

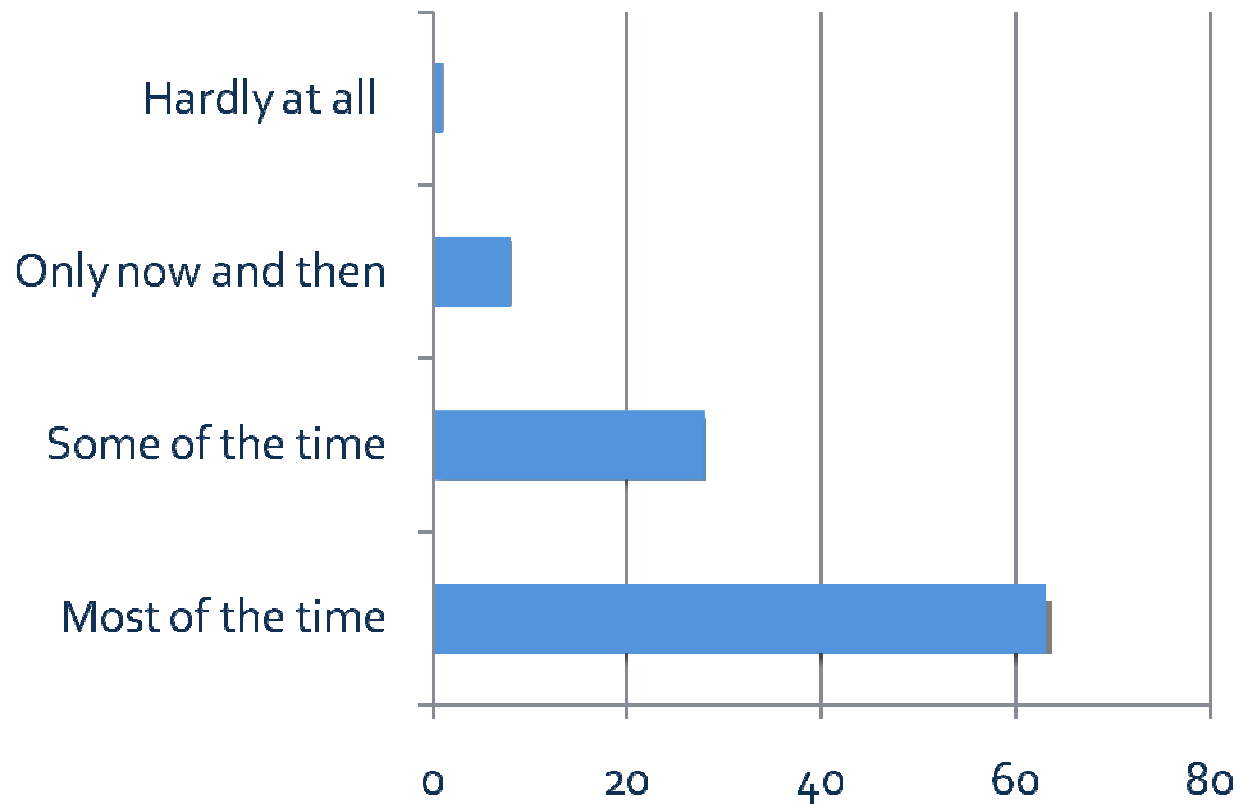


WPRI Study - March 2010

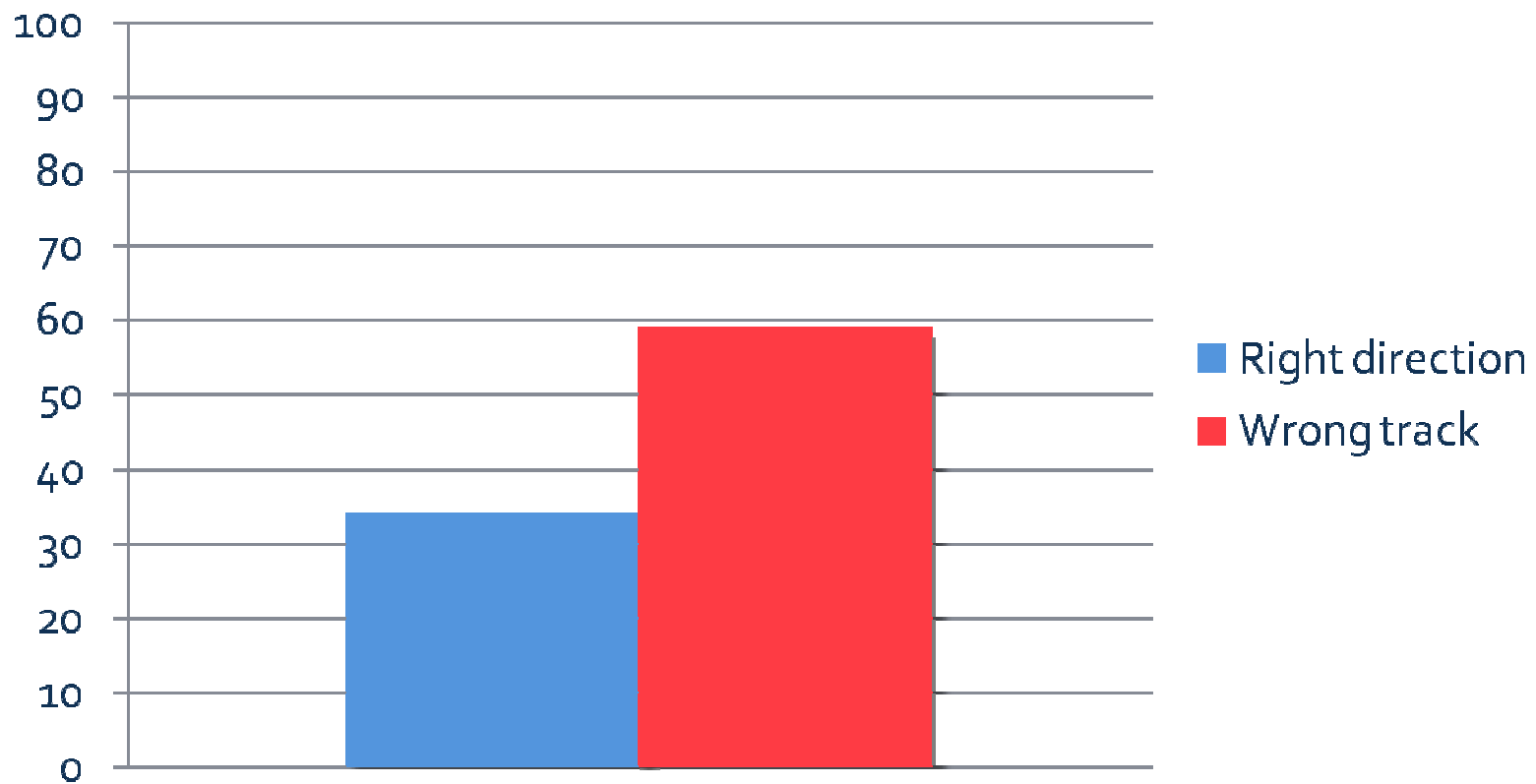
N=600 Likely Voters

Kenneth Goldstein

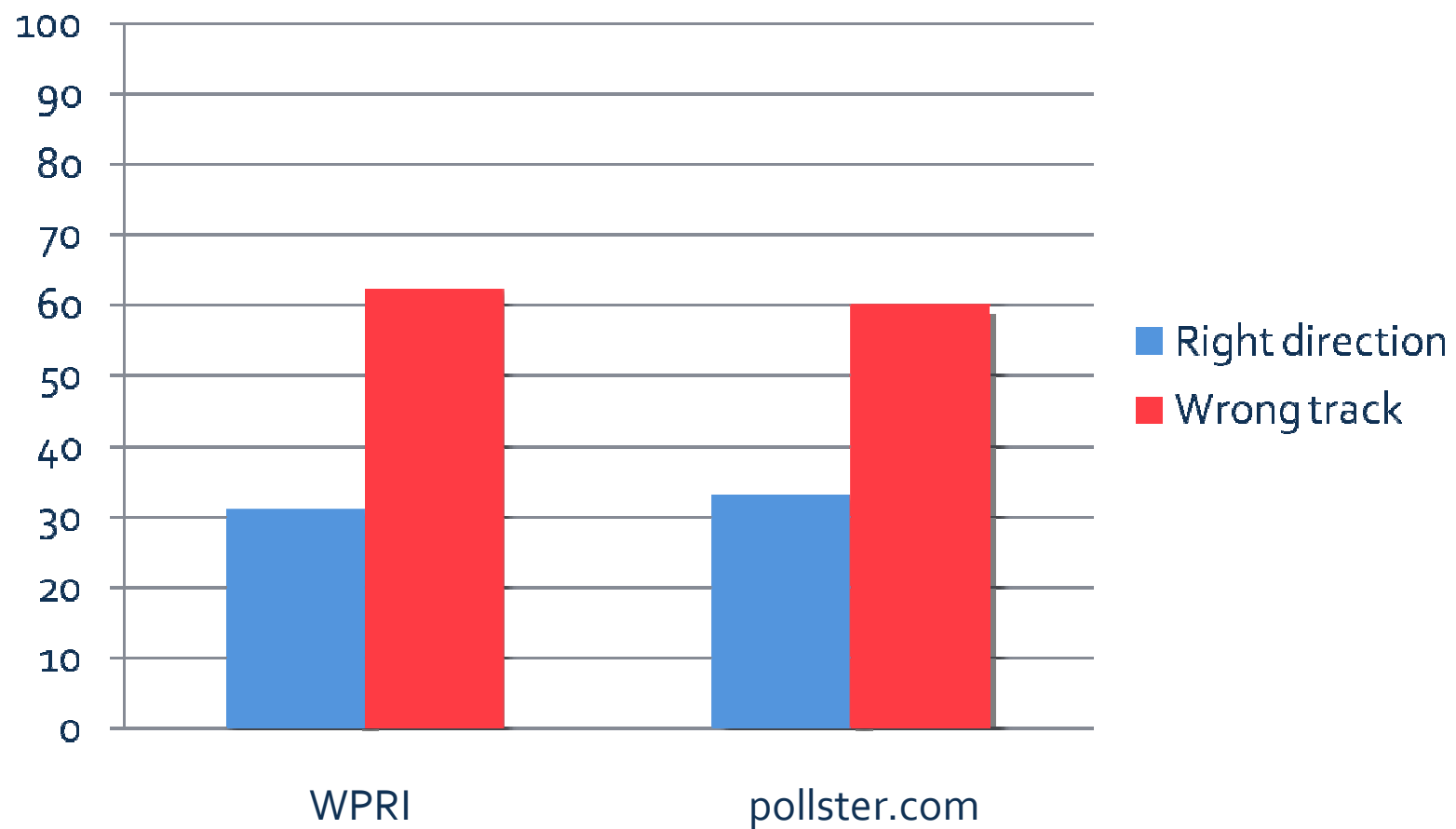
Interest in Politics



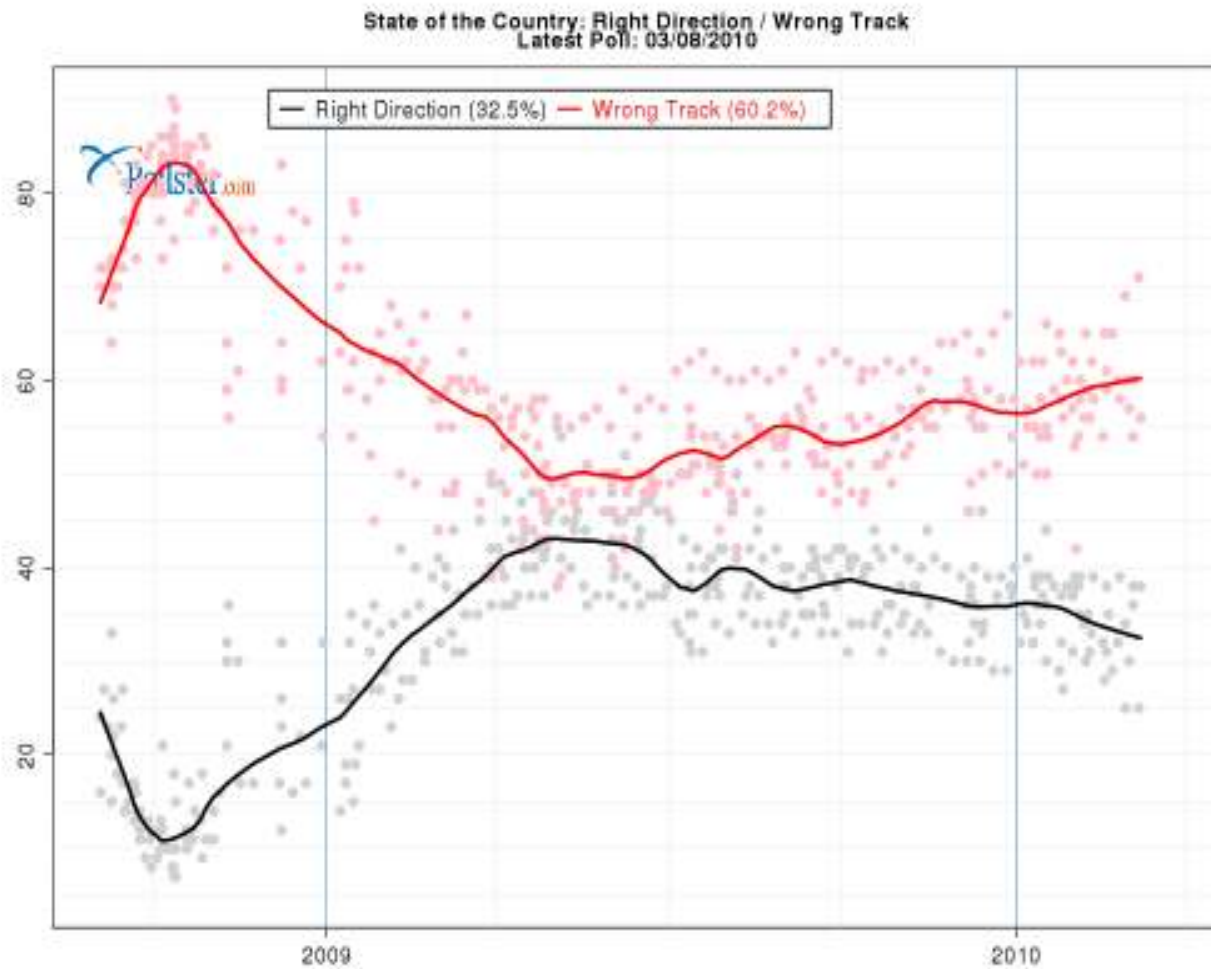
Direction of the State



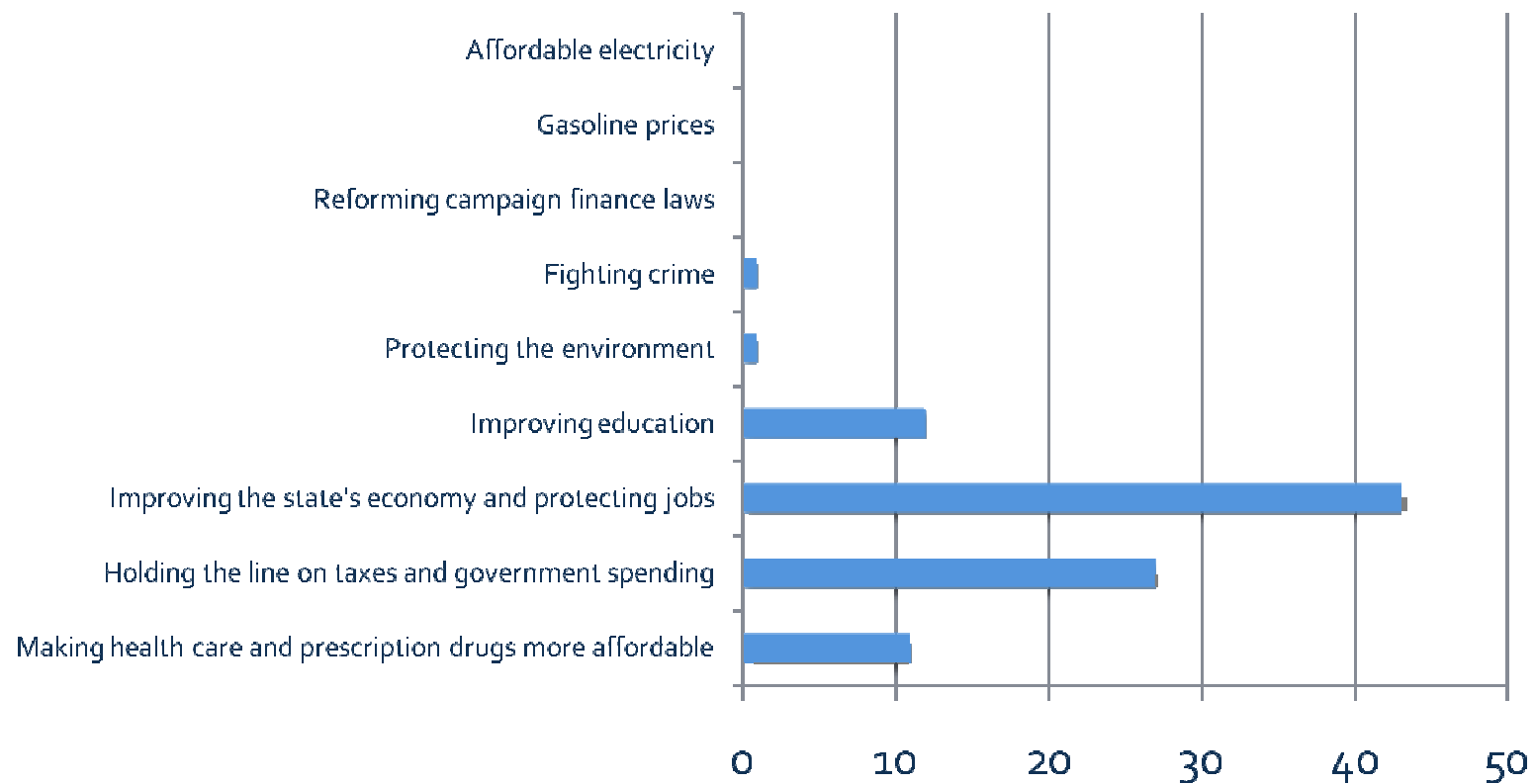
Direction of the Country



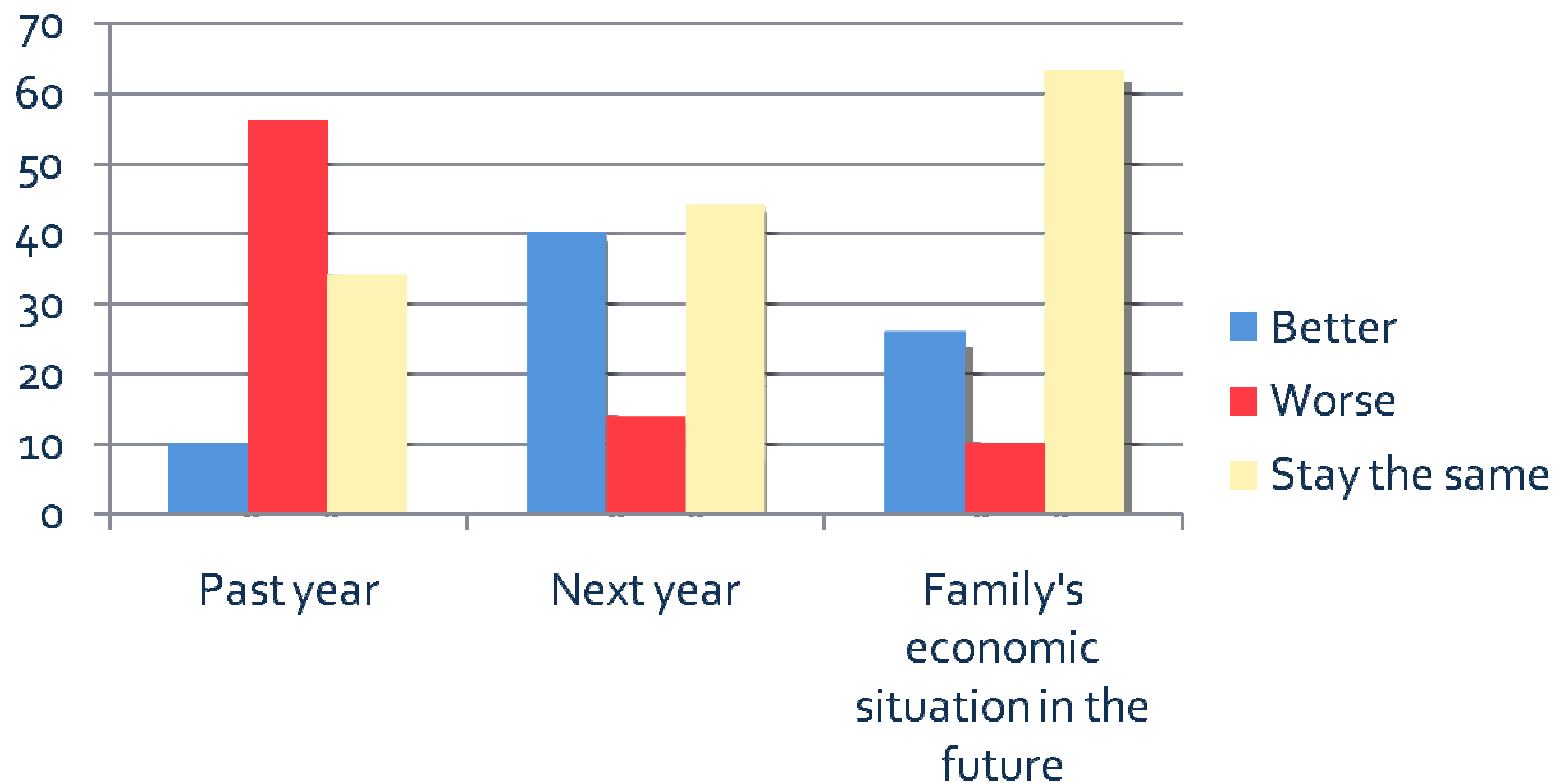
Direction of the Country



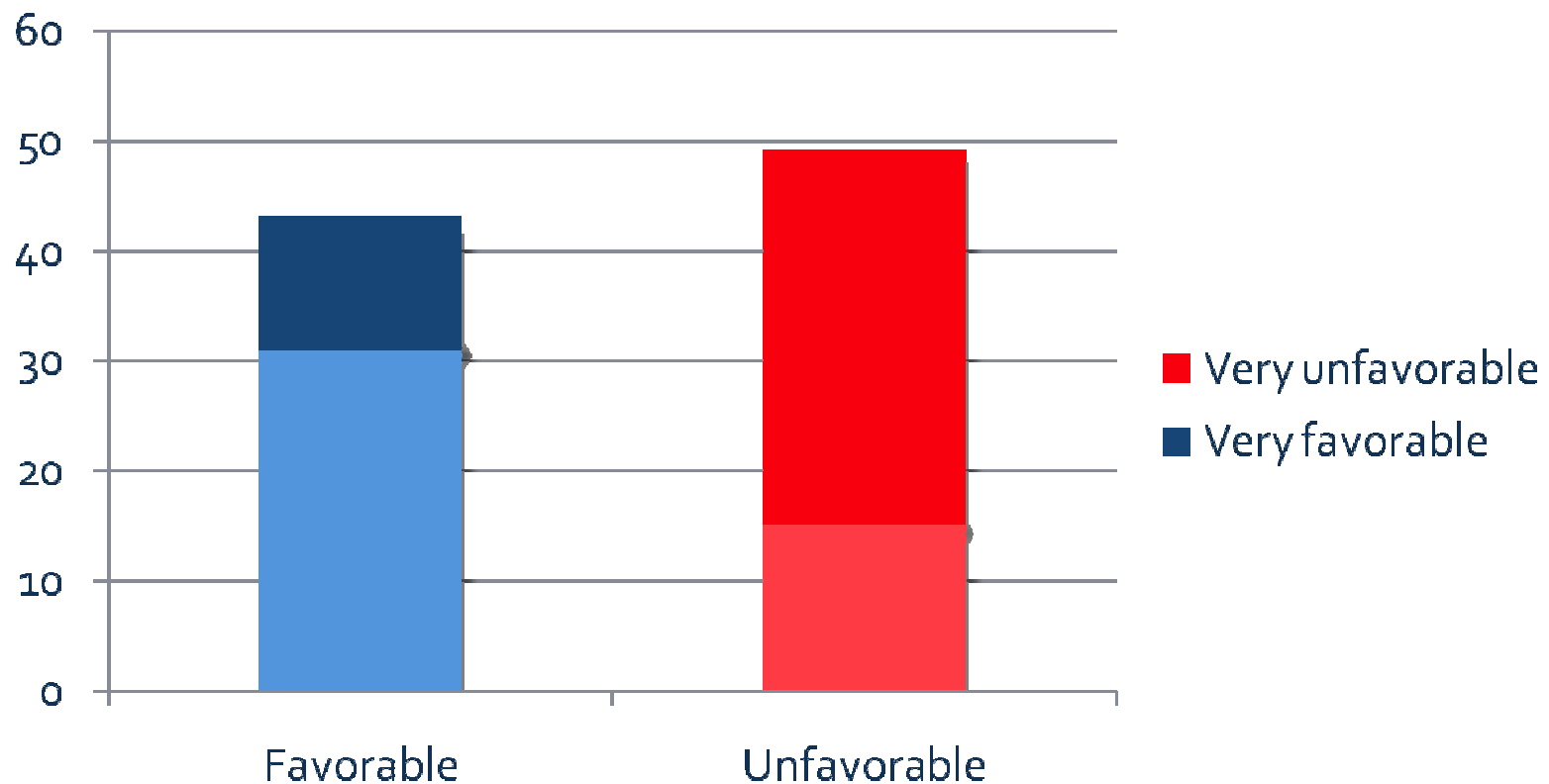
What Should Be State Government Priorities?



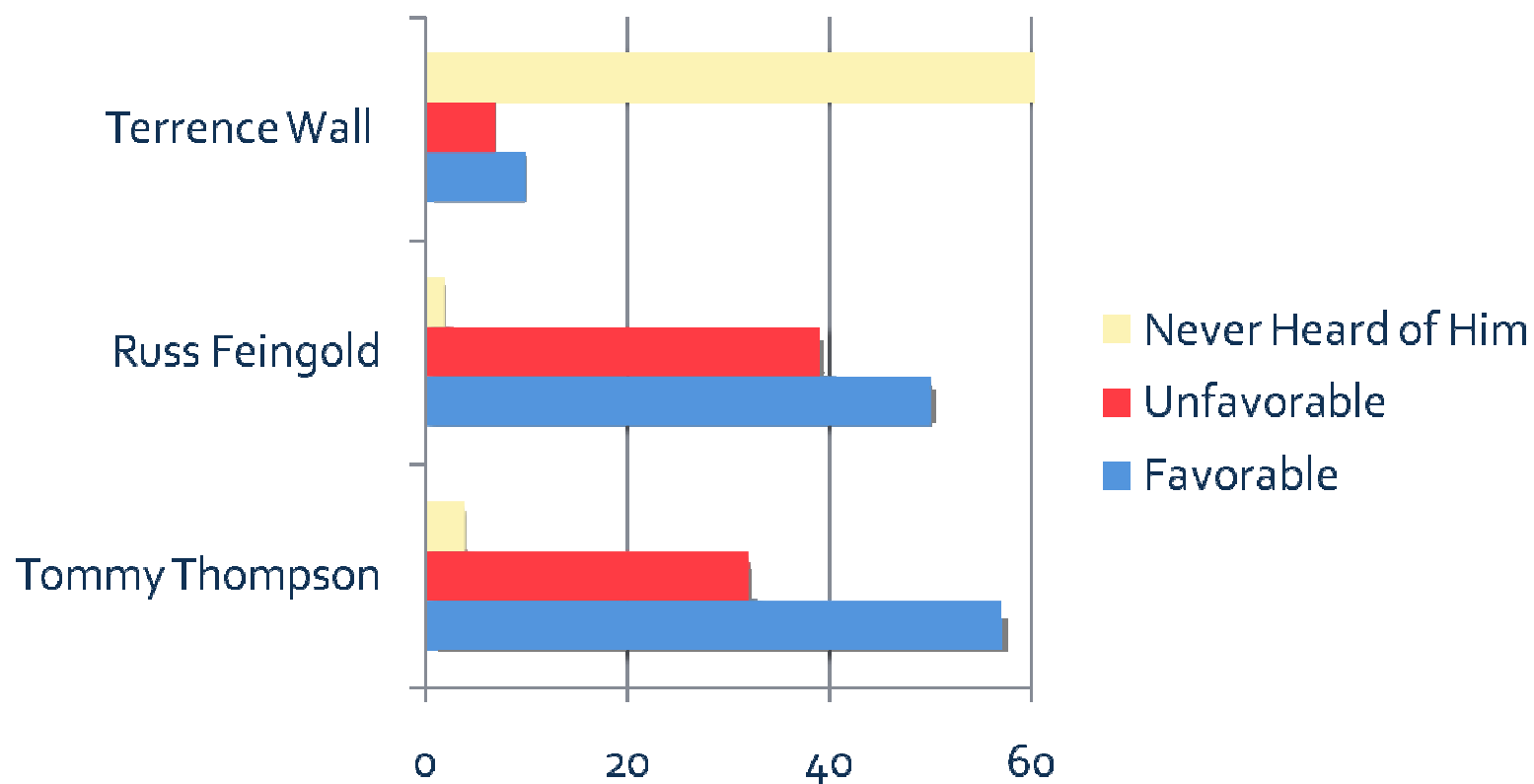
Economy: Better or Worse



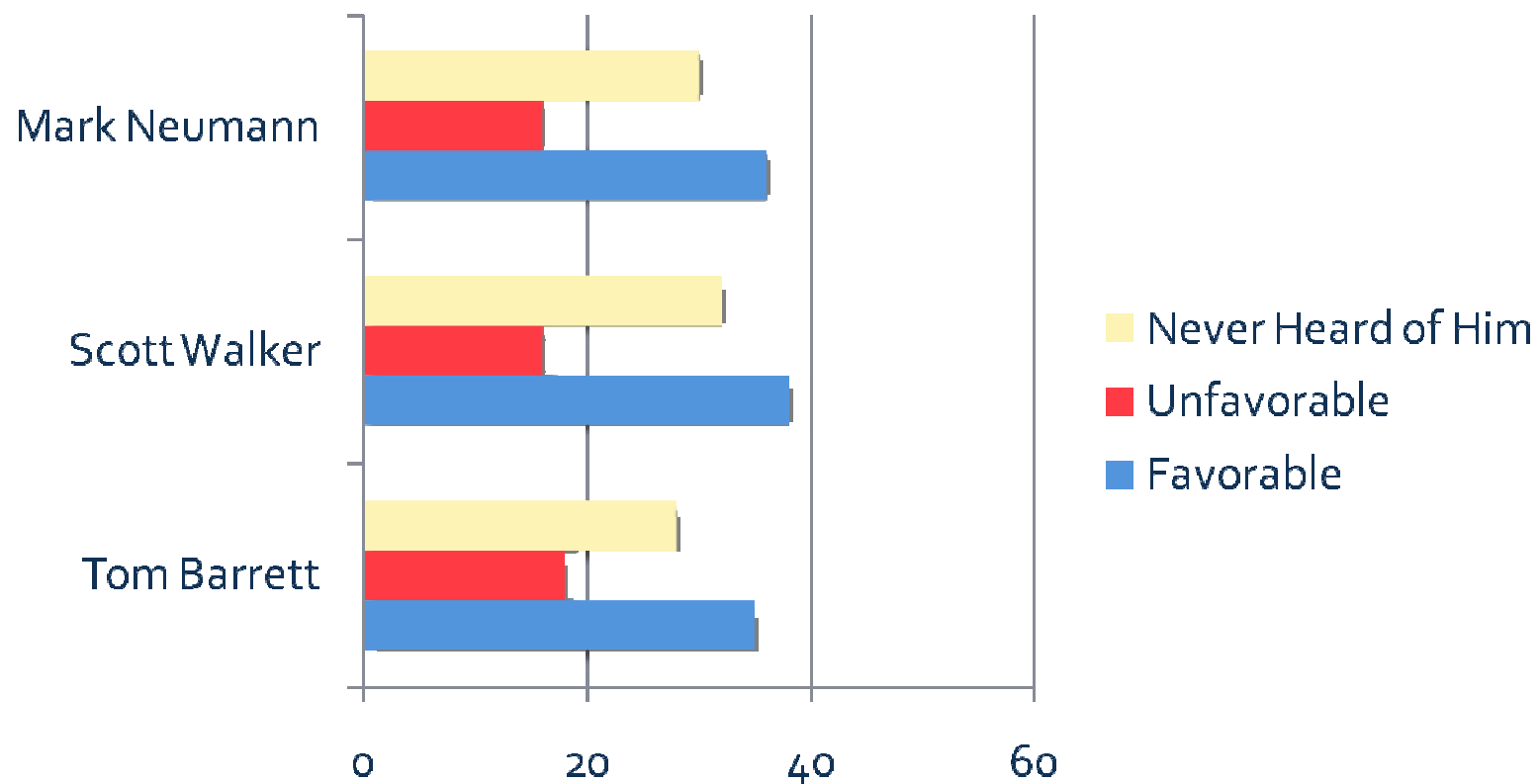
Favorability: Jim Doyle



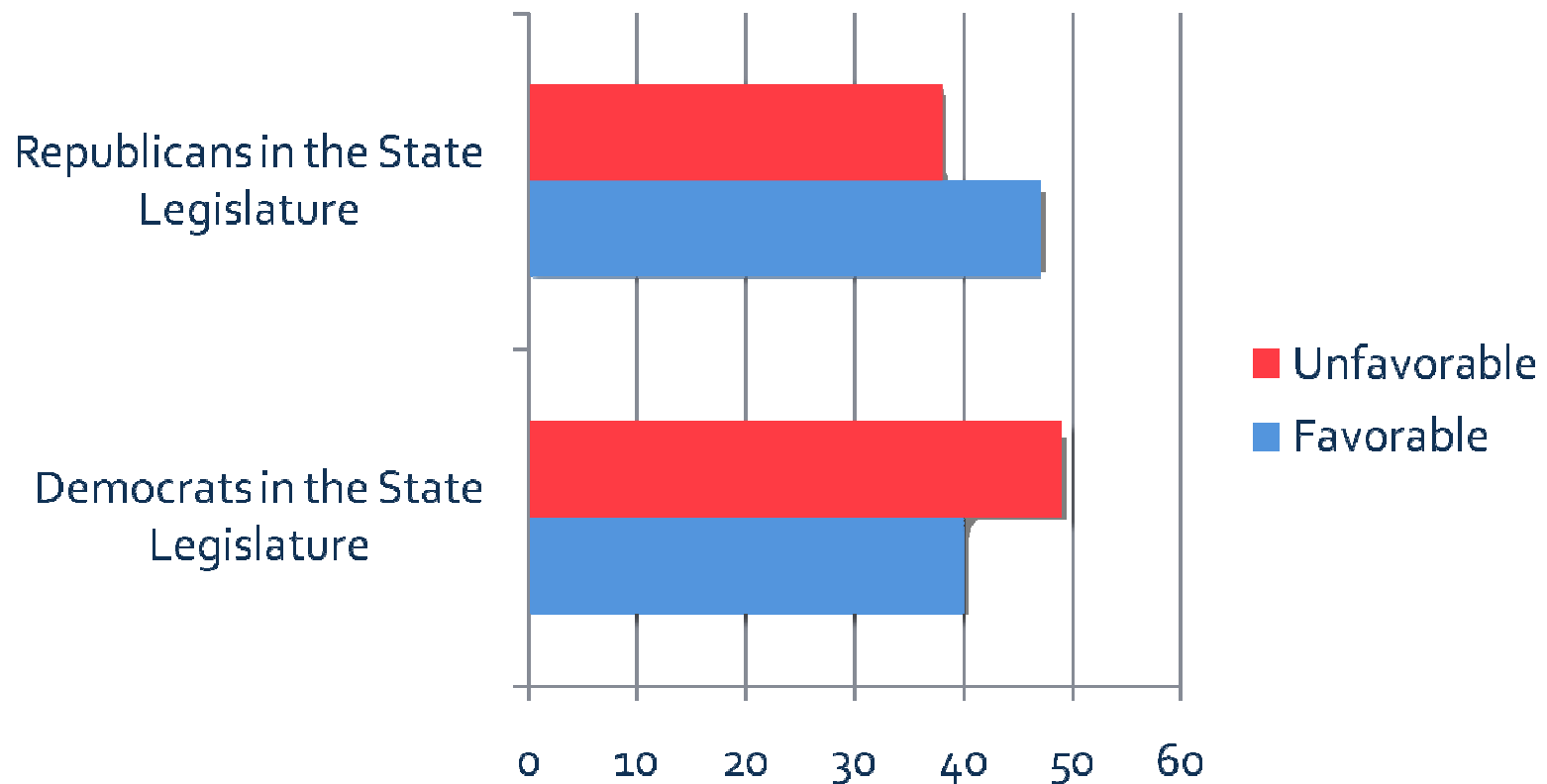
Favorability: Senate Candidates



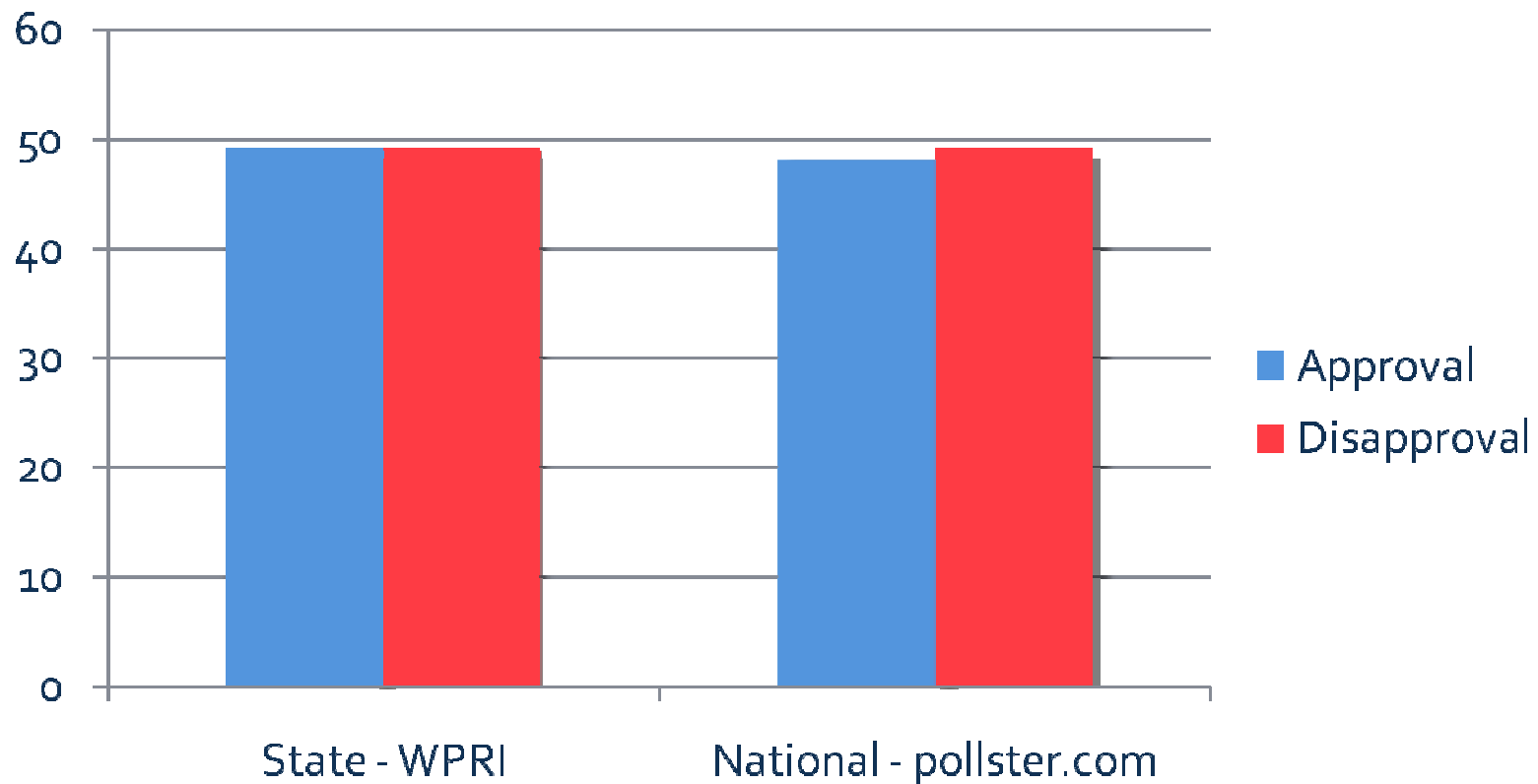
Favorability: Gubernatorial Candidates



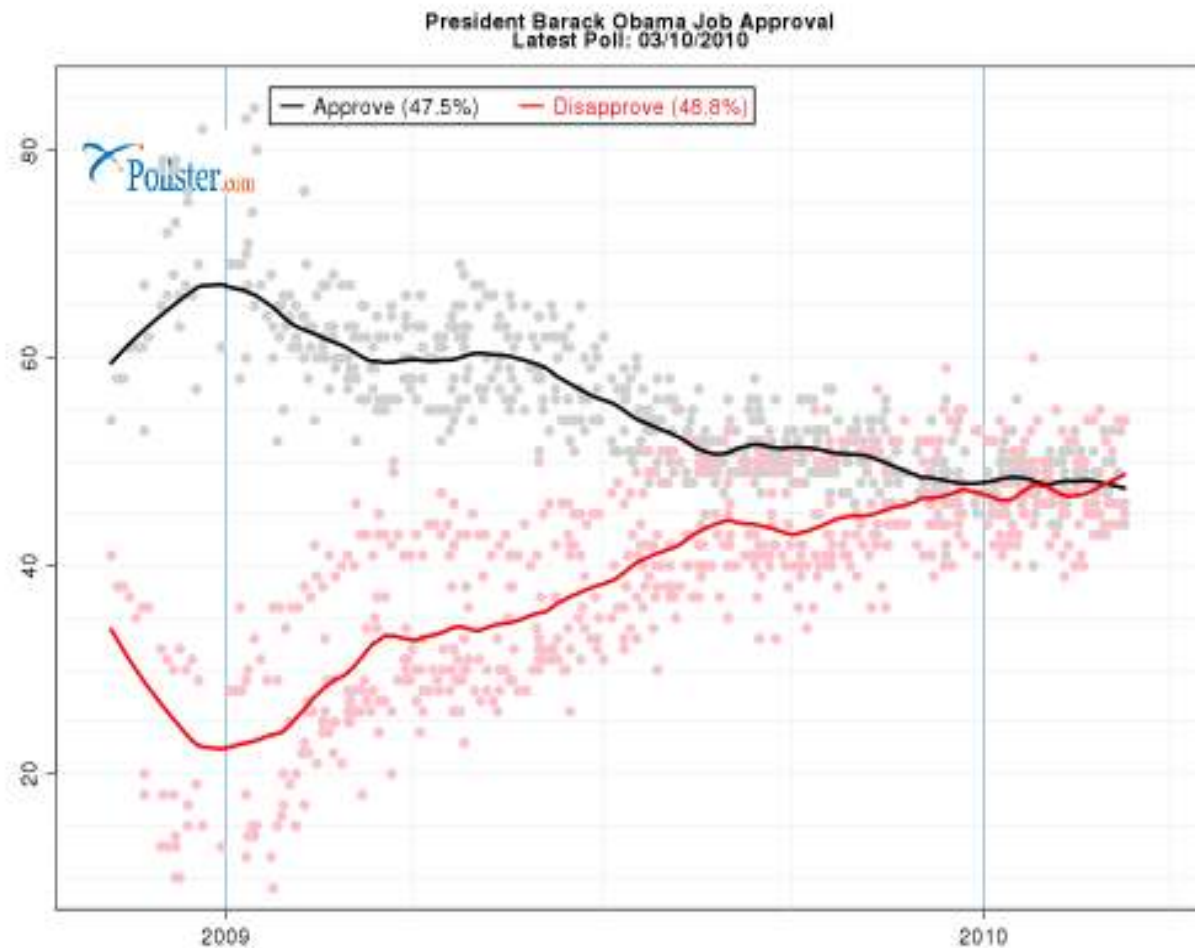
Favorability: State Legislature



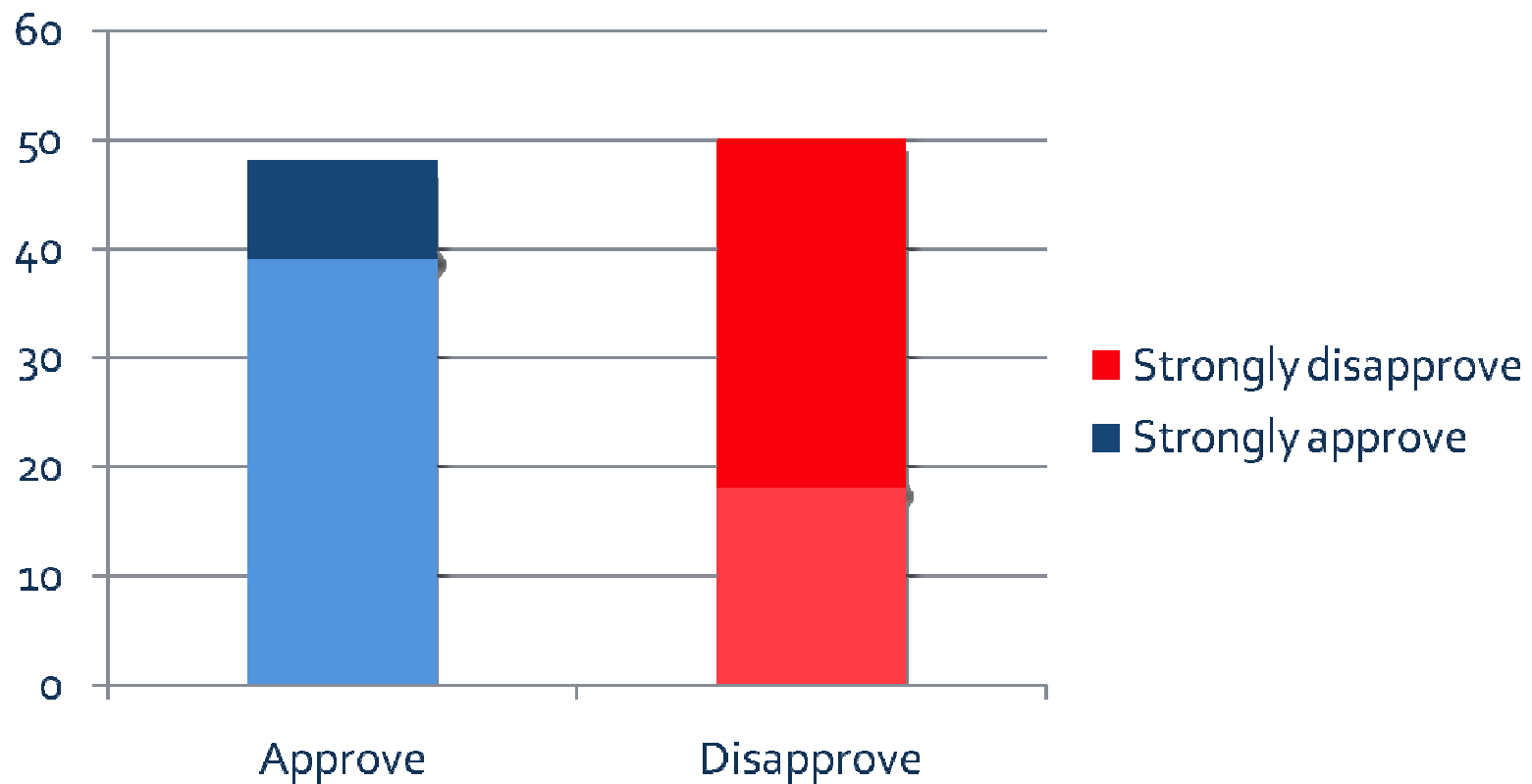
President Obama Job Approval



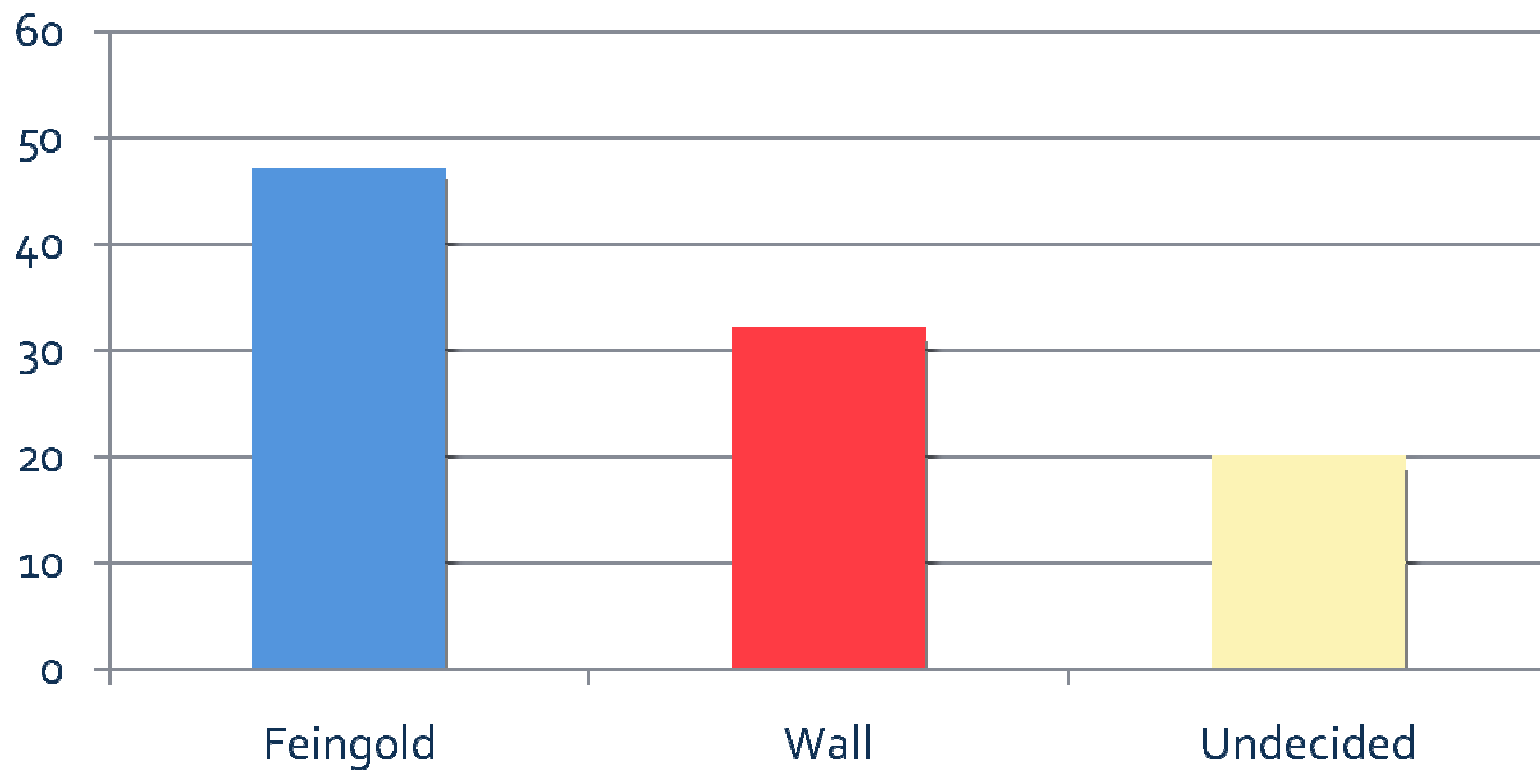
President Obama Job Approval



Governor Doyle Job Approval



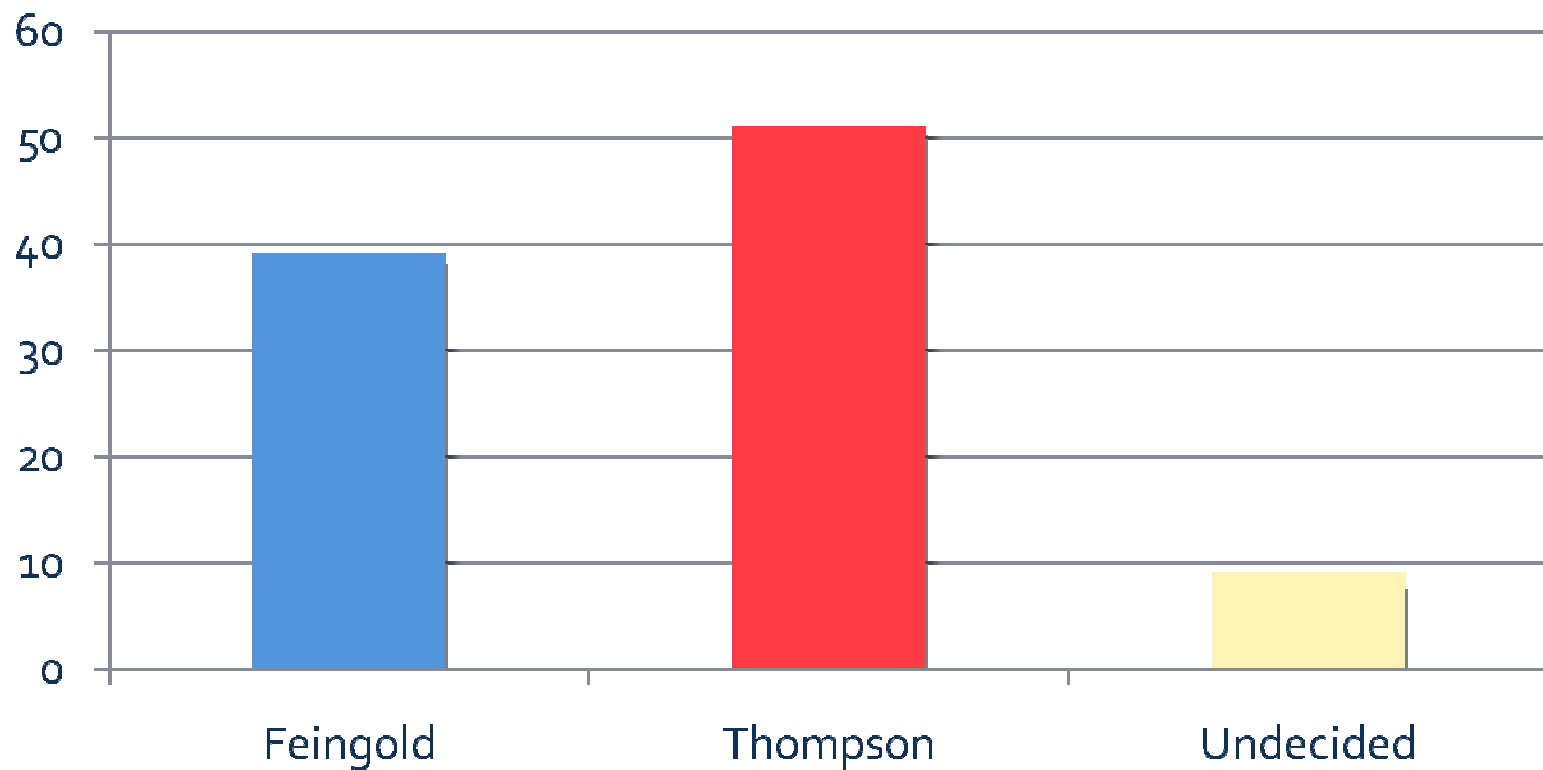
US Senate: Feingold vs. Wall



US Senate: Feingold vs. Wall

Candidate	Rep.	Dem.	Ind.	Milw.	Mad.	Green Bay	Rest of WI
Russ Feingold	20%	78%	48%	44%	55%	37%	55%
Terrence Wall	58%	9%	29%	34%	25%	40%	27%

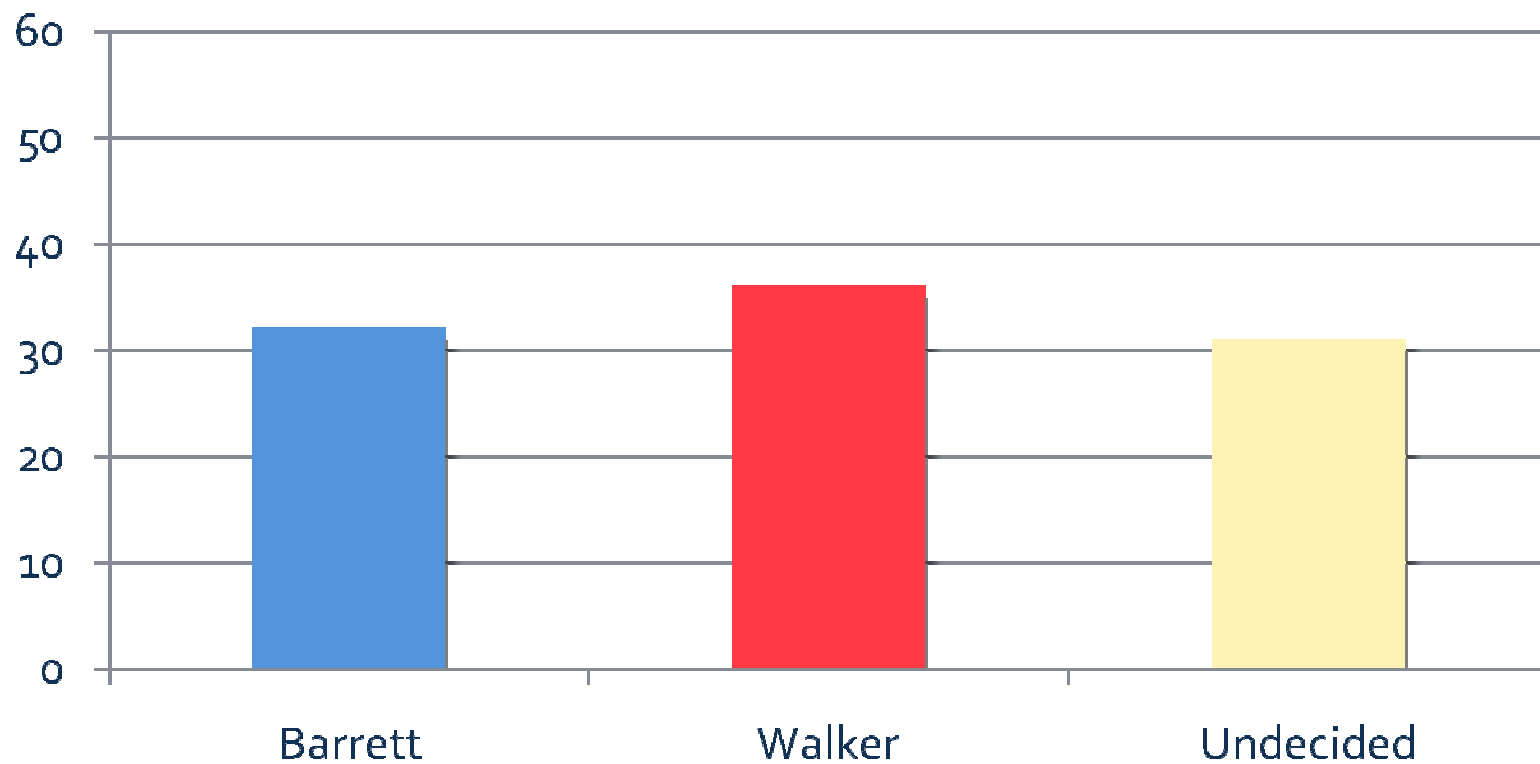
US Senate: Feingold vs. Thompson



US Senate: Feingold vs. Thompson

Candidate	Rep.	Dem.	Ind.	Milw.	Mad.	Green Bay	Rest of WI
Russ Feingold	12%	74%	35%	40%	47%	34%	35%
Tommy Thompson	81%	17%	53%	54%	38%	56%	50%

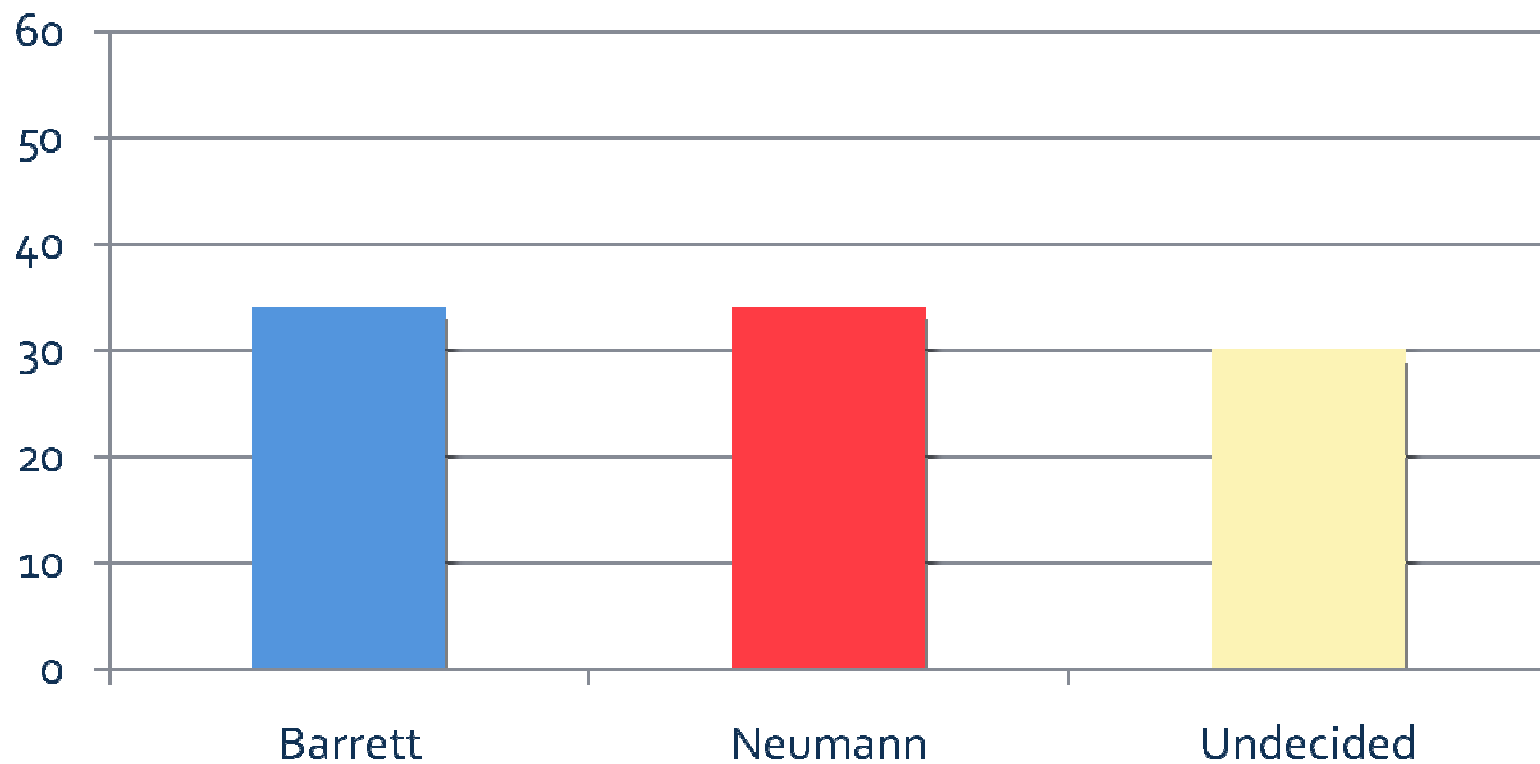
Governor: Barrett vs. Walker



Governor: Barrett vs. Walker

Candidate	Rep.	Dem.	Ind.	Milw.	Mad.	Green Bay	Rest of WI
Tom Barrett	16%	54%	29%	37%	35%	24%	25%
Scott Walker	57%	13%	38%	40%	20%	37%	23%

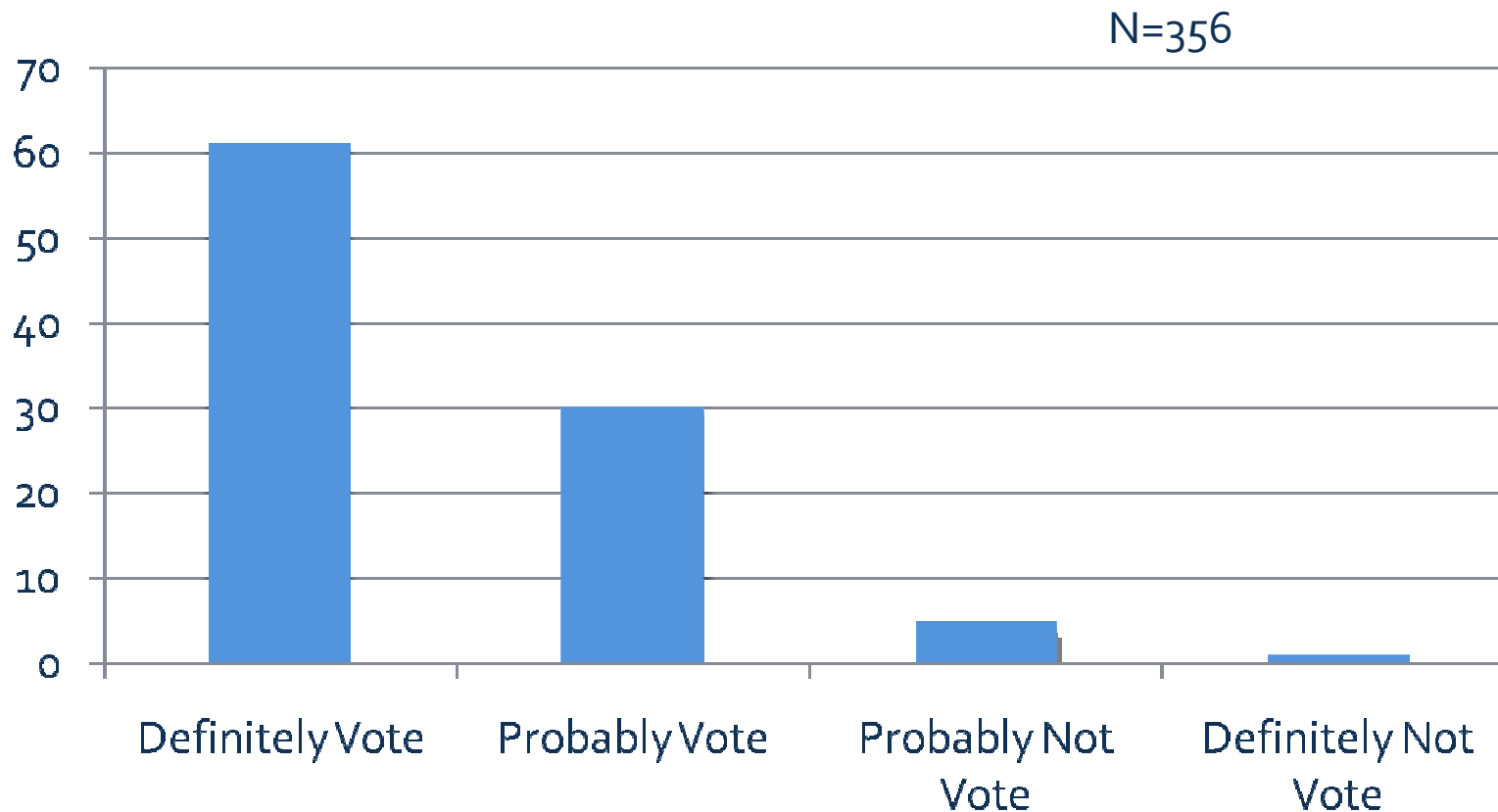
Governor: Barrett vs. Neumann



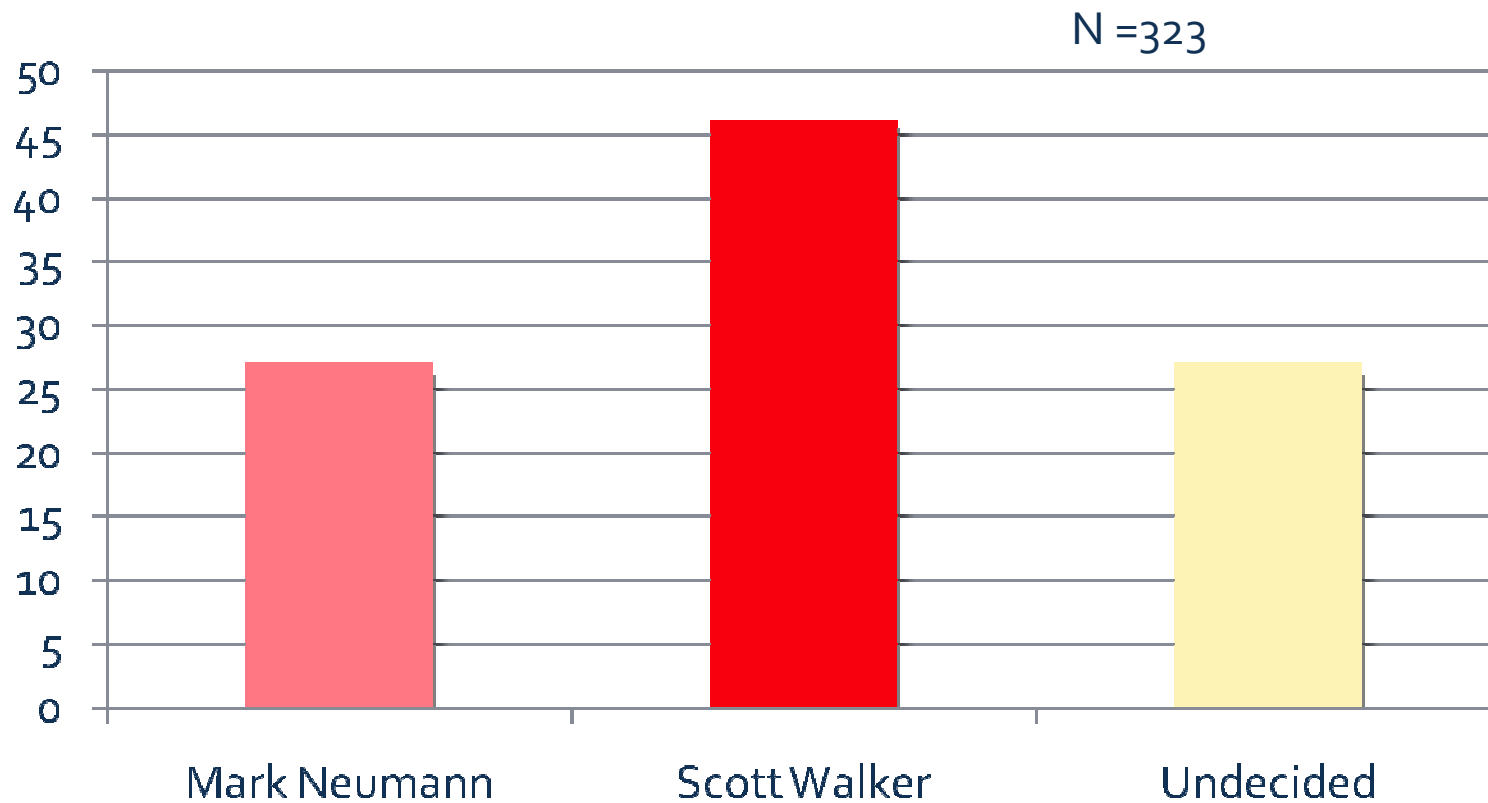
Governor: Barrett vs. Neumann

Candidate	Rep.	Dem.	Ind.	Milw.	Mad.	Green Bay	Rest of WI
Tom Barrett	18%	60%	31%	43%	41%	26%	21%
Mark Neumann	50%	11%	39%	42%	23%	37%	26%

Will You Vote in the Republican Primary for Governor?



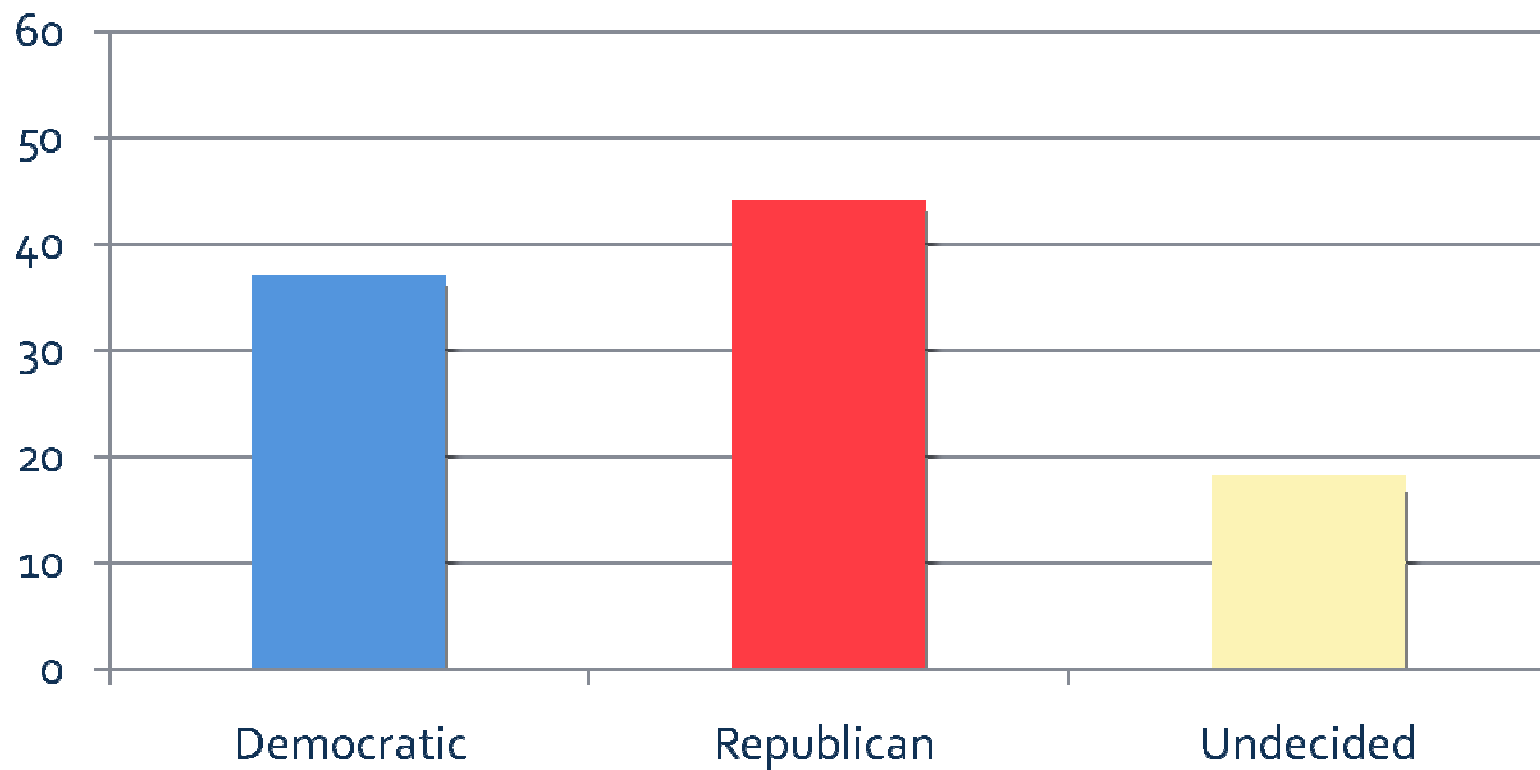
Republican Primary



Republican Primary

Candidate	Rep.	Ind.	Milw.	Mad.	Green Bay	Rest of WI
Mark Neumann	26%	28%	19%	34%	37%	29%
Scott Walker	50%	43%	69%	27%	33%	27%

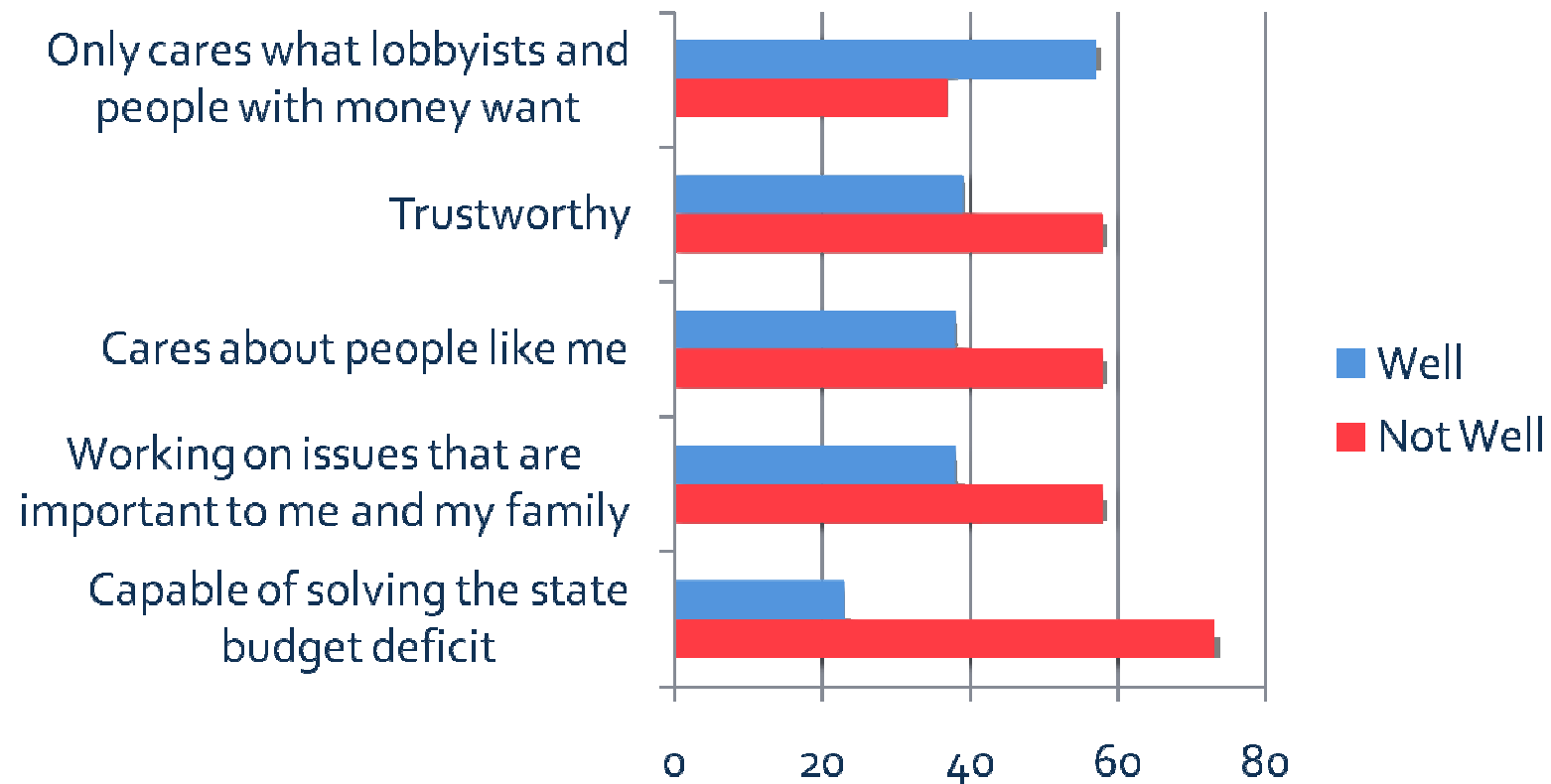
Generic State Assembly



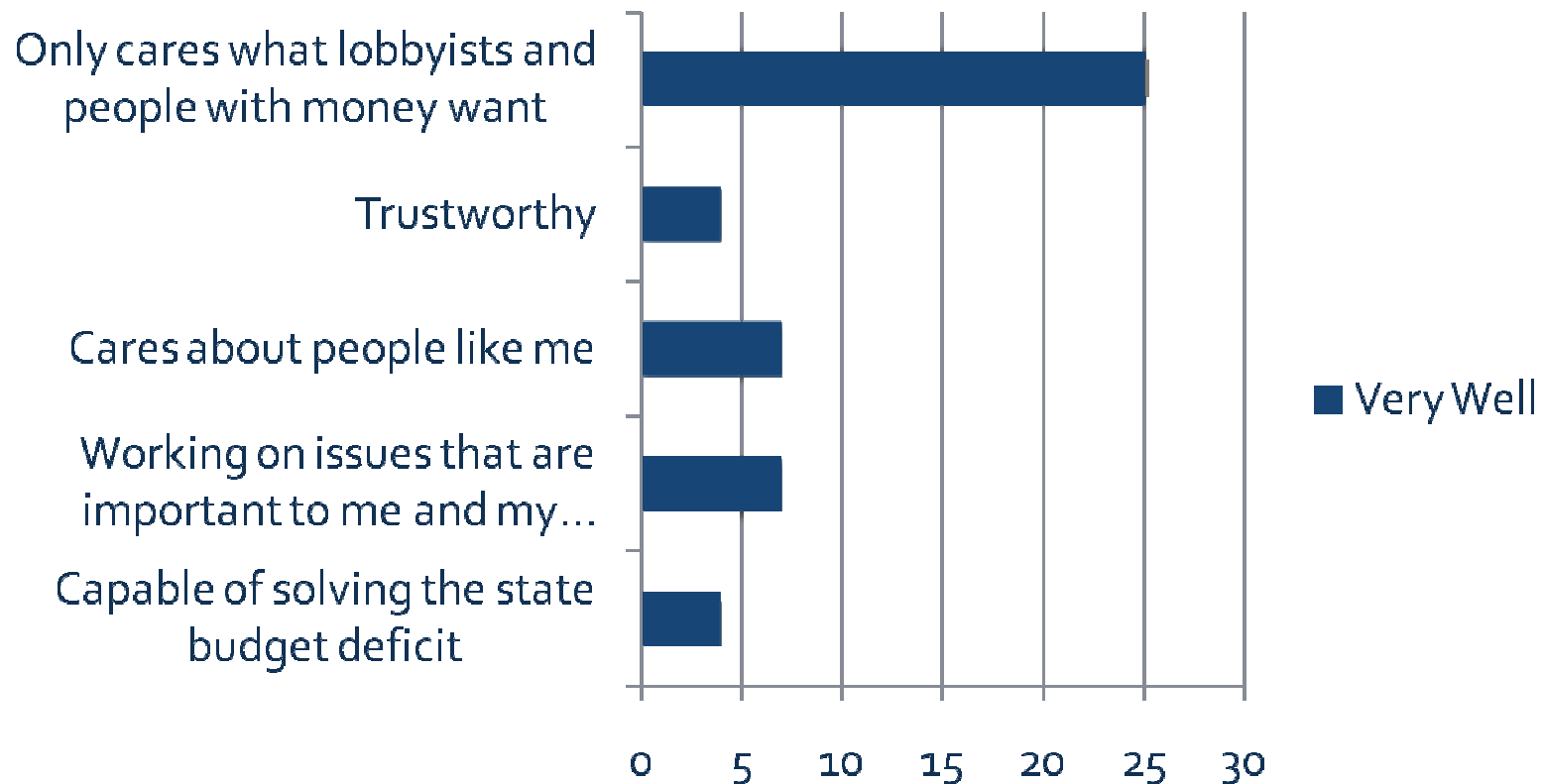
Generic State Assembly

Candidate	Rep.	Dem.	Ind.	Milw.	Mad.	Green Bay	Rest of WI
Democratic	1%	94%	26%	37%	44%	27%	41%
Republican	88%	1%	42%	43%	35%	55%	41%

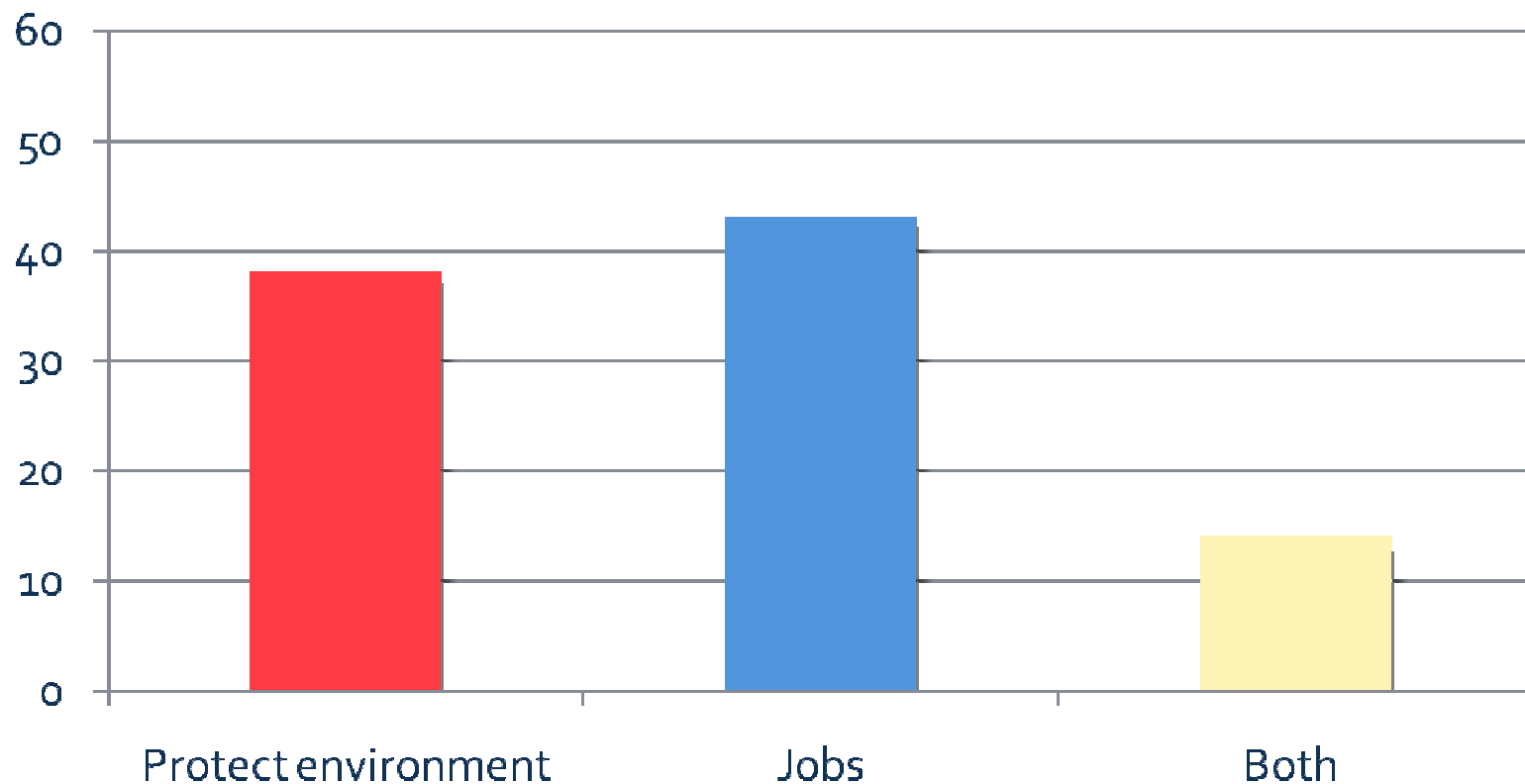
Do These Describe Politicians in Madison?



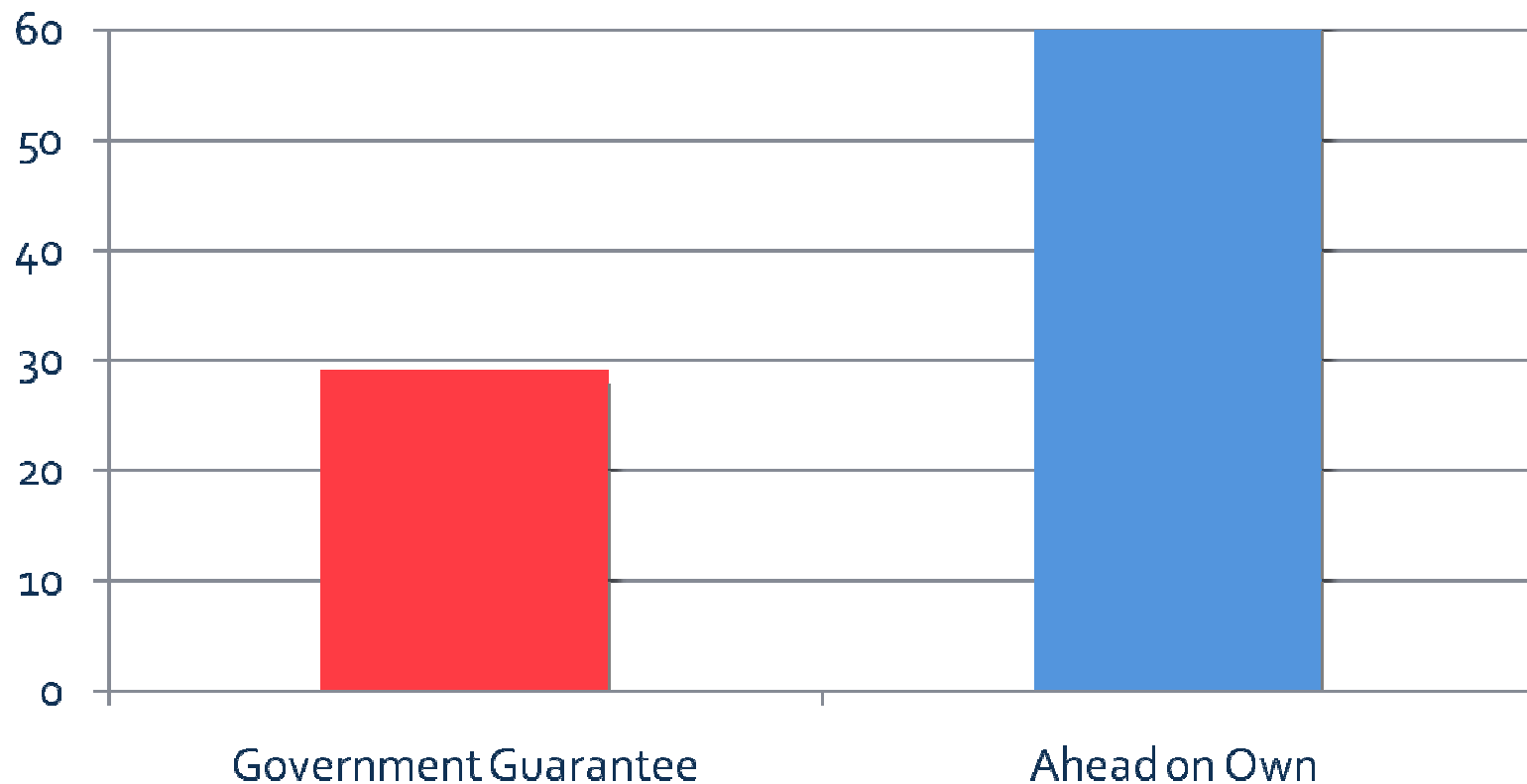
Do These Describe Politicians in Madison?



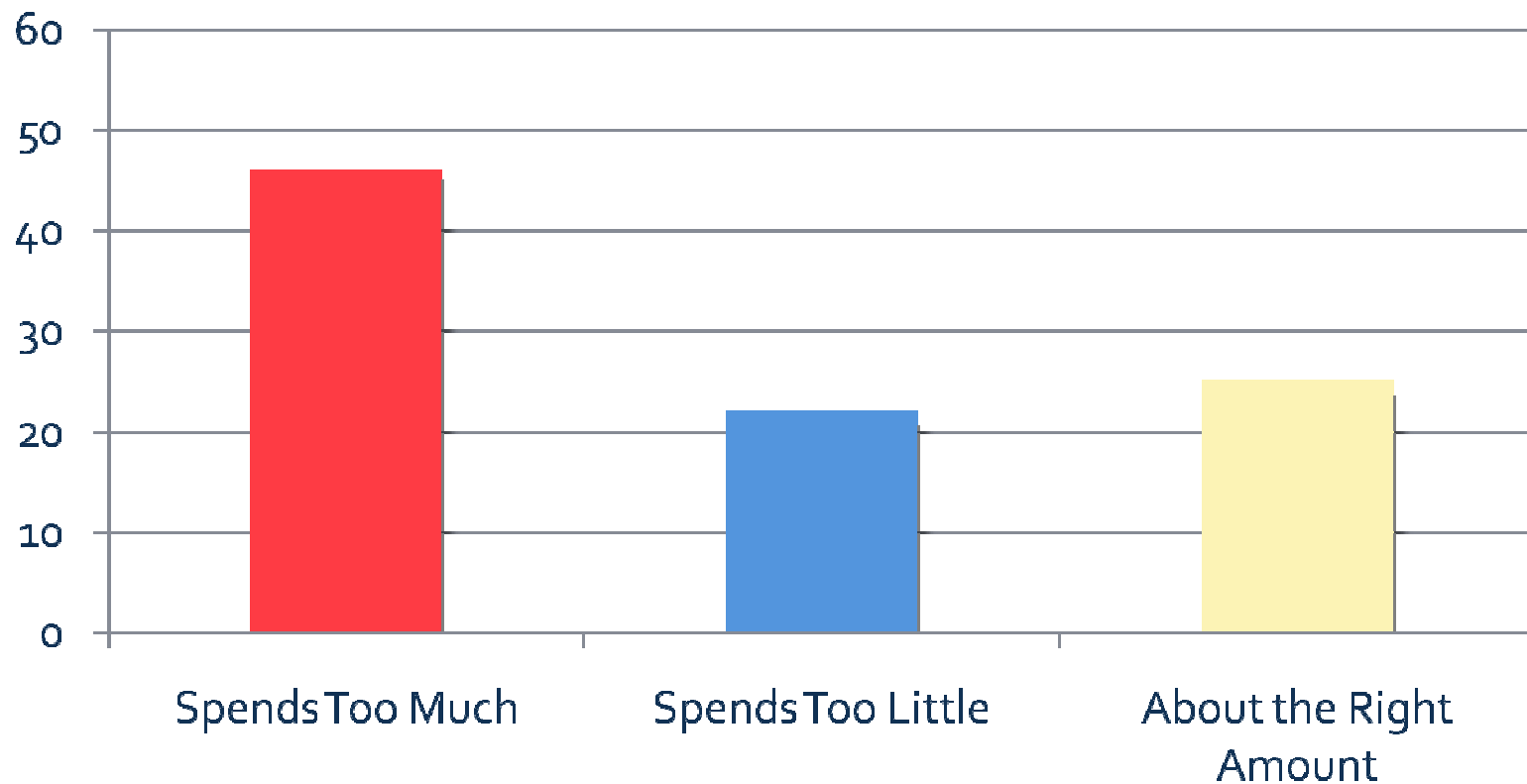
More Important: Jobs or the Environment



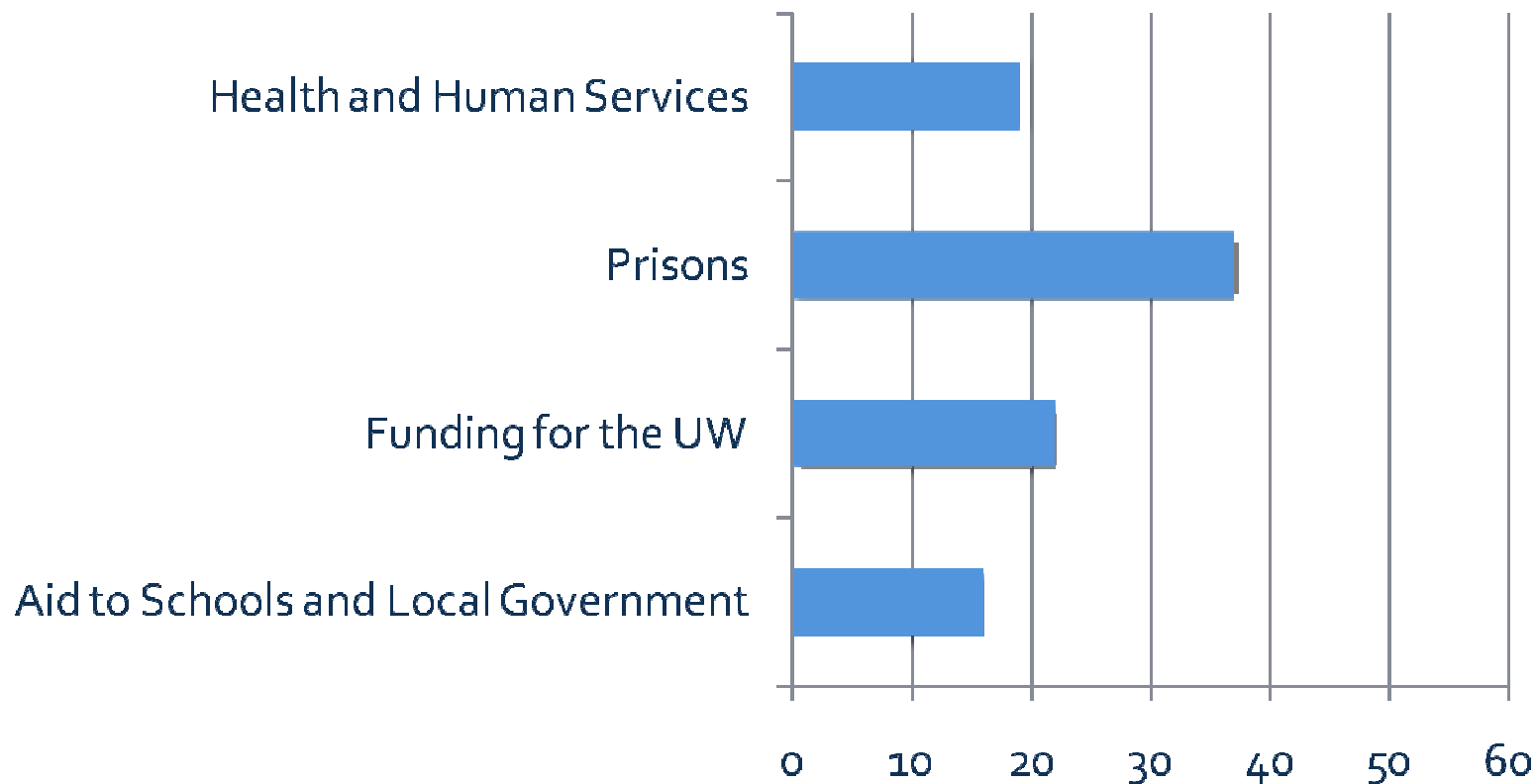
Achieving a Good Standard of Living: Government Help or Ahead on Your Own?



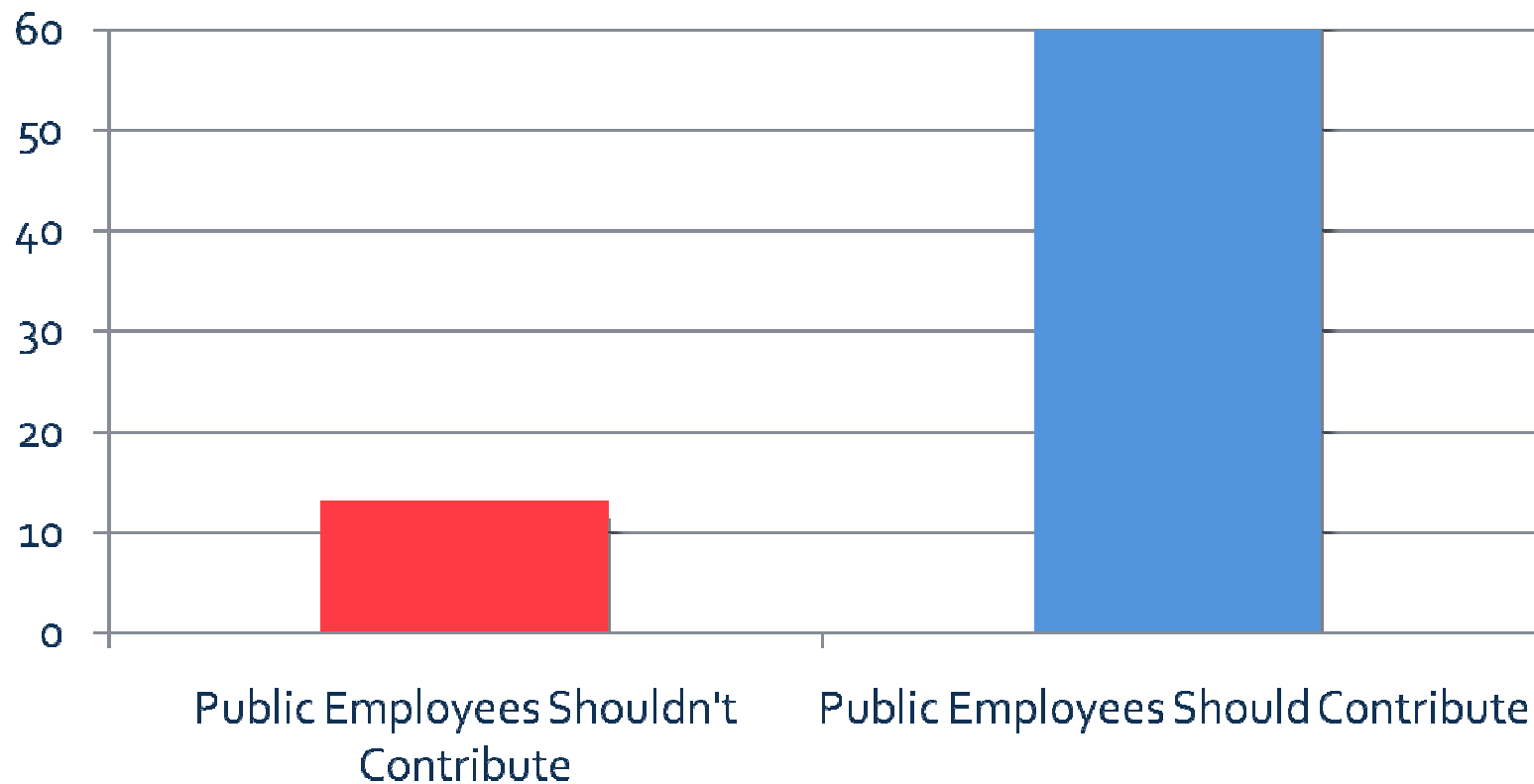
Government Spending on State Programs



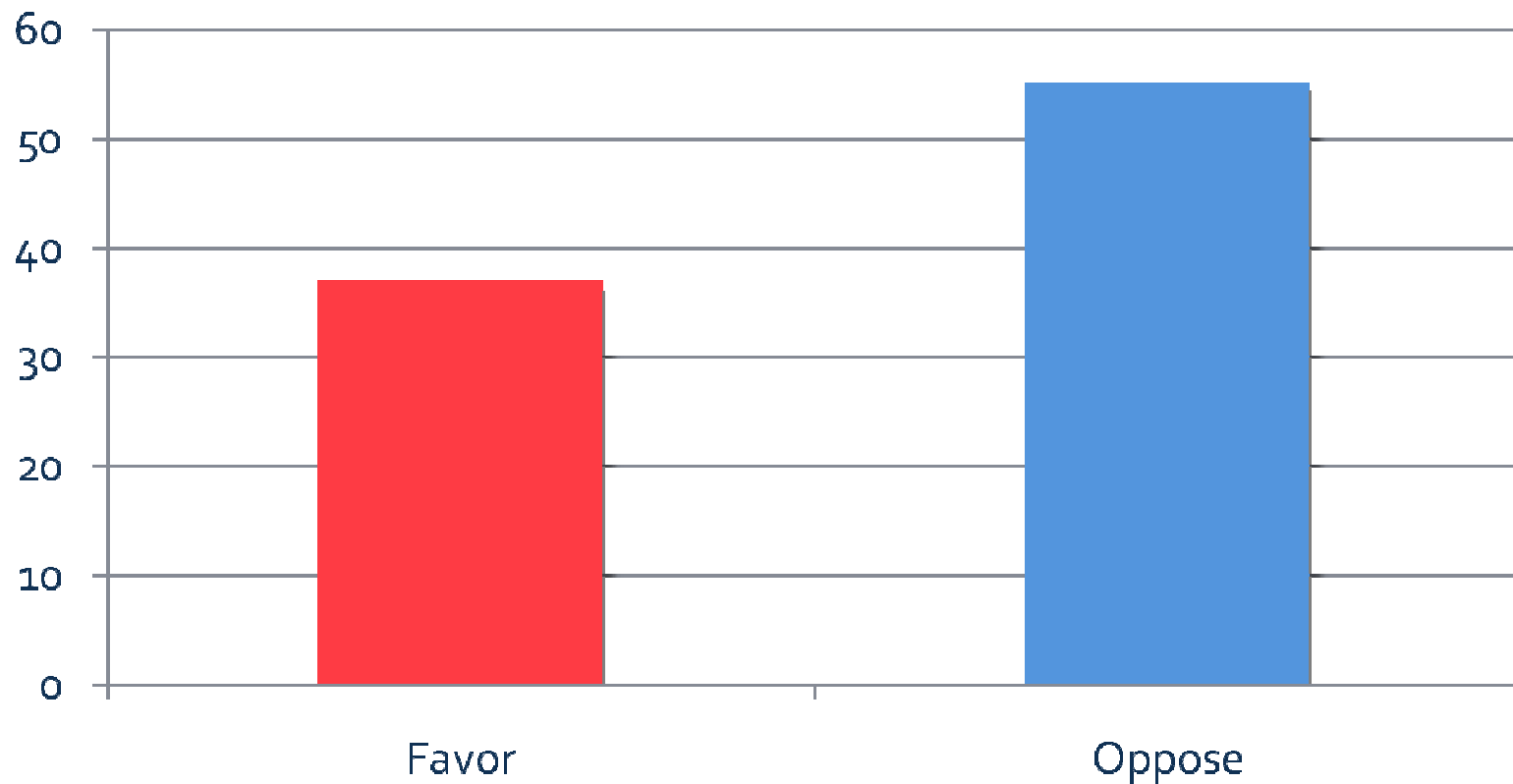
If State Budget Cuts Are Required, Where Should They Be Made?



Public Employee Pensions



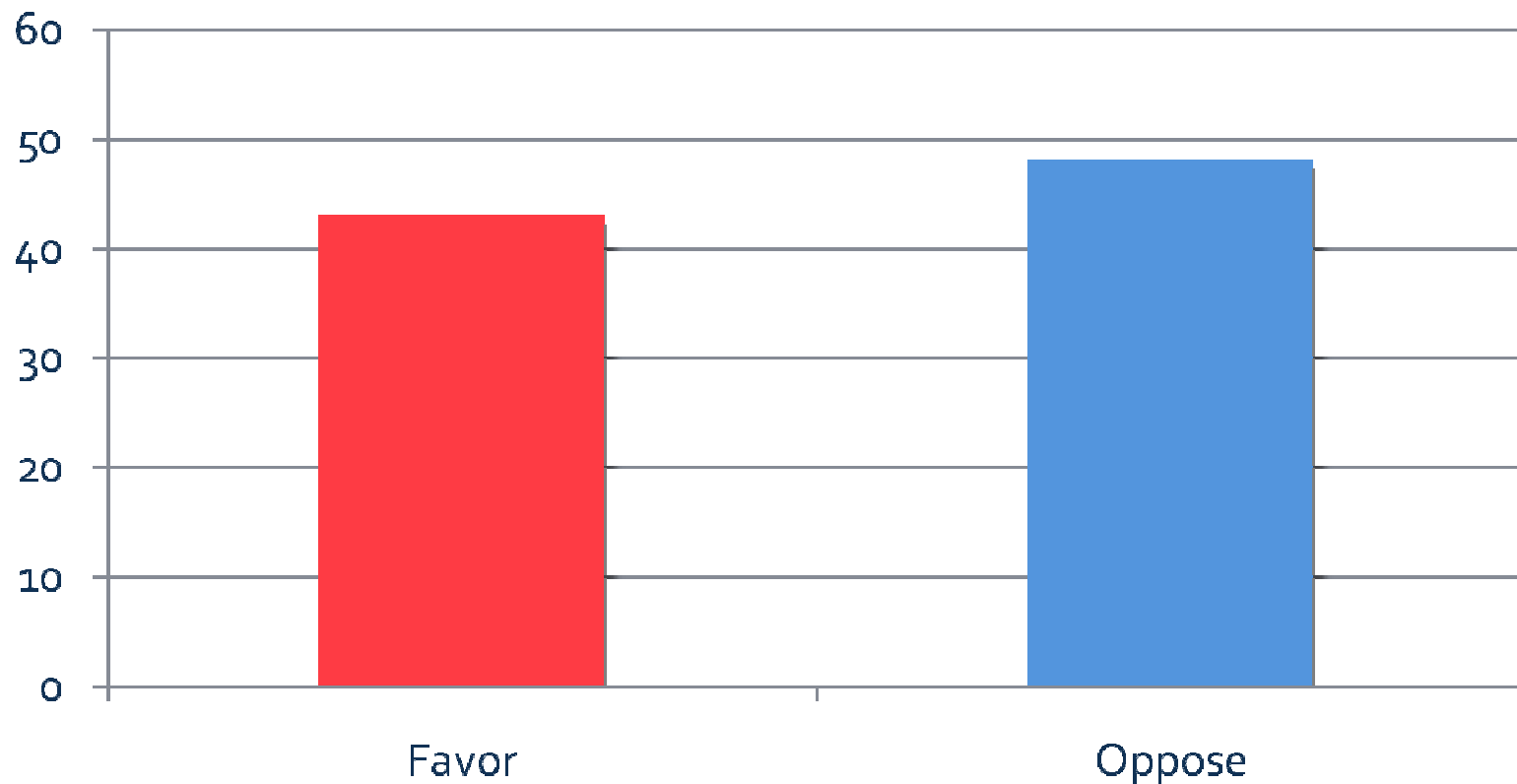
State Opinion of Obama Health Care Reform



State Opinion of Obama Health Care Reform

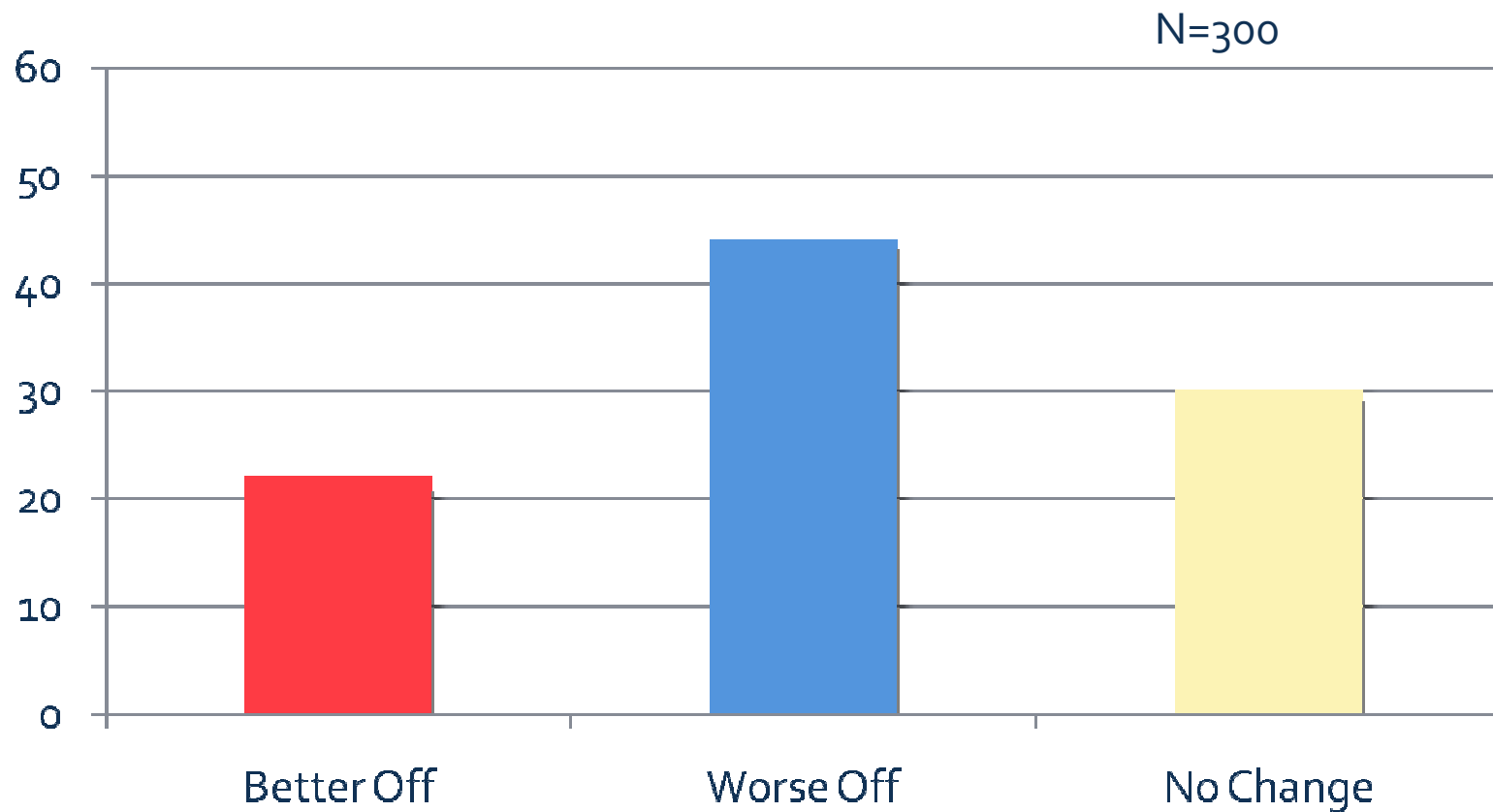
Opinion	Rep.	Dem.	Ind.
Favor	6%	75%	35%
Oppose	94%	12%	57%

National Opinion of Obama Health Care Reform

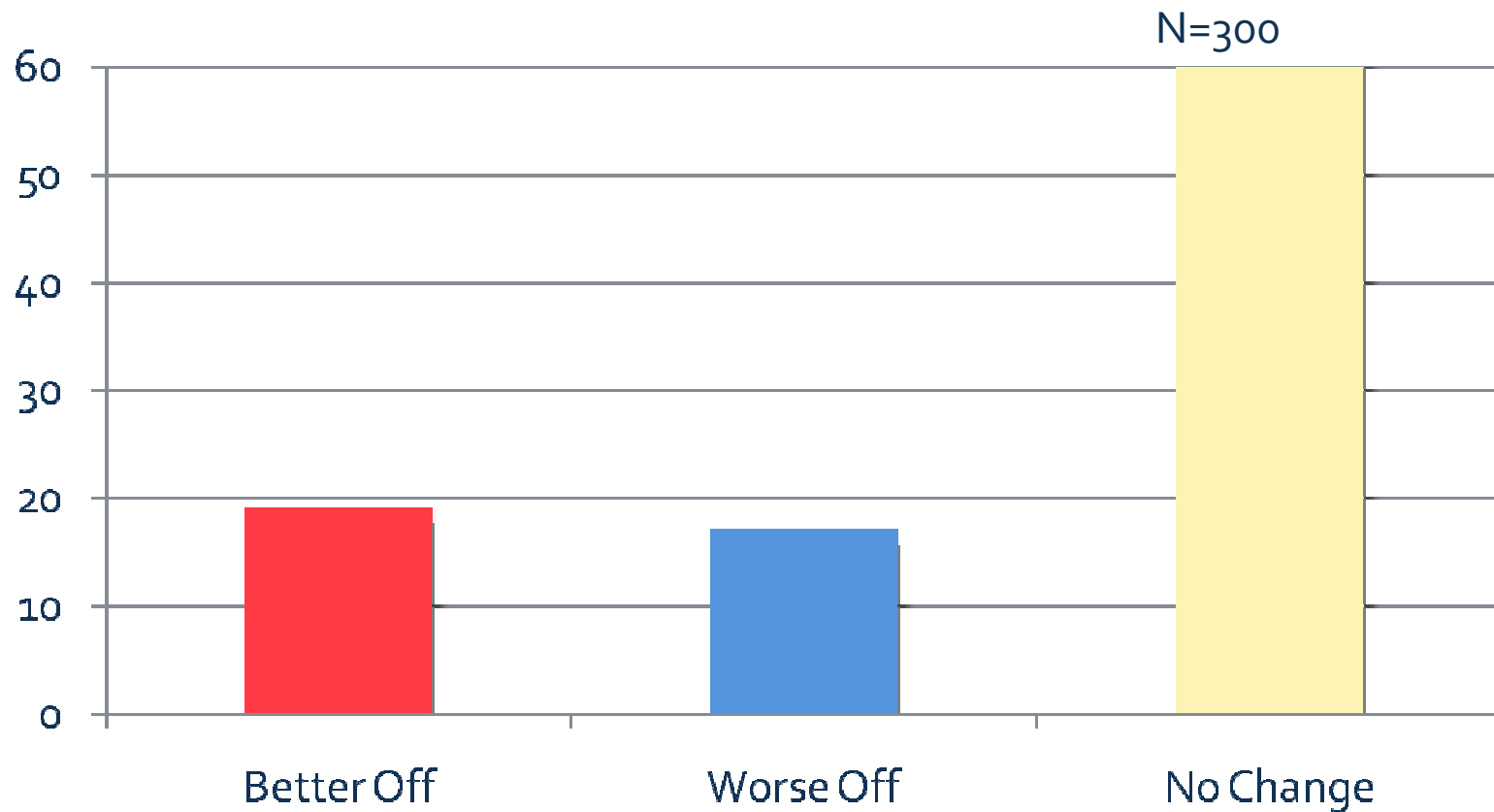


pollster.com

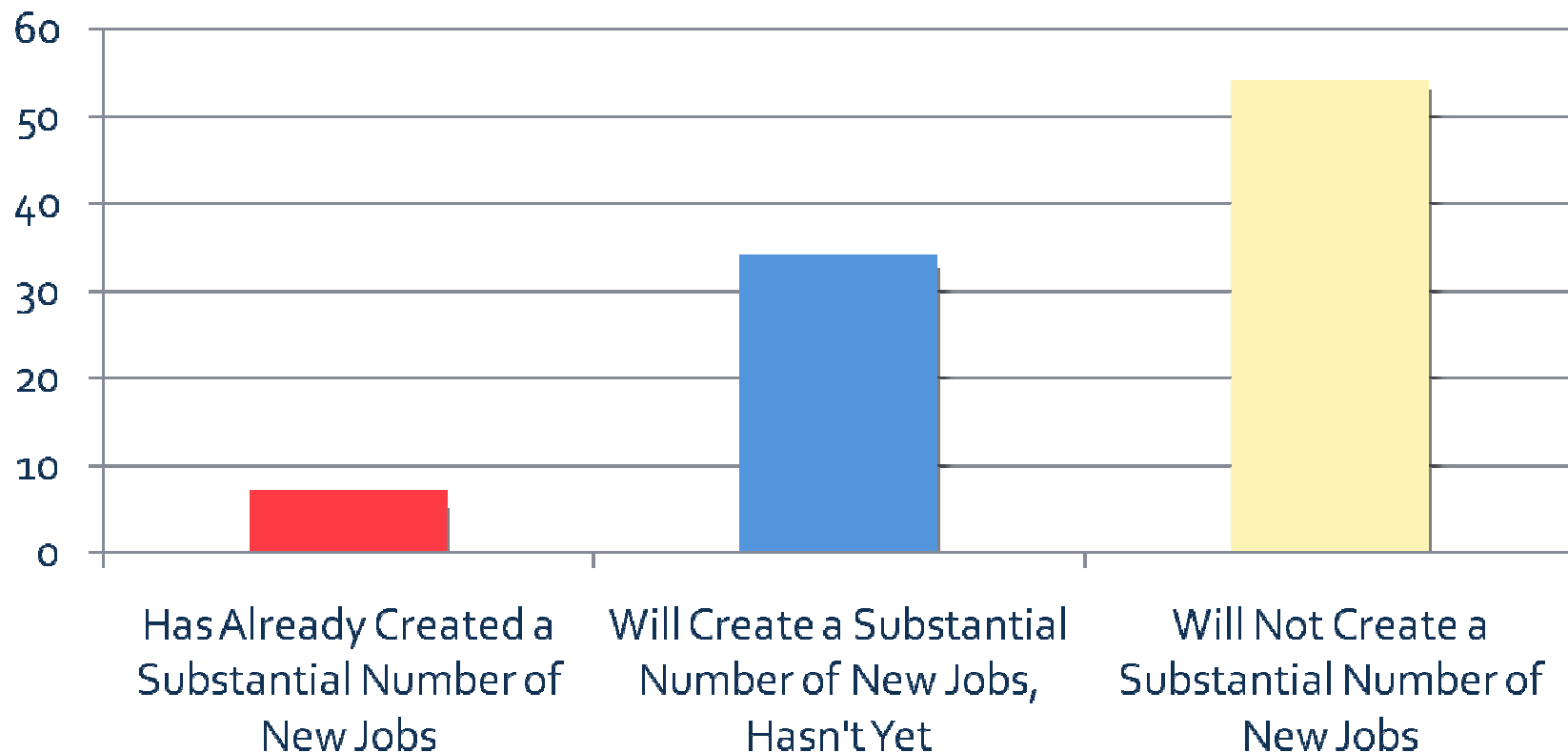
If Health Care Reform Passes...



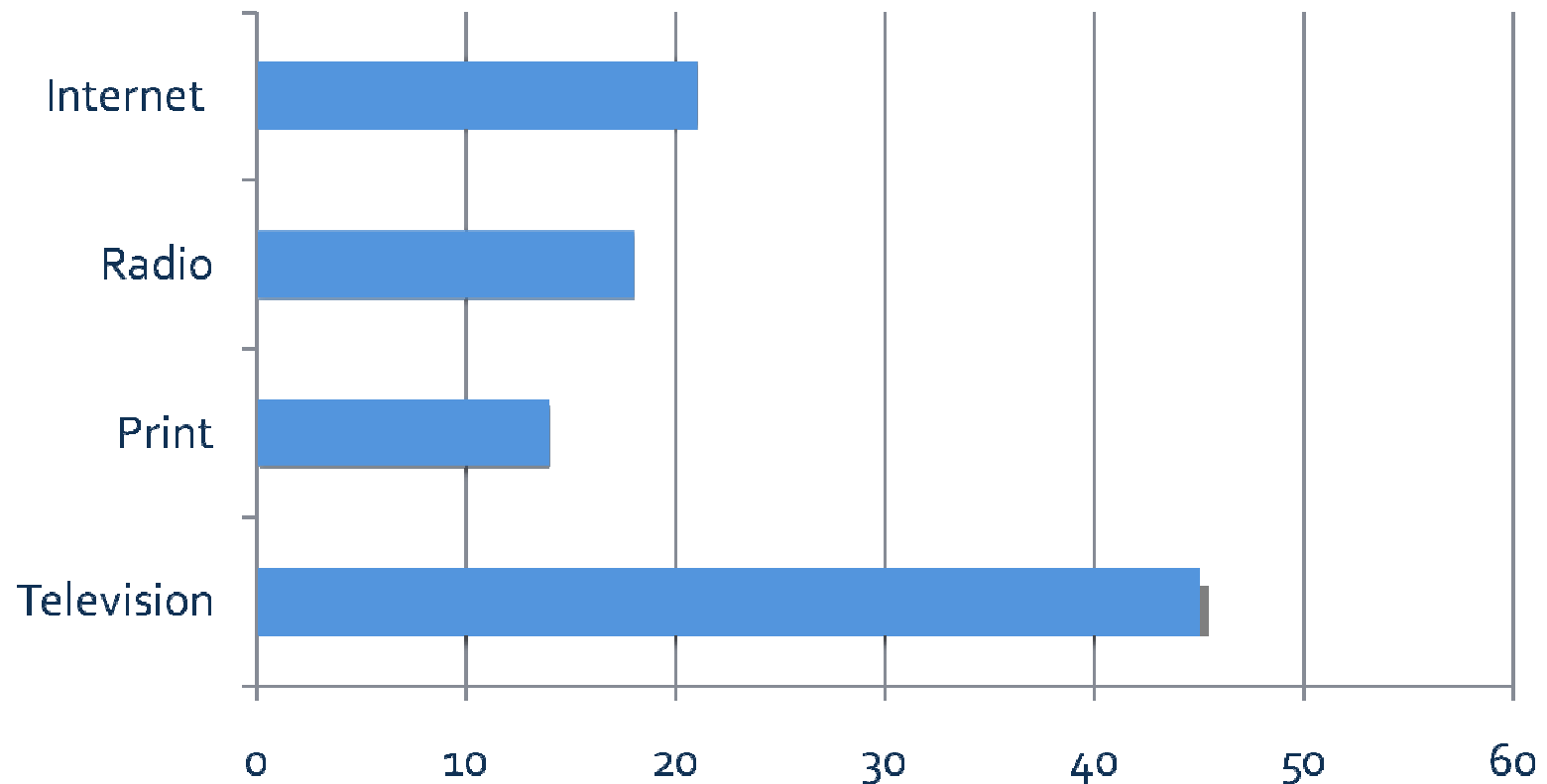
If Health Care Reform Does Not Pass...



Federal Stimulus Impact in Wisconsin



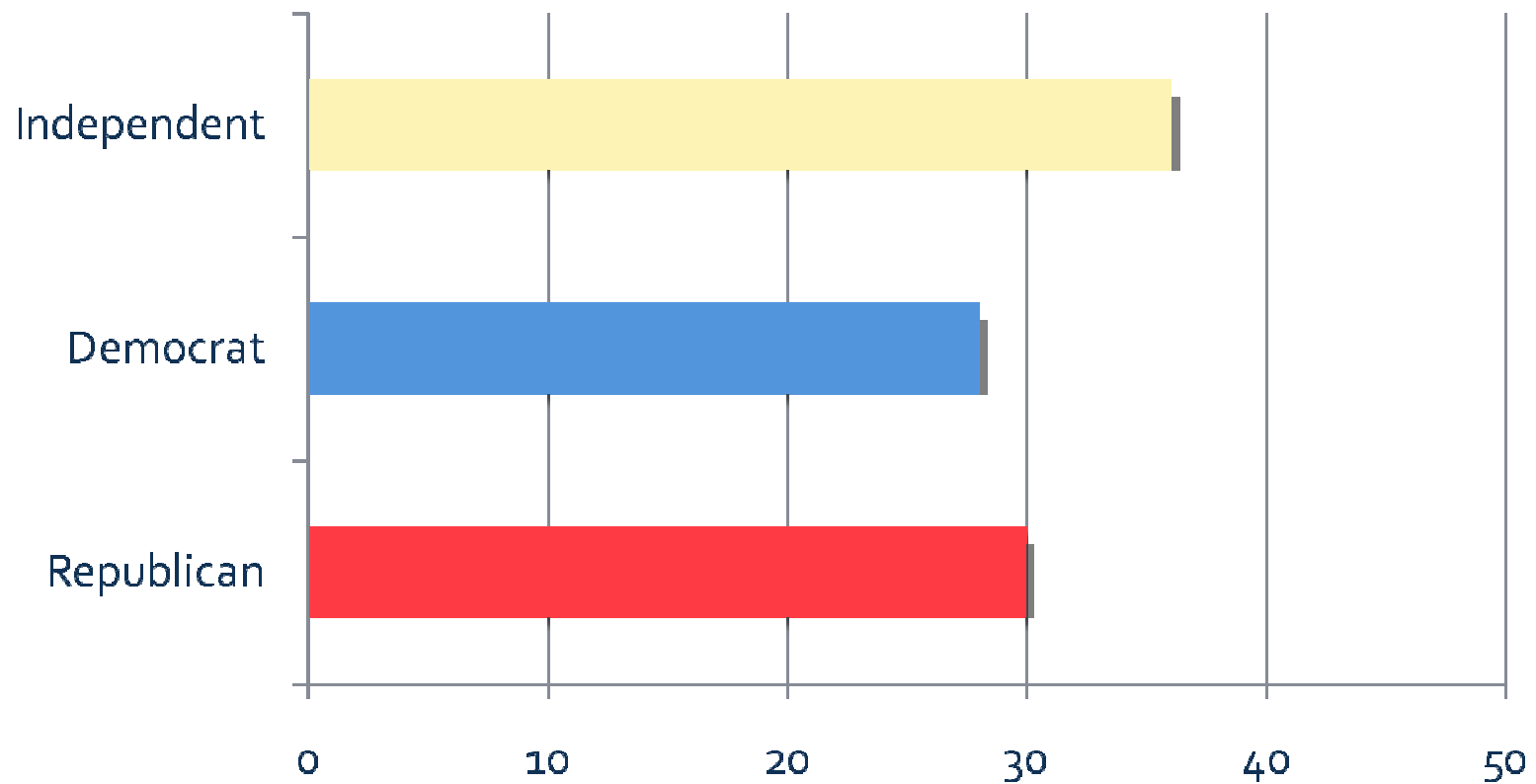
Main Source of News



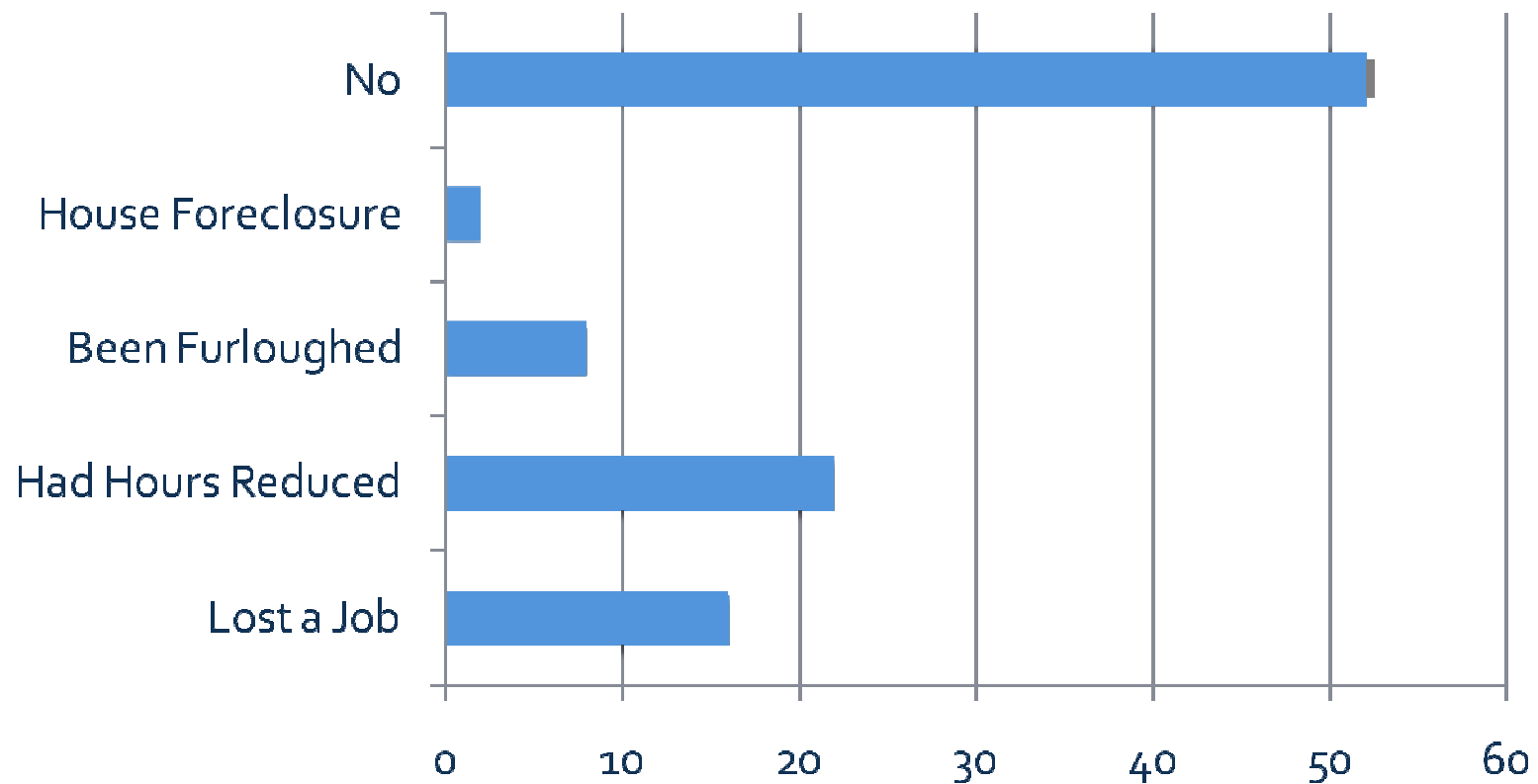
Main Source of News

Source	Rep.	Dem.	Ind.
TV	41%	45%	50%
Internet	25%	21%	18%
Radio	24%	18%	14%
Print	10%	15%	16%

Party Affiliation



Have These Happened to the Family in the Past Year?



Do You Belong to Any Groups Where You Talk to One or More Members of the Group at Least Once Every Two Weeks?

