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	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 (DEFINITELY - PROBABLY)	542	169	329	174	315	258	278	241	288	68	412	62	205	236	151	341	259	102	142	202	301	357	183
	90%	92%	89%	85%	93%	87%	94%	85%	95%	100%	90%	84%	91%	91%	86%	92%	95%	78%	94%	90%	91%	95%	82%
DEFINITELY VOTE	571	176	350	189	328	278	287	263	295	68	435	68	215	248	163	355	266	116	147	212	316	366	203
	95%	96%	95%	93%	96%	93%	97%	92%	98%	100%	95%	92%	95%	95%	93%	96%	97%	89%	97%	95%	96%	98%	91%
PROBABLY VOTE	29	8	20	15	13	20	9	22	7	-	23	6	11	12	12	14	7	15	4	11	15	9	20
	5%	4%	5%	7%	4%	7%	3%	8%	2%	-	5%	8%	5%	5%	7%	4%	3%	11%	3%	5%	4%	2%	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	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 (DEFINITELY - PROBABLY)	542	245	112	101	75	170	145	196	8	79	107	124	109	114	149	158	164	69	118	424	207	97	105	134
	90%	90%	87%	92%	93%	94%	87%	91%	16%	97%	97%	98%	96%	96%	80%	89%	99%	100%	90%	92%	85%	98%	90%	95%
DEFINITELY VOTE	571	258	120	105	78	175	157	206	27	81	109	125	112	117	167	168	165	69	125	443	226	98	110	137
	95%	95%	94%	96%	96%	97%	93%	95%	58%	98%	98%	99%	98%	98%	90%	94%	100%	100%	95%	96%	92%	99%	95%	97%
PROBABLY VOTE	29	13	8	5	3	5	11	10	20	1	2	1	2	3	18	10	1	-	7	19	18	1	6	4
	5%	5%	6%	4%	4%	3%	7%	5%	42%	2%	2%	1%	2%	2%	10%	6%	-	-	5%	4%	8%	1%	5%	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	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%
MOST OF THE TIME	378	109	245	106	240	164	212	150	221	56	287	35	127	177	93	253	196	73	79	127	233	240	136
	63%	59%	66%	52%	71%	55%	71%	53%	73%	83%	63%	47%	56%	68%	53%	68%	72%	55%	52%	57%	70%	64%	61%
SOME OF THE TIME	165	54	94	70	76	96	66	94	65	9	130	26	77	57	55	92	63	40	55	66	80	107	58
	27%	29%	26%	34%	22%	32%	22%	33%	21%	13%	28%	36%	34%	22%	31%	25%	23%	30%	36%	29%	24%	29%	26%
ONLY NOW AND THEN	46	18	23	20	22	33	13	32	14	3	35	8	20	18	21	21	12	17	12	28	14	24	22
	8%	10%	6%	10%	6%	11%	4%	11%	5%	4%	8%	11%	9%	7%	12%	6%	4%	13%	8%	13%	4%	6%	10%
HARDLY AT ALL	10	4	6	8	2	4	6	8	2	-	6	3	2	7	6	3	2	1	4	2	3	4	6
	2%	2%	2%	4%	1%	1%	2%	3%	1%	-	1%	5%	1%	3%	3%	1%	1%	1%	2%	1%	1%	1%	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	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%
MOST OF THE TIME	378	168	76	73	56	114	99	145	25	32	63	90	77	92	101	115	110	52	92	284	170	60	62	86
	63%	62%	59%	66%	69%	63%	59%	67%	52%	39%	57%	71%	68%	77%	54%	64%	66%	75%	70%	61%	70%	61%	53%	61%
SOME OF THE TIME	165	78	44	22	19	54	49	51	7	44	35	28	27	23	57	46	47	15	32	129	56	30	35	44
	27%	29%	35%	20%	24%	30%	29%	24%	16%	53%	32%	22%	24%	19%	31%	26%	28%	21%	24%	28%	23%	30%	30%	31%
ONLY NOW AND THEN	46	19	7	14	6	10	19	15	11	6	11	5	9	3	23	15	8	1	8	38	14	8	17	7
	8%	7%	5%	13%	7%	5%	12%	7%	24%	7%	10%	4%	8%	3%	12%	8%	5%	1%	6%	8%	6%	8%	15%	5%
HARDLY AT ALL	10	6	1	1	-	2	1	5	4	-	1	2	1	1	5	2	1	1	-	10	3	-	2	4
	2%	2%	1%	1%	1%	1%	1%	2%	8%	1%	1%	2%	1%	1%	3%	1%	1%	2%	-	2%	1%	-	2%	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	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 (RIGHT DIRECTION - WRONG TRACK)	-186	184	-370	66	-253	94	-279	58	-238	-60	-139	13	9	-164	39	-224	-179	19	-	91	-273	-121	-63
	-31%	100%	-100%	32%	-74%	32%	-94%	20%	-79%	-88%	-30%	17%	4%	-63%	22%	-61%	-66%	15%	-	41%	-82%	-32%	-28%
RIGHT DIRECTION	184	184	-	130	35	179	5	156	27	3	142	39	108	38	98	64	41	68	68	144	24	116	68
	31%	100%	-	64%	10%	60%	2%	55%	9%	5%	31%	52%	48%	15%	56%	17%	15%	52%	45%	65%	7%	31%	31%
WRONG TRACK	370	-	370	64	288	85	284	98	265	63	281	26	99	203	59	288	220	48	69	53	297	237	131
	62%	-	100%	31%	85%	28%	96%	34%	88%	93%	61%	35%	44%	78%	33%	78%	81%	37%	46%	24%	90%	63%	59%
DON'T KNOW/REFUSED	46	-	-	10	18	35	7	31	10	2	35	9	19	19	18	18	12	15	14	25	10	22	24
	8%	-	-	5%	5%	12%	2%	11%	3%	3%	8%	13%	8%	7%	11%	5%	5%	12%	9%	11%	3%	6%	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	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 (RIGHT DIRECTION - WRONG TRACK)	-186	-68	-55	-53	-9	-151	66	-87	-7	-17	-44	-35	-31	-50	-54	-85	-39	-7	-21	-160	-75	-16	-41	-54
	-31%	-25%	-43%	-48%	-11%	-84%	39%	-40%	-16%	-21%	-40%	-28%	-28%	-42%	-29%	-48%	-23%	-10%	-16%	-35%	-31%	-16%	-35%	-38%
RIGHT DIRECTION	184	93	30	24	33	11	108	56	19	28	31	39	39	30	58	40	60	27	51	132	76	38	31	39
	31%	34%	24%	22%	41%	6%	65%	26%	39%	34%	28%	31%	34%	25%	31%	22%	36%	39%	39%	29%	31%	38%	26%	28%
WRONG TRACK	370	161	85	77	42	162	42	143	26	45	75	74	70	79	111	125	98	34	73	292	151	54	72	94
	62%	59%	66%	70%	52%	90%	25%	66%	55%	55%	68%	59%	61%	66%	60%	70%	59%	49%	55%	63%	62%	54%	62%	66%
DON'T KNOW/REFUSED	46	17	13	8	6	6	17	17	3	9	5	13	5	11	17	14	8	8	8	37	17	8	14	8
	8%	6%	10%	8%	7%	3%	10%	8%	6%	12%	5%	10%	5%	9%	9%	8%	5%	12%	6%	8%	7%	8%	12%	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	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 (RIGHT DIRECTION -	-136	95	-223	204	-340	61	-198	106	-240	-59	-119	42	20	-119	51	-177	-160	-5	41	63	-199	-108	-26
WRONG TRACK)	-23%	52%	-60%	100%	-100%	20%	-67%	37%	-79%	-88%	-26%	57%	9%	-46%	29%	-48%	-59%	-4%	27%	28%	-60%	-29%	-11%
RIGHT DIRECTION	204	130	64	204	-	161	41	177	24	4	145	55	113	63	99	87	52	55	86	130	57	117	87
	34%	71%	17%	100%	-	54%	14%	62%	8%	5%	32%	75%	50%	24%	57%	24%	19%	42%	57%	58%	17%	31%	39%
WRONG TRACK	340	35	288	-	340	101	239	72	264	63	264	13	92	182	49	264	212	60	46	67	256	225	113
	57%	19%	78%	-	100%	34%	81%	25%	87%	93%	58%	18%	41%	70%	28%	71%	78%	46%	30%	30%	77%	60%	51%
DON'T KNOW/REFUSED	55	18	18	-	-	36	17	36	14	1	49	5	21	15	27	19	9	16	19	25	19	32	23
	9%	10%	5%	-	-	12%	6%	13%	5%	1%	11%	7%	9%	6%	15%	5%	3%	12%	13%	11%	6%	9%	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	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 (RIGHT DIRECTION - WRONG TRACK)	-136	-34	-61	-30	-7	-90	47	-86	-	-2	-41	-34	-26	-33	-37	-55	-32	-11	-16	-116	-81	-	-22	-32
	-23%	-12%	-48%	-27%	-9%	-50%	28%	-40%	-1%	-2%	-37%	-27%	-23%	-28%	-20%	-31%	-19%	-16%	-12%	-25%	-33%	-1%	-19%	-23%
RIGHT DIRECTION	204	104	27	35	35	39	96	58	24	35	31	38	41	34	66	54	61	24	51	153	73	43	42	46
	34%	38%	21%	32%	43%	22%	57%	27%	50%	43%	28%	30%	36%	29%	36%	30%	37%	34%	39%	33%	30%	44%	36%	33%
WRONG TRACK	340	138	89	66	42	129	49	144	24	37	72	72	68	68	103	109	93	35	67	269	154	44	65	78
	57%	51%	69%	60%	51%	71%	29%	67%	50%	45%	65%	57%	60%	57%	55%	61%	56%	50%	51%	58%	63%	44%	56%	55%
DON'T KNOW/REFUSED	55	29	12	9	5	13	23	14	-	10	8	16	5	17	17	15	13	10	14	40	17	12	9	17
	9%	11%	9%	8%	6%	7%	14%	7%	-	13%	7%	12%	4%	15%	9%	8%	8%	15%	11%	9%	7%	12%	8%	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	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%
IMPROVING THE STATE'S ECONOMY AND PROTECTING JOBS	260	77	159	98	144	134	124	126	131	28	191	41	95	111	84	151	115	52	78	100	145	157	102
	43%	42%	43%	48%	42%	45%	42%	44%	43%	42%	42%	55%	42%	43%	48%	41%	42%	40%	52%	45%	44%	42%	46%
HOLDING THE LINE ON TAXES AND GOVERNMENT SPENDING	161	22	128	28	118	43	117	45	114	23	126	12	44	89	23	121	107	17	22	37	119	114	46
	27%	12%	35%	14%	35%	15%	39%	16%	38%	34%	27%	17%	20%	34%	13%	33%	39%	13%	14%	16%	36%	30%	21%
IMPROVING EDUCATION	69	36	28	26	30	55	13	50	18	3	56	9	41	14	27	35	14	29	24	40	22	46	23
	11%	19%	7%	13%	9%	18%	4%	18%	6%	5%	12%	13%	18%	6%	16%	9%	5%	22%	16%	18%	7%	12%	10%
MAKING HEALTH CARE AND PRESCRIPTION DRUGS MORE AFFORDABLE	63	28	33	30	27	39	24	40	17	6	49	8	25	28	21	38	23	19	16	33	22	32	31
	11%	15%	9%	15%	8%	13%	8%	14%	6%	9%	11%	11%	11%	11%	12%	10%	8%	14%	10%	15%	7%	9%	14%
PROTECTING THE ENVIRONMENT	5	4	-	4	-	4	-	3	1	-	4	-	3	-	3	1	3	2	-	2	3	4	1
	1%	2%	-	2%	-	1%	-	1%	-	1%	1%	-	1%	-	2%	-	1%	2%	-	1%	1%	1%	1%
FIGHTING CRIME	3	1	2	2	-	1	2	3	-	-	2	-	2	1	1	2	-	-	3	1	2	-	2
	-	-	1%	1%	-	-	1%	1%	-	-	1%	1%	1%	-	-	1%	-	-	2%	-	-	-	1%
AFFORDABLE ELECTRICITY	1	-	1	-	1	1	-	-	1	1	-	-	-	1	-	1	-	1	-	1	-	-	1
	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	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	5	9	4	10	6	8	3	10	4	10	-	4	8	4	10	8	3	2	3	8	8	6
	2%	3%	2%	2%	3%	2%	3%	1%	3%	6%	2%	-	2%	3%	2%	3%	3%	2%	1%	1%	2%	2%	2%
DON'T KNOW/REFUSED	22	10	9	10	9	13	7	14	8	1	18	3	9	9	11	10	4	7	8	5	10	12	10
	4%	6%	3%	5%	3%	5%	2%	5%	3%	2%	4%	4%	4%	3%	6%	3%	1%	5%	5%	2%	3%	3%	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			
	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%
IMPROVING THE STATE'S ECONOMY AND PROTECTING JOBS	260	128	53	36	40	78	76	91	25	26	46	52	59	52	81	87	66	27	55	204	104	41	64	52
	43%	47%	41%	32%	49%	43%	45%	42%	53%	32%	41%	41%	52%	44%	43%	49%	40%	38%	42%	44%	43%	41%	55%	37%
HOLDING THE LINE ON TAXES AND GOVERNMENT SPENDING	161	66	39	35	17	69	10	72	6	25	31	39	26	34	41	53	46	20	38	123	76	24	28	32
	27%	24%	30%	32%	22%	39%	6%	33%	13%	30%	28%	31%	23%	28%	22%	30%	28%	29%	29%	27%	31%	24%	24%	23%
IMPROVING EDUCATION	69	23	17	17	11	14	41	11	3	22	16	10	7	11	13	14	32	10	14	52	24	19	8	18
	11%	8%	13%	16%	14%	8%	24%	5%	6%	27%	14%	8%	6%	9%	7%	8%	20%	15%	11%	11%	10%	19%	7%	13%
MAKING HEALTH CARE AND PRESCRIPTION DRUGS MORE AFFORDABLE	63	31	9	14	9	14	28	17	2	6	12	20	11	12	27	17	11	7	14	49	20	10	7	26
	11%	11%	7%	13%	11%	8%	17%	8%	5%	8%	11%	16%	9%	10%	15%	9%	7%	10%	10%	11%	8%	10%	6%	19%
PROTECTING THE ENVIRONMENT	5	-	2	1	1	-	2	2	-	-	1	1	3	-	-	-	3	1	1	3	4	-	1	-
	1%	-	2%	1%	1%	-	1%	1%	-	-	1%	1%	2%	-	-	-	2%	2%	1%	1%	1%	-	1%	-
FIGHTING CRIME	3	2	-	-	-	-	-	1	2	-	-	-	-	1	-	2	-	-	2	-	1	-	2	-
	-	1%	-	-	-	-	-	-	3%	1%	-	-	-	1%	-	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	5	3	3	2	1	1	11	5	1	-	-	3	5	6	3	4	2	4	10	8	3	-	3
	2%	2%	2%	3%	3%	1%	1%	5%	10%	1%	-	-	2%	4%	3%	2%	2%	2%	3%	2%	3%	3%	-	2%
DON'T KNOW/REFUSED	22	16	5	1	-	4	7	10	5	1	5	3	4	5	16	2	3	1	3	18	7	2	6	8
	4%	6%	4%	1%	-	2%	4%	5%	10%	1%	5%	2%	4%	4%	9%	1%	2%	1%	2%	4%	3%	2%	5%	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	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 (BETTER - WORSE)	-275	-29	-223	-39	-213	-73	-198	-71	-199	-46	-212	-17	-77	-136	-53	-197	-163	-48	-42	-56	-206	-180	-93
	-46%	-16%	-60%	-19%	-63%	-25%	-67%	-25%	-66%	-68%	-46%	-23%	-34%	-52%	-30%	-53%	-60%	-37%	-28%	-25%	-62%	-48%	-42%
GOTTEN BETTER	59	34	21	32	19	44	15	45	13	-	49	11	28	24	27	29	20	14	22	37	15	33	26
	10%	19%	6%	16%	6%	15%	5%	16%	4%	-	11%	15%	12%	9%	16%	8%	7%	11%	14%	17%	5%	9%	12%
GOTTEN WORSE	334	63	244	71	232	118	213	116	212	46	261	28	105	160	80	225	183	62	64	93	221	214	119
	56%	34%	66%	35%	68%	39%	72%	41%	70%	68%	57%	37%	47%	61%	46%	61%	67%	47%	42%	42%	67%	57%	53%
STAYED ABOUT THE SAME	201	85	102	99	87	132	67	122	73	21	145	35	91	75	64	115	70	54	65	91	93	123	77
	33%	46%	27%	48%	25%	44%	22%	43%	24%	31%	32%	47%	40%	29%	37%	31%	26%	41%	43%	41%	28%	33%	35%
DON'T KNOW/REFUSED	6	2	4	2	3	3	2	2	4	-	4	1	1	1	3	2	1	2	1	2	3	5	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	-	-	1%	1%	1%	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	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 (BETTER - WORSE)	-275	-126	-75	-47	-24	-114	-31	-114	-19	-45	-43	-52	-60	-55	-91	-83	-70	-31	-60	-212	-123	-34	-53	-65
	-46%	-46%	-59%	-43%	-29%	-63%	-19%	-53%	-40%	-55%	-39%	-41%	-53%	-46%	-49%	-47%	-42%	-44%	-46%	-46%	-50%	-34%	-46%	-46%
GOTTEN BETTER	59	25	11	11	13	9	34	14	5	9	11	14	8	11	15	16	23	6	15	45	22	16	10	10
	10%	9%	8%	10%	16%	5%	20%	7%	11%	11%	10%	11%	7%	9%	8%	9%	14%	8%	11%	10%	9%	16%	9%	7%
GOTTEN WORSE	334	151	86	58	37	123	65	128	24	54	54	66	69	66	106	99	93	36	75	257	145	50	64	76
	56%	56%	67%	53%	45%	68%	39%	59%	51%	66%	49%	53%	61%	55%	57%	56%	56%	52%	57%	56%	59%	50%	55%	54%
STAYED ABOUT THE SAME	201	93	32	40	30	47	66	73	18	18	43	46	36	38	62	63	48	27	41	156	76	32	41	52
	33%	34%	25%	36%	37%	26%	40%	34%	38%	22%	39%	36%	32%	32%	34%	36%	29%	39%	31%	34%	31%	33%	35%	37%
DON'T KNOW/REFUSED	6	3	-	2	1	2	2	1	-	-	2	-	-	4	3	-	3	-	1	5	1	1	1	3
	1%	1%	-	2%	1%	1%	1%	-	-	1%	1%	-	-	3%	2%	-	2%	-	1%	1%	-	1%	1%	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	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 (BETTER - WORSE)	155	114	26	120	13	154	-2	156	-6	-20	128	47	88	35	85	55	19	62	68	124	14	81	74
	26%	62%	7%	59%	4%	52%	-1%	55%	-2%	-30%	28%	64%	39%	13%	49%	15%	7%	47%	45%	56%	4%	22%	33%
GET BETTER	239	115	104	123	90	169	68	168	65	9	181	49	104	87	95	119	75	72	74	134	82	135	104
	40%	63%	28%	60%	26%	57%	23%	59%	22%	13%	40%	66%	46%	34%	54%	32%	27%	55%	49%	60%	25%	36%	46%
GET WORSE	84	1	78	3	76	15	69	11	71	29	54	1	15	52	10	64	56	10	6	9	68	54	30
	14%	1%	21%	2%	22%	5%	23%	4%	24%	42%	12%	2%	7%	20%	6%	17%	20%	8%	4%	4%	21%	14%	13%
STAY ABOUT THE SAME	264	66	178	77	167	110	152	102	157	29	211	24	103	116	65	182	137	46	67	75	172	177	84
	44%	36%	48%	38%	49%	37%	51%	36%	52%	43%	46%	32%	46%	44%	37%	49%	50%	35%	44%	34%	52%	47%	38%
DON'T KNOW/REFUSED	14	1	9	1	8	4	8	4	9	1	12	-	4	5	6	5	6	3	4	4	9	8	5
	2%	-	3%	-	2%	2%	3%	2%	3%	2%	3%	-	2%	2%	3%	1%	2%	2%	2%	2%	3%	2%	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	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 (BETTER - WORSE)	155	86	12	16	40	18	96	34	16	27	18	28	29	37	53	30	54	18	43	110	52	31	37	35
	26%	32%	10%	15%	49%	10%	57%	16%	34%	33%	16%	22%	25%	31%	29%	17%	32%	27%	32%	24%	21%	31%	32%	25%
GET BETTER	239	123	36	34	44	47	102	77	24	33	34	49	45	53	82	58	73	26	61	175	90	45	47	56
	40%	45%	28%	31%	54%	26%	61%	35%	50%	40%	31%	39%	39%	44%	44%	32%	44%	38%	47%	38%	37%	45%	41%	40%
GET WORSE	84	37	24	18	4	29	6	43	8	6	16	22	16	17	29	28	19	8	19	65	38	14	10	21
	14%	14%	19%	16%	5%	16%	3%	20%	16%	7%	15%	17%	14%	14%	16%	16%	11%	11%	14%	14%	16%	14%	8%	15%
STAY ABOUT THE SAME	264	107	66	53	31	100	58	90	16	41	58	53	49	46	71	89	68	34	51	209	111	37	56	59
	44%	40%	52%	48%	38%	56%	35%	42%	34%	50%	53%	42%	43%	39%	38%	50%	41%	49%	39%	45%	46%	37%	49%	42%
DON'T KNOW/REFUSED	14	4	2	5	2	3	3	6	-	3	2	2	4	4	4	3	6	1	-	13	4	3	3	4
	2%	2%	2%	5%	2%	2%	2%	3%	-	3%	1%	1%	4%	3%	2%	2%	3%	2%	-	3%	2%	3%	2%	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	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 (BETTER - WORSE)	96	57	35	57	32	74	22	70	27	-5	88	14	49	27	39	46	22	38	28	62	28	63	33
	16%	31%	10%	28%	9%	25%	7%	24%	9%	-7%	19%	18%	22%	10%	22%	12%	8%	29%	18%	28%	8%	17%	15%
GET BETTER	154	64	81	70	74	92	61	88	62	12	122	20	62	58	52	86	56	46	39	71	73	98	55
	26%	35%	22%	34%	22%	31%	20%	31%	20%	18%	27%	26%	28%	22%	30%	23%	20%	35%	26%	32%	22%	26%	25%
GET WORSE	57	7	46	13	42	18	39	18	35	17	34	6	13	31	13	40	34	9	11	8	45	35	22
	10%	4%	12%	6%	12%	6%	13%	6%	12%	25%	7%	8%	6%	12%	7%	11%	12%	7%	7%	4%	14%	9%	10%
STAY ABOUT THE SAME	377	111	234	118	218	183	191	173	199	37	291	49	148	165	107	238	177	75	98	141	207	234	142
	63%	61%	63%	58%	64%	61%	64%	61%	66%	54%	64%	66%	65%	63%	61%	64%	65%	57%	65%	63%	63%	62%	64%
DON'T KNOW/REFUSED	12	2	9	4	6	5	6	6	6	1	11	-	3	6	3	5	7	1	3	3	6	8	4
	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	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			
	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 (BETTER - WORSE)	96	43	24	14	13	28	41	18	23	26	20	21	11	-6	34	20	30	12	29	64	61	8	17	11
	16%	16%	19%	12%	16%	16%	25%	8%	49%	32%	18%	17%	10%	-5%	18%	11%	18%	17%	22%	14%	25%	8%	15%	8%
GET BETTER	154	65	39	27	20	48	50	41	25	32	31	32	20	12	46	41	50	16	36	114	79	18	28	28
	26%	24%	30%	24%	25%	26%	30%	19%	53%	39%	28%	26%	17%	10%	25%	23%	30%	23%	27%	25%	32%	19%	25%	20%
GET WORSE	57	22	15	13	7	19	9	24	2	6	11	11	8	18	12	21	20	4	7	51	19	11	11	17
	10%	8%	11%	12%	9%	11%	5%	11%	5%	7%	10%	9%	7%	15%	7%	12%	12%	5%	5%	11%	8%	11%	10%	12%
STAY ABOUT THE SAME	377	180	72	69	51	112	108	144	20	41	67	79	82	87	122	113	93	49	86	290	141	69	76	91
	63%	66%	56%	63%	63%	62%	64%	66%	42%	51%	61%	63%	72%	73%	66%	63%	56%	70%	65%	63%	58%	69%	66%	64%
DON'T KNOW/REFUSED	12	5	3	1	3	2	1	7	-	2	1	3	4	2	5	2	3	1	4	8	5	1	-	6
	2%	2%	2%	1%	4%	1%	1%	3%	-	3%	1%	3%	3%	2%	3%	1%	2%	2%	3%	2%	2%	1%	-	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	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 (FAVORABLE - UNFAVORABLE)	-31	109	-159	130	-176	157	-188	209	-240	-48	-36	53	78	-103	92	-131	-141	58	53	136	-185	-66	35
	-5%	59%	-43%	63%	-52%	53%	-63%	73%	-80%	-71%	-8%	71%	35%	-39%	52%	-35%	-52%	44%	35%	61%	-56%	-18%	16%
TOTAL HEARD OF	550	173	343	187	317	272	275	257	288	64	422	64	209	238	156	344	253	119	137	204	311	352	196
	92%	94%	93%	91%	93%	91%	93%	90%	95%	94%	92%	87%	93%	91%	89%	93%	93%	91%	90%	91%	94%	94%	88%
TOTAL FAVORABLE	260	141	92	158	71	214	44	233	24	8	193	59	144	68	124	106	56	89	95	170	63	143	116
	43%	77%	25%	77%	21%	72%	15%	82%	8%	11%	42%	79%	64%	26%	71%	29%	20%	68%	63%	76%	19%	38%	52%
TOTAL UNFAVORABLE	291	32	251	28	247	57	232	24	264	56	229	6	66	170	32	237	197	30	42	34	248	209	80
	48%	17%	68%	14%	72%	19%	78%	8%	88%	83%	50%	8%	29%	65%	18%	64%	72%	23%	28%	15%	75%	56%	36%
VERY FAVORABLE	74	50	17	50	17	69	5	71	3	3	45	26	42	15	42	23	14	28	28	55	14	35	38
	12%	27%	5%	24%	5%	23%	2%	25%	1%	5%	10%	35%	19%	6%	24%	6%	5%	21%	19%	25%	4%	9%	17%
SOMEWHAT FAVORABLE	186	91	75	108	54	145	39	162	21	4	148	33	101	52	82	83	42	61	66	114	49	108	78
	31%	49%	20%	53%	16%	49%	13%	57%	7%	7%	32%	44%	45%	20%	47%	23%	15%	46%	44%	51%	15%	29%	35%
SOMEWHAT UNFAVORABLE	88	19	65	17	61	32	56	20	67	4	81	4	36	37	13	64	45	14	22	17	66	60	28
	15%	10%	18%	8%	18%	11%	19%	7%	22%	5%	18%	5%	16%	14%	7%	17%	17%	11%	15%	8%	20%	16%	12%
VERY UNFAVORABLE	203	13	186	11	185	26	176	4	197	52	148	2	30	133	20	173	152	17	20	17	181	149	53
	34%	7%	50%	6%	54%	9%	59%	1%	65%	77%	32%	3%	13%	51%	11%	47%	55%	13%	13%	8%	55%	40%	24%
NEVER HEARD OF HIM/HER	23	4	14	9	11	11	13	17	4	2	17	5	5	14	7	15	13	6	4	8	10	11	12
	4%	2%	4%	4%	3%	4%	4%	6%	1%	3%	4%	7%	2%	5%	4%	4%	5%	4%	3%	3%	3%	3%	6%
DON'T KNOW/REFUSED	26	6	13	9	12	15	9	12	10	2	20	5	12	8	12	11	8	6	10	11	10	12	15
	4%	3%	3%	5%	3%	5%	3%	4%	3%	3%	4%	6%	5%	3%	7%	3%	3%	5%	7%	5%	3%	3%	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	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 (FAVORABLE - UNFAVORABLE)	-31	9	-27	-24	13	-102	111	-42	17	4	-22	-11	-13	-7	-1	-23	-7	1	13	-46	-38	15	-7	-1
	-5%	3%	-21%	-22%	16%	-57%	66%	-20%	35%	5%	-20%	-8%	-11%	-6%	-1%	-13%	-4%	1%	10%	-10%	-16%	15%	-6%	-
TOTAL HEARD OF	550	251	114	102	76	168	152	199	42	67	102	119	107	112	161	165	159	64	121	425	231	93	102	124
	92%	93%	89%	92%	94%	94%	91%	92%	89%	82%	92%	94%	94%	94%	87%	93%	96%	92%	91%	92%	95%	94%	88%	88%
TOTAL FAVORABLE	260	130	44	39	45	33	132	78	29	35	40	54	47	52	80	71	76	32	67	190	97	54	47	62
	43%	48%	34%	35%	55%	18%	78%	36%	62%	43%	36%	43%	42%	44%	43%	40%	46%	46%	50%	41%	40%	55%	41%	44%
TOTAL UNFAVORABLE	291	121	71	63	32	135	21	120	13	32	62	65	60	59	81	94	83	32	54	235	135	39	55	62
	48%	45%	55%	57%	39%	75%	12%	56%	27%	39%	56%	51%	53%	50%	44%	53%	50%	46%	41%	51%	55%	40%	47%	44%
VERY FAVORABLE	74	43	12	3	15	2	45	24	8	1	11	16	13	25	30	20	18	6	18	53	36	15	10	12
	12%	16%	10%	3%	19%	1%	27%	11%	16%	2%	10%	13%	11%	21%	16%	11%	11%	8%	14%	11%	15%	16%	9%	9%
SOMEWHAT FAVORABLE	186	87	31	35	30	31	87	54	22	34	29	38	34	27	50	51	58	26	48	137	61	39	37	49
	31%	32%	24%	32%	36%	17%	52%	25%	46%	42%	26%	30%	30%	23%	27%	29%	35%	38%	37%	30%	25%	39%	32%	35%
SOMEWHAT UNFAVORABLE	88	41	18	13	15	39	15	29	-	15	18	21	19	15	27	25	26	10	18	69	30	17	17	24
	15%	15%	14%	12%	18%	22%	9%	13%	-	19%	17%	17%	16%	12%	14%	14%	16%	15%	14%	15%	12%	17%	15%	17%
VERY UNFAVORABLE	203	80	52	50	17	96	6	92	13	16	44	44	41	45	54	70	56	21	36	166	104	23	37	39
	34%	29%	41%	45%	21%	53%	4%	42%	27%	20%	40%	35%	36%	37%	29%	39%	34%	31%	27%	36%	43%	23%	32%	27%
NEVER HEARD OF HIM/HER	23	10	10	2	1	5	8	8	3	10	3	2	2	3	10	8	3	3	5	18	6	-	7	10
	4%	4%	8%	2%	1%	3%	5%	4%	6%	12%	3%	2%	2%	2%	5%	4%	2%	4%	4%	4%	2%	-	6%	7%
DON'T KNOW/REFUSED	26	10	4	6	4	7	8	10	2	5	6	5	4	5	15	5	4	3	6	20	7	6	7	7
	4%	4%	3%	5%	5%	4%	5%	4%	5%	6%	5%	4%	4%	4%	8%	3%	2%	4%	5%	4%	3%	6%	6%	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	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 (FAVORABLE -	146	-25	166	1	140	-20	166	8	138	21	98	27	-1	129	-12	170	124	-12	22	-39	181	104	43
UNFAVORABLE)	24%	-14%	45%	-	41%	-7%	56%	3%	46%	32%	21%	36%	-1%	49%	-7%	46%	45%	-9%	15%	-17%	55%	28%	19%
TOTAL HEARD OF	534	165	333	172	316	260	271	241	285	63	409	62	201	235	150	339	254	113	130	191	304	348	183
----------	89%	90%	90%	84%	93%	87%	91%	85%	94%	93%	89%	84%	89%	90%	86%	92%	93%	86%	86%	86%	92%	93%	82%
TOTAL FAVORABLE	340	70	250	86	228	120	218	124	212	42	253	44	100	182	69	254	189	50	76	76	243	226	113
----------	57%	38%	68%	42%	67%	40%	74%	44%	70%	62%	55%	60%	44%	70%	39%	69%	69%	39%	50%	34%	73%	60%	51%
TOTAL UNFAVORABLE	194	95	84	86	88	140	52	117	73	21	155	18	101	53	81	84	65	63	54	115	61	122	70
----------	32%	52%	23%	42%	26%	47%	18%	41%	24%	31%	34%	24%	45%	21%	46%	23%	24%	48%	36%	52%	19%	33%	32%
VERY FAVORABLE	132	23	104	45	82	45	87	51	80	17	92	23	31	74	30	99	67	23	30	27	98	74	57
	22%	12%	28%	22%	24%	15%	29%	18%	26%	26%	20%	31%	14%	29%	17%	27%	24%	18%	20%	12%	30%	20%	26%
SOMEWHAT FAVORABLE	207	47	146	41	147	75	131	73	132	25	161	22	69	108	39	156	122	27	46	49	145	152	55
	35%	25%	39%	20%	43%	25%	44%	26%	44%	37%	35%	29%	31%	41%	23%	42%	45%	21%	30%	22%	44%	41%	25%
SOMEWHAT UNFAVORABLE	83	35	41	33	44	54	29	44	36	8	72	4	42	30	27	45	29	19	28	42	31	55	28
	14%	19%	11%	16%	13%	18%	10%	15%	12%	11%	16%	6%	19%	12%	15%	12%	10%	15%	19%	19%	9%	15%	12%
VERY UNFAVORABLE	111	60	43	52	44	86	24	73	38	13	84	14	59	23	54	39	36	43	25	73	30	67	43
	18%	33%	12%	26%	13%	29%	8%	26%	13%	19%	18%	18%	26%	9%	31%	11%	13%	33%	17%	33%	9%	18%	19%
NEVER HEARD OF HIM/HER	27	6	19	19	7	14	14	21	6	2	19	7	2	16	12	14	9	6	8	12	11	9	18
	5%	3%	5%	9%	2%	5%	5%	7%	2%	3%	4%	9%	1%	6%	7%	4%	3%	5%	5%	5%	3%	3%	8%
DON'T KNOW/REFUSED	39	14	17	13	17	24	12	24	11	3	31	5	23	8	13	17	11	12	14	20	16	17	22
	6%	7%	5%	7%	5%	8%	4%	8%	4%	4%	7%	7%	10%	3%	8%	5%	4%	9%	9%	9%	5%	5%	10%
**RATIO (FAVORABLE /	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
UNFAVORABLE)																							

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	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 (FAVORABLE - UNFAVORABLE)	146	68	36	37	3	115	-34	62	14	35	34	27	13	22	51	49	38	8	1	140	59	18	29	39
	24%	25%	28%	34%	4%	64%	-21%	29%	30%	42%	31%	21%	11%	19%	28%	27%	23%	12%	-	30%	24%	18%	25%	28%
TOTAL HEARD OF	534	237	114	99	76	161	145	196	33	65	102	118	104	111	152	163	152	67	119	409	226	84	98	126
	89%	87%	89%	90%	93%	89%	86%	91%	69%	79%	92%	94%	92%	93%	82%	92%	91%	97%	90%	88%	93%	85%	84%	89%
TOTAL FAVORABLE	340	153	75	68	39	138	55	129	24	50	68	72	58	67	102	106	95	37	60	275	143	51	64	82
	57%	56%	59%	62%	48%	77%	33%	60%	50%	61%	61%	57%	51%	56%	55%	59%	57%	54%	45%	59%	59%	51%	55%	58%
TOTAL UNFAVORABLE	194	84	39	31	36	23	90	67	9	15	34	46	46	44	50	57	57	29	59	134	83	33	34	43
	32%	31%	30%	28%	45%	13%	54%	31%	19%	18%	31%	36%	40%	37%	27%	32%	34%	42%	45%	29%	34%	33%	30%	31%
VERY FAVORABLE	132	64	32	24	12	62	15	50	18	18	25	24	25	22	47	42	35	8	21	107	64	23	16	30
	22%	24%	25%	22%	14%	35%	9%	23%	39%	22%	22%	19%	22%	18%	26%	24%	21%	12%	16%	23%	26%	23%	14%	21%
SOMEWHAT FAVORABLE	207	89	44	44	28	75	41	79	5	32	43	48	33	45	54	64	60	29	39	167	79	28	47	52
	35%	33%	34%	40%	34%	42%	24%	36%	11%	39%	39%	38%	29%	38%	29%	36%	36%	42%	29%	36%	32%	29%	41%	37%
SOMEWHAT UNFAVORABLE	83	38	16	17	11	13	32	30	4	10	16	18	20	16	20	23	30	10	20	63	36	14	14	20
	14%	14%	13%	16%	13%	7%	19%	14%	9%	12%	14%	14%	17%	14%	11%	13%	18%	14%	15%	14%	15%	14%	12%	14%
VERY UNFAVORABLE	111	47	23	14	26	10	58	38	5	5	18	28	26	28	30	34	27	19	39	71	47	19	21	23
	18%	17%	18%	12%	31%	6%	34%	18%	10%	6%	16%	22%	23%	24%	16%	19%	16%	28%	30%	15%	19%	19%	18%	17%
NEVER HEARD OF HIM/HER	27	18	5	5	-	11	8	7	8	11	2	2	-	3	18	5	4	1	3	24	8	3	12	5
	5%	7%	4%	5%	-	6%	5%	3%	17%	14%	2%	2%	-	3%	10%	3%	2%	1%	2%	5%	3%	3%	10%	4%
DON'T KNOW/REFUSED	39	17	9	6	6	8	15	12	6	6	6	6	9	5	16	10	10	2	10	29	10	12	7	10
	6%	6%	7%	5%	7%	4%	9%	6%	13%	7%	6%	5%	8%	4%	9%	6%	6%	2%	7%	6%	4%	12%	6%	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	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 (FAVORABLE - UNFAVORABLE)	18	-5	25	7	14	-12	30	3	16	5	10	4	-2	21	-4	26	14	-1	1	-9	28	9	9
	3%	-3%	7%	3%	4%	-4%	10%	1%	5%	7%	2%	5%	-1%	8%	-2%	7%	5%	-1%	-	-4%	8%	2%	4%
TOTAL HEARD OF	107	35	66	37	63	54	53	53	54	12	83	13	36	50	33	70	53	24	25	46	58	62	45
----------	18%	19%	18%	18%	18%	18%	18%	19%	18%	18%	18%	17%	16%	19%	19%	19%	19%	18%	17%	21%	17%	17%	20%
TOTAL FAVORABLE	63	15	45	22	38	21	41	28	35	8	46	8	17	35	14	48	33	11	13	19	43	36	27
----------	10%	8%	12%	11%	11%	7%	14%	10%	12%	12%	10%	11%	8%	14%	8%	13%	12%	9%	9%	8%	13%	10%	12%
TOTAL UNFAVORABLE	45	20	20	15	24	33	12	25	19	4	36	5	19	14	18	22	20	12	12	28	15	27	18
----------	7%	11%	5%	7%	7%	11%	4%	9%	6%	5%	8%	6%	8%	6%	11%	6%	7%	9%	8%	12%	5%	7%	8%
VERY FAVORABLE	13	6	6	6	7	8	4	8	4	1	8	4	7	5	5	8	6	4	2	8	4	5	8
	2%	4%	2%	3%	2%	3%	1%	3%	1%	2%	2%	6%	3%	2%	3%	2%	2%	3%	1%	4%	1%	1%	4%
SOMEWHAT FAVORABLE	50	9	39	16	31	13	37	20	31	7	39	4	10	30	9	40	27	7	11	10	38	31	19
	8%	5%	11%	8%	9%	4%	12%	7%	10%	11%	8%	6%	4%	12%	5%	11%	10%	5%	7%	5%	12%	8%	9%
SOMEWHAT UNFAVORABLE	24	11	12	10	13	15	9	11	13	2	19	3	10	9	5	17	13	3	8	12	10	14	10
	4%	6%	3%	5%	4%	5%	3%	4%	4%	3%	4%	3%	4%	4%	3%	5%	5%	2%	5%	5%	3%	4%	5%
VERY UNFAVORABLE	20	9	8	5	11	17	3	14	6	1	17	2	9	5	14	5	6	9	5	15	5	13	8
	3%	5%	2%	3%	3%	6%	1%	5%	2%	2%	4%	3%	4%	2%	8%	1%	2%	7%	3%	7%	2%	3%	3%
NEVER HEARD OF HIM/HER	367	119	219	132	199	193	172	180	176	31	285	51	148	152	114	210	161	88	90	139	196	229	137
	61%	65%	59%	65%	59%	65%	58%	63%	58%	45%	62%	69%	65%	58%	65%	57%	59%	67%	60%	63%	59%	61%	61%
DON'T KNOW/REFUSED	126	30	85	35	78	51	72	52	72	25	91	10	42	58	29	90	60	20	36	37	78	84	41
	21%	16%	23%	17%	23%	17%	24%	18%	24%	37%	20%	14%	19%	22%	16%	24%	22%	15%	24%	17%	24%	22%	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	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 (FAVORABLE -	18	13	-3	10	-1	25	-14	6	1	10	2	-2	-3	10	7	8	3	-	3	15	13	-2	-	8
UNFAVORABLE)	3%	5%	-3%	9%	-2%	14%	-9%	3%	3%	12%	1%	-2%	-2%	8%	4%	4%	2%	1%	2%	3%	5%	-2%	-	5%
TOTAL HEARD OF	107	49	24	17	17	31	32	37	12	16	13	19	27	21	23	31	38	15	28	79	49	25	19	14
----------	18%	18%	18%	16%	21%	17%	19%	17%	25%	20%	12%	15%	24%	17%	12%	18%	23%	22%	21%	17%	20%	26%	16%	10%
TOTAL FAVORABLE	63	31	10	14	8	28	9	21	7	13	7	8	12	15	15	20	21	8	16	47	31	12	9	11
----------	10%	11%	8%	13%	10%	15%	5%	10%	14%	16%	7%	7%	11%	13%	8%	11%	12%	11%	12%	10%	13%	12%	8%	8%
TOTAL UNFAVORABLE	45	18	14	4	9	3	23	16	5	3	6	10	15	5	8	12	17	7	13	32	18	14	10	3
----------	7%	7%	11%	3%	11%	2%	14%	7%	11%	4%	5%	8%	13%	4%	4%	7%	11%	11%	10%	7%	8%	14%	8%	2%
VERY FAVORABLE	13	10	-	2	1	2	3	7	2	3	-	3	1	4	6	3	3	1	4	8	6	-	4	2
	2%	4%	-	2%	1%	1%	2%	3%	5%	3%	-	2%	1%	3%	3%	1%	2%	1%	3%	2%	3%	-	3%	2%
SOMEWHAT FAVORABLE	50	21	10	12	7	26	6	14	4	11	7	5	11	12	8	17	18	7	11	39	25	12	5	8
	8%	8%	8%	11%	9%	14%	3%	7%	9%	13%	7%	4%	10%	10%	4%	10%	11%	10%	9%	8%	10%	12%	5%	6%
SOMEWHAT UNFAVORABLE	24	9	7	3	6	1	12	9	2	-	4	7	9	2	6	2	10	6	5	19	10	4	8	2
	4%	3%	5%	3%	7%	-	7%	4%	5%	-	3%	6%	8%	2%	3%	1%	6%	9%	4%	4%	4%	4%	7%	2%
VERY UNFAVORABLE	20	9	7	1	4	2	11	7	3	3	2	3	6	3	2	9	7	1	8	13	9	9	2	1
	3%	3%	5%	1%	4%	1%	6%	3%	6%	4%	2%	3%	5%	3%	1%	5%	4%	2%	6%	3%	4%	9%	2%	1%
NEVER HEARD OF HIM/HER	367	169	79	67	45	103	110	131	34	55	68	76	57	77	128	109	88	41	72	291	137	59	69	102
	61%	62%	62%	61%	55%	57%	66%	61%	71%	67%	61%	61%	50%	64%	69%	61%	53%	59%	54%	63%	56%	59%	60%	72%
DON'T KNOW/REFUSED	126	53	26	25	19	46	26	48	2	11	30	31	29	22	36	37	40	13	32	92	58	15	28	25
	21%	19%	20%	23%	24%	25%	15%	22%	4%	14%	27%	25%	25%	19%	19%	21%	24%	19%	24%	20%	24%	15%	24%	18%
**RATIO (FAVORABLE /	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
UNFAVORABLE)																								

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	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 (FAVORABLE -	98	71	4	77	4	118	-22	112	-14	-7	81	24	72	-	59	15	-4	41	50	87	-4	45	53
UNFAVORABLE)	16%	39%	1%	38%	1%	40%	-7%	39%	-5%	-10%	18%	33%	32%	-	33%	4%	-2%	31%	33%	39%	-1%	12%	24%
TOTAL HEARD OF	315	96	195	97	199	156	157	131	182	41	245	29	104	150	91	193	154	66	73	112	182	207	106
----------	52%	52%	53%	47%	58%	52%	53%	46%	60%	61%	53%	40%	46%	57%	52%	52%	56%	50%	49%	50%	55%	55%	48%
TOTAL FAVORABLE	206	84	100	87	102	137	68	121	84	17	163	27	88	75	75	104	75	53	62	99	89	126	80
----------	34%	45%	27%	43%	30%	46%	23%	43%	28%	25%	35%	36%	39%	29%	43%	28%	27%	41%	41%	44%	27%	34%	36%
TOTAL UNFAVORABLE	109	12	95	10	97	19	89	10	98	24	82	3	16	75	16	89	79	12	12	13	93	81	27
----------	18%	7%	26%	5%	29%	6%	30%	3%	33%	36%	18%	3%	7%	29%	9%	24%	29%	9%	8%	6%	28%	22%	12%
VERY FAVORABLE	69	41	23	35	30	56	13	50	19	4	48	17	36	20	36	23	14	25	26	45	22	37	33
	12%	22%	6%	17%	9%	19%	4%	18%	6%	5%	11%	23%	16%	8%	20%	6%	5%	19%	17%	20%	7%	10%	15%
SOMEWHAT FAVORABLE	137	43	77	52	72	80	55	71	65	13	114	9	52	55	39	81	61	28	36	55	67	89	47
	23%	23%	21%	26%	21%	27%	19%	25%	22%	20%	25%	13%	23%	21%	22%	22%	22%	22%	24%	24%	20%	24%	21%
SOMEWHAT UNFAVORABLE	72	9	62	9	63	13	58	9	63	10	59	2	12	49	15	54	52	8	7	8	61	54	17
	12%	5%	17%	4%	18%	4%	20%	3%	21%	15%	13%	2%	5%	19%	8%	15%	19%	6%	5%	4%	18%	15%	8%
VERY UNFAVORABLE	37	3	33	1	35	6	31	1	35	14	22	1	5	26	1	35	27	4	5	4	32	27	9
	6%	1%	9%	-	10%	2%	10%	-	12%	20%	5%	1%	2%	10%	1%	9%	10%	3%	3%	2%	10%	7%	4%
NEVER HEARD OF HIM/HER	166	57	99	70	76	93	70	97	61	13	122	31	76	67	56	91	59	47	47	73	78	98	68
	28%	31%	27%	34%	22%	31%	24%	34%	20%	20%	27%	41%	34%	26%	32%	25%	21%	36%	31%	33%	23%	26%	31%
DON'T KNOW/REFUSED	119	31	76	38	65	49	69	57	58	13	92	14	45	44	28	85	61	18	30	38	72	70	49
	20%	17%	21%	19%	19%	16%	23%	20%	19%	19%	20%	19%	20%	17%	16%	23%	22%	14%	20%	17%	22%	19%	22%
**RATIO (FAVORABLE /	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
UNFAVORABLE)																							

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	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 (FAVORABLE - UNFAVORABLE)	98	53	29	-8	23	-2	62	40	7	11	13	40	11	16	20	23	28	27	19	75	53	25	1	19
	16%	20%	23%	-7%	28%	-1%	37%	19%	14%	14%	11%	31%	10%	14%	11%	13%	17%	39%	15%	16%	22%	26%	1%	13%
TOTAL HEARD OF	315	120	82	61	48	93	85	122	20	37	60	73	66	59	85	85	91	54	78	233	190	51	37	37
----------	52%	44%	64%	56%	59%	52%	50%	56%	41%	45%	54%	58%	58%	49%	46%	48%	55%	78%	59%	51%	78%	52%	32%	27%
TOTAL FAVORABLE	206	87	56	27	35	46	74	81	13	24	36	56	39	38	52	54	59	41	49	154	121	38	19	28
----------	34%	32%	43%	24%	43%	25%	44%	38%	28%	30%	33%	45%	34%	31%	28%	30%	36%	59%	37%	33%	50%	39%	16%	20%
TOTAL UNFAVORABLE	109	33	26	35	13	47	11	41	6	13	24	17	28	21	33	31	31	14	29	79	69	13	18	9
----------	18%	12%	21%	31%	15%	26%	7%	19%	14%	16%	22%	13%	24%	18%	18%	17%	19%	20%	22%	17%	28%	13%	15%	7%
VERY FAVORABLE	69	35	14	2	17	9	40	18	5	7	8	19	16	13	25	12	14	18	21	46	47	12	8	2
	12%	13%	11%	2%	21%	5%	24%	8%	11%	8%	8%	15%	14%	11%	13%	7%	8%	27%	16%	10%	19%	12%	7%	1%
SOMEWHAT FAVORABLE	137	52	41	25	18	37	33	63	8	17	28	37	22	24	27	42	46	22	28	108	74	26	10	27
	23%	19%	32%	23%	22%	20%	20%	29%	17%	21%	25%	29%	20%	20%	15%	24%	27%	32%	21%	23%	30%	27%	9%	19%
SOMEWHAT UNFAVORABLE	72	17	19	24	10	31	9	26	4	8	16	13	16	14	20	20	21	10	24	47	42	9	13	7
	12%	6%	15%	22%	12%	17%	5%	12%	9%	10%	15%	11%	14%	11%	11%	11%	13%	15%	19%	10%	17%	9%	12%	5%
VERY UNFAVORABLE	37	17	7	11	3	16	2	15	2	4	7	3	12	8	12	11	10	3	5	32	26	4	5	2
	6%	6%	5%	10%	3%	9%	1%	7%	5%	5%	7%	3%	11%	6%	7%	6%	6%	5%	3%	7%	11%	4%	4%	2%
NEVER HEARD OF HIM/HER	166	91	28	31	13	39	58	56	16	26	31	26	31	37	65	53	37	10	31	135	22	29	48	68
	28%	34%	21%	28%	17%	22%	35%	26%	33%	32%	28%	21%	27%	31%	35%	30%	22%	15%	24%	29%	9%	29%	41%	48%
DON'T KNOW/REFUSED	119	60	19	18	20	48	25	38	12	19	20	27	16	24	36	39	39	5	23	94	32	19	32	36
	20%	22%	15%	16%	25%	27%	15%	18%	26%	23%	18%	21%	14%	20%	19%	22%	23%	7%	17%	20%	13%	19%	27%	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	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 (FAVORABLE - UNFAVORABLE)	66	131	-92	124	-90	192	-130	173	-114	-31	56	41	117	-66	117	-77	-88	73	81	145	-112	21	47
	11%	71%	-25%	60%	-27%	65%	-44%	61%	-38%	-46%	12%	55%	52%	-25%	67%	-21%	-32%	56%	53%	65%	-34%	6%	21%
TOTAL HEARD OF	535	164	330	178	312	264	267	247	279	62	411	63	201	233	153	336	250	115	134	197	298	336	197
----------	89%	89%	89%	87%	92%	89%	90%	86%	93%	91%	90%	85%	89%	90%	87%	91%	91%	88%	89%	88%	90%	90%	88%
TOTAL FAVORABLE	301	148	119	151	111	228	69	210	83	15	234	52	159	84	135	130	81	94	107	171	93	179	122
----------	50%	80%	32%	74%	33%	77%	23%	74%	27%	22%	51%	70%	70%	32%	77%	35%	29%	72%	71%	77%	28%	48%	55%
TOTAL UNFAVORABLE	235	16	211	27	201	36	199	37	196	47	177	11	42	150	18	207	169	21	27	26	205	158	75
----------	39%	9%	57%	13%	59%	12%	67%	13%	65%	69%	39%	15%	19%	57%	10%	56%	62%	16%	18%	12%	62%	42%	34%
VERY FAVORABLE	128	84	33	75	34	116	11	103	25	7	96	25	77	20	72	42	27	43	51	95	24	82	46
	21%	46%	9%	37%	10%	39%	4%	36%	8%	10%	21%	34%	34%	8%	41%	11%	10%	33%	34%	42%	7%	22%	21%
SOMEWHAT FAVORABLE	173	64	86	75	77	112	57	107	58	9	138	26	82	64	63	88	53	51	56	77	69	96	76
	29%	35%	23%	37%	23%	38%	19%	38%	19%	13%	30%	36%	36%	25%	36%	24%	19%	39%	37%	34%	21%	26%	34%
SOMEWHAT UNFAVORABLE	90	13	75	17	69	23	67	23	67	8	76	6	23	54	11	73	56	9	16	14	73	56	34
	15%	7%	20%	9%	20%	8%	22%	8%	22%	12%	17%	8%	10%	21%	6%	20%	21%	7%	11%	6%	22%	15%	15%
VERY UNFAVORABLE	145	4	136	10	132	13	132	14	129	39	101	5	18	96	7	134	113	12	11	12	132	102	41
	24%	2%	37%	5%	39%	4%	45%	5%	43%	57%	22%	6%	8%	37%	4%	36%	41%	9%	7%	5%	40%	27%	18%
NEVER HEARD OF HIM/HER	30	14	16	15	11	18	12	23	6	1	21	8	11	15	10	14	10	9	8	14	13	18	12
	5%	7%	4%	7%	3%	6%	4%	8%	2%	1%	5%	11%	5%	6%	6%	4%	4%	7%	6%	6%	4%	5%	5%
DON'T KNOW/REFUSED	35	6	23	12	17	16	17	16	17	5	27	3	14	12	12	19	14	7	8	12	21	20	14
	6%	3%	6%	6%	5%	5%	6%	6%	6%	7%	6%	5%	6%	5%	7%	5%	5%	6%	5%	5%	6%	5%	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	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 (FAVORABLE - UNFAVORABLE)	66	54	-1	-10	26	-73	124	19	14	15	-	17	5	17	37	5	3	22	43	21	-5	32	6	33
	11%	20%	-1%	-9%	32%	-40%	74%	9%	29%	18%	-	14%	4%	14%	20%	3%	2%	32%	33%	5%	-2%	32%	5%	24%
TOTAL HEARD OF	535	242	105	101	79	162	150	197	35	63	99	118	109	110	159	158	150	67	125	406	213	93	106	123
	89%	89%	82%	92%	97%	90%	89%	91%	73%	77%	89%	94%	96%	92%	86%	89%	90%	97%	95%	88%	87%	93%	91%	88%
TOTAL FAVORABLE	301	148	52	46	52	44	137	108	24	39	49	68	57	64	98	81	76	44	84	214	104	62	56	78
	50%	55%	41%	41%	64%	25%	81%	50%	51%	47%	45%	54%	50%	53%	53%	46%	46%	64%	64%	46%	43%	63%	48%	56%
TOTAL UNFAVORABLE	235	94	53	56	26	117	13	89	11	24	50	50	52	47	61	77	74	22	41	193	109	30	50	45
	39%	35%	42%	51%	32%	65%	8%	41%	22%	29%	45%	40%	46%	39%	33%	43%	44%	32%	31%	42%	45%	31%	43%	32%
VERY FAVORABLE	128	56	26	17	28	8	76	41	3	9	24	31	30	30	25	29	44	30	44	84	48	37	18	25
	21%	21%	20%	15%	34%	5%	45%	19%	6%	12%	22%	25%	26%	25%	14%	16%	27%	43%	33%	18%	20%	37%	16%	18%
SOMEWHAT FAVORABLE	173	92	26	28	24	36	61	68	21	29	25	36	27	34	73	53	32	15	40	130	56	25	37	54
	29%	34%	21%	26%	30%	20%	36%	31%	45%	36%	23%	29%	24%	28%	39%	30%	19%	21%	31%	28%	23%	26%	32%	38%
SOMEWHAT UNFAVORABLE	90	41	19	13	14	43	10	31	2	10	20	22	18	18	25	25	30	10	15	75	41	13	21	15
	15%	15%	15%	12%	17%	24%	6%	14%	4%	12%	18%	18%	16%	15%	13%	14%	18%	14%	11%	16%	17%	13%	18%	10%
VERY UNFAVORABLE	145	54	34	43	13	75	3	58	9	14	30	28	34	29	36	52	43	13	26	118	68	18	29	30
	24%	20%	27%	39%	16%	42%	2%	27%	18%	18%	27%	22%	30%	25%	20%	29%	26%	18%	20%	25%	28%	18%	25%	21%
NEVER HEARD OF HIM/HER	30	17	11	1	-	9	10	6	11	7	5	2	1	4	11	14	4	1	4	26	17	1	6	6
	5%	6%	8%	1%	-	5%	6%	3%	22%	9%	5%	1%	1%	3%	6%	8%	2%	1%	3%	6%	7%	1%	5%	5%
DON'T KNOW/REFUSED	35	12	12	8	3	9	8	13	2	12	7	6	3	5	15	6	12	1	3	30	14	6	4	11
	6%	5%	9%	7%	3%	5%	5%	6%	4%	14%	6%	5%	3%	4%	8%	3%	7%	2%	2%	6%	6%	6%	3%	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	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 (FAVORABLE -	129	-14	146	-	127	-11	139	-6	132	23	101	5	12	96	-11	142	106	-5	19	-23	144	95	32
UNFAVORABLE)	22%	-8%	40%	-	37%	-4%	47%	-2%	44%	34%	22%	7%	5%	37%	-6%	38%	39%	-4%	13%	-11%	44%	25%	14%
TOTAL HEARD OF	320	82	214	88	213	137	181	118	199	38	251	30	99	166	74	213	171	58	71	104	199	211	107
----------	53%	45%	58%	43%	63%	46%	61%	41%	66%	56%	55%	41%	44%	64%	42%	58%	62%	44%	47%	47%	60%	56%	48%
TOTAL FAVORABLE	224	34	180	44	170	63	160	56	166	30	176	18	55	131	31	177	138	26	45	40	172	153	69
----------	37%	18%	49%	21%	50%	21%	54%	20%	55%	45%	38%	24%	24%	50%	18%	48%	51%	20%	30%	18%	52%	41%	31%
TOTAL UNFAVORABLE	95	48	34	44	43	74	21	62	34	8	75	12	44	35	43	35	32	31	26	64	28	58	37
----------	16%	26%	9%	21%	13%	25%	7%	22%	11%	11%	16%	17%	19%	13%	24%	10%	12%	24%	17%	29%	8%	15%	17%
VERY FAVORABLE	94	8	82	12	79	16	77	14	79	18	66	10	16	65	9	82	66	8	12	9	82	59	35
	16%	4%	22%	6%	23%	5%	26%	5%	26%	26%	14%	13%	7%	25%	5%	22%	24%	6%	8%	4%	25%	16%	16%
SOMEWHAT FAVORABLE	130	26	98	32	91	47	82	42	86	13	110	8	40	66	23	95	72	18	33	31	90	95	34
	22%	14%	27%	16%	27%	16%	28%	15%	29%	19%	24%	10%	18%	25%	13%	26%	26%	14%	22%	14%	27%	25%	15%
SOMEWHAT UNFAVORABLE	49	23	22	23	23	34	14	31	18	4	40	5	20	24	20	23	18	15	12	30	18	33	16
	8%	12%	6%	11%	7%	12%	5%	11%	6%	6%	9%	6%	9%	9%	12%	6%	7%	12%	8%	13%	6%	9%	7%
VERY UNFAVORABLE	46	25	12	21	20	40	7	31	15	4	35	8	24	11	22	12	15	16	14	34	9	25	21
	8%	14%	3%	10%	6%	13%	2%	11%	5%	6%	8%	10%	11%	4%	13%	3%	5%	12%	9%	15%	3%	7%	9%
NEVER HEARD OF HIM/HER	192	77	100	88	77	116	74	125	57	13	148	31	91	64	77	99	61	59	56	89	84	110	82
	32%	42%	27%	43%	23%	39%	25%	44%	19%	20%	32%	42%	40%	25%	44%	27%	22%	45%	37%	40%	25%	29%	37%
DON'T KNOW/REFUSED	89	25	56	29	50	45	42	43	45	16	59	13	36	31	24	58	41	14	24	30	48	53	35
	15%	14%	15%	14%	15%	15%	14%	15%	15%	24%	13%	18%	16%	12%	14%	16%	15%	11%	16%	13%	14%	14%	16%
**RATIO (FAVORABLE /	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
UNFAVORABLE)																							

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	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 (FAVORABLE - UNFAVORABLE)	129	48	44	33	2	91	-20	53	14	22	24	22	24	25	36	31	54	8	3	123	91	2	14	22
	22%	18%	34%	30%	2%	50%	-12%	24%	29%	27%	22%	17%	21%	21%	19%	18%	33%	12%	2%	27%	37%	2%	12%	16%
TOTAL HEARD OF	320	129	83	60	43	115	70	120	19	36	62	73	61	68	78	99	99	43	72	243	195	39	47	39
----------	53%	48%	65%	55%	53%	64%	42%	56%	41%	44%	56%	58%	54%	57%	42%	56%	60%	62%	55%	53%	80%	39%	41%	28%
TOTAL FAVORABLE	224	89	64	46	22	103	25	86	17	29	43	47	42	46	57	65	77	25	37	183	143	21	30	31
----------	37%	33%	50%	42%	27%	57%	15%	40%	35%	35%	39%	38%	37%	39%	31%	37%	46%	37%	28%	40%	59%	21%	26%	22%
TOTAL UNFAVORABLE	95	40	20	14	20	12	45	34	3	7	19	26	19	22	21	34	23	18	35	60	52	18	17	9
----------	16%	15%	15%	12%	25%	7%	27%	16%	6%	9%	17%	20%	17%	18%	11%	19%	14%	25%	27%	13%	21%	18%	14%	6%
VERY FAVORABLE	94	35	24	23	10	53	2	33	9	11	17	14	21	21	23	31	32	8	17	76	77	3	6	8
	16%	13%	19%	21%	13%	29%	1%	15%	18%	14%	16%	11%	19%	18%	12%	17%	20%	12%	13%	17%	32%	3%	6%	5%
SOMEWHAT FAVORABLE	130	54	39	23	12	50	23	53	8	17	25	34	21	25	35	34	44	17	21	107	66	17	24	23
	22%	20%	31%	21%	15%	28%	14%	25%	17%	21%	23%	27%	18%	21%	19%	19%	27%	25%	16%	23%	27%	18%	21%	16%
SOMEWHAT UNFAVORABLE	49	20	10	11	8	11	19	17	-	6	16	12	6	10	10	18	13	9	17	32	17	11	15	6
	8%	7%	8%	10%	10%	6%	11%	8%	-	7%	14%	9%	5%	9%	5%	10%	8%	12%	13%	7%	7%	11%	13%	4%
VERY UNFAVORABLE	46	20	10	3	12	1	26	17	3	2	3	14	13	11	11	16	10	9	18	28	35	7	1	3
	8%	7%	8%	3%	15%	-	16%	8%	6%	2%	3%	11%	11%	10%	6%	9%	6%	13%	14%	6%	14%	7%	1%	2%
NEVER HEARD OF HIM/HER	192	97	37	38	18	42	72	63	28	33	32	32	32	35	77	51	46	17	36	156	25	46	44	77
	32%	36%	29%	34%	22%	23%	43%	29%	59%	40%	29%	25%	28%	29%	42%	29%	28%	24%	27%	34%	10%	46%	38%	55%
DON'T KNOW/REFUSED	89	46	8	12	21	23	26	33	-	13	17	21	21	17	31	28	21	9	23	63	25	14	25	24
	15%	17%	6%	11%	25%	13%	16%	15%	-	16%	15%	17%	18%	14%	16%	16%	12%	14%	18%	14%	10%	14%	22%	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	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 (FAVORABLE -	124	-7	124	-6	131	-5	128	-2	125	22	94	8	-3	106	-7	133	94	10	12	-17	135	85	37
UNFAVORABLE)	21%	-4%	34%	-3%	38%	-2%	43%	-1%	41%	32%	21%	10%	-2%	41%	-4%	36%	35%	8%	8%	-8%	41%	23%	17%
TOTAL HEARD OF	312	81	208	80	208	132	179	117	194	41	239	32	99	154	78	206	167	58	72	103	194	212	98
----------	52%	44%	56%	39%	61%	44%	60%	41%	64%	61%	52%	44%	44%	59%	45%	56%	61%	44%	48%	46%	58%	57%	44%
TOTAL FAVORABLE	218	37	166	37	169	64	153	58	160	31	167	20	48	130	36	170	131	34	42	43	164	149	68
----------	36%	20%	45%	18%	50%	21%	52%	20%	53%	46%	36%	27%	21%	50%	20%	46%	48%	26%	28%	19%	50%	40%	30%
TOTAL UNFAVORABLE	94	44	42	43	38	68	26	59	35	10	72	12	51	24	43	37	36	24	30	60	29	64	31
----------	16%	24%	11%	21%	11%	23%	9%	21%	12%	14%	16%	17%	23%	9%	24%	10%	13%	18%	20%	27%	9%	17%	14%
VERY FAVORABLE	42	5	33	7	32	11	31	12	30	5	32	5	2	33	4	34	27	4	8	8	32	24	18
	7%	3%	9%	3%	9%	4%	10%	4%	10%	8%	7%	7%	1%	13%	2%	9%	10%	3%	5%	4%	10%	6%	8%
SOMEWHAT FAVORABLE	176	32	134	30	137	53	122	46	130	26	135	15	45	97	32	135	104	30	34	35	133	124	50
	29%	17%	36%	15%	40%	18%	41%	16%	43%	39%	29%	20%	20%	37%	18%	37%	38%	23%	23%	16%	40%	33%	22%
SOMEWHAT UNFAVORABLE	61	26	31	28	28	43	19	36	25	5	48	8	36	15	25	27	29	13	17	37	21	41	20
	10%	14%	9%	13%	8%	14%	6%	13%	8%	8%	11%	11%	16%	6%	14%	7%	11%	10%	11%	16%	6%	11%	9%
VERY UNFAVORABLE	33	18	11	15	10	26	7	23	10	4	24	5	15	8	18	9	7	11	13	23	8	22	11
	5%	10%	3%	8%	3%	9%	2%	8%	3%	6%	5%	6%	7%	3%	10%	3%	3%	9%	9%	11%	2%	6%	5%
NEVER HEARD OF HIM/HER	181	73	103	84	83	110	71	118	56	10	142	29	84	61	62	100	58	52	50	86	79	99	82
	30%	40%	28%	41%	24%	37%	24%	41%	19%	14%	31%	40%	37%	23%	36%	27%	21%	39%	33%	39%	24%	26%	37%
DON'T KNOW/REFUSED	107	30	59	41	50	56	46	51	51	17	78	12	42	46	34	64	49	21	29	34	59	64	43
	18%	16%	16%	20%	15%	19%	16%	18%	17%	25%	17%	17%	19%	18%	20%	17%	18%	16%	19%	15%	18%	17%	19%
**RATIO (FAVORABLE /	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
UNFAVORABLE)																							

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	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 (FAVORABLE - UNFAVORABLE)	124	46	24	40	10	82	-20	53	9	21	25	20	17	31	38	44	36	6	5	115	61	8	29	25
	21%	17%	19%	37%	13%	46%	-12%	25%	20%	25%	23%	16%	15%	26%	21%	25%	22%	8%	4%	25%	25%	8%	25%	18%
TOTAL HEARD OF	312	130	67	65	46	109	69	116	13	35	57	75	67	65	81	89	98	44	75	234	153	61	55	43
----------	52%	48%	52%	59%	57%	60%	41%	54%	28%	42%	51%	60%	59%	55%	44%	50%	59%	63%	57%	51%	63%	62%	47%	30%
TOTAL FAVORABLE	218	88	46	53	28	95	25	85	11	28	41	48	42	48	60	66	67	25	40	174	107	35	42	34
----------	36%	33%	36%	48%	35%	53%	15%	39%	24%	34%	37%	38%	37%	40%	32%	37%	40%	36%	30%	38%	44%	35%	36%	24%
TOTAL UNFAVORABLE	94	42	22	12	18	13	45	32	2	7	16	28	25	17	22	23	31	19	35	59	46	27	13	9
----------	16%	16%	17%	11%	22%	7%	27%	15%	4%	9%	14%	22%	22%	14%	12%	13%	19%	27%	26%	13%	19%	27%	11%	6%
VERY FAVORABLE	42	22	7	10	3	23	2	14	4	7	3	8	6	15	13	14	11	4	4	37	15	10	10	8
	7%	8%	5%	9%	4%	13%	1%	6%	9%	8%	3%	6%	5%	12%	7%	8%	7%	6%	3%	8%	6%	10%	8%	6%
SOMEWHAT FAVORABLE	176	66	39	42	25	73	22	71	7	21	38	40	36	34	47	52	56	21	36	137	92	25	33	26
	29%	24%	30%	39%	31%	40%	13%	33%	15%	26%	34%	32%	32%	28%	25%	29%	34%	30%	27%	30%	38%	25%	28%	19%
SOMEWHAT UNFAVORABLE	61	28	17	7	9	11	25	21	2	3	13	21	13	9	18	11	19	14	20	42	27	18	9	8
	10%	10%	13%	7%	11%	6%	15%	10%	4%	4%	12%	16%	12%	8%	9%	6%	11%	20%	15%	9%	11%	18%	7%	6%
VERY UNFAVORABLE	33	14	4	5	9	2	19	10	-	4	3	7	11	8	4	12	12	5	15	18	19	9	4	-
	5%	5%	4%	5%	11%	1%	11%	5%	-	5%	2%	6%	10%	7%	2%	7%	7%	7%	11%	4%	8%	9%	3%	-
NEVER HEARD OF HIM/HER	181	89	37	36	17	44	65	59	31	35	34	27	22	32	66	56	44	15	34	147	56	24	33	67
	30%	33%	29%	32%	21%	25%	39%	27%	65%	43%	31%	21%	19%	26%	36%	31%	26%	21%	26%	32%	23%	25%	29%	47%
DON'T KNOW/REFUSED	107	52	24	10	18	27	34	40	3	12	20	24	25	23	38	33	24	11	23	82	34	13	28	32
	18%	19%	19%	9%	22%	15%	20%	19%	6%	15%	18%	19%	22%	19%	21%	19%	15%	15%	18%	18%	14%	13%	24%	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	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 (FAVORABLE -	-56	124	-195	100	-167	165	-221	152	-207	-49	-52	45	70	-107	108	-174	-153	69	41	136	-211	-82	28
UNFAVORABLE)	-9%	67%	-53%	49%	-49%	55%	-75%	53%	-69%	-73%	-11%	61%	31%	-41%	62%	-47%	-56%	52%	27%	61%	-64%	-22%	12%
TOTAL HEARD OF	533	166	332	183	302	259	273	247	278	63	408	62	203	234	154	336	248	115	134	195	306	334	197
----------	89%	90%	90%	90%	89%	87%	92%	87%	92%	93%	89%	83%	90%	90%	88%	91%	91%	88%	89%	87%	92%	89%	88%
TOTAL FAVORABLE	238	145	69	141	68	212	26	200	36	7	178	53	137	64	131	81	47	92	87	166	48	126	113
----------	40%	79%	19%	69%	20%	71%	9%	70%	12%	10%	39%	72%	61%	25%	75%	22%	17%	70%	58%	74%	14%	34%	50%
TOTAL UNFAVORABLE	294	21	263	42	235	47	247	48	242	56	230	8	66	171	23	255	201	23	47	29	259	208	85
----------	49%	12%	71%	20%	69%	16%	83%	17%	80%	83%	50%	11%	29%	66%	13%	69%	73%	18%	31%	13%	78%	56%	38%
VERY FAVORABLE	64	46	12	39	14	62	2	59	5	-	40	24	38	16	48	11	11	30	22	48	10	28	35
	11%	25%	3%	19%	4%	21%	1%	21%	2%	-	9%	32%	17%	6%	27%	3%	4%	23%	14%	21%	3%	8%	16%
SOMEWHAT FAVORABLE	175	99	57	102	54	150	24	141	31	7	138	30	98	48	83	70	36	63	66	118	38	97	77
	29%	54%	15%	50%	16%	50%	8%	49%	10%	10%	30%	40%	44%	19%	47%	19%	13%	48%	44%	53%	11%	26%	35%
SOMEWHAT UNFAVORABLE	142	17	118	29	100	42	100	39	102	12	127	4	48	69	14	115	83	13	34	25	112	106	36
	24%	9%	32%	14%	30%	14%	34%	14%	34%	17%	28%	5%	21%	27%	8%	31%	30%	10%	23%	11%	34%	28%	16%
VERY UNFAVORABLE	152	4	146	12	134	5	147	8	140	44	103	4	18	101	8	141	117	10	13	5	147	102	49
	25%	2%	39%	6%	39%	2%	50%	3%	46%	66%	23%	6%	8%	39%	5%	38%	43%	8%	8%	2%	44%	27%	22%
NEVER HEARD OF HIM/HER	6	1	5	1	4	1	5	2	4	1	4	1	-	4	2	4	3	-	-	-	4	3	4
	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	-	-	-	1%	1%	2%
DON'T KNOW/REFUSED	61	17	32	20	34	38	19	36	19	4	46	11	22	22	20	29	22	16	16	28	21	38	22
	10%	9%	9%	10%	10%	13%	6%	13%	6%	6%	10%	15%	10%	8%	11%	8%	8%	12%	11%	13%	6%	10%	10%
**RATIO (FAVORABLE /	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
UNFAVORABLE)																							

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	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 (FAVORABLE - UNFAVORABLE)	-56	16	-36	-37	2	-135	135	-54	12	-2	-32	-6	-17	-12	14	-40	-29	-	4	-62	-26	-	-26	-4
	-9%	6%	-28%	-34%	2%	-75%	80%	-25%	26%	-2%	-29%	-5%	-15%	-10%	7%	-23%	-17%	-	3%	-13%	-11%	-	-23%	-3%
TOTAL HEARD OF	533	242	110	98	77	170	148	187	42	67	99	114	104	105	163	161	147	61	121	408	220	89	105	119
	89%	89%	86%	89%	94%	94%	88%	86%	89%	82%	89%	91%	92%	88%	87%	90%	89%	88%	92%	88%	90%	90%	90%	84%
TOTAL FAVORABLE	238	129	37	31	39	17	141	66	27	33	33	54	44	46	88	60	59	30	63	173	97	45	39	57
	40%	47%	29%	28%	48%	9%	84%	31%	58%	40%	30%	43%	38%	39%	47%	34%	36%	44%	47%	37%	40%	45%	34%	41%
TOTAL UNFAVORABLE	294	113	73	68	38	153	6	120	15	34	65	60	61	59	74	100	88	30	58	235	123	45	65	62
	49%	42%	57%	62%	46%	85%	4%	56%	31%	42%	59%	48%	53%	49%	40%	56%	53%	44%	44%	51%	50%	45%	56%	44%
VERY FAVORABLE	64	38	10	7	7	3	48	12	8	8	6	16	11	15	26	15	14	7	15	46	37	6	9	11
	11%	14%	8%	6%	8%	2%	28%	6%	16%	10%	6%	12%	10%	12%	14%	9%	9%	11%	11%	10%	15%	6%	8%	8%
SOMEWHAT FAVORABLE	175	91	27	24	33	14	93	55	20	24	27	38	33	32	62	45	45	23	48	127	60	39	30	46
	29%	33%	21%	22%	40%	8%	56%	25%	42%	30%	25%	30%	29%	27%	33%	25%	27%	33%	36%	27%	25%	39%	26%	33%
SOMEWHAT UNFAVORABLE	142	57	35	24	23	71	6	58	2	20	33	30	34	23	28	45	49	21	27	114	50	28	34	31
	24%	21%	27%	22%	29%	39%	4%	27%	5%	24%	30%	24%	30%	19%	15%	26%	29%	30%	21%	25%	20%	28%	29%	22%
VERY UNFAVORABLE	152	56	37	44	14	82	-	62	13	15	32	31	26	36	47	55	39	10	31	120	73	17	32	30
	25%	21%	29%	40%	17%	46%	-	29%	27%	18%	29%	24%	23%	30%	25%	31%	24%	14%	23%	26%	30%	17%	27%	22%
NEVER HEARD OF HIM/HER	6	4	2	-	-	3	1	1	-	2	2	-	1	1	3	3	1	-	3	3	3	1	-	3
	1%	1%	2%	-	-	2%	1%	-	-	3%	2%	-	1%	1%	2%	2%	-	-	2%	1%	1%	1%	-	2%
DON'T KNOW/REFUSED	61	26	17	11	4	7	19	29	5	12	10	12	8	14	20	14	18	9	8	51	21	9	11	20
	10%	10%	13%	10%	6%	4%	12%	13%	11%	15%	9%	9%	7%	11%	11%	8%	11%	12%	6%	11%	9%	9%	10%	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	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 (FAVORABLE - UNFAVORABLE)	58	-69	129	-35	95	-96	153	-67	123	10	48	-	-40	92	-61	124	95	-58	4	-91	156	27	32
	10%	-38%	35%	-17%	28%	-32%	52%	-23%	41%	15%	10%	-	-18%	35%	-35%	34%	35%	-44%	3%	-41%	47%	7%	14%
TOTAL HEARD OF	511	153	324	169	300	250	259	232	272	60	396	55	194	227	144	321	239	116	125	188	293	324	186
----------	85%	83%	88%	83%	88%	84%	87%	81%	90%	89%	86%	74%	86%	87%	82%	87%	87%	89%	82%	85%	88%	86%	83%
TOTAL FAVORABLE	284	42	227	67	198	77	206	83	198	35	222	27	77	160	41	223	167	29	64	49	224	176	109
----------	47%	23%	61%	33%	58%	26%	70%	29%	65%	52%	48%	37%	34%	61%	24%	60%	61%	22%	43%	22%	68%	47%	49%
TOTAL UNFAVORABLE	227	111	98	102	103	173	53	150	74	25	174	28	117	67	102	98	72	87	60	140	68	148	77
----------	38%	60%	26%	50%	30%	58%	18%	52%	25%	37%	38%	37%	52%	26%	58%	27%	26%	66%	40%	63%	21%	40%	35%
VERY FAVORABLE	56	8	44	23	27	12	45	21	35	5	42	10	11	37	11	42	26	6	19	8	47	30	26
	9%	4%	12%	11%	8%	4%	15%	7%	12%	7%	9%	13%	5%	14%	6%	11%	10%	5%	13%	3%	14%	8%	12%
SOMEWHAT FAVORABLE	228	34	183	44	170	65	162	62	163	30	180	18	66	123	31	180	140	23	45	41	178	146	83
	38%	18%	50%	22%	50%	22%	54%	22%	54%	45%	39%	24%	29%	47%	18%	49%	51%	18%	30%	18%	54%	39%	37%
SOMEWHAT UNFAVORABLE	135	58	66	55	73	93	42	79	54	13	111	12	67	43	55	68	51	45	34	72	53	100	34
	23%	32%	18%	27%	21%	31%	14%	28%	18%	19%	24%	16%	30%	17%	31%	18%	19%	34%	23%	32%	16%	27%	15%
VERY UNFAVORABLE	92	53	32	47	30	80	11	71	20	12	64	16	50	24	47	30	21	42	26	68	15	49	43
	15%	29%	9%	23%	9%	27%	4%	25%	7%	18%	14%	21%	22%	9%	27%	8%	8%	32%	17%	30%	5%	13%	19%
NEVER HEARD OF HIM/HER	13	7	6	3	8	9	4	9	3	2	6	5	6	4	6	7	4	3	3	6	4	5	8
	2%	4%	1%	2%	2%	3%	1%	3%	1%	3%	1%	7%	3%	2%	4%	2%	1%	3%	2%	3%	1%	1%	4%
DON'T KNOW/REFUSED	76	24	40	32	32	40	33	44	26	6	56	14	25	29	25	42	31	12	24	28	35	46	29
	13%	13%	11%	16%	9%	13%	11%	16%	9%	9%	12%	19%	11%	11%	14%	11%	11%	9%	16%	13%	10%	12%	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	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 (FAVORABLE - UNFAVORABLE)	58	18	19	32	-8	142	-104	18	5	22	20	2	-16	24	30	18	12	-2	-33	93	27	-10	28	13
	10%	7%	14%	29%	-9%	79%	-62%	8%	10%	27%	18%	2%	-14%	20%	16%	10%	7%	-3%	-25%	20%	11%	-10%	24%	9%
TOTAL HEARD OF	511	232	105	95	75	163	139	183	39	67	93	113	98	100	150	157	143	61	115	392	218	89	103	101
	85%	85%	82%	86%	92%	91%	83%	85%	82%	82%	84%	90%	86%	84%	81%	88%	86%	88%	87%	85%	89%	90%	88%	72%
TOTAL FAVORABLE	284	125	62	63	34	153	18	100	22	44	57	58	41	62	90	88	77	30	41	243	123	40	65	57
	47%	46%	48%	57%	41%	85%	10%	47%	46%	54%	51%	46%	36%	52%	48%	49%	47%	43%	31%	53%	50%	40%	56%	40%
TOTAL UNFAVORABLE	227	107	43	31	41	11	122	82	17	23	37	55	57	38	60	70	65	31	74	149	96	49	38	44
	38%	39%	34%	29%	51%	6%	72%	38%	36%	28%	33%	44%	50%	32%	32%	39%	39%	45%	56%	32%	39%	50%	32%	31%
VERY FAVORABLE	56	30	12	9	5	49	-	6	6	12	12	7	7	12	18	21	12	4	5	51	20	10	11	15
	9%	11%	9%	8%	7%	27%	-	3%	13%	14%	11%	5%	6%	10%	10%	12%	7%	6%	4%	11%	8%	10%	9%	10%
SOMEWHAT FAVORABLE	228	95	50	54	28	104	18	94	15	33	44	51	34	50	72	67	65	25	35	192	102	30	54	42
	38%	35%	39%	49%	35%	58%	10%	44%	32%	40%	40%	40%	30%	42%	38%	37%	39%	36%	27%	42%	42%	30%	47%	30%
SOMEWHAT UNFAVORABLE	135	66	28	19	19	11	59	57	11	15	25	31	34	19	35	43	41	16	40	91	58	28	25	23
	23%	24%	22%	17%	24%	6%	35%	26%	24%	18%	22%	24%	30%	16%	19%	24%	24%	24%	31%	20%	24%	29%	22%	17%
VERY UNFAVORABLE	92	41	15	13	22	-	63	26	6	8	12	25	22	19	26	26	25	15	34	58	37	21	12	21
	15%	15%	11%	12%	27%	-	38%	12%	12%	9%	11%	20%	20%	16%	14%	15%	15%	21%	25%	13%	15%	21%	11%	15%
NEVER HEARD OF HIM/HER	13	6	5	-	2	2	4	5	2	3	2	1	2	3	7	4	2	-	4	9	6	-	-	7
	2%	2%	4%	-	2%	1%	2%	2%	5%	4%	1%	1%	2%	2%	4%	2%	1%	-	3%	2%	3%	-	-	5%
DON'T KNOW/REFUSED	76	34	18	16	4	15	25	28	6	12	16	12	14	16	29	17	21	8	13	61	19	10	13	33
	13%	12%	14%	14%	5%	8%	15%	13%	13%	14%	14%	10%	12%	14%	15%	9%	13%	12%	10%	13%	8%	10%	12%	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	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 (APPROVE -	1	173	-200	120	-138	298	-297	197	-193	-42	-2	45	112	-108	118	-141	-128	85	59	199	-222	-29	33
DISAPPROVE)	-	94%	-54%	59%	-41%	100%	-100%	69%	-64%	-62%	-	61%	50%	-41%	68%	-38%	-47%	65%	39%	89%	-67%	-8%	15%
TOTAL APPROVE	298	179	85	161	101	298	-	241	54	13	226	59	168	76	146	114	73	108	103	210	55	171	127
----------	50%	97%	23%	79%	30%	100%	-	84%	18%	19%	49%	80%	74%	29%	84%	31%	27%	82%	68%	94%	17%	46%	57%
TOTAL DISAPPROVE	297	5	284	41	239	-	297	44	247	55	228	14	56	184	28	254	201	23	45	11	277	200	95
----------	49%	3%	77%	20%	70%	-	100%	15%	82%	81%	50%	19%	25%	71%	16%	69%	73%	18%	30%	5%	83%	53%	42%
STRONGLY APPROVE	104	88	12	74	19	104	-	96	8	5	71	28	65	20	65	28	15	44	41	93	3	59	45
	17%	48%	3%	36%	6%	35%	-	34%	3%	7%	16%	38%	29%	8%	37%	8%	6%	34%	27%	42%	1%	16%	20%
SOMEWHAT APPROVE	194	91	72	87	82	194	-	145	46	8	155	31	103	55	81	86	58	64	62	117	52	111	82
	32%	49%	20%	43%	24%	65%	-	51%	15%	11%	34%	41%	46%	21%	46%	23%	21%	49%	41%	52%	16%	30%	37%
SOMEWHAT DISAPPROVE	102	5	90	26	69	-	102	31	67	9	84	8	33	53	16	80	54	13	24	10	85	63	39
	17%	3%	24%	13%	20%	-	34%	11%	22%	14%	18%	11%	15%	21%	9%	22%	20%	10%	16%	5%	26%	17%	17%
STRONGLY DISAPPROVE	195	-	194	15	170	-	195	12	180	46	144	5	23	130	12	175	147	10	21	1	192	137	56
	32%	-	53%	7%	50%	-	66%	4%	60%	67%	31%	7%	10%	50%	7%	47%	54%	7%	14%	-	58%	37%	25%
DON'T KNOW/REFUSED	5	-	1	2	1	-	-	1	1	-	4	1	2	1	1	2	-	-	3	1	-	5	1
	1%	-	-	1%	-	-	-	-	-	-	1%	2%	1%	-	-	-	-	-	2%	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			
	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 (APPROVE -	1	18	-13	-27	24	-138	152	-12	13	-	-11	12	-3	-11	20	-21	-	4	19	-19	9	18	-23	-3
DISAPPROVE)	-	7%	-10%	-25%	30%	-77%	90%	-6%	28%	-	-10%	10%	-3%	-9%	11%	-12%	-	5%	14%	-4%	4%	19%	-20%	-2%
TOTAL APPROVE	298	144	57	41	52	21	159	101	30	41	50	69	54	54	102	78	82	36	75	221	126	59	46	68
----------	50%	53%	45%	37%	64%	11%	95%	47%	64%	50%	45%	55%	48%	45%	55%	44%	49%	52%	57%	48%	51%	59%	40%	48%
TOTAL DISAPPROVE	297	126	70	68	28	159	7	113	17	40	61	57	57	64	82	99	82	32	56	239	117	40	69	71
----------	49%	47%	55%	62%	34%	88%	4%	52%	36%	49%	55%	45%	50%	54%	44%	56%	50%	47%	42%	52%	48%	41%	59%	50%
STRONGLY APPROVE	104	57	13	14	21	1	68	31	10	18	13	20	23	19	37	22	31	15	36	68	45	21	16	23
	17%	21%	10%	13%	26%	-	41%	14%	22%	21%	12%	16%	20%	16%	20%	12%	19%	22%	27%	15%	18%	21%	13%	16%
SOMEWHAT APPROVE	194	87	44	27	31	20	91	70	20	23	36	49	31	34	65	56	51	21	38	152	81	38	30	45
	32%	32%	35%	25%	38%	11%	54%	32%	42%	28%	33%	38%	27%	29%	35%	32%	31%	30%	29%	33%	33%	38%	26%	32%
SOMEWHAT DISAPPROVE	102	47	19	20	14	55	7	32	6	18	21	22	17	17	28	33	27	13	22	79	31	16	25	30
	17%	17%	15%	18%	17%	31%	4%	15%	13%	22%	19%	17%	15%	14%	15%	19%	16%	19%	17%	17%	13%	16%	22%	21%
STRONGLY DISAPPROVE	195	80	51	48	14	103	-	80	11	22	40	35	40	47	53	66	55	19	34	160	85	24	44	41
	32%	29%	40%	44%	17%	57%	-	37%	22%	27%	36%	28%	35%	39%	29%	37%	33%	28%	26%	35%	35%	24%	38%	29%
DON'T KNOW/REFUSED	5	1	1	1	2	1	1	3	-	1	-	1	2	2	2	1	2	1	1	2	2	-	1	2
	1%	-	1%	1%	2%	-	1%	1%	-	1%	-	1%	2%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	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	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 (APPROVE - DISAPPROVE)	-16	130	-167	153	-192	187	-203	285	-302	-54	-26	64	85	-97	101	-128	-147	66	65	156	-192	-58	44
	-3%	70%	-45%	75%	-56%	63%	-68%	100%	-100%	-80%	-6%	86%	38%	-37%	57%	-35%	-54%	50%	43%	70%	-58%	-15%	20%
TOTAL APPROVE	285	156	98	177	72	241	44	285	-	6	211	68	154	80	136	118	62	97	105	189	68	156	130
----------	48%	85%	26%	87%	21%	81%	15%	100%	-	10%	46%	92%	68%	31%	78%	32%	23%	74%	70%	85%	20%	42%	58%
TOTAL DISAPPROVE	302	27	265	24	264	54	247	-	302	60	238	4	68	177	36	246	209	31	41	32	259	213	86
----------	50%	14%	72%	12%	78%	18%	83%	-	100%	89%	52%	5%	30%	68%	20%	66%	77%	24%	27%	15%	78%	57%	39%
STRONGLY APPROVE	53	37	9	42	7	49	4	53	-	2	25	26	34	10	32	16	12	15	25	43	6	25	28
	9%	20%	2%	20%	2%	16%	1%	18%	-	3%	5%	35%	15%	4%	19%	4%	4%	11%	17%	19%	2%	7%	12%
SOMEWHAT APPROVE	233	119	89	136	64	192	40	233	-	5	186	42	120	70	104	102	50	82	80	146	62	131	102
	39%	65%	24%	66%	19%	65%	13%	82%	-	7%	41%	57%	53%	27%	59%	27%	18%	63%	53%	66%	19%	35%	46%
SOMEWHAT DISAPPROVE	109	16	89	19	81	30	79	-	109	7	100	3	36	52	13	87	63	15	21	17	86	73	35
	18%	9%	24%	9%	24%	10%	27%	-	36%	10%	22%	3%	16%	20%	7%	23%	23%	12%	14%	8%	26%	19%	16%
STRONGLY DISAPPROVE	193	11	176	5	183	24	168	-	193	54	138	2	33	125	23	159	146	16	19	15	174	141	51
	32%	6%	48%	3%	54%	8%	57%	-	64%	79%	30%	2%	14%	48%	13%	43%	53%	12%	13%	7%	52%	38%	23%
DON'T KNOW/REFUSED	13	1	7	3	5	3	6	-	-	1	10	2	4	3	3	6	2	3	5	2	4	6	7
	2%	1%	2%	1%	1%	1%	2%	-	-	1%	2%	3%	2%	1%	2%	2%	1%	2%	4%	1%	1%	2%	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			
	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 (APPROVE -	-16	28	-28	-20	9	-96	126	-46	26	17	-21	-7	-12	-20	7	-18	-	-5	1	-19	-30	16	-13	11
DISAPPROVE)	-3%	10%	-22%	-19%	11%	-53%	75%	-21%	56%	20%	-19%	-5%	-10%	-17%	4%	-10%	-	-7%	-	-4%	-12%	16%	-11%	8%
TOTAL APPROVE	285	148	48	44	44	41	144	83	37	48	44	58	49	48	94	78	81	32	64	218	106	56	50	72
----------	48%	54%	38%	40%	55%	23%	86%	38%	78%	59%	40%	46%	44%	40%	51%	44%	49%	46%	49%	47%	44%	57%	43%	51%
TOTAL DISAPPROVE	302	120	76	64	35	136	18	129	10	32	65	65	61	68	87	96	81	37	64	237	137	41	63	61
----------	50%	44%	59%	58%	44%	76%	11%	60%	22%	39%	59%	52%	54%	57%	47%	54%	49%	53%	48%	51%	56%	41%	55%	43%
STRONGLY APPROVE	53	37	4	6	6	4	29	17	8	6	8	12	5	14	22	16	11	5	12	40	26	6	12	8
	9%	13%	3%	5%	7%	2%	17%	8%	16%	7%	7%	10%	5%	12%	12%	9%	6%	7%	9%	9%	11%	6%	10%	6%
SOMEWHAT APPROVE	233	111	44	38	38	37	116	66	29	42	36	46	44	34	72	63	70	27	52	177	80	50	39	64
	39%	41%	34%	35%	47%	21%	69%	31%	62%	52%	33%	37%	39%	28%	39%	35%	42%	39%	39%	38%	33%	51%	33%	45%
SOMEWHAT DISAPPROVE	109	42	28	16	22	51	8	43	2	14	24	29	16	24	27	35	33	13	28	81	35	21	21	33
	18%	16%	22%	14%	26%	29%	5%	20%	4%	17%	22%	23%	14%	20%	15%	20%	20%	19%	21%	17%	14%	21%	18%	23%
STRONGLY DISAPPROVE	193	78	48	48	14	85	10	86	8	18	41	36	45	44	60	61	47	23	36	156	102	20	43	28
	32%	29%	37%	44%	17%	47%	6%	40%	18%	22%	37%	29%	40%	37%	32%	34%	29%	34%	27%	34%	42%	20%	37%	20%
DON'T KNOW/REFUSED	13	4	4	2	2	3	5	4	-	2	1	3	3	4	4	3	4	1	4	8	1	2	2	8
	2%	1%	3%	2%	2%	2%	3%	2%	-	2%	1%	2%	3%	3%	2%	2%	3%	1%	3%	2%	-	2%	2%	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	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 (FEINGOLD - WALL)	92	135	-64	122	-66	197	-108	169	-86	-27	81	38	127	-59	112	-43	-52	58	77	150	-84	41	52
	15%	73%	-17%	60%	-19%	66%	-37%	59%	-28%	-40%	18%	51%	56%	-23%	64%	-12%	-19%	44%	51%	67%	-25%	11%	23%
FEINGOLD	283	147	107	142	101	224	55	201	73	14	219	50	160	69	130	120	84	82	98	172	81	166	116
	47%	80%	29%	70%	30%	75%	19%	70%	24%	21%	48%	67%	71%	26%	74%	32%	31%	62%	65%	77%	25%	44%	52%
WALL	191	13	171	21	167	27	163	32	158	41	138	12	33	128	17	163	136	24	21	22	166	125	64
	32%	7%	46%	10%	49%	9%	55%	11%	52%	61%	30%	16%	15%	49%	10%	44%	50%	18%	14%	10%	50%	33%	29%
UNDECIDED	116	22	85	41	63	42	73	49	64	10	96	10	29	61	25	81	49	22	31	26	78	77	38
	19%	12%	23%	20%	18%	14%	25%	17%	21%	15%	21%	13%	13%	23%	14%	22%	18%	17%	20%	12%	24%	21%	17%
REFUSED	10	2	7	-	9	5	5	3	7	2	6	2	4	3	3	6	4	3	1	3	6	6	4
	2%	1%	2%	-	3%	2%	2%	1%	2%	2%	1%	3%	2%	1%	2%	2%	1%	3%	1%	1%	2%	2%	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	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 (FEINGOLD - WALL)	92	54	11	-6	34	-68	115	42	5	21	14	19	13	20	28	16	25	23	48	46	26	30	-4	39
	15%	20%	9%	-6%	42%	-38%	68%	19%	10%	25%	12%	15%	12%	17%	15%	9%	15%	33%	37%	10%	11%	31%	-3%	28%
FEINGOLD	283	134	54	42	51	37	130	105	21	44	53	56	52	57	84	80	80	40	81	201	108	55	43	77
	47%	49%	42%	38%	63%	20%	78%	48%	45%	54%	47%	44%	46%	48%	45%	45%	48%	57%	61%	43%	44%	55%	37%	55%
WALL	191	81	43	48	17	104	16	62	16	24	39	37	39	37	56	64	54	17	33	155	82	25	47	38
	32%	30%	33%	44%	21%	58%	9%	29%	35%	29%	35%	29%	34%	31%	30%	36%	33%	24%	25%	33%	34%	25%	40%	27%
UNDECIDED	116	50	30	20	13	35	22	44	7	13	19	32	21	22	42	32	30	12	17	98	46	19	26	25
	19%	19%	24%	18%	16%	19%	13%	20%	16%	16%	17%	25%	18%	19%	22%	18%	18%	17%	13%	21%	19%	19%	22%	17%
REFUSED	10	6	1	-	1	4	-	5	2	-	-	2	2	3	5	3	2	1	1	9	7	-	1	1
	2%	2%	1%	-	1%	2%	-	2%	5%	1%	-	2%	2%	2%	2%	2%	1%	1%	1%	2%	3%	-	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	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 (FEINGOLD - THOMPSON)	-74	77	-161	51	-138	108	-187	73	-153	-31	-51	8	51	-121	65	-159	-119	42	10	100	-190	-74	1
	-12%	42%	-44%	25%	-41%	36%	-63%	26%	-51%	-46%	-11%	10%	22%	-47%	37%	-43%	-44%	32%	6%	45%	-57%	-20%	-
FEINGOLD	232	124	83	116	87	191	37	164	61	14	182	36	126	59	113	87	66	81	70	152	51	132	100
	39%	67%	23%	57%	26%	64%	12%	57%	20%	20%	40%	48%	56%	23%	65%	24%	24%	62%	46%	68%	16%	35%	45%
THOMPSON	306	47	244	65	226	82	224	90	214	45	233	28	75	180	48	247	185	38	60	52	242	205	99
	51%	26%	66%	32%	66%	28%	75%	32%	71%	66%	51%	38%	33%	69%	27%	67%	68%	29%	40%	23%	73%	55%	44%
UNDECIDED	55	11	37	23	20	23	31	29	22	9	38	8	23	18	11	33	20	10	20	17	33	35	19
	9%	6%	10%	11%	6%	8%	10%	10%	7%	13%	8%	10%	10%	7%	7%	9%	7%	7%	13%	7%	10%	9%	9%
REFUSED	7	2	5	-	7	2	5	2	5	-	4	2	2	4	2	3	3	2	1	2	5	2	5
	1%	1%	1%	-	2%	1%	2%	1%	2%	1%	1%	3%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	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	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 (FEINGOLD - THOMPSON)	-74	-40	-21	-34	17	-126	96	-39	9	-34	-21	-19	-4	-5	-9	-43	-33	12	25	-97	-36	8	-26	-21
	-12%	-15%	-16%	-31%	21%	-70%	57%	-18%	18%	-41%	-19%	-15%	-4%	-4%	-5%	-24%	-20%	17%	19%	-21%	-15%	8%	-22%	-15%
FEINGOLD	232	100	48	32	46	21	124	76	25	18	41	48	50	51	77	61	58	35	72	159	97	46	40	50
	39%	37%	38%	29%	57%	12%	74%	35%	52%	22%	37%	38%	44%	42%	42%	34%	35%	51%	55%	34%	40%	47%	34%	35%
THOMPSON	306	140	69	66	30	146	29	115	16	52	62	67	54	55	87	104	91	24	47	256	133	38	65	71
	51%	51%	54%	60%	37%	81%	17%	53%	34%	63%	56%	53%	48%	46%	47%	59%	55%	34%	35%	55%	54%	38%	56%	50%
UNDECIDED	55	29	10	11	3	12	15	19	4	12	7	12	8	11	19	11	15	9	12	42	10	14	11	19
	9%	11%	8%	10%	4%	7%	9%	9%	9%	15%	6%	9%	7%	9%	10%	6%	9%	13%	9%	9%	4%	14%	10%	14%
REFUSED	7	2	-	1	2	1	-	6	2	-	1	-	1	3	3	1	2	1	1	6	5	-	-	2
	1%	1%	-	1%	2%	-	-	3%	5%	-	1%	-	1%	2%	2%	1%	1%	1%	1%	1%	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	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 (BARRETT - WALKER)	-27	72	-105	55	-92	97	-123	82	-109	-24	-19	16	48	-81	62	-97	-90	50	16	76	-107	-36	11
	-4%	39%	-28%	27%	-27%	33%	-42%	29%	-36%	-36%	-4%	22%	21%	-31%	36%	-26%	-33%	38%	11%	34%	-32%	-10%	5%
BARRETT	189	98	74	92	78	147	41	131	56	10	151	28	96	55	91	76	56	69	52	114	62	107	82
	31%	53%	20%	45%	23%	49%	14%	46%	18%	15%	33%	38%	42%	21%	52%	20%	20%	52%	34%	51%	19%	29%	37%
WALKER	215	26	179	37	170	50	165	49	165	34	169	12	48	136	29	172	145	19	36	38	169	143	71
	36%	14%	48%	18%	50%	17%	55%	17%	55%	50%	37%	16%	21%	52%	17%	47%	53%	15%	24%	17%	51%	38%	32%
UNDECIDED	187	53	114	72	88	94	88	99	79	23	134	29	78	67	51	119	70	41	61	64	98	119	67
	31%	29%	31%	35%	26%	32%	30%	35%	26%	35%	29%	40%	35%	26%	29%	32%	25%	31%	41%	29%	30%	32%	30%
REFUSED	9	7	3	3	4	7	3	7	2	-	4	4	4	2	4	3	3	2	2	7	3	6	3
	2%	4%	1%	2%	1%	2%	1%	2%	1%	1%	1%	6%	2%	1%	2%	1%	1%	2%	1%	3%	1%	2%	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	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 (BARRETT - WALKER)	-27	-3	-14	-27	19	-74	69	-19	3	-11	-16	8	-3	-7	-14	1	-20	8	26	-54	-30	15	-14	2
	-4%	-1%	-11%	-25%	23%	-41%	41%	-9%	7%	-14%	-14%	6%	-3%	-6%	-8%	-	-12%	11%	19%	-12%	-12%	15%	-12%	2%
BARRETT	189	85	40	24	37	29	90	63	20	22	28	47	36	36	50	65	47	26	59	127	90	35	28	35
	31%	31%	32%	22%	46%	16%	54%	29%	42%	26%	25%	37%	31%	31%	27%	37%	28%	38%	45%	27%	37%	35%	24%	25%
WALKER	215	88	55	52	19	103	21	82	17	33	44	39	39	44	64	64	67	19	33	181	120	20	42	33
	36%	32%	43%	47%	23%	57%	13%	38%	36%	40%	40%	31%	34%	36%	35%	36%	41%	27%	25%	39%	49%	20%	37%	23%
UNDECIDED	187	94	30	34	25	48	53	66	8	28	37	40	37	37	67	48	50	22	40	145	31	42	45	69
	31%	35%	23%	31%	31%	27%	32%	30%	17%	34%	33%	32%	32%	31%	36%	27%	30%	32%	30%	31%	13%	42%	39%	49%
REFUSED	9	5	3	-	-	1	3	4	2	-	2	-	2	2	4	-	2	2	-	9	2	3	1	3
	2%	2%	3%	-	-	-	2%	2%	5%	-	2%	-	2%	2%	2%	-	1%	2%	-	2%	1%	3%	1%	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	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 (BARRETT - NEUMAN)	-1	71	-88	56	-70	111	-113	97	-101	-20	13	7	55	-62	58	-75	-69	44	25	90	-90	-20	21
	-	39%	-24%	27%	-21%	37%	-38%	34%	-33%	-30%	3%	9%	24%	-24%	33%	-20%	-25%	34%	17%	40%	-27%	-5%	10%
BARRETT	205	103	79	98	86	162	41	144	57	12	163	29	102	63	94	84	66	66	61	128	64	113	91
	34%	56%	21%	48%	25%	54%	14%	50%	19%	18%	36%	39%	45%	24%	54%	23%	24%	51%	40%	57%	19%	30%	41%
NEUMAN	205	31	166	42	156	51	155	47	158	33	150	22	46	125	36	158	135	22	36	38	154	133	70
	34%	17%	45%	20%	46%	17%	52%	17%	52%	48%	33%	30%	21%	48%	20%	43%	49%	17%	24%	17%	47%	36%	31%
UNDECIDED	180	45	119	60	95	80	96	89	81	22	138	20	75	68	43	121	71	43	50	54	107	121	59
	30%	25%	32%	30%	28%	27%	32%	31%	27%	32%	30%	28%	33%	26%	25%	33%	26%	32%	33%	24%	32%	32%	26%
REFUSED	10	4	6	4	4	5	5	5	5	1	7	2	3	5	2	7	2	-	4	4	6	7	3
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	3%	1%	2%	1%	2%	1%	-	3%	2%	2%	2%	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	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 (BARRETT - NEUMAN)	-1	5	10	-28	14	-58	82	-17	13	2	-9	10	-5	-11	-6	-2	-3	11	29	-32	1	18	-13	-6
	-	2%	8%	-26%	18%	-32%	49%	-8%	27%	2%	-8%	8%	-4%	-9%	-3%	-1%	-2%	15%	22%	-7%	-	18%	-11%	-5%
BARRETT	205	93	49	23	38	32	100	67	27	29	30	47	36	35	55	64	57	28	63	139	104	41	30	30
	34%	34%	39%	21%	47%	18%	60%	31%	58%	36%	27%	38%	31%	29%	30%	36%	34%	41%	47%	30%	43%	41%	26%	21%
NEUMAN	205	88	39	52	24	91	18	84	14	28	39	38	41	46	61	65	60	18	33	171	104	23	43	36
	34%	32%	31%	47%	29%	50%	11%	39%	30%	34%	35%	30%	36%	38%	33%	37%	36%	26%	25%	37%	42%	23%	37%	26%
UNDECIDED	180	87	36	34	19	54	47	61	6	25	41	39	36	34	67	47	44	21	34	144	34	34	43	70
	30%	32%	28%	31%	23%	30%	28%	28%	12%	30%	37%	31%	31%	28%	36%	27%	26%	30%	26%	31%	14%	34%	37%	49%
REFUSED	10	5	4	1	1	2	3	4	-	-	1	2	2	5	2	1	5	2	2	8	2	1	1	6
	2%	2%	3%	1%	1%	1%	2%	2%	-	-	1%	2%	2%	4%	1%	1%	3%	3%	2%	2%	1%	1%	1%	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	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 (DEMOCRATIC - REPUBLICAN)	-38	116	-158	82	-127	161	-199	129	-168	-31	-36	29	79	-104	103	-154	-130	65	33	143	-199	-50	13
	-6%	63%	-43%	40%	-37%	54%	-67%	45%	-56%	-46%	-8%	39%	35%	-40%	59%	-42%	-48%	50%	22%	64%	-60%	-13%	6%
DEMOCRATIC	224	138	69	128	70	202	22	186	34	10	169	45	132	57	130	72	46	90	77	166	35	124	100
	37%	75%	19%	63%	21%	68%	7%	65%	11%	14%	37%	61%	59%	22%	74%	19%	17%	68%	51%	75%	11%	33%	45%
REPUBLICAN	262	22	228	46	197	41	221	57	202	41	205	16	53	162	27	225	176	24	44	23	235	174	86
	44%	12%	62%	23%	58%	14%	75%	20%	67%	60%	45%	22%	24%	62%	15%	61%	64%	18%	29%	10%	71%	46%	39%
UNDECIDED	106	24	67	29	69	52	49	39	61	13	80	12	38	38	17	67	48	16	28	32	57	74	33
	18%	13%	18%	14%	20%	18%	17%	13%	20%	19%	18%	17%	17%	15%	10%	18%	17%	12%	19%	14%	17%	20%	15%
REFUSED	9	1	5	1	4	4	4	4	4	4	4	-	3	3	2	6	3	2	2	1	5	4	4
	1%	-	1%	-	1%	1%	1%	2%	1%	6%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	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	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 (DEMOCRATIC -	-38	-12	-16	-17	7	-157	156	-34	16	-10	-20	-10	-3	-11	-4	-37	2	1	20	-60	-14	9	-32	-1
REPUBLICAN)	-6%	-4%	-12%	-15%	8%	-87%	93%	-16%	33%	-12%	-18%	-8%	-2%	-9%	-2%	-21%	1%	2%	15%	-13%	-6%	9%	-27%	-1%
DEMOCRATIC	224	105	42	40	34	1	157	57	29	30	35	43	44	43	76	55	64	29	60	161	91	44	32	57
	37%	39%	33%	36%	41%	1%	94%	26%	60%	37%	32%	34%	38%	36%	41%	31%	39%	42%	45%	35%	37%	44%	27%	41%
REPUBLICAN	262	117	58	57	27	159	1	91	13	40	55	53	46	54	80	92	62	28	40	221	105	35	63	58
	44%	43%	45%	52%	33%	88%	1%	42%	27%	49%	50%	42%	41%	45%	43%	52%	37%	40%	30%	48%	43%	35%	55%	41%
UNDECIDED	106	46	27	10	20	18	8	66	4	11	18	27	24	21	27	30	37	12	28	77	46	21	18	21
	18%	17%	21%	9%	24%	10%	5%	30%	8%	13%	16%	22%	21%	18%	14%	17%	23%	17%	21%	17%	19%	21%	16%	15%
REFUSED	9	3	2	3	1	2	1	2	2	-	2	2	-	2	3	1	3	1	4	4	2	-	3	4
	1%	1%	1%	3%	1%	1%	1%	1%	4%	1%	2%	2%	-	1%	2%	1%	2%	1%	3%	1%	1%	-	2%	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	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%
LOW	68	3	63	4	63	13	55	6	60	68	-	-	11	42	5	57	51	9	2	8	58	45	21
	11%	2%	17%	2%	19%	4%	19%	2%	20%	100%	-	-	5%	16%	3%	16%	19%	7%	1%	4%	18%	12%	9%
MEDIUM	458	142	281	145	264	226	228	211	238	-	458	-	179	193	130	285	211	105	106	166	256	297	161
	76%	77%	76%	71%	78%	76%	77%	74%	79%	-	100%	-	79%	74%	74%	77%	77%	80%	70%	75%	77%	79%	72%
HIGH	74	39	26	55	13	59	14	68	4	-	-	74	36	25	40	28	12	17	44	48	17	33	41
	12%	21%	7%	27%	4%	20%	5%	24%	1%	-	-	100%	16%	10%	23%	7%	4%	13%	29%	22%	5%	9%	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	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%
LOW	68	30	12	17	7	18	5	40	4	2	12	19	17	14	24	20	17	7	17	50	28	12	13	16
	11%	11%	9%	15%	8%	10%	3%	19%	9%	2%	10%	15%	15%	11%	13%	11%	10%	9%	13%	11%	11%	12%	11%	11%
MEDIUM	458	197	111	85	60	149	129	153	35	69	91	91	83	89	136	140	131	50	102	351	182	77	88	111
	76%	73%	86%	77%	74%	83%	77%	71%	75%	85%	82%	72%	73%	75%	73%	78%	79%	73%	77%	76%	75%	78%	76%	79%
HIGH	74	44	5	8	14	13	34	23	8	11	8	16	14	17	26	18	18	12	13	61	34	10	15	14
	12%	16%	4%	8%	18%	7%	20%	11%	16%	13%	8%	13%	12%	14%	14%	10%	11%	18%	10%	13%	14%	10%	13%	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	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)	-294	-109	-87	-61	-33	-126	-17	-134	-15	-43	-60	-62	-60	-54	-69	-102	-88	-34	-62	-229	-132	-48	-51	-63
	-49%	-40%	-68%	-55%	-41%	-70%	-10%	-62%	-31%	-53%	-54%	-49%	-53%	-45%	-37%	-57%	-53%	-48%	-47%	-49%	-54%	-49%	-44%	-45%
TOTAL WELL	139	73	19	23	22	24	69	38	16	15	24	31	25	28	54	33	34	17	31	107	50	23	31	35
----------	23%	27%	15%	21%	27%	13%	41%	17%	33%	18%	22%	24%	22%	23%	29%	19%	21%	25%	24%	23%	20%	23%	27%	25%
TOTAL NOT WELL	433	181	106	83	56	151	86	172	30	59	84	93	85	82	123	135	123	51	93	336	181	71	82	98
----------	72%	67%	83%	76%	68%	84%	51%	80%	64%	71%	76%	73%	75%	69%	66%	76%	74%	73%	71%	73%	74%	72%	71%	70%
VERY WELL	23	15	3	1	4	4	8	10	5	2	4	4	5	3	11	4	5	3	4	19	12	3	3	5
	4%	6%	2%	1%	5%	2%	5%	5%	10%	3%	4%	3%	5%	2%	6%	2%	3%	4%	3%	4%	5%	3%	3%	3%
WELL	116	58	16	22	18	20	61	28	11	13	20	27	20	25	43	29	29	14	28	87	37	20	28	30
	19%	21%	12%	20%	23%	11%	36%	13%	23%	16%	18%	21%	17%	21%	23%	16%	18%	20%	21%	19%	15%	20%	24%	21%
NOT TOO WELL	225	100	60	35	30	80	65	68	22	34	45	45	40	40	62	66	67	31	47	176	83	39	44	59
	38%	37%	47%	31%	37%	45%	39%	32%	47%	41%	41%	35%	35%	34%	33%	37%	40%	44%	35%	38%	34%	40%	38%	42%
NOT WELL AT ALL	207	81	45	49	26	70	20	104	8	25	39	48	45	42	62	69	56	20	46	160	99	32	38	39
	35%	30%	35%	44%	32%	39%	12%	48%	17%	30%	35%	38%	40%	35%	33%	39%	34%	29%	35%	35%	40%	32%	33%	28%
DON'T KNOW/REFUSED	28	17	4	4	3	5	14	6	2	8	3	3	4	9	8	9	9	1	7	20	13	5	3	8
	5%	6%	3%	3%	4%	3%	8%	3%	3%	10%	2%	2%	3%	8%	4%	5%	5%	2%	6%	4%	5%	5%	3%	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	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	-29	-39	-37	-12	-65	46	-87	2	-4	-31	-18	-28	-38	-40	-42	-31	-3	-27	-86	-59	-8	-28	-22
	-19%	-11%	-30%	-34%	-14%	-36%	28%	-40%	4%	-5%	-28%	-14%	-25%	-32%	-21%	-23%	-19%	-5%	-21%	-19%	-24%	-8%	-24%	-16%
TOTAL WELL	228	115	40	35	34	52	103	62	24	35	38	52	42	37	69	65	63	32	49	178	85	43	44	56
----------	38%	42%	32%	32%	41%	29%	61%	29%	50%	43%	34%	42%	37%	31%	37%	37%	38%	46%	37%	39%	35%	44%	38%	40%
TOTAL NOT WELL	345	144	79	73	45	117	57	149	22	39	70	70	70	75	109	107	94	35	77	264	145	51	71	78
----------	58%	53%	62%	66%	56%	65%	34%	69%	46%	48%	63%	56%	61%	63%	58%	60%	56%	51%	58%	57%	59%	52%	61%	55%
VERY WELL	40	22	3	4	11	8	20	11	5	7	5	7	5	11	20	9	6	6	2	38	14	6	12	8
	7%	8%	2%	4%	14%	4%	12%	5%	11%	9%	4%	6%	4%	9%	11%	5%	4%	8%	2%	8%	6%	6%	10%	6%
WELL	188	92	38	31	22	44	83	51	18	28	33	45	37	26	49	56	56	26	47	140	71	37	32	48
	31%	34%	29%	28%	27%	24%	50%	24%	38%	34%	30%	36%	33%	22%	26%	32%	34%	38%	36%	30%	29%	37%	27%	34%
NOT TOO WELL	216	89	50	43	32	73	40	89	15	28	48	37	42	46	70	62	56	26	43	169	86	34	44	52
	36%	33%	39%	39%	39%	40%	24%	41%	31%	34%	43%	30%	37%	38%	38%	35%	34%	37%	33%	36%	35%	34%	38%	37%
NOT WELL AT ALL	130	55	29	30	13	44	17	60	7	11	21	33	28	29	38	45	37	9	33	96	58	18	27	26
	22%	20%	23%	27%	16%	25%	10%	28%	15%	14%	19%	26%	24%	24%	21%	25%	22%	13%	25%	21%	24%	18%	24%	19%
DON'T KNOW/REFUSED	26	13	8	2	2	11	8	5	2	8	3	4	2	8	8	6	10	2	6	20	14	4	1	7
	4%	5%	7%	2%	3%	6%	5%	2%	4%	9%	3%	3%	2%	7%	5%	3%	6%	3%	4%	4%	6%	4%	1%	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	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	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	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)	-123	-30	-48	-33	-9	-75	60	-100	-3	-1	-36	-15	-30	-39	-43	-36	-41	-3	-20	-101	-64	-14	-22	-23
	-21%	-11%	-37%	-30%	-11%	-42%	36%	-46%	-6%	-2%	-32%	-12%	-27%	-32%	-23%	-20%	-25%	-4%	-15%	-22%	-26%	-14%	-19%	-16%
TOTAL WELL	225	115	36	36	36	49	109	55	20	38	36	53	40	39	68	67	58	32	53	172	83	42	46	55
----------	38%	42%	28%	33%	44%	27%	65%	25%	41%	46%	33%	42%	35%	33%	37%	38%	35%	46%	40%	37%	34%	43%	39%	39%
TOTAL NOT WELL	349	145	84	69	45	124	49	154	22	39	72	68	70	78	112	103	99	35	72	273	147	56	68	78
----------	58%	53%	65%	63%	55%	69%	29%	72%	47%	48%	65%	54%	62%	65%	60%	58%	60%	51%	55%	59%	60%	56%	59%	55%
VERY WELL	39	23	2	3	11	6	23	9	6	6	5	8	3	11	14	8	11	5	11	28	15	7	7	10
	7%	8%	2%	3%	13%	3%	14%	4%	12%	7%	5%	6%	3%	9%	8%	5%	7%	8%	8%	6%	6%	7%	6%	7%
WELL	186	92	33	33	25	43	87	46	14	32	31	45	37	28	54	59	47	26	42	143	68	35	39	44
	31%	34%	26%	30%	31%	24%	52%	21%	29%	39%	28%	35%	32%	24%	29%	33%	28%	38%	32%	31%	28%	35%	33%	32%
NOT TOO WELL	203	86	51	36	29	77	37	79	14	30	45	37	39	39	63	59	59	22	42	158	87	31	43	43
	34%	32%	39%	32%	36%	43%	22%	37%	29%	36%	40%	29%	34%	32%	34%	33%	36%	32%	32%	34%	35%	31%	37%	31%
NOT WELL AT ALL	145	59	33	34	16	46	12	75	9	9	27	31	31	39	49	44	39	13	31	114	60	25	25	35
	24%	22%	26%	31%	19%	26%	7%	35%	18%	11%	24%	24%	27%	32%	26%	25%	24%	19%	23%	25%	25%	25%	22%	25%
DON'T KNOW/REFUSED	26	12	9	5	1	7	9	7	6	5	3	6	4	3	6	8	9	2	7	18	14	1	2	9
	4%	4%	7%	4%	1%	4%	5%	3%	12%	6%	3%	5%	4%	3%	3%	4%	6%	3%	5%	4%	6%	1%	2%	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	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)	123	39	57	23	4	47	8	61	3	19	37	33	25	6	23	47	45	7	38	81	60	12	22	30
	21%	14%	45%	21%	5%	26%	5%	28%	6%	23%	34%	26%	22%	5%	13%	26%	27%	11%	29%	18%	24%	12%	19%	21%
TOTAL WELL	342	146	89	64	39	108	82	132	24	46	71	76	67	58	98	110	98	35	81	257	144	53	67	78
----------	57%	54%	70%	58%	48%	60%	49%	61%	50%	56%	64%	61%	59%	48%	53%	62%	59%	50%	62%	55%	59%	54%	57%	56%
TOTAL NOT WELL	219	107	32	41	35	61	74	71	21	27	34	44	42	52	75	63	53	28	43	175	84	41	45	48
----------	36%	39%	25%	37%	43%	34%	44%	33%	44%	33%	30%	35%	37%	43%	40%	36%	32%	40%	33%	38%	35%	42%	39%	34%
VERY WELL	153	71	34	26	18	43	30	68	10	13	29	33	35	32	48	53	39	12	38	110	59	26	32	35
	25%	26%	27%	24%	22%	24%	18%	31%	21%	16%	26%	26%	31%	27%	26%	30%	24%	18%	29%	24%	24%	26%	28%	25%
WELL	189	74	55	38	21	65	53	64	14	33	42	44	32	25	50	57	59	23	43	146	85	27	34	43
	32%	27%	43%	35%	26%	36%	31%	30%	29%	40%	38%	35%	28%	21%	27%	32%	35%	33%	33%	32%	35%	28%	29%	30%
NOT TOO WELL	155	68	27	33	24	40	62	44	21	19	25	31	32	28	46	49	39	21	37	119	58	32	35	31
	26%	25%	21%	30%	29%	22%	37%	20%	44%	24%	22%	24%	28%	23%	25%	27%	23%	31%	28%	26%	24%	32%	30%	22%
NOT WELL AT ALL	63	39	5	8	11	20	13	27	-	8	9	13	10	24	28	15	14	6	7	56	27	9	10	17
	11%	14%	4%	7%	14%	11%	8%	12%	-	10%	8%	10%	9%	20%	15%	8%	9%	9%	5%	12%	11%	9%	9%	12%
DON'T KNOW/REFUSED	39	19	7	5	7	11	11	13	3	9	6	6	5	10	13	5	15	7	7	31	16	5	4	14
	7%	7%	6%	5%	9%	6%	7%	6%	5%	10%	5%	5%	4%	9%	7%	3%	9%	10%	5%	7%	7%	5%	4%	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	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 (ENVIRONMENT - JOBS)	-34	70	-104	50	-90	92	-128	73	-109	-30	-14	10	226	-260	50	-94	-81	37	16	77	-117	-26	-8
	-6%	38%	-28%	24%	-26%	31%	-43%	26%	-36%	-45%	-3%	14%	100%	-100%	29%	-26%	-29%	28%	11%	35%	-35%	-7%	-4%
PROTECT ENVIRONMENT	226	108	99	113	92	168	56	154	68	11	179	36	226	-	99	101	74	73	66	129	76	138	87
	38%	59%	27%	55%	27%	56%	19%	54%	23%	17%	39%	48%	100%	-	57%	27%	27%	56%	44%	58%	23%	37%	39%
MAINTAINING JOBS	260	38	203	63	182	76	184	80	177	42	193	25	-	260	49	196	155	37	50	52	193	164	95
	43%	21%	55%	31%	54%	25%	62%	28%	59%	62%	42%	34%	-	100%	28%	53%	57%	28%	33%	23%	58%	44%	43%
BOTH EQUALLY	85	30	49	22	46	43	40	44	36	9	66	10	-	-	23	51	30	19	29	32	44	57	28
	14%	16%	13%	11%	13%	14%	14%	15%	12%	13%	14%	13%	-	-	13%	14%	11%	15%	19%	14%	13%	15%	13%
NEITHER	15	3	11	2	12	5	10	2	12	1	11	2	-	-	1	13	7	1	3	5	10	7	7
	2%	2%	3%	1%	4%	2%	3%	1%	4%	2%	2%	3%	-	-	-	4%	3%	1%	2%	2%	3%	2%	3%
DON'T KNOW/REFUSED	14	4	9	4	8	6	7	5	9	5	8	1	-	-	3	8	7	1	3	4	8	9	5
	2%	2%	2%	2%	2%	2%	2%	2%	3%	7%	2%	1%	-	-	2%	2%	2%	1%	2%	2%	2%	2%	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	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 (ENVIRONMENT - JOBS)	-34	-15	-12	-13	11	-73	59	-16	3	13	-8	-17	-1	-25	-33	-12	13	-3	-5	-32	-36	9	-17	10
	-6%	-6%	-9%	-12%	13%	-40%	35%	-8%	7%	16%	-7%	-13%	-1%	-21%	-18%	-6%	8%	-4%	-4%	-7%	-15%	9%	-15%	7%
PROTECT ENVIRONMENT	226	100	45	40	40	37	100	76	23	38	41	42	46	35	59	68	72	27	50	172	77	45	44	61
	38%	37%	35%	37%	49%	20%	60%	35%	49%	47%	37%	34%	40%	30%	32%	38%	43%	38%	38%	37%	31%	45%	38%	43%
MAINTAINING JOBS	260	115	56	54	29	109	41	93	20	26	48	59	46	61	93	79	59	29	56	204	113	36	61	51
	43%	42%	44%	49%	36%	61%	25%	43%	42%	31%	44%	47%	41%	51%	50%	44%	36%	42%	42%	44%	46%	37%	52%	36%
BOTH EQUALLY	85	45	17	12	11	27	23	33	4	14	16	19	14	18	28	19	27	12	21	63	38	13	10	24
	14%	17%	13%	11%	13%	15%	14%	15%	9%	17%	14%	15%	13%	15%	15%	10%	16%	17%	16%	14%	15%	13%	9%	17%
NEITHER	15	4	7	2	1	3	1	8	-	3	2	-	5	3	1	8	4	1	4	11	12	2	-	1
	2%	2%	6%	2%	1%	2%	1%	4%	-	4%	2%	-	5%	3%	1%	5%	3%	2%	3%	2%	5%	2%	-	1%
DON'T KNOW/REFUSED	14	8	3	2	1	3	2	6	-	-	3	5	2	2	5	5	4	-	1	12	5	4	1	4
	2%	3%	3%	2%	1%	2%	1%	3%	-	1%	3%	4%	2%	2%	2%	3%	3%	1%	1%	3%	2%	4%	1%	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	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 (GOV GUARANTEE - AHEAD ON OWN)	-195	34	-229	12	-215	33	-227	18	-210	-52	-154	12	-2	-147	175	-370	-177	22	-21	49	-245	-149	-45
	-32%	18%	-62%	6%	-63%	11%	-76%	6%	-70%	-77%	-34%	16%	-1%	-56%	100%	-100%	-65%	17%	-14%	22%	-74%	-40%	-20%
GOVERNMENT GUARANTEE	175	98	59	99	49	146	28	136	36	5	130	40	99	49	175	-	40	70	56	121	33	94	81
	29%	53%	16%	49%	14%	49%	9%	48%	12%	8%	28%	54%	44%	19%	100%	-	15%	53%	37%	54%	10%	25%	36%
AHEAD ON OWN	370	64	288	87	264	114	254	118	246	57	285	28	101	196	-	370	217	48	76	73	278	242	126
	62%	35%	78%	43%	78%	38%	86%	41%	81%	85%	62%	37%	45%	75%	-	100%	79%	37%	51%	33%	84%	65%	56%
DON'T KNOW/REFUSED	55	22	23	18	28	38	14	31	20	5	44	7	26	16	-	-	16	13	19	29	20	39	16
	9%	12%	6%	9%	8%	13%	5%	11%	7%	7%	10%	9%	11%	6%	-	-	6%	10%	13%	13%	6%	10%	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	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 (GOV GUARANTEE - AHEAD ON OWN)	-195	-54	-61	-51	-27	-136	54	-100	6	-23	-46	-49	-31	-50	-41	-72	-67	-14	-22	-171	-74	-17	-48	-56
	-32%	-20%	-48%	-46%	-34%	-75%	32%	-46%	12%	-28%	-41%	-39%	-27%	-42%	-22%	-40%	-40%	-20%	-16%	-37%	-30%	-17%	-41%	-40%
GOVERNMENT GUARANTEE	175	98	29	26	21	18	100	47	23	29	30	30	35	28	64	46	42	23	49	125	75	34	30	36
	29%	36%	22%	24%	26%	10%	60%	22%	49%	35%	27%	23%	31%	23%	34%	26%	25%	33%	37%	27%	31%	34%	26%	25%
AHEAD ON OWN	370	152	89	77	48	153	47	147	17	52	76	79	66	79	105	118	108	37	70	296	149	51	78	92
	62%	56%	70%	70%	59%	85%	28%	68%	36%	63%	69%	63%	58%	66%	57%	66%	65%	53%	53%	64%	61%	51%	67%	65%
DON'T KNOW/REFUSED	55	22	10	7	12	9	21	22	7	1	4	17	12	13	17	14	16	9	13	42	20	14	7	13
	9%	8%	8%	6%	15%	5%	12%	10%	15%	2%	4%	14%	11%	11%	9%	8%	9%	13%	10%	9%	8%	14%	6%	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	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 (TOO MUCH - TOO LITTLE)	142	-27	172	-3	152	-35	178	-35	178	42	106	-5	1	119	-30	169	273	-131	-	-36	177	121	20
	24%	-15%	47%	-1%	45%	-12%	60%	-12%	59%	62%	23%	-7%	1%	46%	-17%	46%	100%	-100%	-	-16%	54%	32%	9%
SPENDS TOO MUCH	273	41	220	52	212	73	201	62	209	51	211	12	74	155	40	217	273	-	-	51	209	188	84
	46%	22%	60%	25%	62%	24%	68%	22%	69%	75%	46%	16%	33%	60%	23%	59%	100%	-	-	23%	63%	50%	37%
TOO LITTLE	131	68	48	55	60	108	23	97	31	9	105	17	73	37	70	48	-	131	-	87	32	67	64
	22%	37%	13%	27%	18%	36%	8%	34%	10%	13%	23%	23%	32%	14%	40%	13%	-	100%	-	39%	10%	18%	29%
ABOUT THE RIGHT AMOUNT OF TAX DOLLARS	151	68	69	86	46	103	45	105	41	2	106	44	66	50	56	76	-	-	151	76	61	93	58
	25%	37%	19%	42%	13%	35%	15%	37%	13%	2%	23%	59%	29%	19%	32%	21%	-	-	100%	34%	18%	25%	26%
DON'T KNOW/REFUSED	45	7	32	11	23	14	28	21	21	6	37	2	12	19	9	28	-	-	-	8	28	27	17
	7%	4%	9%	6%	7%	5%	10%	7%	7%	10%	8%	2%	5%	7%	5%	8%	-	-	-	4%	9%	7%	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	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 (TOO MUCH - TOO LITTLE)	142	69	31	29	9	94	-39	77	-11	18	34	33	31	37	29	47	51	14	18	127	69	7	39	28
	24%	25%	24%	26%	11%	52%	-23%	36%	-22%	22%	31%	26%	27%	31%	16%	27%	31%	21%	14%	27%	28%	7%	34%	20%
SPENDS TOO MUCH	273	120	64	55	29	112	32	114	11	37	56	63	56	51	78	86	79	30	56	217	119	35	62	57
	46%	44%	50%	50%	36%	62%	19%	53%	23%	45%	50%	50%	49%	42%	42%	48%	48%	43%	42%	47%	49%	36%	54%	40%
TOO LITTLE	131	51	33	27	20	19	72	36	21	19	21	30	25	14	49	39	28	15	38	90	51	29	23	29
	22%	19%	26%	24%	25%	10%	43%	17%	45%	23%	19%	24%	22%	12%	26%	22%	17%	22%	28%	19%	21%	29%	20%	20%
ABOUT THE RIGHT AMOUNT OF TAX DOLLARS	151	74	23	21	29	30	58	51	10	18	29	25	30	39	45	38	48	19	32	119	56	28	28	39
	25%	27%	18%	19%	36%	17%	34%	24%	22%	22%	26%	20%	26%	32%	24%	21%	29%	28%	24%	26%	23%	28%	24%	28%
DON'T KNOW/REFUSED	45	27	7	7	2	19	6	15	5	8	4	7	4	16	13	16	10	6	7	36	18	7	3	16
	7%	10%	6%	6%	3%	10%	4%	7%	10%	10%	4%	6%	3%	14%	7%	9%	6%	8%	5%	8%	7%	7%	3%	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	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%
PRISONS	278	105	151	111	143	163	113	158	113	28	212	38	126	102	103	146	102	77	84	132	127	160	115
	46%	57%	41%	54%	42%	55%	38%	55%	37%	42%	46%	52%	56%	39%	59%	39%	37%	59%	56%	59%	38%	43%	52%
FUNDING FOR THE UNIVERSITY OF WISCONSIN	166	31	126	43	113	63	102	61	104	25	126	16	52	93	37	117	96	25	27	50	105	111	53
	28%	17%	34%	21%	33%	21%	35%	21%	34%	37%	27%	21%	23%	36%	21%	32%	35%	19%	18%	22%	32%	30%	24%
HEALTH AND HUMAN SERVICES	147	29	109	28	105	48	98	41	102	26	113	9	31	88	27	113	93	21	24	27	110	105	41
	24%	16%	29%	14%	31%	16%	33%	15%	34%	38%	25%	12%	14%	34%	15%	30%	34%	16%	16%	12%	33%	28%	18%
AIDS TO SCHOOLS AND LOCAL GOVERNMENT	120	27	84	33	80	43	77	43	75	21	85	15	35	60	26	89	80	17	21	31	82	75	42
	20%	14%	23%	16%	24%	14%	26%	15%	25%	30%	18%	20%	15%	23%	15%	24%	29%	13%	14%	14%	25%	20%	19%
NONE	30	12	16	15	9	17	11	18	10	1	24	6	12	6	9	15	8	7	9	13	13	22	8
	5%	7%	4%	7%	3%	6%	4%	6%	3%	2%	5%	8%	5%	2%	5%	4%	3%	5%	6%	6%	4%	6%	4%
DON'T KNOW/REFUSED	16	3	11	4	10	7	10	5	12	5	12	-	3	8	2	11	8	2	4	6	11	11	6
	3%	1%	3%	2%	3%	2%	3%	2%	4%	7%	3%	-	2%	3%	1%	3%	3%	1%	2%	3%	3%	3%	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	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%
PRISONS	278	126	58	45	45	70	98	93	33	39	49	62	44	51	83	81	82	33	65	212	109	49	51	69
	46%	47%	45%	40%	55%	39%	58%	43%	69%	48%	45%	49%	39%	43%	44%	45%	49%	47%	49%	46%	45%	50%	44%	49%
FUNDING FOR THE UNIVERSITY OF WISCONSIN	166	80	37	33	16	53	30	70	5	23	35	38	36	30	53	57	43	14	40	125	61	28	28	50
	28%	29%	28%	30%	19%	29%	18%	32%	10%	28%	31%	30%	32%	25%	28%	32%	26%	20%	30%	27%	25%	28%	24%	35%
HEALTH AND HUMAN SERVICES	147	64	30	32	18	51	27	57	7	11	31	32	33	33	44	43	35	24	33	111	68	20	32	28
	24%	24%	24%	29%	22%	28%	16%	26%	15%	14%	28%	25%	29%	28%	24%	24%	21%	34%	25%	24%	28%	20%	27%	20%
AIDS TO SCHOOLS AND LOCAL GOVERNMENT	120	57	22	25	14	42	24	47	7	21	18	22	21	31	46	34	32	8	20	98	51	12	33	24
	20%	21%	17%	23%	17%	24%	14%	22%	15%	25%	16%	17%	18%	26%	25%	19%	19%	12%	15%	21%	21%	12%	29%	17%
NONE	30	18	2	5	3	8	7	13	-	3	3	6	12	6	9	9	10	2	9	21	11	9	3	7
	5%	7%	2%	4%	4%	5%	4%	6%	-	3%	3%	5%	11%	5%	5%	5%	6%	3%	7%	4%	4%	9%	2%	5%
DON'T KNOW/REFUSED	16	7	3	1	3	4	3	8	-	-	1	5	2	7	6	4	4	2	1	15	4	3	4	5
	3%	3%	3%	1%	4%	2%	1%	4%	-	-	1%	4%	2%	6%	3%	2%	3%	2%	1%	3%	2%	3%	4%	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	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 (UNDERSTANDABLE - CONTRIBUTE)	-397	-84	-279	-121	-245	-169	-225	-154	-234	-56	-302	-38	-119	-208	-102	-265	-213	-55	-109	-130	-242	-243	-152
	-66%	-46%	-75%	-59%	-72%	-57%	-76%	-54%	-78%	-83%	-66%	-52%	-53%	-80%	-58%	-72%	-78%	-42%	-72%	-58%	-73%	-65%	-68%
UNDERSTANDABLE	80	41	35	33	39	52	27	53	26	4	61	15	46	19	32	40	23	33	15	40	32	55	25
	13%	22%	9%	16%	11%	17%	9%	18%	9%	6%	13%	20%	20%	7%	18%	11%	9%	25%	10%	18%	10%	15%	11%
WORKERS SHOULD CONTRIBUTE	476	124	314	153	284	221	252	207	261	60	363	53	165	227	134	304	237	87	123	170	274	297	177
	79%	68%	85%	75%	83%	74%	85%	72%	86%	89%	79%	72%	73%	87%	76%	82%	87%	67%	82%	76%	83%	79%	79%
DON'T KNOW/REFUSED	44	19	22	18	18	25	18	26	15	4	34	6	15	15	9	26	13	11	13	13	25	23	21
	7%	10%	6%	9%	5%	8%	6%	9%	5%	6%	7%	8%	7%	6%	5%	7%	5%	9%	9%	6%	8%	6%	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	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 (UNDERSTANDABLE - CONTRIBUTE)	-397	-184	-80	-86	-42	-131	-82	-154	-31	-38	-84	-78	-74	-90	-138	-132	-96	-29	-56	-336	-167	-59	-82	-89
	-66%	-68%	-63%	-78%	-52%	-73%	-49%	-71%	-66%	-47%	-76%	-62%	-66%	-75%	-74%	-74%	-58%	-42%	-43%	-73%	-68%	-60%	-71%	-63%
UNDERSTANDABLE	80	33	20	9	17	19	35	24	5	19	13	21	13	9	15	18	29	18	32	47	33	15	13	19
	13%	12%	15%	8%	21%	10%	21%	11%	10%	23%	12%	17%	12%	7%	8%	10%	17%	26%	25%	10%	13%	15%	11%	14%
WORKERS SHOULD CONTRIBUTE	476	217	100	94	59	150	117	178	36	58	97	99	88	98	153	150	125	47	89	383	199	74	95	109
	79%	80%	78%	86%	73%	83%	70%	83%	75%	70%	88%	79%	77%	82%	82%	85%	75%	68%	67%	83%	82%	74%	82%	77%
DON'T KNOW/REFUSED	44	22	8	7	5	12	16	14	7	5	-	6	13	12	18	9	12	4	11	32	12	11	8	13
	7%	8%	6%	6%	6%	7%	10%	6%	15%	6%	-	5%	11%	10%	10%	5%	7%	6%	8%	7%	5%	11%	7%	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	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 (FAVOR - OPPOSE)	-109	120	-244	73	-189	155	-265	121	-227	-50	-90	32	53	-141	88	-205	-158	55	15	223	-331	-101	-5
	-18%	65%	-66%	36%	-55%	52%	-89%	42%	-75%	-74%	-20%	43%	23%	-54%	50%	-56%	-58%	42%	10%	100%	-100%	-27%	-2%
FAVOR	223	144	53	130	67	210	11	189	32	8	166	48	129	52	121	73	51	87	76	223	-	123	100
	37%	78%	14%	64%	20%	71%	4%	66%	11%	12%	36%	65%	57%	20%	69%	20%	19%	66%	50%	100%	-	33%	45%
OPPOSE	331	24	297	57	256	55	277	68	259	58	256	17	76	193	33	278	209	32	61	-	331	225	104
	55%	13%	80%	28%	75%	18%	93%	24%	86%	86%	56%	23%	34%	74%	19%	75%	77%	25%	41%	-	100%	60%	47%
DON'T KNOW/REFUSED	46	15	19	18	17	33	9	29	10	1	36	9	20	15	21	19	13	12	14	-	-	27	19
	8%	8%	5%	9%	5%	11%	3%	10%	3%	2%	8%	12%	9%	6%	12%	5%	5%	9%	9%	-	-	7%	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	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 (FAVOR - OPPOSE)	-109	-32	-43	-34	5	-158	105	-49	1	-10	-24	-29	-13	-34	-13	-58	-24	-13	-2	-103	-51	2	-37	-22
	-18%	-12%	-34%	-31%	6%	-88%	63%	-23%	3%	-13%	-22%	-23%	-11%	-29%	-7%	-33%	-14%	-18%	-1%	-22%	-21%	2%	-32%	-16%
FAVOR	223	107	39	35	40	10	125	75	23	34	41	40	47	37	78	54	67	24	60	162	86	48	36	52
	37%	39%	31%	32%	49%	6%	75%	35%	49%	42%	37%	31%	41%	31%	42%	30%	40%	35%	46%	35%	35%	49%	31%	37%
OPPOSE	331	139	82	69	35	169	20	124	22	45	65	69	60	72	91	112	91	37	62	265	138	46	73	74
	55%	51%	64%	63%	43%	94%	12%	57%	46%	54%	59%	55%	53%	60%	49%	63%	55%	53%	47%	57%	56%	47%	63%	53%
DON'T KNOW/REFUSED	46	25	6	6	6	1	22	18	3	3	5	17	7	11	17	12	8	8	10	35	20	4	7	14
	8%	9%	5%	5%	8%	-	13%	8%	5%	4%	5%	14%	6%	9%	9%	7%	5%	12%	8%	8%	8%	4%	6%	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	OPPOSE	MARR-IED	NOT MARR-IED
BASE=SAMPLE A	300	103	170	107	163	159	136	134	155	36	235	29	111	127	92	185	136	74	68	115	162	191	108
	100%	34%	57%	36%	54%	53%	45%	45%	52%	12%	78%	10%	37%	42%	31%	62%	45%	25%	23%	39%	54%	64%	36%
**D/S (BETTER - WORSE)	-65	38	-107	26	-93	53	-117	38	-102	-22	-47	3	14	-73	28	-92	-71	23	-5	59	-124	-63	-3
	-22%	37%	-63%	24%	-57%	33%	-86%	28%	-66%	-62%	-20%	11%	13%	-58%	30%	-49%	-52%	31%	-8%	51%	-77%	-33%	-3%
BETTER OFF	66	43	11	41	16	66	-	54	10	4	52	10	39	11	39	23	13	34	16	62	1	32	34
	22%	42%	7%	38%	10%	41%	-	41%	7%	11%	22%	34%	35%	9%	42%	12%	10%	47%	24%	54%	1%	16%	32%
WORSE OFF	131	5	118	15	109	13	117	17	112	26	98	7	25	85	11	114	85	12	22	3	125	94	37
	44%	5%	69%	14%	67%	8%	86%	13%	72%	73%	42%	23%	22%	67%	12%	62%	62%	16%	32%	2%	77%	49%	34%
WON'T BE ANY CHANGE	89	49	36	47	33	71	17	55	29	4	74	11	43	27	36	44	32	25	26	46	32	61	28
	30%	48%	21%	45%	20%	44%	12%	42%	18%	12%	32%	37%	39%	21%	39%	24%	24%	34%	39%	40%	20%	32%	26%
DON'T KNOW/REFUSED	14	5	5	4	6	10	2	7	4	1	10	2	4	4	7	4	6	2	3	4	3	5	8
	5%	5%	3%	4%	4%	6%	2%	5%	3%	4%	4%	7%	4%	3%	7%	2%	4%	3%	4%	4%	2%	3%	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	138	65	49	42	87	97	100	18	37	56	68	57	64	90	89	80	42	77	220	108	58	64	70
	100%	46%	22%	16%	14%	29%	32%	33%	6%	12%	19%	23%	19%	21%	30%	30%	27%	14%	26%	73%	36%	19%	21%	23%
**D/S (BETTER - WORSE)	-65	-15	-23	-22	-2	-68	39	-30	1	-4	-21	-12	-4	-27	-19	-26	-10	-9	-6	-58	-20	-5	-29	-11
	-22%	-11%	-35%	-46%	-5%	-79%	40%	-30%	8%	-12%	-38%	-17%	-7%	-42%	-21%	-30%	-13%	-22%	-8%	-26%	-18%	-9%	-46%	-16%
BETTER OFF	66	37	13	6	10	2	45	18	6	13	8	15	18	6	17	18	22	9	18	48	27	16	7	15
	22%	27%	20%	13%	23%	2%	46%	18%	32%	34%	14%	21%	32%	10%	19%	20%	27%	22%	23%	22%	25%	27%	12%	22%
WORSE OFF	131	52	36	29	12	70	6	48	4	17	29	26	22	33	36	44	32	18	24	106	47	21	37	26
	44%	38%	55%	59%	28%	81%	6%	48%	24%	46%	52%	39%	39%	51%	41%	50%	40%	44%	31%	48%	44%	36%	57%	38%
WON'T BE ANY CHANGE	89	41	15	13	19	15	40	27	8	8	19	23	12	20	31	24	21	13	30	58	30	19	19	22
	30%	30%	23%	27%	44%	18%	42%	27%	43%	20%	34%	34%	21%	32%	34%	28%	26%	32%	39%	26%	28%	32%	29%	31%
DON'T KNOW/REFUSED	14	8	1	1	2	-	5	7	-	-	-	4	5	5	5	2	5	1	5	8	3	3	1	6
	5%	6%	2%	1%	6%	-	6%	7%	-	-	-	6%	8%	7%	6%	2%	7%	2%	6%	3%	3%	6%	2%	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	OPPOSE	MARR-IED	NOT MARR-IED
BASE=SAMPLE B	300	81	199	98	177	139	161	152	147	32	224	45	114	133	83	184	137	57	83	107	170	183	115
	100%	27%	66%	33%	59%	46%	54%	51%	49%	11%	74%	15%	38%	44%	28%	61%	46%	19%	28%	36%	57%	61%	38%
**D/S (BETTER - WORSE)	3	-29	38	-21	28	-39	44	-34	35	10	7	-14	-27	26	-21	35	31	-15	-19	-39	45	3	-2
	1%	-36%	19%	-22%	16%	-28%	27%	-22%	24%	32%	3%	-31%	-24%	20%	-25%	19%	22%	-26%	-22%	-37%	27%	2%	-1%
BETTER OFF	56	3	53	8	46	4	52	10	44	12	43	1	10	38	4	50	43	1	4	3	52	33	21
	18%	3%	27%	8%	26%	3%	32%	7%	30%	38%	19%	2%	8%	28%	5%	27%	31%	2%	5%	3%	31%	18%	18%
WORSE OFF	52	32	15	29	18	43	8	44	8	2	36	15	37	11	24	15	12	16	23	43	7	29	23
	17%	39%	7%	30%	10%	31%	5%	29%	6%	6%	16%	33%	32%	9%	29%	8%	9%	27%	28%	40%	4%	16%	20%
WON'T BE ANY CHANGE	185	44	126	58	107	86	99	95	90	18	138	28	65	80	53	113	79	40	54	61	107	115	69
	62%	55%	63%	59%	61%	62%	61%	62%	61%	56%	62%	63%	57%	60%	65%	62%	58%	69%	65%	57%	63%	63%	60%
DON'T KNOW/REFUSED	8	2	6	2	6	6	2	3	5	-	7	1	3	5	1	5	4	1	2	-	4	6	2
	3%	3%	3%	2%	3%	4%	1%	2%	3%	-	3%	2%	3%	3%	1%	3%	3%	2%	2%	-	2%	3%	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	134	64	61	39	93	71	116	30	45	55	58	56	56	96	89	86	28	55	243	137	41	52	71
	100%	44%	21%	20%	13%	31%	24%	39%	10%	15%	18%	19%	19%	19%	32%	30%	29%	9%	18%	81%	45%	14%	17%	24%
**D/S (BETTER - WORSE)	3	7	4	-	-7	23	-29	6	8	-2	-	-5	-1	4	-2	6	2	-2	6	-2	10	-4	-	-2
	1%	5%	6%	-1%	-19%	24%	-40%	6%	26%	-5%	-	-9%	-2%	7%	-2%	7%	2%	-9%	11%	-1%	7%	-11%	-1%	-3%
BETTER OFF	56	28	13	12	3	28	3	21	10	5	7	9	12	12	12	20	17	7	13	42	27	7	8	13
	18%	21%	21%	20%	6%	30%	4%	18%	34%	11%	13%	16%	22%	21%	13%	22%	20%	24%	24%	17%	20%	18%	16%	18%
WORSE OFF	52	20	9	13	10	5	31	15	2	7	7	15	13	8	14	14	15	9	7	45	18	12	8	15
	17%	15%	14%	21%	25%	5%	44%	13%	8%	15%	13%	25%	24%	14%	15%	15%	18%	33%	14%	18%	13%	29%	16%	20%
WON'T BE ANY CHANGE	185	80	39	36	27	59	36	76	17	33	40	32	30	32	65	54	53	12	32	150	85	22	35	43
	62%	60%	62%	59%	68%	64%	50%	66%	58%	74%	72%	55%	53%	58%	67%	61%	62%	43%	58%	62%	62%	53%	68%	60%
DON'T KNOW/REFUSED	8	6	2	-	-	2	2	4	-	-	1	2	1	4	5	2	1	-	2	6	6	-	-	1
	3%	4%	3%	-	-	2%	3%	3%	-	-	2%	3%	1%	7%	5%	2%	1%	-	4%	2%	5%	-	-	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	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%
HAS ALREADY CREATED JOBS	42	27	11	27	11	34	7	33	8	2	27	13	24	13	12	17	8	12	20	26	11	25	17
	7%	14%	3%	13%	3%	11%	2%	12%	3%	3%	6%	17%	10%	5%	7%	5%	3%	9%	13%	12%	3%	7%	7%
WILL CREATE NEW JOBS	203	109	71	112	64	159	41	157	41	3	157	44	100	59	106	79	51	69	70	127	60	111	92
	34%	59%	19%	55%	19%	53%	14%	55%	14%	4%	34%	59%	44%	23%	61%	21%	19%	53%	46%	57%	18%	30%	41%
WILL NOT CREATE NEW JOBS	325	41	268	59	251	89	235	80	241	61	249	15	93	179	51	253	204	45	50	63	245	223	100
	54%	22%	73%	29%	74%	30%	79%	28%	80%	90%	54%	21%	41%	69%	29%	69%	75%	34%	33%	28%	74%	59%	45%
DON'T KNOW/REFUSED	30	7	19	7	14	15	13	15	12	2	26	3	9	10	5	20	11	5	11	6	15	16	14
	5%	4%	5%	3%	4%	5%	4%	5%	4%	3%	6%	4%	4%	4%	3%	5%	4%	4%	8%	3%	5%	4%	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	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%
HAS ALREADY CREATED JOBS	42	18	6	9	8	3	16	16	4	4	5	10	11	8	13	10	11	7	9	32	17	5	9	12
	7%	7%	4%	9%	10%	2%	9%	8%	8%	4%	4%	8%	10%	7%	7%	6%	7%	11%	7%	7%	7%	5%	7%	9%
WILL CREATE NEW JOBS	203	109	34	30	28	42	105	49	26	34	28	39	40	35	74	53	46	29	51	150	78	46	36	44
	34%	40%	27%	27%	35%	23%	62%	23%	55%	42%	26%	31%	35%	29%	40%	30%	28%	42%	38%	32%	32%	47%	31%	31%
WILL NOT CREATE NEW JOBS	325	130	83	66	39	128	43	134	17	41	73	70	58	67	90	108	96	31	68	255	137	44	68	77
	54%	48%	65%	60%	48%	71%	26%	62%	37%	50%	66%	55%	51%	56%	48%	61%	58%	45%	52%	55%	56%	44%	58%	54%
DON'T KNOW/REFUSED	30	14	5	4	6	7	5	17	-	3	5	7	5	10	8	7	13	2	4	25	13	4	4	9
	5%	5%	4%	4%	7%	4%	3%	8%	-	4%	4%	5%	4%	8%	4%	4%	8%	3%	3%	5%	5%	4%	4%	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	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%
TELEVISION	271	93	161	104	138	144	126	148	120	30	197	44	100	115	98	152	120	51	74	107	139	165	105
	45%	51%	44%	51%	41%	48%	43%	52%	40%	45%	43%	60%	44%	44%	56%	41%	44%	39%	49%	48%	42%	44%	47%
INTERNET	128	30	85	27	89	57	70	48	76	12	111	5	45	56	29	89	64	33	23	39	82	90	37
	21%	16%	23%	13%	26%	19%	24%	17%	25%	18%	24%	7%	20%	22%	16%	24%	24%	25%	15%	18%	25%	24%	17%
RADIO	110	24	77	35	66	41	68	44	64	17	85	8	40	54	26	77	55	27	21	35	69	68	42
	18%	13%	21%	17%	19%	14%	23%	15%	21%	25%	19%	11%	18%	21%	15%	21%	20%	20%	14%	16%	21%	18%	19%
PRINT NEWSPAPERS	81	33	42	35	42	52	28	44	35	7	60	14	40	29	21	48	29	20	29	40	35	44	37
	14%	18%	11%	17%	12%	17%	9%	16%	12%	10%	13%	19%	18%	11%	12%	13%	11%	15%	19%	18%	11%	12%	17%
DON'T KNOW/REFUSED	9	3	4	3	6	4	4	1	6	2	6	1	1	6	1	3	5	-	4	1	5	7	2
	2%	1%	1%	1%	2%	1%	1%	-	2%	3%	1%	2%	1%	2%	1%	1%	2%	-	2%	1%	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	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%
TELEVISION	271	271	-	-	-	74	75	109	18	34	37	50	61	72	112	88	59	12	63	208	107	43	58	64
	45%	100%	-	-	-	41%	45%	50%	38%	41%	33%	40%	54%	60%	60%	50%	36%	17%	47%	45%	44%	43%	50%	46%
INTERNET	128	-	128	-	-	45	36	39	13	29	38	27	17	4	16	37	50	24	20	105	64	21	18	25
	21%	-	100%	-	-	25%	21%	18%	27%	36%	34%	21%	15%	4%	9%	21%	30%	35%	15%	23%	26%	21%	16%	18%
RADIO	110	-	-	110	-	43	30	29	13	16	23	31	15	11	36	28	29	17	24	85	35	18	22	35
	18%	-	-	100%	-	24%	18%	14%	27%	20%	21%	25%	13%	10%	20%	16%	17%	24%	18%	18%	14%	18%	19%	25%
PRINT NEWSPAPERS	81	-	-	-	81	17	25	35	2	3	13	15	18	30	19	23	25	14	22	58	36	17	12	16
	14%	-	-	-	100%	10%	15%	16%	5%	3%	12%	12%	16%	25%	10%	13%	15%	20%	17%	13%	15%	17%	11%	11%
DON'T KNOW/REFUSED	9	-	-	-	-	1	3	4	1	-	-	3	2	3	3	1	3	3	3	6	3	-	5	1
	2%	-	-	-	-	1%	2%	2%	3%	-	-	2%	2%	2%	1%	1%	2%	4%	2%	1%	1%	-	4%	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	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 (REPUBLICAN - DEMOCRAT)	12	-97	120	-57	79	-139	151	-104	118	13	20	-21	-64	68	-83	106	80	-53	-28	-115	149	24	-12
	2%	-53%	33%	-28%	23%	-47%	51%	-36%	39%	20%	4%	-29%	-28%	26%	-47%	29%	29%	-40%	-18%	-52%	45%	6%	-6%
REPUBLICAN	180	11	162	39	129	21	159	41	136	18	149	13	37	109	18	153	112	19	30	10	169	118	62
	30%	6%	44%	19%	38%	7%	54%	14%	45%	26%	33%	17%	16%	42%	10%	41%	41%	14%	20%	5%	51%	31%	28%
DEMOCRAT	168	108	42	96	49	159	7	144	18	5	129	34	100	41	100	47	32	72	58	125	20	94	74
	28%	59%	11%	47%	14%	53%	2%	51%	6%	7%	28%	46%	44%	16%	57%	13%	12%	55%	38%	56%	6%	25%	33%
INDEPENDENT	216	56	143	58	144	101	113	83	129	40	153	23	76	93	47	147	114	36	51	75	124	139	75
	36%	30%	39%	28%	42%	34%	38%	29%	43%	60%	33%	31%	34%	36%	27%	40%	42%	28%	34%	34%	37%	37%	34%
OTHER PREFERENCE/NO PREFERENCE	30	8	19	9	18	15	15	13	17	5	22	4	10	15	6	21	14	4	8	11	16	21	8
	5%	4%	5%	5%	5%	5%	5%	5%	5%	7%	5%	5%	4%	6%	3%	6%	5%	3%	6%	5%	5%	6%	4%
DON'T KNOW/REFUSED	6	-	3	2	1	3	3	4	2	-	5	1	3	2	4	2	1	-	4	1	3	3	3
	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	-	-	3%	1%	1%	1%	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	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 (REPUBLICAN - DEMOCRAT)	12	-1	9	14	-8	180	-168	-	-5	16	10	-7	-6	4	-11	24	9	-11	-26	40	8	-6	9	1
	2%	-	7%	12%	-9%	100%	-100%	-	-11%	20%	9%	-5%	-5%	3%	-6%	14%	5%	-16%	-19%	9%	3%	-6%	8%	1%
REPUBLICAN	180	74	45	43	17	180	-	-	13	38	40	33	23	33	47	60	54	19	26	154	77	26	38	38
	30%	27%	35%	39%	21%	100%	-	-	26%	47%	36%	26%	20%	28%	25%	34%	32%	27%	19%	33%	32%	27%	33%	27%
DEMOCRAT	168	75	36	30	25	-	168	-	18	22	30	40	28	30	58	35	45	30	51	114	70	32	29	37
	28%	28%	28%	27%	31%	-	100%	-	37%	27%	27%	32%	25%	25%	31%	20%	27%	43%	39%	25%	29%	32%	25%	26%
INDEPENDENT	216	109	39	29	35	-	-	216	14	15	33	44	57	52	70	72	56	18	45	170	86	36	36	57
	36%	40%	30%	27%	43%	-	-	100%	30%	18%	30%	35%	50%	44%	38%	41%	34%	26%	34%	37%	35%	37%	31%	41%
OTHER PREFERENCE/NO PREFERENCE	30	10	8	6	4	-	-	-	1	7	7	6	6	3	9	7	10	3	8	21	10	4	10	5
	5%	4%	6%	6%	5%	-	-	-	3%	8%	6%	5%	5%	2%	5%	4%	6%	4%	6%	5%	4%	4%	9%	4%
DON'T KNOW/REFUSED	6	4	1	1	-	-	-	-	2	-	1	3	-	1	2	4	1	-	2	4	1	-	3	2
	1%	1%	1%	1%	-	-	-	-	3%	-	-	2%	-	1%	1%	2%	-	-	1%	1%	-	-	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/	356	40	292	72	259	77	277	92	259	55	273	28	78	202	42	290	215	35	70	49	291	232	122
NEITHER/IND Q.38C	100%	11%	82%	20%	73%	22%	78%	26%	73%	15%	77%	8%	22%	57%	12%	82%	61%	10%	20%	14%	82%	65%	34%
**D/S (VOTE - NOT VOTE)	301	28	258	57	227	52	249	65	233	44	239	17	63	189	33	253	201	27	46	33	261	199	101
	85%	70%	88%	79%	88%	67%	90%	71%	90%	81%	88%	63%	82%	94%	78%	87%	93%	76%	66%	67%	89%	86%	83%
TOTAL VOTE	323	34	271	62	240	62	261	75	245	48	252	22	68	193	36	268	207	30	56	41	273	211	110
----------	91%	84%	93%	87%	92%	80%	94%	82%	94%	88%	92%	80%	87%	96%	85%	92%	96%	84%	80%	83%	94%	91%	90%
TOTAL NOT VOTE	22	6	13	6	13	10	11	10	11	4	13	5	4	4	3	15	6	3	10	8	12	12	9
----------	6%	14%	5%	8%	5%	12%	4%	10%	4%	7%	5%	17%	6%	2%	7%	5%	3%	8%	15%	16%	4%	5%	7%
DEFINITELY VOTE	215	18	187	29	175	31	184	37	178	40	161	14	39	139	19	185	145	18	35	19	190	149	64
	60%	45%	64%	40%	67%	40%	66%	40%	69%	73%	59%	50%	51%	69%	45%	64%	67%	51%	51%	39%	65%	64%	53%
PROBABLY VOTE	108	16	84	34	65	31	77	38	66	8	91	8	28	54	17	83	62	12	21	22	83	62	46
	30%	39%	29%	47%	25%	40%	28%	42%	26%	15%	33%	30%	36%	27%	40%	29%	29%	33%	30%	44%	28%	27%	38%
PROBABLY NOT VOTE	17	5	10	5	10	8	8	8	8	2	11	4	3	3	3	11	5	3	7	6	9	9	8
	5%	12%	3%	6%	4%	10%	3%	9%	3%	4%	4%	14%	4%	1%	7%	4%	2%	8%	10%	13%	3%	4%	7%
DEFINITELY NOT VOTE	5	1	3	1	3	2	3	2	3	2	2	1	1	1	-	4	1	-	3	2	3	4	1
	1%	2%	1%	2%	1%	2%	1%	2%	1%	3%	1%	4%	2%	1%	-	1%	1%	-	5%	3%	1%	2%	1%
DON'T KNOW/REFUSED	11	1	8	3	7	6	5	7	3	3	8	1	5	4	4	7	2	3	4	1	7	8	3
	3%	2%	3%	5%	3%	8%	2%	8%	1%	5%	3%	3%	7%	2%	8%	2%	1%	8%	5%	1%	2%	4%	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	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=GOP Q.38 OR GOP/	356	157	82	70	42	180	-	152	24	52	75	72	62	71	105	115	98	36	67	287	149	50	77	81
NEITHER/IND Q.38C	100%	44%	23%	20%	12%	51%	-	43%	7%	15%	21%	20%	17%	20%	30%	32%	28%	10%	19%	81%	42%	14%	22%	23%
**D/S (VOTE - NOT VOTE)	301	130	70	63	35	172	-	117	22	40	65	54	59	61	91	92	86	31	52	249	133	41	69	59
	85%	82%	85%	90%	83%	95%	-	77%	93%	77%	87%	75%	95%	86%	87%	80%	88%	84%	79%	87%	89%	82%	89%	73%
TOTAL VOTE	323	141	75	66	37	175	-	131	22	46	70	60	59	65	97	101	91	33	58	264	140	44	71	68
----------	91%	90%	92%	94%	89%	97%	-	86%	93%	88%	93%	84%	96%	92%	92%	87%	93%	92%	87%	92%	94%	89%	92%	84%
TOTAL NOT VOTE	22	11	5	3	3	4	-	14	-	6	5	7	1	4	5	9	5	3	6	15	7	3	2	9
----------	6%	7%	6%	4%	6%	2%	-	9%	-	11%	6%	9%	1%	6%	5%	8%	5%	7%	9%	5%	5%	7%	3%	11%
DEFINITELY VOTE	215	87	47	51	28	123	-	82	13	23	46	40	42	51	56	67	67	24	41	173	100	32	45	38
	60%	55%	57%	73%	68%	69%	-	54%	55%	44%	61%	55%	68%	72%	53%	58%	68%	66%	61%	60%	67%	65%	59%	47%
PROBABLY VOTE	108	54	28	14	9	52	-	50	9	23	24	21	17	14	41	34	24	9	17	90	40	12	26	30
	30%	34%	35%	21%	21%	29%	-	33%	38%	44%	32%	29%	28%	20%	39%	29%	25%	25%	26%	31%	27%	24%	33%	37%
PROBABLY NOT VOTE	17	8	5	1	3	3	-	11	-	6	3	3	1	4	5	9	4	-	5	11	7	3	2	6
	5%	5%	6%	2%	6%	2%	-	7%	-	11%	4%	4%	1%	6%	4%	8%	4%	-	8%	4%	5%	5%	3%	7%
DEFINITELY NOT VOTE	5	3	-	2	-	1	-	3	-	-	1	4	-	-	1	-	1	3	1	4	-	1	-	4
	1%	2%	-	2%	-	1%	-	2%	-	-	2%	5%	-	-	1%	-	1%	7%	1%	1%	-	2%	1%	4%
DON'T KNOW/REFUSED	11	5	2	1	2	1	-	7	2	-	1	5	2	2	3	6	2	-	3	9	2	2	4	3
	3%	3%	2%	1%	5%	-	-	4%	7%	1%	1%	7%	3%	3%	3%	5%	2%	1%	4%	3%	1%	4%	5%	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	34	271	62	240	62	261	75	245	48	252	22	68	193	36	268	207	30	56	41	273	211	110
	100%	10%	84%	19%	74%	19%	81%	23%	76%	15%	78%	7%	21%	60%	11%	83%	64%	9%	17%	13%	84%	65%	34%
**D/S (NEUMANN - WALKER)	-63	-1	-56	-4	-61	-9	-53	-	-61	-17	-44	-2	-9	-36	-2	-59	-57	12	-13	-2	-66	-44	-18
	-19%	-2%	-21%	-6%	-26%	-14%	-20%	-	-25%	-35%	-17%	-9%	-14%	-19%	-5%	-22%	-28%	39%	-23%	-5%	-24%	-21%	-17%
MARK NEUMANN	87	15	68	20	60	20	66	27	60	8	73	6	19	55	13	66	49	17	13	16	64	53	34
	27%	44%	25%	33%	25%	33%	25%	35%	25%	16%	29%	28%	27%	28%	37%	25%	24%	58%	23%	40%	24%	25%	31%
SCOTT WALKER	149	15	124	24	122	29	119	26	121	24	117	8	28	91	15	126	106	6	25	18	131	97	52
	46%	45%	46%	38%	51%	47%	46%	35%	49%	51%	46%	37%	41%	47%	42%	47%	51%	19%	46%	45%	48%	46%	47%
DON'T KNOW/REFUSED	87	4	79	18	58	12	75	22	63	16	63	8	22	48	7	76	52	7	18	6	78	62	24
	27%	11%	29%	29%	24%	20%	29%	29%	26%	33%	25%	35%	32%	25%	21%	28%	25%	24%	31%	15%	29%	29%	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	141	75	66	37	175	-	131	22	46	70	60	59	65	97	101	91	33	58	264	140	44	71	68
	100%	44%	23%	20%	12%	54%	-	41%	7%	14%	22%	19%	18%	20%	30%	31%	28%	10%	18%	82%	43%	14%	22%	21%
**D/S (NEUMANN - WALKER)	-63	-12	-23	-19	-9	-42	-	-20	-9	-14	-13	-14	-6	-7	4	-21	-42	-3	-10	-54	-70	3	3	1
	-19%	-9%	-31%	-30%	-23%	-24%	-	-15%	-38%	-30%	-19%	-23%	-10%	-11%	4%	-21%	-47%	-10%	-16%	-20%	-50%	7%	5%	2%
MARK NEUMANN	87	44	14	17	10	45	-	37	7	11	18	16	17	19	36	29	11	10	17	68	26	15	27	19
	27%	32%	19%	26%	27%	26%	-	28%	31%	24%	25%	26%	29%	28%	37%	29%	12%	30%	30%	26%	19%	34%	37%	29%
SCOTT WALKER	149	57	38	36	19	87	-	57	15	25	31	29	23	26	32	50	54	13	27	122	96	12	23	18
	46%	40%	50%	55%	50%	50%	-	43%	69%	54%	44%	49%	39%	39%	33%	50%	59%	39%	46%	46%	69%	27%	33%	27%
DON'T KNOW/REFUSED	87	40	23	13	9	44	-	37	-	10	21	15	19	21	28	21	26	10	14	73	18	18	21	30
	27%	28%	31%	19%	23%	25%	-	28%	-	23%	30%	25%	32%	32%	29%	21%	29%	31%	23%	28%	13%	40%	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	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%
MORE THAN ONCE A WEEK	61	14	43	23	30	22	39	29	30	8	46	8	15	36	15	42	26	12	12	13	40	38	24
	10%	8%	12%	11%	9%	7%	13%	10%	10%	11%	10%	10%	7%	14%	8%	11%	10%	9%	8%	6%	12%	10%	11%
EVERY WEEK	187	39	136	55	116	73	113	68	114	20	139	28	55	97	43	127	96	27	49	53	122	126	60
	31%	21%	37%	27%	34%	25%	38%	24%	38%	29%	30%	38%	24%	37%	24%	34%	35%	21%	33%	24%	37%	34%	27%
ONCE OR TWICE A MONTH	107	33	61	39	56	56	50	58	47	8	89	10	45	44	37	61	54	20	32	34	64	66	41
	18%	18%	17%	19%	16%	19%	17%	20%	15%	12%	19%	14%	20%	17%	21%	17%	20%	15%	21%	15%	19%	18%	18%
SEVERAL TIMES A YEAR	85	33	45	30	49	45	38	43	40	11	58	15	37	26	25	52	40	17	22	39	40	61	23
	14%	18%	12%	15%	14%	15%	13%	15%	13%	16%	13%	21%	16%	10%	14%	14%	15%	13%	14%	18%	12%	16%	10%
HARDLY EVER	125	53	67	46	69	75	51	64	60	19	99	8	51	51	41	75	51	35	29	62	57	68	58
	21%	29%	18%	22%	20%	25%	17%	22%	20%	28%	22%	11%	22%	20%	23%	20%	18%	27%	19%	28%	17%	18%	26%
NEVER	30	12	14	11	18	27	3	22	8	2	24	4	22	6	13	12	4	19	7	20	7	14	16
	5%	7%	4%	6%	5%	9%	1%	8%	3%	3%	5%	6%	10%	2%	7%	3%	1%	15%	5%	9%	2%	4%	7%
DON'T KNOW/REFUSED	4	-	3	-	3	-	3	1	3	1	3	-	1	-	2	1	3	1	-	2	2	2	2
	1%	-	1%	-	1%	-	1%	-	1%	1%	1%	-	1%	-	1%	-	1%	-	-	1%	1%	-	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	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%
MORE THAN ONCE A WEEK	61	32	13	11	4	27	12	19	5	11	9	15	5	16	23	9	24	5	7	54	27	6	11	18
	10%	12%	10%	10%	5%	15%	7%	9%	10%	14%	8%	12%	4%	14%	12%	5%	15%	7%	5%	12%	11%	6%	10%	13%
EVERY WEEK	187	85	32	41	28	67	36	71	11	13	30	37	45	51	63	65	38	20	44	143	66	29	44	48
	31%	31%	25%	37%	34%	37%	22%	33%	22%	16%	27%	29%	39%	43%	34%	37%	23%	29%	34%	31%	27%	30%	38%	34%
ONCE OR TWICE A MONTH	107	47	24	20	16	39	28	32	6	25	21	25	14	16	28	32	38	10	18	88	42	18	19	28
	18%	17%	18%	18%	19%	22%	17%	15%	13%	31%	19%	20%	12%	14%	15%	18%	23%	14%	14%	19%	17%	18%	17%	20%
SEVERAL TIMES A YEAR	85	43	18	10	10	14	31	35	-	13	20	17	23	13	18	27	26	13	26	58	31	16	17	20
	14%	16%	14%	10%	13%	8%	18%	16%	-	15%	18%	13%	20%	11%	10%	15%	16%	19%	20%	13%	13%	16%	15%	14%
HARDLY EVER	125	59	27	23	16	30	37	52	15	15	25	27	26	18	40	36	33	17	27	98	60	23	20	23
	21%	22%	21%	20%	20%	17%	22%	24%	31%	19%	23%	21%	23%	15%	21%	20%	20%	24%	21%	21%	24%	23%	17%	17%
NEVER	30	4	14	4	7	1	24	4	11	4	5	5	-	4	12	8	5	5	8	19	17	7	3	3
	5%	2%	11%	4%	9%	-	14%	2%	24%	5%	5%	4%	-	3%	6%	5%	3%	8%	6%	4%	7%	7%	3%	2%
DON'T KNOW/REFUSED	4	2	-	2	1	1	-	2	-	-	1	1	1	1	2	1	2	-	1	2	1	-	2	1
	1%	1%	-	1%	1%	-	-	1%	-	-	1%	1%	1%	1%	1%	-	1%	-	1%	-	-	-	2%	-

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	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%
18 - 24	47	19	26	24	24	30	17	37	10	4	35	8	23	20	23	17	11	21	10	23	22	7	41
	8%	10%	7%	12%	7%	10%	6%	13%	3%	6%	8%	10%	10%	8%	13%	5%	4%	16%	7%	10%	7%	2%	18%
25 - 34	82	28	45	35	37	41	40	48	32	2	69	11	38	26	29	52	37	19	18	34	45	58	24
	14%	15%	12%	17%	11%	14%	14%	17%	11%	3%	15%	14%	17%	10%	16%	14%	14%	14%	12%	15%	13%	15%	11%
35 - 44	111	31	75	31	72	50	61	44	65	12	91	8	41	48	30	76	56	21	29	41	65	83	27
	18%	17%	20%	15%	21%	17%	21%	15%	22%	17%	20%	11%	18%	19%	17%	21%	20%	16%	19%	18%	20%	22%	12%
45 - 54	126	39	74	38	72	69	57	58	65	19	91	16	42	59	30	79	63	30	25	40	69	86	40
	21%	21%	20%	19%	21%	23%	19%	20%	22%	28%	20%	22%	19%	23%	17%	21%	23%	23%	17%	18%	21%	23%	18%
55 - 64	114	39	70	41	68	54	57	49	61	17	83	14	46	46	35	66	56	25	30	47	60	78	34
	19%	21%	19%	20%	20%	18%	19%	17%	20%	25%	18%	19%	20%	18%	20%	18%	20%	19%	20%	21%	18%	21%	15%
65 AND ABOVE	120	30	79	34	68	54	64	48	68	14	89	17	35	61	28	79	51	14	39	37	72	63	57
	20%	16%	21%	17%	20%	18%	22%	17%	23%	20%	19%	23%	16%	23%	16%	21%	19%	11%	26%	17%	22%	17%	25%
REFUSED	1	-	1	1	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	1	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
18 - 29	102	34	57	47	48	58	44	75	27	4	83	14	50	35	41	54	37	36	20	48	51	44	58
	17%	18%	15%	23%	14%	19%	15%	26%	9%	6%	18%	19%	22%	13%	23%	15%	14%	27%	13%	22%	15%	12%	26%
30 - 44	138	43	89	42	85	63	74	54	80	14	112	12	52	59	41	91	67	26	37	50	80	103	34
	23%	23%	24%	21%	25%	21%	25%	19%	27%	20%	24%	17%	23%	23%	24%	25%	24%	20%	25%	22%	24%	28%	15%
45 - 59	192	63	113	65	110	100	90	88	99	26	141	24	69	84	46	121	95	43	46	67	104	131	60
	32%	34%	30%	32%	32%	34%	30%	31%	33%	39%	31%	33%	31%	32%	26%	33%	35%	33%	30%	30%	31%	35%	27%
60+	163	44	107	49	94	76	86	67	93	22	119	23	54	82	46	102	72	25	47	57	93	95	68
	27%	24%	29%	24%	28%	26%	29%	23%	31%	33%	26%	31%	24%	31%	26%	28%	26%	19%	31%	25%	28%	25%	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	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%
18 - 24	47	18	13	13	2	13	18	14	47	-	-	-	-	-	26	16	6	-	14	31	29	7	9	3
	8%	7%	10%	12%	3%	7%	11%	7%	100%	-	-	-	-	-	14%	9%	4%	-	11%	7%	12%	7%	8%	2%
25 - 34	82	34	29	16	3	38	22	15	-	82	-	-	-	-	21	16	35	10	14	67	31	7	23	21
	14%	12%	23%	15%	3%	21%	13%	7%	-	100%	-	-	-	-	11%	9%	21%	14%	11%	15%	13%	7%	20%	15%
35 - 44	111	37	38	23	13	40	30	33	-	-	111	-	-	-	18	37	40	14	16	95	45	19	20	27
	18%	14%	29%	21%	16%	22%	18%	15%	-	-	100%	-	-	-	9%	21%	24%	20%	12%	21%	18%	19%	17%	19%
45 - 54	126	50	27	31	15	33	40	44	-	-	-	126	-	-	28	36	40	22	34	91	52	23	23	28
	21%	19%	21%	28%	18%	18%	24%	20%	-	-	-	100%	-	-	15%	20%	24%	32%	26%	20%	21%	23%	20%	20%
55 - 64	114	61	17	15	18	23	28	57	-	-	-	-	114	-	34	40	25	15	31	82	45	21	21	26
	19%	22%	13%	14%	23%	13%	17%	26%	-	-	-	-	100%	-	18%	22%	15%	21%	23%	18%	18%	22%	18%	19%
65 AND ABOVE	120	72	4	11	30	33	30	52	-	-	-	-	-	120	59	33	19	9	23	96	42	21	20	36
	20%	26%	3%	10%	36%	19%	18%	24%	-	-	-	-	-	100%	32%	18%	12%	13%	18%	21%	17%	22%	17%	26%
REFUSED	1	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
18 - 29	102	44	35	20	2	42	32	22	47	55	-	-	-	-	37	29	32	4	21	78	50	11	25	16
	17%	16%	27%	18%	3%	23%	19%	10%	100%	67%	-	-	-	-	20%	16%	19%	6%	16%	17%	21%	11%	21%	11%
30 - 44	138	45	45	32	16	49	38	40	-	27	111	-	-	-	27	41	50	20	23	115	54	22	27	35
	23%	17%	35%	29%	19%	27%	23%	19%	-	33%	100%	-	-	-	14%	23%	30%	28%	17%	25%	22%	22%	23%	25%
45 - 59	192	85	37	40	25	47	60	74	-	-	-	125	67	-	49	58	56	29	51	140	81	34	35	42
	32%	31%	29%	37%	31%	26%	36%	34%	-	-	-	99%	59%	-	26%	33%	34%	42%	38%	30%	33%	34%	30%	30%
60+	163	96	11	18	36	41	38	79	-	-	-	-	45	118	70	50	27	16	37	126	58	32	29	46
	27%	35%	9%	16%	44%	23%	23%	36%	-	-	-	-	40%	99%	38%	28%	16%	23%	28%	27%	24%	32%	25%	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	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%
HIGH SCHOOL OR LESS	186	58	111	66	103	102	82	94	87	24	136	26	59	93	64	105	78	49	45	78	91	88	97
	31%	31%	30%	32%	30%	34%	28%	33%	29%	36%	30%	35%	26%	36%	36%	28%	29%	38%	30%	35%	27%	24%	44%
SOME COLLEGE	178	40	125	54	109	78	99	78	96	20	140	18	68	79	46	118	86	39	38	54	112	118	60
	30%	21%	34%	26%	32%	26%	33%	27%	32%	30%	30%	25%	30%	30%	26%	32%	31%	29%	25%	24%	34%	31%	27%
COLLEGE	166	60	98	61	93	82	82	81	81	17	131	18	72	59	42	108	79	28	48	67	91	117	48
	28%	33%	27%	30%	27%	28%	28%	28%	27%	25%	29%	24%	32%	23%	24%	29%	29%	22%	32%	30%	27%	31%	21%
GRAD SCHOOL	69	27	34	24	35	36	32	32	37	7	50	12	27	29	23	37	30	15	19	24	37	51	18
	12%	15%	9%	12%	10%	12%	11%	11%	12%	10%	11%	17%	12%	11%	13%	10%	11%	11%	13%	11%	11%	14%	8%
ELEMENTARY SCHOOL ONLY	2	-	2	-	2	-	2	-	2	1	2	-	-	2	-	2	2	1	-	-	2	1	2
	-	-	1%	-	1%	-	1%	-	1%	1%	-	-	-	1%	-	1%	1%	1%	-	-	1%	-	1%
SOME HIGH SCHOOL/DID NOT FINISH	28	4	21	12	14	16	12	18	9	1	26	1	6	18	12	13	10	11	4	12	13	9	19
	5%	2%	6%	6%	4%	5%	4%	6%	3%	1%	6%	2%	3%	7%	7%	3%	4%	8%	2%	5%	4%	2%	8%
COMPLETED HIGH SCHOOL	156	53	88	54	86	86	68	76	76	23	109	24	53	73	51	90	66	38	42	66	75	79	77
	26%	29%	24%	26%	25%	29%	23%	27%	25%	33%	24%	33%	24%	28%	29%	24%	24%	29%	28%	30%	23%	21%	35%
SOME COLLEGE BUT DIDN'T FINISH	106	20	74	30	64	51	54	49	56	8	86	11	43	47	37	61	49	26	20	34	63	69	36
	18%	11%	20%	15%	19%	17%	18%	17%	18%	12%	19%	15%	19%	18%	21%	16%	18%	20%	13%	15%	19%	18%	16%
TWO YEAR COLLEGE DEGREE/ A.A/A.S.	72	19	51	23	45	26	46	29	41	12	53	7	25	32	10	57	37	12	18	20	48	48	23
	12%	10%	14%	11%	13%	9%	15%	10%	14%	18%	12%	9%	11%	12%	5%	16%	13%	9%	12%	9%	15%	13%	10%
FOUR YEAR COLLEGE DEGREE/ B.A./B.S.	153	51	94	54	87	72	80	72	77	15	121	17	64	56	40	100	75	24	45	59	87	110	41
	25%	28%	25%	26%	26%	24%	27%	25%	26%	22%	26%	23%	28%	22%	23%	27%	27%	18%	30%	27%	26%	29%	18%
SOME GRADUATE WORK	13	9	5	7	6	10	3	9	4	2	10	1	7	3	2	8	4	5	3	7	4	7	6
	2%	5%	1%	3%	2%	4%	1%	3%	1%	3%	2%	1%	3%	1%	1%	2%	2%	4%	2%	3%	1%	2%	3%
COMPLETED MASTERS OR PROFESSIONAL DEGREE	58	19	32	16	33	26	31	22	35	7	43	8	19	28	17	34	28	10	15	16	35	44	14
	10%	10%	9%	8%	10%	9%	10%	8%	12%	10%	9%	11%	8%	11%	10%	9%	10%	8%	10%	7%	11%	12%	6%
ADVANCED GRADUATE WORK OR PH.D.	11	8	2	7	2	10	2	10	2	-	7	4	7	2	6	3	1	5	4	9	2	7	4
	2%	4%	-	4%	1%	3%	1%	3%	1%	-	2%	5%	3%	1%	3%	1%	-	4%	3%	4%	1%	2%	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			
	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%
HIGH SCHOOL OR LESS	186	112	16	36	19	47	58	70	26	21	18	28	34	59	186	-	-	-	42	140	61	27	42	55
	31%	41%	13%	33%	23%	26%	34%	32%	54%	25%	16%	22%	30%	50%	100%	-	-	-	32%	30%	25%	28%	37%	39%
SOME COLLEGE	178	88	37	28	23	60	35	72	16	16	37	36	40	33	-	178	-	-	41	135	79	24	36	39
	30%	32%	29%	26%	28%	33%	21%	33%	33%	20%	34%	29%	35%	27%	-	100%	-	-	31%	29%	32%	24%	31%	28%
COLLEGE	166	59	50	29	25	54	45	56	6	35	40	40	25	19	-	-	166	-	30	135	76	33	23	34
	28%	22%	39%	26%	31%	30%	27%	26%	14%	43%	37%	32%	22%	16%	-	-	100%	-	23%	29%	31%	33%	19%	24%
GRAD SCHOOL	69	12	24	17	14	19	30	18	-	10	14	22	15	9	-	-	-	69	18	51	27	15	15	12
	12%	4%	19%	15%	17%	10%	18%	8%	-	12%	13%	17%	13%	7%	-	-	-	100%	14%	11%	11%	15%	13%	8%
ELEMENTARY SCHOOL ONLY	2	2	-	-	-	2	-	-	-	-	-	-	-	2	2	-	-	-	1	2	-	1	1	1
	-	1%	-	-	-	1%	-	-	-	-	-	-	-	2%	1%	-	-	-	1%	-	-	1%	1%	1%
SOME HIGH SCHOOL/DID NOT FINISH	28	16	6	6	1	4	12	11	9	6	-	4	1	8	28	-	-	-	4	21	9	1	9	10
	5%	6%	4%	5%	1%	2%	7%	5%	18%	7%	-	3%	1%	7%	15%	-	-	-	3%	4%	4%	1%	7%	7%
COMPLETED HIGH SCHOOL	156	93	11	31	18	41	46	59	17	15	18	24	33	49	156	-	-	-	37	118	53	26	33	44
	26%	34%	8%	28%	22%	23%	27%	27%	36%	18%	16%	19%	29%	41%	84%	-	-	-	28%	25%	22%	26%	29%	31%
SOME COLLEGE BUT DIDN'T FINISH	106	56	21	15	12	34	22	44	13	7	17	23	24	21	-	106	-	-	23	83	49	16	20	20
	18%	21%	16%	14%	15%	19%	13%	20%	28%	8%	16%	18%	21%	18%	-	59%	-	-	18%	18%	20%	17%	18%	14%
TWO YEAR COLLEGE DEGREE/ A.A/A.S.	72	32	16	13	11	26	14	29	2	9	20	13	16	11	-	72	-	-	18	52	30	7	15	20
	12%	12%	13%	12%	13%	14%	8%	13%	5%	11%	18%	10%	14%	9%	-	41%	-	-	14%	11%	12%	7%	13%	14%
FOUR YEAR COLLEGE DEGREE/ B.A./B.S.	153	55	46	26	22	52	39	50	6	35	37	34	23	18	-	-	153	-	28	124	73	27	18	34
	25%	20%	36%	24%	28%	29%	23%	23%	14%	43%	33%	27%	20%	15%	-	-	92%	-	21%	27%	30%	28%	16%	24%
SOME GRADUATE WORK	13	4	4	2	3	1	6	6	-	-	4	6	2	2	-	-	13	-	2	11	3	5	4	1
	2%	2%	3%	2%	4%	1%	3%	3%	-	-	3%	5%	2%	1%	-	-	8%	-	2%	2%	1%	5%	4%	1%
COMPLETED MASTERS OR PROFESSIONAL DEGREE	58	10	23	11	12	18	21	16	-	9	13	16	13	6	-	-	-	58	14	43	23	13	14	8
	10%	4%	18%	10%	14%	10%	13%	7%	-	10%	12%	13%	12%	5%	-	-	-	84%	11%	9%	9%	13%	12%	6%
ADVANCED GRADUATE WORK OR PH.D.	11	2	1	6	2	1	9	2	-	1	1	6	1	2	-	-	-	11	4	8	4	2	1	4
	2%	1%	1%	5%	3%	-	5%	1%	-	1%	1%	5%	1%	2%	-	-	-	16%	3%	2%	2%	2%	1%	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	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 (UNION - NON-UNION)	-331	-81	-220	-103	-202	-146	-183	-154	-173	-33	-249	-48	-122	-148	-76	-225	-161	-53	-87	-102	-204	-207	-124
	-55%	-44%	-59%	-50%	-59%	-49%	-62%	-54%	-57%	-49%	-54%	-65%	-54%	-57%	-44%	-61%	-59%	-40%	-58%	-46%	-61%	-55%	-56%
TOTAL UNION	132	51	73	51	67	75	56	64	64	17	102	13	50	56	49	70	56	38	32	60	62	83	48
----------	22%	28%	20%	25%	20%	25%	19%	22%	21%	25%	22%	17%	22%	21%	28%	19%	20%	29%	21%	27%	19%	22%	22%
RESPONDENT	75	30	38	27	36	44	30	36	36	7	59	9	27	27	25	40	34	17	18	37	34	44	30
	13%	17%	10%	13%	11%	15%	10%	12%	12%	11%	13%	12%	12%	10%	14%	11%	12%	13%	12%	17%	10%	12%	13%
HOUSEHOLD MEMBER	61	23	37	25	34	32	29	30	29	10	47	4	25	30	24	34	23	24	14	25	29	41	20
	10%	12%	10%	12%	10%	11%	10%	11%	10%	14%	10%	5%	11%	11%	14%	9%	9%	18%	9%	11%	9%	11%	9%
NON-UNION	462	132	292	153	269	221	239	218	237	50	351	61	172	204	125	296	217	90	119	162	265	289	172
	77%	72%	79%	75%	79%	74%	81%	76%	78%	74%	77%	83%	76%	78%	71%	80%	79%	69%	79%	73%	80%	77%	77%
DON'T KNOW/REFUSED	6	-	4	-	4	3	1	4	1	1	5	-	3	1	1	4	1	3	-	1	4	2	3
	1%	-	1%	-	1%	1%	-	1%	-	1%	1%	-	2%	-	1%	1%	-	3%	-	-	1%	1%	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	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 (UNION - NON-UNION)	-331	-145	-85	-61	-36	-128	-63	-125	-17	-53	-79	-56	-51	-73	-97	-93	-105	-33	132	-462	-127	-53	-67	-84
	-55%	-54%	-66%	-56%	-44%	-71%	-38%	-58%	-35%	-65%	-72%	-45%	-45%	-61%	-52%	-53%	-64%	-48%	100%	-100%	-52%	-53%	-58%	-59%
TOTAL UNION	132	63	20	24	22	26	51	45	14	14	16	34	31	23	42	41	30	18	132	-	57	23	24	28
----------	22%	23%	15%	22%	27%	14%	30%	21%	29%	17%	14%	27%	27%	20%	23%	23%	18%	26%	100%	-	23%	23%	21%	20%
RESPONDENT	75	34	14	9	16	12	30	27	-	10	7	22	17	19	24	25	15	11	75	-	36	13	12	15
	13%	13%	11%	8%	20%	7%	18%	13%	-	12%	7%	18%	15%	16%	13%	14%	9%	16%	57%	-	15%	13%	10%	10%
HOUSEHOLD MEMBER	61	30	7	17	6	14	24	19	14	5	9	14	15	4	19	19	16	7	61	-	22	10	13	16
	10%	11%	6%	15%	7%	8%	14%	9%	29%	6%	8%	11%	13%	3%	10%	11%	10%	10%	46%	-	9%	10%	11%	12%
NON-UNION	462	208	105	85	58	154	114	170	31	67	95	91	82	96	140	135	135	51	-	462	183	76	91	112
	77%	77%	82%	77%	72%	85%	68%	79%	65%	82%	86%	72%	72%	80%	75%	76%	82%	74%	-	100%	75%	77%	79%	79%
DON'T KNOW/REFUSED	6	1	4	1	1	1	3	1	3	1	-	1	1	-	4	1	1	-	-	-	4	-	1	2
	1%	-	3%	1%	1%	1%	2%	-	6%	1%	-	1%	1%	-	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	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%
HAD HOURS REDUCED	139	41	89	50	82	67	69	73	60	17	100	22	42	67	42	85	64	37	30	55	74	92	47
	23%	22%	24%	24%	24%	23%	23%	26%	20%	25%	22%	30%	19%	26%	24%	23%	23%	28%	20%	25%	22%	24%	21%
LOST A JOB	106	26	67	38	60	52	53	56	48	17	76	13	36	49	31	64	45	30	22	44	52	62	44
	18%	14%	18%	19%	18%	17%	18%	20%	16%	25%	17%	17%	16%	19%	17%	17%	17%	23%	15%	20%	16%	16%	20%
BEEN FURLOUGHED	48	15	29	21	23	25	23	28	19	5	37	6	15	25	18	26	23	8	15	20	25	35	14
	8%	8%	8%	10%	7%	8%	8%	10%	6%	8%	8%	8%	7%	10%	11%	7%	8%	6%	10%	9%	8%	9%	6%
HOUSE FORECLOSURE	12	2	10	2	10	6	7	4	8	3	8	1	1	7	2	10	7	3	1	4	7	7	5
	2%	1%	3%	1%	3%	2%	2%	1%	3%	5%	2%	1%	-	3%	1%	3%	3%	2%	1%	2%	2%	2%	2%
NONE	340	117	201	112	192	175	164	151	183	32	270	38	140	135	95	214	159	65	90	117	199	207	130
	57%	64%	54%	55%	56%	59%	55%	53%	61%	47%	59%	51%	62%	52%	54%	58%	58%	50%	59%	52%	60%	55%	58%
DON'T KNOW/REFUSED	3	-	2	-	2	-	2	1	2	1	1	-	-	2	1	2	2	-	-	1	2	1	1
	-	-	1%	-	1%	-	1%	-	1%	2%	-	-	-	1%	-	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			
	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%
HAD HOURS REDUCED	139	56	28	33	17	38	41	49	19	24	28	29	32	8	48	46	34	11	39	98	58	12	35	34
	23%	21%	22%	30%	21%	21%	24%	23%	39%	29%	25%	23%	28%	6%	26%	26%	20%	16%	30%	21%	24%	12%	30%	24%
LOST A JOB	106	54	26	18	6	32	34	30	11	18	25	20	18	14	33	35	27	12	17	88	48	20	11	27
	18%	20%	20%	16%	7%	18%	20%	14%	23%	22%	23%	16%	16%	12%	18%	19%	16%	17%	13%	19%	20%	20%	10%	19%
BEEN FURLOUGHED	48	11	17	12	6	13	18	14	6	8	10	15	10	1	5	11	18	14	11	37	20	13	8	8
	8%	4%	13%	11%	7%	7%	11%	6%	12%	9%	9%	12%	9%	1%	2%	6%	11%	21%	9%	8%	8%	13%	7%	5%
HOUSE FORECLOSURE	12	6	2	2	2	2	2	7	-	-	3	2	4	3	3	6	2	1	2	10	5	2	2	3
	2%	2%	1%	2%	3%	1%	1%	3%	-	-	3%	2%	3%	3%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
NONE	340	158	68	53	57	107	90	126	19	39	57	67	60	97	106	98	97	38	69	268	139	54	65	81
	57%	58%	53%	48%	71%	60%	53%	58%	40%	48%	51%	53%	53%	81%	57%	55%	59%	55%	52%	58%	57%	55%	56%	57%
DON'T KNOW/REFUSED	3	1	1	1	-	1	-	1	-	-	-	1	2	-	1	-	1	-	1	1	1	-	-	2
	-	-	1%	1%	-	-	-	1%	-	-	-	1%	2%	-	1%	-	1%	-	1%	-	-	-	-	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	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 (MARRIED - NOT MARRIED)	152	48	106	30	113	43	105	26	127	25	136	-9	51	69	13	116	104	3	34	24	120	375	-223
	25%	26%	29%	15%	33%	14%	35%	9%	42%	36%	30%	-12%	23%	26%	7%	31%	38%	2%	23%	11%	36%	100%	-100%
MARRIED	375	116	237	117	225	171	200	156	213	45	297	33	138	164	94	242	188	67	93	123	225	375	-
	62%	63%	64%	57%	66%	57%	67%	55%	71%	67%	65%	44%	61%	63%	54%	66%	69%	51%	61%	55%	68%	100%	-
TOTAL NOT MARRIED	223	68	131	87	113	127	95	130	86	21	161	41	87	95	81	126	84	64	58	100	104	-	223
	37%	37%	35%	43%	33%	43%	32%	45%	29%	31%	35%	56%	39%	37%	46%	34%	31%	49%	39%	45%	32%	-	100%
WIDOWED	54	12	36	16	30	30	23	29	22	3	41	10	16	25	14	35	21	9	21	21	27	-	54
	9%	6%	10%	8%	9%	10%	8%	10%	7%	5%	9%	13%	7%	10%	8%	10%	8%	7%	14%	9%	8%	-	24%
DIVORCED	53	14	36	17	31	28	26	26	25	8	35	11	19	27	15	35	23	15	11	22	26	-	53
	9%	7%	10%	9%	9%	9%	9%	9%	8%	11%	8%	15%	8%	10%	8%	9%	8%	12%	7%	10%	8%	-	24%
SEPARATED	4	2	2	2	1	2	2	3	1	-	3	1	2	2	3	1	2	2	-	1	2	-	4
	1%	1%	-	1%	-	1%	1%	1%	-	-	1%	1%	1%	1%	2%	-	1%	1%	-	-	-	-	2%
NEVER BEEN MARRIED	112	41	58	52	52	67	45	72	39	10	83	20	51	41	49	55	38	38	26	56	50	-	112
	19%	22%	16%	25%	15%	23%	15%	25%	13%	14%	18%	27%	23%	16%	28%	15%	14%	29%	17%	25%	15%	-	50%
DON'T KNOW/REFUSED	2	-	2	-	2	-	2	-	2	2	1	-	1	1	1	2	2	1	-	-	2	-	-
	-	-	1%	-	1%	-	1%	-	1%	2%	-	-	-	-	-	-	1%	-	-	-	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	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 (MARRIED - NOT MARRIED)	152	60	53	26	7	56	19	64	-34	34	56	46	44	6	-9	58	69	33	35	117	41	34	30	47
	25%	22%	42%	23%	8%	31%	11%	30%	-72%	42%	50%	37%	39%	5%	-5%	32%	42%	47%	26%	25%	17%	34%	26%	33%
MARRIED	375	165	90	68	44	118	94	139	7	58	83	86	78	63	88	118	117	51	83	289	142	67	73	94
	62%	61%	71%	62%	54%	65%	56%	64%	14%	71%	75%	68%	69%	53%	48%	66%	70%	74%	63%	63%	58%	67%	63%	66%
TOTAL NOT MARRIED	223	105	37	42	37	62	74	75	41	24	27	40	34	57	97	60	48	18	48	172	101	32	43	47
	37%	39%	29%	38%	46%	35%	44%	35%	86%	29%	25%	31%	30%	47%	52%	34%	29%	26%	36%	37%	41%	33%	37%	33%
WIDOWED	54	31	1	6	15	14	15	22	-	2	1	4	3	43	28	17	9	-	9	45	19	5	12	19
	9%	11%	1%	6%	18%	8%	9%	10%	-	3%	1%	3%	3%	36%	15%	10%	5%	1%	7%	10%	8%	5%	10%	13%
DIVORCED	53	22	12	12	8	13	17	19	-	1	9	19	15	9	20	12	16	5	10	43	18	11	11	13
	9%	8%	9%	11%	10%	7%	10%	9%	-	1%	8%	15%	13%	7%	11%	7%	9%	7%	8%	9%	7%	11%	10%	9%
SEPARATED	4	1	2	1	-	-	2	1	-	1	1	1	-	1	2	1	1	-	1	3	2	1	-	1
	1%	-	1%	1%	-	-	1%	-	-	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	-	-
NEVER BEEN MARRIED	112	52	23	24	14	34	41	33	41	20	16	16	16	4	48	29	22	13	28	82	62	16	20	14
	19%	19%	18%	22%	17%	19%	24%	15%	86%	24%	14%	13%	14%	4%	26%	16%	14%	18%	21%	18%	26%	16%	17%	10%
DON'T KNOW/REFUSED	2	1	1	-	1	-	-	2	-	-	1	1	1	-	-	1	2	-	1	1	1	-	1	1
	-	-	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	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 (YES - NO)	-78	-54	-9	-58	-25	-82	4	-76	-6	8	-64	-22	-50	-33	-46	-18	-7	-36	-28	-64	-15	-19	-58
	-13%	-30%	-2%	-29%	-7%	-27%	1%	-27%	-2%	12%	-14%	-30%	-22%	-13%	-26%	-5%	-3%	-28%	-18%	-29%	-5%	-5%	-26%
YES	250	65	169	73	147	107	140	104	137	34	190	26	85	107	62	167	125	44	62	78	150	170	81
	42%	35%	46%	36%	43%	36%	47%	37%	46%	51%	41%	35%	38%	41%	36%	45%	46%	34%	41%	35%	45%	45%	36%
NO	328	119	179	131	172	189	136	180	144	26	254	48	135	141	108	185	132	80	89	142	165	189	139
	55%	65%	48%	64%	51%	63%	46%	63%	48%	39%	55%	65%	60%	54%	62%	50%	48%	61%	59%	64%	50%	50%	62%
DON'T KNOW/REFUSED	22	-	22	-	21	2	20	1	21	7	15	-	5	12	4	17	16	6	-	4	17	16	4
	4%	-	6%	-	6%	1%	7%	-	7%	10%	3%	-	2%	5%	2%	5%	6%	5%	-	2%	5%	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	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 (YES - NO)	-78	-26	-37	2	-13	-16	-57	2	-13	-31	-11	-2	-11	-9	-10	-9	-27	-31	-6	-69	-73	-23	-11	30
	-13%	-10%	-29%	2%	-16%	-9%	-34%	1%	-27%	-38%	-10%	-1%	-10%	-7%	-6%	-5%	-16%	-45%	-5%	-15%	-30%	-23%	-10%	21%
YES	250	119	43	52	33	77	55	105	17	23	48	59	48	55	82	83	66	19	61	188	82	37	49	82
	42%	44%	33%	48%	41%	43%	33%	49%	36%	28%	43%	47%	42%	46%	44%	47%	40%	27%	46%	41%	34%	37%	42%	58%
NO	328	145	80	50	47	93	112	103	30	54	59	61	59	64	92	92	93	50	67	257	156	60	60	52
	55%	53%	62%	46%	57%	52%	67%	48%	64%	66%	53%	48%	52%	53%	50%	52%	56%	72%	51%	56%	64%	60%	52%	37%
DON'T KNOW/REFUSED	22	8	5	7	1	9	1	7	-	5	4	6	6	1	12	3	6	-	4	17	6	2	7	6
	4%	3%	4%	7%	2%	5%	1%	3%	-	6%	4%	4%	6%	1%	6%	2%	4%	1%	3%	4%	3%	2%	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	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%
WHITE	546	160	345	186	311	261	281	251	282	65	415	66	202	242	146	348	256	107	141	196	308	352	194
	91%	87%	93%	91%	91%	88%	95%	88%	94%	96%	91%	89%	89%	93%	83%	94%	94%	82%	93%	88%	93%	94%	87%
AFRICAN AMERICAN OR BLACK	23	14	8	10	11	22	1	21	2	-	20	4	14	5	16	7	3	16	4	17	6	5	18
	4%	8%	2%	5%	3%	7%	-	7%	1%	-	4%	5%	6%	2%	9%	2%	1%	12%	3%	7%	2%	1%	8%
HISPANIC OR LATINO	7	3	3	3	3	4	3	4	3	-	3	3	1	4	6	-	4	-	2	2	3	1	5
	1%	2%	1%	2%	1%	1%	1%	1%	1%	-	1%	5%	-	1%	3%	-	2%	-	2%	1%	1%	-	2%
NATIVE AMERICAN OR AMERICAN INDIA	6	2	4	2	4	4	2	4	3	-	6	-	3	2	3	4	3	3	1	2	2	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%
ASIAN, OR SOUTH ASIAN OR PACIFIC ISLANDER	2	1	-	1	-	1	-	1	-	-	-	1	1	-	1	-	-	-	1	1	-	2	-
	-	1%	-	1%	-	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	1%	-	-	-	-
DON'T KNOW/REFUSED	16	3	10	2	11	5	9	4	11	2	14	-	5	7	3	10	6	5	2	4	11	11	3
	3%	2%	3%	1%	3%	2%	3%	2%	4%	3%	3%	-	2%	3%	2%	3%	2%	4%	1%	2%	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	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%
WHITE	546	244	113	107	74	170	150	196	36	73	101	116	105	116	163	166	153	63	115	430	209	94	109	134
	91%	90%	88%	97%	91%	94%	89%	91%	75%	89%	91%	92%	92%	97%	88%	94%	92%	91%	87%	93%	86%	95%	94%	95%
AFRICAN AMERICAN OR BLACK	23	11	7	-	5	2	13	7	8	5	2	6	3	-	12	3	6	3	7	14	23	-	-	1
	4%	4%	5%	-	6%	1%	8%	3%	16%	6%	2%	5%	2%	-	6%	2%	4%	4%	5%	3%	9%	-	-	1%
HISPANIC OR LATINO	7	5	1	-	-	3	1	2	4	1	2	-	-	-	7	-	-	-	2	5	5	1	1	-
	1%	2%	1%	-	-	2%	1%	1%	9%	1%	2%	-	-	-	4%	-	-	-	2%	1%	2%	1%	-	-
NATIVE AMERICAN OR AMERICAN INDIA	6	3	2	-	2	1	1	4	-	1	2	2	1	1	2	4	-	-	2	4	1	1	3	2
	1%	1%	1%	-	3%	-	1%	2%	-	1%	2%	2%	1%	-	1%	3%	-	-	2%	1%	1%	1%	2%	1%
ASIAN, OR SOUTH ASIAN OR PACIFIC ISLANDER	2	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	2	-	1	-	-
	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	1%	-	-	-	-	1%	-	-
DON'T KNOW/REFUSED	16	7	4	3	1	5	2	6	-	3	4	2	4	3	3	3	6	4	6	9	5	2	4	5
	3%	2%	3%	3%	1%	3%	1%	3%	-	3%	3%	1%	4%	3%	1%	2%	4%	5%	4%	2%	2%	2%	3%	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	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 (YES - NO)	-109	-40	-50	-20	-72	-58	-53	-48	-58	-5	-100	-3	-37	-47	-30	-66	-70	-20	-22	-48	-53	-52	-58
	-18%	-22%	-14%	-10%	-21%	-19%	-18%	-17%	-19%	-8%	-22%	-4%	-16%	-18%	-17%	-18%	-26%	-15%	-15%	-22%	-16%	-14%	-26%
YES	244	72	158	92	133	120	120	119	120	30	178	35	94	106	72	151	101	55	64	87	137	161	82
	41%	39%	43%	45%	39%	40%	41%	42%	40%	45%	39%	48%	42%	41%	41%	41%	37%	42%	43%	39%	41%	43%	37%
NO	352	112	208	112	205	178	173	166	178	36	278	39	131	153	102	217	171	75	86	135	191	213	139
	59%	61%	56%	55%	60%	60%	58%	58%	59%	53%	61%	52%	58%	59%	58%	59%	62%	57%	57%	61%	58%	57%	62%
DON'T KNOW/REFUSED	4	-	3	-	3	1	3	1	3	2	2	-	1	1	1	2	2	1	1	-	3	-	2
	1%	-	1%	-	1%	-	1%	-	1%	2%	-	-	1%	-	1%	-	1%	1%	-	-	1%	-	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	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 (YES - NO)	-109	-79	-10	-8	-11	-23	-42	-44	-15	-13	-24	-18	-19	-20	-68	-61	15	5	-24	-84	-43	-21	-30	-15
	-18%	-29%	-8%	-7%	-14%	-13%	-25%	-20%	-32%	-16%	-22%	-14%	-16%	-17%	-37%	-35%	9%	7%	-18%	-18%	-17%	-21%	-26%	-11%
YES	244	95	59	51	35	78	63	85	16	34	43	54	47	49	58	58	89	37	53	188	100	39	43	63
	41%	35%	46%	46%	43%	43%	38%	39%	34%	42%	39%	43%	41%	41%	31%	33%	54%	54%	40%	41%	41%	39%	37%	44%
NO	352	174	69	59	46	101	105	129	31	48	67	71	66	70	127	119	74	32	78	272	142	60	73	78
	59%	64%	54%	53%	57%	56%	62%	60%	66%	58%	61%	57%	58%	58%	68%	67%	45%	46%	59%	59%	58%	60%	63%	55%
DON'T KNOW/REFUSED	4	2	-	1	1	1	-	2	-	-	1	1	1	1	1	1	3	-	1	2	2	1	1	1
	1%	1%	-	1%	1%	-	-	1%	-	-	1%	1%	1%	1%	-	-	2%	-	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	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%
MALE	288	75	195	81	189	124	162	112	171	43	220	25	105	137	65	204	161	52	55	93	177	180	106
	48%	41%	53%	40%	56%	41%	55%	39%	57%	64%	48%	34%	47%	53%	37%	55%	59%	40%	37%	42%	54%	48%	47%
FEMALE	312	109	174	123	151	174	134	174	130	24	239	49	121	123	110	166	112	79	96	130	154	195	117
	52%	59%	47%	60%	44%	59%	45%	61%	43%	36%	52%	66%	53%	47%	63%	45%	41%	60%	63%	58%	46%	52%	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	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%
MALE	288	115	61	61	44	87	62	125	28	36	55	63	55	51	89	82	84	33	74	210	117	48	56	67
	48%	43%	48%	56%	55%	48%	37%	58%	59%	44%	49%	50%	49%	43%	48%	46%	50%	47%	56%	45%	48%	48%	48%	47%
FEMALE	312	156	67	49	37	93	106	91	19	46	56	64	58	69	97	96	82	37	58	252	127	51	60	74
	52%	57%	52%	44%	45%	52%	63%	42%	41%	56%	51%	50%	51%	57%	52%	54%	50%	53%	44%	55%	52%	52%	52%	53%