THE WISCONSIN SURVEY  
Fall 2006  
FREQUENCIES  
Likely Voters Sample

Survey Information:

Number of Adult Wisconsin Resident Respondents: 400  
Interview Period: October 9-16, 2006  
Margin of Error: +/- 5% at the 95% confidence level.

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1. On November 7th, there will be elections for Congress, the Governor, the Attorney General, ballot issues on the death penalty and the definition of marriage, as well as other state and local offices. Would you say that you will Definitely Vote, Probably Vote, Probably Not Vote, or Definitely Not Vote in these elections?

   Definitely Vote.........................................................75%
   Probably Vote ..........................................................17%
   Probably Not Vote ................................................... 4%
   Definitely Not Vote.................................................. 4%
   Not Sure ...................................................................1%
   Refused/NA.............................................................. 0%

   Only those who said they would” probably” or “definitely” vote continued with the rest of the survey

2. What is the most important problem facing the country today? (Please probe for specifics)

   SEE BELOW

3. Generally speaking, would you say that things in the country are going in the right direction, or are they going in the wrong direction?

   Right Direction.........................................................30%
   Wrong Direction ......................................................63%
   Not Sure .....................................................................7%
   Refused .....................................................................<1%
4. How satisfied are you with the way President Bush is doing his job overall. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>11%</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>29%</td>
</tr>
<tr>
<td>Somewhat Dissatisfied</td>
<td>19%</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>42%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>0%</td>
</tr>
<tr>
<td>Refused</td>
<td>0%</td>
</tr>
</tbody>
</table>

5. Regarding the race for the U.S. House of Representatives, will you most likely be voting for the Republican, the Democrat, or an independent/third party candidate for your district?

<table>
<thead>
<tr>
<th>Party</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican</td>
<td>33%</td>
</tr>
<tr>
<td>Democrat</td>
<td>50%</td>
</tr>
<tr>
<td>Independent/Third Party</td>
<td>5%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>12%</td>
</tr>
<tr>
<td>Refused</td>
<td>1%</td>
</tr>
</tbody>
</table>

6. For the following issues, please tell me which party, Democrats or Republicans, would do a better job handling the issues.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Democrats</th>
<th>Republicans</th>
<th>Both – No Difference (vol)</th>
<th>Neither (vol.)</th>
<th>Not Sure</th>
<th>Refused/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. The situation in Iraq</td>
<td>47%</td>
<td>36%</td>
<td>4%</td>
<td>10%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>b. the War on Terrorism overseas not including Iraq</td>
<td>42%</td>
<td>43%</td>
<td>5%</td>
<td>7%</td>
<td>4%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>c. Policies to protect us at home against terrorism</td>
<td>41%</td>
<td>44%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>d. The Economy</td>
<td>53%</td>
<td>35%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>e. Health care/prescription drugs</td>
<td>57%</td>
<td>24%</td>
<td>6%</td>
<td>9%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>f. Taxes</td>
<td>49%</td>
<td>35%</td>
<td>5%</td>
<td>7%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>g. Education</td>
<td>55%</td>
<td>30%</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>h. Environmental Issues</td>
<td>64%</td>
<td>22%</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>i. Immigration</td>
<td>42%</td>
<td>36%</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>j. Issues important to people like you</td>
<td>52%</td>
<td>34%</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>k. Ethical issues of its own members</td>
<td>43%</td>
<td>27%</td>
<td>9%</td>
<td>17%</td>
<td>5%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>
7. Do you think the war with Iraq has made the US more safe or less safe from terrorism?

- More Safe ......................................................... 34%
- Less Safe .............................................................. 54%
- No Change (volunteered) ................................. 8%
- Not Sure ............................................................. 4%
- Refused ............................................................. 1%

8. Looking at the current situation in Iraq, do you think we should immediately increase the number of troops, keep the same number of troops there, decrease the number of troops somewhat, or immediately withdraw all troops?

- Increase .............................................................. 18%
- Same ................................................................. 25%
- Decrease Somewhat ......................................... 30%
- Immediate withdrawal of all troops .................. 22%
- Not Sure ............................................................. 5%
- Refused ............................................................. 1%

9. Do you think the US should set a definite timetable for withdrawing the troops from Iraq? *Those who answered “Immediate withdrawal” to the previous question did not answer this question*

- Should .............................................................. 42%
- Should Not ........................................................ 55%
- Not Sure ............................................................. 3%
- Refused ............................................................. 0%

10. Compared to a year ago, do you think the national economy has gotten better, stayed the same, or gotten worse?

- Better .............................................................. 27%
- Same ................................................................. 32%
- Worse ............................................................... 38%
- Not Sure ............................................................. 2%
- Refused ............................................................. 0%

Now I would like to turn to issues and elections in the State of Wisconsin

11. What will be the most important factor in determining your vote for governor in November? (Please probe for specifics)

- SEE BELOW .............................................................. (Open-ended)
12. If the election for Wisconsin Governor were held today, would you be more likely to vote for ….? (ROTATE BOLD)

- Democrat Jim Doyle ..............................................51%
- Republican Mark Green .................................38%
- Nelson Eisman ......................................................... 1%
- Other Third Party or Independent Candidate......... 4%
- Not Sure ............................................................ 7%
- Refused ............................................................ <1%

13. How likely are you to change your vote for governor before the November election?

- Very Likely ...............................................................3%
- Somewhat Likely ........................................................13%
- Somewhat Unlikely ...................................................14%
- Very Unlikely.............................................................68%
- Not Sure ............................................................ 3%
- Refused ............................................................0%

14. If the election for Wisconsin Attorney General were held today, would you be more likely to vote for…..? (ROTATE BOLD)

- Republican J.B. Van Hollen..................................38%
- Democrat Kathleen Falk… ................................. 44%
- Other Third Party or Independent Candidate........... 7%
- Not Sure ............................................................ 12%
- Refused ............................................................<1%

15. How likely are you to change your vote for Attorney General before the November election?

- Very Likely ...............................................................8%
- Somewhat Likely ........................................................16%
- Somewhat Unlikely ...................................................15%
- Very Unlikely.............................................................57%
- Not Sure ............................................................ 5%
- Refused ............................................................0%
Next, we have a few questions about some issues that are likely to be on the ballot for Wisconsin voters’ consideration this fall.

16. Should the death penalty be enacted in the State of Wisconsin for cases involving a person who is convicted of first-degree intentional homicide, if the conviction is supported by DNA evidence?

   Yes ................................................................. 50%
   No ........................................................................ 45%
   Not Sure ............................................................. 5%
   Refused ............................................................... <1%

17. The Wisconsin state legislature has proposed amending the Wisconsin State Constitution to provide that only a marriage between one man and one woman shall be valid or recognized as a marriage in this state and that a legal status identical or substantially similar to that of marriage for unmarried individuals shall not be valid or recognized in this state? Do you support or oppose this amendment?

   Support ............................................................... 51%
   Oppose ............................................................... 44%
   Not Sure ............................................................. 5%
   Refused ............................................................... 1%

NOW JUST A FEW QUESTIONS ABOUT YOU:

Q18. Generally speaking do you consider yourself to be a Democrat or Republican?

   Democrat ............................................................ 44%
   Republican .......................................................... 33%
   Independent (volunteered) .................................... 16%
   Other ................................................................. 5%
   Not Sure ............................................................. 2%
   Refused / NA ........................................................ 1%

Q19. Do you expect that at this time NEXT year you will be financially better off than now, or worse off than now?

   Better off now .................................................... 56%
   Worse off now .................................................... 16%
   Same (volunteered) .............................................. 25%
   Not Sure ............................................................. 3%
   Refused / NA ........................................................ 1%
Q20. Which of the following age categories would include you?

18 to 24 .................................................................3%
25 to 34 ...............................................................8%
35 to 44 ..............................................................19%
45 to 54 ..............................................................21%
55 to 64 ..............................................................25%
65 and over .......................................................24%
Not Sure ..........................................................0%
Refused / NA .....................................................<1%

Q21. What is the highest level of education you have completed?
{READ LIST}

Less than high school ..............................................2%
Graduated from high school or GED ......................20%
Some college or technical school ......................32%
Graduated from college ......................................28%
Graduate or Professional Degree ......................17%
Not Sure ..........................................................0%
Refused / NA .....................................................1%

Q22. What is your combined TOTAL FAMILY INCOME before taxes? Is it . . .
{READ CATEGORIES}  [Remind of confidentiality if needed]

Under $15,000 .....................................................8%
$15 to $25 thousand ..........................................6%
$26 to $35 thousand ........................................11%
$36 to $50 thousand ........................................18%
$51 to $75 thousand ........................................19%
$76 to $100 thousand .......................................14%
More than $100,000 .........................................12%
Not Sure ..........................................................2%
Refused / NA .....................................................11%

Q23. Thank you so much for your time. We really appreciate your cooperation.
Respondent's gender. (DO NOT ASK!!!)

Male ...............................................................47%
Female ..........................................................54%
**Most Important Problem Facing the Country**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iraq</td>
<td>28.8%</td>
<td>General mention, Stay there and Fix it, Bring them home, Money spent on, Need to support the troops</td>
</tr>
<tr>
<td>Terrorism</td>
<td>9.5%</td>
<td>General mention, National Security</td>
</tr>
<tr>
<td>Health Care</td>
<td>9.0%</td>
<td>General Mention, Costs are Too High, Insurance costs are too high, Rx for Srs., Too much spending</td>
</tr>
<tr>
<td>Economy and Jobs</td>
<td>8.5%</td>
<td>General Economy mention, Increased cost of living, Lack of Jobs, Jobs going overseas, Low wages, Big business/capitalism, Increasing income gap, Link w/ energy prices, Farmers</td>
</tr>
<tr>
<td>Budget &amp; Taxes</td>
<td>5.8%</td>
<td>Budget Deficit, Too much spending, Spending misallocation, Taxes are too high, Property tax specific mention, Middle class pays for everything, Too much government</td>
</tr>
<tr>
<td>Government Ethics</td>
<td>5.8%</td>
<td>Corruption/lack of honesty, Partisanship, Poor leadership, Election reform, Out of touch w/ people</td>
</tr>
</tbody>
</table>
**Other Foreign Policy**  3.5%
Need Peace
World opinion of US
US world leadership
General US foreign policy

**Crime and Violence**  5.3%
Crime – general
Violence – general
School shootings
Death penalty

**Morality – general mention**  4.8%

**Immigration**  4.5%
Illegal immigration
Impact on economy
Don’t learn English
Need to limit all immigration

**Bush Administration**  3.3%

**Education**  2.3%
General mention
Not enough spending
High Costs

**Energy/Gas Prices**  1.8%

**Gay Marriage**  1.3%

**Environment**  1.0%

**Anti-abortion, right to life**  1.0%

**North Korea**  0.8%

**Social Security**  0.5%

**Other**  1.0%
Apathy
Take care of own people first
Media
Personal liberties

**Don’t Know**  0.5%
**Too Many**  0.8%
**None/Refused**  0.8%
Most Important Factor in Vote Choice for Governor

**Taxes** 14.0%
- General
- Too high/Decrease
- Limit Increases
- Property
- Gas
- Anti-TABOR

**Education** 13.3%
- General
- Increase Spending
- Control costs
- Decrease tuition
- Increase quality
- Shootings

**Economy** 11.3%
- General
- Bring in jobs/companies
- Keep jobs/companies
- Cost of living
- Help farmers
- Increase minimum wage
- Treatment of state employees

**Personal Characteristics** 10.8%
- General Character
- Honesty
- Ethics/Morals
- Family values
- The least negative

**Health** 5.0%
- General
- More help for elderly
- Costs
- Insurance
- Decrease Rx costs

**Vote Party Line** 4.5%

**Stem Cell Research** 3.5%
<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doyle</td>
<td>3.3%</td>
</tr>
<tr>
<td>Get him out</td>
<td></td>
</tr>
<tr>
<td>Generic “Doyle”</td>
<td></td>
</tr>
<tr>
<td>Want to counteract Republican Legislature</td>
<td></td>
</tr>
<tr>
<td>General agree w/ issue stances</td>
<td>3.0%</td>
</tr>
<tr>
<td>Budget</td>
<td>2.8%</td>
</tr>
<tr>
<td>Balance/Deficit</td>
<td></td>
</tr>
<tr>
<td>Decrease Spending</td>
<td></td>
</tr>
<tr>
<td>Experience/Track Record</td>
<td>2.8%</td>
</tr>
<tr>
<td>Abortion</td>
<td>2.5%</td>
</tr>
<tr>
<td>Marriage Amendment</td>
<td>2.5%</td>
</tr>
<tr>
<td>Environment</td>
<td>2.3%</td>
</tr>
<tr>
<td>Don’t like Either of Them</td>
<td>1.8%</td>
</tr>
<tr>
<td>Moral Issues</td>
<td>1.5%</td>
</tr>
<tr>
<td>National Issues</td>
<td>1.5%</td>
</tr>
<tr>
<td>Iraq</td>
<td></td>
</tr>
<tr>
<td>World issues</td>
<td></td>
</tr>
<tr>
<td>Terrorism</td>
<td></td>
</tr>
<tr>
<td>Sr. Citizen Issues</td>
<td>0.8%</td>
</tr>
<tr>
<td>Illegal Immigration</td>
<td>0.8%</td>
</tr>
<tr>
<td>Social Issues</td>
<td>0.8%</td>
</tr>
<tr>
<td>Gun Control</td>
<td>0.8%</td>
</tr>
<tr>
<td>Concealed Weapons</td>
<td></td>
</tr>
<tr>
<td>Gun Control</td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>Percentage</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Better performance in debates</td>
<td>0.8%</td>
</tr>
<tr>
<td>Lesser of Two Evils</td>
<td>0.8%</td>
</tr>
<tr>
<td>Death Penalty</td>
<td>0.5%</td>
</tr>
<tr>
<td>Green</td>
<td>0.5%</td>
</tr>
<tr>
<td>Campaign finance issues</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2.5%</td>
</tr>
<tr>
<td>Frivolous lawsuits</td>
<td></td>
</tr>
<tr>
<td>Work on local issues, not global</td>
<td></td>
</tr>
<tr>
<td>Energy</td>
<td></td>
</tr>
<tr>
<td>Weather – if it’s nice, will vote</td>
<td></td>
</tr>
<tr>
<td>Justice for the people</td>
<td></td>
</tr>
<tr>
<td>Too many people in jail</td>
<td></td>
</tr>
<tr>
<td>Campaign Finance overhaul</td>
<td></td>
</tr>
<tr>
<td>Not Sure</td>
<td>3.5%</td>
</tr>
<tr>
<td>None/Refused</td>
<td>2.5%</td>
</tr>
</tbody>
</table>