*	*	*	--	--	--	1%	--	--	*
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

John Kerry: 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	56%	63%	50%	60%	45%	50%	69%	71%	58%	58%
Unfavorable	32%	30%	37%	35%	51%	37%	29%	22%	25%	22%
Not sure/Neutral	8%	7%	8%	4%	4%	12%	2%	6%	16%	8%
Don't recognize	4%	1%	5%	1%	--	2%	--	--	1%	12%
Decline to answer	*	--	*	--	--	--	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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	46%	42%	42%	49%	59%	38%	51%	47%	45%	49%
Unfavorable	33%	38%	36%	33%	29%	28%	40%	45%	34%	24%
Not sure/Neutral	12%	11%	10%	15%	11%	19%	4%	8%	14%	14%
Don't recognize	9%	9%	12%	3%	1%	16%	4%	--	4%	14%
Decline to answer	*	*	*	--	--	--	1%	--	3%	--
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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	51%	54%	45%	52%	70%	56%	61%	50%	49%	42%
Unfavorable	33%	33%	38%	43%	17%	19%	33%	31%	33%	33%
Not sure/Neutral	10%	9%	11%	3%	10%	16%	6%	15%	16%	11%
Don't recognize	5%	3%	6%	3%	4%	8%	--	4%	2%	13%
Decline to Answer	*	--	*	--	--	--	--	--	--	1%
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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	31%	34%	38%	34%	23%	15%	33%	33%	32%	22%
Unfavorable	16%	17%	20%	12%	25%	25%	21%	37%	13%	8%
Not sure/Neutral	16%	16%	10%	21%	22%	11%	16%	13%	26%	15%
Don't recognize	36%	34%	31%	33%	30%	50%	29%	17%	28%	55%
Decline to answer	*	*	*	--	--	--	1%	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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.

Tim Michels: Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	52%	53%	52%	57%	61%	45%	61%	67%	51%	44%
Unfavorable	24%	24%	26%	32%	20%	18%	26%	20%	26%	19%
Not sure/Neutral	13%	11%	12%	7%	13%	14%	12%	9%	19%	17%
Don't recognize	11%	12%	11%	3%	5%	23%	1%	4%	5%	20%
Decline to answer	*	--	*	1%	--	--	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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	17%	9%	27%	17%	31%	10%	5%	4%	18%	14%
Unfavorable	34%	41%	42%	28%	30%	25%	63%	64%	28%	20%
Not sure/Neutral	14%	13%	8%	19%	14%	11%	6%	17%	21%	16%
Don't recognize	35%	37%	22%	36%	25%	54%	26%	16%	33%	50%
Decline to answer	*	--	*	--	--	--	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

Now, I'd like to get your feelings about 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 him or her. 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.

Peg Lautenschlager: 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
Tim Michels	38%	40%	39%	43%	27%	20%	46%	49%	32%	39%
Russ Feingold	51%	49%	48%	48%	68%	63%	49%	51%	51%	47%
Neither of these	2%	1%	6%	--	--	3%	2%	--	2%	2%
Not sure	9%	9%	7%	8%	4%	14%	3%	--	14%	13%
Decline to answer	*	--	*	--	2%	--	--	--	--	--
Total N	602	215	129	59	48	59	57	33	67	115

If an election for U.S. Senator were held today between Tim Michels for the Republicans and Russ Feingold for the Democrats, for whom would you most likely vote?

* 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.