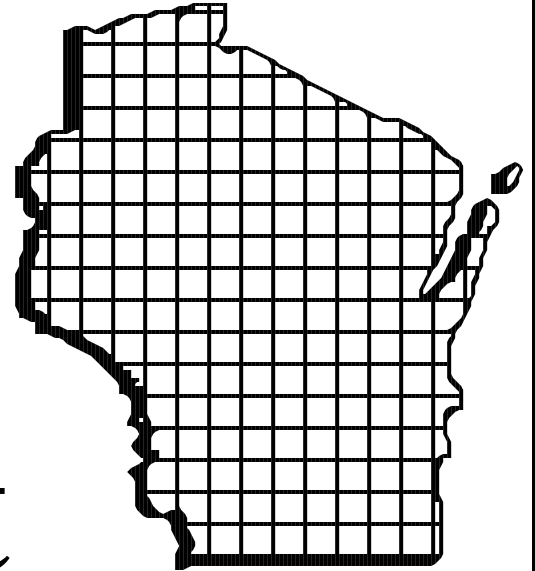


Wisconsin

Policy  
Research  
Institute  
Report



August 1998

Volume 11, Number 6

**THE WISCONSIN  
CITIZEN SURVEY**

**August 1998**

*A Survey of Wisconsin Public Opinion*

## REPORT FROM THE PRESIDENT:

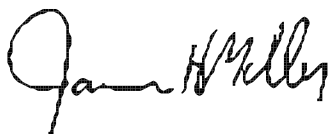
This Wisconsin Citizen Survey is different from past studies. It was conducted by the Louis Harris and Associates, a well known national public opinion firm that recently merged with the Gordon S. Black Corporation. We've been fortunate to have their expertise added to our years of tracking data to produce an in-depth survey of public opinion in Wisconsin.

In this survey we measured specific questions about this year's state elections. Incumbents Governor Tommy Thompson and U. S. Senator Russ Feingold continue to have commanding leads going into the November elections. Two Democratic challengers to Governor Thompson, Ed Garvey and Gary George, are not familiar to many voters in our state, and it was surprising that even Congressman Mark Neumann has not yet developed the state-wide recognition he will need in order to be competitive this fall.

This survey measured the public's reaction to major policy reforms in Wisconsin over the last several years. The majority favored educational vouchers and the Supreme Court's decision that it was Constitutional to include parochial schools in the Milwaukee choice plan. Residents also gave overwhelming approval to our new welfare reform program and the idea of truth-in-sentencing.

Another topic that remains constant in the study is the positive mood of Wisconsin residents. Seventy-four percent of our respondents thought that Wisconsin was moving in the right direction while only 21% thought that the state was on the wrong track. These are the highest numbers we have seen since we began asking these questions five years ago. In addition people continue to be optimistic about the state's economic condition and their own personal financial futures. These are consistent with numbers we have had over the last decade. It is clear that optimism is running high throughout the state.

One of the reasons helping this optimism is the performance of the stock market. Seventy percent of the people in our poll are invested in the stock market. One assumes that over the last several years they have prospered and it is one of the major underpinnings of why there is so much optimism running throughout our survey. Perhaps the most interesting result was that 41% of our respondents did not think that the stock market was a risky investment. It may become an important factor in the future that if there is a serious correction in the stock market that much of the optimism that we are now seeing could suddenly evaporate depending on the size of the correction. But as of the summer of 1998, people in Wisconsin are very upbeat about the future and that is certainly good news for incumbent politicians.



James H. Miller

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# THE WISCONSIN CITIZEN SURVEY

August 1998

## *A Survey of Wisconsin Public Opinion*

GORDON S. BLACK, PH.D.

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## INTRODUCTION

The following report is based on the seventeenth statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc (WPRI). The first survey was conducted in January 1988, and the focus of the survey was on a series of statewide issues of continuing interest to WPRI. These issues included taxes, the state welfare system, public education, and crime and the criminal-justice system. One purpose of this first survey was to establish a set of benchmark measures of public attitudes, so that changes in these attitudes could be tracked over time.

The second survey, conducted the first week after schools reopened from summer vacation in 1988, returned to a number of questions asked seven months earlier. However, additional questions were asked on each topic and several new issues dealing with environmental problems were added.

The third survey was conducted from January 5 through January 10, 1989. It examined the same general issues as in previous surveys, with some new topics and questions added.

The fourth survey was conducted from September 5 through September 10, 1989. Once again, it examined the same general issues as the first three surveys, as well as several new issues including abortion, recycling programs, and American Indian treaty rights.

The fifth survey was conducted from January 2 through January 5, 1990. The issues examined in this survey included taxes, the state welfare system, public education, and crime and the criminal-justice system — all of which were addressed in the first four surveys. New issues consisted of recommendations to improve the quality of education in Wisconsin schools, residents' satisfaction level with efforts to reduce the sale and use of illegal drugs, and drug testing in the schools and workplace.

The sixth survey was conducted from September 4 through September 7, 1990. The issues examined in this survey included taxes, the environment, and crime — all topics covered in earlier surveys. New issues addressed included governmental reform in Wisconsin, gun control, and state action to reduce dependence on oil.

The seventh survey was conducted from January 4 through January 10, 1991. New issues examined in this survey included attitudes toward affirmative action and college scholarships, support for recommendations of the Commission on Schools in the 21st Century, ethics in state government, and evaluations of the performance of major state institutions. Issues covered in earlier surveys and in this one included school choice, crime, gun control, and governmental reform.

The eighth survey was conducted from September 3 through September 9, 1991. New topics covered in this survey included attitudes about property taxes and property-tax reform, residents' views about how safe the streets in their communities are during the day and night, and attitudes towards the police. Topics covered in previous surveys and revisited in this one included crime, the environment, nuclear power, landfills, and the performance of major state institutions.

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

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

The eleventh survey was conducted from May 20 through May 23, 1993. The survey included questions on the economy, property taxes, state spending, and the environment. The survey also explored, for the first time,

the public's knowledge about and views of public officeholders in Wisconsin and their views about health care and insurance.

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

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

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

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

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

The current survey was conducted from July 7 through July 18, 1998. The survey examined resident views about the 1998 races for governor and U.S. Senator, views of public figures, investment behavior, views on educational choice, welfare reform, and parole reform.

### **The Objectives of the Research**

The objectives of this wave of WPRI's ongoing research program continued to be to measure attitudes of residents on emerging and topical issues and to track change in attitudes on selected topics over time.

As was found in earlier surveys, attitudes on some issues have changed very little since the last wave. On other issues, there have been significant changes in attitudes and concerns.

### **The Methodology for the Study**

The data in this report are based on a randomly selected sample of 1,000 Wisconsin residents who are 18 years of age and older. The sample was drawn from a list of telephone numbers generated by a computer. This method includes both unlisted numbers and new listings in proportion to their representation in the population. Nearly every number was called at least three times before the number was discarded. This process, and the sampling itself, is controlled by a Computer Aided Sampling (CAS) System, which monitors the entire process to insure that callbacks are made at appropriate times and that numbers are sampled correctly.

The methodology is the same process the Louis Harris & Associates employs in its election surveys. The demographic profile of the sample of residents surveyed was compared against current population estimates for the state. The sample was weighted to compensate for two harder-to-reach populations: younger respondents and black respondents. The number of male and female respondents was also controlled to ensure an approximately equal division.

A survey of 1,000 randomly selected residents has a margin of error of plus or minus three percent for percentages based on the entire sample. For an underlying percentage of 50%, for example, this means that repeated samples would produce results between 47% and 53%, 95 times out of 100. The margin of error for subsamples, such as women, blacks, or young people, will be significantly greater.

## Louis Harris & Associates

Louis Harris & Associates is a firm specializing in market research and public opinion polling, with offices worldwide. Its clients include newspapers and television stations across the United States and abroad. In 1996, Louis Harris and Associates was purchased by the Gordon S. Black Corporation. Both companies are now subsidiaries of Harris Black International, Ltd., which is based in Rochester, New York.

The firm does not work for political candidates of either political party. The firm maintains a nonpartisan approach to its work because so much of the opinion polling falls in the public domain.

Dr. Gordon S. Black, the author of the survey, received his doctorate in political science from Stanford University in 1970. He taught public opinion and voting behavior at the University of Rochester between 1968 and 1981, when he resigned as an associate professor of political science. He has published more than a dozen articles on public opinion and voting behavior in professional journals. Dr. Black is a Trustee of the National Council on Public Polls and is a member of the Council of Survey Research Organizations and the American Association for Public Opinion Research.

### THOMPSON FAVORED FOR RE-ELECTION OVER LIKELY OPPONENTS

Governor Tommy Thompson holds a sizable lead over likely Democratic challengers in the race for Wisconsin governor. Thompson's support in the state is broad-based. Paired against Garvey, his strongest potential opponent at this time, Thompson does well among all groups with the exception of Blacks.

- Among men, Thompson leads 61% to 27%.  
Among women, Thompson leads 55% to 28%.
- Thompson leads among Whites 61% to 25%.  
Among Blacks, however, Thompson gains only 22% of the vote to Garvey's 58%.
- Thompson holds a solid 63% to 25% lead among Wisconsin residents earning over \$30,000 a year. Even among lower-income residents, he garners 44% of the vote to Garvey's 37%.
- Thompson holds strong leads among Republicans (90% to 6%) and conservatives (72% to 16%). He also leads by small margins among Independents (58% to 23%) and middle-of-the-road voters (59% to 27%). Democrats give Thompson 32% of the vote and Garvey 55%, while 39% of liberals would vote for Thompson and 49% for Garvey.
- Thompson leads Garvey in every region of the state and among all age groups.

#### Wisconsin Residents' Preference in Race for Governor

Thompson	60%
George	24%
Undecided	16%
Thompson	58%
Garvey	27%
Undecided	15%

Note: Percentages may not sum to 100 due to rounding

These results suggest that Governor Thompson is solidly positioned to win re-election in 1998 regardless of who runs against him. His personal popularity is bolstered by a strong economy and the continuing sense among most Wisconsin residents that the state and the nation are moving in the right direction.

### FEINGOLD ALSO LEADS IN RE-ELECTION BID

Although he is not as well known as Governor Thompson, Senator Russ Feingold is also well positioned to win re-election in 1998. He holds a significant lead over Republican rival Congressman Mark Neumann.

Senator Feingold draws support from a wide range of Wisconsin residents when compared to Congressman Neumann:

#### Wisconsin Residents' Preferences in Race for U. S. Senate

Feingold	49%
Neumann	30%
Undecided	22%

Note: Percentages may not sum to 100 due to rounding

- Feingold holds a 48% to 33% lead among men and 49% to 27% among women.
- Among Whites, Feingold leads 48% to 31%. Among Blacks, his lead is 66% to 14% over Neumann.
- Feingold leads Neumann 50% to 31% among residents earning more than \$30,000 a year and by 48% to 28% among those earning less.
- Feingold leads among Democrats 78% to 9% and among Independents by 50% to 25% but Neumann leads among Republicans by 64% to 23%.
- Feingold leads among liberals by 66% to 19% and among middle-of-the-road residents by 53% to 25%. Neumann leads among conservatives by 53% to 31%.
- Feingold holds strong leads over Neumann in the La Crosse/Eau Claire area (53% to 26%) and in the Madison area (53% to 27%). He also holds a sizable 45% to 36% lead in the city of Milwaukee. Neumann leads Feingold only in Southeast Wisconsin by 48% to 32%.

### MOST WISCONSIN RESIDENTS HAVE FAVORABLE VIEWS ABOUT ELECTED OFFICIALS

Wisconsin residents' views about public figures, including candidates for Governor and U.S. Senate, are provided in the table on the opposite page. The table indicates that residents tend to have positive opinions about their elected officials regardless of political party. For instance, a majority of Wisconsin residents view Governor Thompson favorably.

Although 51% of residents view Senator Feingold favorably, he is still a relatively unknown figure to many Wisconsin residents (31% have no opinion about him). Since Mark Neumann is even less well known than the Senator, the race for the Senate is likely to require both sides to introduce themselves as public figures to a sizable segment of Wisconsin residents.

### POLITICAL INDEPENDENCE MORE COMMON IN STATE AND MOST RESIDENTS ARE MIDDLE-OF-THE-ROAD IN PHILOSOPHY

For the second time in our studies of Wisconsin residents, self-identified Independents outnumber partisans of either party. While party identification may be declining, the political philosophy of most residents remains middle-of-the-road. As the table on the opposite page shows, the political philosophy of residents has hardly changed in the past year.

### Views About Public Figures

	May 93	Nov. 93	Sept. 95	Sept. 96	July 97	July 98
<b>Bill Clinton</b>						
Favorable	49%	46%	48%	59%	54%	54%
Unfavorable	40%	42%	45%	35%	40%	40%
Neutral/Did Not Recognize Name	11%	12%	7%	6%	6%	6%
<b>Tommy Thompson</b>						
Favorable	59%	65%	62%	66%	67%	68%
Unfavorable	28%	22%	31%	25%	26%	25%
Neutral/Did Not Recognize Name	13%	13%	7%	9%	7%	7%
<b>Ed Garvey</b>						
Favorable	N.A.	N.A.	N.A.	N.A.	15%	19%
Unfavorable	N.A.	N.A.	N.A.	N.A.	13%	15%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	72%	66%
<b>Herb Kohl</b>						
Favorable	57%	50%	65%	60%	61%	64%
Unfavorable	16%	23%	19%	17%	24%	16%
Neutral/Did Not Recognize Name	27%	27%	16%	23%	15%	20%
<b>Russ Feingold</b>						
Favorable	47%	47%	44%	42%	46%	51%
Unfavorable	19%	21%	20%	18%	25%	18%
Neutral/Did Not Recognize Name	34%	32%	36%	40%	29%	31%
<b>Mark Neumann</b>						
Favorable	N.A.	N.A.	N.A.	N.A.	26%	23%
Unfavorable	N.A.	N.A.	N.A.	N.A.	15%	15%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	59%	62%
<b>Gary George</b>						
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	7%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	13%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	80%
<b>Jim Doyle</b>						
Favorable	30%	29%	37%	29%	35%	40%
Unfavorable	11%	10%	18%	17%	17%	12%
Neutral/Did Not Recognize Name	59%	61%	45%	54%	48%	48%

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

### Party Identification and Political Philosophy in Wisconsin

	Sept. 95	Sept. 96	July 97	July 98
<b>Party Identification</b>				
Democrat	30%	29%	27%	26%
Independent	29%	29%	34%	34%
Republican	29%	27%	25%	26%
<b>Political Philosophy</b>				
Liberal	16%	12%	12%	14%
Middle-of-the-Road	53%	59%	57%	58%
Conservative	29%	26%	27%	23%

## **WISCONSIN RESIDENTS REMAIN OPTIMISTIC ABOUT DIRECTION OF STATE**

Nearly three-quarters (74%) of Wisconsin residents think that the state is heading in the right direction. This is a remarkable finding. In 1994, in comparison, only 54% of Wisconsin residents thought that the state was heading in the right direction.

Wisconsin residents are also increasingly satisfied with the direction of the nation. For the second consecutive time since we began asking residents about the direction of the nation, almost as many residents think the nation is moving in the right direction as think it is pretty seriously off on the wrong track.

Favorable views about the state and the nation bolster the popularity of incumbents. Among those who think the state is moving in the right direction, for instance, 77% have a favorable opinion of Governor Thompson. Among those who think the state is on the wrong track, only 43% have a favorable opinion. Similarly, 60% of those who think the nation is moving in the right direction have a favorable opinion of Senator Feingold as compared to only 41% of those who think the nation is off on the wrong track.

High levels of satisfaction with the direction of the state are expressed among nearly all groups. Only Blacks (47%) are substantially less likely to perceive the state as moving in the right direction. It is noteworthy that even 72% of Democrats perceive the state as moving in the right direction.

Views about the country's direction are shaped primarily by political beliefs, although Blacks are more pessimistic than other residents:

- Among Democrats, 56% think the country is moving in the right direction as compared to 48% of Independents and 38% of Republicans.
- Among liberals, 50% think the country is moving in the right direction, as do 52% of middle-of-roaders. But only 32% of conservatives think the country is moving in the right direction.
- While 47% of Whites think the country is heading in the right direction, only 38% of Blacks feel this way.

## **WISCONSIN RESIDENTS REMAIN OPTIMISTIC ABOUT STATE ECONOMY**

As the table on the opposite page shows, Wisconsin residents remain optimistic about the future of the state economy and their own family's economic future. Positive views about the economy are one reason that residents perceive the state as heading in the right direction. Among those who think the economy will improve, 89% say the state is heading in the right direction. Among those who think the economy will stay the same, 74% approve of the state's direction. Only 41% of those who think the economy will get worse approve of the state's direction.



### Wisconsin Residents' Attitude Toward the Economy 1988-1998

	Jan. 88	Sept. 88	Jan. 89	Sept. 89	Jan. 90	Sept. 90	Jan. 91	Sept. 91	Jan. 92	Nov. 92	May 93	Nov. 93	July 94	Sept. 95	Sept. 96	July 97	July 98
<b>Expected Trend in State Economy</b>																	
Improve	25%	26%	25%	30%	25%	19%	9%	24%	23%	36%	25%	24%	26%	23%	26%	25%	24%
Stay Same	43%	48%	54%	50%	50%	50%	40%	51%	44%	45%	52%	53%	54%	58%	57%	61%	63%
Get Worse	30%	23%	18%	15%	20%	27%	47%	22%	30%	15%	20%	20%	18%	15%	12%	12%	11%
<b>Expected Trend in Family Circumstances</b>																	
Improve	33%	33%	37%	40%	36%	29%	26%	33%	30%	33%	28%	30%	32%	33%	34%	33%	37%
Stay Same	55%	55%	53%	51%	53%	57%	58%	56%	56%	55%	56%	57%	56%	58%	56%	57%	55%
Get Worse	10%	10%	7%	7%	9%	13%	15%	10%	11%	9%	13%	12%	11%	8%	8%	8%	7%

### Direction of State and Nation

	Nov. 93	July 94	Sept. 95	Sept. 96	July 97	July 98
<b>Direction of the State:</b>						
Moving in Right Direction	55%	53%	62%	68%	68%	74%
Pretty Seriously Off on the Wrong Track	41%	41%	31%	26%	26%	21%
Undecided	4%	6%	7%	6%	6%	5%
<b>Direction of the Nation:</b>						
Moving in Right Direction	21%	21%	29%	39%	45%	46%
Pretty Seriously Off on the Wrong Track	75%	74%	65%	55%	49%	49%
Undecided	4%	5%	6%	6%	6%	5%

### WISCONSIN RESIDENTS WILD OVER STOCK MARKET

A preponderance (85%) of Wisconsin residents believe the stock market affects the health of the U.S. economy at least somewhat while close to half (48%) believe the stock market affects the health of the U.S. economy a great deal. The record highs of both the Standard & Poor 500 and NASDAQ indices during the month of July, then, might be considered one telltale sign of a healthy national economy in the eyes of Wisconsin residents.

Wisconsin residents do not appear to have been sitting idly by as these indices have risen. Instead, the fortunes of Wisconsin residents and the rise of these indices appear to be intertwined. More than 70% of Wisconsin residents (versus 43% of all U.S. adults) personally, or jointly with a spouse, currently have money invested in mutual funds, individual stocks, or pension plans. Moreover, 41% of Wisconsin residents consider investment in the stock market safe.

#### Do you believe that the stock market affects the U.S. economy....

A Great Deal:	Somewhat:	Not Much:	Not at All:
48%	37%	5%	3%

Row percentages may not sum to 100% because of rounding or omission of "don't know" responses from table

#### Do you personally, or jointly with a spouse, currently have any money invested in mutual funds, individual stocks, or pension plans?

Wisconsin	Nation
70%=Yes	43%=Yes

(Source, CBS News Poll)

### INVESTMENT IS ASSOCIATED WITH HOUSEHOLD INCOME AND RACE

Investment in the stock market is associated with household income and race. The table below shows, for example, that 88% of residents in households that earn more than \$50,000 per year invest in the stock market while only 28% of residents in households that earn less than \$15,001 per year invest in the stock market. However, as the table below also shows, only 41% of all Blacks versus 73% of all Whites currently invest in the stock market.

#### Household Income by Investment

Household Income	Invest	Do not Invest
\$15,000 or less	28%	69%
\$15,001 - \$30,000	52%	46%
\$30,001 - \$50,000	75%	25%
\$50,001 or more	88%	11%

Row percentages may not sum to 100% because of rounding or omission of "don't know" responses from table

#### Race by Investment

Race	Invest	Do not Invest
White	73%	25%
Black	41%	54%

Row percentages may not sum to 100% because of rounding or omission of "don't know" responses from table

### A SIGNIFICANTLY HIGHER PERCENTAGE OF REPUBLICANS THAN DEMOCRATS INVEST IN THE STOCK MARKET

Investment, political identification, and political philosophy are modestly related. A higher percentage of Republicans than Independents or Democrats invest in the stock market, as the table below shows. The table also shows that a higher percentage of Conservatives than Middle-of-the-Road residents and Liberals currently invest in the stock market.

#### Political ID and Philosophy by Investment

Political Identification	Invest	Do not Invest
Democrat	67%	32%
Independent	72%	27%
Republican	77%	20%

Political Philosophy	Invest	Do not Invest
Liberal	67%	30%
Middle of the Road	72%	27%
Conservative	77%	22%

Row percentages may not sum to 100% because of rounding or omission of "don't know" responses from table

### THE STOCK MARKET IS NOT THE PRIMARY DRIVER OF THE HEALTHY ECONOMY

The stock market is not, however, the primary driver of the nation's healthy economy, according to Wisconsin residents. As the table below shows, residents believe that "rising unemployment," "rising inflation," and "rising interest rates" would make a more negative impact than a "decline in the stock market" on the health of the U.S. economy. In fact, not one Wisconsin sub-population (e.g., Democrats) considers a potential decline in the stock market as the national economy's most serious potential problem.

#### What would have the most negative effect on the health of the U.S. economy?

Rising Unemployment:	Rising Inflation:	Rising Interest Rates:	Decline in Stock Market:
31%	27%	22%	14%

Row percentages may not sum to 100% because of rounding or omission of "don't know" responses from table

### WISCONSIN RESIDENTS STRONGLY FAVOR VOUCHER SYSTEM AND CHOICE

Support among Wisconsin residents for an educational voucher system is at a ten-year high. A clear and growing majority of residents currently favor the adoption of a voucher system in which the state government would allot a certain amount of money for each child's education so that the parents could then send their child to any public, parochial, or private school they chose. In light of this support, it is no surprise that 62% of residents support the Wisconsin Supreme Court ruling to allow low-income parents in Milwaukee to effectively choose whether their children attend public, private or parochial schools.

#### Support for Voucher System in Wisconsin

	Sept. 88	Jan. 89	Jan. 92	Nov. 92	July 94	Sept. 96	July 98
<b>% Favoring Voucher System</b>	45%	46%	59%	54%	58%	59%	61%

#### Support for Wisconsin Supreme Court Ruling on Choice

<b>% Who Agree</b>	<b>% Who Do Not Agree</b>
62%	34%

Row percentages may not sum to 100% because of rounding or omission of "don't know" responses from table.

Support among Wisconsin residents for a voucher system is broad-based. Sub-groups of Wisconsin residents who support a voucher system include:

- 65% of Republicans, 60% of Independents, and 57% of Democrats
- 68% of conservatives, 59% of those of a middle-of-the-road philosophy, and 57% of liberals
- 59% of men and 59% of women
- 58% of Whites and 67% of Blacks
- 65% of Milwaukee residents and 54% of suburban Milwaukee residents

Only 41% of residents who are aged 65 and higher support an educational voucher system, however.

Support among Wisconsin residents for choice for low-income residents in Milwaukee is also broad-based. Sub-groups of Wisconsin residents who support the plan include:

- 67% of Republicans, 64% of Independents, and 58% of Democrats
- 72% of conservatives, 59% of those of a middle-of-the-road philosophy, and 59% of liberals
- 61% of men and 60% of women
- 59% of Whites and 73% of Blacks
- 72% of Milwaukee residents and 53% of suburban Milwaukee residents
- 48% of residents aged 65 and higher (versus 41% of residents of the same age group who support a more general voucher system for Wisconsin)

## TAXES, CRIME TOP LIST OF MAJOR STATE PROBLEMS

No single problem dominates the concerns of Wisconsin. By a narrow margin, residents named “taxes” most frequently when asked to spontaneously name (i.e., no choices were provided) “the single most important problem facing Wisconsin that the government should be doing something about.” Residents also named welfare, crime, and education at comparatively high rates.

## EDUCATION REMAINS A KEY ISSUE

When choices were provided, however, more residents chose “improving education” than “reforming the tax system,” “combating crime and violence,” “reforming the welfare system,” or “improving the environment” as the issue requiring the most attention from the state government. “Improving education” has increased steadily in importance among Wisconsin residents over the last several surveys while welfare reform has declined in importance, as the table on the following page indicates.

## WISCONSIN RESIDENTS SUPPORT WELFARE REFORM

The declining importance of welfare reform among residents may be due to widespread recognition that the state has indeed reformed welfare. As the table below shows, 87% of Wisconsin residents support the state’s new welfare reform plan that requires recipients to hold a public or private sector job in order to receive benefits.

Support for Welfare Reform	
% Who Support	% Who Do Not Support
87%	9%
Row percentages may not sum to 100% because of rounding or omission of “don’t know” responses from table	

A broad base of Wisconsin residents supports the welfare reform plan. Sub-groups of residents who support the plan include:

- 90% of Republicans, 88% of Independents, and 86% of Democrats
- 91% of conservatives, 89% of middle-of-the-roads, and 77% of liberals
- 89% of men and 85% of women
- 88% of Whites and 80% of Blacks
- 86% of Milwaukee residents, and 89% of suburban Milwaukee residents

### Most Important State Problem, 1988-98

	Jan. 88	Sept. 88	Jan. 89	Sept. 89	Jan. 90	Sept. 90	Jan. 91	Sept. 91	Jan. 92	Nov. 92	May 93	Nov. 93	July 94	Sept. 95	Sept. 96	July 97	July 98
Taxes	33%	22%	28%	26%	28%	30%	33%	23%	26%	18%	30%	18%	19%	20%	16%	21%	18%
Crime	5%	9%	6%	33%	21%	13%	15%	14%	13%	10%	10%	22%	22%	19%	22%	17%	16%
Welfare/	14%	8%	19%	8%	9%	9%	8%	10%	10%	12%	13%	14%	18%	19%	17%	16%	11%
Social Issues																	
Schools/	4%	4%	3%	5%	4%	9%	7%	14%	7%	7%	11%	8%	6%	10%	10%	10%	10%
Education																	
Environment/	4%	10%	9%	6%	9%	11%	7%	5%	4%	2%	4%	2%	2%	2%	2%	5%	5%
Recycling																	
Unemployment/Jobs	11%	11%	8%	5%	4%	4%	6%	7%	13%	16%	6%	11%	5%	4%	5%	3%	3%
Health Issues	0%	2%	2%	4%	2%	3%	2%	5%	8%	9%	8%	11%	10%	3%	3%	2%	4%
Loss of	9%	5%	6%	3%	3%	3%	5%	4%	7%	11%	4%	2%	2%	1%	1%	1%	1%
Business/Economy																	

### Issue Needing Most Attention From Wisconsin State Government

Issue	Nov. 93	July 94	Sept. 95	Sept. 96	July 97	July 98
Improving Public Education	16%	12%	18%	22%	26%	28%
Reforming the Tax System	17%	16%	14%	16%	24%	24%
Combating Crime and Violence	30%	29%	24%	32%	22%	27%
Reforming the Welfare System	21%	28%	29%	23%	22%	14%
Improving the Environment	N.A.	N.A.	N.A.	5%	6%	7%

Note: Previous surveys asked about Reforming the Health Care System.

## WISCONSIN RESIDENTS SUPPORT PAROLE REFORM

A vast majority of residents (74%) continue to support parole reform whereby prisoners are required to serve the sentence imposed by the court (i.e., parole boards are not allowed to shorten sentences) as the table below indicates.

Support for Parole Reform		
	Nov. 1993	July 1998
% Who Support	82%	74%
% Who Do Not Support	12%	18%
Row percentages may not sum to 100% because of rounding or omission of "don't know" responses from table		

Support for parole reform remains strong among all sub-groups of Wisconsin residents. Supporters include:

- 79% of Republicans, 70% of Independents, and 76% of Democrats
- 82% of conservatives, 74% of middle-of-the-roads, and 67% of liberals
- 71% of men and 80% of women
- 77% of Whites and 60% of Blacks
- 72% of Milwaukee residents and 77% of suburban Milwaukee residents

## SUMMARY

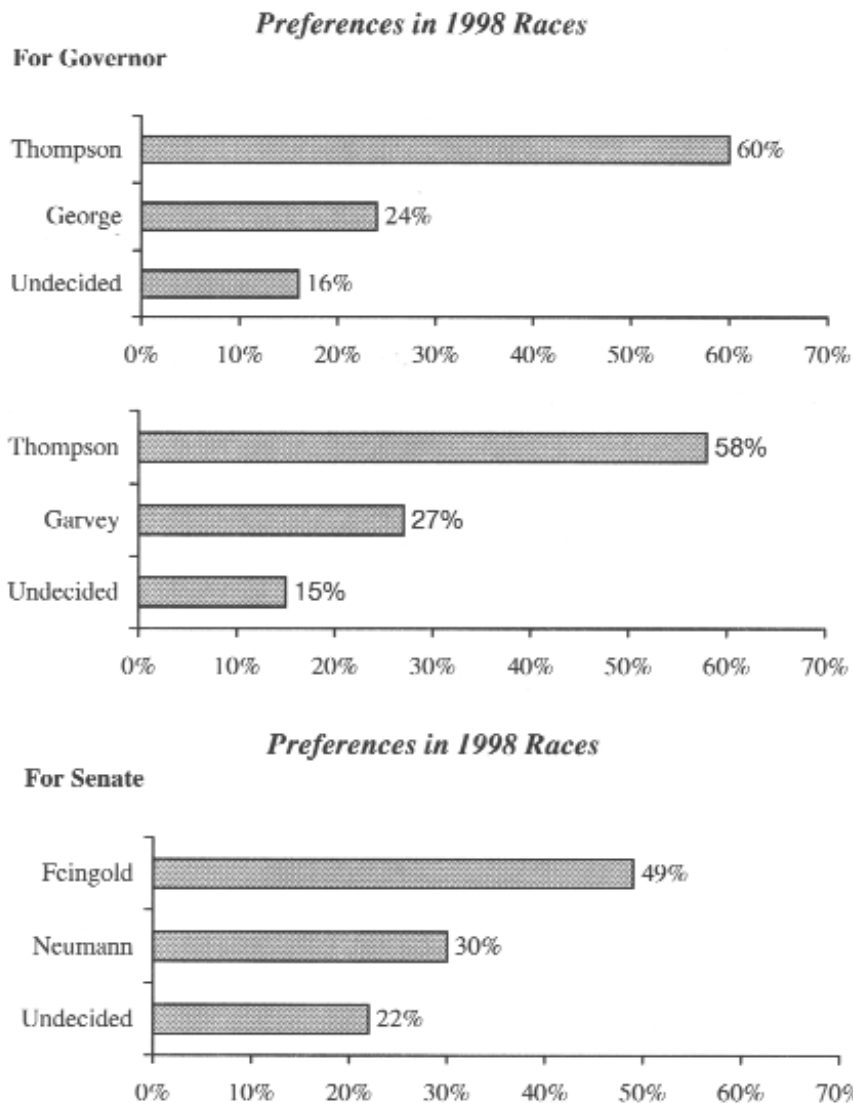
Governor Tommy Thompson and U.S. Senator Russ Feingold hold leads over likely opponents in the 1998 elections. Support for both is bolstered by the optimism of most Wisconsin residents about the economy, the direction of the state and, to a lesser extent, the nation. Thompson remains both the best known and most popular official in Wisconsin. Feingold is less well known and less popular than Thompson, but is still a formidable opponent for Neumann who is even less well known than he. Overall, Wisconsin is a state evenly balanced between the two parties, and which favors moderation in its politics.

More than 70% of Wisconsin adults currently invest in the stock market. In comparison, approximately 43% of the nation's adults currently invest. Forty-one percent of Wisconsin adults consider an investment in the stock market a "safe" investment. Investment is associated with household income, race, political identification, and political philosophy. The prospect of a declining stock market, however, poses a less serious threat on the national economy than "rising unemployment," "rising inflation," and "rising interest rates," according to Wisconsin residents.

A clear and growing majority of residents currently favor the adoption of a voucher system in Wisconsin. Likewise, a majority of residents support the Wisconsin Supreme Court ruling to allow low-income parents in Milwaukee to effectively choose whether their children attend public, private or parochial schools.

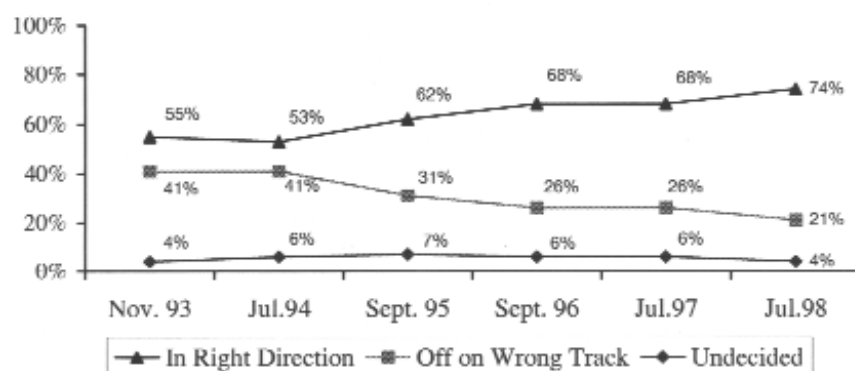
By a narrow margin, residents mentioned “taxes” when asked to spontaneously (i.e., no choices were given) name “the single most important problem facing Wisconsin that the government should be doing something about.” Residents also mentioned welfare, crime, and education at relatively high rates. For the second consecutive year, more residents chose “improving education” as the issue requiring the most attention from the state government among five choices that were offered.

The vast majority of Wisconsin residents support the state’s new welfare reform plan that requires recipients to hold a public or private sector job in order to receive benefits. Support is nearly universal, as well, for parole reform whereby prisoners are required to serve the sentence imposed by the court (i.e., parole boards are not allowed to shorten sentences).

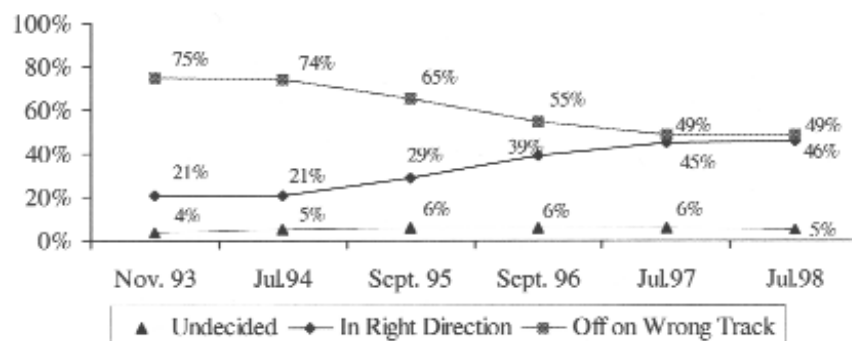




### *Direction of the State*

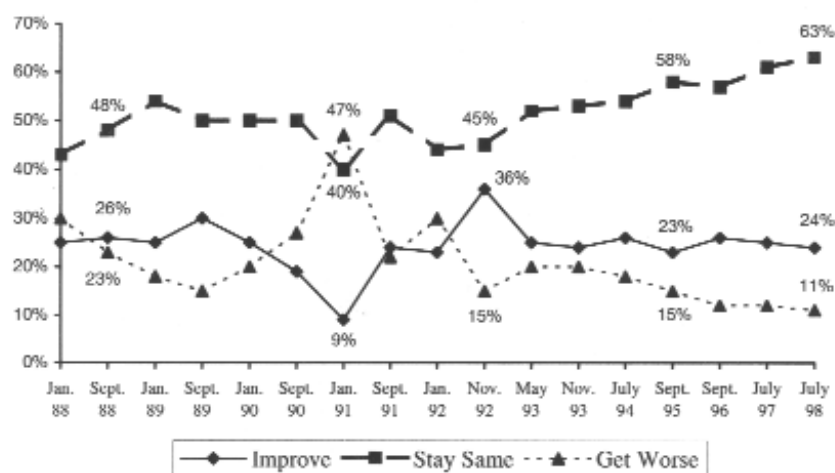


### *Direction of the Nation*

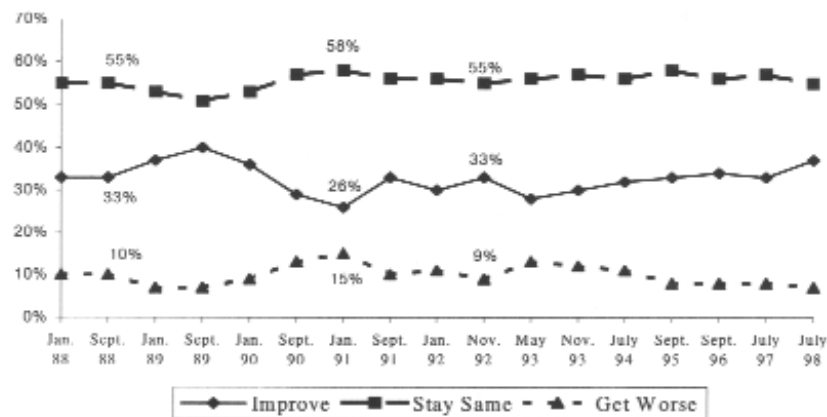


### *Wisconsin Residents' Attitude Towards the Economy 1988-1998*

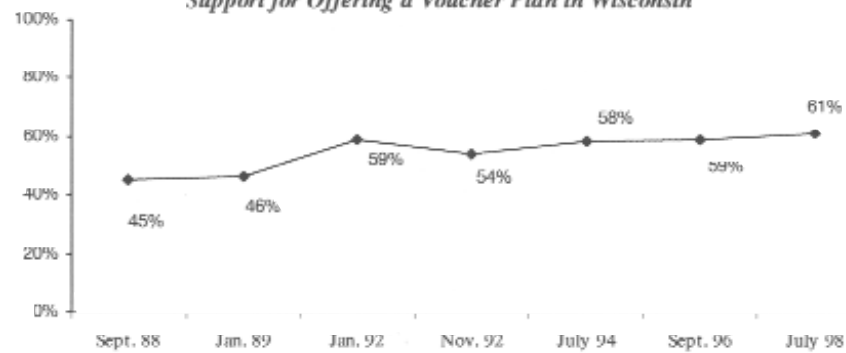
#### *Expected Trend in State Economy*



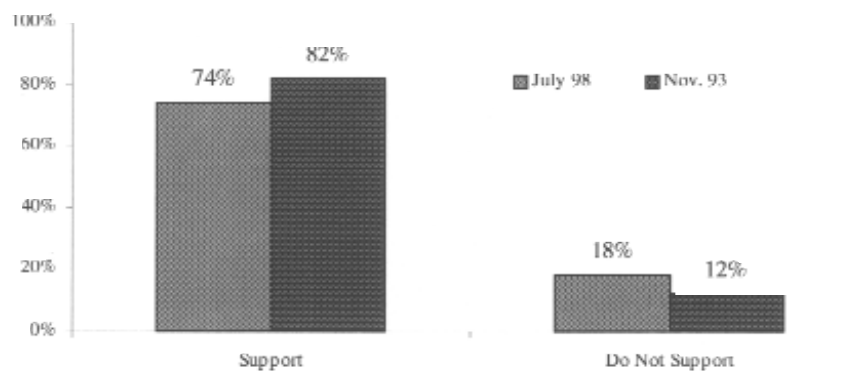
*Wisconsin Residents' Attitude Towards the Economy 1988-1998*  
*Expected Trend in Family Circumstances*



*Support for Offering a Voucher Plan in Wisconsin*



*Support for Parole Reform in Wisconsin*



## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
NONE COLUMN %	3.8	3.7	5.1	6.8	2.4	3.6	4.7	1.8	2.7	2.1
TAXES COLUMN %	18.4	15.0	16.3	22.8	25.0	7.0	14.6	18.5	22.4	20.5
UNEMPLOYMENT/JOBS/ WAGES COLUMN %	2.7	3.0	2.8	2.1	2.6	7.1	0.7	4.2	2.4	1.9
ENVIRONMENTAL ISSUES COLUMN %	4.8	2.8	12.1	0.9	3.1	1.6	3.7	5.8		4.7
CRIMINAL JUSTICE SYSTEM/PROBLEMS WITH LAWS COLUMN %	16.3	22.6	14.1	9.9	10.5	27.4	25.8	10.5	22.2	10.3
WELFARE/POVERTY/ SOCIAL ISSUES COLUMN %	11.3	11.1	8.2	6.1	14.7	11.9	12.2	10.4	11.6	16.8
FARMING COLUMN %	2.2	1.1	1.7	5.8	1.9			1.9	1.3	4.1
LOSS OF BUSINESS/ ECONOMY COLUMN %	0.7	1.6	0.5			1.8	1.6		0.8	
SCHOOLS/EDUCATION COLUMN %	10.0	12.8	9.0	13.2	6.3	13.4	16.3	17.2	9.2	6.6
HEALTH ISSUES COLUMN %	3.8	2.9	2.7	6.9	2.9	2.8	3.9	7.2	6.2	4.5
GOVERNMENT ISSUES COLUMN %	7.0	5.5	8.5	6.6	9.6	5.8	4.4	4.3	3.8	8.3
OTHER COLUMN %	4.4	5.8	2.2	2.1	6.4	6.3	4.2	4.8	2.1	5.3
DON'T KNOW/REFUSED COLUMN %	14.7	12.0	16.7	16.9	14.6	11.4	7.9	13.3	15.3	14.8
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q4. What do you think is the SINGLE MOST important problem facing Wisconsin that the government should be doing something about? (PROBE: Why is that?)

What OTHER problems are facing Wisconsin? (PROBE: What else?) (RECORD IN ORDER OF MENTION)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
IMPROVING THE ENVIRONMENT COLUMN %	7.3	4.6	13.2	5.1	5.7	4.6	7.3	4.4	3.2	8.7
COMBATING CRIME AND VIOLENCE COLUMN %	26.5	31.1	29.3	26.5	19.2	30.1	33.9	17.2	24.5	20.3
REFORMING THE TAX SYSTEM COLUMN %	24.0	16.1	23.1	31.4	40.3	10.8	12.9	20.4	26.6	27.2
IMPROVING PUBLIC EDUCATION COLUMN %	27.5	35.3	20.2	21.8	20.0	40.9	33.8	46.5	27.3	26.6
REFORMING THE WELFARE SYSTEM COLUMN %	14.2	12.6	13.8	14.2	14.8	13.6	12.1	11.5	16.8	16.6
DON'T KNOW/REFUSED COLUMN %	0.4	0.2	0.4	0.9					1.7	0.6
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q5. Which ONE of the following five issues do you think needs the most attention from the Wisconsin state government at the present time? (READ LIST)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
IMPROVE COLUMN %	24.2	24.5	23.3	18.1	32.7	25.9	26.7	19.4	28.0	23.4
GET WORSE COLUMN %	10.6	12.6	8.8	9.1	7.0	15.6	14.2	5.6	13.3	10.6
STAY THE SAME COLUMN %	63.4	60.8	66.2	69.1	59.5	54.6	58.0	75.0	54.5	66.1
DON'T KNOW/REFUSED COLUMN %	1.7	2.2	1.6	3.6	0.8	3.9	1.1		4.1	
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q6. Based on what you know or have heard about the economy of Wisconsin, do you expect the state economic conditions to Improve, Get Worse, or Stay the Same during the next year?

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
IMPROVE COLUMN %	36.6	41.7	33.2	30.8	37.9	45.2	38.7	38.6	42.3	31.3
GET WORSE COLUMN %	7.2	5.8	6.9	13.0	1.7	6.3	8.3	11.2	4.9	10.5
STAY THE SAME COLUMN %	54.6	51.3	58.2	53.3	57.9	48.2	53.0	50.2	50.7	57.1
DON'T KNOW/REFUSED COLUMN %	1.6	1.2	1.7	2.9	2.5	2.3			2.2	1.1
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q7. What about your own family's economic circumstances? Do you expect them to Improve, Get Worse, or Stay the Same during the next year?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
RIGHT DIRECTION COLUMN %	73.5	69.9	77.6	76.8	72.7	55.0	76.6	78.4	70.6	76.8
WRONG TRACK COLUMN %	21.4	24.6	19.2	21.4	22.5	34.8	19.4	16.7	24.8	15.4
DON'T KNOW/REFUSED COLUMN %	5.1	5.5	3.2	1.9	4.8	10.2	4.0	4.9	4.5	7.8
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q8. Would you say that things in Wisconsin are generally going in the Right Direction or do you feel things have gotten pretty seriously off on the Wrong Track?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
RIGHT DIRECTION COLUMN %	46.1	42.1	49.9	54.8	44.4	36.6	46.4	52.2	38.7	49.9
WRONG TRACK COLUMN %	48.5	52.8	45.1	41.9	43.7	57.0	50.8	44.6	53.3	45.8
DON'T KNOW/REFUSED COLUMN %	5.4	5.1	5.0	3.3	11.9	6.4	2.9	3.2	8.0	4.3
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q9. Would you say that things in this country are generally going in the Right Direction or do you feel things have gotten pretty seriously off on the Wrong Track?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	53.5	54.3	50.9	59.6	48.0	64.1	47.2	45.8	48.0	55.5
UNFAVORABLE COLUMN %	40.3	40.0	45.4	37.7	39.4	29.3	48.1	51.0	41.5	37.3
NOT SURE/NEUTRAL (V) COLUMN %	5.3	4.8	2.2	2.7	10.9	3.8	4.7	3.2	9.7	6.7
DON'T RECOGNIZE COLUMN %	0.2		0.5							0.4
DON'T KNOW/REFUSED COLUMN %	0.8	0.9	1.0		1.7	2.7			0.8	
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q10. Let's start with Bill Clinton (IF NEEDED): Do you have a Favorable or Unfavorable opinion of him?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	68.0	68.3	72.5	69.5	57.6	59.5	69.9	77.8	69.2	67.9
UNFAVORABLE COLUMN %	24.6	25.4	22.8	27.2	29.9	30.6	25.8	16.5	18.7	22.4
NOT SURE/NEUTRAL (V) COLUMN %	6.0	5.0	4.2	3.3	11.6	7.2	3.5	4.2	7.4	8.1
DON'T RECOGNIZE COLUMN %	0.9	0.6	0.5			1.1			3.8	1.7
DON'T KNOW/REFUSED COLUMN %	0.4	0.8			0.9	1.5	0.8	1.5	0.8	
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q11. Tommy Thompson (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	63.8	64.0	68.7	75.0	60.4	61.2	63.3	61.6	58.2	59.5
UNFAVORABLE COLUMN %	16.3	17.5	15.9	14.3	20.1	18.1	17.1	14.4	13.5	13.0
NOT SURE/NEUTRAL (V) COLUMN %	10.6	12.4	8.6	4.7	14.1	13.2	16.2	19.1	9.7	11.0
DON'T RECOGNIZE COLUMN %	8.6	4.9	6.0	6.0	5.3	6.1	1.0	3.3	17.7	16.5
DON'T KNOW/REFUSED COLUMN %	0.7	1.2	0.8			1.5	2.4	1.5	0.8	
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q12. Herb Kohl (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	50.4	50.6	49.7	55.6	56.5	46.2	53.5	48.5	36.9	50.7
UNFAVORABLE COLUMN %	17.8	21.2	18.0	15.7	20.0	20.2	25.6	24.1	16.4	11.9
NOT SURE/NEUTRAL (V) COLUMN %	17.2	17.8	15.3	18.8	12.9	21.3	14.5	14.3	19.8	19.6
DON'T RECOGNIZE COLUMN %	13.5	8.8	15.9	11.0	10.6	10.8	5.5	11.6	24.8	17.3
DON'T KNOW/REFUSED COLUMN %	1.1	1.6	1.1	0.9		1.5	0.8	1.5	2.0	0.4
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q13. Russ Feingold (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	39.5	35.6	37.8	39.8	57.5	37.2	38.2	32.1	36.0	39.2
UNFAVORABLE COLUMN %	11.8	14.8	10.3	11.2	7.0	12.3	15.3	12.6	11.9	10.9
NOT SURE/NEUTRAL (V) COLUMN %	22.2	23.2	18.7	21.9	18.3	20.6	27.3	26.1	28.4	23.7
DON'T RECOGNIZE COLUMN %	24.7	24.8	30.9	24.3	17.2	28.4	16.7	26.2	22.9	23.6
DON'T KNOW/REFUSED COLUMN %	1.8	1.5	2.3	2.7		1.5	2.6	2.9	0.8	2.6
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q14. Jim Doyle (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	23.4	38.8	6.9	9.8	28.4	34.0	42.3	39.4	53.7	8.2
UNFAVORABLE COLUMN %	14.4	22.7	7.0	5.9	22.0	19.9	28.9	20.9	14.4	7.1
NOT SURE/NEUTRAL (V) COLUMN %	17.2	17.0	17.3	18.2	18.2	17.7	12.9	19.7	9.2	18.9
DON'T RECOGNIZE COLUMN %	43.5	20.1	66.6	64.3	30.7	26.1	15.1	18.4	21.9	64.3
DON'T KNOW/REFUSED COLUMN %	1.5	1.3	2.3	1.8	0.8	2.2	0.8	1.5	0.8	1.5
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q15. Mark Neumann (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	19.3	15.8	21.0	28.0	25.9	22.0	18.7	12.4	7.5	19.6
UNFAVORABLE COLUMN %	14.8	16.4	13.9	18.1	21.6	11.8	17.2	17.6	12.3	9.6
NOT SURE/NEUTRAL (V) COLUMN %	20.7	23.2	14.0	19.8	14.5	21.6	19.7	29.3	24.8	25.5
DON'T RECOGNIZE COLUMN %	43.6	43.2	47.8	34.2	37.1	42.2	42.7	39.1	54.7	43.8
DON'T KNOW/REFUSED COLUMN %	1.6	1.3	3.3		0.9	2.4	1.6	1.5	0.8	1.6
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q16. Ed Garvey (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	7.3	10.2	6.2	7.2	5.4	13.8	8.5	6.5	3.8	5.1
UNFAVORABLE COLUMN %	12.6	19.2	7.3	6.7	20.8	17.5	28.4	23.6	5.5	6.8
NOT SURE/NEUTRAL (V) COLUMN %	14.9	18.4	10.5	13.4	13.9	17.0	19.5	15.9	18.0	12.8
DON'T RECOGNIZE COLUMN %	63.7	50.2	74.2	71.0	59.1	49.3	40.4	49.5	71.8	74.3
DON'T KNOW/REFUSED COLUMN %	1.6	1.9	1.9	1.7	0.8	2.4	3.2	4.5	0.8	1.0
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q17. Gary George (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
GEORGE, THE DEMOCRAT COLUMN %	23.8	26.9	22.2	21.9	26.6	39.2	22.4	16.9	15.3	20.8
THOMPSON, THE REPUBLICAN COLUMN %	60.4	60.0	61.1	58.1	52.5	45.5	68.6	66.4	67.7	64.4
DON'T KNOW/REFUSED COLUMN %	15.9	13.1	16.6	19.9	20.9	15.4	9.0	16.7	17.1	14.9
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q18. If State Senator Gary George is the Democratic nominee and Governor Tommy Thompson is the Republican nominee, for whom would you vote: (READ LIST)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
GARVEY, THE DEMOCRAT COLUMN %	27.4	30.1	25.9	28.6	31.0	40.5	29.1	15.0	18.2	24.0
THOMPSON, THE REPUBLICAN COLUMN %	57.7	57.5	61.3	57.3	50.0	45.6	64.5	65.0	63.4	57.8
DON'T KNOW/REFUSED COLUMN %	14.9	12.4	12.7	14.2	19.0	13.9	6.4	20.0	18.4	18.1
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q19. If attorney Ed Garvey is the Democratic nominee and Governor Tommy Thompson is the Republican nominee, for whom would you vote? (READ LIST)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FEINGOLD, THE DEMOCRAT COLUMN %	48.5	45.4	52.6	52.9	52.7	51.1	47.5	38.6	32.2	50.5
NEUMANN, THE REPUBLICAN COLUMN %	29.8	36.0	25.6	25.7	26.5	31.5	37.1	35.7	47.7	20.5
DON'T KNOW/REFUSED COLUMN %	21.7	18.6	21.8	21.4	20.8	17.4	15.4	25.7	20.1	29.0
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q20. If Senator Russ Feingold is the Democratic nominee and Congressman Mark Neumann is the Republican nominee, for whom would you vote? (READ LIST)

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
YES COLUMN %	60.7	58.7	62.3	63.7	57.7	65.1	54.2	60.2	60.7	62.2
NO COLUMN %	32.1	34.4	30.2	30.6	35.6	29.3	37.5	31.7	30.6	29.8
DON'T KNOW/REFUSED COLUMN %	7.2	7.0	7.5	5.7	6.7	5.6	8.3	8.1	8.7	8.0
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q21. In some countries, the government allots a certain amount of money for each child's education. The parents can then send the child to any public, parochial, or private school they choose. This is called the "voucher system." Would you like to see such an idea adopted in Wisconsin?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
YES COLUMN %	61.9	60.7	65.7	62.6	59.6	71.5	53.1	58.0	60.9	60.9
NO COLUMN %	34.2	35.4	31.4	33.6	33.0	24.2	43.6	36.0	35.8	36.0
DON'T KNOW/REFUSED COLUMN %	3.9	3.9	2.8	3.8	7.4	4.3	3.3	6.0	3.3	3.0
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q22. The Wisconsin Supreme Court has ruled that it is constitutional to allow low income parents in Milwaukee to effectively choose whether their children attend public, private or parochial schools. Do you agree with this ruling?

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
YES COLUMN %	86.5	85.8	84.5	87.5	82.9	85.9	89.3	90.7	86.5	91.0
NO COLUMN %	8.8	8.7	10.3	7.0	11.8	7.3	7.3	4.3	7.7	7.2
DON'T KNOW/REFUSED COLUMN %	4.8	5.5	5.2	5.6	5.3	6.9	3.5	5.0	5.8	1.8
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q23. Do you support Wisconsin's new welfare reform that requires recipients to hold a public or private sector job in order to continue to receive benefits?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
SHOULD BE REQUIRED TO SERVE SENTENCE COLUMN %	74.1	73.6	71.3	80.5	66.2	72.2	77.0	84.3	76.3	76.8
PAROLE BOARD SHOULD BE ALLOWED TO SHORTEN SENTENCE COLUMN %	18.3	17.9	21.7	12.5	26.2	17.4	19.7	14.4	11.3	16.8
DON'T KNOW/REFUSED COLUMN %	7.6	8.5	7.0	7.1	7.6	10.4	3.3	1.3	12.4	6.4
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q24. Do you think prisoners should be required to serve the sentence imposed by the courts or should the parole board be allowed to shorten sentences?  
REF 1: Should be required to serve sentence  
REF 2: Parole board should be allowed to shorten sentence

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
A GREAT DEAL COLUMN %	47.8	44.4	49.3	57.3	45.1	41.1	46.3	36.5	52.4	48.4
SOMEWHAT COLUMN %	37.0	39.2	32.2	29.3	46.2	42.0	35.8	41.8	35.3	37.7
NOT MUCH COLUMN %	5.2	6.5	5.5	4.2	2.5	5.7	8.2	11.1	4.3	4.8
NOT AT ALL COLUMN %	3.1	3.4	3.1	2.7	3.1	4.1	3.4	4.2	1.1	3.2
DON'T KNOW/REFUSED COLUMN %	6.8	6.5	9.9	6.6	3.1	7.0	6.3	6.4	6.8	5.8
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q25. How much do you think what happens in the stock market affects the health of the United States economy overall - a Great Deal, Somewhat, Not Much, or Not At All?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
SAFE COLUMN %	40.7	40.3	38.8	33.9	43.7	39.4	45.9	42.5	31.9	47.1
RISKY COLUMN %	53.3	54.2	52.8	63.5	44.7	54.0	47.5	51.7	65.0	49.1
DON'T KNOW/REFUSED COLUMN %	6.0	5.5	8.4	2.7	11.6	6.6	6.6	5.7	3.1	3.8
TOTAL N	1000	364	205	90	98	123	105	57	92	188

Q26. Do you think of investment in the stock market as generally a Safe investment or generally a Risky investment?



## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
YES										
COLUMN %	70.7	68.0	78.0	63.8	71.1	55.8	76.2	71.9	76.2	70.7
NO										
COLUMN %	27.4	30.1	20.4	35.3	26.3	40.7	23.8	26.2	23.8	26.6
DON'T KNOW/REFUSED										
COLUMN %	1.9	1.9	1.6	0.9	2.5	3.5		1.8		2.7
TOTAL										
N	1000	364	205	90	98	123	105	57	92	188

Q27. Do you personally or jointly, with a spouse, have any money invested in mutual funds, individual stocks or pension plans?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
RISING INFLATION										
COLUMN %	27.0	27.7	28.0	21.1	30.1	25.3	30.3	32.9	27.3	26.0
RISING UNEMPLOYMENT										
COLUMN %	31.1	32.1	28.9	29.5	30.9	40.3	27.6	30.5	29.4	32.5
RISING INTEREST										
RATES										
COLUMN %	22.0	20.2	21.5	30.8	22.2	14.6	21.6	24.7	19.5	22.6
DECLINE IN THE										
STOCK MARKET										
COLUMN %	14.4	15.1	15.2	14.0	10.0	14.6	16.2	7.3	15.3	14.0
DON'T KNOW/REFUSED										
COLUMN %	5.4	4.8	6.3	4.6	6.8	5.3	4.3	4.7	8.4	4.9
TOTAL										
N	1000	364	205	90	98	123	105	57	92	188

Q28. What would have the most negative effect on the health of the United States economy? Would it be Rising Inflation, Rising Unemployment, Rising Interest Rates, or a Decline in the Stock Market? (INTERVIEWER: PROBE "DON'T KNOW" OR "NOT SURE")

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
REPUBLICAN										
COLUMN %	26.1	27.1	30.4	21.8	31.2	20.6	34.7	24.4	25.8	19.0
DEMOCRAT										
COLUMN %	26.2	30.6	19.3	29.2	23.4	40.2	27.9	18.0	21.9	24.7
INDEPENDENT										
COLUMN %	34.3	31.7	33.6	33.3	31.8	30.3	32.0	38.0	39.7	42.0
OTHER										
COLUMN %	6.5	5.0	6.9	10.4	9.0	5.1	3.1	12.9	5.7	6.2
NONE OF THE ABOVE										
(V)										
COLUMN %	5.8	4.4	8.9	5.3	2.9	0.8	2.2	6.7	5.2	7.7
DON'T KNOW/REFUSED										
COLUMN %	1.0	1.2	1.0		1.7	3.0			1.7	0.5
TOTAL										
N	1000	364	205	90	98	123	105	57	92	188

Q29. Do you normally think of yourself as a Republican, a Democrat, an Independent or some Other party?

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
LIBERAL										
COLUMN %	14.2	16.2	10.4	12.4	18.5	20.4	18.6	12.8	10.2	14.9
CONSERVATIVE										
COLUMN %	23.3	25.4	21.2	28.8	20.7	20.0	22.8	27.2	23.4	20.4
MIDDLE-OF-THE-ROAD										
COLUMN %	58.3	53.6	65.7	54.2	57.0	50.1	56.7	56.5	63.5	59.1
OTHER (V)										
COLUMN %	0.6	1.2				2.0	0.7	1.4		1.0
NONE OF THE ABOVE										
(V)										
COLUMN %	2.1	1.9	2.3	2.6	2.0	3.0	1.1	2.1	1.2	2.5
DON'T KNOW/REFUSED										
COLUMN %	1.6	1.8	0.4	1.9	1.7	4.6			1.7	2.0
TOTAL										
N	1000	364	205	90	98	123	105	57	92	188

Q30. In politics, do you normally consider yourself to be Liberal, Conservative, or Middle-of-the-Road?



# ABOUT THE INSTITUTE

The **Wisconsin Policy Research Institute** is a not-for-profit institute established to study public-policy issues affecting the state of Wisconsin.

Under the new federalism, government policy increasingly is made at the state and local levels. These public-policy decisions affect the lives of every citizen in the state. Our goal is to provide nonpartisan research on key issues that affect citizens living in Wisconsin, so that their elected representatives are able to make informed decisions to improve the quality of life and future of the state.

Our major priority is to improve the accountability of Wisconsin's government. State and local governments must be responsive to the citizenry, in terms of the programs they devise and the tax money they spend to implement them. Accountability should apply in every area to which the state devotes the public's funds.

The agenda for the Institute's activities directs attention and resources to the study of the following issues: education, welfare and social services, criminal justice, taxes and spending, and economic development.

We believe that the views of the citizens of Wisconsin should guide the decisions of government officials. To help accomplish this, we also conduct semiannual public-opinion polls that are structured to enable the citizens to inform these officials about how they view major statewide issues. These polls are disseminated through the media and made available to the general public and the legislative and executive branches of state government. It is essential that elected officials remember that all of the programs established and all of the money spent comes from the citizens of Wisconsin and is made available through their taxes. Public policy should reflect the real needs and concerns of all of the citizens of the state and not those of specific special-interest groups.