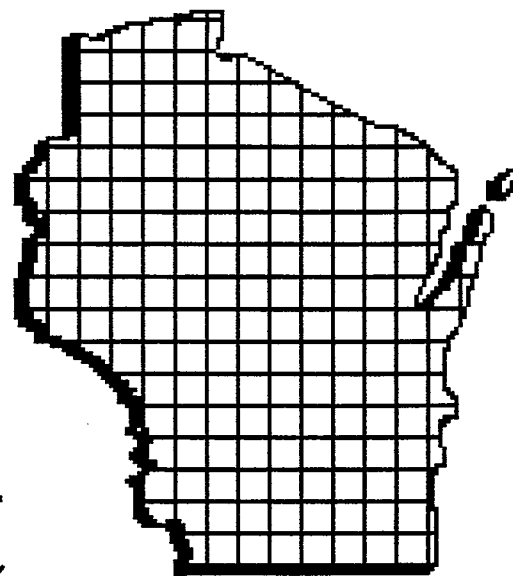


Wisconsin

Policy  
Research  
Institute  
Report



August 1997

Volume 10, Number 5

**THE WISCONSIN  
CITIZEN SURVEY**

**AUGUST 1997**

*A Survey of Wisconsin Public Opinion*

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

The 12th 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 13th 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 14th 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.

The 15th survey was conducted from September 16 through September 21, 1996. The 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.

This most-recent survey was conducted from July 7 through July 13, 1997. The survey included questions about key state issues, abortion, the death penalty, Indian casino gambling, the 1998 races for Governor and U.S. Senator, and views of public figures.

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

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

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

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

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

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

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

### **The Gordon S. Black Corporation**

The Gordon S. Black Corporation is a firm specializing in market research and public opinion polling, located in Rochester, New York. The firm conducts polling for the Cable News Network, the *Cleveland Plain Dealer*, and *The Baltimore Sun*, among others. In the commercial market-research area, the firm's clients include

Xerox, Kodak, Roadway Express, Nationwide Insurance, KPMG Peat Marwick, Bausch and Lomb, and more than 75 other firms. The firm does not work for political candidates of either political party. The firm maintains a non-partisan approach to its work because so much of the opinion polling falls in the public domain.

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

### EDUCATION EMERGING AS KEY STATE ISSUE

Improving public education is emerging as a key issue in Wisconsin. More residents chose it as the issue requiring the most attention from the state government than chose tax or welfare reform, combating crime, or improving the environment.

As the table below shows, the importance of education has steadily increased over the last several surveys, while welfare reform and crime have declined in importance. The declining importance of welfare reform and crime may be due to a recognition on the part of Wisconsin residents that welfare has been reformed by the state and that crime rates are holding steady or declining.

Improving public education is of more importance to some groups in Wisconsin than it is to others:

- It is the most important issue for 32% of Milwaukee city residents.
- Among residents aged 18-54, it is the most important issue for 29%. Among older residents (55 and older), it is the most important issue for only 15%.
- Nearly half (45%) of Blacks surveyed said improving public education was the most important issue, as compared to only 25% of Whites.

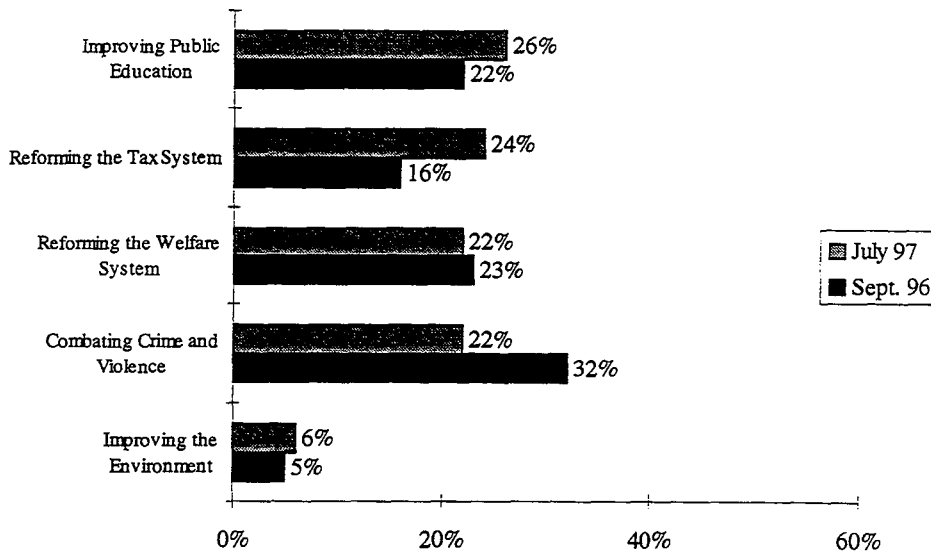
Improving public education is not an issue solely of interest to women. As many men (25%) as women (26%) said it was the most important issue. Nor is a concern with public education concentrated among identifiers with one political party or philosophy. Democrats (23%), Independents (30%), and Republicans (23%) all express an interest in this area, as do liberals (28%), middle-of-the-road residents (26%), and conservatives (24%). These results suggest an opportunity for Wisconsin to engage in a broad-based discussion about improving public education.

#### Issue Needing Most Attention from Wisconsin State Government

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

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

### Improving Public Education Emerging as the Issue Needing the Most Attention from the State Government



### VIEWS ON ABORTION DIVIDE RESIDENTS

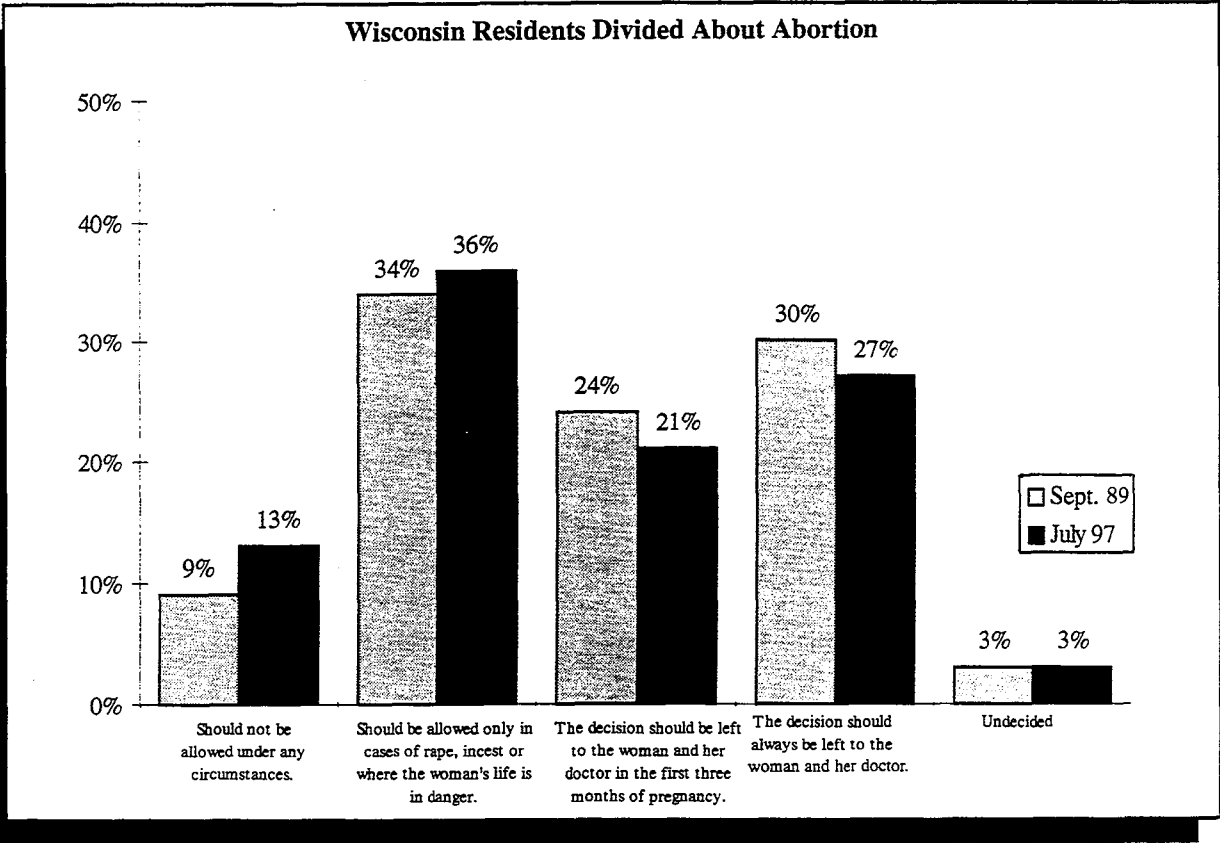
Residents of Wisconsin are sharply divided over the issue of abortion. Overall, about half hold views that are “pro-life” and half hold views that are “pro-choice.” Wisconsin residents do, however, favor, by a 63% to 32% majority, a law that would ban “partial-birth abortions,” except in cases where it was necessary to save the life of the mother.

As the table on the next page shows, views about abortion are not a function of sex and Catholics are not significantly more likely than Protestants to hold “pro-life” views.

The Madison area is the most “pro-choice” area in the state, with 42% saying the abortion decision should always be left to the woman and her doctor and another 25% saying it should be left to the woman and her doctor in the first three months. Green Bay is the most “pro-life” area, with 16% saying abortion should not be allowed under any circumstances and 43% saying it should be allowed only in cases of rape, incest or where the woman’s life is in danger.

#### Views About Abortion

	Sept. 89	July 97
<b>“Pro-life” responses:</b>		
Abortion should not be allowed under any circumstances	9%	13%
Abortion should be allowed only in cases of rape, incest or where the woman's life is in danger	34%	36%
<b>“Pro-choice” responses:</b>		
The decision should be left to the woman and her doctor in the first 3 months of pregnancy	24%	21%
The decision should always be left to the woman and her doctor	30%	27%
<b>Undecided</b>	3%	3%



	Men	Women	Protestants	Catholics
<b>“Pro-life” responses:</b>				
Abortion should not be allowed under any circumstances	11%	14%	10%	16%
Abortion should be allowed only in cases of rape, incest or where the woman's life is in danger	37%	35%	39%	39%
<b>“Pro-choice” responses:</b>				
The decision should be left to the woman and her doctor in the first first 3 months of pregnancy	20%	22%	23%	23%
The decision should always be left to the woman and her doctor	28%	27%	26%	19%
<b>Undecided</b>	4%	2%	2%	3%

Views about abortion are also associated with broader political views, as shown in the table on the next page. Democrats and liberals are much more likely to hold “pro-choice” views than Republicans or conservatives. Independents and middle-of-the-road residents tend to hold views in between. These results suggest that abortion may not be as divisive an issue within the two political parties as was perhaps the case 20 years ago.

A bill banning “partial-birth abortions” attracts support even from residents who are generally “pro-choice”:

- 50% of residents who think the decision should always be left to the woman and her doctor favor a ban.
- 71% of residents who think the decision in the first three months should be left to the woman and her doctor favor a ban.

	Political Party			Political Philosophy		
	Dem.	Ind.	Rep.	Liberal	Middle-of-Road	Cons.
<b>“Pro-life” responses:</b>						
Abortion should not be allowed under any circumstances	6%	11%	22%	4%	9%	25%
Abortion should be allowed only in cases of rape, incest or where the woman’s life is in danger	37%	34%	42%	19%	36%	44%
<b>“Pro-choice” responses:</b>						
The decision should be left to the woman and her doctor in the first first 3 months of pregnancy	24%	21%	18%	24%	25%	12%
The decision should always be left to the woman and her doctor	31%	32%	17%	50%	27%	17%
<b>Undecided</b>	2%	2%	1%	3%	3%	2%

- 71% of residents who think abortion should be allowed only in cases of rape, incest, or where the woman’s life in danger favor a ban.
- 57% of those who said abortion should never be allowed favor a ban. This fairly low percentage may be due to the fact that the question wording allowed an exception to save the life of the mother.

Because a bill banning “partial-birth abortions” has widespread support, it is not strongly associated with general political views. For instance, 63% of Democrats, 61% of Independents, and 68% of Republicans would favor such a bill, as would 55% of liberals, 63% of middle-of-the-road voters, and 65% of conservatives. Even in the Madison area, 54% of residents favor the bill.

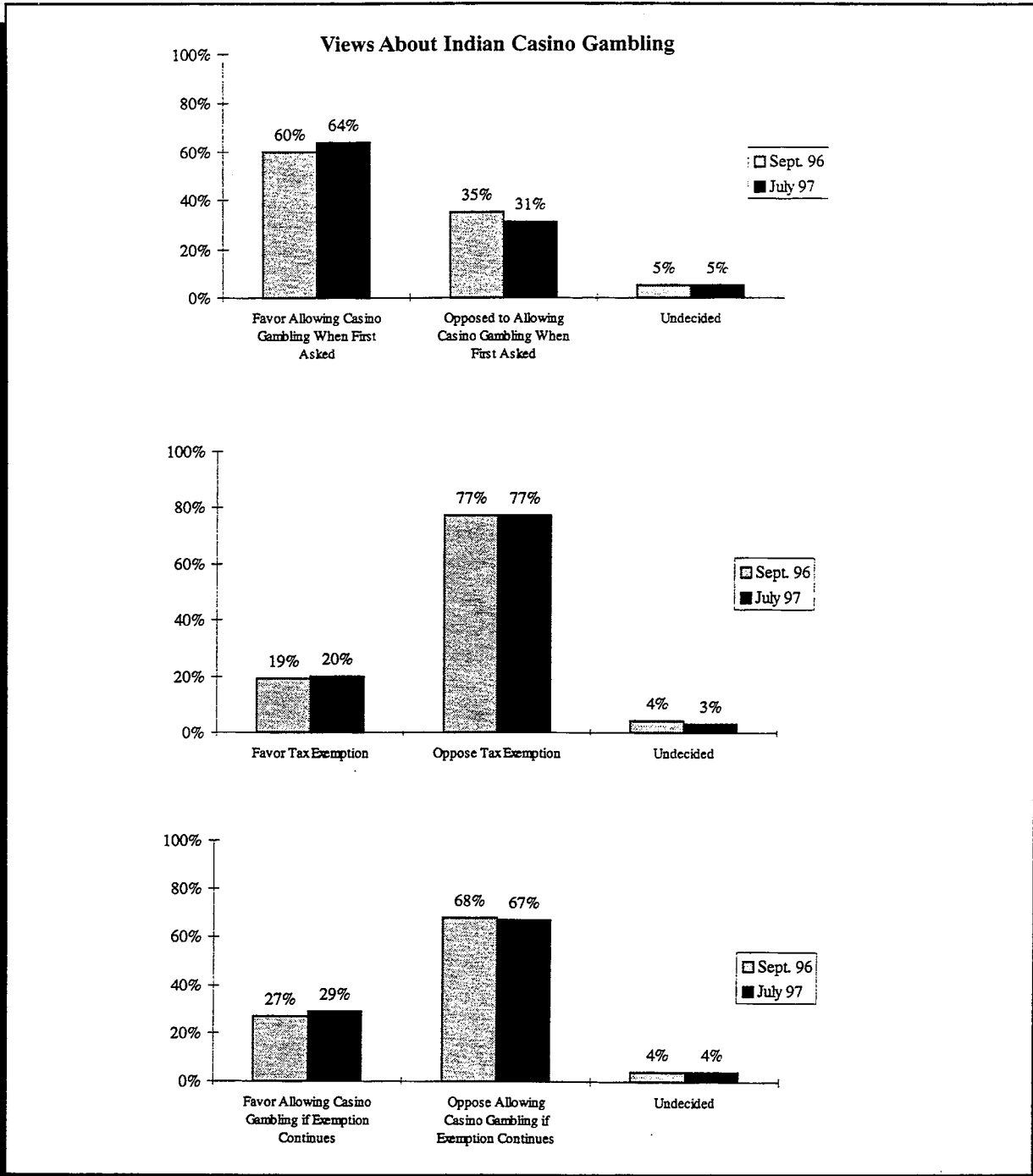
**RESIDENTS SUPPORT DEATH PENALTY FOR TIMOTHY MCVEIGH**

More than two-thirds (69%) of Wisconsin residents felt that Timothy McVeigh should receive the death penalty for his role in the Oklahoma City bombing. Support for the death penalty in McVeigh’s case is only slightly higher than the level of support for the death penalty in general in the state. As in past surveys, about two-thirds (65%) of Wisconsin residents continue to favor the death penalty. Men (72%) are more likely than women (57%) to favor the death penalty in general and more likely (75% vs. 64%) to favor it for McVeigh.

	Jan. 88	Sept. 89	Sept. 90	Sept. 91	Nov. 93	July 94	Sept. 95	July 97
<b>% Supporting Death Penalty in General</b>	56%	63%	67%	68%	66%	65%	65%	65%

**RESIDENTS SUPPORT INDIAN CASINO GAMBLING, BUT THINK INDIAN CASINOS SHOULD PAY STATE AND LOCAL TAXES**

Most (64%) Wisconsin residents favor allowing Wisconsin Indian tribes to operate casinos on their reservations. But 77% oppose exempting profits from Indian casinos from state and local taxes. As a result, only 29% would favor allowing casino operations if the tribes continue to receive an exemption, while 67% would oppose



casino operations. As a table on the next page shows, these results are substantially unchanged from September 1996 and suggest that the state would have the support of most residents if it seeks to have the Indian tribes pay taxes as a condition for continuing to allow casino gambling.

**TAXES, CRIME, WELFARE, EDUCATION TOP LIST OF MAJOR STATE PROBLEMS**

No single problem dominates the concerns of Wisconsin residents at the mid-point of 1997. By a narrow margin, taxes was the most frequently mentioned problem spontaneously mentioned by Wisconsin residents, as shown in another table on the next page. Crime, welfare, and education, though, were also of concern to a significant number of residents.

**Views About Indian Casino Gambling**

	Sept. 96	July 97
<b>Allowing Casino Operation at All</b>		
Favor	60%	64%
Oppose	35%	31%
Undecided	5%	5%
<b>Granting Indian Casino Profits a Tax Exemption</b>		
Favor	19%	20%
Oppose	77%	77%
Undecided	4%	3%
<b>Allowing Casino Operation if Profits Continue to be Exempt From Taxes</b>		
Favor	27%	29%
Oppose	68%	67%
Undecided	4%	4%

Note: Percentages may not sum to 100 due to rounding

**Wisconsin Residents' Preferences in Race for Governor**

Thompson	49%
Kohl	40%
Undecided	11%
Thompson	55%
Norquist	30%
Undecided	15%
Thompson	60%
Garvey	25%
Undecided	16%

Note: Preferences may not sum to 100 due to rounding

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

Feingold	46%
Neumann	34%
Undecided	20%
Feingold	50%
Darling	28%
Undecided	23%

Note: Preferences may not sum to 100 due to rounding

**Most Important State Problem, 1988-97**

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



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

Governor Tommy Thompson holds a sizable lead over likely Democratic challengers, including U.S. Senator Herb Kohl, in the race for Wisconsin governor. Thompson holds a solid lead among all Wisconsin residents against possible Democratic opponents Herb Kohl, John Norquist, and Ed Garvey. The relatively strong showing of Herb Kohl reflects the fact that he is better known than either Norquist or Garvey.

Thompson's support in the state is broad-based. Paired against Kohl, his strongest potential opponent at this time, Thompson does well even among traditionally Democratic groups:

- Among men, Thompson leads 53% to 36%, while women split their vote 45% for Thompson and 44% for Kohl.
- Thompson leads among Whites by 50% to 40%. Among Blacks, Thompson gains 24% of the vote to Kohl's 56%.
- Thompson holds a solid 52% to 39% lead among Wisconsin residents earning over \$30,000 a year. Even among lower-income residents, he garners 43% of the vote to Kohl's 45%.
- Thompson holds strong leads among Republicans (85% to 13%) and conservatives (70% to 24%). He also leads by small margins among Independents (46% to 40%) and middle-of-the-road voters (45% to 43%). Democrats give Thompson 22% of the vote and Kohl 69%, while 24% of liberals would vote for Thompson and 66% for Kohl.
- Thompson's strongest area in the state is the Milwaukee suburbs, where he holds a 60% to 32% lead over Kohl. In the city of Milwaukee, Thompson holds an edge over Kohl of 48% to 36%. Kohl leads in three areas of the state: La Crosse/Eau Claire (54% to 36%), Madison (53% to 36%), and Southeast Wisconsin (47% to 42%).

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

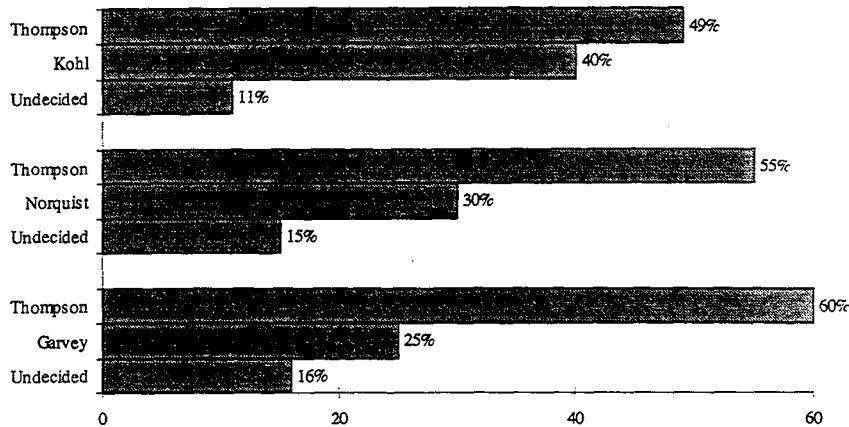
### FEINGOLD ALSO LEADS IN RE-ELECTION BID

Although he is not as well known as Governor Thompson, Senator Russ Feingold is also well positioned to win re-election in 1998. He holds significant leads over possible Republican rivals Congressman Mark Neumann or State Senator Alberta Darling:

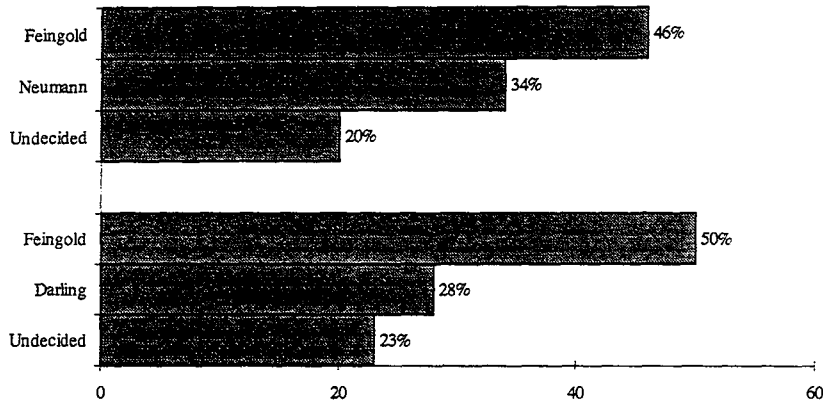
Senator Feingold draws support from a wide range of Wisconsin residents when compared to Congressman Neumann, his stronger rival at this time:

- Feingold holds a small 44% to 38% lead among men and a wide 48% to 30% lead among women.
- Among Whites, Feingold leads 46% to 34% and he leads 50% to 25% among Blacks.
- Feingold leads Neumann 48% to 36% among residents earning more than \$30,000 a year and by 48% to 31% among those earning less.
- Feingold leads among Democrats 76% to 7% and among Independents by 46% to 33%. Neumann leads among Republicans by 69% to 18%.
- Feingold leads among liberals by 74% to 13% and among middle-of-the-road residents by 51% to 27%. Neumann leads among conservatives by 60% to 28%.

### Preferences of Wisconsin Residents in 1998 Race for Governor



### Preferences of Wisconsin Residents in 1998 Race for Senator



Feingold holds strong leads over Neumann in the La Crosse/Eau Claire area (58% to 25%) and in the Madison area (58% to 25%). He also holds a sizable 47% to 35% lead in the city of Milwaukee. But Neumann leads Feingold in the Milwaukee suburbs by 45% to 40%.

Although Senator Feingold holds a sizable lead, a relatively high percentage of residents has clearly not yet made up its mind about whom to vote for. This suggests that there is a greater possibility of a swing in opinion during this campaign than in the race for Governor. The undecided percentage is high because many residents do not know enough about the potential candidates, including Senator Feingold, to have formed an opinion about them.

### MOST WISCONSIN RESIDENTS HAVE FAVORABLE VIEWS ABOUT PUBLIC FIGURES

Wisconsin residents tend to have positive opinions about their elected officials regardless of political party. President Clinton and Governor Thompson, for instance, are both viewed favorably by a majority of residents. The table on the next page shows views about major public officials, including likely candidates for Governor and U.S. Senate.

The table shows that a race between Governor Thompson and Senator Kohl would pair the two most popular figures in the state. Thompson leads because he is slightly more popular and slightly better known. By contrast, both John Norquist and Ed Garvey are relatively unknown figures who would need to establish themselves as credible statewide figures in order to run strong campaigns.

Senator Feingold is still a relatively unknown figure to many Wisconsin residents (29% have no opinion about him). Since Mark Neumann and Alberta Darling are even less well known than the Senator, the race for the Senate is likely to require both sides to introduce themselves as public figures to a sizable segment of Wisconsin residents.

### Views About Public Figures

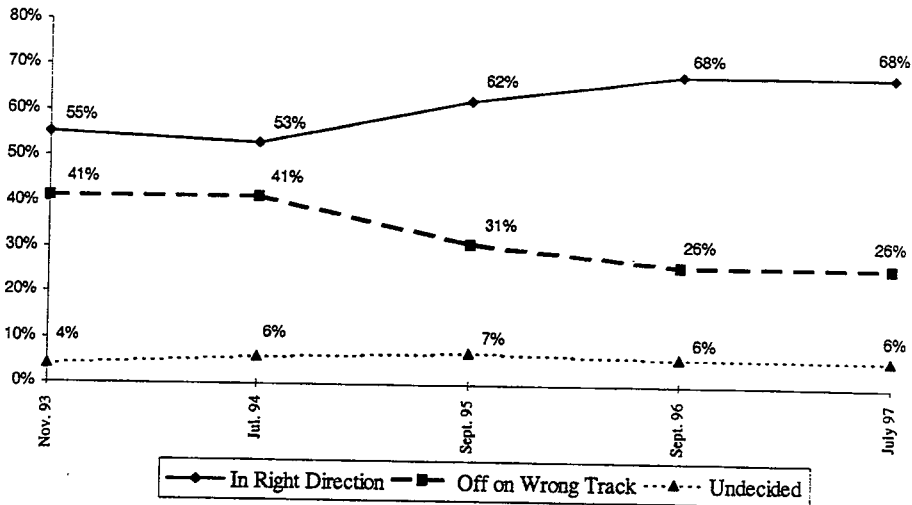
	May 93	Nov. 93	Sept. 95	Sept. 96	July 97
<b>Bill Clinton</b>					
Favorable	49%	46%	48%	59%	54%
Unfavorable	40%	42%	45%	35%	40%
Neutral/Did Not Recognize Name	11%	12%	7%	6%	6%
<b>Tommy Thompson</b>					
Favorable	59%	65%	62%	66%	67%
Unfavorable	28%	22%	31%	25%	26%
Neutral/Did Not Recognize Name	13%	13%	7%	9%	7%
<b>Herb Kohl</b>					
Favorable	57%	50%	65%	60%	61%
Unfavorable	16%	23%	19%	17%	24%
Neutral/Did Not Recognize Name	27%	27%	16%	23%	15%
<b>John Norquist</b>					
Favorable	N.A.	N.A.	N.A.	31%	34%
Unfavorable	N.A.	N.A.	N.A.	14%	13%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	55%	53%
<b>Ed Garvey</b>					
Favorable	N.A.	N.A.	N.A.	N.A.	15%
Unfavorable	N.A.	N.A.	N.A.	N.A.	13%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	72%
<b>Russ Feingold</b>					
Favorable	47%	47%	44%	42%	46%
Unfavorable	19%	21%	20%	18%	25%
Neutral/Did Not Recognize Name	34%	32%	36%	40%	29%
<b>Mark Neumann</b>					
Favorable	N.A.	N.A.	N.A.	N.A.	26%
Unfavorable	N.A.	N.A.	N.A.	N.A.	15%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	59%
<b>Alberta Darling</b>					
Favorable	N.A.	N.A.	N.A.	N.A.	12%
Unfavorable	N.A.	N.A.	N.A.	N.A.	6%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	82%
<b>Jim Doyle</b>					
Favorable	30%	29%	37%	29%	35%
Unfavorable	11%	10%	18%	17%	17%
Neutral/Did Not Recognize Name	59%	61%	45%	54%	48%

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

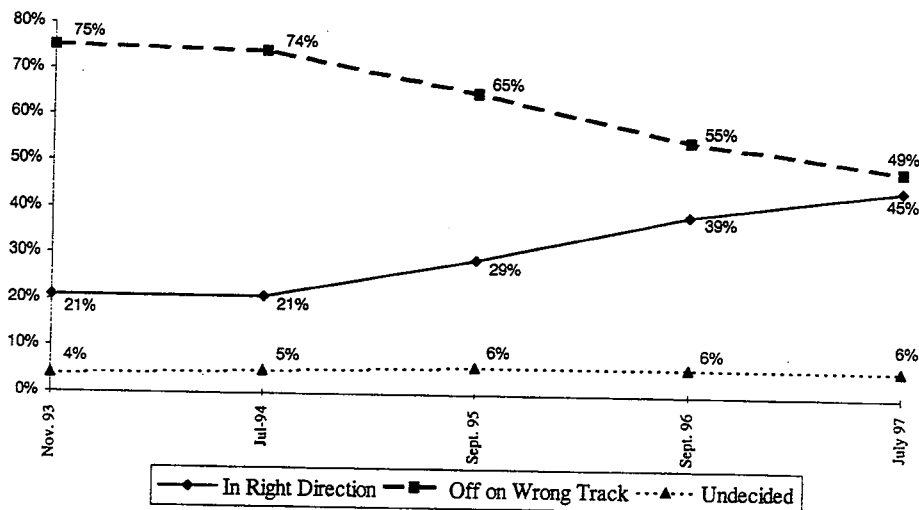
**Direction of State and Nation**

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

**Wisconsin Residents Remain Optimistic About Direction of State**



**View of National Direction Improving**



### WISCONSIN RESIDENTS REMAIN OPTIMISTIC ABOUT DIRECTION OF STATE

Over two-thirds (68%) 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, almost as many residents think the nation is moving in the right direction as think it is pretty seriously off on the wrong track.

Favorable views about the state and the nation bolster the popularity of incumbents. Among those who think the state is moving in the right direction, for instance, 78% have a favorable opinion of Governor Thompson. Among those who think the state is on the wrong track, only 40% have a favorable opinion. Similarly, 56% of those who think the nation is moving in the right direction have a favorable opinion of Senator Feingold, as compared to only 38% of those who think the nation is off on the wrong track.

High levels of satisfaction with the direction of the state are expressed among nearly all groups. Only city of Milwaukee residents (57%) and Blacks (35%) are substantially less likely to perceive the state as moving in the right direction. It is noteworthy that even 69% of Democrats perceive the state as moving in the right direction.

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

- Among Democrats, 62% think the country is moving in the right direction as compared to 40% of Independents and 35% of Republicans.
- Among liberals, 51% think the country is moving in the right direction, as do 50% of middle-of-the-road-ers. But only 32% of conservatives think the country is moving in the right direction.
- While 45% of Whites think the country is heading in the right direction, only 26% of Blacks feel this way.

### WISCONSIN RESIDENTS REMAIN OPTIMISTIC ABOUT STATE ECONOMY

As the first table on the next page shows, Wisconsin residents remain optimistic about the future of the state economy and their own family's economic future. Positive views about the economy are one reason that residents perceive the state as heading in the right direction. Among those who think the state economy will improve, 79% say the state is heading in the right direction. Among those who think the economy will stay the same, 71% approve of the state's direction. Only 29% of those who think the economy will get worse approve of the state's direction.

### POLITICAL INDEPENDENCE MORE COMMON IN STATE

For the first time in our studies of Wisconsin residents, self-identified Independents outnumber partisans of either party. The trend away from partisan identification may have important consequences for how candidates go about getting elected in the state and the possibilities for the emergence of new political parties. As the 1998 elections near, it will be interesting to see if residents become more partisan in their views or retain their independence.

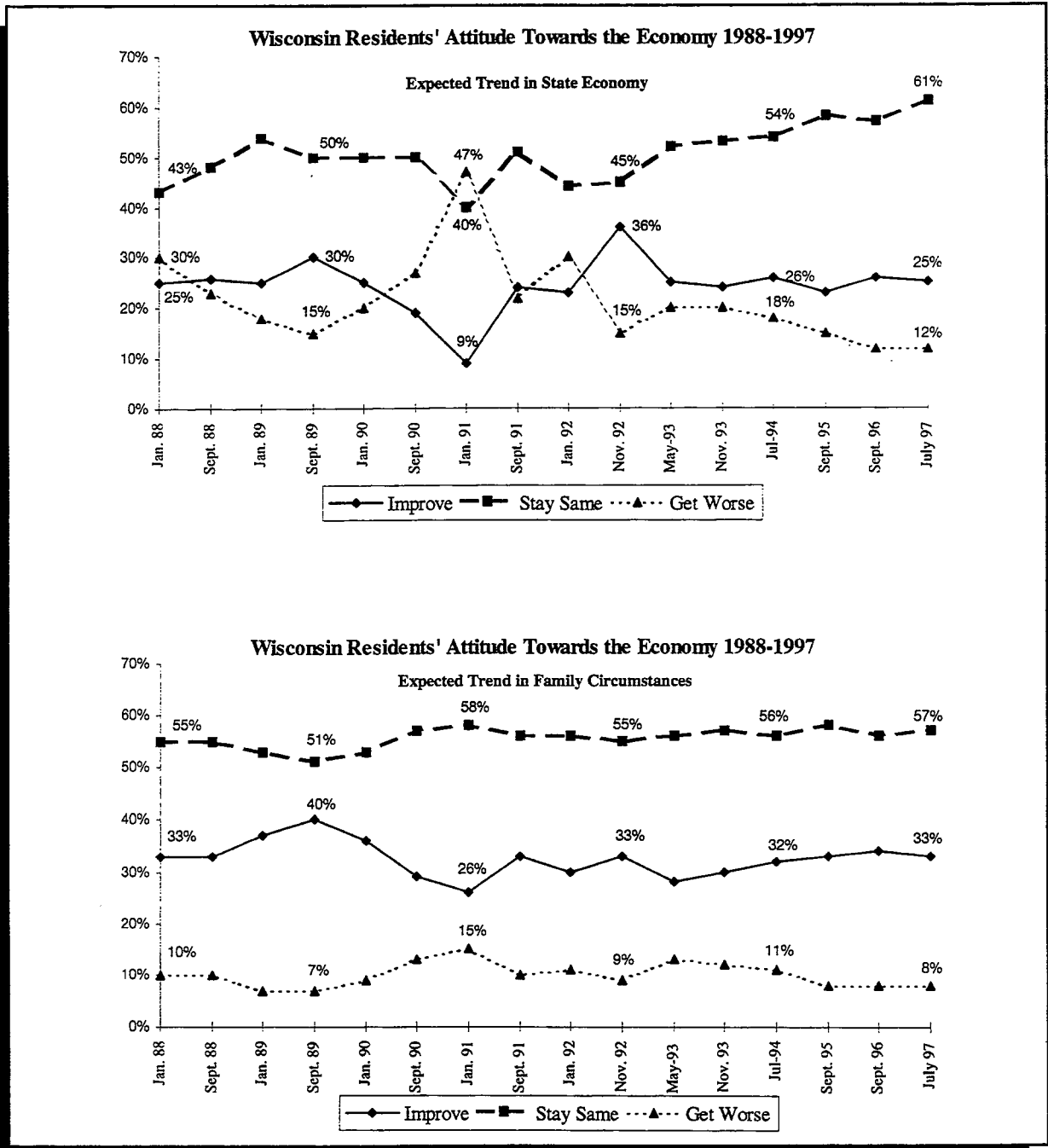
While party identification may be declining, the political philosophy of most residents remains middle-of-the road. As the second table on the next page shows, the political philosophy of residents has hardly changed in the past year.

**Wisconsin Residents' Attitude Toward the Economy, 1988-97**

	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
<b>Expected Trend in State Economy</b>																
Improve	25%	26%	25%	30%	25%	19%	9%	24%	23%	36%	25%	24%	26%	23%	26%	25%
Stay Same	43%	48%	54%	50%	50%	50%	40%	51%	44%	45%	52%	53%	54%	58%	57%	61%
Get Worse	30%	23%	18%	15%	20%	27%	47%	22%	30%	15%	20%	20%	18%	15%	12%	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%
Stay Same	55%	55%	53%	51%	53%	57%	58%	56%	56%	55%	56%	57%	56%	58%	56%	57%
Get Worse	10%	10%	7%	7%	9%	13%	15%	10%	11%	9%	13%	12%	11%	8%	8%	8%

**Party Identification and Political Philosophy in Wisconsin**

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



**SUMMARY**

Improving public education is emerging as an important issue and priority for Wisconsin residents. This offers an opportunity for the state to engage in a broad-based discussion of this issue.

Abortion continues to divide Wisconsin residents into roughly equal "pro-choice" and "pro-life" groups. But there is widespread support among both groups for a ban on "partial-birth abortions" that has an exception if the life of the mother is at stake.

Wisconsin residents support the death penalty in principle and also think that Timothy McVeigh deserves the death penalty for his role in the Oklahoma City bombing.

Most residents think that Indian casinos ought to pay state and local taxes on their profits. If the Indian tribes are not willing to pay taxes, a clear majority would be opposed to having Indian tribes operate casinos on their reservations. Assuming the tax issues can be resolved, however, a clear majority of Wisconsin residents would support continued operation of casinos on reservations.

Governor Tommy Thompson and U.S. Senator Russ Feingold hold leads over likely opponents in the 1998 elections. Support for both is bolstered by the optimism of most Wisconsin residents about the economy, the direction of the state and, to a lesser extent, the nation.

Thompson remains both the best known and most popular official in Wisconsin, a fact that gives him a lead over even the popular Herb Kohl. Feingold is less well known and less popular than Thompson, but is still a formidable opponent for potential Republicans who are even less well known than he.

Overall, Wisconsin is a state evenly balanced between the two parties that favors moderation in its politics.

**POLL RESULTS**

GORDON S. BLACK CORPORATION  
THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
IMPROVING THE ENVIRONMENT COLUMN %	5.8	4.4	8.3	4.7	8.2	4.4	4.8	7.4	1.1	6.8
COMBATING CRIME AND VIOLENCE COLUMN %	21.8	24.3	26.1	17.0	11.1	26.3	22.9	30.5	29.7	18.6
REFORMING THE TAX SYSTEM COLUMN %	23.7	22.5	19.9	30.5	32.8	13.4	27.2	20.4	22.9	22.7
IMPROVING PUBLIC EDUCATION COLUMN %	25.8	27.5	21.2	24.7	29.8	31.7	26.0	21.1	24.8	25.1
REFORMING THE WELFARE SYSTEM COLUMN %	21.5	20.3	21.9	22.4	16.3	24.1	17.4	19.5	19.4	25.9
DON'T KNOW/REFUSED COLUMN %	1.3	1.0	2.5	0.7	1.8		1.6	1.1	2.1	0.8
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q6. Which ONE of the following five issues do you think needs the most attention from the Wisconsin state government at the present time?  
(READ LIST)



## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE	
ABORTION SHOULD NOT BE ALLOWED UNDER ANY CIRCUMSTANCES COLUMN %	12.7	14.1	16.0	14.6	7.5	15.1	17.4	8.4	12.4	9.7
ONLY IN CASES OF RAPE, INCEST, OR MOTHER'S LIFE IN DANGER COLUMN %	35.9	32.9	43.4	36.0	23.1	34.7	29.2	28.9	28.9	41.2
WOMAN AND HER DOCTOR DECIDE IN FIRST 3 MONTHS OF PREGNANCY. COLUMN %	21.3	19.1	19.5	25.7	24.8	12.9	22.4	29.5	22.9	22.9
DECISION ALWAYS BE LEFT TO THE WOMAN AND HER DOCTOR. COLUMN %	27.1	30.7	17.8	21.2	41.5	31.3	30.1	33.2	30.9	24.2
NONE/IT DEPENDS(V) COLUMN %	1.6	1.8	2.6	1.9		3.5	1.0		0.7	1.2
DON'T KNOW/REFUSED COLUMN %	1.4	1.4	0.8	0.7	3.1	2.6			4.3	0.8
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q25. Which of the following best describes your position on abortion?

Abortion should not be allowed under any circumstances

Abortion should be allowed only in cases of rape, incest or where the woman's life is in danger

The decision should be left to the woman and her doctor in the first 3 months of pregnancy

The decision should always be left to the woman and her doctor

None/It depends(V)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE	
FAVOR COLUMN %	62.7	61.0	61.3	67.1	53.5	57.5	66.9	59.3	60.2	68.8
OPPOSE COLUMN %	31.8	32.9	33.7	28.7	40.8	37.0	27.9	35.1	29.8	26.4
DON'T KNOW/REFUSED COLUMN %	5.5	6.1	5.0	4.1	5.8	5.5	5.2	5.6	10.0	4.7
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q26. Do you favor or oppose a law which would make it illegal to perform a specific abortion procedure conducted in the last six months of pregnancy known as a partial birth abortion except in cases necessary to save the life of the mother?

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE	
SUPPORT COLUMN %	64.6	64.4	62.5	67.7	53.1	69.4	69.1	67.9	67.6	
OPPOSE COLUMN %	29.0	31.2	31.4	19.9	34.7	39.1	27.9	24.7	27.9	23.8
DON'T KNOW/REFUSED COLUMN %	6.4	4.4	6.0	12.4	7.4	7.8	2.7	6.2	4.2	8.6
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q30. In general, do you support or oppose the death penalty?

GORDON S. BLACK CORPORATION

THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
SHOULD COLUMN %	69.0	67.4	68.5	68.2	71.7	56.9	70.5	77.9	74.2	71.5
SHOULD NOT COLUMN %	23.4	26.3	24.7	19.0	22.4	34.6	26.4	18.1	19.9	18.8
DON'T KNOW/REFUSED COLUMN %	7.6	6.3	6.8	12.7	6.0	8.5	3.0	4.0	5.8	9.7
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q31. As you know, Timothy McVeigh was convicted of murder in the Oklahoma city bombing. Do you think Timothy McVeigh should receive the death penalty, or not?

GORDON S. BLACK CORPORATION

THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVOR COLUMN %	64.1	71.7	53.3	61.5	66.0	79.2	64.8	68.8	71.8	57.0
OPPOSE COLUMN %	30.6	23.3	41.1	35.4	25.2	16.2	29.7	24.7	23.6	38.6
DON'T KNOW/REFUSED COLUMN %	5.2	5.1	5.6	3.1	8.8	4.6	5.5	6.5	4.6	4.4
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q27. Here are a few questions on a different topic. Currently, Wisconsin Indian tribes may legally operate casinos on their reservations. Do you favor or oppose allowing Wisconsin Indian tribes to operate casinos on their reservations?

GORDON S. BLACK CORPORATION

THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVOR COLUMN %	20.0	25.8	15.4	11.6	22.3	37.6	23.5	17.8	25.6	14.2
OPPOSE COLUMN %	77.1	71.0	81.5	86.0	75.0	59.7	73.6	80.8	70.4	84.3
DON'T KNOW/REFUSED COLUMN %	2.9	3.1	3.1	2.4	2.8	2.8	2.8	1.4	4.0	1.6
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q28. Because they are sovereign nations, Indian tribes pay no state or local property taxes on their casino profits. Do you favor or oppose this tax exemption?

GORDON S. BLACK CORPORATION

THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVOR COLUMN %	28.8	37.2	19.8	22.9	34.0	43.4	35.9	35.0	33.7	20.9
OPPOSE COLUMN %	67.2	59.4	74.4	72.3	61.2	55.2	60.5	63.9	58.6	76.8
DON'T KNOW/REFUSED COLUMN %	4.0	3.4	5.8	4.8	4.8	1.4	3.6	1.1	7.7	2.3
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q29. Soon the state of Wisconsin will be negotiating with the Indian tribes the terms under which they are allowed to operate casinos. If the tribes do not agree to pay state and local property taxes on their casino profits, would you favor or oppose allowing Wisconsin Indian tribes to operate casinos on their reservations?

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
NONE COLUMN %	1.3	1.6	0.4	0.7		0.8	2.7	1.9	0.7	2.3
TAXES COLUMN %	20.5	20.6	17.1	18.5	25.5	11.2	29.8	30.4	21.3	20.7
UNEMPLOYMENT/JOBS/ WAGES COLUMN %	2.5	2.6	1.1	2.7	1.5	7.3			1.7	4.0
ENVIRONMENTAL ISSUES COLUMN %	4.5	1.8	13.9	1.2	2.1	0.8	1.3	2.8	3.0	4.9
CRIMINAL JUSTICE SYSTEM/PROBLEMS WITH LAWS COLUMN %	17.1	21.6	14.5	13.7	15.5	29.2	17.6	15.2	21.7	12.7
WELFARE/POVERTY/ SOCIAL ISSUES COLUMN %	16.2	16.8	12.5	20.7	17.8	23.9	19.3	12.7	9.8	16.1
FARMING COLUMN %	1.6	0.4	1.1	4.5	0.7				3.0	2.4
LOSS OF BUSINESS/ ECONOMY COLUMN %	0.9	1.2	0.5			0.8			3.1	1.4
SCHOOLS/EDUCATION COLUMN %	9.7	10.1	6.6	11.4	13.7	7.6	9.7	16.7	11.9	8.7
HEALTH ISSUES COLUMN %	2.4	1.6	2.0	2.8	0.7	1.1	1.7		6.5	2.5
GOVERNMENT ISSUES COLUMN %	9.1	9.3	11.8	5.2	8.1	7.1	7.9	12.4	6.0	10.0
OTHER COLUMN %	6.1	7.2	7.2	4.5	4.0	7.6	3.4	4.9	4.3	5.8
DON'T KNOW/REFUSED COLUMN %	8.3	5.2	11.2	14.2	10.4	2.7	6.5	2.9	6.9	8.4
TOTAL N	1000	405	158	92	89	116	124	64	96	216

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

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
KOHL, THE DEMOCRAT COLUMN %	40.0	38.1	33.8	53.7	53.2	35.7	32.0	37.1	46.7	36.2
THOMPSON, THE REPUBLICAN COLUMN %	48.6	51.2	50.1	36.1	36.2	48.1	59.9	57.5	41.7	53.0
DON'T KNOW/REFUSED COLUMN %	11.4	10.7	16.1	10.2	10.7	16.2	8.1	5.4	11.6	10.8
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q20. Now I would like to get your opinion about how you might vote in some possible 1998 races. Let's start with the race for governor.  
  
If U.S. Senator Herb Kohl is the Democratic nominee and Governor Tommy Thompson is the Republican nominee, for whom would you vote:  
(READ LIST)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
NORQUIST, THE DEMOCRAT COLUMN %	30.1	38.9	22.5	25.8	26.3	51.3	35.1	34.8	39.4	20.2
THOMPSON, THE REPUBLICAN COLUMN %	55.2	50.7	61.3	52.0	55.2	38.7	53.8	61.8	47.0	62.8
DON'T KNOW/REFUSED COLUMN %	14.7	10.5	16.2	22.3	18.5	10.0	11.0	3.4	13.6	17.1
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q21. Now I would like to get your opinion about how you might vote in some possible 1998 races. Let's start with the race for governor.  
If Milwaukee Mayor John Norquist is the Democratic nominee and Governor Tommy Thompson is the Republican nominee, for whom would you vote: (READ LIST)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
GARVEY, THE DEMOCRAT COLUMN %	24.5	25.6	21.2	24.2	24.5	28.8	16.9	23.0	37.2	21.5
THOMPSON, THE REPUBLICAN COLUMN %	59.5	61.7	60.4	54.1	52.7	53.6	73.4	62.2	47.4	62.8
DON'T KNOW/REFUSED COLUMN %	16.0	12.7	18.4	21.7	22.8	17.6	9.7	14.8	15.4	15.6
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q22. Now I would like to get your opinion about how you might vote in some possible 1998 races. Let's start with the race for governor.  
If Attorney Ed Garvey is the Democratic nominee and Governor Tommy Thompson is the Republican nominee, for whom would you vote: (READ LIST)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FEINGOLD, THE DEMOCRAT COLUMN %	46.4	44.8	38.4	57.9	58.4	47.4	39.7	49.6	42.4	44.7
NEUMANN, THE REPUBLICAN COLUMN %	33.9	39.9	36.0	24.5	24.9	35.3	44.7	38.3	39.3	29.0
DON'T KNOW/REFUSED COLUMN %	19.8	15.3	25.6	17.6	16.7	17.3	15.7	12.1	18.3	26.3
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q23. Now, thinking about the race for the U.S. Senate...  
If Senator Russ Feingold is the Democratic nominee, and Congressman Mark Neumann is the Republican nominee, for whom would you vote: (READ LIST)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FEINGOLD, THE DEMOCRAT COLUMN %	49.5	48.2	42.7	58.7	63.2	49.1	36.8	49.1	45.5	48.2
DARLING, THE REPUBLICAN COLUMN %	27.5	30.4	32.2	18.5	16.7	26.2	42.6	27.9	25.7	28.6
DON'T KNOW/REFUSED COLUMN %	22.9	21.3	25.1	22.8	20.1	24.7	20.6	23.0	28.8	23.1
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q24. Now, thinking about the race for the U.S. Senate...  
If Senator Russ Feingold is the Democratic nominee and State  
Senator Alberta Darling is the Republican nominee, for whom  
would you vote: (READ LIST)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	54.1	51.9	54.3	48.8	52.0	63.5	45.2	44.5	61.7	59.0
UNFAVORABLE COLUMN %	40.3	43.3	40.0	44.4	39.6	27.8	53.0	52.0	32.5	35.8
NOT SURE/NEUTRAL (V) COLUMN %	4.8	4.4	5.0	4.8	8.4	7.8	1.8	3.5	5.2	4.2
DON'T RECOGNIZE COLUMN %	0.2			2.0						
DON'T KNOW/REFUSED COLUMN %	0.5	0.4	0.7			0.9			0.7	1.1
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q11. 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.  
  
Let's start with Bill Clinton (IF NEEDED: Do you have a favorable  
or unfavorable opinion of him?)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	66.8	66.5	68.8	61.7	65.3	58.5	74.8	76.3	59.3	69.5
UNFAVORABLE COLUMN %	25.7	28.7	21.2	30.2	30.1	32.2	22.5	22.7	30.3	20.3
NOT SURE/NEUTRAL (V) COLUMN %	3.8	2.1	8.2	5.0	3.5	3.6	0.9	1.0	2.6	4.0
DON'T RECOGNIZE COLUMN %	2.7	1.7	0.5	3.1		2.8	0.9		7.8	5.3
DON'T KNOW/REFUSED COLUMN %	0.9	1.1	1.3		1.0	2.9	0.9			0.9
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q12. 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 (IF NEEDED: Do you have a favorable  
or unfavorable opinion of him?)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	60.6	58.2	58.9	71.1	70.4	57.9	48.7	57.4	62.1	57.7
UNFAVORABLE COLUMN %	24.2	29.3	27.7	15.5	18.8	24.3	37.9	38.0	20.9	20.5
NOT SURE/NEUTRAL (V) COLUMN %	7.0	7.2	6.3	7.3	9.0	9.5	8.3	2.7	6.0	5.7
DON'T RECOGNIZE COLUMN %	7.2	4.0	5.9	6.1	1.7	5.4	3.7	1.9	10.1	15.2
DON'T KNOW/REFUSED COLUMN %	1.0	1.3	1.3			2.9	1.4		0.9	0.9
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q13. 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 (IF NEEDED: Do you have a favorable or unfavorable opinion of him?)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	34.0	64.6	21.5	5.1	12.8	70.8	68.3	60.6	42.7	10.1
UNFAVORABLE COLUMN %	13.0	20.2	10.7	7.9	10.2	20.6	24.8	25.9	12.1	4.0
NOT SURE/NEUTRAL (V) COLUMN %	15.0	9.8	20.3	19.5	22.8	3.8	5.4	12.4	16.9	14.9
DON'T RECOGNIZE COLUMN %	36.6	4.7	43.7	66.3	54.2	3.8	1.5	1.0	25.3	70.1
DON'T KNOW/REFUSED COLUMN %	1.4	0.6	3.8	1.2		0.9			3.1	0.9
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q16. 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.

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

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	14.9	10.8	21.7	22.8	19.1	10.5	7.3	4.5	12.1	14.1
UNFAVORABLE COLUMN %	13.4	15.5	13.7	6.7	19.9	17.9	14.9	12.8	14.1	8.9
NOT SURE/NEUTRAL (V) COLUMN %	19.1	20.0	16.7	17.5	21.4	13.5	23.6	20.9	20.5	17.8
DON'T RECOGNIZE COLUMN %	51.1	52.3	44.6	50.6	39.6	57.6	52.2	57.8	52.3	58.3
DON'T KNOW/REFUSED COLUMN %	1.5	1.4	3.3	2.4		0.5	2.0	4.1	1.0	0.9
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q18. 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.

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

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	12.3	21.9	6.3	5.9	4.5	23.7	30.7	29.3	14.4	6.2
UNFAVORABLE COLUMN %	5.8	10.1	2.0	0.7	6.2	11.3	15.0	8.8	0.9	3.5
NOT SURE/NEUTRAL (V) COLUMN %	13.7	16.2	14.9	11.7	10.2	13.3	16.6	17.7	13.7	11.4
DON'T RECOGNIZE COLUMN %	66.7	50.4	74.9	79.3	79.1	49.6	36.9	44.1	68.6	78.4
DON'T KNOW/REFUSED COLUMN %	1.5	1.4	2.0	2.4		2.1	0.9		2.8	0.6
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q19. 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.

Alberta Darling (IF NEEDED: Do you have a favorable or unfavorable opinion of her?)

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	26.1	42.1	13.7	12.9	30.9	34.4	40.9	51.6	55.2	4.6
UNFAVORABLE COLUMN %	15.1	23.9	7.5	0.8	22.7	24.5	24.2	31.1	30.0	4.1
NOT SURE/NEUTRAL (V) COLUMN %	15.0	17.7	11.9	10.6	16.8	15.9	20.0	8.6	5.8	15.4
DON'T RECOGNIZE COLUMN %	42.6	15.5	64.9	73.2	27.9	24.3	13.4	7.6	8.9	75.3
DON'T KNOW/REFUSED COLUMN %	1.1	0.7	2.0	2.4	1.7	0.9	1.4	1.1		0.6
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q17. 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.

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

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	46.1	47.3	37.9	50.1	63.7	39.4	46.8	58.4	43.4	41.9
UNFAVORABLE COLUMN %	25.3	28.6	29.3	21.7	22.6	26.7	31.7	26.8	23.6	20.8
NOT SURE/NEUTRAL (V) COLUMN %	12.4	11.5	13.9	12.5	8.1	18.0	9.6	6.6	12.5	14.0
DON'T RECOGNIZE COLUMN %	14.7	11.5	15.5	14.6	5.5	14.9	9.5	8.2	19.4	22.3
DON'T KNOW/REFUSED COLUMN %	1.4	1.2	3.5	1.2		0.9	2.4		1.1	0.9
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q14. 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 (IF NEEDED: Do you have a favorable or unfavorable opinion of him?)

GORDON S. BLACK CORPORATION

THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
FAVORABLE COLUMN %	35.3	34.7	35.4	34.8	47.4	30.5	35.9	41.6	27.1	33.6
UNFAVORABLE COLUMN %	16.6	18.3	17.2	15.6	17.1	25.9	14.2	9.4	14.7	13.6
NOT SURE/NEUTRAL (V) COLUMN %	20.4	20.5	20.3	22.0	18.9	20.1	20.6	22.6	24.0	18.9
DON'T RECOGNIZE COLUMN %	26.5	25.3	24.3	27.7	16.6	22.1	27.6	26.4	33.5	33.1
DON'T KNOW/REFUSED COLUMN %	1.1	1.3	2.8			1.4	1.7		0.7	0.9
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q15. 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 (IF NEEDED: Do you have a favorable or unfavorable opinion of him?)

GORDON S. BLACK CORPORATION

THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
RIGHT DIRECTION COLUMN %	67.6	66.3	68.6	71.8	62.8	57.4	69.3	67.7	65.6	69.5
WRONG TRACK COLUMN %	26.3	29.5	21.7	26.3	31.6	38.5	27.1	27.8	27.8	22.2
DON'T KNOW/REFUSED COLUMN %	6.1	4.2	9.7	2.0	5.6	4.1	3.7	4.5	6.6	8.3
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q9. 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?

GORDON S. BLACK CORPORATION

THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
IMPROVE COLUMN %	25.1	26.6	25.6	21.8	22.5	29.2	22.3	20.2	22.6	25.4
GET WORSE COLUMN %	12.4	13.7	7.6	18.2	13.4	25.9	8.5	10.2	11.7	10.6
STAY THE SAME COLUMN %	60.6	58.5	62.3	59.3	62.7	42.8	67.6	68.5	65.7	62.0
DON'T KNOW/REFUSED COLUMN %	1.8	1.3	4.5	0.7	1.5	2.2	1.6	1.1		2.0
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q7. Based on what you know or have heard about the economy of Wisconsin, do you expect the state economic conditions to improve, get worse, or stay the same during the next year?

GORDON S. BLACK CORPORATION

THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
RIGHT DIRECTION COLUMN %	44.6	44.0	44.8	45.3	47.0	39.7	44.4	35.3	42.9	44.5
WRONG TRACK COLUMN %	49.2	50.6	46.5	54.0	50.1	57.0	47.2	57.3	50.5	47.1
DON'T KNOW/REFUSED COLUMN %	6.2	5.4	8.7	0.7	2.8	3.3	8.4	7.4	6.6	8.3
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q10. 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?



## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
IMPROVE COLUMN %	32.8	36.7	34.3	23.6	33.3	33.3	38.5	37.6	32.4	29.4
GET WORSE COLUMN %	8.2	6.8	7.7	12.9	10.7	4.9	9.1	13.4	5.3	8.8
STAY THE SAME COLUMN %	56.7	53.7	54.4	62.8	55.3	56.4	51.0	47.9	60.9	60.3
DON'T KNOW/REFUSED COLUMN %	2.3	2.8	3.6	0.7	0.7	5.4	1.5	1.0	1.4	1.5
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q8. What about your own family's economic circumstances? Do you expect them to improve, get worse, or stay the same during the next year?

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
REPUBLICAN COLUMN %	25.4	24.3	29.2	20.9	25.5	14.3	35.9	26.4	21.3	26.7
DEMOCRAT COLUMN %	27.0	27.0	24.0	29.7	20.3	33.9	25.3	22.5	36.8	28.3
INDEPENDENT COLUMN %	33.8	36.7	31.5	29.8	36.9	37.8	28.9	29.7	35.9	31.8
OTHER COLUMN %	6.1	5.2	7.6	9.4	9.7	5.5	5.2	12.4	3.1	4.4
NONE OF ABOVE (V) COLUMN %	6.3	5.3	5.5	9.5	6.6	6.7	3.8	7.0	2.9	7.2
DON'T KNOW/REFUSED COLUMN %	1.4	1.4	2.2	0.7	1.0	1.7	0.9	1.9		1.6
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q32. Do you normally think of yourself as a Republican, a Democrat, an Independent or some other party?

## GORDON S. BLACK CORPORATION

## THE WISCONSIN POLL

	TOTAL	MIL- WAUKEE AREA	GREEN BAY AREA	LA CR/ EAU CL AREA	MAD- ISON AREA	MIL- WAUKEE CITY	MIL- WAUKEE SUBURB	WAU- KESHA COUNTY	SOUTH EAST WISCON	REST OF STATE
LIBERAL COLUMN %	12.1	14.5	12.3	11.9	12.2	20.8	14.6	13.9	10.4	8.2
CONSERVATIVE COLUMN %	27.2	28.9	26.6	24.5	23.2	22.9	33.3	30.3	23.2	29.0
MIDDLE-OF-THE ROAD COLUMN %	56.9	53.3	57.0	62.2	59.5	53.0	51.3	53.9	61.2	58.4
OTHER (V) COLUMN %	0.8	0.5	0.8		1.9				2.6	0.7
NONE OF THE ABOVE (V) COLUMN %	1.0	1.4	0.9		2.2	1.5				0.3
DON'T KNOW/REFUSED COLUMN %	2.0	1.3	2.4	1.4	1.0	1.7	0.9	1.9	2.7	3.4
TOTAL N	1000	405	158	92	89	116	124	64	96	216

Q33. In politics do you normally consider yourself to be liberal, conservative, or middle-of-the-road?