

Table 1-1
 QUESTION A:
 How likely is it that you will vote in the 2010 general election for Governor, US Senator, and other offices this November, would you say you will definitely vote, probably vote, probably not vote, or definitely not vote in the election for Governor and US Senator this fall?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (DEFINITELY - PROBABLY)	542 90%	169 92%	329 89%	174 85%	315 93%	258 87%	278 94%	241 85%	288 95%	68 100%	412 90%	62 84%	205 91%	236 91%	151 86%	341 92%	259 95%	102 78%	142 94%	202 90%	301 91%	357 95%	183 82%
DEFINITELY VOTE	571 95%	176 96%	350 95%	189 93%	328 96%	278 93%	287 97%	263 92%	295 98%	68 100%	435 95%	68 92%	215 95%	248 95%	163 93%	355 96%	266 97%	116 89%	147 97%	212 95%	316 96%	366 98%	203 91%
PROBABLY VOTE	29 5%	8 4%	20 5%	15 7%	13 4%	20 7%	9 3%	22 8%	7 2%	- -	23 5%	6 8%	11 5%	12 5%	12 7%	14 4%	7 3%	15 11%	4 3%	11 5%	15 4%	9 2%	20 9%

Table 1-2
 QUESTION A:
 How likely is it that you will vote in the 2010 general election for Governor, US Senator, and other offices this November, would you say you will definitely vote, probably vote, probably not vote, or definitely not vote in the election for Governor and US Senator this fall?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (DEFINITELY - PROBABLY)	542 90%	245 90%	112 87%	101 92%	75 93%	170 94%	145 87%	196 91%	8 16%	79 97%	107 97%	124 98%	109 96%	114 96%	149 80%	158 89%	164 99%	69 100%	118 90%	424 92%	207 85%	97 98%	105 90%	134 95%
DEFINITELY VOTE	571 95%	258 95%	120 94%	105 96%	78 96%	175 97%	157 93%	206 95%	27 58%	81 98%	109 98%	125 99%	112 98%	117 98%	167 90%	168 94%	165 100%	69 100%	125 95%	443 96%	226 92%	98 99%	110 95%	137 97%
PROBABLY VOTE	29 5%	13 5%	8 6%	5 4%	3 4%	5 3%	11 7%	10 5%	20 42%	1 2%	2 2%	1 1%	2 2%	3 2%	18 10%	10 6%	1 -	- -	7 5%	19 4%	18 8%	1 1%	6 5%	4 3%

Table 2-1

QUESTION 1:
 Some people seem to follow what's going on in politics most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
MOST OF THE TIME	378 63%	109 59%	245 66%	106 52%	240 71%	164 55%	212 71%	150 53%	221 73%	56 83%	287 63%	35 47%	127 56%	177 68%	93 53%	253 68%	196 72%	73 55%	79 52%	127 57%	233 70%	240 64%	136 61%
SOME OF THE TIME	165 27%	54 29%	94 26%	70 34%	76 22%	96 32%	66 22%	94 33%	65 21%	9 13%	130 28%	26 36%	77 34%	57 22%	55 31%	92 25%	63 23%	40 30%	55 36%	66 29%	80 24%	107 29%	58 26%
ONLY NOW AND THEN	46 8%	18 10%	23 6%	20 10%	22 6%	33 11%	13 4%	32 11%	14 5%	3 4%	35 8%	8 11%	20 9%	18 7%	21 12%	21 6%	12 4%	17 13%	12 8%	28 13%	14 4%	24 6%	22 10%
HARDLY AT ALL	10 2%	4 2%	6 2%	8 4%	2 1%	4 1%	6 2%	8 3%	2 1%	- -	6 1%	3 5%	2 1%	7 3%	6 3%	3 1%	2 1%	1 1%	4 2%	2 1%	3 1%	4 1%	6 3%
DON'T KNOW/REFUSED	1 -	- -	1 -	1 -	- -	1 -	- -	1 -	- -	- -	- -	1 1%	- -	1 -	- -	1 -	- -	- -	1 1%	- -	1 -	- -	1 -

Table 2-2

QUESTION 1:
 Some people seem to follow what's going on in politics most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
MOST OF THE TIME	378 63%	168 62%	76 59%	73 66%	56 69%	114 63%	99 59%	145 67%	25 52%	32 39%	63 57%	90 71%	77 68%	92 77%	101 54%	115 64%	110 66%	52 75%	92 70%	284 61%	170 70%	60 61%	62 53%	86 61%
SOME OF THE TIME	165 27%	78 29%	44 35%	22 20%	19 24%	54 30%	49 29%	51 24%	7 16%	44 53%	35 32%	28 22%	27 24%	23 19%	57 31%	46 26%	47 28%	15 21%	32 24%	129 28%	56 23%	30 30%	35 30%	44 31%
ONLY NOW AND THEN	46 8%	19 7%	7 5%	14 13%	6 7%	10 5%	19 12%	15 7%	11 24%	6 7%	11 10%	5 4%	9 8%	3 3%	23 12%	15 8%	8 5%	1 1%	8 6%	38 8%	14 6%	8 8%	17 15%	7 5%
HARDLY AT ALL	10 2%	6 2%	1 1%	1 1%	- 1%	2 1%	1 1%	5 2%	4 8%	- 1%	1 1%	2 2%	1 1%	1 1%	5 3%	2 1%	1 1%	1 2%	- -	10 2%	3 1%	- -	2 2%	4 3%
DON'T KNOW/REFUSED	1 -	1 -	- -	- -	- -	- -	- -	1 -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	1 -	1 -	- -	- -	- -

Table 3-1
 QUESTION 2:
 Thinking about things in the United States, do you think things in the country are generally going in the right direction, or do you feel things have gotten off on the wrong track?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-186 -31%	184 100%	-370 -100%	66 32%	-253 -74%	94 32%	-279 -94%	58 20%	-238 -79%	-60 -88%	-139 -30%	13 17%	9 4%	-164 -63%	39 22%	-224 -61%	-179 -66%	19 15%	-	91 41%	-273 -82%	-121 -32%	-63 -28%
RIGHT DIRECTION	184 31%	184 100%	-	130 64%	35 10%	179 60%	5 2%	156 55%	27 9%	3 5%	142 31%	39 52%	108 48%	38 15%	98 56%	64 17%	41 15%	68 52%	68 45%	144 65%	24 7%	116 31%	68 31%
WRONG TRACK	370 62%	-	370 100%	64 31%	288 85%	85 28%	284 96%	98 34%	265 88%	63 93%	281 61%	26 35%	99 44%	203 78%	59 33%	288 78%	220 81%	48 37%	69 46%	53 24%	297 90%	237 63%	131 59%
DON'T KNOW/REFUSED	46 8%	-	-	10 5%	18 5%	35 12%	7 2%	31 11%	10 3%	2 3%	35 8%	9 13%	19 8%	19 7%	18 11%	18 5%	12 5%	15 12%	14 9%	25 11%	10 3%	22 6%	24 11%

Table 3-2
 QUESTION 2:
 Thinking about things in the United States, do you think things in the country are generally going in the right direction, or do you feel things have gotten off on the wrong track?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA				
	TOTAL	TV	INTER- NET	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE		
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (RIGHT DIRECTION - WRONG TRACK)	-186 -31%	-68 -25%	-55 -43%	-53 -48%	-9 -11%	-151 -84%	66 39%	-87 -40%	-7 -16%	-17 -21%	-44 -40%	-35 -28%	-31 -28%	-50 -42%	-54 -29%	-85 -48%	-39 -23%	-7 -10%	-21 -16%	-160 -35%	-75 -31%	-16 -16%	-41 -35%	-54 -38%	
RIGHT DIRECTION	184 31%	93 34%	30 24%	24 22%	33 41%	11 6%	108 65%	56 26%	19 39%	28 34%	31 28%	39 31%	39 34%	30 25%	58 31%	40 22%	60 36%	27 39%	51 39%	132 29%	76 31%	38 38%	31 26%	39 28%	
WRONG TRACK	370 62%	161 59%	85 66%	77 70%	42 52%	162 90%	42 25%	143 66%	26 55%	45 55%	75 68%	74 59%	70 61%	79 66%	111 60%	125 70%	98 59%	34 49%	73 55%	292 63%	151 62%	54 54%	72 62%	94 66%	
DON'T KNOW/REFUSED	46 8%	17 6%	13 10%	8 8%	6 7%	6 3%	17 10%	17 8%	3 6%	9 12%	5 5%	13 10%	5 5%	11 9%	17 9%	14 8%	8 5%	8 12%	8 6%	37 8%	17 7%	8 8%	14 12%	8 6%	

Table 4-1
 QUESTION 3:
 Thinking about things in the state of Wisconsin, do you think things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-136 -23%	95 52%	-223 -60%	204 100%	-340 -100%	61 20%	-198 -67%	106 37%	-240 -79%	-59 -88%	-119 -26%	42 57%	20 9%	-119 -46%	51 29%	-177 -48%	-160 -59%	-5 -4%	41 27%	63 28%	-199 -60%	-108 -29%	-26 -11%
RIGHT DIRECTION	204 34%	130 71%	64 17%	204 100%	- -	161 54%	41 14%	177 62%	24 8%	4 5%	145 32%	55 75%	113 50%	63 24%	99 57%	87 24%	52 19%	55 42%	86 57%	130 58%	57 17%	117 31%	87 39%
WRONG TRACK	340 57%	35 19%	288 78%	- -	340 100%	101 34%	239 81%	72 25%	264 87%	63 93%	264 58%	13 18%	92 41%	182 70%	49 28%	264 71%	212 78%	60 46%	46 30%	67 30%	256 77%	225 60%	113 51%
DON'T KNOW/REFUSED	55 9%	18 10%	18 5%	- -	- -	36 12%	17 6%	36 13%	14 5%	1 1%	49 11%	5 7%	21 9%	15 6%	27 15%	19 5%	9 3%	16 12%	19 13%	25 11%	19 6%	32 9%	23 10%

Table 4-2
 QUESTION 3:
 Thinking about things in the state of Wisconsin, do you think things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-136 -23%	-34 -12%	-61 -48%	-30 -27%	-7 -9%	-90 -50%	47 28%	-86 -40%	-	-2 -2%	-41 -37%	-34 -27%	-26 -23%	-33 -28%	-37 -20%	-55 -31%	-32 -19%	-11 -16%	-16 -12%	-116 -25%	-81 -33%	-	-22 -19%	-32 -23%
RIGHT DIRECTION	204 34%	104 38%	27 21%	35 32%	35 43%	39 22%	96 57%	58 27%	24 50%	35 43%	31 28%	38 30%	41 36%	34 29%	66 36%	54 30%	61 37%	24 34%	51 39%	153 33%	73 30%	43 44%	42 36%	46 33%
WRONG TRACK	340 57%	138 51%	89 69%	66 60%	42 51%	129 71%	49 29%	144 67%	24 50%	37 45%	72 65%	72 57%	68 60%	68 57%	103 55%	109 61%	93 56%	35 50%	67 51%	269 58%	154 63%	44 44%	65 56%	78 55%
DON'T KNOW/REFUSED	55 9%	29 11%	12 9%	9 8%	5 6%	13 7%	23 14%	14 7%	-	10 13%	8 7%	16 12%	5 4%	17 15%	17 9%	15 8%	13 8%	10 15%	14 11%	40 9%	17 7%	12 12%	9 8%	17 12%

Table 5-1
QUESTION 4:
What do you think should be the top priority of the Governor and the State Legislature?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
IMPROVING THE STATE'S ECONOMY AND PROTECTING JOBS	260 43%	77 42%	159 43%	98 48%	144 42%	134 45%	124 42%	126 44%	131 43%	28 42%	191 42%	41 55%	95 42%	111 43%	84 48%	151 41%	115 42%	52 40%	78 52%	100 45%	145 44%	157 42%	102 46%
HOLDING THE LINE ON TAXES AND GOVERNMENT SPENDING	161 27%	22 12%	128 35%	28 14%	118 35%	43 15%	117 39%	45 16%	114 38%	23 34%	126 27%	12 17%	44 20%	89 34%	23 13%	121 33%	107 39%	17 13%	22 14%	37 16%	119 36%	114 30%	46 21%
IMPROVING EDUCATION	69 11%	36 19%	28 7%	26 13%	30 9%	55 18%	13 4%	50 18%	18 6%	3 5%	56 12%	9 13%	41 18%	14 6%	27 16%	35 9%	14 5%	29 22%	24 16%	40 18%	22 7%	46 12%	23 10%
MAKING HEALTH CARE AND PRESCRIPTION DRUGS MORE AFFORDABLE	63 11%	28 15%	33 9%	30 15%	27 8%	39 13%	24 8%	40 14%	17 6%	6 9%	49 11%	8 11%	25 11%	28 11%	21 12%	38 10%	23 8%	19 14%	16 10%	33 15%	22 7%	32 9%	31 14%
PROTECTING THE ENVIRONMENT	5 1%	4 2%	-	4 2%	-	4 1%	-	3 1%	1	-	4 1%	-	3 1%	-	3 2%	1	3 1%	2	-	2 1%	3 1%	4 1%	1 1%
FIGHTING CRIME	3 -	1 -	2 1%	2 1%	-	1 -	2 1%	3 1%	-	-	2 1%	-	2 1%	1 -	1 -	2 1%	-	-	3 2%	1 -	2 -	-	2 1%
AFFORDABLE ELECTRICITY	1 -	-	1 -	-	1 -	1 -	-	-	1 -	1 2%	-	-	-	1 -	-	1 -	-	1 1%	-	1 1%	-	-	1 1%
GASOLINE PRICES	1 -	-	1 -	-	1 -	-	1 -	-	1 -	-	1 -	-	1 -	-	-	1 -	1 -	-	-	-	1 -	1 -	-
REFORMING CAMPAIGN FINANCE LAWS	1 -	1 -	-	1 -	-	1 -	-	1 -	-	-	1 -	-	1 -	-	-	-	-	1 1%	-	1 -	-	1 -	-
OTHER	14 2%	5 3%	9 2%	4 2%	10 3%	6 2%	8 3%	3 1%	10 3%	4 6%	10 2%	-	4 2%	8 3%	4 2%	10 3%	8 3%	3 2%	2 1%	3 1%	8 2%	8 2%	6 2%
DON'T KNOW/REFUSED	22 4%	10 6%	9 3%	10 5%	9 3%	13 5%	7 2%	14 5%	8 3%	1 2%	18 4%	3 4%	9 4%	9 3%	11 6%	10 3%	4 1%	7 5%	8 5%	5 2%	10 3%	12 3%	10 5%

Table 5-2
 QUESTION 4:
 What do you think should be the top priority of the Governor and the State Legislature?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA			REST OF STATE
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY		
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
IMPROVING THE STATE'S ECONOMY AND PROTECTING JOBS	260 43%	128 47%	53 41%	36 32%	40 49%	78 43%	76 45%	91 42%	25 53%	26 32%	46 41%	52 41%	59 52%	52 44%	81 43%	87 49%	66 40%	27 38%	55 42%	204 44%	104 43%	41 41%	64 55%	52 37%	
HOLDING THE LINE ON TAXES AND GOVERNMENT SPENDING	161 27%	66 24%	39 30%	35 32%	17 22%	69 39%	10 6%	72 33%	6 13%	25 30%	31 28%	39 31%	26 23%	34 28%	41 22%	53 30%	46 28%	20 29%	38 29%	123 27%	76 31%	24 24%	28 24%	32 23%	
IMPROVING EDUCATION	69 11%	23 8%	17 13%	17 16%	11 14%	14 8%	41 24%	11 5%	3 6%	22 27%	16 14%	10 8%	7 6%	11 9%	13 7%	14 8%	32 20%	10 15%	14 11%	52 11%	24 10%	19 19%	8 7%	13 13%	
MAKING HEALTH CARE AND PRESCRIPTION DRUGS MORE AFFORDABLE	63 11%	31 11%	9 7%	14 13%	9 11%	14 8%	28 17%	17 8%	2 5%	6 8%	12 11%	20 16%	11 9%	12 10%	27 15%	17 9%	11 7%	7 10%	14 10%	49 11%	20 8%	10 10%	7 6%	26 19%	
PROTECTING THE ENVIRONMENT	5 1%	-	2 2%	1 1%	1 1%	-	2 1%	2 1%	-	-	1 1%	1 1%	3 2%	-	-	-	3 2%	1 2%	1 1%	3 1%	4 1%	-	1 1%	-	
FIGHTING CRIME	3 -	2 1%	-	-	-	-	-	1 -	2 3%	-	1 -	-	-	1 1%	-	2 1%	-	-	2 2%	-	1 -	-	2 1%	-	
AFFORDABLE ELECTRICITY	1 -	-	-	1 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-	1 -	1 1%	-	-	-	
GASOLINE PRICES	1 -	-	1 1%	-	-	-	-	1 -	-	-	-	-	1 1%	-	-	-	-	1 1%	-	1 -	-	-	1 1%	-	
REFORMING CAMPAIGN FINANCE LAWS	1 -	-	-	1 1%	-	-	-	1 -	-	-	-	-	1 1%	-	-	-	-	1 1%	-	1 -	-	-	-	1 1%	
OTHER	14 2%	5 2%	3 2%	3 3%	2 3%	1 1%	1 1%	11 5%	5 10%	1 1%	-	-	3 2%	5 4%	6 3%	3 2%	4 2%	2 2%	4 3%	10 2%	8 3%	3 3%	-	3 2%	
DON'T KNOW/REFUSED	22 4%	16 6%	5 4%	1 1%	-	4 2%	7 4%	10 5%	5 10%	1 1%	5 5%	3 2%	4 4%	5 4%	16 9%	2 1%	3 2%	1 1%	3 2%	18 4%	7 3%	2 2%	6 5%	8 5%	

Table 6-1
QUESTION 5:

Would you say that over the past year the economy in Wisconsin has gotten better, gotten worse, or stayed about the same?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (BETTER - WORSE)	-275 -46%	-29 -16%	-223 -60%	-39 -19%	-213 -63%	-73 -25%	-198 -67%	-71 -25%	-199 -66%	-46 -68%	-212 -46%	-17 -23%	-77 -34%	-136 -52%	-53 -30%	-197 -53%	-163 -60%	-48 -37%	-42 -28%	-56 -25%	-206 -62%	-180 -48%	-93 -42%
GOTTEN BETTER	59 10%	34 19%	21 6%	32 16%	19 6%	44 15%	15 5%	45 16%	13 4%	- -	49 11%	11 15%	28 12%	24 9%	27 16%	29 8%	20 7%	14 11%	22 14%	37 17%	15 5%	33 9%	26 12%
GOTTEN WORSE	334 56%	63 34%	244 66%	71 35%	232 68%	118 39%	213 72%	116 41%	212 70%	46 68%	261 57%	28 37%	105 47%	160 61%	80 46%	225 61%	183 67%	62 47%	64 42%	93 42%	221 67%	214 57%	119 53%
STAYED ABOUT THE SAME	201 33%	85 46%	102 27%	99 48%	87 25%	132 44%	67 22%	122 43%	73 24%	21 31%	145 32%	35 47%	91 40%	75 29%	64 37%	115 31%	70 26%	54 41%	65 43%	91 41%	93 28%	123 33%	77 35%
DON'T KNOW/REFUSED	6 1%	2 1%	4 1%	2 1%	3 1%	3 1%	2 1%	2 1%	4 1%	- 1%	4 1%	1 1%	1 -	1 1%	3 2%	2 -	1 -	2 1%	1 1%	2 1%	3 1%	5 1%	1 -

Table 6-2
QUESTION 5:

Would you say that over the past year the economy in Wisconsin has gotten better, gotten worse, or stayed about the same?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (BETTER - WORSE)	-275 -46%	-126 -46%	-75 -59%	-47 -43%	-24 -29%	-114 -63%	-31 -19%	-114 -53%	-19 -40%	-45 -55%	-43 -39%	-52 -41%	-60 -53%	-55 -46%	-91 -49%	-83 -47%	-70 -42%	-31 -44%	-60 -46%	-212 -46%	-123 -50%	-34 -34%	-53 -46%	-65 -46%
GOTTEN BETTER	59 10%	25 9%	11 8%	11 10%	13 16%	9 5%	34 20%	14 7%	5 11%	9 11%	11 10%	14 11%	8 7%	11 9%	15 8%	16 9%	23 14%	6 8%	15 11%	45 10%	22 9%	16 16%	10 9%	10 7%
GOTTEN WORSE	334 56%	151 56%	86 67%	58 53%	37 45%	123 68%	65 39%	128 59%	24 51%	54 66%	54 49%	66 53%	69 61%	66 55%	106 57%	99 56%	93 56%	36 52%	75 57%	257 56%	145 59%	50 50%	64 55%	76 54%
STAYED ABOUT THE SAME	201 33%	93 34%	32 25%	40 36%	30 37%	47 26%	66 40%	73 34%	18 38%	18 22%	43 39%	46 36%	36 32%	38 32%	62 34%	63 36%	48 29%	27 39%	41 31%	156 34%	76 31%	32 33%	41 35%	52 37%
DON'T KNOW/REFUSED	6 1%	3 1%	-	2 2%	1 1%	2 1%	2 1%	1 -	-	-	2 1%	-	-	4 3%	3 2%	-	3 2%	-	1 1%	5 1%	1 -	1 1%	1 1%	3 2%

Table 7-1

QUESTION 6:

Over the next year, do you expect the economy in Wisconsin to get better, get worse, or stay about the same?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (BETTER - WORSE)	155 26%	114 62%	26 7%	120 59%	13 4%	154 52%	-2 -1%	156 55%	-6 -2%	-20 -30%	128 28%	47 64%	88 39%	35 13%	85 49%	55 15%	19 7%	62 47%	68 45%	124 56%	14 4%	81 22%	74 33%
GET BETTER	239 40%	115 63%	104 28%	123 60%	90 26%	169 57%	68 23%	168 59%	65 22%	9 13%	181 40%	49 66%	104 46%	87 34%	95 54%	119 32%	75 27%	72 55%	74 49%	134 60%	82 25%	135 36%	104 46%
GET WORSE	84 14%	1 1%	78 21%	3 2%	76 22%	15 5%	69 23%	11 4%	71 24%	29 42%	54 12%	1 2%	15 7%	52 20%	10 6%	64 17%	56 20%	10 8%	6 4%	9 4%	68 21%	54 14%	30 13%
STAY ABOUT THE SAME	264 44%	66 36%	178 48%	77 38%	167 49%	110 37%	152 51%	102 36%	157 52%	29 43%	211 46%	24 32%	103 46%	116 44%	65 37%	182 49%	137 50%	46 35%	67 44%	75 34%	172 52%	177 47%	84 38%
DON'T KNOW/REFUSED	14 2%	1 -	9 3%	1 -	8 2%	4 2%	8 3%	4 2%	9 3%	1 2%	12 3%	- -	4 2%	5 2%	6 3%	5 1%	6 2%	3 2%	4 2%	4 2%	9 3%	8 2%	5 2%

Table 7-2

QUESTION 6:

Over the next year, do you expect the economy in Wisconsin to get better, get worse, or stay about the same?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (BETTER - WORSE)	155 26%	86 32%	12 10%	16 15%	40 49%	18 10%	96 57%	34 16%	16 34%	27 33%	18 16%	28 22%	29 25%	37 31%	53 29%	30 17%	54 32%	18 27%	43 32%	110 24%	52 21%	31 31%	37 32%	35 25%
GET BETTER	239 40%	123 45%	36 28%	34 31%	44 54%	47 26%	102 61%	77 35%	24 50%	33 40%	34 31%	49 39%	45 39%	53 44%	82 44%	58 32%	73 44%	26 38%	61 47%	175 38%	90 37%	45 45%	47 41%	56 40%
GET WORSE	84 14%	37 14%	24 19%	18 16%	4 5%	29 16%	6 3%	43 20%	8 16%	6 7%	16 15%	22 17%	16 14%	17 14%	29 16%	28 16%	19 11%	8 11%	19 14%	65 14%	38 16%	14 14%	10 8%	21 15%
STAY ABOUT THE SAME	264 44%	107 40%	66 52%	53 48%	31 38%	100 56%	58 35%	90 42%	16 34%	41 50%	58 53%	53 42%	49 43%	46 39%	71 38%	89 50%	68 41%	34 49%	51 39%	209 45%	111 46%	37 37%	56 49%	59 42%
DON'T KNOW/REFUSED	14 2%	4 2%	2 2%	5 5%	2 2%	3 2%	3 2%	6 3%	- -	3 3%	2 1%	2 1%	4 4%	4 3%	4 2%	3 2%	6 3%	1 2%	- -	13 3%	4 2%	3 3%	3 2%	4 3%

Table 8-1

QUESTION 7:

What about your own family's economic situation? Do you expect it to get better, get worse, or stay about the same?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (BETTER - WORSE)	96 16%	57 31%	35 10%	57 28%	32 9%	74 25%	22 7%	70 24%	27 9%	-5 -7%	88 19%	14 18%	49 22%	27 10%	39 22%	46 12%	22 8%	38 29%	28 18%	62 28%	28 8%	63 17%	33 15%
GET BETTER	154 26%	64 35%	81 22%	70 34%	74 22%	92 31%	61 20%	88 31%	62 20%	12 18%	122 27%	20 26%	62 28%	58 22%	52 30%	86 23%	56 20%	46 35%	39 26%	71 32%	73 22%	98 26%	55 25%
GET WORSE	57 10%	7 4%	46 12%	13 6%	42 12%	18 6%	39 13%	18 6%	35 12%	17 25%	34 7%	6 8%	13 6%	31 12%	13 7%	40 11%	34 12%	9 7%	11 7%	8 4%	45 14%	35 9%	22 10%
STAY ABOUT THE SAME	377 63%	111 61%	234 63%	118 58%	218 64%	183 61%	191 64%	173 61%	199 66%	37 54%	291 64%	49 66%	148 65%	165 63%	107 61%	238 64%	177 65%	75 57%	98 65%	141 63%	207 63%	234 62%	142 64%
DON'T KNOW/REFUSED	12 2%	2 1%	9 2%	4 2%	6 2%	5 2%	6 2%	6 2%	6 2%	1 2%	11 2%	- -	3 1%	6 2%	3 2%	5 1%	7 2%	1 1%	3 2%	3 1%	6 2%	8 2%	4 2%

Table 8-2

QUESTION 7:

What about your own family's economic situation? Do you expect it to get better, get worse, or stay about the same?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA			REST OF STATE
	TOTAL	TV	INTER-NET	RADIO	NEWS-PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON-UNION	MIL-WAUKEE	MAD-ISON	GREEN BAY		
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (BETTER - WORSE)	96 16%	43 16%	24 19%	14 12%	13 16%	28 16%	41 25%	18 8%	23 49%	26 32%	20 18%	21 17%	11 10%	-6 -5%	34 18%	20 11%	30 18%	12 17%	29 22%	64 14%	61 25%	8 8%	17 15%	11 8%	
GET BETTER	154 26%	65 24%	39 30%	27 24%	20 25%	48 26%	50 30%	41 19%	25 53%	32 39%	31 28%	32 26%	20 17%	12 10%	46 25%	41 23%	50 30%	16 23%	36 27%	114 25%	79 32%	18 19%	28 25%	28 20%	
GET WORSE	57 10%	22 8%	15 11%	13 12%	7 9%	19 11%	9 5%	24 11%	2 5%	6 7%	11 10%	11 9%	8 7%	18 15%	12 7%	21 12%	20 12%	4 5%	7 5%	51 11%	19 8%	11 11%	11 10%	17 12%	
STAY ABOUT THE SAME	377 63%	180 66%	72 56%	69 63%	51 63%	112 62%	108 64%	144 66%	20 42%	41 51%	67 61%	79 63%	82 72%	87 73%	122 66%	113 63%	93 56%	49 70%	86 65%	290 63%	141 58%	69 69%	76 66%	91 64%	
DON'T KNOW/REFUSED	12 2%	5 2%	3 2%	1 1%	3 4%	2 1%	1 1%	7 3%	- -	2 3%	1 1%	3 3%	4 3%	2 2%	5 3%	2 1%	3 2%	1 2%	4 3%	8 2%	5 2%	1 1%	- -	6 4%	

Table 9-1
 QUESTION 8:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Jim Doyle

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	-31 -5%	109 59%	-159 -43%	130 63%	-176 -52%	157 53%	-188 -63%	209 73%	-240 -80%	-48 -71%	-36 -8%	53 71%	78 35%	-103 -39%	92 52%	-131 -35%	-141 -52%	58 44%	53 35%	136 61%	-185 -56%	-66 -18%	35 16%
TOTAL HEARD OF -----	550 92%	173 94%	343 93%	187 91%	317 93%	272 91%	275 93%	257 90%	288 95%	64 94%	422 92%	64 87%	209 93%	238 91%	156 89%	344 93%	253 93%	119 91%	137 90%	204 91%	311 94%	352 94%	196 88%
TOTAL FAVORABLE -----	260 43%	141 77%	92 25%	158 77%	71 21%	214 72%	44 15%	233 82%	24 8%	8 11%	193 42%	59 79%	144 64%	68 26%	124 71%	106 29%	56 20%	89 68%	95 63%	170 76%	63 19%	143 38%	116 52%
TOTAL UNFAVORABLE -----	291 48%	32 17%	251 68%	28 14%	247 72%	57 19%	232 78%	24 8%	264 88%	56 83%	229 50%	6 8%	66 29%	170 65%	32 18%	237 64%	197 72%	30 23%	42 28%	34 15%	248 75%	209 56%	80 36%
VERY FAVORABLE	74 12%	50 27%	17 5%	50 24%	17 5%	69 23%	5 2%	71 25%	3 1%	3 5%	45 10%	26 35%	42 19%	15 6%	42 24%	23 6%	14 5%	28 21%	28 19%	55 25%	14 4%	35 9%	38 17%
SOMEWHAT FAVORABLE	186 31%	91 49%	75 20%	108 53%	54 16%	145 49%	39 13%	162 57%	21 7%	4 7%	148 32%	33 44%	101 45%	52 20%	82 47%	83 23%	42 15%	61 46%	66 44%	114 51%	49 15%	108 29%	78 35%
SOMEWHAT UNFAVORABLE	88 15%	19 10%	65 18%	17 8%	61 18%	32 11%	56 19%	20 7%	67 22%	4 5%	81 18%	4 5%	36 16%	37 14%	13 7%	64 17%	45 17%	14 11%	22 15%	17 8%	66 20%	60 16%	28 12%
VERY UNFAVORABLE	203 34%	13 7%	186 50%	11 6%	185 54%	26 9%	176 59%	4 1%	197 65%	52 77%	148 32%	2 3%	30 13%	133 51%	20 11%	173 47%	152 55%	17 13%	20 13%	17 8%	181 55%	149 40%	53 24%
NEVER HEARD OF HIM/HER	23 4%	4 2%	14 4%	9 4%	11 3%	11 4%	13 4%	17 6%	4 1%	2 3%	17 4%	5 7%	5 2%	14 5%	7 4%	15 4%	13 5%	6 4%	4 3%	8 3%	10 3%	11 3%	12 6%
DON'T KNOW/REFUSED	26 4%	6 3%	13 3%	9 5%	12 3%	15 5%	9 3%	12 4%	10 3%	2 3%	20 4%	5 6%	12 5%	8 3%	12 7%	11 3%	8 3%	6 5%	10 7%	11 5%	10 3%	12 3%	15 7%
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	4.4	0.4	5.6	0.3	3.7	0.2	9.8	0.1	0.1	0.8	10.1	2.2	0.4	3.8	0.4	0.3	2.9	2.3	5.0	0.3	0.7	1.4

Table 9-2

QUESTION 8:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Jim Doyle

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FAVORABLE - UNFAVORABLE)	-31 -5%	9 3%	-27 -21%	-24 -22%	13 16%	-102 -57%	111 66%	-42 -20%	17 35%	4 5%	-22 -20%	-11 -8%	-13 -11%	-7 -6%	-1 -1%	-23 -13%	-7 -4%	1 1%	13 10%	-46 -10%	-38 -16%	15 15%	-7 -6%	-1 -
TOTAL HEARD OF -----	550 92%	251 93%	114 89%	102 92%	76 94%	168 94%	152 91%	199 92%	42 89%	67 82%	102 92%	119 94%	107 94%	112 94%	161 87%	165 93%	159 96%	64 92%	121 91%	425 92%	231 95%	93 94%	102 88%	124 88%
TOTAL FAVORABLE -----	260 43%	130 48%	44 34%	39 35%	45 55%	33 18%	132 78%	78 36%	29 62%	35 43%	40 36%	54 43%	47 42%	52 44%	80 43%	71 40%	76 46%	32 46%	67 50%	190 41%	97 40%	54 55%	47 41%	62 44%
TOTAL UNFAVORABLE -----	291 48%	121 45%	71 55%	63 57%	32 39%	135 75%	21 12%	120 56%	13 27%	32 39%	62 56%	65 51%	60 53%	59 50%	81 44%	94 53%	83 50%	32 46%	54 41%	235 51%	135 55%	39 40%	55 47%	62 44%
VERY FAVORABLE	74 12%	43 16%	12 10%	3 3%	15 19%	2 1%	45 27%	24 11%	8 16%	1 2%	11 10%	16 13%	13 11%	25 21%	30 16%	20 11%	18 11%	6 8%	18 14%	53 11%	36 15%	15 16%	10 9%	12 9%
SOMEWHAT FAVORABLE	186 31%	87 32%	31 24%	35 32%	30 36%	31 17%	87 52%	54 25%	22 46%	34 42%	29 26%	38 30%	34 30%	27 23%	50 27%	51 29%	58 35%	26 38%	48 37%	137 30%	61 25%	39 39%	37 32%	49 35%
SOMEWHAT UNFAVORABLE	88 15%	41 15%	18 14%	13 12%	15 18%	39 22%	15 9%	29 13%	- -	15 19%	18 17%	21 17%	19 16%	15 12%	27 14%	25 14%	26 16%	10 15%	18 14%	69 15%	30 12%	17 17%	17 15%	24 17%
VERY UNFAVORABLE	203 34%	80 29%	52 41%	50 45%	17 21%	96 53%	6 4%	92 42%	13 27%	16 20%	44 40%	44 35%	41 36%	45 37%	54 29%	70 39%	56 34%	21 31%	36 27%	166 36%	104 43%	23 23%	37 32%	39 27%
NEVER HEARD OF HIM/HER	23 4%	10 4%	10 8%	2 2%	1 1%	5 3%	8 5%	8 4%	3 6%	10 12%	3 3%	2 2%	2 2%	3 2%	10 5%	8 4%	3 2%	3 4%	5 4%	18 4%	6 2%	- -	7 6%	10 7%
DON'T KNOW/REFUSED	26 4%	10 4%	4 3%	6 5%	4 5%	7 4%	8 5%	10 4%	2 5%	5 6%	6 5%	5 4%	4 4%	5 4%	15 8%	5 3%	4 2%	3 4%	6 5%	20 4%	7 3%	6 6%	7 6%	7 5%
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	1.1	0.6	0.6	1.4	0.2	6.4	0.6	2.3	1.1	0.6	0.8	0.8	0.9	1.0	0.8	0.9	1.0	1.2	0.8	0.7	1.4	0.9	1.0

Table 10-1

QUESTION 9:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Tommy Thompson

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	146 24%	-25 -14%	166 45%	1 -	140 41%	-20 -7%	166 56%	8 3%	138 46%	21 32%	98 21%	27 36%	-1 -1%	129 49%	-12 -7%	170 46%	124 45%	-12 -9%	22 15%	-39 -17%	181 55%	104 28%	43 19%
TOTAL HEARD OF	534 89%	165 90%	333 90%	172 84%	316 93%	260 87%	271 91%	241 85%	285 94%	63 93%	409 89%	62 84%	201 89%	235 90%	150 86%	339 92%	254 93%	113 86%	130 86%	191 86%	304 92%	348 93%	183 82%
TOTAL FAVORABLE	340 57%	70 38%	250 68%	86 42%	228 67%	120 40%	218 74%	124 44%	212 70%	42 62%	253 55%	44 60%	100 44%	182 70%	69 39%	254 69%	189 69%	50 39%	76 50%	76 34%	243 73%	226 60%	113 51%
TOTAL UNFAVORABLE	194 32%	95 52%	84 23%	86 42%	88 26%	140 47%	52 18%	117 41%	73 24%	21 31%	155 34%	18 24%	101 45%	53 21%	81 46%	84 23%	65 24%	63 48%	54 36%	115 52%	61 19%	122 33%	70 32%
VERY FAVORABLE	132 22%	23 12%	104 28%	45 22%	82 24%	45 15%	87 29%	51 18%	80 26%	17 26%	92 20%	23 31%	31 14%	74 29%	30 17%	99 27%	67 24%	23 18%	30 20%	27 12%	98 30%	74 20%	57 26%
SOMEWHAT FAVORABLE	207 35%	47 25%	146 39%	41 20%	147 43%	75 25%	131 44%	73 26%	132 44%	25 37%	161 35%	22 29%	69 31%	108 41%	39 23%	156 42%	122 45%	27 21%	46 30%	49 22%	145 44%	152 41%	55 25%
SOMEWHAT UNFAVORABLE	83 14%	35 19%	41 11%	33 16%	44 13%	54 18%	29 10%	44 15%	36 12%	8 11%	72 16%	4 6%	42 19%	30 12%	27 15%	45 12%	29 10%	19 15%	28 19%	42 19%	31 9%	55 15%	28 12%
VERY UNFAVORABLE	111 18%	60 33%	43 12%	52 26%	44 13%	86 29%	24 8%	73 26%	38 13%	13 19%	84 18%	14 18%	59 26%	23 9%	54 31%	39 11%	36 13%	43 33%	25 17%	73 33%	30 9%	67 18%	43 19%
NEVER HEARD OF HIM/HER	27 5%	6 3%	19 5%	19 9%	7 2%	14 5%	14 5%	21 7%	6 2%	2 3%	19 4%	7 9%	2 1%	16 6%	12 7%	14 4%	9 3%	6 5%	8 5%	12 5%	11 3%	9 3%	18 8%
DON'T KNOW/REFUSED	39 6%	14 7%	17 5%	13 7%	17 5%	24 8%	12 4%	24 8%	11 4%	3 4%	31 7%	5 7%	23 10%	8 3%	13 8%	17 5%	11 4%	12 9%	14 9%	20 9%	16 5%	17 5%	22 10%
**RATIO (FAVORABLE / UNFAVORABLE)	1.8	0.7	3.0	1.0	2.6	0.9	4.2	1.1	2.9	2.0	1.6	2.5	1.0	3.4	0.8	3.0	2.9	0.8	1.4	0.7	4.0	1.9	1.6

Table 10-2
QUESTION 9:

Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Tommy Thompson

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FAVORABLE - UNFAVORABLE)	146 24%	68 25%	36 28%	37 34%	3 4%	115 64%	-34 -21%	62 29%	14 30%	35 42%	34 31%	27 21%	13 11%	22 19%	51 28%	49 27%	38 23%	8 12%	1 -	140 30%	59 24%	18 18%	29 25%	39 28%
TOTAL HEARD OF -----	534 89%	237 87%	114 89%	99 90%	76 93%	161 89%	145 86%	196 91%	33 69%	65 79%	102 92%	118 94%	104 92%	111 93%	152 82%	163 92%	152 91%	67 97%	119 90%	409 88%	226 93%	84 85%	98 84%	126 89%
TOTAL FAVORABLE -----	340 57%	153 56%	75 59%	68 62%	39 48%	138 77%	55 33%	129 60%	24 50%	50 61%	68 61%	72 57%	58 51%	67 56%	102 55%	106 59%	95 57%	37 54%	60 45%	275 59%	143 59%	51 51%	64 55%	82 58%
TOTAL UNFAVORABLE -----	194 32%	84 31%	39 30%	31 28%	36 45%	23 13%	90 54%	67 31%	9 19%	15 18%	34 31%	46 36%	46 40%	44 37%	50 27%	57 32%	57 34%	29 42%	59 45%	134 29%	83 34%	33 33%	34 30%	43 31%
VERY FAVORABLE	132 22%	64 24%	32 25%	24 22%	12 14%	62 35%	15 9%	50 23%	18 39%	18 22%	25 22%	24 19%	25 22%	22 18%	47 26%	42 24%	35 21%	8 12%	21 16%	107 23%	64 26%	23 23%	16 14%	30 21%
SOMEWHAT FAVORABLE	207 35%	89 33%	44 34%	44 40%	28 34%	75 42%	41 24%	79 36%	5 11%	32 39%	43 39%	48 38%	33 29%	45 38%	54 29%	64 36%	60 36%	29 42%	39 29%	167 36%	79 32%	28 29%	47 41%	52 37%
SOMEWHAT UNFAVORABLE	83 14%	38 14%	16 13%	17 16%	11 13%	13 7%	32 19%	30 14%	4 9%	10 12%	16 14%	18 14%	20 17%	16 14%	20 11%	23 13%	30 18%	10 14%	20 15%	63 14%	36 15%	14 14%	14 12%	20 14%
VERY UNFAVORABLE	111 18%	47 17%	23 18%	14 12%	26 31%	10 6%	58 34%	38 18%	5 10%	5 6%	18 16%	28 22%	26 23%	28 24%	30 16%	34 19%	27 16%	19 28%	39 30%	71 15%	47 19%	19 19%	21 18%	23 17%
NEVER HEARD OF HIM/HER	27 5%	18 7%	5 4%	5 5%	- -	11 6%	8 5%	7 3%	8 17%	11 14%	2 2%	2 2%	- -	3 3%	18 10%	5 3%	4 2%	1 1%	3 2%	24 5%	8 3%	3 3%	12 10%	5 4%
DON'T KNOW/REFUSED	39 6%	17 6%	9 7%	6 5%	6 7%	8 4%	15 9%	12 6%	6 13%	6 7%	6 6%	6 5%	9 8%	5 4%	16 9%	10 6%	10 6%	2 2%	10 7%	29 6%	10 4%	12 12%	7 6%	10 7%
**RATIO (FAVORABLE / UNFAVORABLE)	1.8	1.8	1.9	2.2	1.1	6.0	0.6	1.9	2.6	3.3	2.0	1.6	1.3	1.5	2.0	1.9	1.7	1.3	1.0	2.0	1.7	1.5	1.9	1.9

Table 11-1
 QUESTION 10:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Terrence Wall

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	18 3%	-5 -3%	25 7%	7 3%	14 4%	-12 -4%	30 10%	3 1%	16 5%	5 7%	10 2%	4 5%	-2 -1%	21 8%	-4 -2%	26 7%	14 5%	-1 -1%	1 -	-9 -4%	28 8%	9 2%	9 4%
TOTAL HEARD OF	107 18%	35 19%	66 18%	37 18%	63 18%	54 18%	53 18%	53 19%	54 18%	12 18%	83 18%	13 17%	36 16%	50 19%	33 19%	70 19%	53 19%	24 18%	25 17%	46 21%	58 17%	62 17%	45 20%
TOTAL FAVORABLE	63 10%	15 8%	45 12%	22 11%	38 11%	21 7%	41 14%	28 10%	35 12%	8 12%	46 10%	8 11%	17 8%	35 14%	14 8%	48 13%	33 12%	11 9%	13 9%	19 8%	43 13%	36 10%	27 12%
TOTAL UNFAVORABLE	45 7%	20 11%	20 5%	15 7%	24 7%	33 11%	12 4%	25 9%	19 6%	4 5%	36 8%	5 6%	19 8%	14 6%	18 11%	22 6%	20 7%	12 9%	12 8%	28 12%	15 5%	27 7%	18 8%
VERY FAVORABLE	13 2%	6 4%	6 2%	6 3%	7 2%	8 3%	4 1%	8 3%	4 1%	1 2%	8 2%	4 6%	7 3%	5 2%	5 3%	8 2%	6 2%	4 3%	2 1%	8 4%	4 1%	5 1%	8 4%
SOMEWHAT FAVORABLE	50 8%	9 5%	39 11%	16 8%	31 9%	13 4%	37 12%	20 7%	31 10%	7 11%	39 8%	4 6%	10 4%	30 12%	9 5%	40 11%	27 10%	7 5%	11 7%	10 5%	38 12%	31 8%	19 9%
SOMEWHAT UNFAVORABLE	24 4%	11 6%	12 3%	10 5%	13 4%	15 5%	9 3%	11 4%	13 4%	2 3%	19 4%	3 3%	10 4%	9 4%	5 3%	17 5%	13 5%	3 2%	8 5%	12 5%	10 3%	14 4%	10 5%
VERY UNFAVORABLE	20 3%	9 5%	8 2%	5 3%	11 3%	17 6%	3 1%	14 5%	6 2%	1 2%	17 4%	2 3%	9 4%	5 2%	14 8%	5 1%	6 2%	9 7%	5 3%	15 7%	5 2%	13 3%	8 3%
NEVER HEARD OF HIM/HER	367 61%	119 65%	219 59%	132 65%	199 59%	193 65%	172 58%	180 63%	176 58%	31 45%	285 62%	51 69%	148 65%	152 58%	114 65%	210 57%	161 59%	88 67%	90 60%	139 63%	196 59%	229 61%	137 61%
DON'T KNOW/REFUSED	126 21%	30 16%	85 23%	35 17%	78 23%	51 17%	72 24%	52 18%	72 24%	25 37%	91 20%	10 14%	42 19%	58 22%	29 16%	90 24%	60 22%	20 15%	36 24%	37 17%	78 24%	84 22%	41 18%
**RATIO (FAVORABLE / UNFAVORABLE)	1.4	0.8	2.2	1.5	1.6	0.6	3.5	1.1	1.8	2.3	1.3	1.8	0.9	2.5	0.8	2.2	1.7	0.9	1.0	0.7	2.8	1.3	1.5

Table 11-2
 QUESTION 10:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Terrence Wall

BANNER 2

	MEDIA HABITS					PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE			
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%			
**D/S (FAVORABLE - UNFAVORABLE)	18 3%	13 5%	-3 -3%	10 9%	-1 -2%	25 14%	-14 -9%	6 3%	1 3%	10 12%	2 1%	-2 -2%	-3 -2%	10 8%	7 4%	8 4%	3 2%	- 1%	3 2%	15 3%	13 5%	-2 -2%	- -	8 5%			
TOTAL HEARD OF -----	107 18%	49 18%	24 18%	17 16%	17 21%	31 17%	32 19%	37 17%	12 25%	16 20%	13 12%	19 15%	27 24%	21 17%	23 12%	31 18%	38 23%	15 22%	28 21%	79 17%	49 20%	25 26%	19 16%	14 10%			
TOTAL FAVORABLE -----	63 10%	31 11%	10 8%	14 13%	8 10%	28 15%	9 5%	21 10%	7 14%	13 16%	7 7%	8 7%	12 11%	15 13%	15 8%	20 11%	21 12%	8 11%	16 12%	47 10%	31 13%	12 12%	9 8%	11 8%			
TOTAL UNFAVORABLE -----	45 7%	18 7%	14 11%	4 3%	9 11%	3 2%	23 14%	16 7%	5 11%	3 4%	6 5%	10 8%	15 13%	5 4%	8 4%	12 7%	17 11%	7 11%	13 10%	32 7%	18 8%	14 14%	10 8%	3 2%			
VERY FAVORABLE	13 2%	10 4%	- -	2 2%	1 1%	2 1%	3 2%	7 3%	2 5%	3 3%	- -	3 2%	1 1%	4 3%	6 3%	3 1%	3 2%	1 1%	4 3%	8 2%	6 3%	- -	4 3%	2 2%			
SOMEWHAT FAVORABLE	50 8%	21 8%	10 8%	12 11%	7 9%	26 14%	6 3%	14 7%	4 9%	11 13%	7 7%	5 4%	11 10%	12 10%	8 4%	17 10%	18 11%	7 10%	11 9%	39 8%	25 10%	12 12%	5 5%	8 6%			
SOMEWHAT UNFAVORABLE	24 4%	9 3%	7 5%	3 3%	6 7%	1 -	12 7%	9 4%	2 5%	- -	4 3%	7 6%	9 8%	2 2%	6 3%	2 1%	10 6%	6 9%	5 4%	19 4%	10 4%	4 4%	8 7%	2 2%			
VERY UNFAVORABLE	20 3%	9 3%	7 5%	1 1%	4 4%	2 1%	11 6%	7 3%	3 6%	3 4%	2 2%	3 3%	6 5%	3 3%	2 1%	9 5%	7 4%	1 2%	8 6%	13 3%	9 4%	9 9%	2 2%	1 1%			
NEVER HEARD OF HIM/HER	367 61%	169 62%	79 62%	67 61%	45 55%	103 57%	110 66%	131 61%	34 71%	55 67%	68 61%	76 61%	57 50%	77 64%	128 69%	109 61%	88 53%	41 59%	72 54%	291 63%	137 56%	59 59%	69 60%	102 72%			
DON'T KNOW/REFUSED	126 21%	53 19%	26 20%	25 23%	19 24%	46 25%	26 15%	48 22%	2 4%	11 14%	30 27%	31 25%	29 25%	22 19%	36 19%	37 21%	40 24%	13 19%	32 24%	92 20%	58 24%	15 15%	28 24%	25 18%			
**RATIO (FAVORABLE / UNFAVORABLE)	1.4	1.7	0.7	4.0	0.8	8.4	0.4	1.4	1.2	4.5	1.3	0.8	0.8	2.9	1.9	1.7	1.2	1.1	1.2	1.5	1.7	0.9	1.0	3.5			

Table 12-1

QUESTION 11:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Tom Barrett

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	98 16%	71 39%	4 1%	77 38%	4 1%	118 40%	-22 -7%	112 39%	-14 -5%	-7 -10%	81 18%	24 33%	72 32%	- -	59 33%	15 4%	-4 -2%	41 31%	50 33%	87 39%	-4 -1%	45 12%	53 24%
TOTAL HEARD OF	315 52%	96 52%	195 53%	97 47%	199 58%	156 52%	157 53%	131 46%	182 60%	41 61%	245 53%	29 40%	104 46%	150 57%	91 52%	193 52%	154 56%	66 50%	73 49%	112 50%	182 55%	207 55%	106 48%
TOTAL FAVORABLE	206 34%	84 45%	100 27%	87 43%	102 30%	137 46%	68 23%	121 43%	84 28%	17 25%	163 35%	27 36%	88 39%	75 29%	75 43%	104 28%	75 27%	53 41%	62 41%	99 44%	89 27%	126 34%	80 36%
TOTAL UNFAVORABLE	109 18%	12 7%	95 26%	10 5%	97 29%	19 6%	89 30%	10 3%	98 33%	24 36%	82 18%	3 3%	16 7%	75 29%	16 9%	89 24%	79 29%	12 9%	12 8%	13 6%	93 28%	81 22%	27 12%
VERY FAVORABLE	69 12%	41 22%	23 6%	35 17%	30 9%	56 19%	13 4%	50 18%	19 6%	4 5%	48 11%	17 23%	36 16%	20 8%	36 20%	23 6%	14 5%	25 19%	26 17%	45 20%	22 7%	37 10%	33 15%
SOMEWHAT FAVORABLE	137 23%	43 23%	77 21%	52 26%	72 21%	80 27%	55 19%	71 25%	65 22%	13 20%	114 25%	9 13%	52 23%	55 21%	39 22%	81 22%	61 22%	28 22%	36 24%	55 24%	67 20%	89 24%	47 21%
SOMEWHAT UNFAVORABLE	72 12%	9 5%	62 17%	9 4%	63 18%	13 4%	58 20%	9 3%	63 21%	10 15%	59 13%	2 2%	12 5%	49 19%	15 8%	54 15%	52 19%	8 6%	7 5%	8 4%	61 18%	54 15%	17 8%
VERY UNFAVORABLE	37 6%	3 1%	33 9%	1 -	35 10%	6 2%	31 10%	1 -	35 12%	14 20%	22 5%	1 1%	5 2%	26 10%	1 1%	35 9%	27 10%	4 3%	5 3%	4 2%	32 10%	27 7%	9 4%
NEVER HEARD OF HIM/HER	166 28%	57 31%	99 27%	70 34%	76 22%	93 31%	70 24%	97 34%	61 20%	13 20%	122 27%	31 41%	76 34%	67 26%	56 32%	91 25%	59 21%	47 36%	47 31%	73 33%	78 23%	98 26%	68 31%
DON'T KNOW/REFUSED	119 20%	31 17%	76 21%	38 19%	65 19%	49 16%	69 23%	57 20%	58 19%	13 19%	92 20%	14 19%	45 20%	44 17%	28 16%	85 23%	61 22%	18 14%	30 20%	38 17%	72 22%	70 19%	49 22%
**RATIO (FAVORABLE / UNFAVORABLE)	1.9	6.9	1.0	9.0	1.0	7.2	0.8	12.5	0.9	0.7	2.0	10.5	5.4	1.0	4.7	1.2	0.9	4.3	5.3	7.9	1.0	1.6	3.0

Table 12-2
 QUESTION 11:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Tom Barrett

BANNER 2

	MEDIA HABITS					PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER -NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (FAVORABLE - UNFAVORABLE)	98 16%	53 20%	29 23%	-8 -7%	23 28%	-2 -1%	62 37%	40 19%	7 14%	11 14%	13 11%	40 31%	11 10%	16 14%	20 11%	23 13%	28 17%	27 39%	19 15%	75 16%	53 22%	25 26%	1 1%	19 13%	
TOTAL HEARD OF -----	315 52%	120 44%	82 64%	61 56%	48 59%	93 52%	85 50%	122 56%	20 41%	37 45%	60 54%	73 58%	66 58%	59 49%	85 46%	85 48%	91 55%	54 78%	78 59%	233 51%	190 78%	51 52%	37 32%	37 27%	
TOTAL FAVORABLE -----	206 34%	87 32%	56 43%	27 24%	35 43%	46 25%	74 44%	81 38%	13 28%	24 30%	36 33%	56 45%	39 34%	38 31%	52 28%	54 30%	59 36%	41 59%	49 37%	154 33%	121 50%	38 39%	19 16%	28 20%	
TOTAL UNFAVORABLE -----	109 18%	33 12%	26 21%	35 31%	13 15%	47 26%	11 7%	41 19%	6 14%	13 16%	24 22%	17 13%	28 24%	21 18%	33 18%	31 17%	31 19%	14 20%	29 22%	79 17%	69 28%	13 13%	18 15%	9 7%	
VERY FAVORABLE	69 12%	35 13%	14 11%	2 2%	17 21%	9 5%	40 24%	18 8%	5 11%	7 8%	8 8%	19 15%	16 14%	13 11%	25 13%	12 7%	14 8%	18 27%	21 16%	46 10%	47 19%	12 12%	8 7%	2 1%	
SOMEWHAT FAVORABLE	137 23%	52 19%	41 32%	25 23%	18 22%	37 20%	33 20%	63 29%	8 17%	17 21%	28 25%	37 29%	22 20%	24 20%	27 15%	42 24%	46 27%	22 32%	28 21%	108 23%	74 30%	26 27%	10 9%	27 19%	
SOMEWHAT UNFAVORABLE	72 12%	17 6%	19 15%	24 22%	10 12%	31 17%	9 5%	26 12%	4 9%	8 10%	16 15%	13 11%	16 14%	14 11%	20 11%	20 11%	21 13%	10 15%	24 19%	47 10%	42 17%	9 9%	13 12%	7 5%	
VERY UNFAVORABLE	37 6%	17 6%	7 5%	11 10%	3 3%	16 9%	2 1%	15 7%	2 5%	4 5%	7 7%	3 3%	12 11%	8 6%	12 7%	11 6%	10 6%	3 5%	5 3%	32 7%	26 11%	4 4%	5 4%	2 2%	
NEVER HEARD OF HIM/HER	166 28%	91 34%	28 21%	31 28%	13 17%	39 22%	58 35%	56 26%	16 33%	26 32%	31 28%	26 21%	31 27%	37 31%	65 35%	53 30%	37 22%	10 15%	31 24%	135 29%	22 9%	29 29%	48 41%	68 48%	
DON'T KNOW/REFUSED	119 20%	60 22%	19 15%	18 16%	20 25%	48 27%	25 15%	38 18%	12 26%	19 23%	20 18%	27 21%	16 14%	24 20%	36 19%	39 22%	39 23%	5 7%	23 17%	94 20%	32 13%	19 19%	32 27%	36 25%	
**RATIO (FAVORABLE / UNFAVORABLE)	1.9	2.6	2.1	0.8	2.8	1.0	6.5	2.0	2.0	1.9	1.5	3.4	1.4	1.8	1.6	1.7	1.9	3.0	1.7	1.9	1.8	3.0	1.0	3.0	

Table 13-1

QUESTION 12:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Russ Feingold

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	.66 11%	131 71%	-92 -25%	124 60%	-90 -27%	192 65%	-130 -44%	173 61%	-114 -38%	-31 -46%	56 12%	41 55%	117 52%	-66 -25%	117 67%	-77 -21%	-88 -32%	73 56%	81 53%	145 65%	-112 -34%	21 6%	47 21%
TOTAL HEARD OF -----	535 89%	164 89%	330 89%	178 87%	312 92%	264 89%	267 90%	247 86%	279 93%	62 91%	411 90%	63 85%	201 89%	233 90%	153 87%	336 91%	250 91%	115 88%	134 89%	197 88%	298 90%	336 90%	197 88%
TOTAL FAVORABLE -----	301 50%	148 80%	119 32%	151 74%	111 33%	228 77%	69 23%	210 74%	83 27%	15 22%	234 51%	52 70%	159 70%	84 32%	135 77%	130 35%	81 29%	94 72%	107 71%	171 77%	93 28%	179 48%	122 55%
TOTAL UNFAVORABLE -----	235 39%	16 9%	211 57%	27 13%	201 59%	36 12%	199 67%	37 13%	196 65%	47 69%	177 39%	11 15%	42 19%	150 57%	18 10%	207 56%	169 62%	21 16%	27 18%	26 12%	205 62%	158 42%	75 34%
VERY FAVORABLE	128 21%	84 46%	33 9%	75 37%	34 10%	116 39%	11 4%	103 36%	25 8%	7 10%	96 21%	25 34%	77 34%	20 8%	72 41%	42 11%	27 10%	43 33%	51 34%	95 42%	24 7%	82 22%	46 21%
SOMEWHAT FAVORABLE	173 29%	64 35%	86 23%	75 37%	77 23%	112 38%	57 19%	107 38%	58 19%	9 13%	138 30%	26 36%	82 36%	64 25%	63 36%	88 24%	53 19%	51 39%	56 37%	77 34%	69 21%	96 26%	76 34%
SOMEWHAT UNFAVORABLE	90 15%	13 7%	75 20%	17 9%	69 20%	23 8%	67 22%	23 8%	67 22%	8 12%	76 17%	6 8%	23 10%	54 21%	11 6%	73 20%	56 21%	9 7%	16 11%	14 6%	73 22%	56 15%	34 15%
VERY UNFAVORABLE	145 24%	4 2%	136 37%	10 5%	132 39%	13 4%	132 45%	14 5%	129 43%	39 57%	101 22%	5 6%	18 8%	96 37%	7 4%	134 36%	113 41%	12 9%	11 7%	12 5%	132 40%	102 27%	41 18%
NEVER HEARD OF HIM/HER	30 5%	14 7%	16 4%	15 7%	11 3%	18 6%	12 4%	23 8%	6 2%	1 1%	21 5%	8 11%	11 5%	15 6%	10 6%	14 4%	10 4%	9 7%	8 6%	14 6%	13 4%	18 5%	12 5%
DON'T KNOW/REFUSED	35 6%	6 3%	23 6%	12 6%	17 5%	16 5%	17 6%	16 6%	17 6%	5 7%	27 6%	3 5%	14 6%	12 5%	12 7%	19 5%	14 5%	7 6%	8 5%	12 5%	21 6%	20 5%	14 6%
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	9.0	0.6	5.6	0.6	6.4	0.3	5.7	0.4	0.3	1.3	4.8	3.8	0.6	7.7	0.6	0.5	4.5	4.0	6.6	0.5	1.1	1.6

Table 13-2
 QUESTION 12:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Russ Feingold

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FAVORABLE - UNFAVORABLE)	66 11%	54 20%	-1 -1%	-10 -9%	26 32%	-73 -40%	124 74%	19 9%	14 29%	15 18%	- -	17 14%	5 4%	17 14%	37 20%	5 3%	3 2%	22 32%	43 33%	21 5%	-5 -2%	32 32%	6 5%	33 24%
TOTAL HEARD OF -----	535 89%	242 89%	105 82%	101 92%	79 97%	162 90%	150 89%	197 91%	35 73%	63 77%	99 89%	118 94%	109 96%	110 92%	159 86%	158 89%	150 90%	67 97%	125 95%	406 88%	213 87%	93 93%	106 91%	123 88%
TOTAL FAVORABLE -----	301 50%	148 55%	52 41%	46 41%	52 64%	44 25%	137 81%	108 50%	24 51%	39 47%	49 45%	68 54%	57 50%	64 53%	98 53%	81 46%	76 46%	44 64%	84 64%	214 46%	104 43%	62 63%	56 48%	78 56%
TOTAL UNFAVORABLE -----	235 39%	94 35%	53 42%	56 51%	26 32%	117 65%	13 8%	89 41%	11 22%	24 29%	50 45%	50 40%	52 46%	47 39%	61 33%	77 43%	74 44%	22 32%	41 31%	193 42%	109 45%	30 31%	50 43%	45 32%
VERY FAVORABLE	128 21%	56 21%	26 20%	17 15%	28 34%	8 5%	76 45%	41 19%	3 6%	9 12%	24 22%	31 25%	30 26%	30 25%	25 14%	29 16%	44 27%	30 43%	44 33%	84 18%	48 20%	37 37%	18 16%	25 18%
SOMEWHAT FAVORABLE	173 29%	92 34%	26 21%	28 26%	24 30%	36 20%	61 36%	68 31%	21 45%	29 36%	25 23%	36 29%	27 24%	34 28%	73 39%	53 30%	32 19%	15 21%	40 31%	130 28%	56 23%	25 26%	37 32%	54 38%
SOMEWHAT UNFAVORABLE	90 15%	41 15%	19 15%	13 12%	14 17%	43 24%	10 6%	31 14%	2 4%	10 12%	20 18%	22 18%	18 16%	18 15%	25 13%	25 14%	30 18%	10 14%	15 11%	75 16%	41 17%	13 13%	21 18%	15 10%
VERY UNFAVORABLE	145 24%	54 20%	34 27%	43 39%	13 16%	75 42%	3 2%	58 27%	9 18%	14 18%	30 27%	28 22%	34 30%	29 25%	36 20%	52 29%	43 26%	13 18%	26 20%	118 25%	68 28%	18 18%	29 25%	30 21%
NEVER HEARD OF HIM/HER	30 5%	17 6%	11 8%	1 1%	- -	9 5%	10 6%	6 3%	11 22%	7 9%	5 5%	2 1%	1 1%	4 3%	11 6%	14 8%	4 2%	1 1%	4 3%	26 6%	17 7%	1 1%	6 5%	6 5%
DON'T KNOW/REFUSED	35 6%	12 5%	12 9%	8 7%	3 3%	9 5%	8 5%	13 6%	2 4%	12 14%	7 6%	6 5%	3 3%	5 4%	15 8%	6 3%	12 7%	1 2%	3 2%	30 6%	14 6%	6 6%	4 3%	11 8%
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	1.6	1.0	0.8	2.0	0.4	10.6	1.2	2.3	1.6	1.0	1.3	1.1	1.4	1.6	1.1	1.0	2.0	2.0	1.1	1.0	2.0	1.1	1.7

Table 14-1
 QUESTION 13:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Scott Walker

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	129 22%	-14 -8%	146 40%	- -	127 37%	-11 -4%	139 47%	-6 -2%	132 44%	23 34%	101 22%	5 7%	12 5%	96 37%	-11 -6%	142 38%	106 39%	-5 -4%	19 13%	-23 -11%	144 44%	95 25%	32 14%
TOTAL HEARD OF	320 53%	82 45%	214 58%	88 43%	213 63%	137 46%	181 61%	118 41%	199 66%	38 56%	251 55%	30 41%	99 44%	166 64%	74 42%	213 58%	171 62%	58 44%	71 47%	104 47%	199 60%	211 56%	107 48%
TOTAL FAVORABLE	224 37%	34 18%	180 49%	44 21%	170 50%	63 21%	160 54%	56 20%	166 55%	30 45%	176 38%	18 24%	55 24%	131 50%	31 18%	177 48%	138 51%	26 20%	45 30%	40 18%	172 52%	153 41%	69 31%
TOTAL UNFAVORABLE	95 16%	48 26%	34 9%	44 21%	43 13%	74 25%	21 7%	62 22%	34 11%	8 11%	75 16%	12 17%	44 19%	35 13%	43 24%	35 10%	32 12%	31 24%	26 17%	64 29%	28 8%	58 15%	37 17%
VERY FAVORABLE	94 16%	8 4%	82 22%	12 6%	79 23%	16 5%	77 26%	14 5%	79 26%	18 26%	66 14%	10 13%	16 7%	65 25%	9 5%	82 22%	66 24%	8 6%	12 8%	9 4%	82 25%	59 16%	35 16%
SOMEWHAT FAVORABLE	130 22%	26 14%	98 27%	32 16%	91 27%	47 16%	82 28%	42 15%	86 29%	13 19%	110 24%	8 10%	40 18%	66 25%	23 13%	95 26%	72 26%	18 14%	33 22%	31 14%	90 27%	95 25%	34 15%
SOMEWHAT UNFAVORABLE	49 8%	23 12%	22 6%	23 11%	23 7%	34 12%	14 5%	31 11%	18 6%	4 6%	40 9%	5 6%	20 9%	24 9%	20 12%	23 6%	18 7%	15 12%	12 8%	30 13%	18 6%	33 9%	16 7%
VERY UNFAVORABLE	46 8%	25 14%	12 3%	21 10%	20 6%	40 13%	7 2%	31 11%	15 5%	4 6%	35 8%	8 10%	24 11%	11 4%	22 13%	12 3%	15 5%	16 12%	14 9%	34 15%	9 3%	25 7%	21 9%
NEVER HEARD OF HIM/HER	192 32%	77 42%	100 27%	88 43%	77 23%	116 39%	74 25%	125 44%	57 19%	13 20%	148 32%	31 42%	91 40%	64 25%	77 44%	99 27%	61 22%	59 45%	56 37%	89 40%	84 25%	110 29%	82 37%
DON'T KNOW/REFUSED	89 15%	25 14%	56 15%	29 14%	50 15%	45 15%	42 14%	43 15%	45 15%	16 24%	59 13%	13 18%	36 16%	31 12%	24 14%	58 16%	41 15%	14 11%	24 16%	30 13%	48 14%	53 14%	35 16%
**RATIO (FAVORABLE / UNFAVORABLE)	2.4	0.7	5.3	1.0	3.9	0.8	7.6	0.9	4.9	3.9	2.3	1.4	1.3	3.8	0.7	5.0	4.3	0.8	1.7	0.6	6.3	2.6	1.9

Table 14-2
 QUESTION 13:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Scott Walker

BANNER 2

	MEDIA HABITS					PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE		
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%		
**D/S (FAVORABLE - UNFAVORABLE)	129 22%	48 18%	44 34%	33 30%	2 2%	91 50%	-20 -12%	53 24%	14 29%	22 27%	24 22%	22 17%	24 21%	25 21%	36 19%	31 18%	54 33%	8 12%	3 2%	123 27%	91 37%	2 2%	14 12%	22 16%		
TOTAL HEARD OF -----	320 53%	129 48%	83 65%	60 55%	43 53%	115 64%	70 42%	120 56%	19 41%	36 44%	62 56%	73 58%	61 54%	68 57%	78 42%	99 56%	99 60%	43 62%	72 55%	243 53%	195 80%	39 39%	47 41%	39 28%		
TOTAL FAVORABLE -----	224 37%	89 33%	64 50%	46 42%	22 27%	103 57%	25 15%	86 40%	17 35%	29 35%	43 39%	47 38%	42 37%	46 39%	57 31%	65 37%	77 46%	25 37%	37 28%	183 40%	143 59%	21 21%	30 26%	31 22%		
TOTAL UNFAVORABLE -----	95 16%	40 15%	20 15%	14 12%	20 25%	12 7%	45 27%	34 16%	3 6%	7 9%	19 17%	26 20%	19 17%	22 18%	21 11%	34 19%	23 14%	18 25%	35 27%	60 13%	52 21%	18 18%	17 14%	9 6%		
VERY FAVORABLE	94 16%	35 13%	24 19%	23 21%	10 13%	53 29%	2 1%	33 15%	9 18%	11 14%	17 16%	14 11%	21 19%	21 18%	23 12%	31 17%	32 20%	8 12%	17 13%	76 17%	77 32%	3 3%	6 6%	8 5%		
SOMEWHAT FAVORABLE	130 22%	54 20%	39 31%	23 21%	12 15%	50 28%	23 14%	53 25%	8 17%	17 21%	25 23%	34 27%	21 18%	25 21%	35 19%	34 19%	44 27%	17 25%	21 16%	107 23%	66 27%	17 18%	24 21%	23 16%		
SOMEWHAT UNFAVORABLE	49 8%	20 7%	10 8%	11 10%	8 10%	11 6%	19 11%	17 8%	- -	6 7%	16 14%	12 9%	6 5%	10 9%	10 5%	18 10%	13 8%	9 12%	17 13%	32 7%	17 7%	11 11%	15 13%	6 4%		
VERY UNFAVORABLE	46 8%	20 7%	10 8%	3 3%	12 15%	1 -	26 16%	17 8%	3 6%	2 2%	3 3%	14 11%	13 11%	11 10%	16 6%	16 9%	10 6%	9 13%	18 14%	28 6%	35 14%	7 7%	1 1%	3 2%		
NEVER HEARD OF HIM/HER	192 32%	97 36%	37 29%	38 34%	18 22%	42 23%	72 43%	63 29%	28 59%	33 40%	32 29%	32 25%	32 28%	35 29%	77 42%	51 29%	46 28%	17 24%	36 27%	156 34%	25 10%	46 46%	44 38%	77 55%		
DON'T KNOW/REFUSED	89 15%	46 17%	8 6%	12 11%	21 25%	23 13%	26 16%	33 15%	- -	13 16%	17 15%	21 17%	21 18%	17 14%	31 16%	28 16%	21 12%	9 14%	23 18%	63 14%	25 10%	14 14%	25 22%	24 17%		
**RATIO (FAVORABLE / UNFAVORABLE)	2.4	2.2	3.2	3.4	1.1	8.3	0.6	2.6	5.7	4.0	2.3	1.8	2.2	2.1	2.7	1.9	3.4	1.5	1.1	3.0	2.8	1.1	1.8	3.6		

Table 15-1
 QUESTION 14:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Mark Neuman

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	124 21%	-7 -4%	124 34%	-6 -3%	131 38%	-5 -2%	128 43%	-2 -1%	125 41%	22 32%	94 21%	8 10%	-3 -2%	106 41%	-7 -4%	133 36%	94 35%	10 8%	12 8%	-17 -8%	135 41%	85 23%	37 17%
TOTAL HEARD OF	312 52%	81 44%	208 56%	80 39%	208 61%	132 44%	179 60%	117 41%	194 64%	41 61%	239 52%	32 44%	99 44%	154 59%	78 45%	206 56%	167 61%	58 44%	72 48%	103 46%	194 58%	212 57%	98 44%
TOTAL FAVORABLE	218 36%	37 20%	166 45%	37 18%	169 50%	64 21%	153 52%	58 20%	160 53%	31 46%	167 36%	20 27%	48 21%	130 50%	36 20%	170 46%	131 48%	34 26%	42 28%	43 19%	164 50%	149 40%	68 30%
TOTAL UNFAVORABLE	94 16%	44 24%	42 11%	43 21%	38 11%	68 23%	26 9%	59 21%	35 12%	10 14%	72 16%	12 17%	51 23%	24 9%	43 24%	37 10%	36 13%	24 18%	30 20%	60 27%	29 9%	64 17%	31 14%
VERY FAVORABLE	42 7%	5 3%	33 9%	7 3%	32 9%	11 4%	31 10%	12 4%	30 10%	5 8%	32 7%	5 7%	2 1%	33 13%	4 2%	34 9%	27 10%	4 3%	8 5%	8 4%	32 10%	24 6%	18 8%
SOMEWHAT FAVORABLE	176 29%	32 17%	134 36%	30 15%	137 40%	53 18%	122 41%	46 16%	130 43%	26 39%	135 29%	15 20%	45 20%	97 37%	32 18%	135 37%	104 38%	30 23%	34 23%	35 16%	133 40%	124 33%	50 22%
SOMEWHAT UNFAVORABLE	61 10%	26 14%	31 9%	28 13%	28 8%	43 14%	19 6%	36 13%	25 8%	5 8%	48 11%	8 11%	36 16%	15 6%	25 14%	27 7%	29 11%	13 10%	17 11%	37 16%	21 6%	41 11%	20 9%
VERY UNFAVORABLE	33 5%	18 10%	11 3%	15 8%	10 3%	26 9%	7 2%	23 8%	10 3%	4 6%	24 5%	5 6%	15 7%	8 3%	18 10%	9 3%	7 3%	11 9%	13 9%	23 11%	8 2%	22 6%	11 5%
NEVER HEARD OF HIM/HER	181 30%	73 40%	103 28%	84 41%	83 24%	110 37%	71 24%	118 41%	56 19%	10 14%	142 31%	29 40%	84 37%	61 23%	62 36%	100 27%	58 21%	52 39%	50 33%	86 39%	79 24%	99 26%	82 37%
DON'T KNOW/REFUSED	107 18%	30 16%	59 16%	41 20%	50 15%	56 19%	46 16%	51 18%	51 17%	17 25%	78 17%	12 17%	42 19%	46 18%	34 20%	64 17%	49 18%	21 16%	29 19%	34 15%	59 18%	64 17%	43 19%
**RATIO (FAVORABLE / UNFAVORABLE)	2.3	0.8	4.0	0.9	4.4	0.9	5.9	1.0	4.6	3.3	2.3	1.6	0.9	5.5	0.8	4.6	3.6	1.4	1.4	0.7	5.6	2.3	2.2

Table 15-2
 QUESTION 14:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Mark Neuman

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FAVORABLE - UNFAVORABLE)	124 21%	46 17%	24 19%	40 37%	10 13%	82 46%	-20 -12%	53 25%	9 20%	21 25%	25 23%	20 16%	17 15%	31 26%	38 21%	44 25%	36 22%	6 8%	5 4%	115 25%	61 25%	8 8%	29 25%	25 18%
TOTAL HEARD OF -----	312 52%	130 48%	67 52%	65 59%	46 57%	109 60%	69 41%	116 54%	13 28%	35 42%	57 51%	75 60%	67 59%	65 55%	81 44%	89 50%	98 59%	44 63%	75 57%	234 51%	153 63%	61 62%	55 47%	43 30%
TOTAL FAVORABLE -----	218 36%	88 33%	46 36%	53 48%	28 35%	95 53%	25 15%	85 39%	11 24%	28 34%	41 37%	48 38%	42 37%	48 40%	60 32%	66 37%	67 40%	25 36%	40 30%	174 38%	107 44%	35 35%	42 36%	34 24%
TOTAL UNFAVORABLE -----	94 16%	42 16%	22 17%	12 11%	18 22%	13 7%	45 27%	32 15%	2 4%	7 9%	16 14%	28 22%	25 22%	17 14%	22 12%	23 13%	31 19%	19 27%	35 26%	59 13%	46 19%	27 27%	13 11%	9 6%
VERY FAVORABLE	42 7%	22 8%	7 5%	10 9%	3 4%	23 13%	2 1%	14 6%	4 9%	7 8%	3 3%	8 6%	6 5%	15 12%	13 7%	14 8%	11 7%	4 6%	4 3%	37 8%	15 6%	10 10%	10 8%	8 6%
SOMEWHAT FAVORABLE	176 29%	66 24%	39 30%	42 39%	25 31%	73 40%	22 13%	71 33%	7 15%	21 26%	38 34%	40 32%	36 32%	34 28%	47 25%	52 29%	56 34%	21 30%	36 27%	137 30%	92 38%	25 25%	33 28%	26 19%
SOMEWHAT UNFAVORABLE	61 10%	28 10%	17 13%	7 7%	9 11%	11 6%	25 15%	21 10%	2 4%	3 4%	13 12%	21 16%	13 12%	9 8%	18 9%	11 6%	19 11%	14 20%	20 15%	42 9%	27 11%	18 18%	9 7%	8 6%
VERY UNFAVORABLE	33 5%	14 5%	4 4%	5 5%	9 11%	2 1%	19 11%	10 5%	- -	4 5%	3 2%	7 6%	11 10%	8 7%	4 2%	12 7%	12 7%	5 7%	15 11%	18 4%	19 8%	9 9%	4 3%	- -
NEVER HEARD OF HIM/HER	181 30%	89 33%	37 29%	36 32%	17 21%	44 25%	65 39%	59 27%	31 65%	35 43%	34 31%	27 21%	22 19%	32 26%	66 36%	56 31%	44 26%	15 21%	34 26%	147 32%	56 23%	24 25%	33 29%	67 47%
DON'T KNOW/REFUSED	107 18%	52 19%	24 19%	10 9%	18 22%	27 15%	34 20%	40 19%	3 6%	12 15%	20 18%	24 19%	25 22%	23 19%	38 21%	33 19%	24 15%	11 15%	23 18%	82 18%	34 14%	13 13%	28 24%	32 23%
**RATIO (FAVORABLE / UNFAVORABLE)	2.3	2.1	2.1	4.3	1.6	7.2	0.6	2.7	5.6	3.9	2.6	1.7	1.7	2.8	2.8	2.9	2.2	1.3	1.2	2.9	2.3	1.3	3.3	3.9

Table 16-1
 QUESTION 15:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Democrats in the State Legislature

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	-56 -9%	124 67%	-195 -53%	100 49%	-167 -49%	165 55%	-221 -75%	152 53%	-207 -69%	-49 -73%	-52 -11%	45 61%	70 31%	-107 -41%	108 62%	-174 -47%	-153 -56%	69 52%	41 27%	136 61%	-211 -64%	-82 -22%	28 12%
TOTAL HEARD OF	533 89%	166 90%	332 90%	183 90%	302 89%	259 87%	273 92%	247 87%	278 92%	63 93%	408 89%	62 83%	203 90%	234 90%	154 88%	336 91%	248 91%	115 88%	134 89%	195 87%	306 92%	334 89%	197 88%
TOTAL FAVORABLE	238 40%	145 79%	69 19%	141 69%	68 20%	212 71%	26 9%	200 70%	36 12%	7 10%	178 39%	53 72%	137 61%	64 25%	131 75%	81 22%	47 17%	92 70%	87 58%	166 74%	48 14%	126 34%	113 50%
TOTAL UNFAVORABLE	294 49%	21 12%	263 71%	42 20%	235 69%	47 16%	247 83%	48 17%	242 80%	56 83%	230 50%	8 11%	66 29%	171 66%	23 13%	255 69%	201 73%	23 18%	47 31%	29 13%	259 78%	208 56%	85 38%
VERY FAVORABLE	64 11%	46 25%	12 3%	39 19%	14 4%	62 21%	2 1%	59 21%	5 2%	- -	40 9%	24 32%	38 17%	16 6%	48 27%	11 3%	11 4%	30 23%	22 14%	48 21%	10 3%	28 8%	35 16%
SOMEWHAT FAVORABLE	175 29%	99 54%	57 15%	102 50%	54 16%	150 50%	24 8%	141 49%	31 10%	7 10%	138 30%	30 40%	98 44%	48 19%	83 47%	70 19%	36 13%	63 48%	66 44%	118 53%	38 11%	97 26%	77 35%
SOMEWHAT UNFAVORABLE	142 24%	17 9%	118 32%	29 14%	100 30%	42 14%	100 34%	39 14%	102 34%	12 17%	127 28%	4 5%	48 21%	69 27%	14 8%	115 31%	83 30%	13 10%	34 23%	25 11%	112 34%	106 28%	36 16%
VERY UNFAVORABLE	152 25%	4 2%	146 39%	12 6%	134 39%	5 2%	147 50%	8 3%	140 46%	44 66%	103 23%	4 6%	18 8%	101 39%	8 5%	141 38%	117 43%	10 8%	13 8%	5 2%	147 44%	102 27%	49 22%
NEVER HEARD OF HIM/HER	6 1%	1 1%	5 1%	1 1%	4 1%	1 -	5 2%	2 1%	4 1%	1 1%	4 1%	1 2%	- -	4 1%	2 1%	4 1%	3 1%	- -	- -	- -	4 1%	3 1%	4 2%
DON'T KNOW/REFUSED	61 10%	17 9%	32 9%	20 10%	34 10%	38 13%	19 6%	36 13%	19 6%	4 6%	46 10%	11 15%	22 10%	22 8%	20 11%	29 8%	22 8%	16 12%	16 11%	28 13%	21 6%	38 10%	22 10%
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	6.8	0.3	3.4	0.3	4.5	0.1	4.2	0.1	0.1	0.8	6.3	2.1	0.4	5.7	0.3	0.2	4.0	1.9	5.6	0.2	0.6	1.3

Table 16-2
 QUESTION 15:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Democrats in the State Legislature

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FAVORABLE - UNFAVORABLE)	-56 -9%	16 6%	-36 -28%	-37 -34%	2 2%	-135 -75%	135 80%	-54 -25%	12 26%	-2 -2%	-32 -29%	-6 -5%	-17 -15%	-12 -10%	14 7%	-40 -23%	-29 -17%	-	4 3%	-62 -13%	-26 -11%	-	-26 -23%	-4 -3%
TOTAL HEARD OF -----	533 89%	242 89%	110 86%	98 89%	77 94%	170 94%	148 88%	187 86%	42 89%	67 82%	99 89%	114 91%	104 92%	105 88%	163 87%	161 90%	147 89%	61 88%	121 92%	408 88%	220 90%	89 90%	105 90%	119 84%
TOTAL FAVORABLE -----	238 40%	129 47%	37 29%	31 28%	39 48%	17 9%	141 84%	66 31%	27 58%	33 40%	33 30%	54 43%	44 38%	46 39%	88 47%	60 34%	59 36%	30 44%	63 47%	173 37%	97 40%	45 45%	39 34%	57 41%
TOTAL UNFAVORABLE -----	294 49%	113 42%	73 57%	68 62%	38 46%	153 85%	6 4%	120 56%	15 31%	34 42%	65 59%	60 48%	61 53%	59 49%	74 40%	100 56%	88 53%	30 44%	58 44%	235 51%	123 50%	45 45%	65 56%	62 44%
VERY FAVORABLE	64 11%	38 14%	10 8%	7 6%	7 8%	3 2%	48 28%	12 6%	8 16%	8 10%	6 6%	16 12%	11 10%	15 12%	26 14%	15 9%	14 9%	7 11%	15 11%	46 10%	37 15%	6 6%	9 8%	11 8%
SOMEWHAT FAVORABLE	175 29%	91 33%	27 21%	24 22%	33 40%	14 8%	93 56%	55 25%	20 42%	24 30%	27 25%	38 30%	33 29%	32 27%	62 33%	45 25%	45 27%	23 33%	48 36%	127 27%	60 25%	39 39%	30 26%	46 33%
SOMEWHAT UNFAVORABLE	142 24%	57 21%	35 27%	24 22%	23 29%	71 39%	6 4%	58 27%	2 5%	20 24%	33 30%	30 24%	34 30%	23 19%	28 15%	45 26%	49 29%	21 30%	27 21%	114 25%	50 20%	28 28%	34 29%	31 22%
VERY UNFAVORABLE	152 25%	56 21%	37 29%	44 40%	14 17%	82 46%	-	62 29%	13 27%	15 18%	32 29%	31 24%	26 23%	36 30%	47 25%	55 31%	39 24%	10 14%	31 23%	120 26%	73 30%	17 17%	32 27%	30 22%
NEVER HEARD OF HIM/HER	6 1%	4 1%	2 2%	-	-	3 2%	1 1%	1 -	-	2 3%	2 2%	-	1 1%	1 1%	3 2%	3 2%	1 -	-	3 2%	3 1%	3 1%	1 1%	-	3 2%
DON'T KNOW/REFUSED	61 10%	26 10%	17 13%	11 10%	4 6%	7 4%	19 12%	29 13%	5 11%	12 15%	10 9%	12 9%	8 7%	14 11%	20 11%	14 8%	18 11%	9 12%	8 6%	51 11%	21 9%	9 9%	11 10%	20 14%
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	1.1	0.5	0.5	1.0	0.1	21.8	0.6	1.8	0.9	0.5	0.9	0.7	0.8	1.2	0.6	0.7	1.0	1.1	0.7	0.8	1.0	0.6	0.9

Table 17-1
 QUESTION 16:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Republicans in the State Legislature

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVORABLE - UNFAVORABLE)	58 10%	-69 -38%	129 35%	-35 -17%	95 28%	-96 -32%	153 52%	-67 -23%	123 41%	10 15%	48 10%	- -	-40 -18%	92 35%	-61 -35%	124 34%	95 35%	-58 -44%	4 3%	-91 -41%	156 47%	27 7%	32 14%
TOTAL HEARD OF	511 85%	153 83%	324 88%	169 83%	300 88%	250 84%	259 87%	232 81%	272 90%	60 89%	396 86%	55 74%	194 86%	227 87%	144 82%	321 87%	239 87%	116 89%	125 82%	188 85%	293 88%	324 86%	186 83%
TOTAL FAVORABLE	284 47%	42 23%	227 61%	67 33%	198 58%	77 26%	206 70%	83 29%	198 65%	35 52%	222 48%	27 37%	77 34%	160 61%	41 24%	223 60%	167 61%	29 22%	64 43%	49 22%	224 68%	176 47%	109 49%
TOTAL UNFAVORABLE	227 38%	111 60%	98 26%	102 50%	103 30%	173 58%	53 18%	150 52%	74 25%	25 37%	174 38%	28 37%	117 52%	67 26%	102 58%	98 27%	72 26%	87 66%	60 40%	140 63%	68 21%	148 40%	77 35%
VERY FAVORABLE	56 9%	8 4%	44 12%	23 11%	27 8%	12 4%	45 15%	21 7%	35 12%	5 7%	42 9%	10 13%	11 5%	37 14%	11 6%	42 11%	26 10%	6 5%	19 13%	8 3%	47 14%	30 8%	26 12%
SOMEWHAT FAVORABLE	228 38%	34 18%	183 50%	44 22%	170 50%	65 22%	162 54%	62 22%	163 54%	30 45%	180 39%	18 24%	66 29%	123 47%	31 18%	180 49%	140 51%	23 18%	45 30%	41 18%	178 54%	146 39%	83 37%
SOMEWHAT UNFAVORABLE	135 23%	58 32%	66 18%	55 27%	73 21%	93 31%	42 14%	79 28%	54 18%	13 19%	111 24%	12 16%	67 30%	43 17%	55 31%	68 18%	51 19%	45 34%	34 23%	72 32%	53 16%	100 27%	34 15%
VERY UNFAVORABLE	92 15%	53 29%	32 9%	47 23%	30 9%	80 27%	11 4%	71 25%	20 7%	12 18%	64 14%	16 21%	50 22%	24 9%	47 27%	30 8%	21 8%	42 32%	26 17%	68 30%	15 5%	49 13%	43 19%
NEVER HEARD OF HIM/HER	13 2%	7 4%	6 1%	3 2%	8 2%	9 3%	4 1%	9 3%	3 1%	2 3%	6 1%	5 7%	6 3%	4 2%	6 4%	7 2%	4 1%	3 3%	3 2%	6 3%	4 1%	5 1%	8 4%
DON'T KNOW/REFUSED	76 13%	24 13%	40 11%	32 16%	32 9%	40 13%	33 11%	44 16%	26 9%	6 9%	56 12%	14 19%	25 11%	29 11%	25 14%	42 11%	31 11%	12 9%	24 16%	28 13%	35 10%	46 12%	29 13%
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	0.4	2.3	0.7	1.9	0.4	3.9	0.6	2.7	1.4	1.3	1.0	0.7	2.4	0.4	2.3	2.3	0.3	1.1	0.3	3.3	1.2	1.4

Table 17-2
 QUESTION 16:
 Now I would like to read you the names of several individuals and groups who have been mentioned in the news recently. As I read each one, please tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't feel you can rate that person or don't recognize the name, just say so.

Republicans in the State Legislature

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FAVORABLE - UNFAVORABLE)	58 10%	18 7%	19 14%	32 29%	-8 -9%	142 79%	-104 -62%	18 8%	5 10%	22 27%	20 18%	2 2%	-16 -14%	24 20%	30 16%	18 10%	12 7%	-2 -3%	-33 -25%	93 20%	27 11%	-10 -10%	28 24%	13 9%
TOTAL HEARD OF -----	511 85%	232 85%	105 82%	95 86%	75 92%	163 91%	139 83%	183 85%	39 82%	67 82%	93 84%	113 90%	98 86%	100 84%	150 81%	157 88%	143 86%	61 88%	115 87%	392 85%	218 89%	89 90%	103 88%	101 72%
TOTAL FAVORABLE -----	284 47%	125 46%	62 48%	63 57%	34 41%	153 85%	18 10%	100 47%	22 46%	44 54%	57 51%	58 46%	41 36%	62 52%	90 48%	88 49%	77 47%	30 43%	41 31%	243 53%	123 50%	40 40%	65 56%	57 40%
TOTAL UNFAVORABLE -----	227 38%	107 39%	43 34%	31 29%	41 51%	11 6%	122 72%	82 38%	17 36%	23 28%	37 33%	55 44%	57 50%	38 32%	60 39%	70 39%	65 39%	31 45%	74 56%	149 32%	96 39%	49 50%	38 32%	44 31%
VERY FAVORABLE	56 9%	30 11%	12 9%	9 8%	5 7%	49 27%	- -	6 3%	6 13%	12 14%	12 11%	7 5%	7 6%	12 10%	18 10%	21 12%	12 7%	4 6%	5 4%	51 11%	20 8%	10 10%	11 9%	15 10%
SOMEWHAT FAVORABLE	228 38%	95 35%	50 39%	54 49%	28 35%	104 58%	18 10%	94 44%	15 32%	33 40%	44 40%	51 40%	34 30%	50 42%	72 38%	67 37%	65 39%	25 36%	35 27%	192 42%	102 42%	30 30%	54 47%	42 30%
SOMEWHAT UNFAVORABLE	135 23%	66 24%	28 22%	19 17%	19 24%	11 6%	59 35%	57 26%	11 24%	15 18%	25 22%	31 24%	34 30%	19 16%	35 19%	43 24%	41 24%	16 24%	40 31%	91 20%	58 24%	28 29%	25 22%	23 17%
VERY UNFAVORABLE	92 15%	41 15%	15 11%	13 12%	22 27%	- -	63 38%	26 12%	6 12%	8 9%	12 11%	25 20%	22 20%	19 16%	26 14%	26 15%	25 15%	15 21%	34 25%	58 13%	37 15%	21 21%	12 11%	21 15%
NEVER HEARD OF HIM/HER	13 2%	6 2%	5 4%	- -	2 2%	2 1%	4 2%	5 2%	2 5%	3 4%	2 1%	1 1%	2 2%	3 2%	7 4%	4 2%	2 1%	- -	4 3%	9 2%	6 3%	- -	- -	7 5%
DON'T KNOW/REFUSED	76 13%	34 12%	18 14%	16 14%	4 5%	15 8%	25 15%	28 13%	6 13%	12 14%	16 14%	12 10%	14 12%	16 14%	29 15%	17 9%	21 13%	8 12%	13 10%	61 13%	19 8%	10 10%	13 12%	33 24%
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	1.2	1.4	2.0	0.8	14.5	0.1	1.2	1.3	2.0	1.5	1.0	0.7	1.6	1.5	1.3	1.2	0.9	0.5	1.6	1.3	0.8	1.7	1.3

Table 18-1
 QUESTION 17:
 Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Barack Obama is handling his job as president?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (APPROVE - DISAPPROVE)	1 -	173 94%	-200 -54%	120 59%	-138 -41%	298 100%	-297 -100%	197 69%	-193 -64%	-42 -62%	-2 -	45 61%	112 50%	-108 -41%	118 68%	-141 -38%	-128 -47%	85 65%	59 39%	199 89%	-222 -67%	-29 -8%	33 15%
TOTAL APPROVE -----	298 50%	179 97%	85 23%	161 79%	101 30%	298 100%	- -	241 84%	54 18%	13 19%	226 49%	59 80%	168 74%	76 29%	146 84%	114 31%	73 27%	108 82%	103 68%	210 94%	55 17%	171 46%	127 57%
TOTAL DISAPPROVE -----	297 49%	5 3%	284 77%	41 20%	239 70%	- -	297 100%	44 15%	247 82%	55 81%	228 50%	14 19%	56 25%	184 71%	28 16%	254 69%	201 73%	23 18%	45 30%	11 5%	277 83%	200 53%	95 42%
STRONGLY APPROVE	104 17%	88 48%	12 3%	74 36%	19 6%	104 35%	- -	96 34%	8 3%	5 7%	71 16%	28 38%	65 29%	20 8%	65 37%	28 8%	15 6%	44 34%	41 27%	93 42%	3 1%	59 16%	45 20%
SOMEWHAT APPROVE	194 32%	91 49%	72 20%	87 43%	82 24%	194 65%	- -	145 51%	46 15%	8 11%	155 34%	31 41%	103 46%	55 21%	81 46%	86 23%	58 21%	64 49%	62 41%	117 52%	52 16%	111 30%	82 37%
SOMEWHAT DISAPPROVE	102 17%	5 3%	90 24%	26 13%	69 20%	- -	102 34%	31 11%	67 22%	9 14%	84 18%	8 11%	33 15%	53 21%	16 9%	80 22%	54 20%	13 10%	24 16%	10 5%	85 26%	63 17%	39 17%
STRONGLY DISAPPROVE	195 32%	- -	194 53%	15 7%	170 50%	- -	195 66%	12 4%	180 60%	46 67%	144 31%	5 7%	23 10%	130 50%	12 7%	175 47%	147 54%	10 7%	21 14%	1 -	192 58%	137 37%	56 25%
DON'T KNOW/REFUSED	5 1%	- -	1 -	2 1%	1 -	- -	- -	1 -	1 -	- -	4 1%	1 2%	2 1%	1 -	1 -	2 -	- -	- -	3 2%	1 1%	- -	5 1%	1 -

Table 18-2
 QUESTION 17:
 Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Barack Obama is handling his job as president?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA			REST OF STATE
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY		
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (APPROVE - DISAPPROVE)	1 -	18 7%	-13 -10%	-27 -25%	24 30%	-138 -77%	152 90%	-12 -6%	13 28%	- -	-11 -10%	12 10%	-3 -3%	-11 -9%	20 11%	-21 -12%	- -	4 5%	19 14%	-19 -4%	9 4%	18 19%	-23 -20%	-3 -2%	
TOTAL APPROVE -----	298 50%	144 53%	57 45%	41 37%	52 64%	21 11%	159 95%	101 47%	30 64%	41 50%	50 45%	69 55%	54 48%	54 45%	102 55%	78 44%	82 49%	36 52%	75 57%	221 48%	126 51%	59 59%	46 40%	68 48%	
TOTAL DISAPPROVE -----	297 49%	126 47%	70 55%	68 62%	28 34%	159 88%	7 4%	113 52%	17 36%	40 49%	61 55%	57 45%	57 50%	64 54%	82 44%	99 56%	82 50%	32 47%	56 42%	239 52%	117 48%	40 41%	69 59%	71 50%	
STRONGLY APPROVE	104 17%	57 21%	13 10%	14 13%	21 26%	1 -	68 41%	31 14%	10 22%	18 21%	13 12%	20 16%	23 20%	19 16%	37 20%	22 12%	31 19%	15 22%	36 27%	68 15%	45 18%	21 21%	16 13%	23 16%	
SOMEWHAT APPROVE	194 32%	87 32%	44 35%	27 25%	31 38%	20 11%	91 54%	70 32%	20 42%	23 28%	36 33%	49 38%	31 27%	34 29%	65 35%	56 32%	51 31%	21 30%	38 29%	152 33%	81 33%	38 38%	30 26%	45 32%	
SOMEWHAT DISAPPROVE	102 17%	47 17%	19 15%	20 18%	14 17%	55 31%	7 4%	32 15%	6 13%	18 22%	21 19%	22 17%	17 15%	17 14%	28 15%	33 19%	27 16%	13 19%	22 17%	79 17%	31 13%	16 16%	25 22%	30 21%	
STRONGLY DISAPPROVE	195 32%	80 29%	51 40%	48 44%	14 17%	103 57%	- -	80 37%	11 22%	22 27%	40 36%	35 28%	40 35%	47 39%	53 29%	66 37%	55 33%	19 28%	34 26%	160 35%	85 35%	24 24%	44 38%	41 29%	
DON'T KNOW/REFUSED	5 1%	1 -	1 1%	1 1%	2 2%	1 -	1 1%	3 1%	- -	1 1%	- -	1 1%	2 2%	2 1%	2 1%	1 -	2 1%	1 1%	1 1%	2 1%	2 1%	- -	1 1%	2 2%	

Table 19-1
 QUESTION 18:
 Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Jim Doyle is handling his job as governor?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (APPROVE - DISAPPROVE)	-16 -3%	130 70%	-167 -45%	153 75%	-192 -56%	187 63%	-203 -68%	285 100%	-302 -100%	-54 -80%	-26 -6%	64 86%	85 38%	-97 -37%	101 57%	-128 -35%	-147 -54%	66 50%	65 43%	156 70%	-192 -58%	-58 -15%	44 20%
TOTAL APPROVE -----	285 48%	156 85%	98 26%	177 87%	72 21%	241 81%	44 15%	285 100%	- -	6 10%	211 46%	68 92%	154 68%	80 31%	136 78%	118 32%	62 23%	97 74%	105 70%	189 85%	68 20%	156 42%	130 58%
TOTAL DISAPPROVE -----	302 50%	27 14%	265 72%	24 12%	264 78%	54 18%	247 83%	- -	302 100%	60 89%	238 52%	4 5%	68 30%	177 68%	36 20%	246 66%	209 77%	31 24%	41 27%	32 15%	259 78%	213 57%	86 39%
STRONGLY APPROVE	53 9%	37 20%	9 2%	42 20%	7 2%	49 16%	4 1%	53 18%	- -	2 3%	25 5%	26 35%	34 15%	10 4%	32 19%	16 4%	12 4%	15 11%	25 17%	43 19%	6 2%	25 7%	28 12%
SOMEWHAT APPROVE	233 39%	119 65%	89 24%	136 66%	64 19%	192 65%	40 13%	233 82%	- -	5 7%	186 41%	42 57%	120 53%	70 27%	104 59%	102 27%	50 18%	82 63%	80 53%	146 66%	62 19%	131 35%	102 46%
SOMEWHAT DISAPPROVE	109 18%	16 9%	89 24%	19 9%	81 24%	30 10%	79 27%	- -	109 36%	7 10%	100 22%	3 3%	36 16%	52 20%	13 7%	87 23%	63 23%	15 12%	21 14%	17 8%	86 26%	73 19%	35 16%
STRONGLY DISAPPROVE	193 32%	11 6%	176 48%	5 3%	183 54%	24 8%	168 57%	- -	193 64%	54 79%	138 30%	2 2%	33 14%	125 48%	23 13%	159 43%	146 53%	16 12%	19 13%	15 7%	174 52%	141 38%	51 23%
DON'T KNOW/REFUSED	13 2%	1 1%	7 2%	3 1%	5 1%	3 1%	6 2%	- -	- -	1 1%	10 2%	2 3%	4 2%	3 1%	3 2%	6 2%	2 1%	3 2%	5 4%	2 1%	4 1%	6 2%	7 3%

Table 19-2
 QUESTION 18:
 Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Jim Doyle is handling his job as governor?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			REST OF STATE
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (APPROVE - DISAPPROVE)	-16 -3%	28 10%	-28 -22%	-20 -19%	9 11%	-96 -53%	126 75%	-46 -21%	26 56%	17 20%	-21 -19%	-7 -5%	-12 -10%	-20 -17%	7 4%	-18 -10%	- -	-5 -7%	1 -	-19 -4%	-30 -12%	16 16%	-13 -11%	11 8%
TOTAL APPROVE -----	285 48%	148 54%	48 38%	44 40%	44 55%	41 23%	144 86%	83 38%	37 78%	48 59%	44 40%	58 46%	49 44%	48 40%	94 51%	78 44%	81 49%	32 46%	64 49%	218 47%	106 44%	56 57%	50 43%	72 51%
TOTAL DISAPPROVE -----	302 50%	120 44%	76 59%	64 58%	35 44%	136 76%	18 11%	129 60%	10 22%	32 39%	65 59%	65 52%	61 54%	68 57%	87 47%	96 54%	81 49%	37 53%	64 48%	237 51%	137 56%	41 41%	63 55%	61 43%
STRONGLY APPROVE	53 9%	37 13%	4 3%	6 5%	6 7%	4 2%	29 17%	17 8%	8 16%	6 7%	8 7%	12 10%	5 5%	14 12%	22 12%	16 9%	11 6%	5 7%	12 9%	40 9%	26 11%	6 6%	12 10%	8 6%
SOMEWHAT APPROVE	233 39%	111 41%	44 34%	38 35%	38 47%	37 21%	116 69%	66 31%	29 62%	42 52%	36 33%	46 37%	44 39%	34 28%	72 39%	63 35%	70 42%	27 39%	52 39%	177 38%	80 33%	50 51%	39 33%	64 45%
SOMEWHAT DISAPPROVE	109 18%	42 16%	28 22%	16 14%	22 26%	51 29%	8 5%	43 20%	2 4%	14 17%	24 22%	29 23%	16 14%	24 20%	27 15%	35 20%	33 20%	13 19%	28 21%	81 17%	35 14%	21 21%	21 18%	33 23%
STRONGLY DISAPPROVE	193 32%	78 29%	48 37%	48 44%	14 17%	85 47%	10 6%	86 40%	8 18%	18 22%	41 37%	36 29%	45 40%	44 37%	60 32%	61 34%	47 29%	23 34%	36 27%	156 34%	102 42%	20 20%	43 37%	28 20%
DON'T KNOW/REFUSED	13 2%	4 1%	4 3%	2 2%	2 2%	3 2%	5 3%	4 2%	- -	2 2%	1 1%	3 2%	3 3%	4 3%	4 2%	3 2%	4 3%	1 1%	4 3%	8 2%	1 -	2 2%	2 2%	8 6%

Table 20-1
QUESTION 19:

If the election for US Senate in Wisconsin were held today and the candidates were Russ Feingold and Terrence Wall, for whom would you vote?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FEINGOLD - WALL)	92 15%	135 73%	-64 -17%	122 60%	-66 -19%	197 66%	-108 -37%	169 59%	-86 -28%	-27 -40%	81 18%	38 51%	127 56%	-59 -23%	112 64%	-43 -12%	-52 -19%	58 44%	77 51%	150 67%	-84 -25%	41 11%	52 23%
FEINGOLD	283 47%	147 80%	107 29%	142 70%	101 30%	224 75%	55 19%	201 70%	73 24%	14 21%	219 48%	50 67%	160 71%	69 26%	130 74%	120 32%	84 31%	82 62%	98 65%	172 77%	81 25%	166 44%	116 52%
WALL	191 32%	13 7%	171 46%	21 10%	167 49%	27 9%	163 55%	32 11%	158 52%	41 61%	138 30%	12 16%	33 15%	128 49%	17 10%	163 44%	136 50%	24 18%	21 14%	22 10%	166 50%	125 33%	64 29%
UNDECIDED	116 19%	22 12%	85 23%	41 20%	63 18%	42 14%	73 25%	49 17%	64 21%	10 15%	96 21%	10 13%	29 13%	61 23%	25 14%	81 22%	49 18%	22 17%	31 20%	26 12%	78 24%	77 21%	38 17%
REFUSED	10 2%	2 1%	7 2%	- -	9 3%	5 2%	5 2%	3 1%	7 2%	2 2%	6 1%	2 3%	4 2%	3 1%	3 2%	6 2%	4 1%	3 3%	1 1%	3 1%	6 2%	6 2%	4 2%

Table 20-2
QUESTION 19:

If the election for US Senate in Wisconsin were held today and the candidates were Russ Feingold and Terrence Wall, for whom would you vote?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FEINGOLD - WALL)	92 15%	54 20%	11 9%	-6 -6%	34 42%	-68 -38%	115 68%	42 19%	5 10%	21 25%	14 12%	19 15%	13 12%	20 17%	28 15%	16 9%	25 15%	23 33%	48 37%	46 10%	26 11%	30 31%	-4 -3%	39 28%
FEINGOLD	283 47%	134 49%	54 42%	42 38%	51 63%	37 20%	130 78%	105 48%	21 45%	44 54%	53 47%	56 44%	52 46%	57 48%	84 45%	80 45%	80 48%	40 57%	81 61%	201 43%	108 44%	55 55%	43 37%	77 55%
WALL	191 32%	81 30%	43 33%	48 44%	17 21%	104 58%	16 9%	62 29%	16 35%	24 29%	39 35%	37 29%	39 34%	37 31%	56 30%	64 36%	54 33%	17 24%	33 25%	155 33%	82 34%	25 25%	47 40%	38 27%
UNDECIDED	116 19%	50 19%	30 24%	20 18%	13 16%	35 19%	22 13%	44 20%	7 16%	13 16%	19 17%	32 25%	21 18%	22 19%	42 22%	32 18%	30 18%	12 17%	17 13%	98 21%	46 19%	19 19%	26 22%	25 17%
REFUSED	10 2%	6 2%	1 1%	- -	1 1%	4 2%	- -	5 2%	2 5%	- 1%	- -	2 2%	2 2%	3 2%	5 2%	3 2%	2 1%	1 1%	1 1%	9 2%	7 3%	- -	1 1%	1 1%

Table 21-1
QUESTION 20:

If the election for US Senate in Wisconsin were held today and the candidates were Russ Feingold and Tommy Thompson, for whom would you vote?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FEINGOLD - THOMPSON)	-74 -12%	77 42%	-161 -44%	51 25%	-138 -41%	108 36%	-187 -63%	73 26%	-153 -51%	-31 -46%	-51 -11%	8 10%	51 22%	-121 -47%	65 37%	-159 -43%	-119 -44%	42 32%	10 6%	100 45%	-190 -57%	-74 -20%	1 -
FEINGOLD	232 39%	124 67%	83 23%	116 57%	87 26%	191 64%	37 12%	164 57%	61 20%	14 20%	182 40%	36 48%	126 56%	59 23%	113 65%	87 24%	66 24%	81 62%	70 46%	152 68%	51 16%	132 35%	100 45%
THOMPSON	306 51%	47 26%	244 66%	65 32%	226 66%	82 28%	224 75%	90 32%	214 71%	45 66%	233 51%	28 38%	75 33%	180 69%	48 27%	247 67%	185 68%	38 29%	60 40%	52 23%	242 73%	205 55%	99 44%
UNDECIDED	55 9%	11 6%	37 10%	23 11%	20 6%	23 8%	31 10%	29 10%	22 7%	9 13%	38 8%	8 10%	23 10%	18 7%	11 7%	33 9%	20 7%	10 7%	20 13%	17 7%	33 10%	35 9%	19 9%
REFUSED	7 1%	2 1%	5 1%	- -	7 2%	2 1%	5 2%	2 1%	5 2%	- 1%	4 1%	2 3%	2 1%	4 2%	2 1%	3 1%	3 1%	2 2%	1 1%	2 1%	5 1%	2 1%	5 2%

Table 21-2
QUESTION 20:

If the election for US Senate in Wisconsin were held today and the candidates were Russ Feingold and Tommy Thompson, for whom would you vote?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FEINGOLD - THOMPSON)	-74 -12%	-40 -15%	-21 -16%	-34 -31%	17 21%	-126 -70%	96 57%	-39 -18%	9 18%	-34 -41%	-21 -19%	-19 -15%	-4 -4%	-5 -4%	-9 -5%	-43 -24%	-33 -20%	12 17%	25 19%	-97 -21%	-36 -15%	8 8%	-26 -22%	-21 -15%
FEINGOLD	232 39%	100 37%	48 38%	32 29%	46 57%	21 12%	124 74%	76 35%	25 52%	18 22%	41 37%	48 38%	50 44%	51 42%	77 42%	61 34%	58 35%	35 51%	72 55%	159 34%	97 40%	46 47%	40 34%	50 35%
THOMPSON	306 51%	140 51%	69 54%	66 60%	30 37%	146 81%	29 17%	115 53%	16 34%	52 63%	62 56%	67 53%	54 48%	55 46%	87 47%	104 59%	91 55%	24 34%	47 35%	256 55%	133 54%	38 38%	65 56%	71 50%
UNDECIDED	55 9%	29 11%	10 8%	11 10%	3 4%	12 7%	15 9%	19 9%	4 9%	12 15%	7 6%	12 9%	8 7%	11 9%	19 10%	11 6%	15 9%	9 13%	12 9%	42 9%	10 4%	14 14%	11 10%	19 14%
REFUSED	7 1%	2 1%	- -	1 1%	2 2%	1 -	- -	6 3%	2 5%	- -	1 1%	- -	1 1%	3 2%	3 2%	1 1%	2 1%	1 1%	1 1%	6 1%	5 2%	- -	- -	2 1%

Table 22-1

QUESTION 21:

If the election for Governor in Wisconsin were held today and the candidates were Tom Barrett and Scott Walker, for whom would you vote?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (BARRETT - WALKER)	-27 -4%	72 39%	-105 -28%	55 27%	-92 -27%	97 33%	-123 -42%	82 29%	-109 -36%	-24 -36%	-19 -4%	16 22%	48 21%	-81 -31%	62 36%	-97 -26%	-90 -33%	50 38%	16 11%	76 34%	-107 -32%	-36 -10%	11 5%
BARRETT	189 31%	98 53%	74 20%	92 45%	78 23%	147 49%	41 14%	131 46%	56 18%	10 15%	151 33%	28 38%	96 42%	55 21%	91 52%	76 20%	56 20%	69 52%	52 34%	114 51%	62 19%	107 29%	82 37%
WALKER	215 36%	26 14%	179 48%	37 18%	170 50%	50 17%	165 55%	49 17%	165 55%	34 50%	169 37%	12 16%	48 21%	136 52%	29 17%	172 47%	145 53%	19 15%	36 24%	38 17%	169 51%	143 38%	71 32%
UNDECIDED	187 31%	53 29%	114 31%	72 35%	88 26%	94 32%	88 30%	99 35%	79 26%	23 35%	134 29%	29 40%	78 35%	67 26%	51 29%	119 32%	70 25%	41 31%	61 41%	64 29%	98 30%	119 32%	67 30%
REFUSED	9 2%	7 4%	3 1%	3 2%	4 1%	7 2%	3 1%	7 2%	2 1%	- 1%	4 1%	4 6%	4 2%	2 1%	4 2%	3 1%	3 1%	2 2%	2 1%	7 3%	3 1%	6 2%	3 1%

Table 22-2

QUESTION 21:

If the election for Governor in Wisconsin were held today and the candidates were Tom Barrett and Scott Walker, for whom would you vote?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (BARRETT - WALKER)	-27 -4%	-3 -1%	-14 -11%	-27 -25%	19 23%	-74 -41%	69 41%	-19 -9%	3 7%	-11 -14%	-16 -14%	8 6%	-3 -3%	-7 -6%	-14 -8%	1 -	-20 -12%	8 11%	26 19%	-54 -12%	-30 -12%	15 15%	-14 -12%	2 2%	
BARRETT	189 31%	85 31%	40 32%	24 22%	37 46%	29 16%	90 54%	63 29%	20 42%	22 26%	28 25%	47 37%	36 31%	36 31%	50 27%	65 37%	47 28%	26 38%	59 45%	127 27%	90 37%	35 35%	28 24%	35 25%	
WALKER	215 36%	88 32%	55 43%	52 47%	19 23%	103 57%	21 13%	82 38%	17 36%	33 40%	44 40%	39 31%	39 34%	44 36%	64 35%	64 36%	67 41%	19 27%	33 25%	181 39%	120 49%	20 20%	42 37%	33 23%	
UNDECIDED	187 31%	94 35%	30 23%	34 31%	25 31%	48 27%	53 32%	66 30%	8 17%	28 34%	37 33%	40 32%	37 32%	37 31%	67 36%	48 27%	50 30%	22 32%	40 30%	145 31%	31 13%	42 42%	45 39%	69 49%	
REFUSED	9 2%	5 2%	3 3%	- -	- -	1 -	3 2%	4 2%	2 5%	- -	2 2%	- -	2 2%	2 2%	4 2%	- -	2 1%	2 2%	- -	9 2%	2 1%	3 3%	1 1%	3 2%	

Table 23-1

QUESTION 22:

If the election for Governor in Wisconsin were held today and the candidates were Tom Barrett and Mark Neuman, for whom would you vote?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (BARRETT - NEUMAN)	-1 -	71 39%	-88 -24%	56 27%	-70 -21%	111 37%	-113 -38%	97 34%	-101 -33%	-20 -30%	13 3%	7 9%	55 24%	-62 -24%	58 33%	-75 -20%	-69 -25%	44 34%	25 17%	90 40%	-90 -27%	-20 -5%	21 10%
BARRETT	205 34%	103 56%	79 21%	98 48%	86 25%	162 54%	41 14%	144 50%	57 19%	12 18%	163 36%	29 39%	102 45%	63 24%	94 54%	84 23%	66 24%	66 51%	61 40%	128 57%	64 19%	113 30%	91 41%
NEUMAN	205 34%	31 17%	166 45%	42 20%	156 46%	51 17%	155 52%	47 17%	158 52%	33 48%	150 33%	22 30%	46 21%	125 48%	36 20%	158 43%	135 49%	22 17%	36 24%	38 17%	154 47%	133 36%	70 31%
UNDECIDED	180 30%	45 25%	119 32%	60 30%	95 28%	80 27%	96 32%	89 31%	81 27%	22 32%	138 30%	20 28%	75 33%	68 26%	43 25%	121 33%	71 26%	43 32%	50 33%	54 24%	107 32%	121 32%	59 26%
REFUSED	10 2%	4 2%	6 2%	4 2%	4 1%	5 2%	5 2%	5 2%	5 2%	1 2%	7 1%	2 3%	3 1%	5 2%	2 1%	7 2%	2 1%	- -	4 3%	4 2%	6 2%	7 2%	3 1%

Table 23-2

QUESTION 22:

If the election for Governor in Wisconsin were held today and the candidates were Tom Barrett and Mark Neuman, for whom would you vote?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (BARRETT - NEUMAN)	-1 -	5 2%	10 8%	-28 -26%	14 18%	-58 -32%	82 49%	-17 -8%	13 27%	2 2%	-9 -8%	10 8%	-5 -4%	-11 -9%	-6 -3%	-2 -1%	-3 -2%	11 15%	29 22%	-32 -7%	1 -	18 18%	-13 -11%	-6 -5%	
BARRETT	205 34%	93 34%	49 39%	23 21%	38 47%	32 18%	100 60%	67 31%	27 58%	29 36%	30 27%	47 38%	36 31%	35 29%	55 30%	64 36%	57 34%	28 41%	63 47%	139 30%	104 43%	41 41%	30 26%	30 21%	
NEUMAN	205 34%	88 32%	39 31%	52 47%	24 29%	91 50%	18 11%	84 39%	14 30%	28 34%	39 35%	38 30%	41 36%	46 38%	61 33%	65 37%	60 36%	18 26%	33 25%	171 37%	104 42%	23 23%	43 37%	36 26%	
UNDECIDED	180 30%	87 32%	36 28%	34 31%	19 23%	54 30%	47 28%	61 28%	6 12%	25 30%	41 37%	39 31%	36 31%	34 28%	67 36%	47 27%	44 26%	21 30%	34 26%	144 31%	34 14%	34 34%	43 37%	70 49%	
REFUSED	10 2%	5 2%	4 3%	1 1%	1 1%	2 1%	3 2%	4 2%	- -	- -	1 1%	2 2%	2 2%	5 4%	2 1%	1 1%	5 3%	2 3%	2 2%	8 2%	2 1%	1 1%	1 1%	6 4%	

Table 24-1
 QUESTION 23:
 If the election for State Assembly in Wisconsin were held today, for whom in your district would you vote... the Democratic candidate, or the Republican candidate?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (DEMOCRATIC - REPUBLICAN)	-38 -6%	116 63%	-158 -43%	82 40%	-127 -37%	161 54%	-199 -67%	129 45%	-168 -56%	-31 -46%	-36 -8%	29 39%	79 35%	-104 -40%	103 59%	-154 -42%	-130 -48%	65 50%	33 22%	143 64%	-199 -60%	-50 -13%	13 6%
DEMOCRATIC	224 37%	138 75%	69 19%	128 63%	70 21%	202 68%	22 7%	186 65%	34 11%	10 14%	169 37%	45 61%	132 59%	57 22%	130 74%	72 19%	46 17%	90 68%	77 51%	166 75%	35 11%	124 33%	100 45%
REPUBLICAN	262 44%	22 12%	228 62%	46 23%	197 58%	41 14%	221 75%	57 20%	202 67%	41 60%	205 45%	16 22%	53 24%	162 62%	27 15%	225 61%	176 64%	24 18%	44 29%	23 10%	235 71%	174 46%	86 39%
UNDECIDED	106 18%	24 13%	67 18%	29 14%	69 20%	52 18%	49 17%	39 13%	61 20%	13 19%	80 18%	12 17%	38 17%	38 15%	17 10%	67 18%	48 17%	16 12%	28 19%	32 14%	57 17%	74 20%	33 15%
REFUSED	9 1%	1 -	5 1%	1 -	4 1%	4 1%	4 1%	4 2%	4 1%	4 6%	4 1%	- -	3 1%	3 1%	2 1%	6 2%	3 1%	2 1%	2 1%	1 1%	5 1%	4 1%	4 2%

Table 24-2
 QUESTION 23:
 If the election for State Assembly in Wisconsin were held today, for whom in your district would you vote... the Democratic candidate, or the Republican candidate?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (DEMOCRATIC - REPUBLICAN)	-38 -6%	-12 -4%	-16 -12%	-17 -15%	7 8%	-157 -87%	156 93%	-34 -16%	16 33%	-10 -12%	-20 -18%	-10 -8%	-3 -2%	-11 -9%	-4 -2%	-37 -21%	2 1%	1 2%	20 15%	-60 -13%	-14 -6%	9 9%	-32 -27%	-1 -1%
DEMOCRATIC	224 37%	105 39%	42 33%	40 36%	34 41%	1 1%	157 94%	57 26%	29 60%	30 37%	35 32%	43 34%	44 38%	43 36%	76 41%	55 31%	64 39%	29 42%	60 45%	161 35%	91 37%	44 44%	32 27%	57 41%
REPUBLICAN	262 44%	117 43%	58 45%	57 52%	27 33%	159 88%	1 1%	91 42%	13 27%	40 49%	55 50%	53 42%	46 41%	54 45%	80 43%	92 52%	62 37%	28 40%	40 30%	221 48%	105 43%	35 35%	63 55%	58 41%
UNDECIDED	106 18%	46 17%	27 21%	10 9%	20 24%	18 10%	8 5%	66 30%	4 8%	11 13%	18 16%	27 22%	24 21%	21 18%	27 14%	30 17%	37 23%	12 17%	28 21%	77 17%	46 19%	21 21%	18 16%	21 15%
REFUSED	9 1%	3 1%	2 1%	3 3%	1 1%	2 1%	1 1%	2 1%	2 4%	- 1%	2 2%	2 2%	- -	2 1%	3 2%	1 1%	3 2%	1 1%	4 3%	4 1%	2 1%	- -	3 2%	4 3%

Table 25-1
Elected Official Trait Index

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
LOW	68 11%	3 2%	63 17%	4 2%	63 19%	13 4%	55 19%	6 2%	60 20%	68 100%	- -	- -	11 5%	42 16%	5 3%	57 16%	51 19%	9 7%	2 1%	8 4%	58 18%	45 12%	21 9%
MEDIUM	458 76%	142 77%	281 76%	145 71%	264 78%	226 76%	228 77%	211 74%	238 79%	- -	458 100%	- -	179 79%	193 74%	130 74%	285 77%	211 77%	105 80%	106 70%	166 75%	256 77%	297 79%	161 72%
HIGH	74 12%	39 21%	26 7%	55 27%	13 4%	59 20%	14 5%	68 24%	4 1%	- -	- -	74 100%	36 16%	25 10%	40 23%	28 7%	12 4%	17 13%	44 29%	48 22%	17 5%	33 9%	41 19%

Table 25-2
Elected Official Trait Index

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD		DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
LOW	68 11%	30 11%	12 9%	17 15%	7 8%	18 10%	5 3%	40 19%	4 9%	2 2%	12 10%	19 15%	17 15%	14 11%	24 13%	20 11%	17 10%	7 9%	17 13%	50 11%	28 11%	12 12%	13 11%	16 11%
MEDIUM	458 76%	197 73%	111 86%	85 77%	60 74%	149 83%	129 77%	153 71%	35 75%	69 85%	91 82%	91 72%	83 73%	89 75%	136 73%	140 78%	131 79%	50 73%	102 77%	351 76%	182 75%	77 78%	88 76%	111 79%
HIGH	74 12%	44 16%	5 4%	8 8%	14 18%	13 7%	34 20%	23 11%	8 16%	11 13%	8 8%	16 13%	14 12%	17 14%	26 14%	18 10%	18 11%	12 18%	13 10%	61 13%	34 14%	10 10%	15 13%	14 10%

Table 26-1
 QUESTION 24:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Capable of solving the state budget deficit.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600	184	370	204	340	298	297	285	302	68	458	74	226	260	175	370	273	131	151	223	331	375	223
	100%	31%	62%	34%	57%	50%	49%	48%	50%	11%	76%	12%	38%	43%	29%	62%	46%	22%	25%	37%	55%	62%	37%
**D/S (WELL - NOT WELL)	-294	-21	-262	-22	-263	-66	-228	-33	-258	-67	-273	46	-89	-148	-19	-248	-210	-39	-30	-23	-255	-223	-70
	-49%	-11%	-71%	-11%	-77%	-22%	-77%	-12%	-85%	-99%	-60%	62%	-39%	-57%	-11%	-67%	-77%	-30%	-20%	-10%	-77%	-60%	-31%
TOTAL WELL	139	76	48	86	35	107	30	117	19	-	81	58	62	53	73	53	30	42	55	96	32	68	71
-----	23%	41%	13%	42%	10%	36%	10%	41%	6%	-	18%	79%	27%	20%	42%	14%	11%	32%	37%	43%	10%	18%	32%
TOTAL NOT WELL	433	97	310	108	298	173	258	150	277	67	354	12	151	202	93	302	240	81	85	119	287	291	140
-----	72%	53%	84%	53%	88%	58%	87%	52%	92%	99%	77%	16%	67%	77%	53%	82%	88%	61%	56%	54%	87%	78%	63%
VERY WELL	23	13	8	11	10	18	6	18	6	-	9	14	12	6	14	9	6	10	6	16	5	13	10
	4%	7%	2%	5%	3%	6%	2%	6%	2%	-	2%	19%	5%	2%	8%	2%	2%	8%	4%	7%	1%	4%	4%
WELL	116	63	40	76	25	89	24	99	14	-	72	44	50	47	59	44	24	32	49	80	27	54	61
	19%	34%	11%	37%	7%	30%	8%	35%	5%	-	16%	59%	22%	18%	34%	12%	9%	24%	32%	36%	8%	14%	27%
NOT TOO WELL	225	75	133	79	127	116	108	107	115	-	216	9	106	85	67	138	106	55	55	83	125	152	73
	38%	41%	36%	39%	37%	39%	36%	37%	38%	-	47%	13%	47%	33%	38%	37%	39%	42%	36%	37%	38%	41%	33%
NOT WELL AT ALL	207	21	177	29	171	57	150	43	162	67	138	3	45	117	25	164	134	26	30	36	162	139	67
	35%	12%	48%	14%	50%	19%	50%	15%	54%	99%	30%	4%	20%	45%	15%	44%	49%	20%	20%	16%	49%	37%	30%
DON'T KNOW/REFUSED	28	11	11	10	7	18	9	19	6	1	23	4	13	6	9	15	4	9	11	8	12	16	12
	5%	6%	3%	5%	2%	6%	3%	7%	2%	1%	5%	5%	6%	2%	5%	4%	1%	7%	7%	3%	4%	4%	5%

Table 26-2
 QUESTION 24:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Capable of solving the state budget deficit.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD		DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (WELL - NOT WELL)	-294 -49%	-109 -40%	-87 -68%	-61 -55%	-33 -41%	-126 -70%	-17 -10%	-134 -62%	-15 -31%	-43 -53%	-60 -54%	-62 -49%	-60 -53%	-54 -45%	-69 -37%	-102 -57%	-88 -53%	-34 -48%	-62 -47%	-229 -49%	-132 -54%	-48 -49%	-51 -44%	-63 -45%
TOTAL WELL -----	139 23%	73 27%	19 15%	23 21%	22 27%	24 13%	69 41%	38 17%	16 33%	15 18%	24 22%	31 24%	25 22%	28 23%	54 29%	33 19%	34 21%	17 25%	31 24%	107 23%	50 20%	23 23%	31 27%	35 25%
TOTAL NOT WELL -----	433 72%	181 67%	106 83%	83 76%	56 68%	151 84%	86 51%	172 80%	30 64%	59 71%	84 76%	93 73%	85 75%	82 69%	123 66%	135 76%	123 74%	51 73%	93 71%	336 73%	181 74%	71 72%	82 71%	98 70%
VERY WELL	23 4%	15 6%	3 2%	1 1%	4 5%	4 2%	8 5%	10 5%	5 10%	2 3%	4 4%	4 3%	5 5%	3 2%	11 6%	4 2%	5 3%	3 4%	4 3%	19 4%	12 5%	3 3%	3 3%	5 3%
WELL	116 19%	58 21%	16 12%	22 20%	18 23%	20 11%	61 36%	28 13%	11 23%	13 16%	20 18%	27 21%	20 17%	25 21%	43 23%	29 16%	29 18%	14 20%	28 21%	87 19%	37 15%	20 20%	28 24%	30 21%
NOT TOO WELL	225 38%	100 37%	60 47%	35 31%	30 37%	80 45%	65 39%	68 32%	22 47%	34 41%	45 41%	45 35%	40 35%	40 34%	62 33%	66 37%	67 40%	31 44%	47 35%	176 38%	83 34%	39 40%	44 38%	59 42%
NOT WELL AT ALL	207 35%	81 30%	45 35%	49 44%	26 32%	70 39%	20 12%	104 48%	8 17%	25 30%	39 35%	48 38%	45 40%	42 35%	62 33%	69 39%	56 34%	20 29%	46 35%	160 35%	99 40%	32 32%	38 33%	39 28%
DON'T KNOW/REFUSED	28 5%	17 6%	4 3%	4 3%	3 4%	5 3%	14 8%	6 3%	2 3%	8 10%	3 2%	3 2%	4 3%	9 8%	8 4%	9 5%	9 5%	1 2%	7 6%	20 4%	13 5%	5 5%	3 3%	8 5%

Table 27-1
 QUESTION 25:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Working on issues that are important to me and my family.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600	184	370	204	340	298	297	285	302	68	458	74	226	260	175	370	273	131	151	223	331	375	223
	100%	31%	62%	34%	57%	50%	49%	48%	50%	11%	76%	12%	38%	43%	29%	62%	46%	22%	25%	37%	55%	62%	37%
**D/S (WELL - NOT WELL)	-117	50	-175	72	-190	51	-169	79	-193	-66	-110	60	-10	-77	54	-155	-129	-16	33	52	-177	-95	-20
	-19%	27%	-47%	35%	-56%	17%	-57%	28%	-64%	-97%	-24%	80%	-5%	-30%	31%	-42%	-47%	-12%	22%	23%	-53%	-25%	-9%
TOTAL WELL	228	112	91	135	70	167	59	176	48	-	162	67	104	88	110	99	69	54	89	133	70	133	96
-----	38%	61%	25%	66%	21%	56%	20%	62%	16%	-	35%	90%	46%	34%	63%	27%	25%	41%	59%	60%	21%	35%	43%
TOTAL NOT WELL	345	62	265	63	260	116	228	97	241	66	272	7	114	165	56	254	198	70	56	81	247	228	115
-----	58%	34%	72%	31%	77%	39%	77%	34%	80%	97%	59%	10%	51%	64%	32%	69%	73%	53%	37%	36%	75%	61%	52%
VERY WELL	40	22	13	27	14	32	8	34	6	-	11	29	24	10	18	20	11	10	17	28	10	16	24
	7%	12%	4%	13%	4%	11%	3%	12%	2%	-	2%	39%	11%	4%	10%	5%	4%	8%	11%	13%	3%	4%	11%
WELL	188	90	77	108	56	135	51	142	42	-	150	38	80	78	92	79	58	43	72	104	61	117	72
	31%	49%	21%	53%	17%	45%	17%	50%	14%	-	33%	51%	35%	30%	53%	21%	21%	33%	48%	47%	18%	31%	32%
NOT TOO WELL	216	49	152	48	149	90	124	73	141	8	202	6	86	96	41	153	112	47	45	64	139	139	77
	36%	27%	41%	24%	44%	30%	42%	25%	47%	12%	44%	8%	38%	37%	23%	41%	41%	36%	30%	29%	42%	37%	35%
NOT WELL AT ALL	130	13	114	15	111	26	104	25	101	58	70	1	28	69	16	101	86	22	11	17	108	89	38
	22%	7%	31%	7%	33%	9%	35%	9%	33%	86%	15%	1%	13%	27%	9%	27%	32%	17%	7%	8%	33%	24%	17%
DON'T KNOW/REFUSED	26	9	14	6	10	15	10	12	12	2	25	-	8	7	9	16	6	8	6	9	14	14	12
	4%	5%	4%	3%	3%	5%	3%	4%	4%	3%	5%	-	3%	3%	5%	4%	2%	6%	4%	4%	4%	4%	6%

Table 27-2
 QUESTION 25:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Working on issues that are important to me and my family.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (WELL - NOT WELL)	-117 -19%	-29 -11%	-39 -30%	-37 -34%	-12 -14%	-65 -36%	46 28%	-87 -40%	2 4%	-4 -5%	-31 -28%	-18 -14%	-28 -25%	-38 -32%	-40 -21%	-42 -23%	-31 -19%	-3 -5%	-27 -21%	-86 -19%	-59 -24%	-8 -8%	-28 -24%	-22 -16%
TOTAL WELL -----	228 38%	115 42%	40 32%	35 32%	34 41%	52 29%	103 61%	62 29%	24 50%	35 43%	38 34%	52 42%	42 37%	37 31%	69 37%	65 37%	63 38%	32 46%	49 37%	178 39%	85 35%	43 44%	44 38%	56 40%
TOTAL NOT WELL -----	345 58%	144 53%	79 62%	73 66%	45 56%	117 65%	57 34%	149 69%	22 46%	39 48%	70 63%	70 56%	70 61%	75 63%	109 58%	107 60%	94 56%	35 51%	77 58%	264 57%	145 59%	51 52%	71 61%	78 55%
VERY WELL	40 7%	22 8%	3 2%	4 4%	11 14%	8 4%	20 12%	11 5%	5 11%	7 9%	5 4%	7 6%	5 4%	11 9%	20 11%	9 5%	6 4%	6 8%	2 2%	38 8%	14 6%	6 6%	12 10%	8 6%
WELL	188 31%	92 34%	38 29%	31 28%	22 27%	44 24%	83 50%	51 24%	18 38%	28 34%	33 30%	45 36%	37 33%	26 22%	49 26%	56 32%	56 34%	26 38%	47 36%	140 30%	71 29%	37 37%	32 27%	48 34%
NOT TOO WELL	216 36%	89 33%	50 39%	43 39%	32 39%	73 40%	40 24%	89 41%	15 31%	28 34%	48 43%	37 30%	42 37%	46 38%	70 38%	62 35%	56 34%	26 37%	43 33%	169 36%	86 35%	34 34%	44 38%	52 37%
NOT WELL AT ALL	130 22%	55 20%	29 23%	30 27%	13 16%	44 25%	17 10%	60 28%	7 15%	11 14%	21 19%	33 26%	28 24%	29 24%	38 21%	45 25%	37 22%	9 13%	33 25%	96 21%	58 24%	18 18%	27 24%	26 19%
DON'T KNOW/REFUSED	26 4%	13 5%	8 7%	2 2%	2 3%	11 6%	8 5%	5 2%	2 4%	8 9%	3 3%	4 3%	2 2%	8 7%	8 5%	6 3%	10 6%	2 3%	6 4%	20 4%	14 6%	4 4%	1 1%	7 5%

Table 28-1
 QUESTION 26:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Cares about people like me.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOB	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600	184	370	204	340	298	297	285	302	68	458	74	226	260	175	370	273	131	151	223	331	375	223
	100%	31%	62%	34%	57%	50%	49%	48%	50%	11%	76%	12%	38%	43%	29%	62%	46%	22%	25%	37%	55%	62%	37%
**D/S (WELL - NOT WELL)	-123	52	-183	84	-215	53	-178	82	-202	-68	-119	64	4	-104	54	-171	-142	-6	29	45	-179	-100	-21
	-21%	28%	-50%	41%	-63%	18%	-60%	29%	-67%	-100%	-26%	86%	2%	-40%	31%	-46%	-52%	-5%	19%	20%	-54%	-27%	-9%
TOTAL WELL	225	114	87	141	56	169	53	177	44	-	157	69	111	74	108	95	62	58	88	129	71	130	96
-----	38%	62%	23%	69%	16%	57%	18%	62%	15%	-	34%	93%	49%	28%	62%	26%	23%	45%	59%	58%	21%	35%	43%
TOTAL NOT WELL	349	63	270	57	271	116	232	95	247	68	276	5	107	177	54	266	204	65	59	84	250	230	116
-----	58%	34%	73%	28%	80%	39%	78%	33%	82%	100%	60%	7%	47%	68%	31%	72%	75%	49%	39%	38%	76%	61%	52%
VERY WELL	39	22	17	27	10	32	8	34	6	-	13	27	27	6	16	17	6	11	19	24	9	20	20
	7%	12%	5%	13%	3%	11%	3%	12%	2%	-	3%	36%	12%	2%	9%	5%	2%	9%	13%	11%	3%	5%	9%
WELL	186	93	70	114	46	137	46	143	38	-	144	42	84	68	92	77	56	47	69	106	63	110	76
	31%	50%	19%	56%	14%	46%	15%	50%	13%	-	31%	57%	37%	26%	53%	21%	20%	36%	46%	47%	19%	29%	34%
NOT TOO WELL	203	49	141	45	143	82	120	68	130	5	194	5	78	93	38	149	107	41	45	55	139	129	73
	34%	27%	38%	22%	42%	28%	41%	24%	43%	7%	42%	7%	34%	36%	22%	40%	39%	31%	30%	25%	42%	35%	33%
NOT WELL AT ALL	145	13	129	12	127	34	111	27	117	63	82	-	29	84	15	117	97	23	14	30	112	100	44
	24%	7%	35%	6%	37%	11%	38%	9%	39%	93%	18%	-	13%	32%	9%	32%	35%	18%	10%	13%	34%	27%	20%
DON'T KNOW/REFUSED	26	7	13	7	13	13	12	14	11	-	26	-	8	9	14	9	7	8	3	9	10	15	11
	4%	4%	4%	3%	4%	4%	4%	5%	4%	-	6%	-	4%	4%	8%	2%	3%	6%	2%	4%	3%	4%	5%

Table 28-2
 QUESTION 26:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Cares about people like me.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (WELL - NOT WELL)	-123 -21%	-30 -11%	-48 -37%	-33 -30%	-9 -11%	-75 -42%	60 36%	-100 -46%	-3 -6%	-1 -2%	-36 -32%	-15 -12%	-30 -27%	-39 -32%	-43 -23%	-36 -20%	-41 -25%	-3 -4%	-20 -15%	-101 -22%	-64 -26%	-14 -14%	-22 -19%	-23 -16%
TOTAL WELL -----	225 38%	115 42%	36 28%	36 33%	36 44%	49 27%	109 65%	55 25%	20 41%	38 46%	36 33%	53 42%	40 35%	39 33%	68 37%	67 38%	58 35%	32 46%	53 40%	172 37%	83 34%	42 43%	46 39%	55 39%
TOTAL NOT WELL -----	349 58%	145 53%	84 65%	69 63%	45 55%	124 69%	49 29%	154 72%	22 47%	39 48%	72 65%	68 54%	70 62%	78 65%	112 60%	103 58%	99 60%	35 51%	72 55%	273 59%	147 60%	56 56%	68 59%	78 55%
VERY WELL	39 7%	23 8%	2 2%	3 3%	11 13%	6 3%	23 14%	9 4%	6 12%	6 7%	5 5%	8 6%	3 3%	11 9%	14 8%	8 5%	11 7%	5 8%	11 8%	28 6%	15 6%	7 7%	7 6%	10 7%
WELL	186 31%	92 34%	33 26%	33 30%	25 31%	43 24%	87 52%	46 21%	14 29%	32 39%	31 28%	45 35%	37 32%	28 24%	54 29%	59 33%	47 28%	26 38%	42 32%	143 31%	68 28%	35 35%	39 33%	44 32%
NOT TOO WELL	203 34%	86 32%	51 39%	36 32%	29 36%	77 43%	37 22%	79 37%	14 29%	30 36%	45 40%	37 29%	39 34%	39 32%	63 34%	59 33%	59 36%	22 32%	42 32%	158 34%	87 35%	31 31%	43 37%	43 31%
NOT WELL AT ALL	145 24%	59 22%	33 26%	34 31%	16 19%	46 26%	12 7%	75 35%	9 18%	9 11%	27 24%	31 24%	31 27%	39 32%	49 26%	44 25%	39 24%	13 19%	31 23%	114 25%	60 25%	25 25%	25 22%	35 25%
DON'T KNOW/REFUSED	26 4%	12 4%	9 7%	5 4%	1 1%	7 4%	9 5%	7 3%	6 12%	5 6%	3 3%	6 5%	4 4%	3 3%	6 3%	8 4%	9 6%	2 3%	7 5%	18 4%	14 6%	1 1%	2 2%	9 6%

Table 29-1
 QUESTION 27:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Trustworthy.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600	184	370	204	340	298	297	285	302	68	458	74	226	260	175	370	273	131	151	223	331	375	223
	100%	31%	62%	34%	57%	50%	49%	48%	50%	11%	76%	12%	38%	43%	29%	62%	46%	22%	25%	37%	55%	62%	37%
**D/S (WELL - NOT WELL)	-117	31	-166	61	-187	36	-157	76	-193	-68	-119	70	14	-102	44	-160	-137	-5	29	34	-159	-98	-16
	-20%	17%	-45%	30%	-55%	12%	-53%	27%	-64%	-100%	-26%	94%	6%	-39%	25%	-43%	-50%	-4%	19%	15%	-48%	-26%	-7%
TOTAL WELL	231	105	95	130	72	162	64	176	49	-	159	72	118	75	106	99	65	61	88	125	81	131	100
-----	38%	57%	26%	64%	21%	54%	22%	62%	16%	-	35%	97%	52%	29%	61%	27%	24%	47%	58%	56%	24%	35%	45%
TOTAL NOT WELL	348	74	261	69	258	126	221	99	242	68	278	2	103	176	62	259	202	66	59	91	240	230	116
-----	58%	40%	71%	34%	76%	42%	75%	35%	80%	100%	61%	3%	46%	68%	35%	70%	74%	50%	39%	41%	72%	61%	52%
VERY WELL	24	12	10	19	4	19	5	22	2	-	4	20	11	8	15	8	4	6	11	14	5	12	12
	4%	7%	3%	9%	1%	6%	2%	8%	1%	-	1%	27%	5%	3%	8%	2%	1%	5%	7%	6%	2%	3%	5%
WELL	207	92	84	111	68	143	59	154	47	-	155	52	107	67	91	91	61	55	77	111	76	119	88
	34%	50%	23%	54%	20%	48%	20%	54%	16%	-	34%	70%	47%	26%	52%	25%	22%	42%	51%	50%	23%	32%	39%
NOT TOO WELL	210	62	141	59	135	95	114	80	125	4	204	1	79	94	47	147	107	46	46	61	133	134	75
	35%	34%	38%	29%	40%	32%	38%	28%	41%	6%	45%	2%	35%	36%	27%	40%	39%	35%	30%	28%	40%	36%	34%
NOT WELL AT ALL	138	12	120	10	123	31	107	19	117	63	74	1	24	82	15	112	95	20	14	29	107	95	41
	23%	6%	33%	5%	36%	10%	36%	7%	39%	94%	16%	1%	11%	32%	9%	30%	35%	15%	9%	13%	32%	25%	18%
DON'T KNOW/REFUSED	21	6	14	5	10	10	11	10	10	-	21	-	5	10	7	11	6	4	4	7	10	14	7
	4%	3%	4%	2%	3%	3%	4%	4%	3%	-	5%	-	2%	4%	4%	3%	2%	3%	3%	3%	3%	4%	3%

Table 29-2
 QUESTION 27:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Trustworthy.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600	271	128	110	81	180	168	216	47	82	111	126	114	120	186	178	166	69	132	462	244	99	116	141	
	100%	45%	21%	18%	14%	30%	28%	36%	8%	14%	18%	21%	19%	20%	31%	30%	28%	12%	22%	77%	41%	16%	19%	24%	
**D/S (WELL - NOT WELL)	-117	-37	-37	-31	-11	-61	39	-91	-1	-11	-26	-19	-31	-28	-57	-28	-28	-4	-41	-74	-70	-2	-30	-14	
	-20%	-14%	-29%	-28%	-13%	-34%	23%	-42%	-2%	-13%	-23%	-15%	-27%	-24%	-30%	-16%	-17%	-6%	-31%	-16%	-29%	-2%	-26%	-10%	
TOTAL WELL	231	111	44	38	34	56	101	59	22	33	41	52	41	42	62	74	64	31	43	186	82	47	41	60	
-----	38%	41%	35%	35%	42%	31%	60%	27%	46%	41%	37%	42%	36%	35%	33%	41%	39%	46%	32%	40%	34%	47%	36%	43%	
TOTAL NOT WELL	348	148	82	69	45	117	61	149	23	44	67	72	72	70	118	102	92	35	83	260	153	49	72	75	
-----	58%	54%	64%	62%	55%	65%	36%	69%	48%	53%	60%	57%	63%	59%	64%	57%	55%	51%	63%	56%	63%	49%	62%	53%	
VERY WELL	24	17	-	2	5	5	7	11	2	3	3	5	3	8	10	6	6	2	1	23	14	2	4	4	
	4%	6%	-	2%	6%	3%	4%	5%	5%	4%	3%	4%	2%	6%	5%	3%	4%	3%	1%	5%	6%	2%	3%	3%	
WELL	207	94	44	36	30	51	94	48	19	30	38	48	38	34	52	68	58	29	42	164	68	45	37	57	
	34%	35%	34%	33%	37%	28%	56%	22%	41%	36%	34%	38%	33%	29%	28%	38%	35%	43%	32%	35%	28%	45%	32%	40%	
NOT TOO WELL	210	91	54	37	27	70	53	78	17	34	39	41	37	42	70	54	59	27	49	158	92	32	42	44	
	35%	33%	42%	34%	33%	39%	32%	36%	36%	41%	35%	32%	32%	35%	37%	31%	35%	39%	37%	34%	38%	32%	36%	32%	
NOT WELL AT ALL	138	57	28	32	18	47	8	72	6	10	28	31	35	28	49	48	33	8	34	102	60	17	30	30	
	23%	21%	22%	29%	22%	26%	5%	33%	12%	12%	25%	25%	31%	23%	26%	27%	20%	12%	26%	22%	25%	17%	26%	22%	
DON'T KNOW/REFUSED	21	13	2	4	2	7	6	8	3	5	3	2	1	8	6	2	10	2	6	16	9	3	3	6	
	4%	5%	2%	3%	2%	4%	4%	4%	5%	6%	3%	2%	1%	6%	3%	1%	6%	3%	4%	3%	4%	3%	3%	4%	

Table 30-1
 QUESTION 28:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Only cares what lobbyists and people with money want.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600	184	370	204	340	298	297	285	302	68	458	74	226	260	175	370	273	131	151	223	331	375	223
	100%	31%	62%	34%	57%	50%	49%	48%	50%	11%	76%	12%	38%	43%	29%	62%	46%	22%	25%	37%	55%	62%	37%
**D/S (WELL - NOT WELL)	123	3	119	-3	113	25	100	12	108	66	117	-59	22	71	-5	117	105	15	-14	12	113	91	30
	21%	1%	32%	-1%	33%	8%	34%	4%	36%	98%	25%	-80%	10%	27%	-3%	32%	38%	11%	-9%	6%	34%	24%	14%
TOTAL WELL	342	88	233	94	221	152	189	138	198	66	270	6	118	157	79	234	186	69	63	112	214	220	120
-----	57%	48%	63%	46%	65%	51%	64%	48%	66%	98%	59%	9%	52%	60%	45%	63%	68%	52%	42%	50%	65%	59%	54%
TOTAL NOT WELL	219	85	114	97	108	127	89	125	91	-	153	66	96	86	84	117	81	54	77	99	101	129	90
-----	36%	46%	31%	47%	32%	43%	30%	44%	30%	-	33%	89%	43%	33%	48%	32%	30%	41%	51%	45%	30%	34%	40%
VERY WELL	153	35	113	36	109	60	93	52	100	53	100	-	50	78	31	110	93	24	24	48	103	101	50
	25%	19%	31%	17%	32%	20%	31%	18%	33%	78%	22%	-	22%	30%	17%	30%	34%	19%	16%	21%	31%	27%	22%
WELL	189	53	120	58	111	92	97	86	99	13	170	6	68	79	49	124	92	44	39	64	111	119	70
	32%	29%	33%	29%	33%	31%	33%	30%	33%	20%	37%	9%	30%	30%	28%	34%	34%	34%	26%	29%	33%	32%	31%
NOT TOO WELL	155	71	71	75	73	96	57	91	62	-	121	35	80	52	64	78	55	42	53	72	70	98	57
	26%	39%	19%	36%	22%	32%	19%	32%	21%	-	26%	47%	35%	20%	36%	21%	20%	32%	35%	32%	21%	26%	26%
NOT WELL AT ALL	63	14	43	22	34	31	32	34	28	-	32	31	17	33	20	38	26	12	24	28	30	31	32
	11%	7%	12%	11%	10%	10%	11%	12%	9%	-	7%	42%	7%	13%	12%	10%	9%	9%	16%	13%	9%	8%	15%
DON'T KNOW/REFUSED	39	11	22	14	12	19	18	23	13	2	36	2	11	18	12	19	7	8	11	12	17	25	14
	7%	6%	6%	7%	4%	6%	6%	8%	4%	2%	8%	3%	5%	7%	7%	5%	2%	6%	7%	5%	5%	7%	6%

Table 30-2
 QUESTION 28:
 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes our elected leaders in the state capitol in Madison very well, well, not too well, or not well at all.

Only cares what lobbyists and people with money want.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (WELL - NOT WELL)	123 21%	39 14%	57 45%	23 21%	4 5%	47 26%	8 5%	61 28%	3 6%	19 23%	37 34%	33 26%	25 22%	6 5%	23 13%	47 26%	45 27%	7 11%	38 29%	81 18%	60 24%	12 12%	22 19%	30 21%
TOTAL WELL -----	342 57%	146 54%	89 70%	64 58%	39 48%	108 60%	82 49%	132 61%	24 50%	46 56%	71 64%	76 61%	67 59%	58 48%	98 53%	110 62%	98 59%	35 50%	81 62%	257 55%	144 59%	53 54%	67 57%	78 56%
TOTAL NOT WELL -----	219 36%	107 39%	32 25%	41 37%	35 43%	61 34%	74 44%	71 33%	21 44%	27 33%	34 30%	44 35%	42 37%	52 43%	75 40%	63 36%	53 32%	28 40%	43 33%	175 38%	84 35%	41 42%	45 39%	48 34%
VERY WELL	153 25%	71 26%	34 27%	26 24%	18 22%	43 24%	30 18%	68 31%	10 21%	13 16%	29 26%	33 26%	35 31%	32 27%	48 26%	53 30%	39 24%	12 18%	38 29%	110 24%	59 24%	26 26%	32 28%	35 25%
WELL	189 32%	74 27%	55 43%	38 35%	21 26%	65 36%	53 31%	64 30%	14 29%	33 40%	42 38%	44 35%	32 28%	25 21%	50 27%	57 32%	59 35%	23 33%	43 33%	146 32%	85 35%	27 28%	34 29%	43 30%
NOT TOO WELL	155 26%	68 25%	27 21%	33 30%	24 29%	40 22%	62 37%	44 20%	21 44%	19 24%	25 22%	31 24%	32 28%	28 23%	46 25%	49 27%	39 23%	21 31%	37 28%	119 26%	58 24%	32 32%	35 30%	31 22%
NOT WELL AT ALL	63 11%	39 14%	5 4%	8 7%	11 14%	20 11%	13 8%	27 12%	- -	8 10%	9 8%	13 10%	10 9%	24 20%	28 15%	15 8%	14 9%	6 9%	7 5%	56 12%	27 11%	9 9%	10 9%	17 12%
DON'T KNOW/REFUSED	39 7%	19 7%	7 6%	5 5%	7 9%	11 6%	11 7%	13 6%	3 5%	9 10%	6 5%	6 5%	5 4%	10 9%	13 7%	5 3%	15 9%	7 10%	7 5%	31 7%	16 7%	5 5%	4 4%	14 10%

Table 31-1
 QUESTION 29:
 Some people say that it is important to protect the environment, even if it costs some jobs or otherwise reduces our standard of living. Other people say that protecting the environment is not as important as maintaining jobs and our standard of living. Which viewpoint comes closest to your own?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (ENVIRONMENT - JOBS)	-34 -6%	70 38%	-104 -28%	50 24%	-90 -26%	92 31%	-128 -43%	73 26%	-109 -36%	-30 -45%	-14 -3%	10 14%	226 100%	-260 -100%	50 29%	-94 -26%	-81 -29%	37 28%	16 11%	77 35%	-117 -35%	-26 -7%	-8 -4%
PROTECT ENVIRONMENT	226 38%	108 59%	99 27%	113 55%	92 27%	168 56%	56 19%	154 54%	68 23%	11 17%	179 39%	36 48%	226 100%	- -	99 57%	101 27%	74 27%	73 56%	66 44%	129 58%	76 23%	138 37%	87 39%
MAINTAINING JOBS	260 43%	38 21%	203 55%	63 31%	182 54%	76 25%	184 62%	80 28%	177 59%	42 62%	193 42%	25 34%	- -	260 100%	49 28%	196 53%	155 57%	37 28%	50 33%	52 23%	193 58%	164 44%	95 43%
BOTH EQUALLY	85 14%	30 16%	49 13%	22 11%	46 13%	43 14%	40 14%	44 15%	36 12%	9 13%	66 14%	10 13%	- -	- -	23 13%	51 14%	30 11%	19 15%	29 19%	32 14%	44 13%	57 15%	28 13%
NEITHER	15 2%	3 2%	11 3%	2 1%	12 4%	5 2%	10 3%	2 1%	12 4%	1 2%	11 2%	2 3%	- -	- -	1 -	13 4%	7 3%	1 1%	3 2%	5 2%	10 3%	7 2%	7 3%
DON'T KNOW/REFUSED	14 2%	4 2%	9 2%	4 2%	8 2%	6 2%	7 2%	5 2%	9 3%	5 7%	8 2%	1 1%	- -	- -	3 2%	8 2%	7 2%	1 1%	3 2%	4 2%	8 2%	9 2%	5 2%

Table 31-2
 QUESTION 29:
 Some people say that it is important to protect the environment, even if it costs some jobs or otherwise reduces our standard of living. Other people say that protecting the environment is not as important as maintaining jobs and our standard of living. Which viewpoint comes closest to your own?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (ENVIRONMENT - JOBS)	-34 -6%	-15 -6%	-12 -9%	-13 -12%	11 13%	-73 -40%	59 35%	-16 -8%	3 7%	13 16%	-8 -7%	-17 -13%	-1 -1%	-25 -21%	-33 -18%	-12 -6%	13 8%	-3 -4%	-5 -4%	-32 -7%	-36 -15%	9 9%	-17 -15%	10 7%	
PROTECT ENVIRONMENT	226 38%	100 37%	45 35%	40 37%	40 49%	37 20%	100 60%	76 35%	23 49%	38 47%	41 37%	42 34%	46 40%	35 30%	59 32%	68 38%	72 43%	27 38%	50 38%	172 37%	77 31%	45 45%	44 38%	61 43%	
MAINTAINING JOBS	260 43%	115 42%	56 44%	54 49%	29 36%	109 61%	41 25%	93 43%	20 42%	26 31%	48 44%	59 47%	46 41%	61 51%	93 50%	79 44%	59 36%	29 42%	56 42%	204 44%	113 46%	36 37%	61 52%	51 36%	
BOTH EQUALLY	85 14%	45 17%	17 13%	12 11%	11 13%	27 15%	23 14%	33 15%	4 9%	14 17%	16 14%	19 15%	14 13%	18 15%	28 15%	19 10%	27 16%	12 17%	21 16%	63 14%	38 15%	13 13%	10 9%	24 17%	
NEITHER	15 2%	4 2%	7 6%	2 2%	1 1%	3 2%	1 1%	8 4%	- -	3 4%	2 2%	- -	5 5%	3 3%	1 1%	8 5%	4 3%	1 2%	4 3%	11 2%	12 5%	2 2%	- -	1 1%	
DON'T KNOW/REFUSED	14 2%	8 3%	3 3%	2 2%	1 1%	3 2%	2 1%	6 3%	- -	- 1%	3 3%	5 4%	2 2%	2 2%	5 2%	5 3%	4 3%	- 1%	1 1%	12 3%	5 2%	4 4%	1 1%	4 3%	

Table 32-1
 QUESTION 30:
 Some people feel the government in Washington should see to it that every person has a job and a good standard of living. Others think the government should just let each person get ahead on his/her own. Which is closer to the way you feel?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (GOV GUARANTEE - AHEAD ON OWN)	-195 -32%	34 18%	-229 -62%	12 6%	-215 -63%	33 11%	-227 -76%	18 6%	-210 -70%	-52 -77%	-154 -34%	12 16%	-2 -1%	-147 -56%	175 100%	-370 -100%	-177 -65%	22 17%	-21 -14%	49 22%	-245 -74%	-149 -40%	-45 -20%
GOVERNMENT GUARANTEE	175 29%	98 53%	59 16%	99 49%	49 14%	146 49%	28 9%	136 48%	36 12%	5 8%	130 28%	40 54%	99 44%	49 19%	175 100%	- -	40 15%	70 53%	56 37%	121 54%	33 10%	94 25%	81 36%
AHEAD ON OWN	370 62%	64 35%	288 78%	87 43%	264 78%	114 38%	254 86%	118 41%	246 81%	57 85%	285 62%	28 37%	101 45%	196 75%	- -	370 100%	217 79%	48 37%	76 51%	73 33%	278 84%	242 65%	126 56%
DON'T KNOW/REFUSED	55 9%	22 12%	23 6%	18 9%	28 8%	38 13%	14 5%	31 11%	20 7%	5 7%	44 10%	7 9%	26 11%	16 6%	- -	- -	16 6%	13 10%	19 13%	29 13%	20 6%	39 10%	16 7%

Table 32-2
 QUESTION 30:
 Some people feel the government in Washington should see to it that every person has a job and a good standard of living. Others think the government should just let each person get ahead on his/her own. Which is closer to the way you feel?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (GOV GUARANTEE - AHEAD ON OWN)	-195 -32%	-54 -20%	-61 -48%	-51 -46%	-27 -34%	-136 -75%	54 32%	-100 -46%	6 12%	-23 -28%	-46 -41%	-49 -39%	-31 -27%	-50 -42%	-41 -22%	-72 -40%	-67 -40%	-14 -20%	-22 -16%	-171 -37%	-74 -30%	-17 -17%	-48 -41%	-56 -40%
GOVERNMENT GUARANTEE	175 29%	98 36%	29 22%	26 24%	21 26%	18 10%	100 60%	47 22%	23 49%	29 35%	30 27%	30 23%	35 31%	28 23%	64 34%	46 26%	42 25%	23 33%	49 37%	125 27%	75 31%	34 34%	30 26%	36 25%
AHEAD ON OWN	370 62%	152 56%	89 70%	77 70%	48 59%	153 85%	47 28%	147 68%	17 36%	52 63%	76 69%	79 63%	66 58%	79 66%	105 57%	118 66%	108 65%	37 53%	70 53%	296 64%	149 61%	51 51%	78 67%	92 65%
DON'T KNOW/REFUSED	55 9%	22 8%	10 8%	7 6%	12 15%	9 5%	21 12%	22 10%	7 15%	1 2%	4 4%	17 14%	12 11%	13 11%	17 9%	14 8%	16 9%	9 13%	13 10%	42 9%	20 8%	14 14%	7 6%	13 10%

Table 33-1

QUESTION 31:

Overall, do you think state government spends too much, too little or about the right amount of tax dollars on state programs?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (TOO MUCH - TOO LITTLE)	142 24%	-27 -15%	172 47%	-3 -1%	152 45%	-35 -12%	178 60%	-35 -12%	178 59%	42 62%	106 23%	-5 -7%	1 1%	119 46%	-30 -17%	169 46%	273 100%	-131 -100%	- -	-36 -16%	177 54%	121 32%	20 9%
SPENDS TOO MUCH	273 46%	41 22%	220 60%	52 25%	212 62%	73 24%	201 68%	62 22%	209 69%	51 75%	211 46%	12 16%	74 33%	155 60%	40 23%	217 59%	273 100%	- -	- -	51 23%	209 63%	188 50%	84 37%
TOO LITTLE	131 22%	68 37%	48 13%	55 27%	60 18%	108 36%	23 8%	97 34%	31 10%	9 13%	105 23%	17 23%	73 32%	37 14%	70 40%	48 13%	- -	131 100%	- -	87 39%	32 10%	67 18%	64 29%
ABOUT THE RIGHT AMOUNT OF TAX DOLLARS	151 25%	68 37%	69 19%	86 42%	46 13%	103 35%	45 15%	105 37%	41 13%	2 2%	106 23%	44 59%	66 29%	50 19%	56 32%	76 21%	- -	- -	151 100%	76 34%	61 18%	93 25%	58 26%
DON'T KNOW/REFUSED	45 7%	7 4%	32 9%	11 6%	23 7%	14 5%	28 10%	21 7%	21 7%	6 10%	37 8%	2 2%	12 5%	19 7%	9 5%	28 8%	- -	- -	- -	8 4%	28 9%	27 7%	17 8%

Table 33-2

QUESTION 31:

Overall, do you think state government spends too much, too little or about the right amount of tax dollars on state programs?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (TOO MUCH - TOO LITTLE)	142 24%	69 25%	31 24%	29 26%	9 11%	94 52%	-39 -23%	77 36%	-11 -22%	18 22%	34 31%	33 26%	31 27%	37 31%	29 16%	47 27%	51 31%	14 21%	18 14%	127 27%	69 28%	7 7%	39 34%	28 20%
SPENDS TOO MUCH	273 46%	120 44%	64 50%	55 50%	29 36%	112 62%	32 19%	114 53%	11 23%	37 45%	56 50%	63 50%	56 49%	51 42%	78 42%	86 48%	79 48%	30 43%	56 42%	217 47%	119 49%	35 36%	62 54%	57 40%
TOO LITTLE	131 22%	51 19%	33 26%	27 24%	20 25%	19 10%	72 43%	36 17%	21 45%	19 23%	21 19%	30 24%	25 22%	14 12%	49 26%	39 22%	28 17%	15 22%	38 28%	90 19%	51 21%	29 29%	23 20%	29 20%
ABOUT THE RIGHT AMOUNT OF TAX DOLLARS	151 25%	74 27%	23 18%	21 19%	29 36%	30 17%	58 34%	51 24%	10 22%	18 22%	29 26%	25 20%	30 26%	39 32%	45 24%	38 21%	48 29%	19 28%	32 24%	119 26%	56 23%	28 28%	28 24%	39 28%
DON'T KNOW/REFUSED	45 7%	27 10%	7 6%	7 6%	2 3%	19 10%	6 4%	15 7%	5 10%	8 10%	4 4%	7 6%	4 3%	16 14%	13 7%	16 9%	10 6%	6 8%	7 5%	36 8%	18 7%	7 7%	3 3%	16 11%

Table 34-1
 QUESTION 32:
 If cuts to the state budget are required, which of the following reductions would you support aids to schools and local government, funding for the University of Wisconsin, prisons, or health and human services?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
PRISONS	278 46%	105 57%	151 41%	111 54%	143 42%	163 55%	113 38%	158 55%	113 37%	28 42%	212 46%	38 52%	126 56%	102 39%	103 59%	146 39%	102 37%	77 59%	84 56%	132 59%	127 38%	160 43%	115 52%
FUNDING FOR THE UNIVERSITY OF WISCONSIN	166 28%	31 17%	126 34%	43 21%	113 33%	63 21%	102 35%	61 21%	104 34%	25 37%	126 27%	16 21%	52 23%	93 36%	37 21%	117 32%	96 35%	25 19%	27 18%	50 22%	105 32%	111 30%	53 24%
HEALTH AND HUMAN SERVICES	147 24%	29 16%	109 29%	28 14%	105 31%	48 16%	98 33%	41 15%	102 34%	26 38%	113 25%	9 12%	31 14%	88 34%	27 15%	113 30%	93 34%	21 16%	24 16%	27 12%	110 33%	105 28%	41 18%
AIDS TO SCHOOLS AND LOCAL GOVERNMENT	120 20%	27 14%	84 23%	33 16%	80 24%	43 14%	77 26%	43 15%	75 25%	21 30%	85 18%	15 20%	35 15%	60 23%	26 15%	89 24%	80 29%	17 13%	21 14%	31 14%	82 25%	75 20%	42 19%
NONE	30 5%	12 7%	16 4%	15 7%	9 3%	17 6%	11 4%	18 6%	10 3%	1 2%	24 5%	6 8%	12 5%	6 2%	9 5%	15 4%	8 3%	7 5%	9 6%	13 6%	13 4%	22 6%	8 4%
DON'T KNOW/REFUSED	16 3%	3 1%	11 3%	4 2%	10 3%	7 2%	10 3%	5 2%	12 4%	5 7%	12 3%	- -	3 2%	8 3%	2 1%	11 3%	8 3%	2 1%	4 2%	6 3%	11 3%	11 3%	6 3%

Table 34-2
 QUESTION 32:
 If cuts to the state budget are required, which of the following reductions would you support aids to schools and local government, funding for the University of Wisconsin, prisons, or health and human services?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
PRISONS	278 46%	126 47%	58 45%	45 40%	45 55%	70 39%	98 58%	93 43%	33 69%	39 48%	49 45%	62 49%	44 39%	51 43%	83 44%	81 45%	82 49%	33 47%	65 49%	212 46%	109 45%	49 50%	51 44%	69 49%
FUNDING FOR THE UNIVERSITY OF WISCONSIN	166 28%	80 29%	37 28%	33 30%	16 19%	53 29%	30 18%	70 32%	5 10%	23 28%	35 31%	38 30%	36 32%	30 25%	53 28%	57 32%	43 26%	14 20%	40 30%	125 27%	61 25%	28 28%	28 24%	50 35%
HEALTH AND HUMAN SERVICES	147 24%	64 24%	30 24%	32 29%	18 22%	51 28%	27 16%	57 26%	7 15%	11 14%	31 28%	32 25%	33 29%	33 28%	44 24%	43 24%	35 21%	24 34%	33 25%	111 24%	68 28%	20 20%	32 27%	28 20%
AIDS TO SCHOOLS AND LOCAL GOVERNMENT	120 20%	57 21%	22 17%	25 23%	14 17%	42 24%	24 14%	47 22%	7 15%	21 25%	18 16%	22 17%	21 18%	31 26%	46 25%	34 19%	32 19%	8 12%	20 15%	98 21%	51 21%	12 12%	33 29%	24 17%
NONE	30 5%	18 7%	2 2%	5 4%	3 4%	8 5%	7 4%	13 6%	- -	3 3%	3 3%	6 5%	12 11%	6 5%	9 5%	9 5%	10 6%	2 3%	9 7%	21 4%	11 4%	9 9%	3 2%	7 5%
DON'T KNOW/REFUSED	16 3%	7 3%	3 3%	1 1%	3 4%	4 2%	3 1%	8 4%	- -	- -	1 1%	5 4%	2 2%	7 6%	6 3%	4 2%	4 3%	2 2%	1 1%	15 3%	4 2%	3 3%	4 4%	5 4%

Table 35-1
 QUESTION 33:
 I'm now going to ask you a question about public employee pensions. Some people say that it's understandable that public employees don't contribute to their pensions because public sector salaries are lower than salaries paid in the private sector. Other people say that public sector workers should contribute to their own pensions like everyone else. Which better describes how you feel.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (UNDERSTANDABLE - CONTRIBUTOR)	-397 -66%	-84 -46%	-279 -75%	-121 -59%	-245 -72%	-169 -57%	-225 -76%	-154 -54%	-234 -78%	-56 -83%	-302 -66%	-38 -52%	-119 -53%	-208 -80%	-102 -58%	-265 -72%	-213 -78%	-55 -42%	-109 -72%	-130 -58%	-242 -73%	-243 -65%	-152 -68%
UNDERSTANDABLE	80 13%	41 22%	35 9%	33 16%	39 11%	52 17%	27 9%	53 18%	26 9%	4 6%	61 13%	15 20%	46 20%	19 7%	32 18%	40 11%	23 9%	33 25%	15 10%	40 18%	32 10%	55 15%	25 11%
WORKERS SHOULD CONTRIBUTE	476 79%	124 68%	314 85%	153 75%	284 83%	221 74%	252 85%	207 72%	261 86%	60 89%	363 79%	53 72%	165 73%	227 87%	134 76%	304 82%	237 87%	87 67%	123 82%	170 76%	274 83%	297 79%	177 79%
DON'T KNOW/REFUSED	44 7%	19 10%	22 6%	18 9%	18 5%	25 8%	18 6%	26 9%	15 5%	4 6%	34 7%	6 8%	15 7%	15 6%	9 5%	26 7%	13 5%	11 9%	13 9%	13 6%	25 8%	23 6%	21 9%

Table 35-2
 QUESTION 33:
 I'm now going to ask you a question about public employee pensions. Some people say that it's understandable that public employees don't contribute to their pensions because public sector salaries are lower than salaries paid in the private sector. Other people say that public sector workers should contribute to their own pensions like everyone else. Which better describes how you feel.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (UNDERSTANDABLE - CONTRIBUTE)	-397 -66%	-184 -68%	-80 -63%	-86 -78%	-42 -52%	-131 -73%	-82 -49%	-154 -71%	-31 -66%	-38 -47%	-84 -76%	-78 -62%	-74 -66%	-90 -75%	-138 -74%	-132 -74%	-96 -58%	-29 -42%	-56 -43%	-336 -73%	-167 -68%	-59 -60%	-82 -71%	-89 -63%	
UNDERSTANDABLE	80 13%	33 12%	20 15%	9 8%	17 21%	19 10%	35 21%	24 11%	5 10%	19 23%	13 12%	21 17%	13 12%	9 7%	15 8%	18 10%	29 17%	18 26%	32 25%	47 10%	33 13%	15 15%	13 11%	19 14%	
WORKERS SHOULD CONTRIBUTE	476 79%	217 80%	100 78%	94 86%	59 73%	150 83%	117 70%	178 83%	36 75%	58 70%	97 88%	99 79%	88 77%	98 82%	153 82%	150 85%	125 75%	47 68%	89 67%	383 83%	199 82%	74 74%	95 82%	109 77%	
DON'T KNOW/REFUSED	44 7%	22 8%	8 6%	7 6%	5 6%	12 7%	16 10%	14 6%	7 15%	5 6%	- -	6 5%	13 11%	12 10%	18 5%	9 7%	12 7%	4 6%	11 8%	32 7%	12 5%	11 11%	8 7%	13 9%	

Table 36-1
 QUESTION 34:
 As you may know, Barack Obama has proposed a plan to change this country's health care system. From what you have seen or heard about what he has proposed, what is your OVERALL opinion of Obama's health care reform plan, do you favor it or oppose it?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (FAVOR - OPPOSE)	-109 -18%	120 65%	-244 -66%	73 36%	-189 -55%	155 52%	-265 -89%	121 42%	-227 -75%	-50 -74%	-90 -20%	32 43%	53 23%	-141 -54%	88 50%	-205 -56%	-158 -58%	55 42%	15 10%	223 100%	-331 -100%	-101 -27%	-5 -2%
FAVOR	223 37%	144 78%	53 14%	130 64%	67 20%	210 71%	11 4%	189 66%	32 11%	8 12%	166 36%	48 65%	129 57%	52 20%	121 69%	73 20%	51 19%	87 66%	76 50%	223 100%	- -	123 33%	100 45%
OPPOSE	331 55%	24 13%	297 80%	57 28%	256 75%	55 18%	277 93%	68 24%	259 86%	58 86%	256 56%	17 23%	76 34%	193 74%	33 19%	278 75%	209 77%	32 25%	61 41%	- -	331 100%	225 60%	104 47%
DON'T KNOW/REFUSED	46 8%	15 8%	19 5%	18 9%	17 5%	33 11%	9 3%	29 10%	10 3%	1 2%	36 8%	9 12%	20 9%	15 6%	21 12%	19 5%	13 5%	12 9%	14 9%	- -	- -	27 7%	19 9%

Table 36-2
 QUESTION 34:
 As you may know, Barack Obama has proposed a plan to change this country's health care system. From what you have seen or heard about what he has proposed, what is your OVERALL opinion of Obama's health care reform plan, do you favor it or oppose it?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (FAVOR - OPPOSE)	-109 -18%	-32 -12%	-43 -34%	-34 -31%	5 6%	-158 -88%	105 63%	-49 -23%	1 3%	-10 -13%	-24 -22%	-29 -23%	-13 -11%	-34 -29%	-13 -7%	-58 -33%	-24 -14%	-13 -18%	-2 -1%	-103 -22%	-51 -21%	2 2%	-37 -32%	-22 -16%
FAVOR	223 37%	107 39%	39 31%	35 32%	40 49%	10 6%	125 75%	75 35%	23 49%	34 42%	41 37%	40 31%	47 41%	37 31%	78 42%	54 30%	67 40%	24 35%	60 46%	162 35%	86 35%	48 49%	36 31%	52 37%
OPPOSE	331 55%	139 51%	82 64%	69 63%	35 43%	169 94%	20 12%	124 57%	22 46%	45 54%	65 59%	69 55%	60 53%	72 60%	91 49%	112 63%	91 55%	37 53%	62 47%	265 57%	138 56%	46 47%	73 63%	74 53%
DON'T KNOW/REFUSED	46 8%	25 9%	6 5%	6 5%	6 8%	1 -	22 13%	18 8%	3 5%	3 4%	5 5%	17 14%	7 6%	11 9%	17 9%	12 7%	8 5%	8 12%	10 8%	35 8%	20 8%	4 4%	7 6%	14 10%

Table 37-1

QUESTION 35A:

If the Obama health-care reform passes, do you think you will be better off, worse off or there won't be any change?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=SAMPLE A	300 100%	103 34%	170 57%	107 36%	163 54%	159 53%	136 45%	134 45%	155 52%	36 12%	235 78%	29 10%	111 37%	127 42%	92 31%	185 62%	136 45%	74 25%	68 23%	115 39%	162 54%	191 64%	108 36%
**D/S (BETTER - WORSE)	-65 -22%	38 37%	-107 -63%	26 24%	-93 -57%	53 33%	-117 -86%	38 28%	-102 -66%	-22 -62%	-47 -20%	3 11%	14 13%	-73 -58%	28 30%	-92 -49%	-71 -52%	23 31%	-5 -8%	59 51%	-124 -77%	-63 -33%	-3 -3%
BETTER OFF	66 22%	43 42%	11 7%	41 38%	16 10%	66 41%	- -	54 41%	10 7%	4 11%	52 22%	10 34%	39 35%	11 9%	39 42%	23 12%	13 10%	34 47%	16 24%	62 54%	1 1%	32 16%	34 32%
WORSE OFF	131 44%	5 5%	118 69%	15 14%	109 67%	13 8%	117 86%	17 13%	112 72%	26 73%	98 42%	7 23%	25 22%	85 67%	11 12%	114 62%	85 62%	12 16%	22 32%	3 2%	125 77%	94 49%	37 34%
WON'T BE ANY CHANGE	89 30%	49 48%	36 21%	47 45%	33 20%	71 44%	17 12%	55 42%	29 18%	4 12%	74 32%	11 37%	43 39%	27 21%	36 39%	44 24%	32 24%	25 34%	26 39%	46 40%	32 20%	61 32%	28 26%
DON'T KNOW/REFUSED	14 5%	5 5%	5 3%	4 4%	6 4%	10 6%	2 2%	7 5%	4 3%	1 4%	10 4%	2 7%	4 4%	4 3%	7 7%	4 2%	6 4%	2 3%	3 4%	4 4%	3 2%	5 3%	8 8%

Table 37-2

QUESTION 35A:

If the Obama health-care reform passes, do you think you will be better off, worse off or there won't be any change?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD		DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=SAMPLE A	300 100%	138 46%	65 22%	49 16%	42 14%	87 29%	97 32%	100 33%	18 6%	37 12%	56 19%	68 23%	57 19%	64 21%	90 30%	89 30%	80 27%	42 14%	77 26%	220 73%	108 36%	58 19%	64 21%	70 23%
**D/S (BETTER - WORSE)	-65 -22%	-15 -11%	-23 -35%	-22 -46%	-2 -5%	-68 -79%	39 40%	-30 -30%	1 8%	-4 -12%	-21 -38%	-12 -17%	-4 -7%	-27 -42%	-19 -21%	-26 -30%	-10 -13%	-9 -22%	-6 -8%	-58 -26%	-20 -18%	-5 -9%	-29 -46%	-11 -16%
BETTER OFF	66 22%	37 27%	13 20%	6 13%	10 23%	2 2%	45 46%	18 18%	6 32%	13 34%	8 14%	15 21%	18 32%	6 10%	17 19%	18 20%	22 27%	9 22%	18 23%	48 22%	27 25%	16 27%	7 12%	15 22%
WORSE OFF	131 44%	52 38%	36 55%	29 59%	12 28%	70 81%	6 6%	48 48%	4 24%	17 46%	29 52%	26 39%	22 39%	33 51%	36 41%	44 50%	32 40%	18 44%	24 31%	106 48%	47 44%	21 36%	37 57%	26 38%
WON'T BE ANY CHANGE	89 30%	41 30%	15 23%	13 27%	19 44%	15 18%	40 42%	27 27%	8 43%	8 20%	19 34%	23 34%	12 21%	20 32%	31 34%	24 28%	21 26%	13 32%	30 39%	58 26%	30 28%	19 32%	19 29%	22 31%
DON'T KNOW/REFUSED	14 5%	8 6%	1 2%	1 1%	2 6%	- -	5 6%	7 7%	- -	- -	- -	4 6%	5 8%	5 7%	5 6%	2 2%	5 7%	1 2%	5 6%	8 3%	3 3%	3 6%	1 2%	6 9%

Table 38-1

QUESTION 35B:

If the Obama health-care reform does not pass, do you think you will be better off, worse off or there won't be any change?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=SAMPLE B	300 100%	81 27%	199 66%	98 33%	177 59%	139 46%	161 54%	152 51%	147 49%	32 11%	224 74%	45 15%	114 38%	133 44%	83 28%	184 61%	137 46%	57 19%	83 28%	107 36%	170 57%	183 61%	115 38%
**D/S (BETTER - WORSE)	3 1%	-29 -36%	38 19%	-21 -22%	28 16%	-39 -28%	44 27%	-34 -22%	35 24%	10 32%	7 3%	-14 -31%	-27 -24%	26 20%	-21 -25%	35 19%	31 22%	-15 -26%	-19 -22%	-39 -37%	45 27%	3 2%	-2 -1%
BETTER OFF	56 18%	3 3%	53 27%	8 8%	46 26%	4 3%	52 32%	10 7%	44 30%	12 38%	43 19%	1 2%	10 8%	38 28%	4 5%	50 27%	43 31%	1 2%	4 5%	3 3%	52 31%	33 18%	21 18%
WORSE OFF	52 17%	32 39%	15 7%	29 30%	18 10%	43 31%	8 5%	44 29%	8 6%	2 6%	36 16%	15 33%	37 32%	11 9%	24 29%	15 8%	12 9%	16 27%	23 28%	43 40%	7 4%	29 16%	23 20%
WON'T BE ANY CHANGE	185 62%	44 55%	126 63%	58 59%	107 61%	86 62%	99 61%	95 62%	90 61%	18 56%	138 62%	28 63%	65 57%	80 60%	53 65%	113 62%	79 58%	40 69%	54 65%	61 57%	107 63%	115 63%	69 60%
DON'T KNOW/REFUSED	8 3%	2 3%	6 3%	2 2%	6 3%	6 4%	2 1%	3 2%	5 3%	- -	7 3%	1 2%	3 3%	5 3%	1 1%	5 3%	4 3%	1 2%	2 2%	- -	4 2%	6 3%	2 2%

Table 38-2

QUESTION 35B:

If the Obama health-care reform does not pass, do you think you will be better off, worse off or there won't be any change?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=SAMPLE B	300 100%	134 44%	64 21%	61 20%	39 13%	93 31%	71 24%	116 39%	30 10%	45 15%	55 18%	58 19%	56 19%	56 19%	96 32%	89 30%	86 29%	28 9%	55 18%	243 81%	137 45%	41 14%	52 17%	71 24%
**D/S (BETTER - WORSE)	3 1%	7 5%	4 6%	- -1%	-7 -19%	23 24%	-29 -40%	6 6%	8 26%	-2 -5%	- -	-5 -9%	-1 -2%	4 7%	-2 -2%	6 7%	2 2%	-2 -9%	6 11%	-2 -1%	10 7%	-4 -11%	- -1%	-2 -3%
BETTER OFF	56 18%	28 21%	13 21%	12 20%	3 6%	28 30%	3 4%	21 18%	10 34%	5 11%	7 13%	9 16%	12 22%	12 21%	12 13%	20 22%	17 20%	7 24%	13 24%	42 17%	27 20%	7 18%	8 16%	13 18%
WORSE OFF	52 17%	20 15%	9 14%	13 21%	10 25%	5 5%	31 44%	15 13%	2 8%	7 15%	7 13%	15 25%	13 24%	8 14%	14 15%	14 15%	15 18%	9 33%	7 14%	45 18%	18 13%	12 29%	8 16%	15 20%
WON'T BE ANY CHANGE	185 62%	80 60%	39 62%	36 59%	27 68%	59 64%	36 50%	76 66%	17 58%	33 74%	40 72%	32 55%	30 53%	32 58%	65 67%	54 61%	53 62%	12 43%	32 58%	150 62%	85 62%	22 53%	35 68%	43 60%
DON'T KNOW/REFUSED	8 3%	6 4%	2 3%	- -	- -	2 2%	2 3%	4 3%	- -	- -	1 2%	2 3%	1 1%	4 7%	5 5%	2 2%	1 1%	- -	2 4%	6 2%	6 5%	- -	- -	1 2%

Table 39-1

QUESTION 36:

From what you know so far, which comes closest to your own view about the impact of the federal stimulus package here in Wisconsin?

The economic stimulus package has already created a substantial number of new jobs in Wisconsin.

It will create a substantial number of new jobs but hasn't done that yet.

It will not create a substantial number of new jobs.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
HAS ALREADY CREATED JOBS	42 7%	27 14%	11 3%	27 13%	11 3%	34 11%	7 2%	33 12%	8 3%	2 3%	27 6%	13 17%	24 10%	13 5%	12 7%	17 5%	8 3%	12 9%	20 13%	26 12%	11 3%	25 7%	17 7%
WILL CREATE NEW JOBS	203 34%	109 59%	71 19%	112 55%	64 19%	159 53%	41 14%	157 55%	41 14%	3 4%	157 34%	44 59%	100 44%	59 23%	106 61%	79 21%	51 19%	69 53%	70 46%	127 57%	60 18%	111 30%	92 41%
WILL NOT CREATE NEW JOBS	325 54%	41 22%	268 73%	59 29%	251 74%	89 30%	235 79%	80 28%	241 80%	61 90%	249 54%	15 21%	93 41%	179 69%	51 29%	253 69%	204 75%	45 34%	50 33%	63 28%	245 74%	223 59%	100 45%
DON'T KNOW/REFUSED	30 5%	7 4%	19 5%	7 3%	14 4%	15 5%	13 4%	15 5%	12 4%	2 3%	26 6%	3 4%	9 4%	10 4%	5 3%	20 5%	11 4%	5 4%	11 8%	6 3%	15 5%	16 4%	14 6%

Table 39-2

QUESTION 36:

From what you know so far, which comes closest to your own view about the impact of the federal stimulus package here in Wisconsin?

The economic stimulus package has already created a substantial number of new jobs in Wisconsin.

It will create a substantial number of new jobs but hasn't done that yet.

It will not create a substantial number of new jobs.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD		DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
HAS ALREADY CREATED JOBS	42 7%	18 7%	6 4%	9 9%	8 10%	3 2%	16 9%	16 8%	4 8%	4 4%	5 4%	10 8%	11 10%	8 7%	13 7%	10 6%	11 7%	7 11%	9 7%	32 7%	17 7%	5 5%	9 7%	12 9%
WILL CREATE NEW JOBS	203 34%	109 40%	34 27%	30 27%	28 35%	42 23%	105 62%	49 23%	26 55%	34 42%	28 26%	39 31%	40 35%	35 29%	74 40%	53 30%	46 28%	29 42%	51 38%	150 32%	78 32%	46 47%	36 31%	44 31%
WILL NOT CREATE NEW JOBS	325 54%	130 48%	83 65%	66 60%	39 48%	128 71%	43 26%	134 62%	17 37%	41 50%	73 66%	70 55%	58 51%	67 56%	90 48%	108 61%	96 58%	31 45%	68 52%	255 55%	137 56%	44 44%	68 58%	77 54%
DON'T KNOW/REFUSED	30 5%	14 5%	5 4%	4 4%	6 7%	7 4%	5 3%	17 8%	- -	3 4%	5 4%	7 5%	5 4%	10 8%	8 4%	7 4%	13 8%	2 3%	4 3%	25 5%	13 5%	4 4%	4 4%	9 6%

Table 40-1
 QUESTION 37:
 Thinking about a typical weekday, do you get most of your news from television, print newspapers, the radio, or the internet?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
TELEVISION	271 45%	93 51%	161 44%	104 51%	138 41%	144 48%	126 43%	148 52%	120 40%	30 45%	197 43%	44 60%	100 44%	115 44%	98 56%	152 41%	120 44%	51 39%	74 49%	107 48%	139 42%	165 44%	105 47%
INTERNET	128 21%	30 16%	85 23%	27 13%	89 26%	57 19%	70 24%	48 17%	76 25%	12 18%	111 24%	5 7%	45 20%	56 22%	29 16%	89 24%	64 24%	33 25%	23 15%	39 18%	82 25%	90 24%	37 17%
RADIO	110 18%	24 13%	77 21%	35 17%	66 19%	41 14%	68 23%	44 15%	64 21%	17 25%	85 19%	8 11%	40 18%	54 21%	26 15%	77 21%	55 20%	27 20%	21 14%	35 16%	69 21%	68 18%	42 19%
PRINT NEWSPAPERS	81 14%	33 18%	42 11%	35 17%	42 12%	52 17%	28 9%	44 16%	35 12%	7 10%	60 13%	14 19%	40 18%	29 11%	21 12%	48 13%	29 11%	20 15%	29 19%	40 18%	35 11%	44 12%	37 17%
DON'T KNOW/REFUSED	9 2%	3 1%	4 1%	3 1%	6 2%	4 1%	4 1%	1 -	6 2%	2 3%	6 1%	1 2%	1 1%	6 2%	1 1%	3 1%	5 2%	- -	4 2%	1 1%	5 2%	7 2%	2 1%

Table 40-2
 QUESTION 37:
 Thinking about a typical weekday, do you get most of your news from television, print newspapers, the radio, or the internet?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
TELEVISION	271 45%	271 100%	- -	- -	- -	74 41%	75 45%	109 50%	18 38%	34 41%	37 33%	50 40%	61 54%	72 60%	112 60%	88 50%	59 36%	12 17%	63 47%	208 45%	107 44%	43 43%	58 50%	64 46%
INTERNET	128 21%	- -	128 100%	- -	- -	45 25%	36 21%	39 18%	13 27%	29 36%	38 34%	27 21%	17 15%	4 4%	16 9%	37 21%	50 30%	24 35%	20 15%	105 23%	64 26%	21 21%	18 16%	25 18%
RADIO	110 18%	- -	- -	110 100%	- -	43 24%	30 18%	29 14%	13 27%	16 20%	23 21%	31 25%	15 13%	11 10%	36 20%	28 16%	29 17%	17 24%	24 18%	85 18%	35 14%	18 18%	22 19%	35 25%
PRINT NEWSPAPERS	81 14%	- -	- -	- -	81 100%	17 10%	25 15%	35 16%	2 5%	3 3%	13 12%	15 12%	18 16%	30 25%	19 10%	23 13%	25 15%	14 20%	22 17%	58 13%	36 15%	17 17%	12 11%	16 11%
DON'T KNOW/REFUSED	9 2%	- -	- -	- -	- -	1 1%	3 2%	4 2%	1 3%	- -	- -	3 2%	2 2%	3 2%	3 1%	1 1%	3 2%	3 4%	3 2%	6 1%	3 1%	- -	5 4%	1 1%

Table 41-1
 QUESTION 38:
 Now, just a few questions simply for statistical purposes. Again, all of your answers will be kept strictly confidential. Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or something else?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (REPUBLICAN - DEMOCRAT)	12 2%	-97 -53%	120 33%	-57 -28%	79 23%	-139 -47%	151 51%	-104 -36%	118 39%	13 20%	20 4%	-21 -29%	-64 -28%	68 26%	-83 -47%	106 29%	80 29%	-53 -40%	-28 -18%	-115 -52%	149 45%	24 6%	-12 -6%
REPUBLICAN	180 30%	11 6%	162 44%	39 19%	129 38%	21 7%	159 54%	41 14%	136 45%	18 26%	149 33%	13 17%	37 16%	109 42%	18 10%	153 41%	112 41%	19 14%	30 20%	10 5%	169 51%	118 31%	62 28%
DEMOCRAT	168 28%	108 59%	42 11%	96 47%	49 14%	159 53%	7 2%	144 51%	18 6%	5 7%	129 28%	34 46%	100 44%	41 16%	100 57%	47 13%	32 12%	72 55%	58 38%	125 56%	20 6%	94 25%	74 33%
INDEPENDENT	216 36%	56 30%	143 39%	58 28%	144 42%	101 34%	113 38%	83 29%	129 43%	40 60%	153 33%	23 31%	76 34%	93 36%	47 27%	147 40%	114 42%	36 28%	51 34%	75 34%	124 37%	139 37%	75 34%
OTHER PREFERENCE/NO PREFERENCE	30 5%	8 4%	19 5%	9 5%	18 5%	15 5%	15 5%	13 5%	17 5%	5 7%	22 5%	4 5%	10 4%	15 6%	6 3%	21 6%	14 5%	4 3%	8 6%	11 5%	16 5%	21 6%	8 4%
DON'T KNOW/REFUSED	6 1%	- -	3 1%	2 1%	1 -	3 1%	3 1%	4 1%	2 1%	- -	5 1%	1 1%	3 1%	2 1%	4 2%	2 1%	1 -	- -	4 3%	1 1%	3 1%	3 1%	3 1%

Table 41-2
 QUESTION 38:
 Now, just a few questions simply for statistical purposes. Again, all of your answers will be kept strictly confidential. Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or something else?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
**D/S (REPUBLICAN - DEMOCRAT)	12 2%	-1 -	9 7%	14 12%	-8 -9%	180 100%	-168 -100%	- -	-5 -11%	16 20%	10 9%	-7 -5%	-6 -5%	4 3%	-11 -6%	24 14%	9 5%	-11 -16%	-26 -19%	40 9%	8 3%	-6 -6%	9 8%	1 1%	
REPUBLICAN	180 30%	74 27%	45 35%	43 39%	17 21%	180 100%	- -	- -	13 26%	38 47%	40 36%	33 26%	23 20%	33 28%	47 25%	60 34%	54 32%	19 27%	26 19%	154 33%	77 32%	26 27%	38 33%	38 27%	
DEMOCRAT	168 28%	75 28%	36 28%	30 27%	25 31%	- -	168 100%	- -	18 37%	22 27%	30 27%	40 32%	28 25%	30 25%	58 31%	35 20%	45 27%	30 43%	51 39%	114 25%	70 29%	32 32%	29 25%	37 26%	
INDEPENDENT	216 36%	109 40%	39 30%	29 27%	35 43%	- -	- -	216 100%	14 30%	15 18%	33 30%	44 35%	57 50%	52 44%	70 38%	72 41%	56 34%	18 26%	45 34%	170 37%	86 35%	36 37%	36 31%	57 41%	
OTHER PREFERENCE/NO PREFERENCE	30 5%	10 4%	8 6%	6 6%	4 5%	- -	- -	- -	1 3%	7 8%	7 6%	6 5%	6 5%	3 2%	9 5%	7 4%	10 6%	3 4%	8 6%	21 5%	10 4%	4 4%	10 9%	5 4%	
DON'T KNOW/REFUSED	6 1%	4 1%	1 1%	1 1%	- -	- -	- -	- -	2 3%	- -	1 -	3 2%	- -	1 1%	2 1%	4 2%	1 -	- -	2 1%	4 1%	1 -	- -	3 2%	2 2%	

Table 43-1
 QUESTION 39:
 How likely is it that you will vote in the Republican primary for Governor this September, would you say you will definitely vote, probably vote, probably not vote, or definitely not vote in the Republican primary for Governor?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=GOP Q.38 OR GOP/NEITHER/IND Q.38C	356 100%	40 11%	292 82%	72 20%	259 73%	77 22%	277 78%	92 26%	259 73%	55 15%	273 77%	28 8%	78 22%	202 57%	42 12%	290 82%	215 61%	35 10%	70 20%	49 14%	291 82%	232 65%	122 34%
**D/S (VOTE - NOT VOTE)	301 85%	28 70%	258 88%	57 79%	227 88%	52 67%	249 90%	65 71%	233 90%	44 81%	239 88%	17 63%	63 82%	189 94%	33 78%	253 87%	201 93%	27 76%	46 66%	33 67%	261 89%	199 86%	101 83%
TOTAL VOTE -----	323 91%	34 84%	271 93%	62 87%	240 92%	62 80%	261 94%	75 82%	245 94%	48 88%	252 92%	22 80%	68 87%	193 96%	36 85%	268 92%	207 96%	30 84%	56 80%	41 83%	273 94%	211 91%	110 90%
TOTAL NOT VOTE -----	22 6%	6 14%	13 5%	6 8%	13 5%	10 12%	11 4%	10 10%	11 4%	4 7%	13 5%	5 17%	4 6%	4 2%	3 7%	15 5%	6 3%	3 8%	10 15%	8 16%	12 4%	12 5%	9 7%
DEFINITELY VOTE	215 60%	18 45%	187 64%	29 40%	175 67%	31 40%	184 66%	37 40%	178 69%	40 73%	161 59%	14 50%	39 51%	139 69%	19 45%	185 64%	145 67%	18 51%	35 51%	19 39%	190 65%	149 64%	64 53%
PROBABLY VOTE	108 30%	16 39%	84 29%	34 47%	65 25%	31 40%	77 28%	38 42%	66 26%	8 15%	91 33%	8 30%	28 36%	54 27%	17 40%	83 29%	62 29%	12 33%	21 30%	22 44%	83 28%	62 27%	46 38%
PROBABLY NOT VOTE	17 5%	5 12%	10 3%	5 6%	10 4%	8 10%	8 3%	8 9%	8 3%	2 4%	11 4%	4 14%	3 4%	3 1%	3 7%	11 4%	5 2%	3 8%	7 10%	6 13%	9 3%	9 4%	8 7%
DEFINITELY NOT VOTE	5 1%	1 2%	3 1%	1 2%	3 1%	2 2%	3 1%	2 2%	3 1%	2 3%	2 1%	1 4%	1 2%	1 1%	- -	4 1%	1 1%	- -	3 5%	2 3%	3 1%	4 2%	1 1%
DON'T KNOW/REFUSED	11 3%	1 2%	8 3%	3 5%	7 3%	6 8%	5 2%	7 8%	3 1%	3 5%	8 3%	1 3%	5 7%	4 2%	4 8%	7 2%	2 1%	3 8%	4 5%	1 1%	7 2%	8 4%	3 2%

Table 43-2
 QUESTION 39:
 How likely is it that you will vote in the Republican primary for Governor this September, would you say you will definitely vote, probably vote, probably not vote, or definitely not vote in the Republican primary for Governor?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA				
	TOTAL	TV	INTER- NET	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE		
BASE=GOP Q.38 OR GOP/ NEITHER/IND Q.38C	356 100%	157 44%	82 23%	70 20%	42 12%	180 51%	- -	152 43%	24 7%	52 15%	75 21%	72 20%	62 17%	71 20%	105 30%	115 32%	98 28%	36 10%	67 19%	287 81%	149 42%	50 14%	77 22%	81 23%	
**D/S (VOTE - NOT VOTE)	301 85%	130 82%	70 85%	63 90%	35 83%	172 95%	- -	117 77%	22 93%	40 77%	65 87%	54 75%	59 95%	61 86%	91 87%	92 80%	86 88%	31 84%	52 79%	249 87%	133 89%	41 82%	69 89%	59 73%	
TOTAL VOTE -----	323 91%	141 90%	75 92%	66 94%	37 89%	175 97%	- -	131 86%	22 93%	46 88%	70 93%	60 84%	59 96%	65 92%	97 92%	101 87%	91 93%	33 92%	58 87%	264 92%	140 94%	44 89%	71 92%	68 84%	
TOTAL NOT VOTE -----	22 6%	11 7%	5 6%	3 4%	3 6%	4 2%	- -	14 9%	- -	6 11%	5 6%	7 9%	1 1%	4 6%	5 5%	9 8%	5 5%	3 7%	6 9%	15 5%	7 5%	3 7%	2 3%	9 11%	
DEFINITELY VOTE	215 60%	87 55%	47 57%	51 73%	28 68%	123 69%	- -	82 54%	13 55%	23 44%	46 61%	40 55%	42 68%	51 72%	56 53%	67 58%	67 68%	24 66%	41 61%	173 60%	100 67%	32 65%	45 59%	38 47%	
PROBABLY VOTE	108 30%	54 34%	28 35%	14 21%	9 21%	52 29%	- -	50 33%	9 38%	23 44%	24 32%	21 29%	17 28%	14 20%	41 39%	34 29%	24 25%	9 25%	17 26%	90 31%	40 27%	12 24%	26 33%	30 37%	
PROBABLY NOT VOTE	17 5%	8 5%	5 6%	1 2%	3 6%	3 2%	- -	11 7%	- -	6 11%	3 4%	3 4%	1 1%	4 6%	5 4%	9 8%	4 4%	- -	5 8%	11 4%	7 5%	3 5%	2 3%	6 7%	
DEFINITELY NOT VOTE	5 1%	3 2%	- -	2 2%	- -	1 1%	- -	3 2%	- -	- -	1 2%	4 5%	- -	- -	1 1%	- -	1 1%	3 7%	1 1%	4 1%	- -	1 2%	- 1%	4 4%	
DON'T KNOW/REFUSED	11 3%	5 3%	2 2%	1 1%	2 5%	1 -	- -	7 4%	2 7%	- 1%	1 1%	5 7%	2 3%	2 3%	3 3%	6 5%	2 2%	- 1%	3 4%	9 3%	2 1%	2 4%	4 5%	3 4%	

Table 44-1
 QUESTION 40:
 If the Republican primary for Governor were held today, for whom would you vote?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=VOTE Q.39	323 100%	34 10%	271 84%	62 19%	240 74%	62 19%	261 81%	75 23%	245 76%	48 15%	252 78%	22 7%	68 21%	193 60%	36 11%	268 83%	207 64%	30 9%	56 17%	41 13%	273 84%	211 65%	110 34%
**D/S (NEUMANN - WALKER)	-63 -19%	-1 -2%	-56 -21%	-4 -6%	-61 -26%	-9 -14%	-53 -20%	-	-61 -25%	-17 -35%	-44 -17%	-2 -9%	-9 -14%	-36 -19%	-2 -5%	-59 -22%	-57 -28%	12 39%	-13 -23%	-2 -5%	-66 -24%	-44 -21%	-18 -17%
MARK NEUMANN	87 27%	15 44%	68 25%	20 33%	60 25%	20 33%	66 25%	27 35%	60 25%	8 16%	73 29%	6 28%	19 27%	55 28%	13 37%	66 25%	49 24%	17 58%	13 23%	16 40%	64 24%	53 25%	34 31%
SCOTT WALKER	149 46%	15 45%	124 46%	24 38%	122 51%	29 47%	119 46%	26 35%	121 49%	24 51%	117 46%	8 37%	28 41%	91 47%	15 42%	126 47%	106 51%	6 19%	25 46%	18 45%	131 48%	97 46%	52 47%
DON'T KNOW/REFUSED	87 27%	4 11%	79 29%	18 29%	58 24%	12 20%	75 29%	22 29%	63 26%	16 33%	63 25%	8 35%	22 32%	48 25%	7 21%	76 28%	52 25%	7 24%	18 31%	6 15%	78 29%	62 29%	24 22%

Table 44-2
 QUESTION 40:
 If the Republican primary for Governor were held today, for whom would you vote?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=VOTE Q.39	323 100%	141 44%	75 23%	66 20%	37 12%	175 54%	-	131 41%	22 7%	46 14%	70 22%	60 19%	59 18%	65 20%	97 30%	101 31%	91 28%	33 10%	58 18%	264 82%	140 43%	44 14%	71 22%	68 21%	
**D/S (NEUMANN - WALKER)	-63 -19%	-12 -9%	-23 -31%	-19 -30%	-9 -23%	-42 -24%	-	-20 -15%	-9 -38%	-14 -30%	-13 -19%	-14 -23%	-6 -10%	-7 -11%	4 4%	-21 -21%	-42 -47%	-3 -10%	-10 -16%	-54 -20%	-70 -50%	3 7%	3 5%	1 2%	
MARK NEUMANN	87 27%	44 32%	14 19%	17 26%	10 27%	45 26%	-	37 28%	7 31%	11 24%	18 25%	16 26%	17 29%	19 28%	36 37%	29 29%	11 12%	10 30%	17 30%	68 26%	26 19%	15 34%	27 37%	19 29%	
SCOTT WALKER	149 46%	57 40%	38 50%	36 55%	19 50%	87 50%	-	57 43%	15 69%	25 54%	31 44%	29 49%	23 39%	26 39%	32 33%	50 50%	54 59%	13 39%	27 46%	122 46%	96 69%	12 27%	23 33%	18 27%	
DON'T KNOW/REFUSED	87 27%	40 28%	23 31%	13 19%	9 23%	44 25%	-	37 28%	-	10 23%	21 30%	15 25%	19 32%	21 32%	28 29%	21 21%	26 29%	10 31%	14 23%	73 28%	18 13%	18 40%	21 30%	30 44%	

Table 45-1
QUESTION 41:

How often do you attend religious services, more than once a week, every week, once or twice a month, several times a year, or hardly ever?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
MORE THAN ONCE A WEEK	61 10%	14 8%	43 12%	23 11%	30 9%	22 7%	39 13%	29 10%	30 10%	8 11%	46 10%	8 10%	15 7%	36 14%	15 8%	42 11%	26 10%	12 9%	12 8%	13 6%	40 12%	38 10%	24 11%
EVERY WEEK	187 31%	39 21%	136 37%	55 27%	116 34%	73 25%	113 38%	68 24%	114 38%	20 29%	139 30%	28 38%	55 24%	97 37%	43 24%	127 34%	96 35%	27 21%	49 33%	53 24%	122 37%	126 34%	60 27%
ONCE OR TWICE A MONTH	107 18%	33 18%	61 17%	39 19%	56 16%	56 19%	50 17%	58 20%	47 15%	8 12%	89 19%	10 14%	45 20%	44 17%	37 21%	61 17%	54 20%	20 15%	32 21%	34 15%	64 19%	66 18%	41 18%
SEVERAL TIMES A YEAR	85 14%	33 18%	45 12%	30 15%	49 14%	45 15%	38 13%	43 15%	40 13%	11 16%	58 13%	15 21%	37 16%	26 10%	25 14%	52 14%	40 15%	17 13%	22 14%	39 18%	40 12%	61 16%	23 10%
HARDLY EVER	125 21%	53 29%	67 18%	46 22%	69 20%	75 25%	51 17%	64 22%	60 20%	19 28%	99 22%	8 11%	51 22%	51 20%	41 23%	75 20%	51 18%	35 27%	29 19%	62 28%	57 17%	68 18%	58 26%
NEVER	30 5%	12 7%	14 4%	11 6%	18 5%	27 9%	3 1%	22 8%	8 3%	2 3%	24 5%	4 6%	22 10%	6 2%	13 7%	12 3%	4 1%	19 15%	7 5%	20 9%	7 2%	14 4%	16 7%
DON'T KNOW/REFUSED	4 1%	-	3 1%	-	3 1%	-	3 1%	1	3 1%	1 1%	3 1%	-	1 1%	-	2 1%	1	3 1%	1	-	2 1%	2 1%	2	2 1%

Table 45-2

QUESTION 41:

How often do you attend religious services, more than once a week, every week, once or twice a month, several times a year, or hardly ever?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
MORE THAN ONCE A WEEK	61 10%	32 12%	13 10%	11 10%	4 5%	27 15%	12 7%	19 9%	5 10%	11 14%	9 8%	15 12%	5 4%	16 14%	23 12%	9 5%	24 15%	5 7%	7 5%	54 12%	27 11%	6 6%	11 10%	18 13%
EVERY WEEK	187 31%	85 31%	32 25%	41 37%	28 34%	67 37%	36 22%	71 33%	11 22%	13 16%	30 27%	37 29%	45 39%	51 43%	63 34%	65 37%	38 23%	20 29%	44 34%	143 31%	66 27%	29 30%	44 38%	48 34%
ONCE OR TWICE A MONTH	107 18%	47 17%	24 18%	20 18%	16 19%	39 22%	28 17%	32 15%	6 13%	25 31%	21 19%	25 20%	14 12%	16 14%	28 15%	32 18%	38 23%	10 14%	18 14%	88 19%	42 17%	18 18%	19 17%	28 20%
SEVERAL TIMES A YEAR	85 14%	43 16%	18 14%	10 10%	10 13%	14 8%	31 18%	35 16%	- -	13 15%	20 18%	17 13%	23 20%	13 11%	18 10%	27 15%	26 16%	13 19%	26 20%	58 13%	31 13%	16 16%	17 15%	20 14%
HARDLY EVER	125 21%	59 22%	27 21%	23 20%	16 20%	30 17%	37 22%	52 24%	15 31%	15 19%	25 23%	27 21%	26 23%	18 15%	40 21%	36 20%	33 20%	17 24%	27 21%	98 21%	60 24%	23 23%	20 17%	23 17%
NEVER	30 5%	4 2%	14 11%	4 4%	7 9%	1 -	24 14%	4 2%	11 24%	4 5%	5 5%	5 4%	- -	4 3%	12 6%	8 5%	5 3%	5 8%	8 6%	19 4%	17 7%	7 7%	3 3%	3 2%
DON'T KNOW/REFUSED	4 1%	2 1%	- -	2 1%	1 1%	1 -	- -	2 1%	- -	- -	1 1%	1 1%	1 1%	1 1%	2 1%	1 -	2 1%	- -	1 1%	2 -	1 -	- -	2 2%	1 -

Table 46-1
QUESTION 42:
Age.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
18 - 24	47 8%	19 10%	26 7%	24 12%	24 7%	30 10%	17 6%	37 13%	10 3%	4 6%	35 8%	8 10%	23 10%	20 8%	23 13%	17 5%	11 4%	21 16%	10 7%	23 10%	22 7%	7 2%	41 18%
25 - 34	82 14%	28 15%	45 12%	35 17%	37 11%	41 14%	40 14%	48 17%	32 11%	2 3%	69 15%	11 14%	38 17%	26 10%	29 16%	52 14%	37 14%	19 14%	18 12%	34 15%	45 13%	58 15%	24 11%
35 - 44	111 18%	31 17%	75 20%	31 15%	72 21%	50 17%	61 21%	44 15%	65 22%	12 17%	91 20%	8 11%	41 18%	48 19%	30 17%	76 21%	56 20%	21 16%	29 19%	41 18%	65 20%	83 22%	27 12%
45 - 54	126 21%	39 21%	74 20%	38 19%	72 21%	69 23%	57 19%	58 20%	65 22%	19 28%	91 20%	16 22%	42 19%	59 23%	30 17%	79 21%	63 23%	30 23%	25 17%	40 18%	69 21%	86 23%	40 18%
55 - 64	114 19%	39 21%	70 19%	41 20%	68 20%	54 18%	57 19%	49 17%	61 20%	17 25%	83 18%	14 19%	46 20%	46 18%	35 20%	66 18%	56 20%	25 19%	30 20%	47 21%	60 18%	78 21%	34 15%
65 AND ABOVE	120 20%	30 16%	79 21%	34 17%	68 20%	54 18%	64 22%	48 17%	68 23%	14 20%	89 19%	17 23%	35 16%	61 23%	28 16%	79 21%	51 19%	14 11%	39 26%	37 17%	72 22%	63 17%	57 25%
REFUSED	1 -	- -	1 -	1 -	- -	1 -	- -	1 -	- -	- -	1 -	- -	- -	- -	- -	1 -	- -	1 1%	- -	1 -	- -	- -	1 -
18 - 29	102 17%	34 18%	57 15%	47 23%	48 14%	58 19%	44 15%	75 26%	27 9%	4 6%	83 18%	14 19%	50 22%	35 13%	41 23%	54 15%	37 14%	36 27%	20 13%	48 22%	51 15%	44 12%	58 26%
30 - 44	138 23%	43 23%	89 24%	42 21%	85 25%	63 21%	74 25%	54 19%	80 27%	14 20%	112 24%	12 17%	52 23%	59 23%	41 24%	91 25%	67 24%	26 20%	37 25%	50 22%	80 24%	103 28%	34 15%
45 - 59	192 32%	63 34%	113 30%	65 32%	110 32%	100 34%	90 30%	88 31%	99 33%	26 39%	141 31%	24 33%	69 31%	84 32%	46 26%	121 33%	95 35%	43 33%	46 30%	67 30%	104 31%	131 35%	60 27%
60+	163 27%	44 24%	107 29%	49 24%	94 28%	76 26%	86 29%	67 23%	93 31%	22 33%	119 26%	23 31%	54 24%	82 31%	46 26%	102 28%	72 26%	25 19%	47 31%	57 25%	93 28%	95 25%	68 31%

Table 46-2
QUESTION 42:
Age.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
18 - 24	47 8%	18 7%	13 10%	13 12%	2 3%	13 7%	18 11%	14 7%	47 100%	-	-	-	-	-	26 14%	16 9%	6 4%	-	14 11%	31 7%	29 12%	7 7%	9 8%	3 2%
25 - 34	82 14%	34 12%	29 23%	16 15%	3 3%	38 21%	22 13%	15 7%	-	82 100%	-	-	-	-	21 11%	16 9%	35 21%	10 14%	14 11%	67 15%	31 13%	7 7%	23 20%	21 15%
35 - 44	111 18%	37 14%	38 29%	23 21%	13 16%	40 22%	30 18%	33 15%	-	-	111 100%	-	-	-	18 9%	37 21%	40 24%	14 20%	16 12%	95 21%	45 18%	19 19%	20 17%	27 19%
45 - 54	126 21%	50 19%	27 21%	31 28%	15 18%	33 18%	40 24%	44 20%	-	-	-	126 100%	-	-	28 15%	36 20%	40 24%	22 32%	34 26%	91 20%	52 21%	23 23%	23 20%	28 20%
55 - 64	114 19%	61 22%	17 13%	15 14%	18 23%	23 13%	28 17%	57 26%	-	-	-	-	114 100%	-	34 18%	40 22%	25 15%	15 21%	31 23%	82 18%	45 18%	21 22%	21 18%	26 19%
65 AND ABOVE	120 20%	72 26%	4 3%	11 10%	30 36%	33 19%	30 18%	52 24%	-	-	-	-	-	120 100%	59 32%	33 18%	19 12%	9 13%	23 18%	96 21%	42 17%	21 22%	20 17%	36 26%
REFUSED	1 -	-	-	-	1 1%	-	-	1 -	-	-	-	-	-	-	1 -	-	-	-	-	1 -	-	1 1%	-	-
18 - 29	102 17%	44 16%	35 27%	20 18%	2 3%	42 23%	32 19%	22 10%	47 100%	55 67%	-	-	-	-	37 20%	29 16%	32 19%	4 6%	21 16%	78 17%	50 21%	11 11%	25 21%	16 11%
30 - 44	138 23%	45 17%	45 35%	32 29%	16 19%	49 27%	38 23%	40 19%	-	27 33%	111 100%	-	-	-	27 14%	41 23%	50 30%	20 28%	23 17%	115 25%	54 22%	22 22%	27 23%	35 25%
45 - 59	192 32%	85 31%	37 29%	40 37%	25 31%	47 26%	60 36%	74 34%	-	-	-	125 99%	67 59%	-	49 26%	58 33%	56 34%	29 42%	51 38%	140 30%	81 33%	34 34%	35 30%	42 30%
60+	163 27%	96 35%	11 9%	18 16%	36 44%	41 23%	38 23%	79 36%	-	-	-	-	45 40%	118 99%	70 38%	50 28%	27 16%	16 23%	37 28%	126 27%	58 24%	32 32%	29 25%	46 32%

Table 47-1
QUESTION 43:
What is the highest level of education you completed?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
HIGH SCHOOL OR LESS -----	186 31%	58 31%	111 30%	66 32%	103 30%	102 34%	82 28%	94 33%	87 29%	24 36%	136 30%	26 35%	59 26%	93 36%	64 36%	105 28%	78 29%	49 38%	45 30%	78 35%	91 27%	88 24%	97 44%
SOME COLLEGE -----	178 30%	40 21%	125 34%	54 26%	109 32%	78 26%	99 33%	78 27%	96 32%	20 30%	140 30%	18 25%	68 30%	79 30%	46 26%	118 32%	86 31%	39 29%	38 25%	54 24%	112 34%	118 31%	60 27%
COLLEGE -----	166 28%	60 33%	98 27%	61 30%	93 27%	82 28%	82 28%	81 28%	81 27%	17 25%	131 29%	18 24%	72 32%	59 23%	42 24%	108 29%	79 29%	28 22%	48 32%	67 30%	91 27%	117 31%	48 21%
GRAD SCHOOL -----	69 12%	27 15%	34 9%	24 12%	35 10%	36 12%	32 11%	32 11%	37 12%	7 10%	50 11%	12 17%	27 12%	29 11%	23 13%	37 10%	30 11%	15 11%	19 13%	24 11%	37 11%	51 14%	18 8%
ELEMENTARY SCHOOL ONLY	2 -	- -	2 1%	- -	2 1%	- -	2 1%	- -	2 1%	1 1%	2 -	- -	- -	2 1%	- -	2 1%	2 1%	1 1%	- -	- -	2 1%	1 -	2 1%
SOME HIGH SCHOOL/DID NOT FINISH	28 5%	4 2%	21 6%	12 6%	14 4%	16 5%	12 4%	18 6%	9 3%	1 1%	26 6%	1 2%	6 3%	18 7%	12 7%	13 3%	10 4%	11 8%	4 2%	12 5%	13 4%	9 2%	19 8%
COMPLETED HIGH SCHOOL	156 26%	53 29%	88 24%	54 26%	86 25%	86 29%	68 23%	76 27%	76 25%	23 33%	109 24%	24 33%	53 24%	73 28%	51 29%	90 24%	66 24%	38 29%	42 28%	66 30%	75 23%	79 21%	77 35%
SOME COLLEGE BUT DIDN'T FINISH	106 18%	20 11%	74 20%	30 15%	64 19%	51 17%	54 18%	49 17%	56 18%	8 12%	86 19%	11 15%	43 19%	47 18%	37 21%	61 16%	49 18%	26 20%	20 13%	34 15%	63 19%	69 18%	36 16%
TWO YEAR COLLEGE DEGREE/ A.A./A.S.	72 12%	19 10%	51 14%	23 11%	45 13%	26 9%	46 15%	29 10%	41 14%	12 18%	53 12%	7 9%	25 11%	32 12%	10 5%	57 16%	37 13%	12 9%	18 12%	20 9%	48 15%	48 13%	23 10%
FOUR YEAR COLLEGE DEGREE/ B.A./B.S.	153 25%	51 28%	94 25%	54 26%	87 26%	72 24%	80 27%	72 25%	77 26%	15 22%	121 26%	17 23%	64 28%	56 22%	40 23%	100 27%	75 27%	24 18%	45 30%	59 27%	87 26%	110 29%	41 18%
SOME GRADUATE WORK	13 2%	9 5%	5 1%	7 3%	6 2%	10 4%	3 1%	9 3%	4 1%	2 3%	10 2%	1 1%	7 3%	3 1%	2 1%	8 2%	4 2%	5 4%	3 2%	7 3%	4 1%	7 2%	6 3%
COMPLETED MASTERS OR PROFESSIONAL DEGREE	58 10%	19 10%	32 9%	16 8%	33 10%	26 9%	31 10%	22 8%	35 12%	7 10%	43 9%	8 11%	19 8%	28 11%	17 10%	34 9%	28 10%	10 8%	15 10%	16 7%	35 11%	44 12%	14 6%
ADVANCED GRADUATE WORK OR PH.D.	11 2%	8 4%	2 -	7 4%	2 1%	10 3%	2 1%	10 3%	2 1%	- -	7 2%	4 5%	7 3%	2 1%	6 3%	3 1%	1 -	5 4%	4 3%	9 4%	2 1%	7 2%	4 2%
DON'T KNOW/REFUSED	1 -	- -	1 -	- -	1 -	- -	1 -	- -	1 -	- -	1 -	- -	1 -	- -	- -	1 -	1 -	- -	- -	- -	1 -	1 -	- -

Table 47-2
 QUESTION 43:
 What is the highest level of education you completed?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA			REST OF STATE
	TOTAL	TV	INTER-NET	RADIO	NEWS-PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON-UNION	MIL-WAUKEE	MAD-TSON	GREEN BAY		
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
HIGH SCHOOL OR LESS -----	186 31%	112 41%	16 13%	36 33%	19 23%	47 26%	58 34%	70 32%	26 54%	21 25%	18 16%	28 22%	34 30%	59 50%	186 100%	-	-	-	42 32%	140 30%	61 25%	27 28%	42 37%	55 39%	
SOME COLLEGE -----	178 30%	88 32%	37 29%	28 26%	23 28%	60 33%	35 21%	72 33%	16 33%	16 20%	37 34%	36 29%	40 35%	33 27%	-	178 100%	-	-	41 31%	135 29%	79 32%	24 24%	36 31%	39 28%	
COLLEGE -----	166 28%	59 22%	50 39%	29 26%	25 31%	54 30%	45 27%	56 26%	6 14%	35 43%	40 37%	40 32%	25 22%	19 16%	-	-	166 100%	-	30 23%	135 29%	76 31%	33 33%	23 19%	34 24%	
GRAD SCHOOL -----	69 12%	12 4%	24 19%	17 15%	14 17%	19 10%	30 18%	18 8%	-	10 12%	14 13%	22 17%	15 13%	9 7%	-	-	-	69 100%	18 14%	51 11%	27 11%	15 15%	15 13%	12 8%	
ELEMENTARY SCHOOL ONLY	2 -	2 1%	-	-	-	2 1%	-	-	-	-	-	-	-	2 2%	2 1%	-	-	-	1 1%	2	-	1	1	1	
SOME HIGH SCHOOL/DID NOT FINISH	28 5%	16 6%	6 4%	6 5%	1 1%	4 2%	12 7%	11 5%	9 18%	6 7%	-	4 3%	1 1%	8 7%	28 15%	-	-	-	4 3%	21 4%	9 4%	1 1%	9 7%	10 7%	
COMPLETED HIGH SCHOOL	156 26%	93 34%	11 8%	31 28%	18 22%	41 23%	46 27%	59 27%	17 36%	15 18%	18 16%	24 19%	33 29%	49 41%	156 84%	-	-	-	37 28%	118 25%	53 22%	26 26%	33 29%	44 31%	
SOME COLLEGE BUT DIDN'T FINISH	106 18%	56 21%	21 16%	15 14%	12 15%	34 19%	22 13%	44 20%	13 28%	7 8%	17 16%	23 18%	24 21%	21 18%	-	106 59%	-	-	23 18%	83 18%	49 20%	16 17%	20 18%	20 14%	
TWO YEAR COLLEGE DEGREE/ A.A./A.S.	72 12%	32 12%	16 13%	13 12%	11 13%	26 14%	14 8%	29 13%	2 5%	9 11%	20 18%	13 10%	16 14%	11 9%	-	72 41%	-	-	18 14%	52 11%	30 12%	7 7%	15 13%	20 14%	
FOUR YEAR COLLEGE DEGREE/ B.A./B.S.	153 25%	55 20%	46 36%	26 24%	22 28%	52 29%	39 23%	50 23%	6 14%	35 43%	37 33%	34 27%	23 20%	18 15%	-	-	153 92%	-	28 21%	124 27%	73 30%	27 28%	18 16%	34 24%	
SOME GRADUATE WORK	13 2%	4 2%	4 3%	2 2%	3 4%	1 1%	6 3%	6 3%	-	-	4 3%	6 5%	2 2%	2 1%	-	-	13 8%	-	2 2%	11 2%	3 1%	5 5%	4 4%	1 1%	
COMPLETED MASTERS OR PROFESSIONAL DEGREE	58 10%	10 4%	23 18%	11 10%	12 14%	18 10%	21 13%	16 7%	-	9 10%	13 12%	16 13%	13 12%	6 5%	-	-	-	58 84%	14 11%	43 9%	23 9%	13 13%	14 12%	8 6%	
ADVANCED GRADUATE WORK OR PH.D.	11 2%	2 1%	1 1%	6 5%	2 3%	1 -	9 5%	2 1%	-	1 1%	1 1%	6 5%	1 1%	2 2%	-	-	-	11 16%	4 3%	8 2%	4 2%	2 2%	1 1%	4 3%	
DON'T KNOW/REFUSED	1 -	-	1 1%	-	-	1 -	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 -	1 -	-	-	-	

Table 48-1
QUESTION 44:

Are you or any member of your household a member of a local or national labor union?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (UNION - NON-UNION)	-331 -55%	-81 -44%	-220 -59%	-103 -50%	-202 -59%	-146 -49%	-183 -62%	-154 -54%	-173 -57%	-33 -49%	-249 -54%	-48 -65%	-122 -54%	-148 -57%	-76 -44%	-225 -61%	-161 -59%	-53 -40%	-87 -58%	-102 -46%	-204 -61%	-207 -55%	-124 -56%
TOTAL UNION -----	132 22%	51 28%	73 20%	51 25%	67 20%	75 25%	56 19%	64 22%	64 21%	17 25%	102 22%	13 17%	50 22%	56 21%	49 28%	70 19%	56 20%	38 29%	32 21%	60 27%	62 19%	83 22%	48 22%
RESPONDENT	75 13%	30 17%	38 10%	27 13%	36 11%	44 15%	30 10%	36 12%	36 12%	7 11%	59 13%	9 12%	27 12%	27 10%	25 14%	40 11%	34 12%	17 13%	18 12%	37 17%	34 10%	44 12%	30 13%
HOUSEHOLD MEMBER	61 10%	23 12%	37 10%	25 12%	34 10%	32 11%	29 10%	30 11%	29 10%	10 14%	47 10%	4 5%	25 11%	30 11%	24 14%	34 9%	23 9%	24 18%	14 9%	25 11%	29 9%	41 11%	20 9%
NON-UNION	462 77%	132 72%	292 79%	153 75%	269 79%	221 74%	239 81%	218 76%	237 78%	50 74%	351 77%	61 83%	172 76%	204 78%	125 71%	296 80%	217 79%	90 69%	119 79%	162 73%	265 80%	289 77%	172 77%
DON'T KNOW/REFUSED	6 1%	- -	4 1%	- -	4 1%	3 1%	1 -	4 1%	1 -	1 1%	5 1%	- -	3 2%	1 -	1 1%	4 1%	1 -	3 3%	- -	1 -	4 1%	2 1%	3 1%

Table 48-2

QUESTION 44:

Are you or any member of your household a member of a local or national labor union?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD		DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (UNION - NON-UNION)	-331 -55%	-145 -54%	-85 -66%	-61 -56%	-36 -44%	-128 -71%	-63 -38%	-125 -58%	-17 -35%	-53 -65%	-79 -72%	-56 -45%	-51 -45%	-73 -61%	-97 -52%	-93 -53%	-105 -64%	-33 -48%	132 100%	-462 -100%	-127 -52%	-53 -53%	-67 -58%	-84 -59%
TOTAL UNION	132 22%	63 23%	20 15%	24 22%	22 27%	26 14%	51 30%	45 21%	14 29%	14 17%	16 14%	34 27%	31 27%	23 20%	42 23%	41 23%	30 18%	18 26%	132 100%	-	57 23%	23 23%	24 21%	28 20%
RESPONDENT	75 13%	34 13%	14 11%	9 8%	16 20%	12 7%	30 18%	27 13%	-	10 12%	7 7%	22 18%	17 15%	19 16%	24 13%	25 14%	15 9%	11 16%	75 57%	-	36 15%	13 13%	12 10%	15 10%
HOUSEHOLD MEMBER	61 10%	30 11%	7 6%	17 15%	6 7%	14 8%	24 14%	19 9%	14 29%	5 6%	9 8%	14 11%	15 13%	4 3%	19 10%	19 11%	16 10%	7 10%	61 46%	-	22 9%	10 10%	13 11%	16 12%
NON-UNION	462 77%	208 77%	105 82%	85 77%	58 72%	154 85%	114 68%	170 79%	31 65%	67 82%	95 86%	91 72%	82 72%	96 80%	140 75%	135 76%	135 82%	51 74%	-	462 100%	183 75%	76 77%	91 79%	112 79%
DON'T KNOW/REFUSED	6 1%	1 -	4 3%	1 1%	1 1%	1 1%	3 2%	1 -	3 6%	1 1%	-	1 1%	1 1%	-	4 2%	1 1%	1 -	-	-	-	4 2%	-	1 -	2 1%

Table 49-1
 QUESTION 45:
 Have any of the following things happened to you or your family in the past year?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
HAD HOURS REDUCED	139 23%	41 22%	89 24%	50 24%	82 24%	67 23%	69 23%	73 26%	60 20%	17 25%	100 22%	22 30%	42 19%	67 26%	42 24%	85 23%	64 23%	37 28%	30 20%	55 25%	74 22%	92 24%	47 21%
LOST A JOB	106 18%	26 14%	67 18%	38 19%	60 18%	52 17%	53 18%	56 20%	48 16%	17 25%	76 17%	13 17%	36 16%	49 19%	31 17%	64 17%	45 17%	30 23%	22 15%	44 20%	52 16%	62 16%	44 20%
BEEN FURLOUGHED	48 8%	15 8%	29 8%	21 10%	23 7%	25 8%	23 8%	28 10%	19 6%	5 8%	37 8%	6 8%	15 7%	25 10%	18 11%	26 7%	23 8%	8 6%	15 10%	20 9%	25 8%	35 9%	14 6%
HOUSE FORECLOSURE	12 2%	2 1%	10 3%	2 1%	10 3%	6 2%	7 2%	4 1%	8 3%	3 5%	8 2%	1 1%	1 -	7 3%	2 1%	10 3%	7 3%	3 2%	1 1%	4 2%	7 2%	7 2%	5 2%
NONE	340 57%	117 64%	201 54%	112 55%	192 56%	175 59%	164 55%	151 53%	183 61%	32 47%	270 59%	38 51%	140 62%	135 52%	95 54%	214 58%	159 58%	65 50%	90 59%	117 52%	199 60%	207 55%	130 58%
DON'T KNOW/REFUSED	3 -	- -	2 1%	- -	2 1%	- -	2 1%	1 -	2 1%	1 2%	1 -	- -	- -	2 1%	1 -	2 1%	2 1%	- -	- -	1 -	2 1%	1 -	1 1%

Table 49-2
 QUESTION 45:
 Have any of the following things happened to you or your family in the past year?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD			DMA			REST OF STATE
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY		
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%	
HAD HOURS REDUCED	139 23%	56 21%	28 22%	33 30%	17 21%	38 21%	41 24%	49 23%	19 39%	24 29%	28 25%	29 23%	32 28%	8 6%	48 26%	46 26%	34 20%	11 16%	39 30%	98 21%	58 24%	12 12%	35 30%	34 24%	
LOST A JOB	106 18%	54 20%	26 20%	18 16%	6 7%	32 18%	34 20%	30 14%	11 23%	18 22%	25 23%	20 16%	18 16%	14 12%	33 18%	35 19%	27 16%	12 17%	17 13%	88 19%	48 20%	20 20%	11 10%	27 19%	
BEEN FURLOUGHED	48 8%	11 4%	17 13%	12 11%	6 7%	13 7%	18 11%	14 6%	6 12%	8 9%	10 9%	15 12%	10 9%	1 1%	5 2%	11 6%	18 11%	14 21%	11 9%	37 8%	20 8%	13 13%	8 7%	8 5%	
HOUSE FORECLOSURE	12 2%	6 2%	2 1%	2 2%	2 3%	2 1%	2 1%	7 3%	- -	- -	3 3%	2 2%	4 3%	3 3%	3 2%	6 3%	2 1%	1 2%	2 2%	10 2%	5 2%	2 2%	2 2%	3 2%	
NONE	340 57%	158 58%	68 53%	53 48%	57 71%	107 60%	90 53%	126 58%	19 40%	39 48%	57 51%	67 53%	60 53%	97 81%	106 57%	98 55%	97 59%	38 55%	69 52%	268 58%	139 57%	54 55%	65 56%	81 57%	
DON'T KNOW/REFUSED	3 -	1 -	1 1%	1 1%	- -	1 -	- -	1 1%	- -	- -	- -	1 1%	2 2%	- -	1 1%	- -	1 1%	- -	1 1%	1 -	1 -	- -	- -	2 1%	

Table 50-1
QUESTION 46:

Are you currently married, widowed, divorced, separated, or have you never been married?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (MARRIED - NOT MARRIED)	152 25%	48 26%	106 29%	30 15%	113 33%	43 14%	105 35%	26 9%	127 42%	25 36%	136 30%	-9 -12%	51 23%	69 26%	13 7%	116 31%	104 38%	3 2%	34 23%	24 11%	120 36%	375 100%	-223 -100%
MARRIED	375 62%	116 63%	237 64%	117 57%	225 66%	171 57%	200 67%	156 55%	213 71%	45 67%	297 65%	33 44%	138 61%	164 63%	94 54%	242 66%	188 69%	67 51%	93 61%	123 55%	225 68%	375 100%	- -
TOTAL NOT MARRIED -----	223 37%	68 37%	131 35%	87 43%	113 33%	127 43%	95 32%	130 45%	86 29%	21 31%	161 35%	41 56%	87 39%	95 37%	81 46%	126 34%	84 31%	64 49%	58 39%	100 45%	104 32%	- -	223 100%
WIDOWED	54 9%	12 6%	36 10%	16 8%	30 9%	30 10%	23 8%	29 10%	22 7%	3 5%	41 9%	10 13%	16 7%	25 10%	14 8%	35 10%	21 8%	9 7%	21 14%	21 9%	27 8%	- -	54 24%
DIVORCED	53 9%	14 7%	36 10%	17 9%	31 9%	28 9%	26 9%	26 9%	25 8%	8 11%	35 8%	11 15%	19 8%	27 10%	15 8%	35 9%	23 8%	15 12%	11 7%	22 10%	26 8%	- -	53 24%
SEPARATED	4 1%	2 1%	2 -	2 1%	1 -	2 1%	2 1%	3 1%	1 -	- -	3 1%	1 1%	2 1%	2 1%	3 2%	1 -	2 1%	2 1%	- -	1 -	2 -	- -	4 2%
NEVER BEEN MARRIED	112 19%	41 22%	58 16%	52 25%	52 15%	67 23%	45 15%	72 25%	39 13%	10 14%	83 18%	20 27%	51 23%	41 16%	49 28%	55 15%	38 14%	38 29%	26 17%	56 25%	50 15%	- -	112 50%
DON'T KNOW/REFUSED	2 -	- -	2 1%	- -	2 1%	- -	2 1%	- -	2 1%	2 2%	1 -	- -	1 -	1 -	1 -	2 -	2 1%	1 -	- -	- -	2 1%	- -	- -

Table 50-2
QUESTION 46:

Are you currently married, widowed, divorced, separated, or have you never been married?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD		DMA				
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (MARRIED - NOT MARRIED)	152 25%	60 22%	53 42%	26 23%	7 8%	56 31%	19 11%	64 30%	-34 -72%	34 42%	56 50%	46 37%	44 39%	6 5%	-9 -5%	58 32%	69 42%	33 47%	35 26%	117 25%	41 17%	34 34%	30 26%	47 33%
MARRIED	375 62%	165 61%	90 71%	68 62%	44 54%	118 65%	94 56%	139 64%	7 14%	58 71%	83 75%	86 68%	78 69%	63 53%	88 48%	118 66%	117 70%	51 74%	83 63%	289 58%	142 67%	67 67%	73 63%	94 66%
TOTAL NOT MARRIED -----	223 37%	105 39%	37 29%	42 38%	37 46%	62 35%	74 44%	75 35%	41 86%	24 29%	27 25%	40 31%	34 30%	57 47%	97 52%	60 34%	48 29%	18 26%	48 36%	172 37%	101 41%	32 33%	43 37%	47 33%
WIDOWED	54 9%	31 11%	1 1%	6 6%	15 18%	14 8%	15 9%	22 10%	- -	2 3%	1 1%	4 3%	3 3%	43 36%	28 15%	17 10%	9 5%	- 1%	9 7%	45 10%	19 8%	5 5%	12 10%	19 13%
DIVORCED	53 9%	22 8%	12 9%	12 11%	8 10%	13 7%	17 10%	19 9%	- -	1 1%	9 8%	19 15%	15 13%	9 7%	20 11%	12 7%	16 9%	5 7%	10 8%	43 9%	18 7%	11 11%	11 10%	13 9%
SEPARATED	4 1%	1 -	2 1%	1 1%	- -	- -	2 1%	1 -	- -	1 1%	1 1%	1 -	- -	1 1%	2 1%	1 1%	1 1%	- -	1 1%	3 1%	2 1%	1 1%	- -	1 1%
NEVER BEEN MARRIED	112 19%	52 19%	23 18%	24 22%	14 17%	34 19%	41 24%	33 15%	41 86%	20 24%	16 14%	16 13%	16 14%	4 4%	48 26%	29 16%	22 14%	13 18%	28 21%	82 18%	62 26%	16 16%	20 17%	14 10%
DON'T KNOW/REFUSED	2 -	1 -	1 1%	- -	1 1%	- -	- -	2 1%	- -	- -	1 1%	1 -	1 1%	- -	- -	1 -	2 1%	- -	1 1%	1 -	1 -	- -	1 -	1 1%

Table 51-1
 QUESTION 47:
 Do you have a gun in your home?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (YES - NO)	-78 -13%	-54 -30%	-9 -2%	-58 -29%	-25 -7%	-82 -27%	4 1%	-76 -27%	-6 -2%	8 12%	-64 -14%	-22 -30%	-50 -22%	-33 -13%	-46 -26%	-18 -5%	-7 -3%	-36 -28%	-28 -18%	-64 -29%	-15 -5%	-19 -5%	-58 -26%
YES	250 42%	65 35%	169 46%	73 36%	147 43%	107 36%	140 47%	104 37%	137 46%	34 51%	190 41%	26 35%	85 38%	107 41%	62 36%	167 45%	125 46%	44 34%	62 41%	78 35%	150 45%	170 45%	81 36%
NO	328 55%	119 65%	179 48%	131 64%	172 51%	189 63%	136 46%	180 63%	144 48%	26 39%	254 55%	48 65%	135 60%	141 54%	108 62%	185 50%	132 48%	80 61%	89 59%	142 64%	165 50%	189 50%	139 62%
DON'T KNOW/REFUSED	22 4%	- -	22 6%	- -	21 6%	2 1%	20 7%	1 -	21 7%	7 10%	15 3%	- -	5 2%	12 5%	4 2%	17 5%	16 6%	6 5%	- -	4 2%	17 5%	16 4%	4 2%

Table 51-2
 QUESTION 47:
 Do you have a gun in your home?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (YES - NO)	-78 -13%	-26 -10%	-37 -29%	2 2%	-13 -16%	-16 -9%	-57 -34%	2 1%	-13 -27%	-31 -38%	-11 -10%	-2 -1%	-11 -10%	-9 -7%	-10 -6%	-9 -5%	-27 -16%	-31 -45%	-6 -5%	-69 -15%	-73 -30%	-23 -23%	-11 -10%	30 21%
YES	250 42%	119 44%	43 33%	52 48%	33 41%	77 43%	55 33%	105 49%	17 36%	23 28%	48 43%	59 47%	48 42%	55 46%	82 44%	83 47%	66 40%	19 27%	61 46%	188 41%	82 34%	37 37%	49 42%	82 58%
NO	328 55%	145 53%	80 62%	50 46%	47 57%	93 52%	112 67%	103 48%	30 64%	54 66%	59 53%	61 48%	59 52%	64 53%	92 50%	92 52%	93 56%	50 72%	67 51%	257 56%	156 64%	60 60%	60 52%	52 37%
DON'T KNOW/REFUSED	22 4%	8 3%	5 4%	7 7%	1 2%	9 5%	1 1%	7 3%	- -	5 6%	4 4%	6 4%	6 6%	1 1%	12 6%	3 2%	6 4%	- 1%	4 3%	17 4%	6 3%	2 2%	7 6%	6 5%

Table 52-1

QUESTION 48:

Would you describe yourself as White, African American, Asian, Hispanic, Native American, or some other race?

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
WHITE	546 91%	160 87%	345 93%	186 91%	311 91%	261 88%	281 95%	251 88%	282 94%	65 96%	415 91%	66 89%	202 89%	242 93%	146 83%	348 94%	256 94%	107 82%	141 93%	196 88%	308 93%	352 94%	194 87%
AFRICAN AMERICAN OR BLACK	23 4%	14 8%	8 2%	10 5%	11 3%	22 7%	1 -	21 7%	2 1%	- -	20 4%	4 5%	14 6%	5 2%	16 9%	7 2%	3 1%	16 12%	4 3%	17 7%	6 2%	5 1%	18 8%
HISPANIC OR LATINO	7 1%	3 2%	3 1%	3 2%	3 1%	4 1%	3 1%	4 1%	3 1%	- -	3 1%	3 5%	1 -	4 1%	6 3%	- -	4 2%	- -	2 2%	2 1%	3 1%	1 -	5 2%
NATIVE AMERICAN OR AMERICAN INDIA	6 1%	2 1%	4 1%	2 1%	4 1%	4 1%	2 1%	4 1%	3 1%	- -	6 1%	- -	3 1%	2 1%	3 1%	4 1%	3 1%	3 2%	1 -	2 1%	2 1%	4 1%	2 1%
ASIAN, OR SOUTH ASIAN OR PACIFIC ISLANDER	2 -	1 1%	- -	1 1%	- -	1 -	- -	1 -	- -	- 1%	- -	1 1%	1 -	- -	1 1%	- -	- -	- -	1 1%	1 -	- -	2 -	- -
DON'T KNOW/REFUSED	16 3%	3 2%	10 3%	2 1%	11 3%	5 2%	9 3%	4 2%	11 4%	2 3%	14 3%	- -	5 2%	7 3%	3 2%	10 3%	6 2%	5 4%	2 1%	4 2%	11 3%	11 3%	3 1%

Table 52-2
 QUESTION 48:
 Would you describe yourself as White, African American, Asian, Hispanic, Native American, or some other race?

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
WHITE	546 91%	244 90%	113 88%	107 97%	74 91%	170 94%	150 89%	196 91%	36 75%	73 89%	101 91%	116 92%	105 92%	116 97%	163 88%	166 94%	153 92%	63 91%	115 87%	430 93%	209 86%	94 95%	109 94%	134 95%
AFRICAN AMERICAN OR BLACK	23 4%	11 4%	7 5%	-	5 6%	2 1%	13 8%	7 3%	8 16%	5 6%	2 2%	6 5%	3 2%	-	12 6%	3 2%	6 4%	3 4%	7 5%	14 3%	23 9%	-	-	1 1%
HISPANIC OR LATINO	7 1%	5 2%	1 1%	-	-	3 2%	1 1%	2 1%	4 9%	1 1%	2 2%	-	-	-	7 4%	-	-	-	2 2%	5 1%	5 2%	1 1%	1 1%	-
NATIVE AMERICAN OR AMERICAN INDIA	6 1%	3 1%	2 1%	-	2 3%	1 -	1 1%	4 2%	-	1 1%	2 2%	2 2%	1 1%	1 -	2 1%	4 3%	-	-	2 2%	4 1%	1 1%	1 1%	3 2%	2 1%
ASIAN, OR SOUTH ASIAN OR PACIFIC ISLANDER	2 -	1 -	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	2 -	-	1 1%	-	-
DON'T KNOW/REFUSED	16 3%	7 2%	4 3%	3 3%	1 1%	5 3%	2 1%	6 3%	-	3 3%	4 3%	2 1%	4 4%	3 3%	3 1%	3 2%	6 4%	4 5%	6 4%	9 2%	5 2%	2 2%	4 3%	5 3%

Table 53-1
 QUESTION 49:
 Do you belong to any groups in which you talk to one or more members of the group at least once every 2 weeks? Examples include social clubs, recreational groups, trade unions, commercial groups, professional organizations, groups concerned with children like the PTA or Boy Scouts, or groups concerned with community service.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
**D/S (YES - NO)	-109 -18%	-40 -22%	-50 -14%	-20 -10%	-72 -21%	-58 -19%	-53 -18%	-48 -17%	-58 -19%	-5 -8%	-100 -22%	-3 -4%	-37 -16%	-47 -18%	-30 -17%	-66 -18%	-70 -26%	-20 -15%	-22 -15%	-48 -22%	-53 -16%	-52 -14%	-58 -26%
YES	244 41%	72 39%	158 43%	92 45%	133 39%	120 40%	120 41%	119 42%	120 40%	30 45%	178 39%	35 48%	94 42%	106 41%	72 41%	151 41%	101 37%	55 42%	64 43%	87 39%	137 41%	161 43%	82 37%
NO	352 59%	112 61%	208 56%	112 55%	205 60%	178 60%	173 58%	166 58%	178 59%	36 53%	278 61%	39 52%	131 58%	153 59%	102 58%	217 59%	171 62%	75 57%	86 57%	135 61%	191 58%	213 57%	139 62%
DON'T KNOW/REFUSED	4 1%	- -	3 1%	- -	3 1%	1 -	3 1%	1 -	3 1%	2 2%	2 -	- -	1 1%	1 -	1 1%	2 -	2 1%	1 1%	1 -	- -	3 1%	- -	2 1%

Table 53-2
 QUESTION 49:
 Do you belong to any groups in which you talk to one or more members of the group at least once every 2 weeks? Examples include social clubs, recreational groups, trade unions, commercial groups, professional organizations, groups concerned with children like the PTA or Boy Scouts, or groups concerned with community service.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP						EDUCATION				UNION HOUSEHOLD			DMA			
	TOTAL	TV	INTER- NET	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE	
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
**D/S (YES - NO)	-109 -18%	-79 -29%	-10 -8%	-8 -7%	-11 -14%	-23 -13%	-42 -25%	-44 -20%	-15 -32%	-13 -16%	-24 -22%	-18 -14%	-19 -16%	-20 -17%	-68 -37%	-61 -35%	15 9%	5 7%	-24 -18%	-84 -18%	-43 -17%	-21 -21%	-30 -26%	-15 -11%
YES	244 41%	95 35%	59 46%	51 46%	35 43%	78 43%	63 38%	85 39%	16 34%	34 42%	43 39%	54 43%	47 41%	49 41%	58 31%	58 33%	89 54%	37 54%	53 40%	188 41%	100 41%	39 39%	43 37%	63 44%
NO	352 59%	174 64%	69 54%	59 53%	46 57%	101 56%	105 62%	129 60%	31 66%	48 58%	67 61%	71 57%	66 58%	70 58%	127 68%	119 67%	74 45%	32 46%	78 59%	272 59%	142 58%	60 60%	73 63%	78 55%
DON'T KNOW/REFUSED	4 1%	2 1%	-	1 1%	1 1%	1 -	-	2 1%	-	-	1 1%	1 1%	1 1%	1 1%	1 -	1 -	3 2%	-	1 1%	2 -	2 1%	1 1%	1 -	1 -

Table 54-1
QUESTION 50:
Gender.

BANNER 1

	DIRECTION OF U.S.		DIRECTION OF WI		OBAMA JOB APPROVAL		DOYLE JOB APPROVAL		ELECTED OFFICIAL TRAIT INDEX			ENVIRONMENT V JOBS		ROLE OF GOVERNMENT		STATE GOV SPENDING			OBAMA HEALTH CARE		MARRIED		
	TOTAL	RIGHT DIR	WRONG TRACK	RIGHT DIR	WRONG TRACK	APPRV	DISAP	APPRV	DISAP	LOW	MED	HIGH	ENV-IRON	JOBS	GOVT GUAR-ANTEE	AHEAD ON OWN	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	FAVOR	OPPOSE	MARR-IED	NOT MARR-IED
BASE=TOTAL SAMPLE	600 100%	184 31%	370 62%	204 34%	340 57%	298 50%	297 49%	285 48%	302 50%	68 11%	458 76%	74 12%	226 38%	260 43%	175 29%	370 62%	273 46%	131 22%	151 25%	223 37%	331 55%	375 62%	223 37%
MALE	288 48%	75 41%	195 53%	81 40%	189 56%	124 41%	162 55%	112 39%	171 57%	43 64%	220 48%	25 34%	105 47%	137 53%	65 37%	204 55%	161 59%	52 40%	55 37%	93 42%	177 54%	180 48%	106 47%
FEMALE	312 52%	109 59%	174 47%	123 60%	151 44%	174 59%	134 45%	174 61%	130 43%	24 36%	239 52%	49 66%	121 53%	123 47%	110 63%	166 45%	112 41%	79 60%	96 63%	130 58%	154 46%	195 52%	117 53%

Table 54-2
QUESTION 50:
Gender.

BANNER 2

	MEDIA HABITS				PARTY ID			AGEGROUP							EDUCATION				UNION HOUSEHOLD		DMA			
	TOTAL	TV	INTER- NET	RADIO	NEWS- PAPER	REP	DEM	IND	18-24	25-34	35-44	45-54	55-64	65+	HS OR LESS	SOME COLL	COLL	GRAD+	UNION	NON- UNION	MIL- WAUKEE	MAD- ISON	GREEN BAY	REST OF STATE
BASE=TOTAL SAMPLE	600 100%	271 45%	128 21%	110 18%	81 14%	180 30%	168 28%	216 36%	47 8%	82 14%	111 18%	126 21%	114 19%	120 20%	186 31%	178 30%	166 28%	69 12%	132 22%	462 77%	244 41%	99 16%	116 19%	141 24%
MALE	288 48%	115 43%	61 48%	61 56%	44 55%	87 48%	62 37%	125 58%	28 59%	36 44%	55 49%	63 50%	55 49%	51 43%	89 48%	82 46%	84 50%	33 47%	74 56%	210 45%	117 48%	48 48%	56 48%	67 47%
FEMALE	312 52%	156 57%	67 52%	49 44%	37 45%	93 52%	106 63%	91 42%	19 41%	46 56%	56 51%	64 50%	58 51%	69 57%	97 52%	96 54%	82 50%	37 53%	58 44%	252 55%	127 52%	51 52%	60 52%	74 53%

