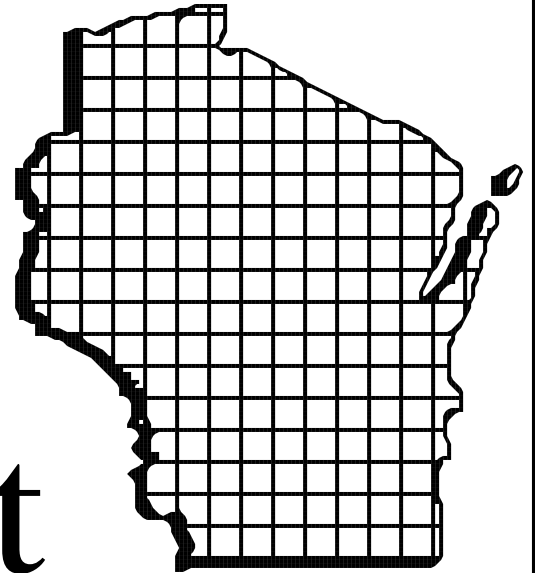


Wisconsin

Policy  
Research  
Institute

Report



August 1999

Volume 12, Number 5

**THE WISCONSIN  
CITIZEN SURVEY  
August 1999**

*A Survey of Wisconsin Public Opinion*

## REPORT FROM THE PRESIDENT:

This Wisconsin Citizen Survey was conducted by Harris Interactive. The company is the new merger name of Louis Harris & Associates and Gordon S. Black Corporation. The survey was supervised by Dr. Gordon S. Black who has been involved with all our survey research dating back to 1987.

In this survey we measure specific questions about next year's Presidential elections. Among Wisconsin residents who expect to vote next year, George W. Bush leads Al Gore 54% to 33%. When we included Jesse Ventura in a three way race, Bush's lead drops to 43% to 28% for Gore and 19% for Ventura. In addition, Al Gore's unfavorables were 39% compared to 22% for George Bush to 21% for Jesse Ventura. Bill Clinton had the highest unfavorables that we had seen since we began tracking these questions in 1993. He now stands at 48% in Wisconsin.

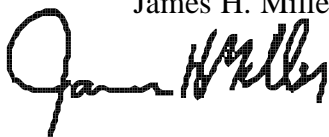
What these numbers tell us is that Al Gore clearly has a problem in Wisconsin. In our survey, none of the other leading Democrats in the state, such as Herb Kohl or Russ Feingold, showed any kind of drops in our tracking polls. In addition, people in Wisconsin seem to be happy with the direction of our national government. Again it appears that a year and a half from the election that Al Gore has an enormous amount of work to do in Wisconsin.

We also asked Wisconsin residents which sports teams they consider themselves fans of. Not surprisingly the Packers were the number one selection with 79%. What was interesting was that we then asked residents whether or not they supported state help for replacing or renovating Lambeau Field; the majority (55% to 42%) opposed aid. There is some reason to think in this survey that there is still hope for taxpayer support for the Packers, but it is going to be more difficult than we imagined.

Finally, one of the issues we examined was the question of reducing state spending on prisons to support other programs. Initially Wisconsin residents were dead even on this issue. But many who favored a reduction in spending changed their mind when told that inmates would likely be released early on parole because of lack of space in prison. Under these conditions only 29% of all residents endorsed reducing spending on prisons; 63% would oppose it.

We also asked people how likely it was that prisoners released early because of cuts would end up in their neighborhoods. Forty three percent thought it was somewhat or very likely that prisoners would end up in their neighborhood, versus 53% who thought it unlikely. However only 26% of residents in Wisconsin considered it acceptable to have prisoners released early on parole live in their neighborhoods. That is the real message for this issue. Rhetoric about cutting prison costs is very good, but you must tell the public exactly where you plan to place early-release prisoners — in whose neighborhoods will they live. One suspects that it won't be the politicians'.

James H. Miller



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# THE WISCONSIN CITIZEN SURVEY AUGUST 1999

## *A Survey of Wisconsin Public Opinion*

GORDON S. BLACK, PH.D.

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## INTRODUCTION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The current survey was conducted from July 22 through July 28, 1999. The survey explored resident views about the 2000 race for president, public figures, spending on prisons and other state programs, state financial support for a new football stadium for the Green Bay Packers, and investment behavior.

### **The 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 1,002 Wisconsin residents who are 18 years of age and older. The sample was drawn from a list of telephone numbers generated by a computer. This method includes both unlisted numbers and new listings in proportion to their representation in the population. Nearly every number was called at least three times before the number was discarded. This process, and the sampling itself, is controlled by a Computer Aided Sampling (CAS) System, which monitors the entire process to insure that callbacks are made at appropriate times and that numbers are sampled correctly.

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

A survey of 1,002 randomly selected residents has a margin of error of plus or minus 3 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 sub-samples, such as women, blacks, or young people, will be significantly greater.

### **Harris Interactive**

Harris Interactive, the new name of Louis Harris & Associates and The Gordon S. Black Corporation, is a firm specializing in market research and public opinion polling, headquartered 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 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.

**I. GEORGE W. BUSH HOLDS LARGE LEAD OVER AL GORE IN TWO-WAY RACE FOR PRESIDENT  
JESSE VENTURA ATTRACTS SIGNIFICANT THIRD-PARTY SUPPORT.**

Among Wisconsin residents, Texas Governor George W. Bush holds a sizable 51% to 34% lead over Vice President Al Gore in a two-way race for President if the election were held today. Though he denies interest, Minnesota Governor Jesse Ventura would attract nearly 20% of the vote as the candidate of the Reform Party if the Presidential election were held today.

Among the 90% of Wisconsin residents who say they expect to vote in 2000, Bush's lead over Gore is an even larger 54% to 33% among those residents who expect to vote in the November, 2000 general elections. Bush's sizable advantage is consistent with the results of the July Harris Poll which shows him with a 51% to 43% lead over Gore nationally, with 6% undecided. Ventura's strong potential showing is at the expense of both candidates, though he appears to draw more votes away from Bush. Even with Ventura in the race, however, Bush retains a sizable lead over both opponents.

**WISCONSIN RESIDENTS' PREFERENCES IN YEAR 2000 PRESIDENTIAL RACE**

**- All Residents -**

Bush	51%	Bush	40%
Gore	34%	Gore	29%
Undecided	15%	Ventura	19%
		Undecided	12%

**- Residents Who Expect to Vote -**

Bush	54%	Bush	43%
Gore	33%	Gore	28%
Undecided	13%	Ventura	19%
		Undecided	10%

Paired against Gore, Bush is drawing support from a broad-base of Wisconsin residents including some not traditionally considered supportive of Republican presidential candidates:

- Among women, Bush leads 46% to 38%. Among men, Bush leads 56% to 29%.
- Bush is attracting 21% of the Black vote compared to Gore's 65%. Whites support Bush by a 53% to 32% margin.
- In the city of Milwaukee, traditionally a Democratic stronghold, Bush garners 35% of the vote to 49% for Gore. In the Madison area Bush leads 46% to 35%. In the Milwaukee suburbs Bush leads Gore 64% to 25%. In Waukesha county, Bush leads 73% to 20%.
- Bush holds a dominating position among Republicans (92% to 4%) and conservatives (73% to 19%). He also leads by large margins among Independents (53% to 27%) and middle-of-the-road residents (48% to 36%). Democrats give Bush 13% of the vote and Gore 79%, while 26% of liberals would vote for Bush and 58% for Gore.

In a three-way race, Jesse Ventura draws significantly greater support from some groups of voters than from others:

- Among men, Ventura and Gore each attract 24% of the vote compared to Bush's 43%. Among women, Ventura draws only 15% compared to 33% for Gore and 38% for Bush.
- In Southeast Wisconsin, Ventura draws 25% of the vote, drawing almost even with Gore's 26%, with Bush attracting 38%. In the La Crosse/Eau Claire area, Ventura's 19% places him in nearly a dead heat with Gore's 20%, with Bush attracting 49% of the vote.
- Among Independents, Ventura would attract 30% of the vote compared to Gore's 19% and Bush's 38%. Most partisans would remain loyal to their respective parties; Ventura draws support from only 10% of Democrats and 13% of Republicans.

- Ventura also draws more support from liberals (27%) and middle-of-the-road residents (20%) than he does from conservatives (16%). Nevertheless, in a three-way race 50% of liberals would support Gore, while among middle-of-the-road residents 37% would support Bush and 30% Gore.

The findings of this poll, along with national results, suggest that George W. Bush must be considered the early favorite to win Wisconsin and the White House in 2000. But it is early in the campaign and, as the strong standing of Jesse Ventura suggests, there is substantial opportunity for movement over the coming months

### **1.1 Wisconsin Residents Develop Negative View of President Clinton. Gore's "Negatives" Substantially Higher Than Bush's or Ventura's. Views of Other Public Figures Remain Highly Positive.**

For the first time ever, more Wisconsin residents have unfavorable (48%) than favorable (45%) opinions about President Clinton. This compares to a clearly positive perception (54% favorable) of President Clinton a year ago. These results suggest that the impeachment process and the accompanying revelations about his behavior have taken a toll on the President's popularity in Wisconsin.

While Al Gore is favorably viewed by a plurality (45%) of Wisconsin residents, both George W. Bush (55%) and Jesse Ventura (52%) are viewed favorably by a majority. As the table on the following page shows, both Bush and Ventura also have "negatives" that are substantially smaller than Gore's. These figures shed light on the Vice-President's relatively weak position in the state.

Apart from the Presidential candidates, most other public figures in the state are viewed in a positive light by residents regardless of political party. The poll results also show that Tommy Thompson and Herb Kohl remain the most popular and most widely known public figures in the state.

### **1.2 Wisconsin Residents Remain Optimistic About Direction of State. View of National Direction Continues to Improve**

Nearly three-fourths (74%) of Wisconsin residents continue to think that the state is heading in the right direction. Wisconsin residents are also increasingly satisfied with the direction of the nation. For the first time since we began asking residents about the direction of the nation, more residents think the nation is moving in the right direction (50%) than think it is pretty seriously off on the wrong track (42%).

High levels of satisfaction with the direction of the state are expressed among nearly all groups. Only city of Milwaukee residents (48%) and Blacks (30%) are substantially less likely to perceive the state as moving in the right direction. Despite a Republican governor leading the state, 73% of Democrats think the state is moving in the right direction.

#### **DIRECTION OF STATE AND NATION**

	<b>Nov. 93</b>	<b>July 94</b>	<b>Sept. 95</b>	<b>Sept. 96</b>	<b>July 97</b>	<b>July 98</b>	<b>July 99</b>
<b>Direction of the State:</b>							
<b>Moving in Right Direction</b>	55%	53%	62%	68%	68%	74%	74%
<b>Pretty Seriously Off on the Wrong Track</b>	41%	41%	31%	26%	26%	21%	20%
<b>Undecided</b>	4%	6%	7%	6%	6%	5%	6%
<b>Direction of the Nation:</b>							
<b>Moving in Right Direction</b>	21%	21%	29%	39%	45%	46%	50%
<b>Pretty Seriously Off on the Wrong Track</b>	75%	74%	65%	55%	49%	49%	42%
<b>Undecided</b>	4%	5%	6%	6%	6%	5%	8%

## VIEWS ABOUT PUBLIC FIGURES

	May 93	Nov. 93	Sept. 95	Sept. 96	July 97	July 98	July 99
<b>Bill Clinton</b>							
Favorable	49%	46%	48%	59%	54%	54%	45%
Unfavorable	40%	42%	45%	35%	40%	40%	48%
Neutral/Did Not Recognize Name	11%	12%	7%	6%	6%	6%	7%
<b>Al Gore</b>							
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	45%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	39%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	16%
<b>George W. Bush</b>							
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	55%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	22%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	23%
<b>Jesse Ventura</b>							
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	52%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	21%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	27%
<b>Tommy Thompson</b>							
Favorable	59%	65%	62%	66%	67%	68%	68%
Unfavorable	28%	22%	31%	25%	26%	25%	23%
Neutral/Did Not Recognize Name	13%	13%	7%	9%	7%	7%	9%
<b>Herb Kohl</b>							
Favorable	57%	50%	65%	60%	61%	64%	58%
Unfavorable	16%	23%	19%	17%	24%	16%	20%
Neutral/Did Not Recognize Name	27%	27%	16%	23%	15%	20%	22%
<b>Russ Feingold</b>							
Favorable	47%	47%	44%	42%	46%	51%	49%
Unfavorable	19%	21%	20%	18%	25%	18%	24%
Neutral/Did Not Recognize Name	34%	32%	36%	40%	29%	31%	27%
<b>Scott McCullam</b>							
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	11%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	5%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	84%
<b>Jim Doyle</b>							
Favorable	30%	29%	37%	29%	35%	40%	36%
Unfavorable	11%	10%	18%	17%	17%	12%	13%
Neutral/Did Not Recognize Name	59%	61%	45%	54%	48%	48%	51%

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

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

- Among Democrats, 66% think the country is moving in the right direction as compared to 46% of Independents and 42% of Republicans.
- Among liberals, 60% think the country is moving in the right direction, as do 52% of middle-of-the-roaders. But only 40% of conservatives think the country is moving in the right direction.
- While 50% of Whites think the country is heading in the right direction, only 39% of Blacks feel this way.

The satisfaction of residents with the direction of the state and the nation normally works in favor of the incumbent party. This makes the weakness of Vice-President Gore in the state especially surprising.

### 1.3 Wisconsin Residents Remain Optimistic About State Economy and Their Own Economic Circumstances

The steadily growing economy continues to lead to optimism among Wisconsin residents about the future of the state economy and their own family's economic future, as the table on the following page shows. Positive views about the economy continue to be a reason that residents perceive the state as heading in the right direction. Among those who think the state economy will improve, 83% say the state is heading in the right direction. Among those who think the economy will stay the same, 77% approve of the state's direction while only 46% of those who think the economy will get worse approve of the state's direction.

### 1.4 Wisconsin Remains Political by Competitive and Middle-of-the-Road in Philosophy

As the table on the following page shows, Wisconsin remains a highly competitive state in which Independents and Middle-of-the Road voters hold the fate of elected officials in their hands. As the 2000 Presidential campaign unfolds it will be interesting to see how these key groups of voters evaluate the candidates as they learn more about them.

#### Summary

Texas Governor George Bush holds a large lead over Vice-President Al Gore in a two-way race for President in 2000. If Minnesota Governor Jesse Ventura were to enter the race as the candidate of the Reform Party he would draw substantial support though Bush still holds a sizable lead. The unfavorable perception of President Clinton appears to be one factor affecting Al Gore's competitiveness in the state. The Presidential race is taking place at a time when most Wisconsin residents are satisfied with the direction of the state and the nation and are optimistic about the economy. With the state evenly balanced between the two political parties, the 2000 race in Wisconsin is likely to follow a course somewhat different than those immediately preceding it.

## II. WISCONSIN RESIDENTS ARE BIG FANS OF THE GREEN BAY PACKERS BUT ARE OPPOSED TO STATE FUNDING FOR NEW STADIUM

Although eight-out-of-ten Wisconsin residents consider themselves fans of the Green Bay Packers, only 42% think the state should help pay for the replacement or renovation of Lambeau Field. The Packers occupy a unique place in Wisconsin sports, with only the Wisconsin Badgers attracting fan support at anything close to the same level:

#### WISCONSIN RESIDENTS WHO CONSIDER THEMSELVES FANS OF:

Green Bay Packers	79%
University of Wisconsin Badgers	68%
Milwaukee Brewers	52%
Milwaukee Bucks	40%

Unlike the other sports teams we asked about, support for the Packers is strong throughout the state:

- Although fan support for the Packers is highest in the Green Bay area (83%), in every area of the state at least 70% consider themselves fans. Men are only slightly more likely to be fans of the Packers than women (81% vs. 77%). Both Whites and Blacks are fans, though Whites (81%) more so than Blacks (64%).
- Support for the Wisconsin Badgers is much higher in Madison (81%) and in Waukesha County (78%) than in other areas of the state, especially the city of Milwaukee (57%). Men are more likely to be fans than women (77% vs. 60%) as are Whites (70%) when compared to Blacks (50%).



**WISCONSIN RESIDENTS' ATTITUDE TOWARD THE ECONOMY 1998-1999**

	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	July 99
<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%	24%
Stay Same	43%	48%	54%	50%	50%	50%	40%	51%	44%	45%	52%	53%	54%	58%	57%	61%	63%	61%
Get Worse	30%	23%	18%	15%	20%	27%	47%	22%	30%	15%	20%	20%	18%	15%	12%	12%	11%	12%
<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%	34%
Stay Same	55%	55%	53%	51%	53%	57%	58%	56%	56%	55%	56%	57%	56%	58%	56%	57%	55%	57%
Get Worse	10%	10%	7%	7%	9%	13%	15%	10%	11%	9%	13%	12%	11%	8%	8%	8%	7%	7%

**PARTY IDENTIFICATION AND POLITICAL PHILOSOPHY IN WISCONSIN**

	Sept. 95	Sept. 96	July 97	July 98	July 99
<b>Party Identification</b>					
Democrat	30%	29%	27%	26%	27%
Independent	29%	29%	34%	34%	32%
Republican	29%	27%	25%	26%	27%
<b>Political Philosophy</b>					
Liberal	16%	12%	12%	14%	15%
Middle-of-the-Road	53%	59%	57%	58%	54%
Conservative	29%	26%	27%	23%	28%

- Support for the Brewers is highest in the Milwaukee area (55%) and Southeastern Wisconsin (61%). Men are slightly more likely to be fans than women (57% vs. 47%) but Whites and Blacks are equally likely to be fans (53% vs. 50%).
- Fan support of the Bucks is highest in the city of Milwaukee (56%). Even in the surrounding suburbs only 42% consider themselves fans. In the other areas of the state, typically 40% or fewer consider themselves fans. Men are more likely to be fans than women (46% vs. 34%) and Blacks are more likely to be fans than Whites (57% vs. 40%).

The strong fan support makes the lack of support for state funding for the replacement or renovation of Lambeau field even more striking:

RESIDENT VIEWS ABOUT STATE HELP FOR REPLACEMENT OR RENOVATION OF LAMBEAU FIELD	
Favor Aid	42%
Oppose Aid	55%
Undecided	3%

Views about providing state aid are not a function of where residents live. Support for aid is actually higher in Southeast Wisconsin (46%) and Waukesha county (51%) than it is in the Green Bay area (43%).

The survey results also suggest that opponents of aid are likely to be fairly hard to turn into supporters. We reminded opponents that the Packers are the only not-for-profit locally owned team in any major league American professional sport and then asked them if this would make them change their mind. We did not present a similar counter-argument to those in favor of aid. Even under these unbalanced conditions, a plurality of 49% to 48% continues to oppose aid, with the balance undecided.

Clearly, state funding to help the Packers replace or renovate Lambeau field appears likely to face stiff opposition.

### **2.1 Wisconsin Residents Divided on Reducing Spending on Prisons to Support Other State Programs. Wisconsin Residents Say Having Early Parolees in Their Neighborhoods is Unacceptable**

Wisconsin residents are evenly divided on this issue with 46% thinking spending on prisons should be reduced and 46% thinking it should not be reduced, and the balance undecided. But many (36%) of those favoring a reduction changed their mind when they were told that some inmates would likely be released early on parole because of lack of space in prisons if spending were reduced. Under these conditions, only 29% of all residents would endorse reducing spending on prisons and 63% would oppose it.

A number of interesting demographic and political characteristics are associated with initial opinions on this issue:

- 18-24 year olds are most supportive of reducing prison spending (67%) while those 65 and older are least supportive (27%).
- Waukesha county residents are most supportive (58%) followed by those in Madison (51%). Residents of the La Crosse/Eau Claire area are least supportive.
- Blacks are more supportive of reducing prison spending than Whites (77% vs. 44%).
- Women are more supportive of reducing prison spending than men (50% to 41%).
- Democrats (52%) and Independents (50%) are more supportive of reducing spending on prisons than are Republicans (38%). Similarly, liberals (60%) and middle-of-the-road residents (48%) are more supportive than conservatives (35%).

Interestingly, of all the social groups whose opinions initially supported reducing spending on prisons only the opinions of self-identified liberals appear resistant to the counter-argument we presented. Among liberals, only 14% changed their mind.

In order to help us better understand some of the attitudes that might lie behind views about prison spending we asked residents how likely they thought it would be that prisoners released early on parole would end up in the neighborhood where they lived. Overall:

- 15% thought this was very likely;
- 28% thought it was somewhat likely;
- 39% thought it was not very likely;
- 14% thought it was not at all likely.

It is striking that Blacks, the group most supportive of reducing prison spending, are also most likely (74% very or somewhat likely) to think that early parolees would end up in their neighborhood. This contrasts with only 41% of Whites. While the contrast is much weaker for other social groups, the survey results consistently indicate that those groups supportive of reducing prison spending are also most likely to think parolees will end up in their neighborhoods.

Very few (26%) residents consider it acceptable to have some of the prisoners released early on parole live in their neighborhood. Blacks (49%) are much more likely than Whites (24%) to consider this acceptable. Similarly, liberals (42%) are much more likely than middle-of-the-road (24%) and conservative residents (21%) to consider this acceptable.

## 2.2 Taxes and Education Top Wisconsin Residents' Issue Agenda

Taxes are the number one issue that residents of Wisconsin think government should be addressing followed by education. Our survey includes two questions that explore the issues of concern to residents. The first, open-ended in nature, asks them to tell us what they think is the most important problem facing Wisconsin that the state government should be doing something about. The second asks them to choose from a list of five issue the one that they think needs the most attention from state government. The tables provide detailed trend data for these two questions.

From a short-term perspective, the most notable change is the emergence of taxes as the most important topic. This year, 24% volunteered that taxes were the most important problem as compared to only 18% in 1998. Similarly, 32% chose reforming the tax system as the number one issue in 1999 as compared to 24% in 1999.

From a longer-term perspective, the most striking changes are the decreases in residents saying that crime and welfare are key issues. For instance, in September 1996, 32% of residents said crime was the issue needing most attention from Wisconsin state government. In July 1999 only 22% chose crime. Similarly, as recently as September 1995, 29% said reforming the welfare system was the most important issue needing attention. In July 1999, only 11% chose reform of welfare as the most important issue.

### ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT

Issue	Nov. 93	July 94	Sept. 95	Sept. 96	July 97	July 98	July 99
Improving Public Education	16%	12%	18%	22%	26%	28%	25%
Reforming the Tax System	17%	16%	14%	16%	24%	24%	32%
Combating Crime and Violence	30%	29%	24%	32%	22%	27%	22%
Reforming the Welfare System	21%	28%	29%	23%	22%	14%	11%
Improving the Environment	N.A.	N.A.	N.A.	5%	6%	7%	8%

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

**MOST IMPORTANT STATE PROBLEM 1988 - 1999**

	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	July 99
Taxes	33%	22%	28%	16%	28%	30%	33%	23%	26%	18%	30%	18%	19%	20%	16%	21%	18%	24%
Crime	5%	9%	6%	33%	21%	13%	15%	14%	13%	10%	10%	22%	22%	19%	22%	17%	16%	12%
Welfare/Social Issues	14%	8%	19%	8%	9%	9%	8%	10%	10%	12%	13%	14%	18%	19%	17%	16%	11%	11%
Schools/Education	4%	4%	3%	5%	4%	9%	7%	14%	7%	7%	11%	8%	6%	10%	10%	10%	10%	11%
Environment/Recycling	4%	10%	9%	6%	9%	11%	7%	5%	4%	2%	4%	2%	2%	2%	2%	5%	5%	3%
Unemployment/Jobs	11%	11%	8%	5%	4%	4%	6%	7%	13%	16%	6%	11%	5%	4%	5%	3%	3%	2%
Health Issues	0%	2%	2%	4%	2%	3%	2%	5%	8%	9%	8%	11%	10%	3%	3%	2%	4%	5%
Loss of Business/Economy	9%	5%	6%	3%	3%	3%	5%	4%	7%	11%	4%	2%	2%	1%	1%	1%	1%	1%

Given these changes, some care is appropriate in evaluating the importance of taxes and education as issues. It may be that voters care strongly about them and will base voting decisions on them. But it might also mean that, in the absence of more pressing concerns and their general satisfaction with the state's direction, residents are simply falling back on them as traditional topics for state action. If this is true, then it is political leadership and not public demands that will determine whether taxes and education become significant issues in Wisconsin's electoral politics.

### 2.3 Summary

Wisconsin residents are generally opposed to state aid to renovate or replace Lambeau Field for the Green Bay Packers even though they are strong Packers fans.

Residents are evenly divided about whether prison spending should be reduced to provide more funds for other state programs. But many of those who would support reductions can be persuaded by concerns about early parole to change their minds.

Taxes and education are the two key items on the issue agendas of Wisconsin residents. Their rise may owe as much to the decline of welfare and crime as key issues as to voter passion about education and taxes. The political consequences of taxes and education as political issues may therefore depend more on political leaders and what they propose as on demands from residents for action.

## III. A YEAR'S ROLLER-COASTER RIDE LEAVES WISCONSIN RESIDENTS STILL INVESTED IN THE STOCK MARKET

Since our July 1998 poll the stock market has gone through a short-term correction and then, through July of 1999, a multi-month rise to new highs. All the movement on the stock exchanges had little impact on the investment behavior of Wisconsin residents or their views about the stock market. This is the major finding about the stock market from the most recent survey of 1,002 Wisconsin residents conducted by the Wisconsin Policy Research Institute, Inc., and Harris Interactive Inc. The survey was conducted between July 22 and July 28, 1999.

In July 1998, 70% of Wisconsin residents personally or jointly with a spouse had money invested in mutual funds, individual stocks, or pension plans. A year later, in July 1999, 71% have these investments. Wisconsin residents are making financial investments of various kinds even though only 38% think investment in the stock market is safe (compared to 41% in 1998). As the chart on the following page shows, investment in financial assets is strongly associated with many individual characteristics but perceptions about the safety of the stock market are in most cases only weakly related to the same characteristics.

Residents continue to think that the stock market is very important to the health of the economy, as the chart on Page 13 shows. The slight increases since 1998 in the percentages thinking the stock market affects the economy a great deal and that a decline in the stock market would have the most negative effect on the health of the U.S. economy are not statistically significant.

Highly educated residents and those with sizable incomes are most likely to think that what happens in the stock market affects the health of the United States economy a great deal:

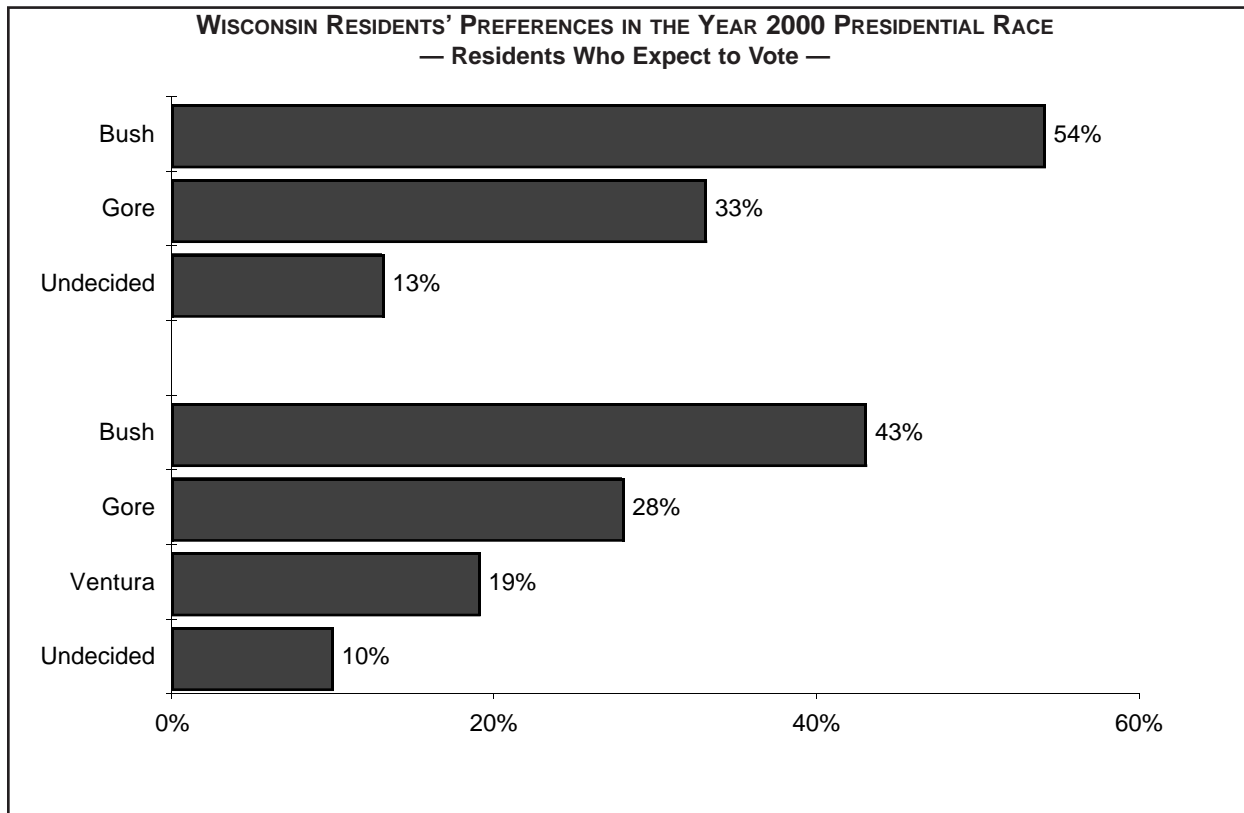
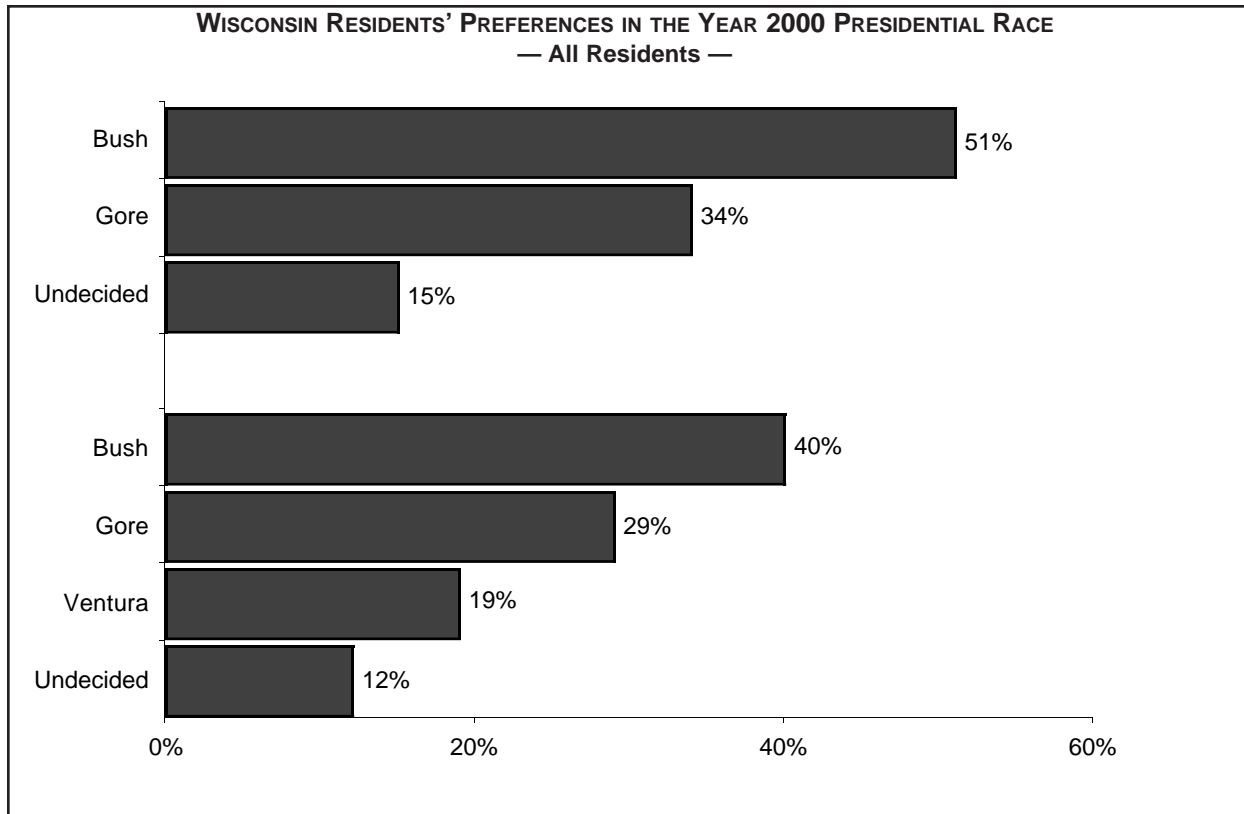
- Among those who graduated college 59% said the stock market affects the economy a great deal compared to 54% of those who attended college, 47% of those who graduated high school, and 32% of those who attended high school.
- 60% of those earning \$75,000 or more said the stock market affects the economy a great deal compared to 57% of those earning \$50,001 to \$75,000, 52% of those earning \$30,001 to \$50,000, 45% of those earning \$15,001 to \$30,000, and 42% of those earning \$15,000 or less. By way of contrast, personal characteristics do not seem to be related in any systematic way to the view that a decline in the stock market would have the most negative effect on the health of the United States economy.

**INVESTMENT BEHAVIOR AND PERCEPTIONS OF STOCK MARKET SAFETY**

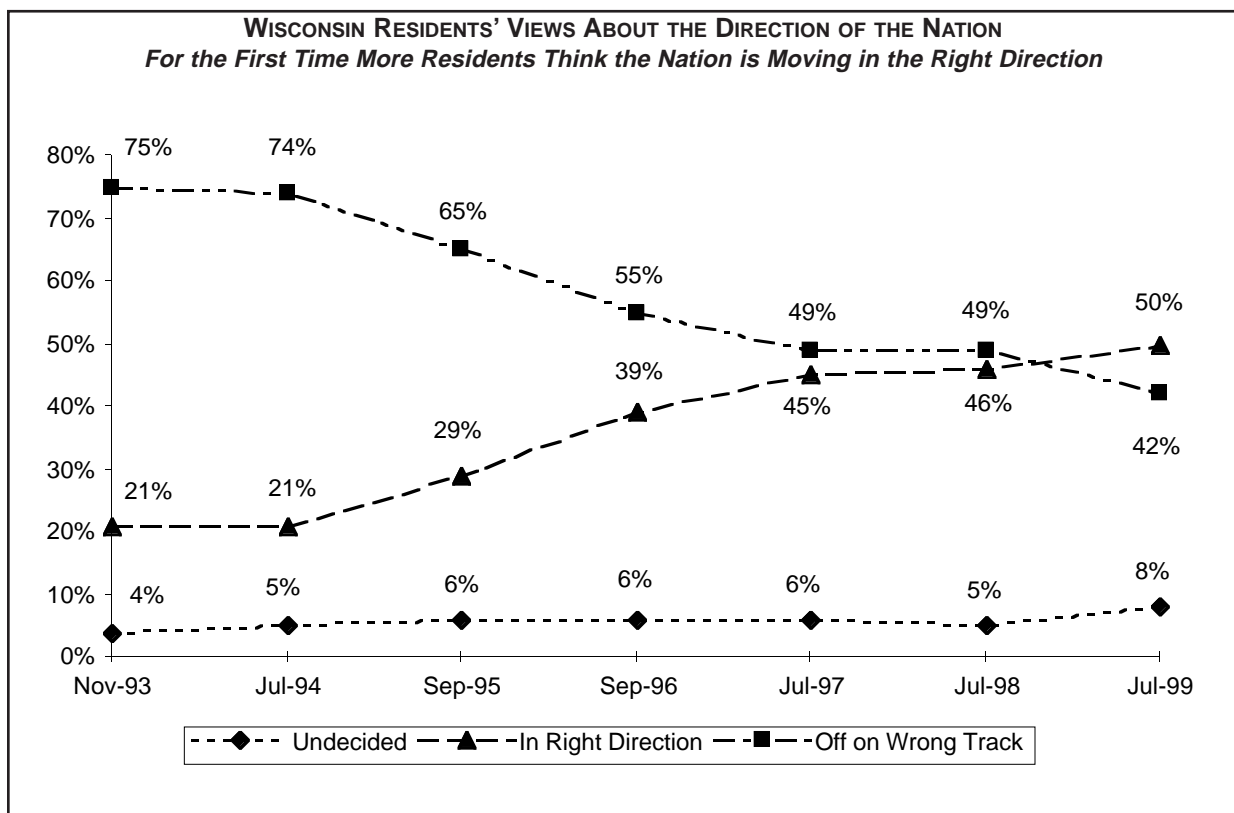
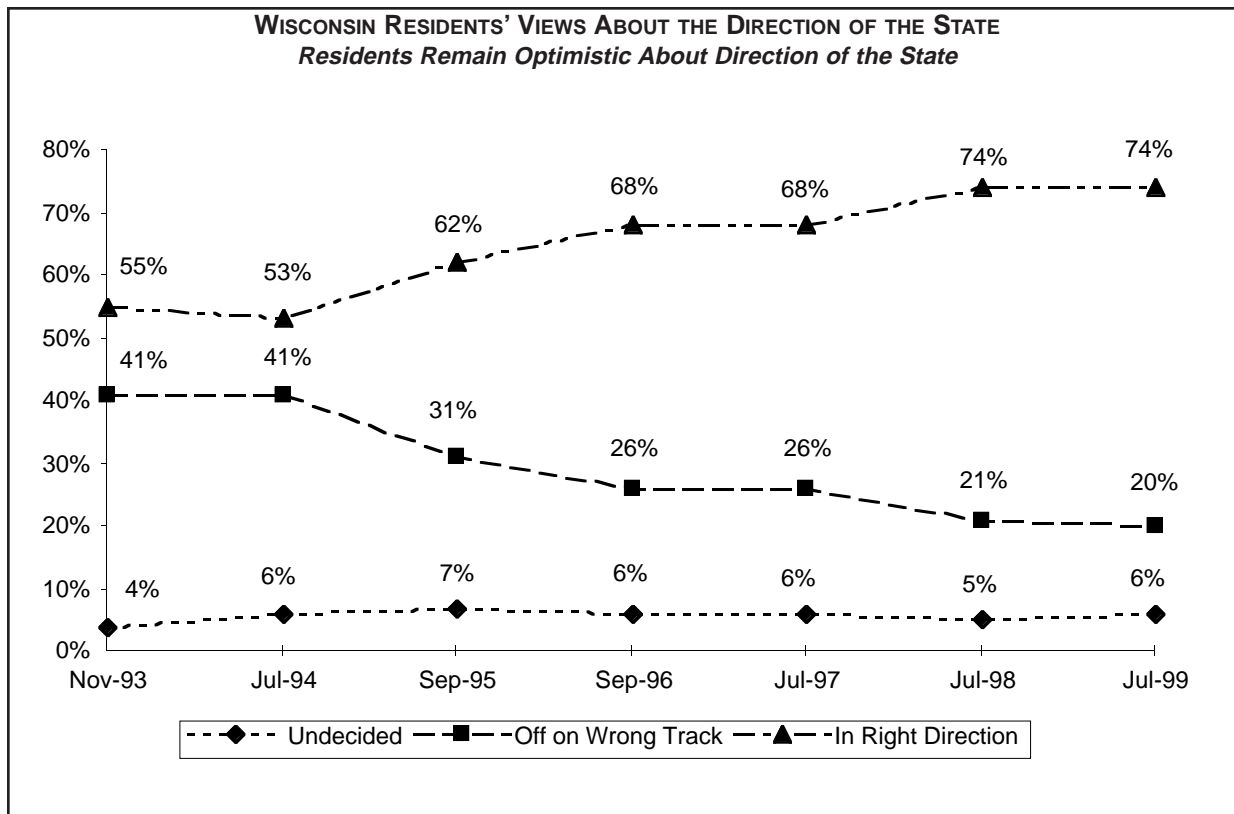
<b>Characteristic</b>	<b>% of Residents With Investments</b>	<b>% of Residents Who Think Investment in the Stock Market is Generally Safe</b>
<b>Age</b>		
18-24	44%	34%
25-34	67%	43%
35-44	81%	37%
45-54	84%	41%
55-64	79%	35%
65 or Older	62%	33%
<b>Income</b>		
\$15,000 or Less	26%	34%
\$15,001 to \$30,000	54%	35%
\$30,001 to \$50,000	75%	36%
\$50,001 to \$75,000	85%	45%
Over \$75,000	96%	46%
<b>Education</b>		
Attend High School	34%	16%
Graduate High School	63%	30%
Attend College	76%	41%
Graduate College	82%	47%
<b>Marital Status</b>		
Married	81%	40%
Divorced or Widowed	63%	37%
Single	55%	34%
<b>Race</b>		
White	73%	39%
Black	42%	15%

**VIEWS ABOUT THE STOCK MARKET AND THE ECONOMY**

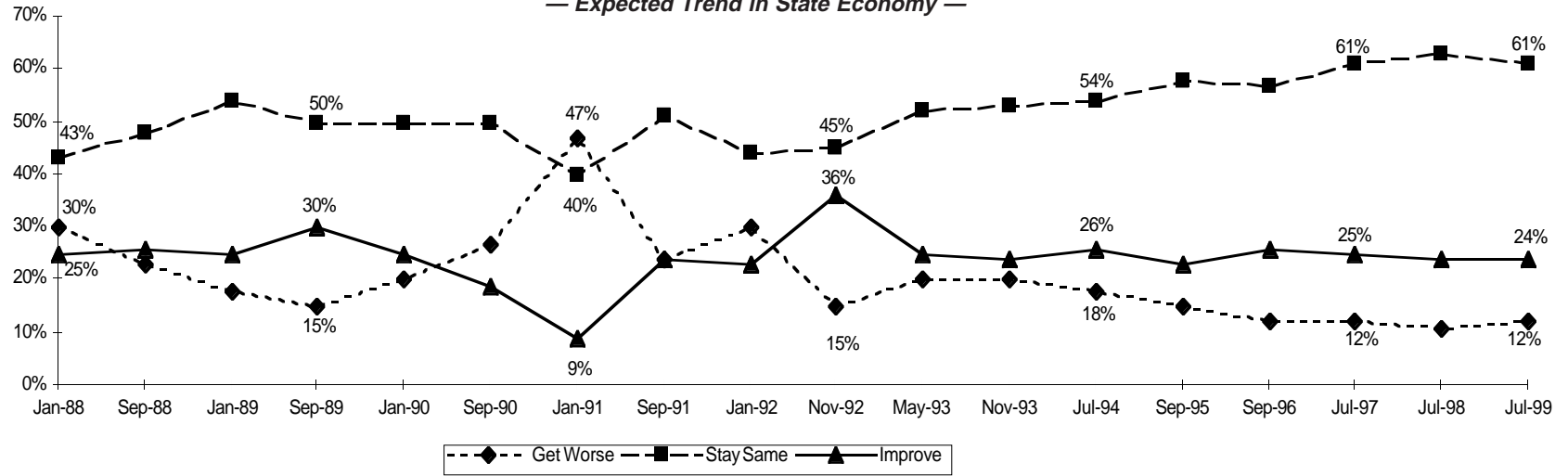
	<b>1998</b>	<b>1999</b>
<b>The stock market affects the economy:</b>		
A Great Deal	48%	51%
Somewhat	37%	35%
Not Much	5%	5%
Not At All	3%	2%
Undecided	7%	7%
<b>What would have the most negative effect on the health of the U.S. economy:</b>		
Rising Unemployment	31%	28%
Rising Inflation	27%	27%
Rising Interest Rates	22%	20%
Decline in the Stock Market	14%	19%
Undecided	6%	6%



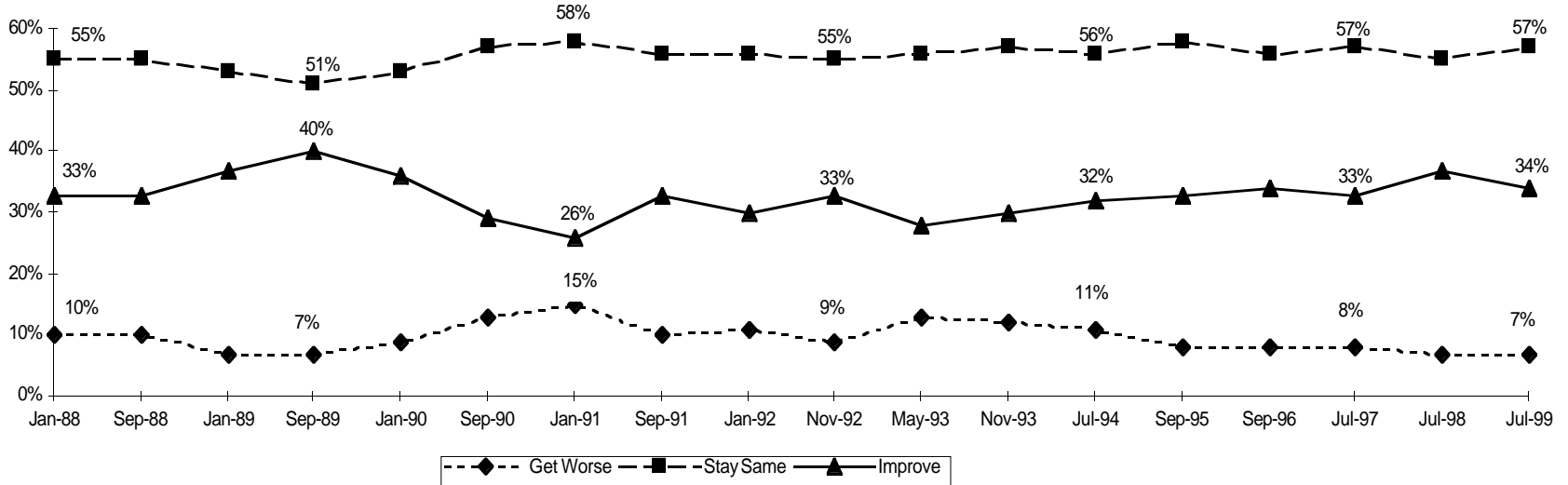


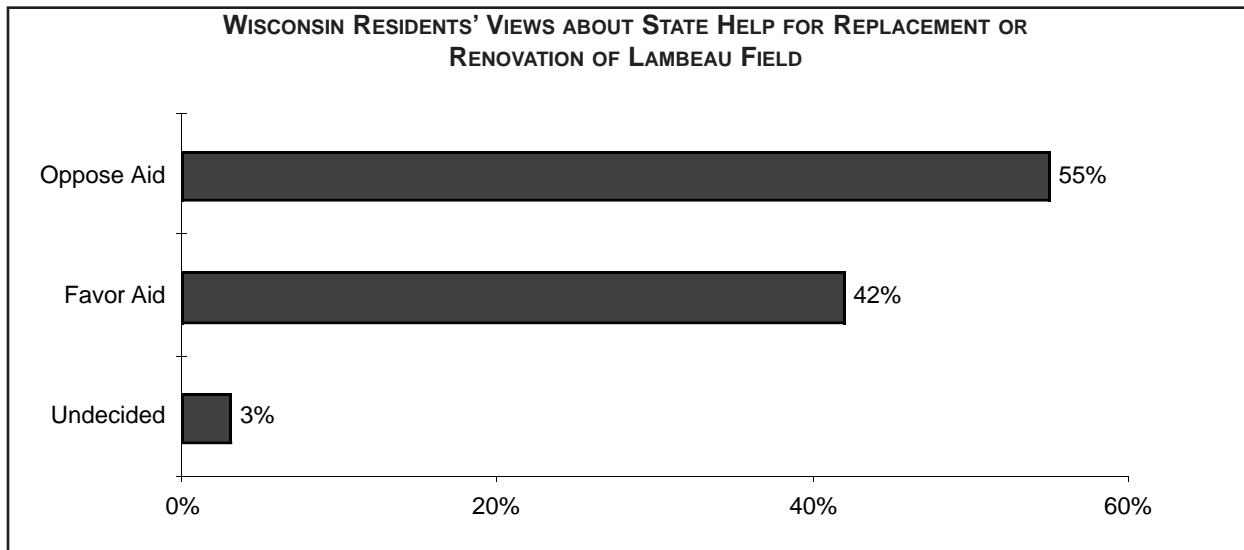
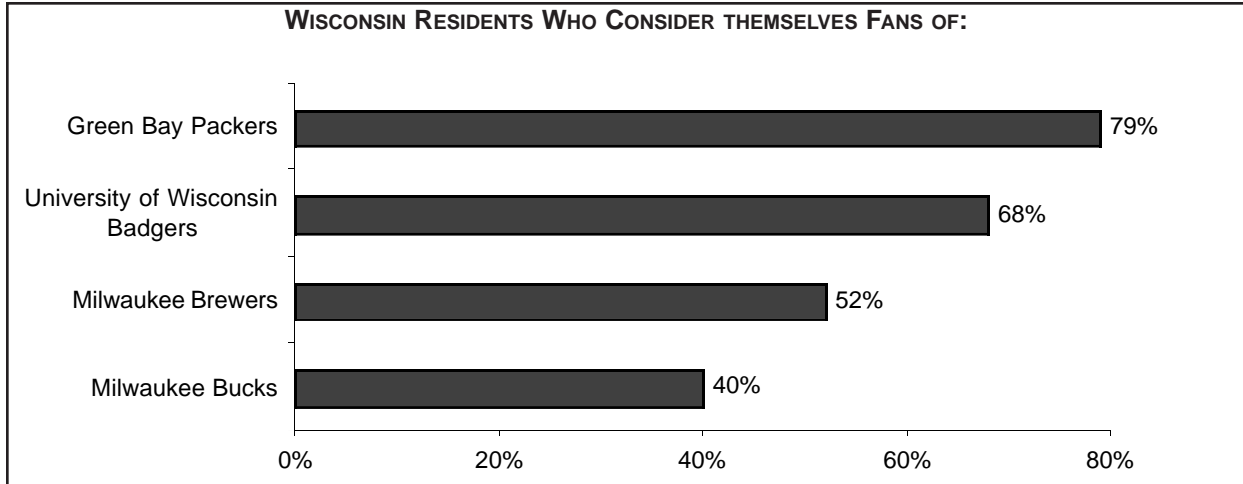


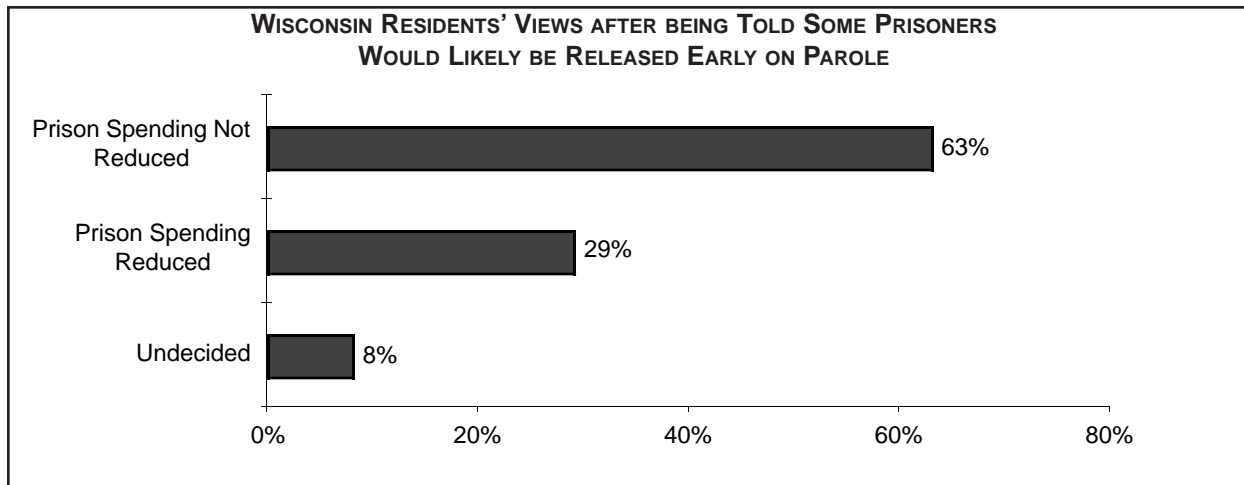
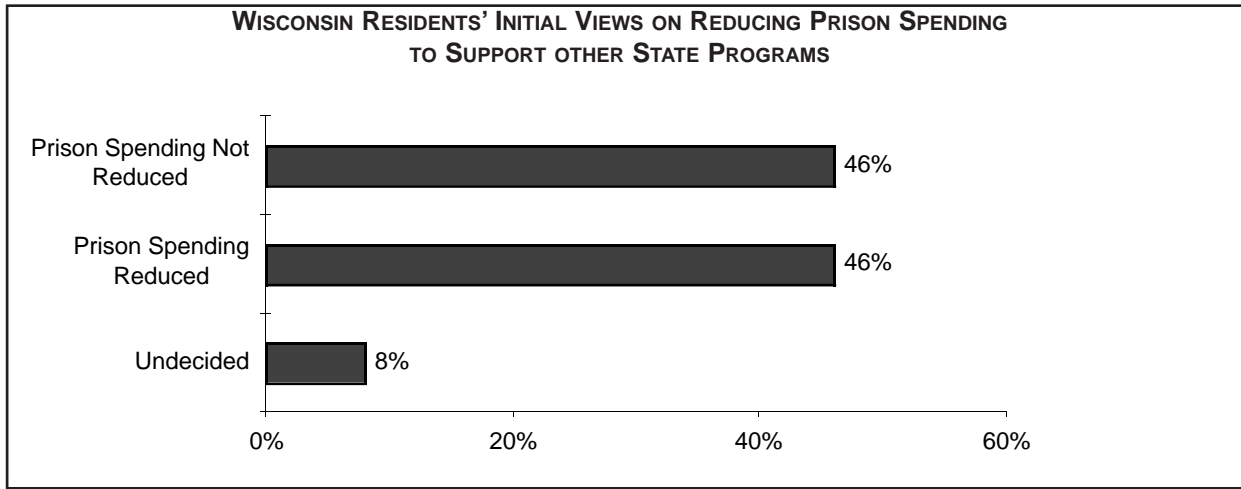
**WISCONSIN RESIDENTS' ATTITUDES TOWARDS THE ECONOMY 1988-1999**  
 — Expected Trend in State Economy —

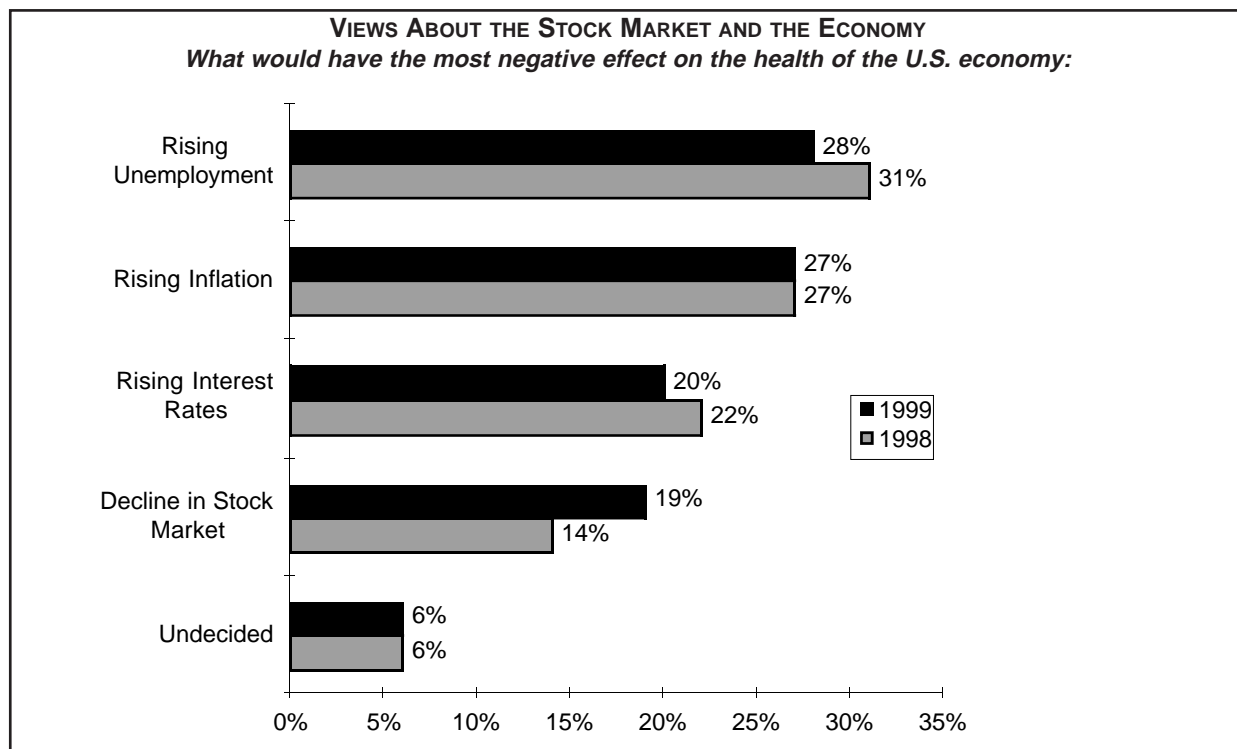
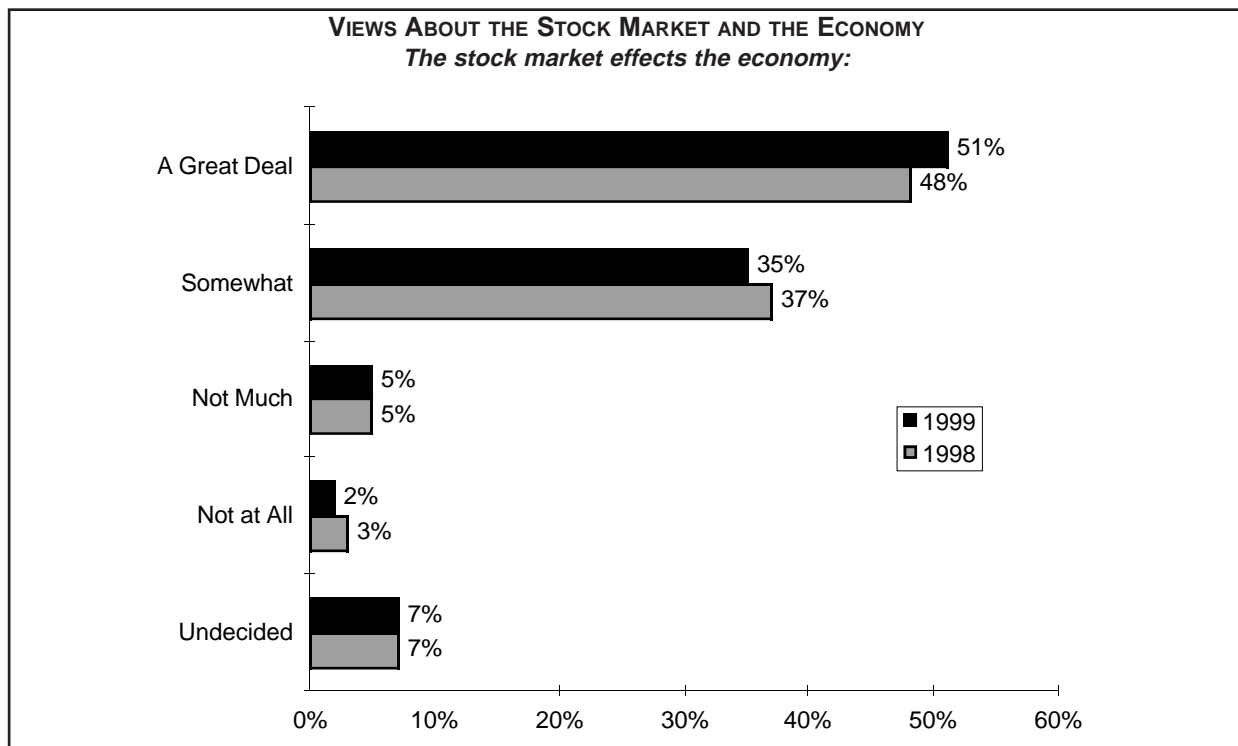


**WISCONSIN RESIDENTS' ATTITUDES TOWARDS THE ECONOMY 1988-1999**  
 — Expected Trends in Family Circumstances —









HARRIS INTERACTIVE

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 %	3.5	2.6	5.3	2.6	2.3	4.5	2.7		1.3	4.6
TAXES										
COLUMN %	24.1	23.3	21.5	29.1	26.4	16.3	32.1	32.8	19.8	24.5
UNEMPLOYMENT/JOB S/WAGES										
COLUMN %	2.3	1.7	1.1	7.0	0.6	2.7	0.8		3.9	2.9
ENVIRONMENTAL ISSUES										
COLUMN %	3.4	2.5	3.3	1.2	0.7	1.6	1.1	2.0	5.4	6.1
CRIMINAL JUSTICE SYSTEM/PROBLEMS WITH LAWS										
COLUMN %	11.6	17.4	13.2	1.9	5.8	26.7	11.4	14.4	17.0	5.8
WELFARE/POVERTY/ SOCIAL ISSUES										
COLUMN %	10.9	11.6	10.7	4.7	17.1	15.7	7.2	9.6	10.1	8.5
FARMING										
COLUMN %	1.6	0.4	0.5	4.3	1.2				1.1	4.8
LOSS OF BUSINESS/ ECONOMY										
COLUMN %	1.0	0.9	2.2		1.4		0.9	1.8		0.7
SCHOOLS/EDUCATION										
COLUMN %	11.3	11.3	9.5	12.6	12.0	7.2	18.9	15.1	11.1	12.7
HEALTH ISSUES										
COLUMN %	4.6	5.7	4.3	5.0	4.3	2.4	7.8	8.6	3.7	4.0
GOVERNMENT ISSUES										
COLUMN %	4.7	4.0	2.8	10.0	5.6	4.5	3.5	2.1	3.8	4.7
OTHER										
COLUMN %	5.1	6.6	4.5	4.9	4.7	9.1	4.2	4.9	6.2	3.3
DON'T KNOW/REFUSED										
COLUMN %	16.1	12.0	21.1	16.7	17.9	9.4	9.4	8.7	16.7	17.4
TOTAL N	1002	363	189	74	101	114	120	61	117	200

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?)

HARRIS INTERACTIVE

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 %	7.9	6.9	7.4	4.6	10.5	7.5	6.9	11.6	9.8	8.2
COMBATING CRIME AND VIOLENCE										
COLUMN %	22.3	24.7	25.3	18.2	11.9	30.2	22.2	14.7	24.8	22.3
REFORMING THE TAX SYSTEM										
COLUMN %	32.0	27.4	32.9	43.3	37.5	17.7	32.7	37.9	26.0	34.9
IMPROVING PUBLIC EDUCATION										
COLUMN %	25.1	29.9	19.4	29.6	24.2	33.6	29.5	26.2	28.4	20.0
REFORMING THE WELFARE SYSTEM										
COLUMN %	10.6	9.5	12.5	3.4	14.2	7.3	8.7	9.6	9.5	11.1
DON'T KNOW/REFUSED										
COLUMN %	2.2	1.7	2.6	0.9	1.8	3.6			1.5	3.5
TOTAL N	1002	363	189	74	101	114	120	61	117	200

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

HARRIS INTERACTIVE

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 %	24.4	25.4	29.7	19.1	17.2	37.5	19.2	18.3	24.8	23.1
GET WORSE COLUMN %	12.4	15.3	6.6	12.2	10.8	20.0	10.5	16.9	12.7	12.7
STAY THE SAME COLUMN %	60.8	58.5	59.8	65.3	69.6	41.4	69.7	64.8	60.6	61.0
DON'T KNOW/REFUSED COLUMN %	2.3	0.9	3.8	3.4	2.4	1.1	0.5		1.9	3.2
TOTAL N	1002	363	189	74	101	114	120	61	117	200

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?

HARRIS INTERACTIVE

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 %	34.1	37.1	34.8	34.3	38.9	40.6	32.4	25.3	36.0	26.3
GET WORSE COLUMN %	7.1	6.0	6.2	7.8	8.8	4.7	7.5	8.4	3.9	9.3
STAY THE SAME COLUMN %	57.2	56.2	58.1	57.1	47.1	53.6	59.6	66.3	59.6	61.7
DON'T KNOW/REFUSED COLUMN %	1.6	0.7	0.9	0.8	5.2	1.0	0.5		0.5	2.7
TOTAL N	1002	363	189	74	101	114	120	61	117	200

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?

HARRIS INTERACTIVE

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 %	49.6	45.2	58.6	46.8	55.4	41.6	45.3	39.8	45.3	48.4
WRONG TRACK COLUMN %	42.3	48.4	36.3	43.1	28.6	49.8	49.2	57.7	46.9	43.3
DON'T KNOW/REFUSED COLUMN %	8.0	6.4	5.1	10.1	16.0	8.5	5.5	2.5	7.8	8.3
TOTAL N	1002	363	189	74	101	114	120	61	117	200

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?

HARRIS INTERACTIVE

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 %	73.9	65.2	82.1	78.5	72.7	48.0	72.3	72.9	81.6	76.0
WRONG TRACK COLUMN %	19.6	26.5	12.5	14.6	19.6	36.8	21.2	25.9	16.4	18.7
DON'T KNOW/REFUSED COLUMN %	6.6	8.3	5.4	6.9	7.8	15.2	6.5	1.1	2.0	5.3
TOTAL N	1002	363	189	74	101	114	120	61	117	200

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?

HARRIS INTERACTIVE

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 %	44.5	41.9	43.8	39.4	50.9	59.9	29.2	19.5	36.5	52.0
UNFAVORABLE COLUMN %	48.4	51.0	50.4	59.7	37.7	32.9	65.3	74.6	52.7	41.0
NOT SURE/NEUTRAL (V) COLUMN %	6.4	6.2	5.4	0.9	10.5	6.2	5.0	5.9	10.3	6.6
DON'T KNOW/REFUSED COLUMN %	0.6	0.8	0.5		0.9	1.0	0.5		0.5	0.3
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q10. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

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

HARRIS INTERACTIVE

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 %	68.3	65.1	72.1	74.6	53.6	47.0	76.4	73.6	72.0	72.4
UNFAVORABLE COLUMN %	23.0	24.5	21.9	15.9	37.1	36.7	19.4	20.0	18.2	19.7
NOT SURE/NEUTRAL (V) COLUMN %	6.0	8.1	3.4	6.4	7.5	14.6	1.9	2.5	6.2	5.0
DON'T RECOGNIZE COLUMN %	1.8	1.6	2.1	3.1		1.7	1.3	3.8	2.0	1.9
DON'T KNOW/REFUSED COLUMN %	0.9	0.7	0.5		1.8		0.9		1.5	1.1
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q11. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

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

HARRIS INTERACTIVE

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 %	57.6	60.9	60.4	49.1	61.6	61.2	61.8	55.5	51.9	54.1
UNFAVORABLE COLUMN %	19.5	22.3	23.4	19.2	11.5	18.5	25.9	32.4	21.3	13.8
NOT SURE/NEUTRAL (V) COLUMN %	12.4	8.5	7.3	20.7	21.0	9.4	10.5	6.0	7.8	18.0
DON'T RECOGNIZE COLUMN %	9.1	7.2	8.0	11.0	3.3	9.7	1.8	4.3	16.2	12.6
DON'T KNOW/REFUSED COLUMN %	1.4	1.0	1.0		2.5	1.1		1.8	2.8	1.4
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q12. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

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



HARRIS INTERACTIVE

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 %	49.0	49.2	49.8	46.9	55.9	53.8	50.2	52.4	50.7	43.9
UNFAVORABLE COLUMN %	24.4	26.4	25.3	20.6	19.2	17.3	30.8	36.0	21.3	25.8
NOT SURE/NEUTRAL (V) COLUMN %	17.3	17.1	12.9	20.5	19.6	18.6	14.7	7.8	19.9	19.6
DON'T RECOGNIZE COLUMN %	8.0	6.6	10.6	12.0	3.5	10.3	4.2	2.0	6.5	8.9
DON'T KNOW/REFUSED COLUMN %	1.2	0.7	1.5		1.8			1.8	1.5	1.8
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q13. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

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

HARRIS INTERACTIVE

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 %	35.6	33.9	41.9	32.8	47.8	40.0	31.7	32.7	29.8	28.8
UNFAVORABLE COLUMN %	13.3	16.9	10.2	8.2	8.3	21.0	15.1	12.5	14.1	14.0
NOT SURE/NEUTRAL (V) COLUMN %	23.7	20.5	19.2	29.3	25.5	19.2	18.7	23.1	21.2	31.3
DON'T RECOGNIZE COLUMN %	25.6	28.2	26.8	29.7	15.2	19.8	34.5	29.9	31.1	23.2
DON'T KNOW/REFUSED COLUMN %	1.8	0.5	1.8		3.2			1.8	3.9	2.7
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q14. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

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

HARRIS INTERACTIVE

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 %	11.0	11.1	11.5	11.3	18.7	8.4	10.8	3.5	6.9	9.1
UNFAVORABLE COLUMN %	4.8	4.0	9.9	3.8	6.0	2.9	4.8	2.1	3.2	2.5
NOT SURE/NEUTRAL (V) COLUMN %	16.3	15.4	16.5	9.3	18.1	20.2	13.6	16.4	13.7	21.2
DON'T RECOGNIZE COLUMN %	65.5	68.1	59.3	75.5	53.0	66.9	69.9	76.1	72.3	64.7
DON'T KNOW/REFUSED COLUMN %	2.4	1.3	2.8		4.2	1.5	0.9	1.8	3.9	2.5
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q15. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

Scott McCallum (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

HARRIS INTERACTIVE

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 %	44.7	43.1	44.3	38.2	50.6	48.9	33.2	30.2	47.1	47.5
UNFAVORABLE COLUMN %	38.7	42.8	39.9	43.1	28.6	36.4	50.6	54.8	39.7	34.2
NOT SURE/NEUTRAL (V) COLUMN %	14.0	12.5	11.7	17.0	19.0	12.3	16.2	13.2	7.6	16.5
DON'T RECOGNIZE COLUMN %	1.5	0.6	3.6	1.7		1.3			2.3	1.2
DON'T KNOW/REFUSED COLUMN %	1.1	0.9	0.5		1.8	1.0		1.8	3.3	0.6
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q16. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

A1 Gore (IF NEEDED: Do you have a Favorable or Unfavorable opinion of him?)

HARRIS INTERACTIVE

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 %	55.0	53.2	57.5	59.5	47.2	47.1	62.1	60.8	55.7	55.4
UNFAVORABLE COLUMN %	22.0	26.9	21.1	11.5	19.4	33.7	19.8	17.3	23.6	20.1
NOT SURE/NEUTRAL (V) COLUMN %	20.1	16.5	18.0	27.2	30.4	15.8	15.7	20.1	17.2	22.8
DON'T RECOGNIZE COLUMN %	1.9	2.6	2.9	1.7	0.6	2.5	2.3		1.4	1.3
DON'T KNOW/REFUSED COLUMN %	0.9	0.9	0.5		2.3	0.9		1.8	2.2	0.3
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q17. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

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

HARRIS INTERACTIVE

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 %	51.9	52.2	47.9	57.8	51.3	48.8	56.2	50.4	57.3	51.5
UNFAVORABLE COLUMN %	20.9	20.7	27.3	25.4	14.5	22.5	23.4	25.2	12.2	20.6
NOT SURE/NEUTRAL (V) COLUMN %	16.3	14.2	15.2	13.6	23.7	18.4	13.6	11.8	14.0	18.3
DON'T RECOGNIZE COLUMN %	9.6	12.1	8.3	3.1	7.1	8.3	6.8	12.6	14.9	8.5
DON'T KNOW/REFUSED COLUMN %	1.3	0.8	1.3		3.5	2.0			1.5	1.0
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q18. I'd like to get your feelings toward some PUBLIC officials and other people who have been in the news. I'll read the name of a person and I'd like you to tell me if you have a favorable or unfavorable opinion of them. If we come to a person whose name you DON'T RECOGNIZE, you don't need to rate that person. Just tell me and we'll move on to the next one.

Jesse Ventura (IF NEEDED: Do you have a favorable or unfavorable opinion of him?)

HARRIS INTERACTIVE

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	
GORE, THE DEMOCRAT COLUMN %	33.9	35.6	34.5	25.4	35.2	48.8	25.4	20.2	30.5	34.9
BUSH, THE REPUBLICAN COLUMN %	51.1	51.3	51.6	56.1	45.8	34.6	63.9	73.0	53.3	49.9
DON'T KNOW/REFUSED COLUMN %	15.0	13.2	14.0	18.5	18.9	16.6	10.7	6.7	16.2	15.2
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q19. Now I would like to get your opinion about how you might vote in some possible 2000 Presidential races.  
If Vice President Al Gore is the Democratic nominee and Texas Governor George W. Bush is the Republican nominee, for whom would you vote: (READ LIST)

HARRIS INTERACTIVE

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	
GORE, THE DEMOCRAT COLUMN %	28.7	29.4	31.5	20.4	32.1	41.1	21.7	19.0	26.3	26.9
BUSH, THE REPUBLICAN COLUMN %	40.4	40.7	41.6	49.1	33.4	28.6	50.5	58.4	38.2	38.5
VENTURA, OF THE REFORM PARTY COLUMN %	19.3	20.4	15.3	19.3	17.3	19.7	21.7	16.1	25.0	21.6
DON'T KNOW/REFUSED COLUMN %	11.6	9.5	11.5	11.2	17.2	10.6	6.1	6.4	10.4	13.0
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q20. Now I would like to get your opinion about how you might vote in some possible 2000 Presidential races.  
If Vice President Al Gore is the Democratic nominee and Texas Governor George W. Bush is the Republican nominee, and Minnesota Governor Jesse Ventura is the nominee of the Reform Party for whom would you vote: (READ LIST)

HARRIS INTERACTIVE

THE WISCONSIN POLL: EXPECTED TO VOTE ONLY

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	
GORE, THE DEMOCRAT COLUMN %	33.0	35.0	31.8	26.4	35.5	50.3	22.4	19.4	28.1	34.0
BUSH, THE REPUBLICAN COLUMN %	53.6	52.7	55.5	58.4	47.5	34.3	66.5	73.2	57.6	53.6
DON'T KNOW/REFUSED COLUMN %	13.4	12.3	12.6	15.3	17.0	15.4	11.2	7.4	14.3	12.4
TOTAL N	900	329	166	71	90	105	110	55	103	179

Q19. Now I would like to get your opinion about how you might vote in some possible 2000 Presidential races.  
If Vice President Al Gore is the Democratic nominee and Texas Governor George W. Bush is the Republican nominee, for whom would you vote: (READ LIST)?

HARRIS INTERACTIVE

THE WISCONSIN POLL: EXPECTED TO VOTE ONLY

	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
GORE, THE DEMOCRAT COLUMN %	28.3	29.0	29.3	21.3	30.6	42.0	19.9	18.1	25.4	28.6
BUSH, THE REPUBLICAN COLUMN %	42.7	42.4	45.0	51.0	36.0	27.8	54.3	64.3	40.5	41.4
VENTURA, OF THE REFORM PARTY COLUMN %	19.2	20.6	15.9	18.7	17.7	21.2	19.8	12.5	24.2	20.1
DON'T KNOW/REFUSED COLUMN %	9.8	7.9	9.8	9.0	15.7	8.9	6.1	5.1	9.9	9.9
TOTAL N	900	329	166	71	90	105	110	55	103	179

Q20. Now I would like to get your opinion about how you might vote in some possible 2000 Presidential races.  
  
If Vice President Al Gore is the Democratic nominee and Texas Governor George W. Bush is the Republican nominee, and Minnesota Governor Jesse Ventura is the nominee of the Reform Party for whom would you vote: (READ LIST)?

HARRIS INTERACTIVE

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
REDUCE SPENDING ON PRISONS TO INCREASE SPENDING ELSEWHERE COLUMN %	45.6	45.6	48.1	38.2	50.6	48.1	44.2	57.9	42.8	43.7
SHOULD NOT REDUCE SPENDING TO INCREASE SPENDING ELSEWHERE COLUMN %	46.4	47.4	46.9	52.2	39.6	44.5	49.2	36.2	52.4	43.8
DON'T KNOW/REFUSED COLUMN %	8.0	7.0	4.9	9.5	9.8	7.4	6.6	5.9	4.8	12.5
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q21. Some people say the Wisconsin state government spends too much money on prisons and not enough money on other state programs. They would increase spending on other state programs and reduce spending on prisons. Other people say that the state spends about the right amount of money on prisons. They would not reduce spending on prisons in order to spend more money on other state programs. Which comes closer to your view:

HARRIS INTERACTIVE

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, CHANGES OPINION COLUMN %	35.9	34.5	42.2	43.1	22.1	35.9	41.7	39.5	35.6	35.2
NO, DOES NOT CHANGE OPINION COLUMN %	57.9	58.6	52.7	56.9	66.5	56.2	54.8	53.4	59.2	60.5
DON'T KNOW/REFUSED COLUMN %	6.2	7.0	5.1		11.4	7.9	3.5	7.1	5.3	4.3
TOTAL N	456	165	91	28	51	55	53	35	50	88

Q22. If spending on prisons were reduced, some inmates would likely be released early on parole because of lack of space in the prisons. Does this change your opinion that spending on prisons should be decreased in order to increase spending on other state programs?

HARRIS INTERACTIVE

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
VERY LIKELY COLUMN %	14.9	17.1	14.8	11.3	10.3	37.6	5.5	9.3	15.8	13.7
SOMEWHAT LIKELY COLUMN %	28.0	27.6	26.1	36.8	25.7	31.5	28.2	23.5	33.3	26.4
NOT VERY LIKELY COLUMN %	38.7	37.1	39.5	40.5	43.4	18.7	47.0	49.6	32.6	40.6
NOT AT ALL LIKELY COLUMN %	13.9	13.3	15.5	9.8	15.7	6.6	14.4	13.5	16.5	13.9
DON'T KNOW/REFUSED COLUMN %	4.4	4.8	4.2	1.7	4.9	5.6	4.8	4.2	1.9	5.4
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q23. Do you think it is very likely, somewhat likely, not very likely, or not at all likely that a significant number of inmates released early on parole would end up in the neighborhood where you live?

HARRIS INTERACTIVE

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
ACCEPTABLE COLUMN %	25.6	24.6	21.0	23.9	34.4	29.5	20.7	22.2	27.9	26.1
NOT ACCEPTABLE COLUMN %	62.4	64.5	69.7	61.0	47.0	59.8	67.1	68.0	64.5	60.5
DON'T KNOW/REFUSED COLUMN %	12.1	10.9	9.3	15.1	18.6	10.7	12.2	9.8	7.6	13.4
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q24. Would it be acceptable to you or not acceptable to you to have some of the prisoners released early on parole live in your neighborhood?

HARRIS INTERACTIVE

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 %	51.3	50.8	54.6	49.0	54.1	44.5	53.0	55.2	54.7	46.5
SOMEWHAT COLUMN %	35.3	35.7	30.9	37.7	37.1	39.2	33.5	35.7	30.3	39.1
NOT MUCH COLUMN %	4.6	4.8	5.4	4.7	3.1	5.1	7.5	3.8	4.1	4.2
NOT AT ALL COLUMN %	1.6	1.8	2.9	2.4	2.5	1.5		0.5		0.9
DON'T KNOW/REFUSED COLUMN %	7.2	6.8	6.2	6.3	5.6	8.7	4.5	5.3	10.4	9.2
TOTAL N	1002	363	189	74	101	114	120	61	117	200

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?

HARRIS INTERACTIVE

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 %	37.8	34.1	36.5	46.8	45.5	30.6	34.5	29.6	39.9	38.1
RISKY COLUMN %	56.0	58.5	57.6	49.7	43.4	61.5	59.4	67.8	53.1	57.9
DON'T KNOW/REFUSED COLUMN %	6.3	7.4	5.9	3.4	11.1	7.9	6.1	2.6	7.0	3.9
TOTAL N	1002	363	189	74	101	114	120	61	117	200

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

HARRIS INTERACTIVE

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 %	70.6	70.6	68.4	73.5	80.2	58.3	74.7	83.7	66.2	68.8
NO										
COLUMN %	27.0	26.1	30.7	25.7	16.7	36.5	23.9	16.3	31.8	28.1
DON'T KNOW/REFUSED										
COLUMN %	2.3	3.3	0.9	0.8	3.1	5.2	1.3		2.0	3.1
TOTAL	1002	363	189	74	101	114	120	61	117	200

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

HARRIS INTERACTIVE

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 %	27.3	26.3	27.4	28.9	32.1	30.1	23.5	22.3	25.0	25.6
RISING UNEMPLOYMENT										
COLUMN %	27.8	28.9	26.2	19.2	21.4	36.7	27.3	25.1	37.1	28.6
RISING INTEREST										
RATES										
COLUMN %	20.0	20.2	16.3	29.7	18.9	11.0	23.9	21.4	16.3	24.1
DECLINE IN THE										
STOCK MARKET										
COLUMN %	19.2	19.9	24.9	16.6	21.7	15.8	21.7	31.1	18.2	13.5
DON'T KNOW/REFUSED										
COLUMN %	5.6	4.7	5.3	5.6	5.9	6.4	3.7		3.4	8.1
TOTAL	1002	363	189	74	101	114	120	61	117	200

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? (INT: PROBE "DON'T KNOW" OR "NOT SURE")

HARRIS INTERACTIVE

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 %	79.0	79.4	83.1	78.7	80.6	74.9	81.0	87.9	69.8	77.2
NO										
COLUMN %	20.7	20.4	16.4	20.5	18.4	24.5	19.0	12.1	30.2	22.8
DON'T KNOW/REFUSED										
COLUMN %	0.3	0.2	0.5	0.8	0.9	0.6				
TOTAL	1002	363	189	74	101	114	120	61	117	200

Q29. Now, a few questions on a different subject. Do you consider yourself a fan of The Green Bay Packers?

HARRIS INTERACTIVE

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 %	40.0	44.5	36.2	39.6	40.1	55.7	42.0	41.4	35.3	36.9
NO										
COLUMN %	59.4	55.1	63.0	59.6	57.6	43.1	58.0	58.6	64.7	62.7
DON'T KNOW/REFUSED										
COLUMN %	0.6	0.4	0.8	0.8	2.4	1.2				0.3
TOTAL	1002	363	189	74	101	114	120	61	117	200

Q29. Now, a few questions on a different subject. Do you consider yourself a fan of The Milwaukee Bucks?

HARRIS INTERACTIVE

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 %	51.9	54.8	50.8	46.6	47.6	53.3	53.3	53.3	61.2	48.9
NO										
COLUMN %	47.4	44.5	49.2	52.6	49.1	44.4	46.7	46.7	38.8	50.8
DON'T KNOW/REFUSED COLUMN %	0.7	0.7		0.8	3.3	2.3				0.3
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q29. Now, a few questions on a different subject. Do you consider yourself a fan of The Milwaukee Brewers?

HARRIS INTERACTIVE

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 %	68.1	64.8	70.1	62.5	80.5	57.4	67.7	78.3	68.7	67.0
NO										
COLUMN %	31.2	33.9	29.9	36.6	18.5	40.9	31.7	19.9	30.4	32.7
DON'T KNOW/REFUSED COLUMN %	0.7	1.3		0.9	0.9	1.7	0.5	1.8	0.9	0.3
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q29. Now, a few questions on a different subject. Do you consider yourself a fan of The University of Wisconsin Badgers?

HARRIS INTERACTIVE

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 %	41.5	42.1	42.5	37.4	42.2	35.0	40.8	51.3	45.8	38.6
NO										
COLUMN %	55.3	54.4	54.1	60.2	54.8	61.6	55.8	47.8	52.1	57.5
DON'T KNOW/REFUSED COLUMN %	3.2	3.4	3.4	2.4	3.0	3.5	3.4	1.0	2.1	3.9
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q30. The Green Bay Packers have recently announced that they will have to replace or renovate Lambeau Field in Green Bay in order to remain competitive with other teams in the National Football League. Do you think that the state of Wisconsin should help pay for the replacement or renovation of Lambeau Field?

HARRIS INTERACTIVE

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 %	73.5	72.3	80.1	63.9	70.5	62.4	78.6	80.2	72.6	74.0
NO										
COLUMN %	25.5	26.6	18.7	35.3	28.6	35.0	20.9	19.8	27.4	25.2
DON'T KNOW/REFUSED COLUMN %	1.0	1.2	1.2	0.9	0.9	2.6	0.5			0.8
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q31. Did you know that the Green Bay Packers are the only not-for-profit locally owned team in any major league American professional sport?

HARRIS INTERACTIVE

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 %	11.5	11.1	5.9	9.5	14.3	21.4	4.0	10.9	14.4	14.0
NO										
COLUMN %	85.7	86.5	91.3	87.6	80.5	74.3	95.1	85.3	83.5	83.8
DON'T KNOW/REFUSED										
COLUMN %	2.8	2.4	2.8	2.9	5.3	4.3	0.9	3.8	2.1	2.2
TOTAL										
N	554	198	102	45	55	70	67	29	61	115

Q32. Does the fact that the Green Bay Packers are a not-for-profit locally owned team change your opinion that the state of Wisconsin should NOT help pay for the replacement or renovation of Lambeau Field?

HARRIS INTERACTIVE

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 %	27.3	27.0	32.2	31.0	19.7	20.7	35.2	41.6	23.5	26.7
DEMOCRAT										
COLUMN %	26.5	28.7	27.4	14.4	27.0	35.2	20.3	14.2	28.4	25.2
INDEPENDENT										
COLUMN %	31.6	31.8	28.6	37.7	36.5	34.3	32.6	31.7	31.9	29.5
OTHER										
COLUMN %	6.7	6.0	3.3	4.0	9.0	3.9	4.4	5.6	9.9	10.5
NONE OF THE ABOVE										
(V)										
COLUMN %	5.6	4.5	7.5	9.2	5.5	3.3	5.5	7.0	4.3	4.8
DON'T KNOW/REFUSED										
COLUMN %	2.3	2.0	1.0	3.6	2.3	2.7	2.1		1.9	3.3
TOTAL										
N	1002	363	189	74	101	114	120	61	117	200

Q33. Do you normally think of yourself as a Republican, a Democrat, an Independent or some Other party?

HARRIS INTERACTIVE

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 %	14.5	15.7	14.2	8.1	18.9	15.5	16.4	17.3	8.6	16.1
CONSERVATIVE										
COLUMN %	28.0	29.0	27.0	32.2	25.3	25.7	30.4	30.1	24.7	27.7
MIDDLE-OF-THE-ROAD										
COLUMN %	54.3	52.2	57.6	53.9	53.0	54.9	50.7	52.6	63.5	52.0
OTHER (V)										
COLUMN %	0.3	0.2	0.5		0.9		0.6			0.3
NONE OF THE ABOVE										
(V)										
COLUMN %	1.2	0.7	0.3	2.8	1.2	1.3			2.3	1.2
DON'T KNOW/REFUSED										
COLUMN %	1.7	2.2	0.3	3.0	0.6	2.6	2.0		0.9	2.7
TOTAL										
N	1002	363	189	74	101	114	120	61	117	200

Q34. In politics, do you normally consider yourself to be Liberal, Conservative, or Middle-of-the-Road?



## HARRIS INTERACTIVE

## THE WISCONSIN POLL

	<u>TOTAL</u>	<u>MIL- WAUKEE AREA</u>	<u>GREEN BAY AREA</u>	<u>LA CR/ EAU CL AREA</u>	<u>MAD- ISON AREA</u>	<u>MIL- WAUKEE CITY</u>	<u>MIL- WAUKEE SUBURB</u>	<u>WAU- KESHA COUNTY</u>	<u>SOUTH EAST WISCON</u>	<u>REST OF STATE</u>
YES, EXPECT TO VOTE COLUMN %	89.9	90.6	87.5	96.2	88.9	92.7	91.0	90.9	88.1	89.1
NO, DO NOT EXPECT TO VOTE COLUMN %	7.7	7.7	10.9	3.0	7.0	5.7	7.6	7.3	9.1	7.1
DON'T KNOW/REFUSED COLUMN %	2.4	1.7	1.6	0.9	4.1	1.6	1.4	1.8	2.8	3.8
TOTAL N	1002	363	189	74	101	114	120	61	117	200

Q35. So far as you know now, do you expect to vote in the November 2000 election or not?

## ABOUT THE INSTITUTE

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

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

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

The Institute's agenda encompasses the following issues: education, welfare and social services, criminal justice, taxes and spending, and economic development.

We believe that the views of the citizens of Wisconsin should guide the decisions of government officials. To help accomplish this, we also conduct regular public-opinion polls that are designed to inform public officials about how the citizenry views major statewide issues. These polls are disseminated through the media and are made available to the general public and the legislative and executive branches of state government. It is essential that elected officials remember that all of the programs they create and all of the money they spend comes from the citizens of Wisconsin and is made available through their taxes. Public policy should reflect the real needs and concerns of all of the citizens of the state and not those of spe-