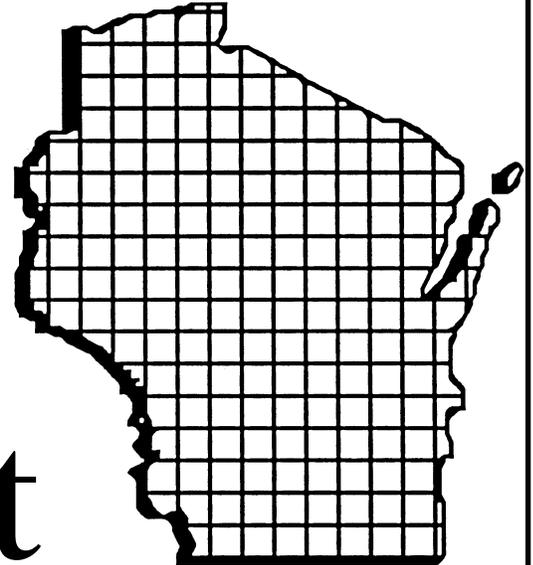


Wisconsin

Policy
Research
Institute

Report



November 2003

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**THE WISCONSIN
CITIZEN SURVEY**

NOVEMBER 2003

A Survey of Wisconsin Public Opinion

REPORT FROM THE PRESIDENT:

The Wisconsin Citizen Survey was conducted by Harris Interactive. Dr. Gordon S. Black, who has supervised all of our survey research dating back to 1987, directed this project. As we have in the past, we measured specific opinions about well-known public officials in Wisconsin. President Bush's favorable ratings have returned to the pre-9/11 levels. In our most recent poll he had a 50% favorable to 45% unfavorable rating, compared to 50% to 43% in August 2001. George Bush is very close to where Bill Clinton was in his presidency in September 1995 among Wisconsin residents. Clinton's numbers were 48% favorable to 45% unfavorable at the same point in his presidency, before his reelection campaign. Bush's numbers indicate a close race in 2004.

While Herb Kohl, Russ Feingold and Jim Doyle are popular, Tommy Thompson's numbers are still extraordinary. Considering that Thompson has been out of the state for almost three years, he still has a favorable/unfavorable ratio of 56% to 33%. What is really interesting is that in the city of Milwaukee his favorable / unfavorable ratings are 59% to 31%. In hypothetical races against Jim Doyle, for Governor, and Russ Feingold, for the Senate, not only does Thompson beat each one, but also beats both Democrats in the city of Milwaukee. These are numbers that probably would not be duplicated in any other state in the country by any Republican in the state's largest city.

Among issues, the most startling change was our open-ended question -- 16% of Wisconsin residents thought that unemployment and jobs was the most important issue in the state. Last year the result was only 6%. In fact this is the highest level of concern over jobs dating back to January 1988. Another noteworthy result is the continued concern about health care and prescription drug costs. When faced with a choice among other important issues, 33% of Wisconsin residents thought it was the issue that needed the most attention from the state government. This is up from 29% a year ago. In addition, support for a Canadian-style healthcare system in Wisconsin continues to grow, and is now up to 62%.

Finally, 62% of Wisconsin residents support a freeze in local property taxes. Our data also show that the majority of residents believe their local taxes are too high and that local government spends too much. And 77% of our participants believe that taxpayers, not government officials, should have the final say on budgets.



James H. Miller

WISCONSIN POLICY RESEARCH INSTITUTE, INC.

P.O. Box 487 • Thiensville, WI 53092
(262) 241-0514 • Fax: (262) 241-0774

E-mail: wpri@execpc.com • Internet: www.wpri.org

THE WISCONSIN CITIZEN SURVEY

NOVEMBER 2003

GORDON S. BLACK, PH.D.

	Page
Introduction	1
PRESIDENT BUSH'S POPULARITY RETURNS TO PRE-9/11 LEVEL	4
THOMPSON CONTINUES TO BE VIEWED FAVORABLY BY MOST RESIDENTS	5
WISCONSIN RESIDENTS REMAIN DIVIDED ABOUT THE STATE	6
WISCONSIN RESIDENTS' SOMEWHAT MORE OPTIMISTIC ABOUT STATE'S ECONOMY THAN A YEAR AGO BUT NO MORE OPTIMISTIC ABOUT FAMILY CIRCUMSTANCES	7
WISCONSIN RESIDENTS' POLITICAL BELIEFS ARE MIDDLE-OF-THE-ROAD AND STABLE AND EVENLY DIVIDED BETWEEN THE PARTIES	8
UNEMPLOYMENT EMERGES AS IMPORTANT CONCERN OF RESIDENTS	9
RESIDENTS FAVOR FREEZE ON LOCAL PROPERTY TAXES	10
CANADIAN STYLE HEALTH PLAN FAVORED AS LONG AS TAXES DO NOT RISE	11
MARKET REBOUND LEADS TO SLIGHTLY DIFFERENT ASSESSMENT OF RISK OF INVESTING	13
SUMMARY	14
GRAPHS	15
POLL QUESTIONS AND RESPONSES	20

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INTRODUCTION

The following report presents results from the twenty-third statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc. This survey explored resident views about public figures including President George W. Bush and former Governor, Tommy Thompson, major issues facing the state, local property taxes, health care, the Wisconsin economy and investment behavior. The survey was conducted from October 6 through October 12, 2003.

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 eighteenth 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 nineteenth survey was conducted from June 26 through June 30, 2000. This survey explored resident views about the 2000 race for President, public figures, gasoline prices, the Wisconsin economy and investment behavior.

Residents' views about the 2000 election for President and State Senate, Indian casino gambling and support for off-reservation casinos were examined in the twentieth survey. The survey was conducted from October 18 through October 21, 2000.

The twenty-first survey was conducted from July 30 through August 2, 2001. This survey explored residents' views about the 2002 statewide elections, 2004 presidential election, public figures, education, cell phones, and the Wisconsin economy and investment behavior.

The twenty-second survey was conducted from September 26 through September 29, 2002, shortly after the one-year anniversary of 9/11. Among the topics covered were residents' views about the 2002 statewide elections, health insurance, water quality, the Wisconsin economy, and investment behavior.

The Objectives of the Research

The objectives of this wave of WPRI's ongoing research program continue to be measurement of residents' attitudes 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 that Harris Interactive employs in its telephone election surveys. The demographic profile of the sample of residents surveyed was compared against 2000 census results 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 1,000 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, known for its Harris Poll, has over 40 years experience in market research and public opinion polling. Headquartered in Rochester, New York, Harris Interactive does not work for political candidates of either political party. The firm maintains a nonpartisan position since 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.

PRESIDENT BUSH'S POPULARITY RETURNS TO PRE-9/11 LEVEL

Two years after the attack on the World Trade Center, President Bush's popularity with Wisconsin residents has returned to pre-attack levels, with 50% holding a favorable view and 45% an unfavorable view of the President, as the table below shows. It is interesting to note because it puts President Bush's numbers in perspective: at approximately the same point in his presidency (September, 1995), 48% of Wisconsin residents had a favorable opinion of former President Clinton and 45% had an unfavorable opinion.

WISCONSIN RESIDENTS' VIEWS OF PRESIDENT BUSH 1999-2003

	July 1999	June 2000	August 2001	March 2002	Sept 2002	October 2003
Favorable	56%	50%	50%	75%	59%	50%
Unfavorable	22%	36%	43%	20%	35%	45%
Neutral/Did Not Recognize	22%	14%	7%	5%	6%	4%

Note: Percentages may not sum to 100 due to rounding.

Attitudes towards the President are clearly being affected by residents' opinions about the direction of the country. A majority (54%) believes that the country is moving in the wrong direction. Among those who think things in the country are off on the wrong track, only 29% have a favorable opinion of the President, as compared to 80% among those who think the country is moving in the right direction.

WISCONSIN RESIDENTS' VIEWS ABOUT DIRECTION OF COUNTRY

	Nov 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003
Moving in Right Direction	21%	21%	29%	39%	45%	46%	50%	45%	38%	57%	38%	39%
Off on the Wrong Track	75%	74%	65%	55%	49%	49%	42%	48%	56%	38%	55%	54%
Undecided	4%	5%	6%	6%	6%	5%	8%	7%	6%	5%	7%	7%

Overall, residents' perceptions of President Bush and about the direction of the country are increasingly falling along traditional demographic and political fault lines:

- President Bush is least popular in Madison (66% unfavorable), La Crosse/Eau Claire (51% unfavorable), and the City of Milwaukee (50% unfavorable) and has his strongest bases of support in Waukesha County (71% favorable) and Green Bay (61% favorable).
- La Crosse/Eau Claire (64%), the City of Milwaukee (63%), and Madison (60%) are also the parts of the state most likely to think the country is off on the wrong track, while Waukesha County (45%) and Green Bay (51%) area residents are least likely to think the country is off on the wrong track.
- Only 46% of women have a favorable opinion of the President, as compared to 55% of men. Among women 58% think the country is off on the wrong track, as compared to only 49% of men.
- Among Blacks, 58% have an unfavorable opinion of the President, as compared to 44% of Whites, while 81% of Blacks and 52% of Whites think the country is off on the wrong track.
- It is interesting to note that approval of President Bush is highest (59%) among those 18-24. These young residents are also the ones most likely (50%) to think the country is on the right track.
- President Bush maintains his strong hold on Republicans (91% favorable, only 7% unfavorable) and conservatives (78% favorable, only 19% unfavorable). These residents are also most likely to feel the country is moving in the right direction: 64% for Republicans and 59% for conservatives.
- Among Independents, however, only 43% have a favorable opinion of the President, as against 51% who have an unfavorable view. Six out of ten Independents now believe that the country is off on the wrong track, as against only 34% who think things are heading in the right direction.

- Among Democrats, 77% have an unfavorable opinion of the President, while 20% have a favorable view, and 68% think the country is off on the wrong track, as compared to only 24% who think things are heading in the right direction.

With an international situation that remains unsettled, predicting the future trend of public opinion is difficult; an external event may arise that will trigger a "rally" around the President and reverse these numbers. Or the economy may enter into a strong recovery. In the absence of these kinds of events, however, it appears likely that Wisconsin residents will persist in their increasingly partisan and ideological reactions to the President and the direction of the country. In other words, normal politics has returned to Wisconsin.

**THOMPSON CONTINUES TO BE VIEWED FAVORABLY BY MOST RESIDENTS
- DOYLE, FEINGOLD AND KOHL ALSO RETAIN POPULARITY WITH RESIDENTS -**

Despite his absence from the state and prominent position in the Bush administration, most (56%) Wisconsin residents continue to have a favorable view of former Governor Tommy Thompson. As the table on the following page shows, the slight decline in the percentage having a favorable opinion of Thompson is primarily due to an increase in those having no opinion rather than to an increase in those having an unfavorable opinion of him.

Thompson's strong base in the state can be seen in views about him held among groups that typically have unfavorable opinions of most Republicans:

- 59% of City of Milwaukee residents have a favorable opinion;
- 58% of Blacks have a favorable opinion;
- 55% of women have a favorable opinion;
- Even among Democrats, 38% have a favorable opinion.

Residents also continue to hold favorable opinions about Governor Jim Doyle and the state's U.S. Senators. With regard to Governor Doyle, the data show more residents are now able to give an opinion about him than before his election, but the balance between favorable and unfavorable opinions remains about the same. Views of Senators Feingold and Kohl, although not as strongly favorable as in some previous polls, remain highly positive and typical of the results we have found over the last ten years taken as a whole.

Like Thompson, these Democratic officeholders have succeeded in creating favorable images among groups that are often not favorably disposed towards Democrats. On balance, Feingold and Kohl have been more successful at this than Doyle:

- Among residents of the Republican stronghold of Waukesha County, 42% have a favorable opinion of Doyle, 61% of Kohl, and 48% of Feingold.
- 42% of men have a favorable opinion of Doyle, 53% of Kohl, and 49% of Feingold.
- Kohl (45%) and Feingold (32%) have also managed to develop a favorable image with many partisan Republicans. Doyle has not been as successful with Republicans: only 26% have a favorable opinion of him.

WISCONSIN RESIDENTS' VIEWS OF CANDIDATES FOR GOVERNOR, 1999-2002

	May 1993	Nov 1993	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003
Tommy Thompson												
Favorable	59%	28%	13%	65%	22%	13%	62%	31%	7%	66%	25%	9%
Unfavorable	67%	26%	7%	68%	25%	7%	68%	23%	9%	64%	25%	11%
Neutral/Did Not Recognize Name	63%	28%	9%	61%	32%	7%	N.A.	N.A.	N.A.	56%	33%	11%

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

Continued on page 6

WISCONSIN RESIDENTS' VIEWS OF CANDIDATES FOR GOVERNOR, 1999-2002

	May 1993	Nov 1993	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003
Jim Doyle												
Favorable	30%	11%	59%	29%	10%	61%	37%	18%	45%	29%	17%	54%
Unfavorable	35%	17%	48%	40%	12%	48%	36%	13%	51%	37%	15%	48%
Neutral/Did Not Recognize Name	33%	16%	51%	32%	20%	48%	41%	28%	31%	45%	32%	22%
Russ Feingold												
Favorable	47%	19%	34%	47%	21%	32%	44%	20%	36%	42%	18%	40%
Unfavorable	46%	25%	29%	51%	18%	31%	49%	24%	27%	52%	20%	28%
Neutral/Did Not Recognize Name	53%	19%	28%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	49%	24%	27%
Herb Kohl												
Favorable	57%	16%	27%	50%	23%	27%	65%	19%	16%	60%	17%	23%
Unfavorable	61%	24%	15%	64%	16%	20%	58%	20%	22%	63%	16%	21%
Neutral/Did Not Recognize Name	66%	16%	18%	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	56%	21%	23%

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

When two popular political figures meet in elections, the results are usually close. Results of hypothetical matchups between Thompson and Doyle for Governor and Thompson and Feingold for U.S. Senator suggest that this would be the likely result if the former Governor decided to return to the state to run for high office:

RACE FOR WISCONSIN GOVERNOR**% OF RESIDENTS**

Thompson	48%
Doyle	41%
Neither	6%
Not Sure	5%

RACE FOR WISCONSIN GOVERNOR**% of Residents**

Thompson	45%
Feingold	44%
Neither	5%
Not Sure	6%

WISCONSIN RESIDENTS REMAIN DIVIDED ABOUT DIRECTION OF THE STATE

Wisconsin residents continue to be divided in their views about the direction of the state; nearly as many think things are off on the wrong track (42%) as think things are moving in the right direction (47%). As the table on the following page shows, despite a slight improvement in favorable opinion over the last year, there is still a long way to go before the optimistic mood of the late 1990s returns.

WISCONSIN RESIDENTS' VIEWS ABOUT DIRECTION OF THE STATE

	Nov 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003
Moving in Right Direction	55%	53%	62%	68%	68%	74%	74%	68%	57%	45%	45%	47%
Off on the Wrong Track	41%	41%	31%	26%	26%	21%	20%	24%	34%	47%	45%	42%
Undecided	4%	6%	7%	6%	6%	5%	6%	7%	7%	8%	10%	11%

Although the overall percentages are similar to a year ago, the partisan basis of opinion is much weaker. A year ago, with the state on the verge of replacing a Republican governor with a Democrat, 65% of Republicans thought the state was headed in the right direction, as compared to 35% of Democrats and 41% of Independents.

Today, the partisan differences are much more muted. Among Republicans, 49% think the state is heading in the right direction as do 51% of Democrats, while only 44% of Independents feel this way.

Residents of the City of Milwaukee are most likely (53%) to think the state is off on the wrong track. Younger residents (under 35) are more likely than older residents to think the state is on the right track (56% vs. 43%). Blacks (36% right direction) are substantially less optimistic about the state's direction than Whites (47% right direction.) Men and women, however, do not differ significantly in their views about the direction of the state.

**WISCONSIN RESIDENTS SOMEWHAT MORE OPTIMISTIC ABOUT STATE'S ECONOMY
THAN A YEAR AGO BUT NO MORE OPTIMISTIC ABOUT FAMILY CIRCUMSTANCES**

Wisconsin residents' opinions about the expected trend in the state economy over the next year are somewhat more optimistic than their views of a year ago. But when they think about the likely economic circumstances of their own families over the next year, their views are essentially unchanged (see tables below).

WISCONSIN RESIDENTS' ATTITUDES TOWARDS THE STATE ECONOMY 1988-2003**EXPECTED TREND IN STATE ECONOMY**

	Sept 1988	Sept 1989	Sept 1990	Sept 1991	Nov 1992	May 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	Mar 2002	Sept 2002	Oct 2003
Improve	26%	29%	19%	24%	36%	25%	26%	23%	26%	25%	24%	24%	23%	20%	39%	23%	31%
Stay Same	48%	51%	50%	51%	45%	52%	54%	58%	57%	61%	63%	61%	61%	48%	34%	45%	41%
Get Worse	23%	15%	27%	22%	15%	20%	18%	15%	12%	12%	11%	12%	13%	29%	24%	27%	24%

WISCONSIN RESIDENTS' ATTITUDES TOWARDS FAMILY CIRCUMSTANCES 1988-2003**EXPECTED TREND IN FAMILY CIRCUMSTANCES**

	Sept 1988	Sept 1989	Sept 1990	Sept 1991	Nov 1992	May 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	Mar 2002	Sept 2002	Oct 2003
Improve	33%	37%	29%	32%	33%	28%	32%	33%	34%	33%	37%	34%	36%	30%	38%	32%	31%
Stay Same	55%	53%	57%	56%	55%	56%	56%	58%	56%	57%	55%	57%	53%	56%	54%	55%	54%
Get Worse	10%	8%	13%	10%	9%	13%	11%	8%	8%	8%	7%	7%	10%	13%	7%	10%	13%

Economic optimism is particularly noticeable among residents of Southeast Wisconsin, 45% of whom expect the state economy to improve in the next year. Residents of La Crosse/Eau Claire are noticeably more pessimistic than other areas of the state, with only 15% expecting an improvement in the state economy. Residents who think the stock market is a safe place to make investments are also more optimistic than those who think the stock market is a risky investment: 40% of the former and only 27% of the latter expect the state economy to improve. Republicans (39%) are also more likely to expect improvement in the state economy than Democrats (25%) or Independents (29%).

**WISCONSIN RESIDENTS' POLITICAL BELIEFS ARE MIDDLE-OF-THE-ROAD
AND STABLE AND EVENLY DIVIDED BETWEEN THE PARTIES**

After nine years of asking Wisconsin residents about their party identification and political philosophy, three conclusions stand out: most residents think of themselves as middle-of-the-road; they are evenly divided among Democrats, Republicans, and Independents and, at least in the aggregate, they are stable in their political views. The result is a competitive political culture at the state level, but also one in which it is possible for elected officials to build up stable and enduring bases of support.

WISCONSIN RESIDENTS' VIEWS OF CANDIDATES FOR GOVERNOR, 1999-2002

	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003
Party Identification										
Democrat	30%	29%	29%	29%	29%	27%	27%	34%	25%	26%
Independent	34%	26%	27%	32%	27%	28%	30%	25%	30%	29%
Republican	28%	27%	29%	28%	32%	25%	27%	29%	31%	28%
Party Philosophy										
Liberal	16%	53%	29%	12%	59%	26%	12%	57%	27%	14%
Middle-of-the-Road	58%	23%	15%	54%	28%	16%	54%	25%	16%	55%
Conservative	26%	14%	56%	27%	15%	56%	25%	17%	50%	27%

To a considerable extent the demographic bases of support of the two major political parties follow traditional lines. Blacks are much more likely to be Democrats (48% vs. 1% Republicans), while a narrow plurality of Whites identifies themselves as Republicans (32% vs. 28% Democrats). Similarly, women are more likely to identify themselves as Democrats (36%) than Republicans (25%), while men are more likely to be Republicans (31%) than Democrats (23%).

Our data also reveal, however, that the traditional assumptions about the relationship between education and income and party identification no longer hold perfectly true in Wisconsin. Although those at the extreme lower end of the income distribution (\$15,000 or less in family income) are more likely to consider themselves Democrats (43%) than Republicans (12%), neither party is advantaged at the upper end of the income distribution. Among those earning more than \$75,000 a year, 28% identify with the Democrats and 28% with the Republicans.

The relationship between party identification and education is even more nontraditional. Among those who did not graduate high school, 22% identify with the Republicans and only 18% with the Democrats. Among those who have graduated college, however, the Democrats hold a 33% to 26% advantage.

SUMMARY

President Bush's popularity among Wisconsin residents has returned to pre-9/11 levels as residents' concerns about the direction of the country remain high. This marks a return to normal politics in the state.

Former Governor Tommy Thompson remains popular with Wisconsin residents. Governor Doyle and Senators Feingold and Kohl are also viewed favorably by Wisconsin residents. A run by Thompson for either the U.S. Senate or Governor would likely result in a highly competitive race.

Wisconsin residents remain concerned about the direction of the state. A slight plurality believes things are heading in the right direction, but over 40% believe things are pretty seriously off on the wrong track; and the economic direction of the state remains uncertain for many residents.

Despite the economic uncertainty and changing perceptions of President Bush, the partisan and ideological divisions in the state continue to be highly stable and conducive to a strongly competitive political climate.

**UNEMPLOYMENT EMERGES AS IMPORTANT CONCERN OF RESIDENTS
~TAXES, STATE BUDGET, HEALTH CARE ALSO MAJOR CONCERNS~**

Unemployment has emerged as a major concern of Wisconsin residents for the first time in a decade, with 16% of state residents saying it is the most important problem facing Wisconsin. This is up sharply from only 6% a year ago.

The chart below shows how Wisconsin residents have answered an open-ended question about the single most important problem facing Wisconsin that the state government should be doing something about since 1988. This question measures those issues residents are most intensely concerned about. As can be seen from the chart, the last year has seen a sharp increase in concern about unemployment and jobs. It has been more than a decade since concern about unemployment approached these levels.

Concern about unemployment is more widespread than the incidence of unemployment among participants in our survey. Overall, 5% of survey respondents said they were unemployed and looking for work, and 5% said they were unemployed and not looking for work.

MOST IMPORTANT STATE PROBLEM 1988-2003																
	Jan 1988	Jan 1989	Jan 1990	Jan 1991	Jan 1992	May 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug. 2001	Sept 2002	Oct 2003
Taxes	33%	28%	28%	33%	26%	30%	19%	20%	16%	21%	18%	24%	17%	24%	25%	22%
Unemployment/Jobs	11%	8%	4%	6%	13%	6%	5%	4%	5%	3%	3%	2%	2%	4%	6%	16%
Government Issues/ State Budget	•	•	•	•	•	•	•	•	•	•	•	•	•	•	15%	13%
Health Issues	0%	2%	2%	2%	8%	8%	10%	3%	3%	2%	4%	5%	6%	9%	8%	9%
Schools/Education	4%	3%	4%	7%	7%	11%	6%	10%	10%	10%	10%	11%	8%	12%	10%	7%
Crime	5%	6%	21%	15%	13%	10%	22%	19%	22%	17%	16%	12%	9%	9%	6%	6%
Environment/Recycling	4%	9%	9%	7%	4%	4%	2%	2%	2%	5%	5%	3%	4%	6%	2%	1%
Welfare/Social Issues	14%	19%	9%	8%	10%	13%	18%	19%	17%	16%	11%	11%	6%	5%	4%	6%
Loss of Business/ Economy	9%	6%	3%	5%	7%	4%	2%	1%	1%	1%	1%	1%	1%	2%	4%	5%
Gasoline Prices/ Gasoline Taxes	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	25%	2%	0%	1%						

Note: Prior to 2002 the percentage of respondents giving Government Issues or the State Budget as the most important problem was under 5% and not reported by us.

Concern about unemployment is highest in the Green Bay area (22%) and in the City of Milwaukee (20%) and is lowest in Madison (8%). Anxiety about unemployment is also higher among those 35-44 (20%), 45-54 (17%) and 55-64 (19%) than it is among those under 35 (11%) or those 65 or older (15%).

Low income residents earning \$15,000 or less are most concerned about unemployment (25%), with the percentage concerned decreasing steadily with increasing income. Among those earning more than \$75,000, only 9% are most concerned about unemployment. Finally, Blacks are more likely to express concern about unemployment (23%) than Whites (15%).

We also measured the issue concerns of residents by reading them a list of six issues and asking them to choose the single issue that they thought needed the most attention from the Wisconsin state government. The results, shown on the next page, clearly indicate the importance to residents of health care, taxes, and the state's economy.

ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT

	March 2002	Sept. 2002	Oct. 2003
Controlling Health Care and prescription Costs	28%	29%	33%
Reforming the Tax System	20%	21%	17%
Improving the State's Economy	18%	20%	23%
Improving Public Education	16%	18%	18%
Ethics of Wisconsin's State and Local Officials	6%	7%	4%
Security from Terrorist Attacks	4%	5%	3%

Apart from concern about unemployment, analysis indicates that the issues of concern to residents vary considerably across the state and among demographic groups. We describe here some of the more interesting findings:

- Residents of the City of Milwaukee are more concerned about Crime (15% most important problem) than are other residents.
- Government Issues/State Budget, by contrast, are more salient in the Madison area (24% most important problem) than in other parts of the state.
- Taxes are especially important in the Milwaukee suburbs (34% most important problem).
- Concern about health care increases steadily with age. Among those 18-24, only 3% chose it as the most important problem facing Wisconsin, as compared to 7% of those 25-34, 9% of those 35-44, 10% of those 45-54, 11% of those 55-64, and 13% of those 65 and older.
- Controlling health care and prescription drug costs in particular also increases with age. Among those 18-34, only 26% said it was the issue needing most attention from Wisconsin state government. Among those 35-44, 30% said it was the issue needing most attention as did 32% of those 45-54, 41% of those 55-64 and 44% of those 65 or older.
- Concern about taxes increases steadily with income. Among those earning \$15,000 or less, only 8% said it was the most important problem facing Wisconsin, as compared to 20% of those earning \$15,001-\$30,000, 23% of those earning \$30,001-\$50,000, 26% of those earning \$50,001-\$75,000, and 28% of those earning more than \$75,000.

**RESIDENTS FAVOR FREEZE ON LOCAL PROPERTY TAXES
~ MAJORITY ALSO BELIEVES TAXES AND SPENDING ARE TOO HIGH~**

Nearly two-thirds (62%) of Wisconsin residents favor a freeze on local property tax rates, with only 28% opposed and the balance (10%) undecided. Only in the Madison area is public opinion relatively evenly divided between those who favor a freeze and those opposed. Even in Madison 46% favor a freeze, as compared with 41% opposed. Support for a freeze is not new; in May 1993 65% of residents also favored a freeze.

Support for a freeze is widespread across the political spectrum, although it is higher among Republicans and conservatives than among Democrats and liberals. Specifically, 75% of Republicans and 62% of conservatives favor a freeze, as compared to 57% of Democrats and 45% of liberals. Among Independents, 55% favor a freeze, as do 64% of middle-of-the-road residents.

As the chart on the next page shows, residents continue to believe that local taxes are too high, that local governments spend too much, and that residents voting in a special referendum on budgets should have the final say on the size of budgets for local governments and school districts. In a change from previous years, residents think that the primary reason for increases in local property taxes is lack of adequate state funding.

RESIDENTS' ATTITUDES TOWARDS LOCAL SPENDING AND TAXES

	Jan 1988	Sept 1988	Jan 1989	Sept 1990	Sept 1991	Jan 1992	Nov 1992	May 1993	Oct 2003
Government Spending of Tax Dollars									
Too Much	43%	45%	44%	47%	N.A.	N.A.	N.A.	N.A.	50%
About Right	43%	41%	39%	37%	N.A.	N.A.	N.A.	N.A.	33%
Too Little	8%	8%	8%	7%	N.A.	N.A.	N.A.	N.A.	7%
Local Property Taxes in Your Community									
Too High	N.A.	N.A.	N.A.	N.A.	67%	70%	63%	72%	65%
About Right	N.A.	N.A.	N.A.	N.A.	25%	23%	29%	21%	29%
Too Low	N.A.	N.A.	N.A.	N.A.	1%	1%	1%	1%	1%
Why Property Taxes Increase									
Increased Spending	N.A.	N.A.	N.A.	N.A.	42%	N.A.	N.A.	48%	39%
Lack of adequate state funding	N.A.	N.A.	N.A.	N.A.	45%	N.A.	N.A.	37%	48%
Who Should Have Final Say on Budgets									
Officials	N.A.	N.A.	N.A.	N.A.	16%	N.A.	N.A.	16%	19%
Residents	N.A.	N.A.	N.A.	N.A.	81%	N.A.	N.A.	78%	77%
N.A.: Not Asked									

CANADIAN STYLE HEALTH PLAN FAVORED AS LONG AS TAXES DO NOT RISE

A majority (62%) of Wisconsin residents favor a Canadian style program in which the government pays for all the costs of healthcare out of taxes and negotiates directly with doctors and hospitals to set their fees and the type of care they offer. This represents an increase from 57% in September 2002 and from 52% in November 1993 during the national debate about healthcare during the Clinton administration. Among those favoring a Canadian style plan, 71% would continue to favor the plan if their state taxes had to increase to pay for it.

Support in principle for a Canadian style plan varies considerably across demographic and political groups in the state:

- 80% of those without health insurance favor it, as compared to 60% of those with health insurance.
- Support is higher in La Crosse/Eau Claire (74%), the City of Milwaukee (68%) and Madison (66%) than in other parts of the state.
- Support is lower (49%) among those 65 years of age or older than among other age groups.
- Residents earning \$15,000 or less are most likely (76%) to be in favor of a Canadian style plan, while those earning more than \$75,000 are least likely (54%).
- Among Democrats, 77% are in favor, as compared to 63% of Independents and 46% of Republicans. Among liberals, 82% favor the plan, as do 67% of middle-of-the-road voters and 41% of conservatives.
- Those with investments in stocks, mutual funds or pension plans are less likely (58%) than those without investments (72%) to favor a Canadian style plan.
- Women (66%) are more likely to favor a Canadian style plan than men (58%).

- Blacks (83%) are more likely to be in favor than are Whites (59%).
- Renters (77%) are more supportive than homeowners (57%).

The last decade has seen relatively little change in the percentage of residents in our survey reporting they have health insurance. In the latest survey, 88% said they had health insurance, as did 92% in September 2002 and 91% in November 1993.

Among those with health insurance, the overwhelming majority (82%) say they are satisfied with their plan. This is essentially identical with the 80% who were satisfied in September 2002 and the 83% who were satisfied in November 1993. The cost of insurance was cited by 78% of those dissatisfied as a reason for dissatisfaction, as compared to 27% who mentioned quality of care and 36% who mentioned the number of physicians they could choose from as reasons for dissatisfaction.

Compared to May 1993, the last time we asked these questions, a slightly higher percentage of respondents report that their behavior has been affected by health care costs or the availability of health insurance through work:

- 23% said they or a member of their household postponed going to the doctor in the past year because they couldn't afford to go. The percentage in 1993 was 19%.
- 19% said they had taken one job rather than another at some point in their life mainly because it had better health coverage, as compared to 17% in 1993.
- 29% said that at some point in their life they had stayed in a job they wanted to quit mainly because they didn't want to lose health insurance. In 1993 the percentage was 24%.

Those without insurance are consistently more likely to report engaging in these behaviors than are those with insurance:

- Among those without insurance, 61% had postponed going to the doctor, as compared to 18% for those with insurance.
- 41% of those without insurance had taken a job at some point in their life because of its health coverage, as compared to only 16% of those with insurance.
- 43% of those without insurance had stayed in a job they wanted to quit, as compared to 27% of those with insurance.

Income plays a strong role in shaping the health insurance experience of Wisconsin residents. In general, as income increases residents are more likely to have insurance and not to have had their behavior affected by concerns about it. The chart below provides the detailed information.

HEALTH INSURANCE EXPERIENCE AND INCOME AMONG WISCONSIN RESIDENTS IN 2003

	\$15,000 or Less	\$15,001- \$30,000	\$30,001- \$50,000	\$50,001- \$75,000	Over \$75,000
Have Insurance	71%	80%	89%	93%	100%
Postponed Going to Doctor Because Couldn't Afford To	46%	43%	21%	20%	8%
Taken a Job Because of Health Coverage	22%	24%	24%	16%	14%
Stayed in a Job to Keep Health Insurance	37%	35%	34%	30%	20%

Age is also associated with health insurance experience in interesting ways.

- Only 79% of those 18-24, 81% of those 25-34, and 88% of those 35-44 report having health insurance, as opposed to over 90% of older Wisconsin residents.
- Those 65 and older are most likely (92%) to report satisfaction with their health plan.
- Only 7% of those 65 and older postponed going to the doctor in the last year because they couldn't afford to go, as compared to 26% for younger residents.

- Only 3% of those 65 and over reported ever taking one job over another because it offered better health coverage, as compared to 22% for younger residents.
- 12% of those 65 and older reported staying in a job they wanted to quit because they didn't want to lose health insurance, as compared to nearly a third (32%) for younger residents.

MARKET REBOUND LEADS TO SLIGHTLY DIFFERENT ASSESSMENT OF RISK OF INVESTING

The rebound of stock prices in 2003 has apparently led some Wisconsin residents to conclude that investment in the stock market is safer than they thought a year ago, as the percentage who say the stock market is a safe investment grew from 21% in September 2002 to 28% in this year's survey. As the table below shows, however, perceptions about the risks of investing in stock have not returned to levels pre-dating the 2001-2002 decline in stock prices. The table also shows that the percentage of Wisconsin residents with investments remains somewhat below the levels of a few years ago.

WISCONSIN RESIDENTS AND INVESTING BEHAVIOR 1998-2003

	Aug 1998	July 1999	June 2000	Aug 2001	Sept 2002	Oct 2003
Stock Market Is Generally A:						
Safe Investment	41%	38%	41%	36%	21%	28%
Risky Investment	53%	56%	50%	59%	73%	64%
Not sure/Decline to Answer	6%	6%	9%	5%	6%	7%
Wisconsin Residents With Money Invested in Mutual Funds, Individual Stocks, or Pension Plans	71%	71%	71%	72%	69%	67%

Perceiving the stock market as risky does not mean that individuals do not have investments. Among those who think the stock market is risky, 64% have investments in mutual funds, individual stocks and/or pension plans, as compared to 82% of those who think the stock market is safe.

As one might expect, having investments and perceptions of risk tend to be associated with a variety of demographic and social characteristics:

- **Income** 93% of those with incomes over \$75,000 have investments, as compared to 89% of those earning \$50,001-\$75,000, 65% of those earning \$30,001-\$50,000, 44% of those earning \$15,001-\$30,000, and 32% of those earning \$15,000 or less. Among those earning more than \$75,000, 37% think the stock market is safe, compared to 33% of those earning \$50,001-75,000, 30% of those earning \$30,001-\$50,000, 20% of those earning \$15,001-\$30,000, and 14% of those earning \$15,000 or less.
- **Education** 83% of college graduates have investments, compared to 67% of those who have attended college, 59% of high school graduates, and only 31% of those who did not graduate high school. Among college graduates, 39% think the stock market is a safe investment, as compared to 26% for those who attended college, 23% of high school graduates, and 13% of those who did not graduate high school.
- **Age** Among those 18-24, 45% have investments, as do 68% of those 25-34, 72% of those 35-44, 81% of those 45-54, 74% of those 55-64 and only 59% of those 65 or older. Only 29% of those 18-24 think the stock market is safe, compared to 31% of those 25-34, 34% of those 35-44, 30% of those 45-54, 23% of those 55-64, and 21% of those 65 or older.
- **Marital Status** 78% of married residents have investments, compared to 53% of divorced or widowed residents and 51% of singles. Among married residents, 29% think the stock market is a safe investment, compared to 22% of Divorced/Widowed and 33% of Single residents.
- **Race** 71% of Whites have investments, as compared to only 35% of Blacks; and 30% of Whites think the stock market is safe, compared to only 18% of Blacks.
- **Homeownership** 76% of homeowners have investments, as compared to only 44% of renters. Among

homeowners, 30% think the stock market is safe, compared to only 25% of renters.

Gender is not a major factor affecting investment activity or perceptions of risk. Seventy percent (70%) of men have investments, but so do 64% of women. Similarly, 31% of men perceive the stock market as safe, as do 26% of women.

Our data also suggest that Democrats and Republicans differ to a modest degree in their investment behavior. Republicans (75%) and Independents (67%) are somewhat more likely to have investments than Democrats (63%). Republicans are also more likely (38%) to perceive the stock market as safe, compared to either Independents (25%) or Democrats (27%).

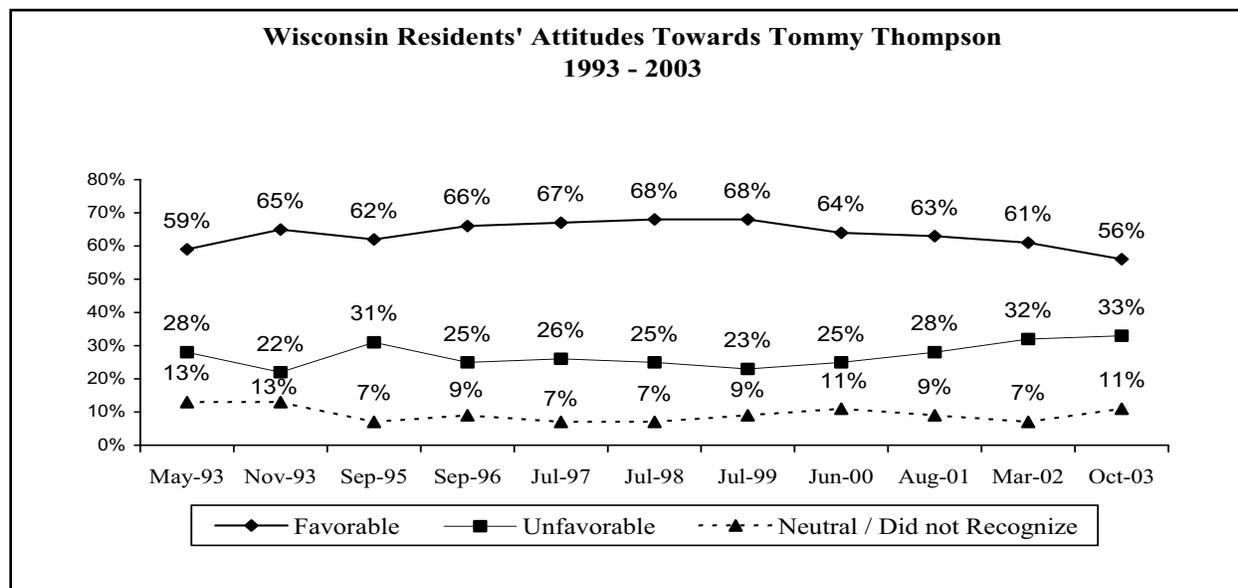
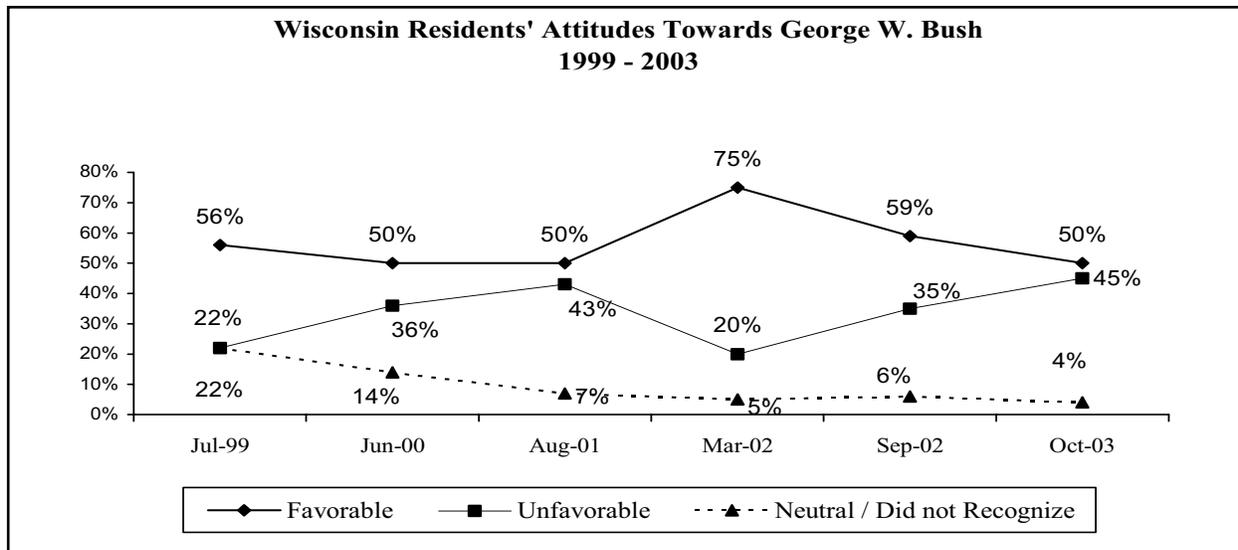
SUMMARY

Unemployment has emerged as a key concern of Wisconsin residents in the past year. Taxes, the state budget, and healthcare are the other issues of most concern to residents. Security from terrorism remains a relatively minor concern.

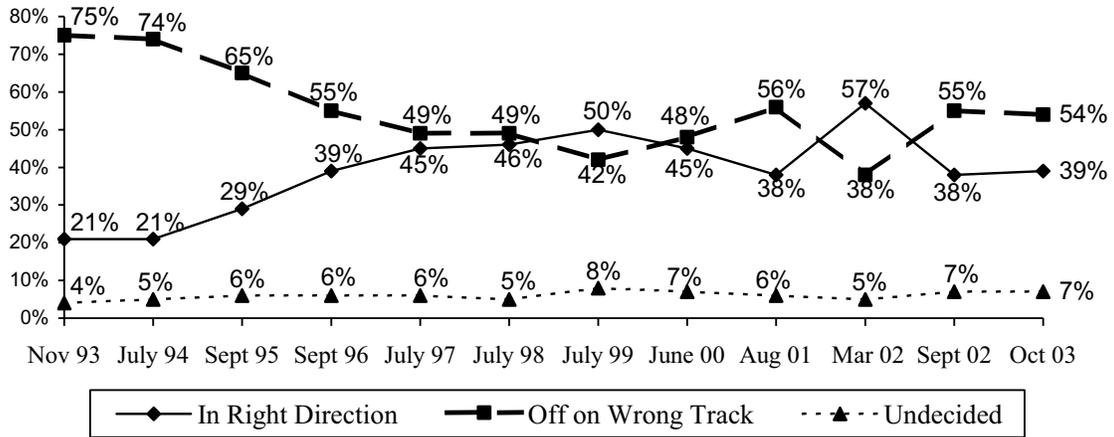
As they have in the past, Wisconsin residents support a freeze on local property tax rates. They also believe that their local government spends too much and that local property taxes are too high. Respondents would also like to have residents have the final say over local government and school budgets by voting in budget referenda.

Wisconsin residents continue to support a Canadian style health insurance system, although support declines significantly if taxes would have to be increased to pay for it. Most residents continue to be satisfied with their health insurance plans.

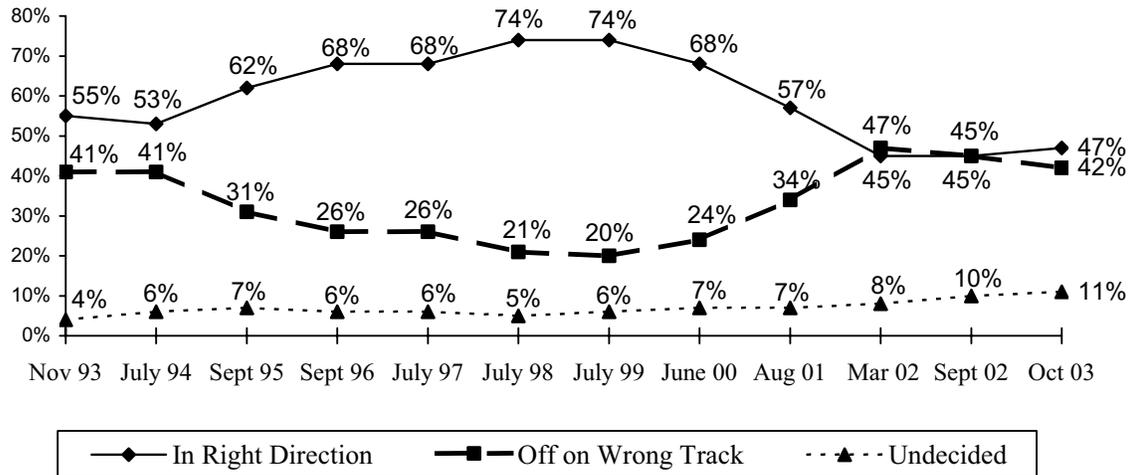
The rebound in stock prices in the past year has led somewhat more Wisconsin residents to perceive the stock market as a safe investment, though confidence has not returned to the levels of the late 1990s or 2000. Most Wisconsin residents also continue to have at least some investments in stocks, mutual funds, and/or pension plans.

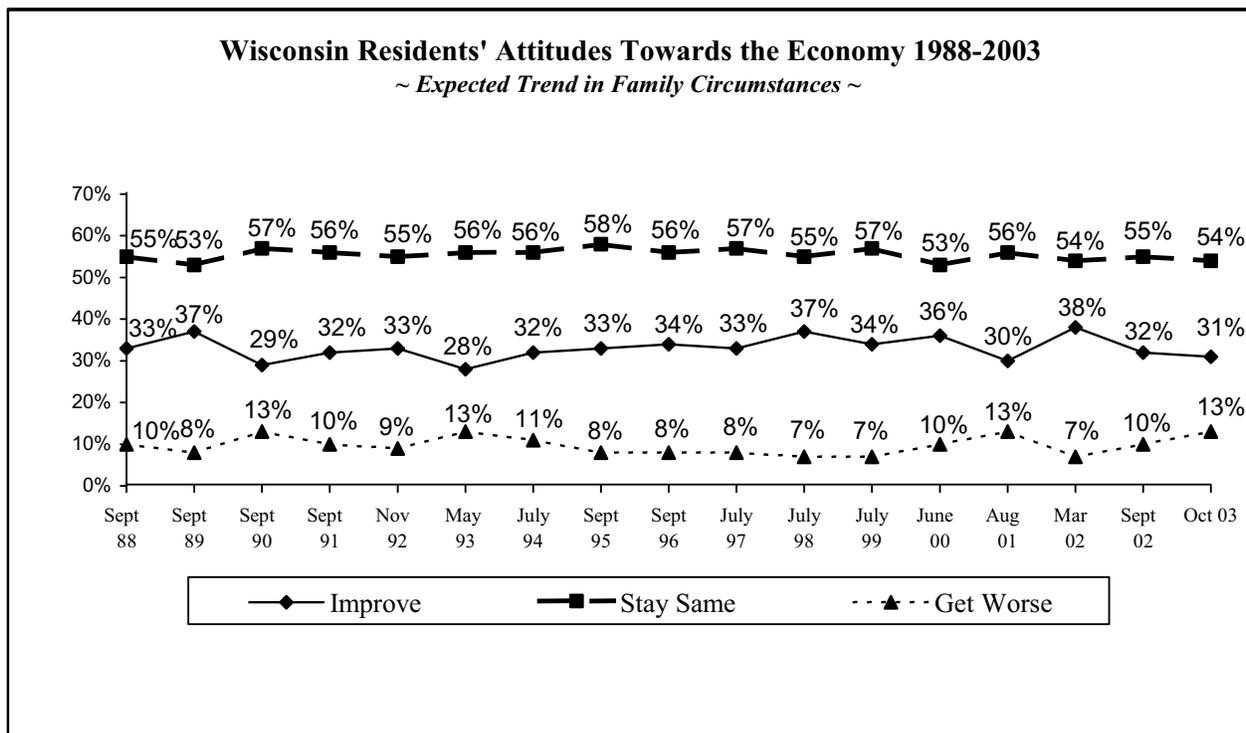
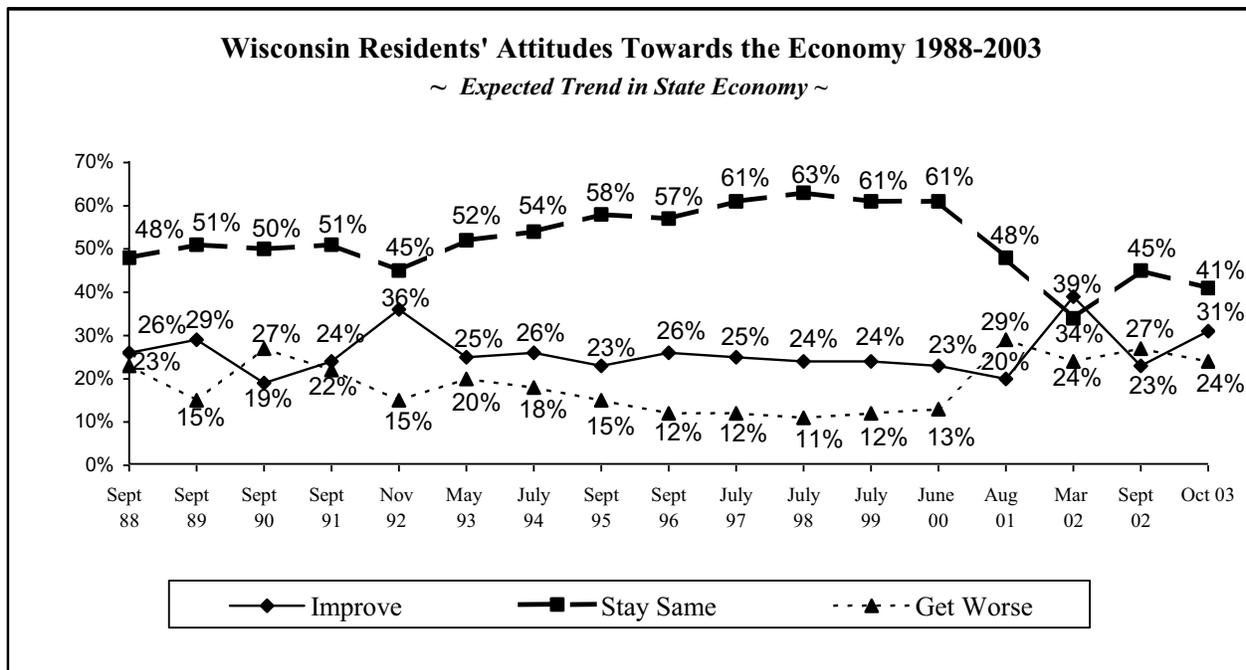


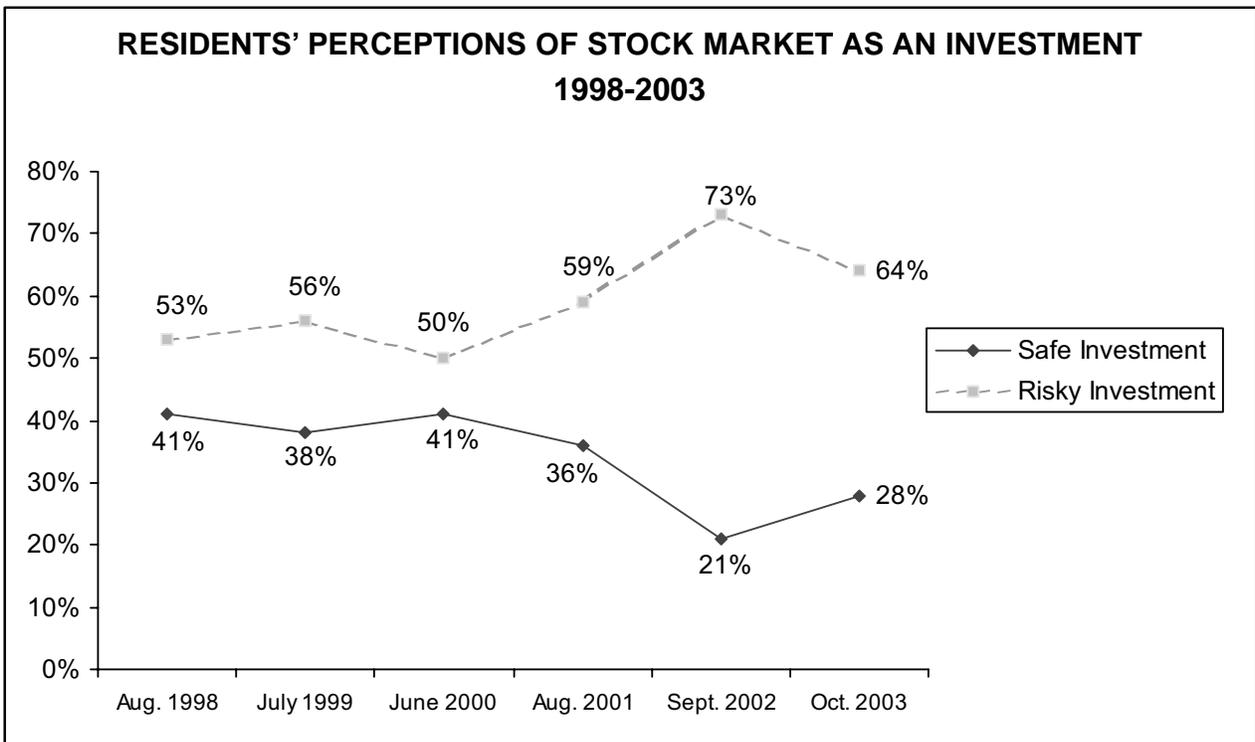
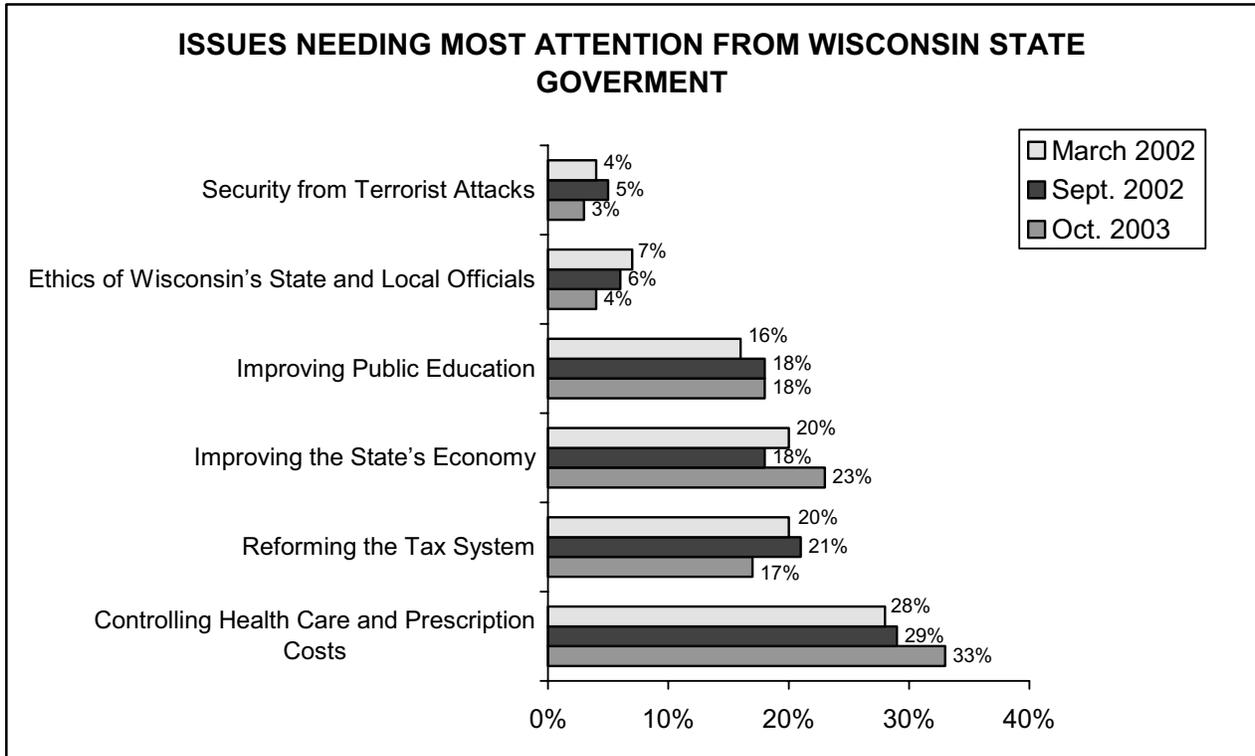
Wisconsin Residents' Views About Direction of the Nation 1993-2003

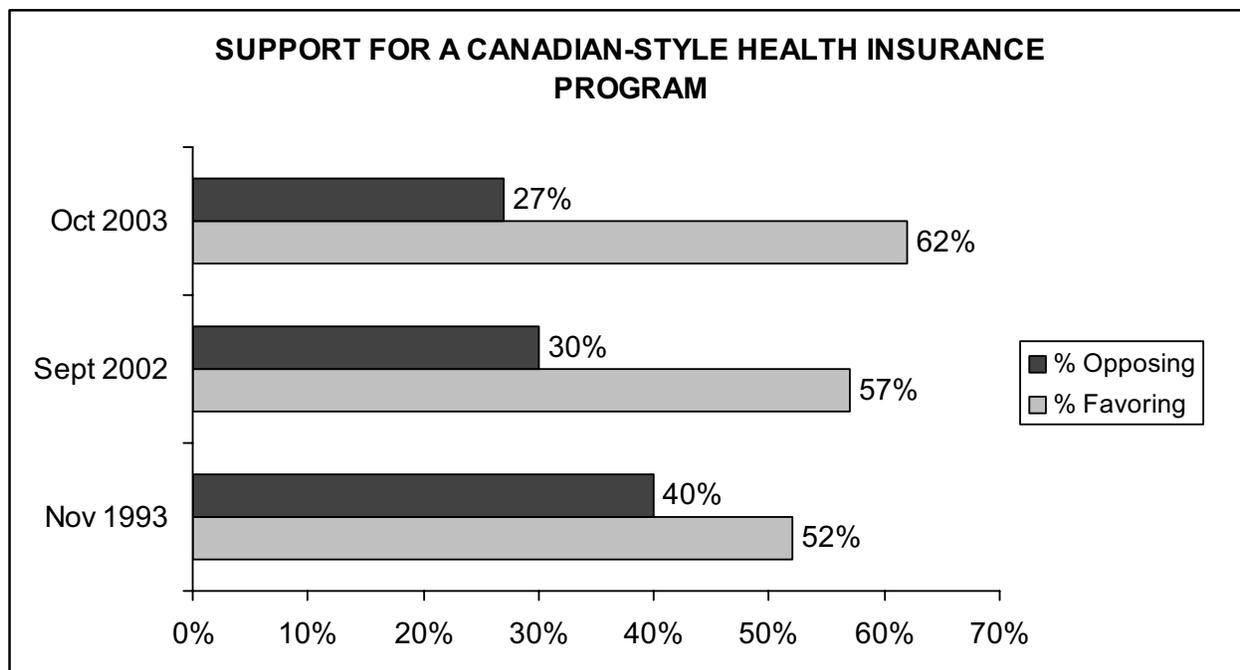


Wisconsin Residents' Views About Direction of the State 1993 - 2003









POLL QUESTIONS AND RESPONSES

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	50%	53%	61%	43%	31%	42%	55%	71%	53%	54%
Unfavorable	45%	44%	36%	51%	66%	50%	43%	26%	4%	43%
Not sure/neutral	3%	4%	2%	6%	2%	8%	2%	3%	5%	2%
Don't recognize	1%	*	1%	--	1%	1%	--	--	2%	1%
Total N	1000	364	186	69	114	127	102	40	88	220

Now, I'd like to get your feelings towards 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. Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Right direction	39%	39%	41%	31%	33%	30%	46%	45%	40%	44%
Wrong track	54%	56%	51%	64%	60%	63%	51%	45%	48%	48%
Not sure	7%	6%	7%	5%	5%	7%	3%	10%	12%	7%
Decline to answer	1%	--	*	--	2%	--	--	--	--	1%
Total N	1000	364	186	69	114	127	102	40	88	220

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?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	56%	60%	52%	56%	43%	59%	61%	70%	52%	59%
Unfavorable	33%	31%	37%	35%	45%	31%	29%	25%	35%	27%
Not sure/neutral	8%	6%	7%	8%	8%	7%	6%	5%	11%	11%
Don't recognize	2%	2%	4%	1%	2%	3%	4%	--	--	2%
Decline to answer	1%	*	--	--	2%	1%	1%	--	2%	*
Total N	1000	364	186	69	114	127	102	40	88	220

Now, I'd like to get your feelings towards 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: Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	45%	42%	47%	43%	53%	45%	44%	42%	49%	46%
Unfavorable	32%	39%	34%	34%	27%	32%	41%	51%	31%	21%
Not sure/neutral	18%	14%	14%	17%	18%	18%	12%	7%	16%	25%
Don't recognize	5%	4%	5%	6%	2%	5%	3%	--	2%	9%
Decline to answer	1%	*	--	--	1%	1%	--	--	2%	--
Total N	1000	364	186	69	114	127	102	40	88	220

Now, I'd like to get your feelings towards 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: Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	49%	47%	49%	57%	65%	44%	53%	48%	45%	46%
Unfavorable	24%	29%	25%	21%	16%	20%	31%	36%	32%	17%
Not sure/neutral	15%	14%	16%	14%	9%	15%	13%	12%	11%	19%
Don't recognize	11%	10%	10%	9%	9%	20%	3%	5%	10%	17%
Decline to answer	1%	*	--	--	--	1%	1%	--	2%	1%
Total N	1000	364	186	69	114	127	102	40	88	220

Now, I'd like to get your feelings towards 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: Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favorable	56%	59%	56%	55%	59%	60%	62%	61%	51%	52%
Unfavorable	21%	24%	25%	18%	14%	15%	28%	32%	25%	16%
Not sure/neutral	13%	10%	15%	17%	17%	12%	7%	2%	12%	14%
Don't recognize	9%	6%	5%	10%	10%	13%	4%	5%	7%	18%
Decline to Answer	1%	*	--	--	--	1%	--	--	5%	*
Total N	1000	364	186	69	114	127	102	40	88	220

Now, I'd like to get your feelings towards 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: Do you have a favorable or unfavorable opinion of him?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Tommy Thompson	48%	53%	47%	47%	32%	44%	59%	70%	44%	51%
Jim Doyle	41%	37%	40%	42%	56%	43%	33%	20%	39%	39%
Neither of them	6%	6%	8%	7%	10%	7%	5%	6%	5%	5%
Not sure	5%	5%	5%	4%	3%	6%	3%	3%	9%	5%
Decline to answer	1%	*	1%	--	--	--	--	2%	4%	*
Total N	1000	364	186	69	114	127	102	40	88	220

If an election for Wisconsin Governor were held today and the candidates were Tommy Thompson for the Republicans and Jim Doyle for the Democrats, for whom would you vote?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Tommy Thompson	45%	51%	44%	42%	35%	49%	53%	70%	41%	44%
Russ Feingold	44%	39%	45%	52%	54%	38%	40%	23%	43%	45%
Neither of them	5%	6%	6%	3%	6%	7%	4%	2%	3%	4%
Not sure	5%	4%	5%	3%	5%	6%	3%	5%	9%	6%
Decline to answer	1%	*	--	--	--	1%	--	--	5%	*
Total N	1000	364	186	69	114	127	102	40	88	220

If an election for U.S. Senator were held today and the candidates were Tommy Thompson for the Republicans and Russ Feingold for the Democrats, for whom would you vote?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Right direction	47%	39%	47%	36%	61%	38%	42%	44%	47%	56%
Wrong track	42%	50%	45%	50%	32%	53%	46%	48%	37%	31%
Not sure	11%	11%	8%	14%	6%	10%	11%	8%	16%	13%
Decline to answer	*	--	*	--	2%	--	--	--	--	--
Total N	1000	364	186	69	114	127	102	40	88	220

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?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Improve	31%	30%	32%	15%	36%	26%	21%	29%	45%
Get worse	24%	25%	24%	32%	21%	29%	24%	19%	18%
Stay the same	41%	42%	42%	49%	38%	40%	51%	53%	35%
None of these	*	--	*	--	--	--	--	--	--
Not sure	3%	4%	2%	4%	4%	5%	4%	--	2%
Decline to answer	*	--	--	--	1%	--	--	--	--
Total N	1000	364	186	69	114	127	102	40	88

Based on what you know or have heard about the economy of Wisconsin, do you expect state economic conditions to improve, get worse, or stay the same during the next year?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Improve	31%	34%	25%	21%	33%	36%	37%	35%	35%
Get worse	13%	12%	11%	24%	19%	16%	6%	10%	16%
Stay the same	54%	51%	62%	53%	47%	42%	57%	55%	49%
None of these	*	--	1%	--	--	--	--	--	--
Not sure	2%	3%	1%	3%	1%	6%	--	--	1%
Decline to answer	*	--	--	--	--	--	--	--	--
Total N	1000	364	186	69	114	127	102	40	88

What about your own family's economic circumstances? Do you expect them to improve, get worse, or stay the same during the next year?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Republican	28%	29%	36%	24%	19%	22%	28%	51%	28%	27%
Democrat	29%	26%	26%	32%	42%	27%	29%	9%	25%	31%
Independent	31%	35%	26%	24%	31%	36%	39%	38%	34%	31%
Other party	4%	5%	7%	11%	2%	5%	3%	2%	6%	2%
Not sure	5%	5%	4%	5%	3%	8%	--	--	6%	7%
Decline to answer	2%	1%	1%	3%	3%	3%	1%	--	--	2%
Total N	1000	364	186	69	114	127	102	40	88	220

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

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Liberal	17%	15%	12%	14%	27%	17%	17%	12%	14%	17%
Conservative	27%	30%	35%	19%	13%	23%	36%	46%	35%	25%
Middle-of-the-road	50%	47%	47%	60%	54%	47%	46%	40%	46%	54%
Other	1%	1%	1%	--	--	3%	--	--	3%	2%
Not sure	4%	6%	5%	3%	4%	9%	1%	2%	2%	2%
Decline to answer	1%	1%	1%	--	2%	1%	1%	--	--	1%
Total N	1000	364	186	69	114	127	102	40	88	220

In politics, do you usually consider yourself to be liberal, conservative, or middle-of-the-road?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Taxes	22%	26%	17%	14%	22%	15%	34%	20%	23%
Unemployment/jobs/wages	16%	16%	22%	14%	8%	20%	13%	18%	15%
Government issues	13%	10%	14%	12%	24%	7%	8%	17%	12%
Health care issues	9%	7%	10%	10%	8%	5%	10%	10%	10%
Schools/education	7%	7%	6%	9%	9%	5%	11%	7%	9%
Criminal justice system/problems with laws	6%	9%	5%	11%	3%	15%	8%	10%	-
Welfare/poverty/social issues	6%	6%	4%	5%	3%	8%	4%	5%	7%
Loss of business/economy	5%	4%	9%	6%	5%	3%	3%	2%	5%
Environmental issues	1%	1%	1%	1%	3%	1%	-	2%	-
Gasoline/oil/home heating oil prices	1%	2%	-	-	1%	1%	-	7%	1%
Farming	*	-	*	1%	-	-	-	-	1%
Other	5%	5%	4%	4%	4%	4%	5%	2%	4%
Nothing	1%	1%	-	-	2%	-	3%	-	2%
Don't know	8%	8%	8%	13%	8%	13%	1%	-	11%
Total N	1000	364	186	69	114	127	102	40	88

What do you think is the SINGLE MOST important problem facing Wisconsin that the government should be doing something about?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Security from terrorist attacks	3%	3%	2%	2%	4%	6%	1%	6%	--
Ethics of Wisconsin's state and local officials	4%	4%	4%	6%	6%	2%	5%	--	5%
Reforming the tax system	17%	18%	14%	20%	14%	15%	22%	24%	21%
Improving public education	18%	23%	10%	15%	27%	29%	24%	16%	15%
Controlling healthcare and prescription drug costs	33%	31%	35%	35%	25%	26%	26%	38%	36%
Improving the state's economy	23%	21%	32%	17%	21%	22%	22%	17%	19%
None of these	1%	*	1%	4%	1%	--	1%	--	2%
Not sure	1%	*	2%	1%	1%	1%	1%	--	1%
Decline to answer	*	*	*	--	1%	1%	--	--	--
Total N	1000	364	186	69	114	127	102	40	88

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

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Favor	62%	63%	65%	71%	46%	60%	67%	61%	59%
Oppose	28%	28%	24%	26%	41%	30%	29%	31%	28%
Not sure	10%	9%	11%	3%	10%	10%	4%	5%	13%
Decline to answer	1%	*	--	--	3%	--	--	4%	--
Total N	1000	364	186	69	114	127	102	40	88

Do you favor or oppose a freeze on your local property tax rates?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Too much	50%	51%	48%	48%	49%	56%	51%	48%	47%	52%
Too little	7%	10%	4%	7%	4%	12%	10%	4%	6%	7%
The right amount	33%	30%	38%	30%	38%	18%	37%	46%	35%	33%
Not sure	9%	9%	8%	15%	7%	14%	3%	2%	13%	7%
Decline to answer	1%	*	1%	--	3%	1%	--	--	--	*
Total N	1000	364	186	69	114	127	102	40	88	220

Overall, do you think YOUR LOCAL government spends too much, too little, or just about the right amount of tax dollars?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Too high	65%	63%	61%	70%	66%	68%	59%	57%	66%	71%
Too low	1%	2%	1%	--	2%	4%	3%	2%	--	*
About right	29%	29%	34%	26%	26%	23%	34%	37%	26%	26%
Not sure	5%	5%	4%	5%	6%	6%	4%	3%	7%	3%
Decline to answer	*	*	--	--	1%	--	--	2%	1%	--
Total N	1000	364	186	69	114	127	102	40	88	220

Overall, do you think that local property taxes in your community are too high, too low, or just about right?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Increased spending	39%	41%	40%	40%	32%	34%	46%	47%	41%
Lack of adequate state funding	48%	45%	47%	53%	54%	46%	45%	49%	41%
Neither	4%	4%	3%	--	6%	3%	6%	4%	3%
Both	3%	2%	4%	3%	1%	2%	1%	--	7%
Not Sure	7%	8%	5%	4%	7%	15%	3%	--	7%
Decline to answer	*	--	1%	--	1%	--	--	--	2%
Total N	1000	364	186	69	114	127	102	40	88

Which do you think is the PRIMARY reason for increases in local property taxes:
Increased spending by local government and school districts OR lack of adequate state funding for local government and school districts?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Officials	19%	18%	22%	19%	22%	14%	21%	11%	18%
Residents	77%	80%	72%	80%	72%	83%	77%	89%	79%
Both	2%	1%	3%	--	2%	2%	1%	--	1%
Not sure	1%	1%	3%	1%	3%	1%	--	--	2%
Decline to answer	*	--	1%	--	2%	--	--	--	--
Total N	1000	364	186	69	114	127	102	40	88

Which do you think should have the FINAL say on the size of budgets for local government and school districts supported by property taxes:
elected officials OR residents of the community voting in a special referendum on the budgets?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/ Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favor	62%	57%	64%	74%	66%	68%	51%	58%	52%	65%
Oppose	27%	31%	26%	19%	25%	17%	41%	40%	35%	24%
Not sure	11%	12%	10%	8%	9%	16%	7%	2%	11%	11%
Decline to answer	*	1%	--	--	1%	--	1%	--	2%	--
Total N	1000	364	186	69	114	127	102	40	88	220

In Canada the government pays for all the costs of health care out of taxes and negotiates directly with doctors and hospitals to set fees and the type of care they offer. If a similar plan were proposed for Wisconsin, would you favor or oppose it?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Favor	71%	68%	74%	69%	82%	65%	79%	83%	59%	72%
Oppose	22%	25%	21%	25%	14%	28%	14%	11%	34%	19%
Not sure	7%	8%	5%	7%	4%	7%	7%	7%	7%	9%
Total N	1000	364	186	69	114	127	102	40	88	220

Would you favor or oppose this plan if your state taxes had to increase to pay for it?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin
Yes	88%	88%	87%	79%	95%	80%	91%	98%	82%
No	12%	12%	13%	16%	5%	20%	9%	2%	17%
Not sure	*	--	--	4%	--	--	--	--	--
Decline to answer	*	*	--	--	--	--	--	--	1%
Total N	1000	364	186	69	114	127	102	40	88

Do you yourself currently have health insurance or not? This could be insurance that you yourself have of that another member of your household has that covers you. Any forms of insurance, whether you purchase it or receive it from the government, such as Medicaid, or receive it from some other source, would count as health insurance.

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Satisfied	82%	81%	83%	84%	83%	77%	81%	79%	91%	81%
Not satisfied	16%	18%	15%	12%	15%	23%	19%	21%	9%	16%
Not sure	1%	1%	1%	5%	1%	1%	--	--	--	2%
Decline to answer	*	--	--	--	--	--	--	--	--	1%
Total N	1000	364	186	69	114	127	102	40	88	220

Are you satisfied with your current health insurance plan or not?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Quality	27%	24%	23%	13%	36%	39%	14%	--	11%	36%
Cost	78%	87%	78%	76%	46%	88%	95%	89%	70%	82%
Choice	36%	35%	22%	48%	40%	44%	30%	11%	14%	45%
Other	34%	34%	26%	15%	39%	34%	26%	46%	60%	36%
Not sure	1%	2%	--	--	--	--	--	--	--	--
Total N	1000	364	186	69	114	127	102	40	88	220

Are you dissatisfied with your current health insurance plan because of the quality of care you receive, the cost of the care, the number of physicians you can choose from, or for some other reason?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	23%	25%	20%	26%	22%	27%	27%	23%	21%	22%
No	76%	75%	80%	74%	78%	73%	73%	77%	78%	77%
Not sure	*	*	--	--	--	--	--	--	1%	1%
Total N	1000	364	186	69	114	127	102	40	88	220

Have you or anyone in your household POSTPONED going to the doctor in the past year because you couldn't afford to go?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	29%	28%	25%	35%	29%	30%	30%	35%	26%	29%
No	70%	71%	73%	64%	68%	68%	70%	63%	73%	69%
Not sure	1%	1%	1%	1%	3%	2%	--	--	1%	2%
Decline to answer	*	*	*	--	--	--	--	2%	--	*
Total N	1000	364	186	69	114	127	102	40	88	220

Have you ever decided to stay in a job you wanted to quit mainly because you didn't want to lose health insurance?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	19%	23%	14%	30%	13%	28%	22%	31%	17%	17%
No	80%	77%	86%	67%	87%	72%	78%	67%	81%	80%
Not sure	1%	*	*	--	--	--	--	2%	1%	3%
Decline to answer	*	--	--	1%	--	--	--	--	--	*
Total N	1000	364	186	69	114	127	102	40	88	220

Have you ever taken one rather than another job mainly because it had better health coverage?

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Safe	28%	29%	23%	29%	37%	23%	33%	32%	30%	27%
Risky	64%	63%	70%	66%	57%	62%	62%	66%	62%	66%
Not sure	7%	8%	7%	6%	6%	14%	5%	2%	6%	7%
Decline to answer	*	1%	1%	--	--	1%	--	--	2%	--
Total N	1000	364	186	69	114	127	102	40	88	220

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

* Less than 1% -- No responses

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Yes	67%	63%	71%	82%	77%	46%	74%	85%	60%	64%
No	30%	34%	26%	17%	19%	51%	24%	15%	37%	31%
Not sure	2%	*	2%	--	4%	1%	--	--	--	3%
Decline to Answer	1%	2%	1%	1%	--	3%	1%	--	3%	1%
Total N	1000	364	186	69	114	127	102	40	88	220

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

* Less than 1% -- No responses