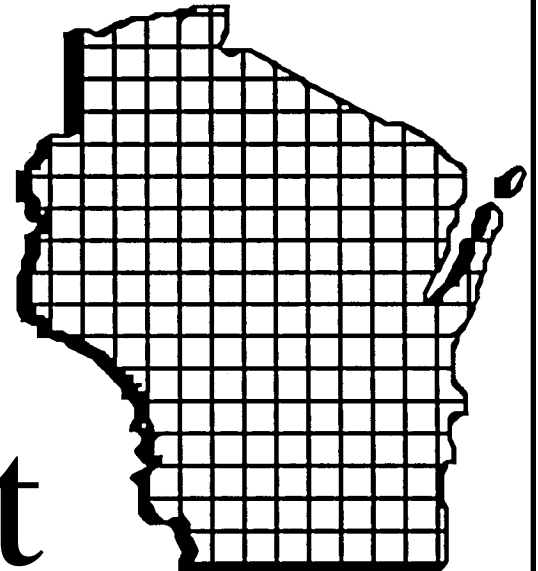


Wisconsin

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Institute

Report



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**THE WISCONSIN
CITIZEN SURVEY**

MARCH 2002

A Survey of Wisconsin Public Opinion

REPORT FROM THE PRESIDENT:

This 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 the gubernatorial race in Wisconsin. What emerged was that Governor Scott McCallum is going to be in for a very difficult election race. His ratings have fallen to a point where only 34% of the residents view him favorably, while 40% view him unfavorably. In match-ups with four potential Democratic opponents, he loses to Jim Doyle and Tom Barrett and has a small lead against Gary George and Kathleen Falk.

An even bigger problem for him is that, for the first time since 1993 when we began measuring this question in our polls, most Wisconsin residents (47%) now believe that the state is not moving in the right direction, but rather it is off on a wrong track. This is not good news for a sitting Republican governor. Ironically, Tommy Thompson's numbers continue to be as strong as ever with a favorable rating of 61% versus an unfavorable of 32%.

Another important finding in this poll was that our tracking numbers going back to 1988 show that Wisconsin residents are both optimistic about the state's economy for the upcoming year and also about their own family circumstances.

Some of the most remarkable findings in this survey revolve around issues and the growing disconnect between Wisconsin residents and their elected officials. We asked Wisconsin residents to rank various occupations on integrity and honesty. Firefighters had the highest ratings: 89% of our respondents thought that they had high or very high honesty and ethics. For Wisconsin politicians the number was only 15%. We asked our residents whose interest they thought their local officials represented. Forty percent felt that local officials looked out for their own interests, 34% thought they looked out for special interests, and only 21% thought they looked out for the interests of the voters. This might explain why, across the state, 52% of Wisconsin citizens now think that it is important to elect new people to public office, while only 29% think it is more important to elect experienced politicians. This growing concern over ethics could become a major problem for incumbent politicians this fall.

Finally, for the second straight year, the one issue that residents thought that Wisconsin should be most concerned about was different from concerns reported in the media. It wasn't taxes, the state's economy, public education, terrorism, or even ethics. It was, in fact, health and prescription drug costs. This issue is not being debated in political, governmental or media circles. Again, elected officials are simply not connecting with the public.



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THE WISCONSIN CITIZEN SURVEY

GORDON S. BLACK, PH.D.

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INTRODUCTION

The following report represents results from the twenty-first statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc. This survey explored resident views about the 2002 statewide elections, public figures, the state budget and economy, local government and the honesty and ethics of various professions. The survey was conducted from March 4 through March 10, 2002.

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 toward 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 December 1991 national study conducted by the Gordon S. Black Corporation for the Gannett News Survey and *USA Today*. 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 its 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 residents' views about the 1998 races for governor and U.S. Senator, views of public figures, abortion (including the proposed ban on "partial birth abortions"), Indian casino gambling, the death penalty, and the economy.

Residents' views about the 1998 races for governor and U.S. Senator, public figures, educational choice, welfare reform, 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.

The twentieth 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 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 600 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 600 randomly selected residents has a margin of error of plus or minus four 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 46% and 54%, 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 of 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.

WISCONSIN GOVERNOR'S RACE SHAPES UP AS HIGHLY COMPETITIVE
— McCALLUM LIKELY TO FACE TOUGH RACE NO MATTER WHOM DEMOCRATS NOMINATE —
— MAJOR CANDIDATES STILL NOT WIDELY KNOWN —

The 2002 Wisconsin governor's race is likely to be a highly competitive contest regardless of whom the Democrats nominate to run against Governor Scott McCallum. With none of the candidates, including the Governor, being well-known to all residents, the race for governor appears likely to continue Wisconsin's tradition of competitive statewide elections.

WISCONSIN PREFERENCES FOR GOVERNOR IN 2002

All Residents

Candidate Preference:	August 2001	March 2002
Scott McCallum	35%	36%
Jim Doyle	38%	42%
Undecided	27%	22%
Scott McCallum	36%	36%
Tom Barrett	31%	39%
Undecided	33%	25%
Scott McCallum	40%	39%
Gary George	24%	33%
Undecided	36%	28%
Scott McCallum	N.A.	39%
Kathleen Falk	N.A.	34%
Undecided	N.A.	27%

*Note: The August 2001 Survey was conducted from July 30 to August 2, 2001.
 N.A.: Kathleen Falk was not included in the August survey.*

The table to the left shows how the four Democratic candidates would run against the Governor among all Wisconsin residents. The table also shows how Doyle, Barrett, and George fared when paired against McCallum in August of 2001. Falk was not a candidate at that time and was not included in the August poll. Each of the Democratic candidates did better in the latest survey than in August. The table also shows that Doyle and Barrett appear to be slightly stronger candidates than George and Falk at this time. However, many residents are undecided about how they will vote, leaving plenty of opportunity for the nature of the campaign to change as residents learn more about the candidates.

Just how much residents have to learn about the candidates is shown in the table on the next page. Compared to ex-Governor Tommy Thompson, none of the candidates is well-known by the public. Even Governor McCallum is unfamiliar to fully a quarter of residents. The percentages unfamiliar with each of the Democrats is even greater. It is also worthy of note that Wisconsin residents retain a highly favorable view of Thompson, a popularity that far exceeds that of any of the candidates for governor at this time.

Wisconsin Residents See State Off on the Wrong Track

For the first time since we began asking Wisconsin residents about the direction of the state, a plurality feel that things are off on the wrong track. This is undoubtedly a major reason why Governor McCallum finds himself in a competitive campaign.

Views About Direction of State

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

VIEWS OF WISCONSIN PUBLIC FIGURES

	May 1993	Nov 1993	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002
Tommy Thompson										
Favorable	59%	65%	62%	66%	67%	68%	68%	64%	63%	61%
Unfavorable	28%	22%	31%	25%	26%	25%	23%	25%	28%	32%
Neutral/ Did Not Recognize Name	13%	13%	7%	9%	7%	7%	9%	11%	9%	7%
Scott McCallum										
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	11%	15%	30%	34%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	5%	7%	21%	40%
Neutral/ Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	84%	78%	49%	26%
Jim Doyle										
Favorable	30%	29%	37%	29%	35%	40%	36%	37%	33%	32%
Unfavorable	11%	10%	18%	17%	17%	12%	13%	15%	16%	20%
Neutral/ Did Not Recognize Name	59%	61%	45%	54%	48%	48%	51%	48%	51%	48%
Tom Barrett										
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	16%	22%	26%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	5%	7%	8%
Neutral/ Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	79%	72%	66%
Gary George										
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	8%	9%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	11%	12%
Neutral/ Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	81%	79%
Kathleen Falk										
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	12%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	8%
Neutral/ Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	80%

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

Heightened concern about the state's direction is apparent in all areas of the state. For instance, in the Milwaukee suburbs, 53% say the state is heading off on the wrong track. Only in the parts of southeastern Wisconsin that are not part of the Milwaukee suburbs do fewer than 40% of those surveyed say the state is off on the wrong track.

Although Democrats and liberals are more likely to say things are off on the wrong track, the view is not limited to them:

- Among Republicans, 42% say the state is off on the wrong track as compared to 48% of Independents and 54% of Democrats.
- Among conservatives, 45% say the state is off on the wrong track as compared to 48% of middle-of-the-road residents and 53% of liberals.

Wisconsin Residents More Optimistic About the State's and Their Own Economic Circumstances

The sharp increase in the view that the state is off on the wrong track is not based on increasing pessimism about the economic situation in the state. As the table below shows, the percentage of respondents who expect the state economy to improve in the next year increased from 20% in August to 39% in the latest poll, while the percentage who expected the state economy to get worse decreased from 29% to 24%. Similarly, there was a noticeable increase in optimism about the expected trend in family circumstances from August 2001 to March 2002.

WISCONSIN RESIDENTS' ATTITUDE TOWARD THE ECONOMY 1988-2002

EXPECTED TREND IN STATE ECONOMY

	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	March 2002
Improve	25%	25%	25%	9%	23%	25%	26%	23%	26%	25%	24%	24%	23%	20%	39%
Stay Same	43%	54%	50%	40%	44%	52%	54%	58%	57%	61%	63%	61%	61%	48%	34%
Get Worse	30%	18%	20%	47%	30%	20%	18%	15%	12%	12%	11%	12%	13%	29%	24%

WISCONSIN RESIDENTS' ATTITUDE TOWARD THE ECONOMY 1988-2002

EXPECTED TREND IN FAMILY CIRCUMSTANCES

	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	March 2002
Improve	33%	37%	36%	26%	30%	28%	32%	33%	34%	33%	37%	34%	36%	30%	38%
Stay Same	55%	53%	53%	58%	56%	56%	56%	58%	56%	57%	55%	57%	53%	56%	54%
Get Worse	10%	7%	9%	15%	11%	13%	11%	8%	8%	8%	7%	7%	10%	13%	7%

The positive opinion about the future of the state's economy is widely shared in the state; only in the La Crosse/Eau Claire area does the percentage of residents expecting state economic conditions to improve fall to as low as a fourth (24%). By contrast, in Madison, the Green Bay area, and the Milwaukee suburbs, over 40% expect the economy to improve.

Policies of State Government Seen as Cause of State Budget Deficit

— *Residents Favor Balancing Budget By Cutting Spending Rather Than Raising Taxes* —

A majority (52%) of Wisconsin residents say that the policies of the state government are responsible for the approximately one-billion dollar budget deficit faced by the state. The Economy (22%), September 11 (11%), and the Policies of the Federal Government (11%) were each viewed as the prime cause of the state's budget problems by a relatively small minority of residents. Among those who felt the state was off on the wrong track, 64% blamed the policies of the state government for the budget deficit as compared to only 40% of those who felt the state was on the right track.

Nearly four-out-of-five (79%) of residents say the state should close the state budget deficit by cutting spending, while only 11% said the state should raise taxes. The balance (10%) of those surveyed favored a combination of both approaches, favored neither, or were not sure what to do.

The desire to cut spending is independent of political party. For instance, 79% of Democrats, 80% of Independents, and 82% of Republicans favor cutting spending. Political philosophy has more of an impact; only 69% of liberals favor cutting spending as compared to 79% of middle-of-the-road residents and 87% of conservatives.

A preference for cutting spending to cope with the state budget deficit is a natural preference for residents because 59% of them believe that the Wisconsin state government spends too much in the way of tax dollars while only 24% feel it spends the right amount, and 8% think it spends too little. The sense that the state government spends

too much has increased significantly since November 1992 when we last asked this question. Back then, only 49% of residents felt that the state spent too much in the way of tax dollars.

Wisconsin Residents Remain Evenly Divided Among Parties and Middle-of-the-Road in Ideology

As shown below, Wisconsin remains a state that is equally divided among Democrats, Independents, and Republicans. Similarly, most residents continue to think of themselves as middle-of-the-road in their political beliefs. The slight drops in the percentage of Wisconsin residents who think of themselves as Democrats and liberals in this poll, as compared to last August, are well within the natural variation we have seen in previous polls.

PARTY IDENTIFICATION AND POLITICAL PHILOSOPHY IN WISCONSIN								
	SEPT 1995	SEPT 1996	JULY 1997	JULY 1998	JULY 1999	JUNE 2000	AUG 2001	MARCH 2002
Party Identification								
Democrat	30%	29%	27%	26%	27%	28%	30%	27%
Independent	29%	29%	34%	34%	32%	30%	29%	29%
Republican	29%	27%	25%	26%	27%	25%	28%	28%
Political Philosophy								
Liberal	16%	12%	12%	14%	15%	16%	16%	14%
Middle-of-the-Road	53%	59%	57%	58%	54%	54%	55%	56%
Conservative	29%	26%	27%	23%	28%	25%	26%	27%

Summary

The 2002 Wisconsin governor's race is shaping up as a highly competitive election. Governor Scott McCallum finds himself in tight races with all four of his potential Democratic challengers in head-to-head matchups. With none of the candidates, including the Governor, particularly well-known to residents, the campaign may feature relatively large changes in preferences as the public learns more about candidates. Underlying the standing of the candidates is a sense among residents that the state is heading in the wrong direction. This along with a state budget deficit of about a billion dollars that residents hold the state government responsible for means that the Governor faces significant challenges in his bid to win the November election.

IN WAKE OF 9/11 WISCONSIN RESIDENTS SEE COUNTRY HEADING IN RIGHT DIRECTION AND HAVE STRONG POSITIVE OPINION OF PRESIDENT

Six months after the attacks on the World Trade Center and the Pentagon, a majority of Wisconsin residents think the country is heading on the right track and have a very favorable opinion of President George W. Bush. Like the rest of the country, Wisconsin residents have reacted very positively to the leadership of the President since 9/11. Fully three-fourths of residents have a favorable opinion of the President, up from only half in August 2001. This is the strongest favorability figure for any public figure since we began measuring residents' views in 1993.

In every area of the state, except for Madison (61%) and the City of Milwaukee (58%), over 70% of residents have a favorable opinion of the President. For a Republican president, Bush enjoys historically high levels of support from Democrats (61%) and liberals (50%). His support is even higher among Independents 72% and Republicans (98%). Middle-of-the-road residents (77%) and conservatives (87%) also offer strong support.

The last six months have also seen a marked shift in the perceptions of Wisconsin residents about the direction of the country. In August, 56% felt the country was off on the wrong track and only 38% felt it was moving in the right direction. In March, 57% thought the country is moving in the right direction and only 38% felt it is off on the

VIEWS ABOUT PRESIDENT GEORGE W. BUSH

	July 1999	June 2000	August 2001	March 2002
Favorable	56%	50%	50%	75%
Unfavorable	22%	36%	43%	20%
Neutral/Did Not Recognize	22%	14%	7%	5%

wrong track. This is the highest percentage reporting this view since we began measuring it in 1993. The positive view about the country's direction is particularly notable because the economy has been weak, a condition that usually produces concern about the country's direction.

Views About Direction of Nation

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

The view that the country is headed in the right direction is particularly noticeable among Republicans (74%) and conservatives (65%). However, it is not limited to them. It is a view shared by 55% of Independents, 50% of Democrats (as compared to 46% of Democrats who say the country is off on the wrong track) and 58% of middle-of-the-road residents. Liberals dissent from the rest of the state; only 38% think the nation is moving in the right direction. The only other noticeable groups in the survey who feel that things in the country are not moving in the right direction are Blacks (24%) and those earning \$15,000 or less (44%).

Public Most Respects Honesty and Ethical Standards of Firefighters, Military, and Police

— *Wisconsin Politicians Receive Low Ratings* —

Firefighters are the profession rated most highly on honesty and ethics by Wisconsin residents, mirroring the results of a national poll conducted by Gallup in November of 2001. Nearly ninety percent said that the honesty and ethical standards of firefighters were high or very high. Overall, public safety professions, doctors, teachers, and clergy were rated the highest. Accountants and journalists were rated in the middle. Wisconsin politicians were rated near the bottom, along with labor union leaders and corporate executives, with car salesmen having the lowest ratings.

A decade ago, we asked Wisconsin residents to tell us how the standard of ethics of Wisconsin state government and members of the Wisconsin legislature had changed over the previous ten years. As the following table suggests, the low rating of the honesty and ethical standards of Wisconsin politicians in our most recent poll is probably not a new set of opinions. Going back at least ten years, significantly more residents have felt that the standards of ethics in the state were getting worse rather than getting better.

In the wake of the pension scandal in Milwaukee County, it is interesting to note that local officials fare no better than the state government or legislators in the eyes of the public. The view that the ethics of local officials has gotten worse is more common in the Milwaukee area: 42% of City of Milwaukee residents feel the standard of ethics of local government officials has gotten worse, as do 44% of those in the Milwaukee suburbs. This compares to only 10% in Madison, 13% in La Crosse/Eau Claire, 15% in Green Bay, and 24% in Southeast Wisconsin (outside Milwaukee and its suburbs).

PERCENT OF WISCONSIN RESIDENTS AND NATION RATING AS HIGH OR VERY HIGH THE HONESTY AND ETHICS OF PEOPLE IN DIFFERENT FIELDS

	Wisconsin Residents	Nation
Firefighters	89%	90%
U.S. Military	76%	81%
Policemen	64%	68%
Medical Doctors	64%	66%
Teachers	62%	Not asked
Clergy	59%	64%
Accountants	34%	41%
Journalists	22%	29%
Labor Union Leaders	17%	17%
Wisconsin Politicians	15%	Not asked
Corporate Executives	14%	Not asked
Car Salesmen	4%	8%

Note: National data are from a November 2001 Gallup Poll as reported on page A24 of the February 12, 2002, Wall Street Journal.

OPINION ABOUT ETHICS OF POLITICIANS IN STATE, 1991-2002

In Last Ten Years, Standards of Ethics Has. . . .	Jan 1991	Sept 1991	May 1993	March 2002
<i>Wisconsin State Government</i>				
Gotten Better	9%	12%	3%	5%
Stayed the Same	56%	55%	56%	59%
Gotten Worse	31%	30%	29%	29%
<i>Members of the Wisconsin Legislature</i>				
Gotten Better	10%	10%	6%	7%
Stayed the Same	59%	61%	60%	67%
Gotten Worse	25%	23%	18%	18%
<i>Local Government Officials</i>				
Gotten Better	Not Asked	Not Asked	Not Asked	10%
Stayed the Same	Not Asked	Not Asked	Not Asked	57%
Gotten Worse	Not Asked	Not Asked	Not Asked	25%

**Residents Increase Attention Paid to News and Civic Involvement Since Attacks
on World Trade Center and Pentagon**

Since the attacks on the World Trade Center and the Pentagon, many Wisconsin residents report that they pay more attention to national news and have increased their civic involvement. Overall, 78% of those surveyed said they had increased their attention or involvement in one or more of the following ways:

- 65% have increased the attention they pay to national events;
- 43% have increased the attention they pay to local events;
- 41% have increased the attention they pay to state events;
- 35% have increased their contributions of time or money to charity;
- 33% have increased their involvement or interest in community issues where they live.

These reported increases in involvement and attention cut across all areas of the state and all demographic groups.

**State Government Issue Agenda Not Significantly Affected by Attacks
on World Trade Center and Pentagon**

— Residents Continue To Focus on Healthcare and Taxes —

One thing that the attacks on the World Trade Center and the Pentagon and local political scandals did not change was residents' views about the issues that the state government should be focusing upon. In the most recent poll, we asked residents to indicate which of six issues should be receiving the most attention from Wisconsin state government at the present time. The results clearly indicate a desire on the part of residents for the state to focus on the issues that normally occupy the time of state elected officials:

- 28% said controlling healthcare and prescription drug costs was the most important issue;
- 20% said improving the state's economy was the most important issue;
- 20% said reforming the tax system was the most important issue;
- 16% said improving public education was the most important issue;
- 7% said the ethics of Wisconsin's state and local officials was the most important issue;
- 4% said security from terrorist attack was the most important issue.

Controlling healthcare and prescription drug costs was a particular concern of older residents; 40% of those 55-64 and 37% of those 65 or older said it was the most important issue the state should be focusing on. Improving public education was of particular concern to those 18-24 (31%) and to residents of the City of Milwaukee (28%). Despite the scandals in Milwaukee County, residents of the City of Milwaukee (10%) and its suburbs (12%) were only slightly more likely than others to think ethics was the most important state issue.

Despite Problems in Milwaukee, Local Government Remains Highest in Esteem of Wisconsin Residents

*— Local Incumbents May Receive Stronger Than Usual Support —
— City of Milwaukee Residents Have Less Favorable View Than Rest of State —*

Wisconsin residents continue to think that they receive a good value from their local government. Indeed, Wisconsin residents think more highly of the value they receive from local government than they did ten years ago, as the table on the next page shows.

Among residents of the City of Milwaukee, only 35% think they get good value from their local government.

Local government is also viewed as offering the best value for taxes paid as compared to the state and national governments:

- 41% say they get the best value from local government;
- 26% say they get the best value from the federal government;
- 21% say they get the best value from the state government, with the balance undecided.

As might be expected given the relatively low value they place on local government services, residents of the City of Milwaukee think the federal government (43%) offers the best value as compared to local government (28%)

OPINION ABOUT VALUE TAXPAYERS RECEIVE FROM LOCAL TAXES, 1989-2002

Local Taxpayers Receive:	Jan 1989	Sept 1990	Sept 1991	Jan 1992	Nov 1992	March 2002
Good Value	47%	43%	42%	41%	42%	51%
Poor Value	43%	44%	43%	41%	38%	41%

and the state government (13%). By contrast, residents of the Green Bay area are especially likely (55%) to see local government as offering the best value.

It is striking how relatively little difference political party makes in these views:

- Among Democrats, 41% say local government offers the best value, 28% say the federal government, and 19% say the state government;
- Among Independents, 41% say local government, 25% say the federal government, and 25% say the state government.
- Among Republicans, 42% say local government, 25% say the federal government, and 20% say the state government.

The value that residents feel they get from local government appears likely to benefit incumbents this fall. Nearly half (47%) of those we surveyed say they were more likely to vote to re-elect local officials this November as compared to previous years. Only 33% said they were less likely to vote for them, with the balance saying either their behavior would be the same as in the past (6%) or that they were unsure (14%).

Results for the City of Milwaukee and the Madison area, to a lesser extent, are different from those in the state as a whole. In Milwaukee, 48% say they are less likely to vote to re-elect local officials and only 27% say they are more likely. In the Madison area, 38% are less likely and 34% are more likely.

It is interesting to contrast the willingness to re-elect local officials with results from a similar question we also included in this survey. Residents were asked to indicate whether, overall in Wisconsin today, it was more important to re-elect experienced politicians or more important to elect new people to public office. Across the state, 52% said it was more important to elect new people to public office while only 29% said it was more important to re-elect experienced politicians. When the focus is on the state rather than local officials and when attention is called to the potential to elect new people, residents are more willing to replace incumbents. When the attention is on their own community and officials they know, residents want to keep them in office.

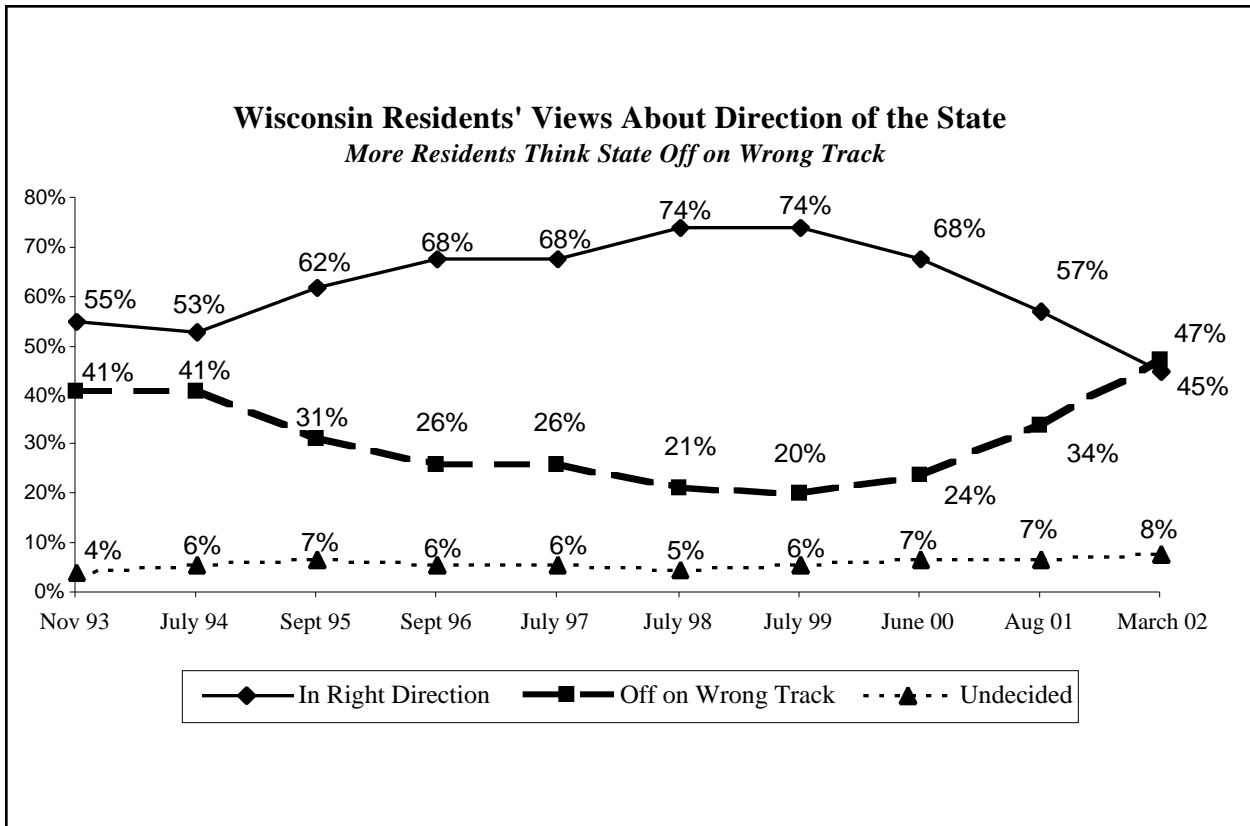
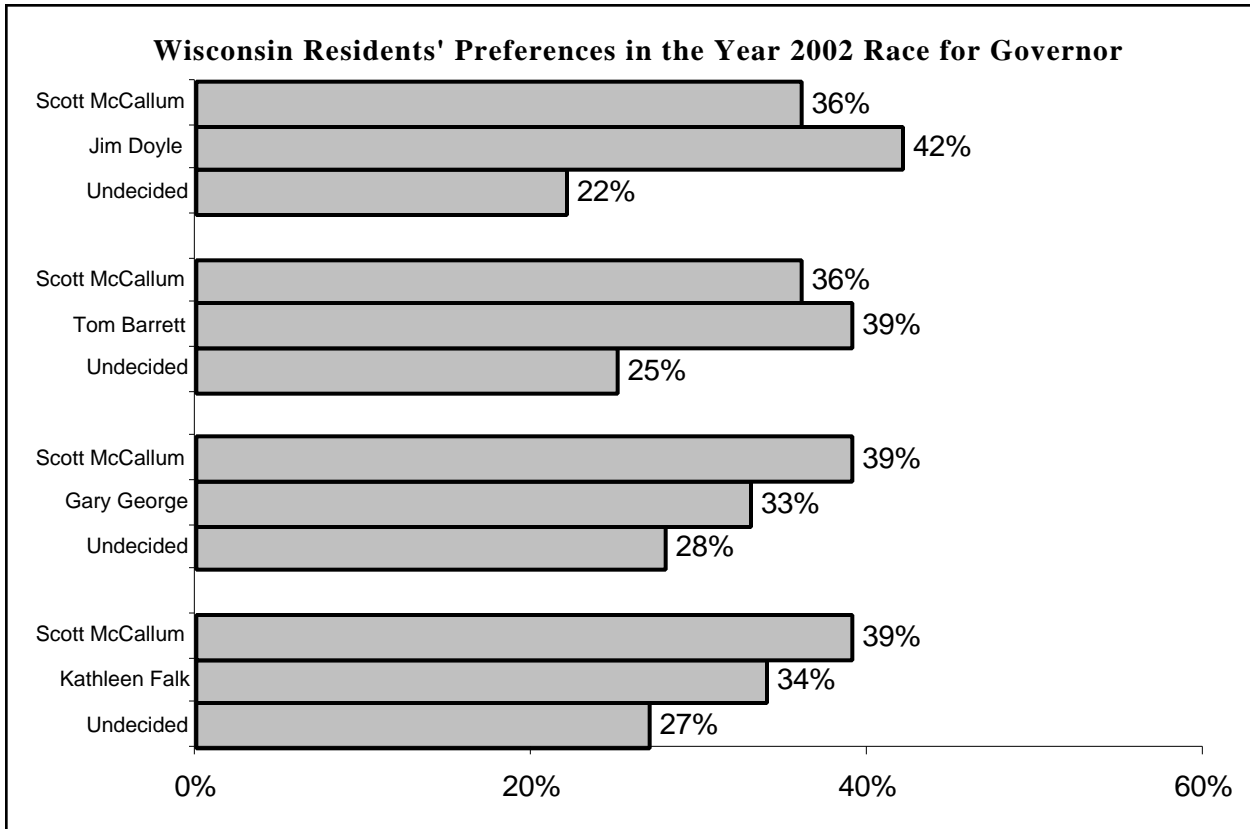
A willingness to re-elect local officials, however, does not mean that Wisconsin residents see local officials as public spirited. Overall, 40% of residents feel that local officials look out for their own interests the most, 34% think they look out for special interests the most, and only 21% think they look out for the residents the most.

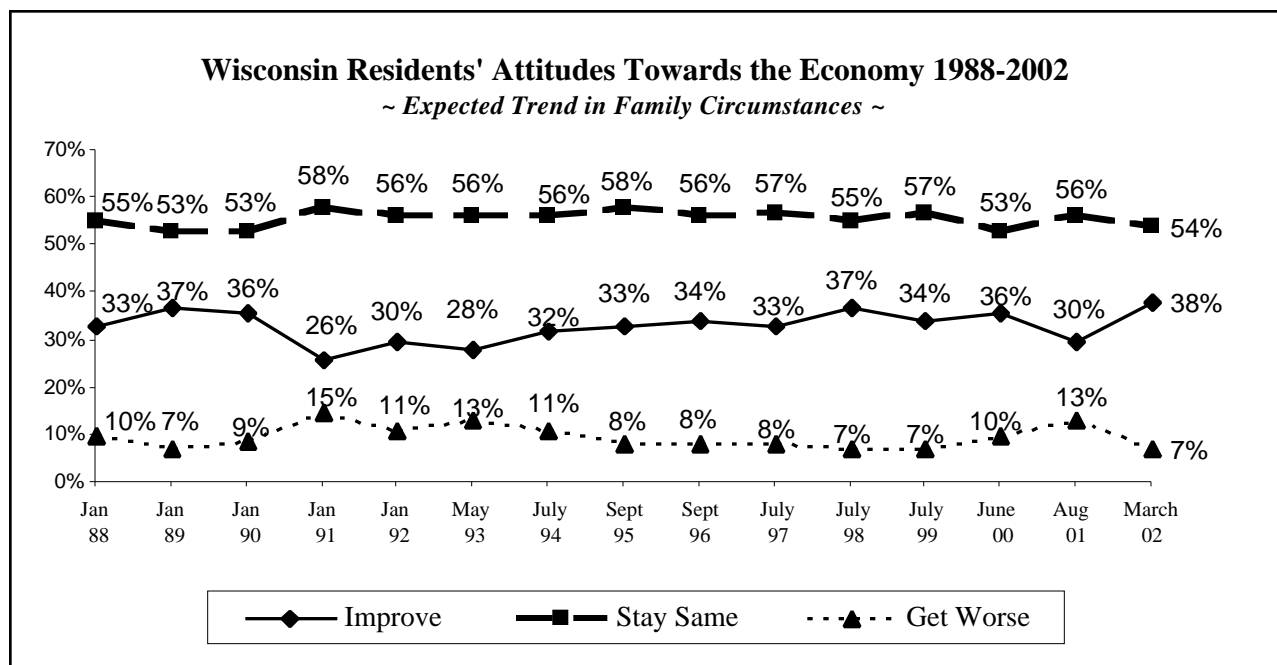
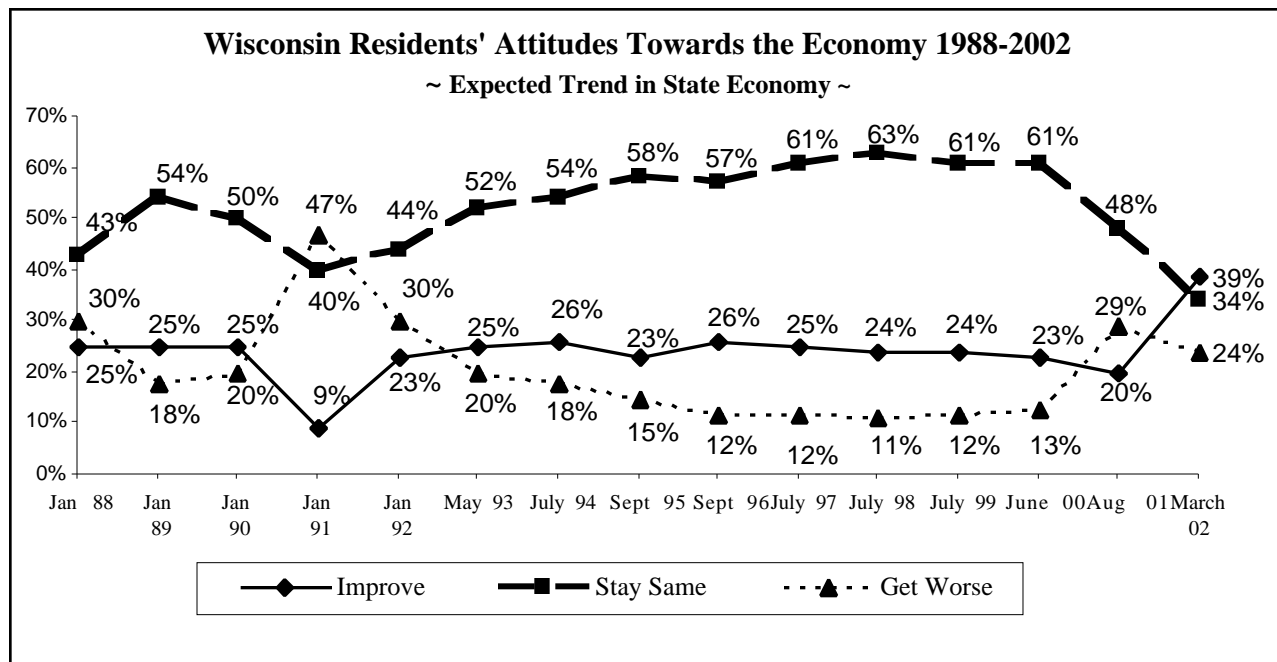
As one might expect given earlier findings, over half (52%) of City of Milwaukee residents say that elected officials look out mainly for their own interests as do 54% of residents of the Milwaukee suburbs. By contrast, in the Green Bay area only 30% felt this way.

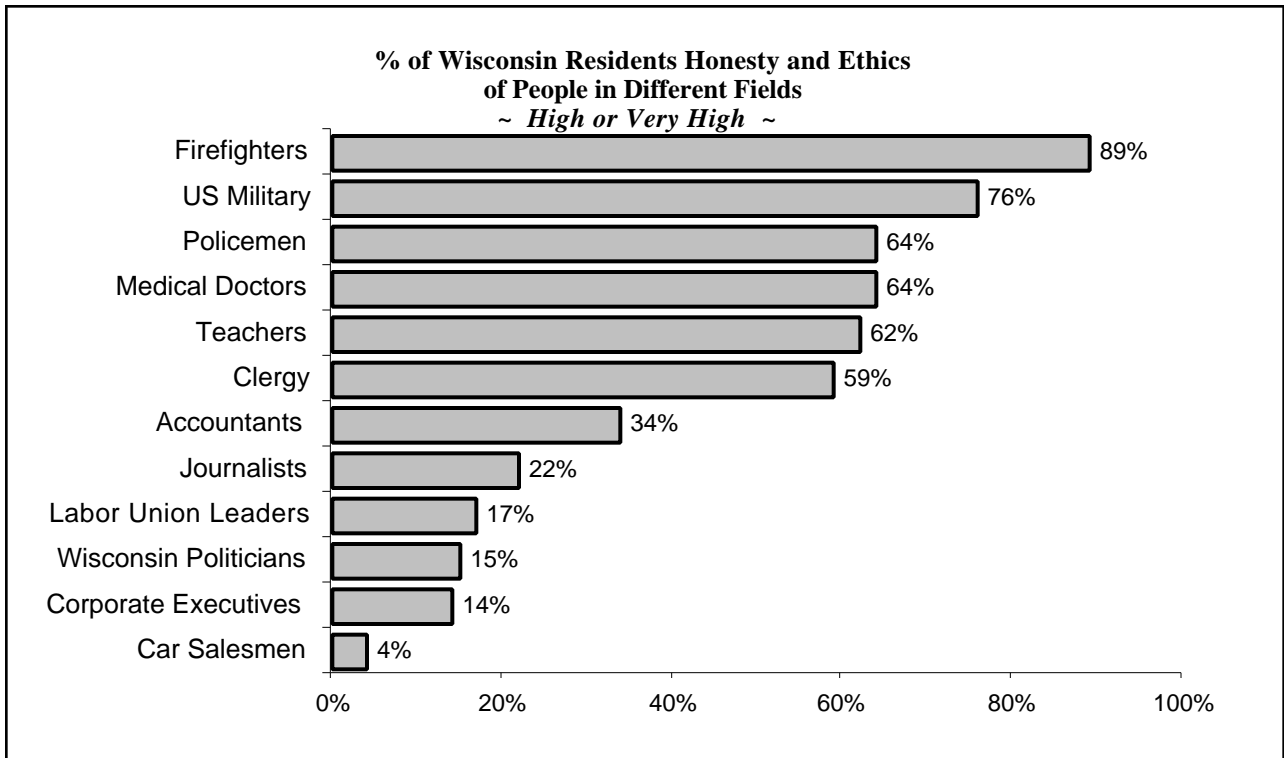
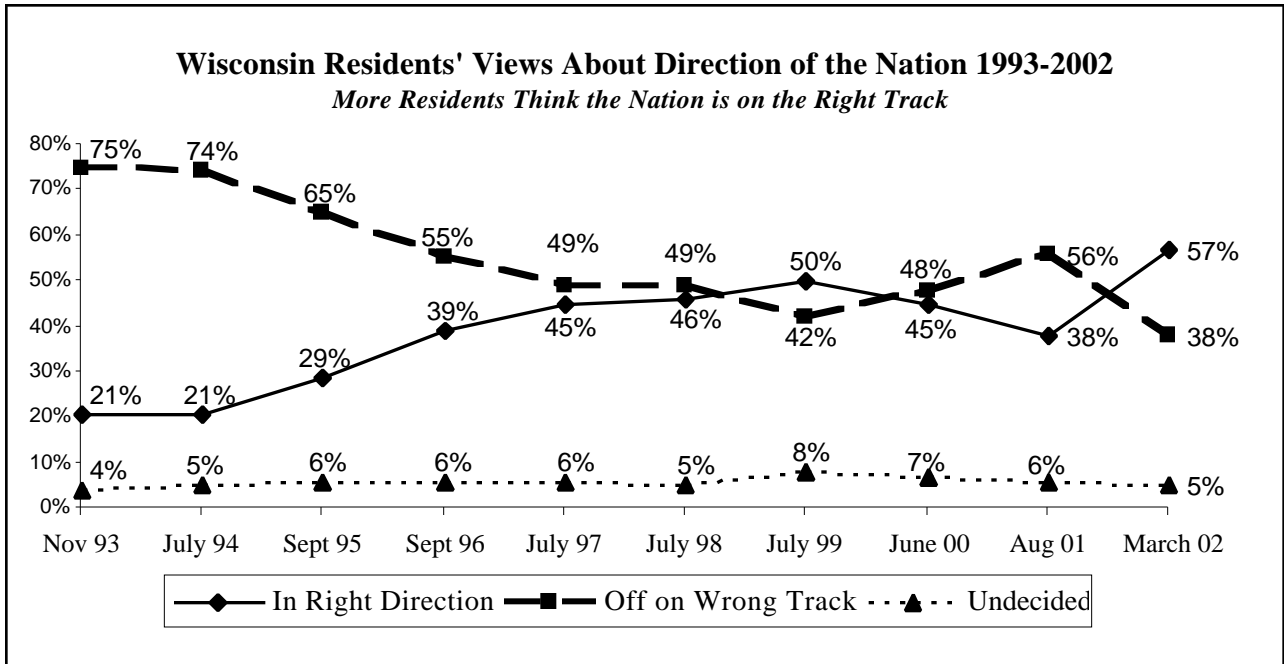
Summary

Six months after the attacks on the World Trade Center and the Pentagon, Wisconsin residents see the country as moving in the right direction and give high marks to President George W. Bush. Both of these findings represent marked shifts in attitudes from last August. Residents also think most highly of the honesty and ethics of public servants such as firefighters, policemen, and the military, with politicians ranking relatively low in public esteem. Residents also say they are more attentive to news and more involved in civic activities than before the attack. But the attack did not change their views about what the key issues facing the state are; they continue to want a focus on healthcare, education, and taxes. Dealing with terrorist threats is not seen as a major state issue.

Although there have been some controversies involving local government officials in Milwaukee, local government continues to be seen as offering better value to taxpayers than the state or federal governments. Residents also remain likely to re-elect their local officials (though this tendency is less strong in Milwaukee) even though they recognize that local officials are not always looking out for the interests of residents.







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
Security from terrorist attacks	4%	4%	5%	2%	3%	6%	5%	6%	5%	2%
Ethics of Wisconsin's state and local officials	7%	9%	4%	2%	7%	10%	12%	12%	3%	9%
Reforming the tax system	20%	21%	22%	19%	25%	8%	31%	30%	20%	17%
Improving public education	16%	17%	15%	11%	12%	28%	6%	14%	14%	19%
Controlling healthcare and prescription drug costs	28%	26%	30%	33%	24%	24%	19%	19%	27%	30%
Improving the state's economy	20%	15%	23%	21%	29%	17%	19%	14%	27%	16%
None of these	2%	2%	1%	9%	--	3%	2%	--	1%	1%
Not sure	3%	4%	1%	2%	--	4%	6%	5%	2%	4%
Decline to answer	*	*	--	--	--	1%	--	--	--	1%
Total N	600	264	93	51	51	101	64	32	63	103

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	Rest of State
Improve	39%	38%	42%	24%	45%	31%	44%	46%	37%	42%
Get worse	24%	23%	31%	29%	24%	22%	23%	34%	23%	22%
Stay the same	34%	34%	26%	44%	31%	39%	32%	14%	35%	32%
None of these	*	*	--	--	--	--	--	--	2%	--
Not sure	3%	4%	--	4%	--	8%	2%	6%	3%	3%
Decline to answer	--	--	--	--	--	--	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

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	Rest of State
Improve	38%	37%	43%	30%	27%	48%	34%	26%	33%	44%
Get worse	7%	7%	7%	11%	12%	6%	8%	7%	7%	4%
Stay the same	54%	55%	47%	59%	60%	46%	58%	67%	58%	51%
None of these	*	*	--	--	--	--	--	--	--	--
Not sure	1%	--	2%	--	--	--	--	--	2%	1%
Decline to answer	*	*	1%	--	--	--	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

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
Right direction	45%	40%	46%	48%	42%	36%	41%	28%	55%	48%
Wrong track	47%	50%	50%	45%	51%	54%	53%	60%	37%	42%
Not sure	8%	9%	4%	7%	7%	10%	4%	12%	8%	10%
Decline to answer	*	1%	--	--	--	1%	2%	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

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	Rest of State
Right direction	57%	57%	59%	56%	55%	46%	68%	62%	61%	56%
Wrong track	38%	37%	31%	44%	42%	48%	29%	29%	34%	40%
Not sure	5%	6%	9%	--	1%	6%	3%	9%	5%	4%
Decline to answer	*	*	--	--	1%	1%	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

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
Too much	59%	63%	65%	55%	69%	47%	79%	79%	49%	49%
Too little	8%	8%	6%	7%	14%	16%	--	2%	8%	7%
The right amount	24%	20%	21%	27%	14%	23%	11%	9%	34%	34%
Not sure	9%	9%	8%	11%	3%	12%	10%	10%	9%	9%
Decline to answer	*	1%	--	--	--	2%	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

Overall, do you think Wisconsin's state 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
Good value	51%	47%	62%	54%	55%	35%	50%	50%	60%	45%
Poor value	41%	45%	33%	34%	39%	53%	46%	41%	35%	47%
Not sure	7%	7%	5%	12%	6%	9%	3%	9%	6%	7%
Decline to answer	1%	1%	--	--	--	3%	2%	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

In general, do you think local taxpayers in your area receive a GOOD VALUE or a POOR VALUE for the local taxes they have to pay?

* 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
The Federal Government	26%	30%	17%	21%	21%	43%	26%	19%	23%	30%
The State Government	21%	18%	17%	26%	30%	13%	20%	19%	24%	23%
Local Government	41%	41%	55%	39%	41%	28%	44%	51%	45%	32%
Not sure	10%	9%	10%	10%	7%	11%	10%	11%	6%	15%
Decline to answer	2%	2%	2%	4%	--	4%	--	--	2%	--
Total N	600	264	93	51	51	101	64	32	63	103

Which level of government gives you the best value for the taxes you pay?

* 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	75%	74%	80%	76%	61%	58%	90%	85%	71%	81%
Unfavorable	20%	21%	17%	19%	38%	33%	8%	15%	23%	15%
Not sure/neutral	4%	5%	3%	5%	1%	9%	3%	--	5%	4%
Don't recognize	*	*	--	--	--	--	--	--	1%	--
Total N	600	264	93	51	51	101	64	32	63	103

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
Favorable	61%	61%	57%	60%	54%	43%	75%	76%	65%	67%
Unfavorable	32%	33%	40%	30%	41%	46%	21%	17%	31%	21%
Not sure/neutral	4%	4%	2%	4%	4%	5%	3%	3%	4%	8%
Don't recognize	3%	3%	2%	6%	1%	6%	2%	3%	--	4%
Total N	600	264	93	51	51	101	64	32	63	103

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	34%	37%	33%	37%	38%	23%	54%	42%	30%	29%
Unfavorable	40%	33%	55%	40%	54%	32%	28%	41%	42%	34%
Not sure/neutral	15%	18%	9%	8%	8%	23%	10%	14%	18%	18%
Don't recognize	11%	11%	3%	16%	--	22%	7%	3%	11%	19%
Total N	600	264	93	51	51	101	64	32	63	103

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.

Scott McCallum. 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	32%	30%	36%	49%	43%	34%	27%	26%	24%	27%
Unfavorable	20%	26%	15%	10%	15%	21%	26%	36%	20%	21%
Not sure/neutral	24%	25%	23%	17%	27%	20%	26%	22%	30%	22%
Don't recognize	23%	19%	26%	24%	15%	25%	22%	16%	26%	31%
Total N	600	264	93	51	51	101	64	32	63	103

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	9%	14%	3%	4%	6%	22%	11%	14%	6%	7%
Unfavorable	12%	18%	7%	8%	16%	16%	23%	20%	13%	3%
Not sure/neutral	21%	25%	14%	25%	8%	16%	31%	17%	24%	20%
Don't recognize	58%	43%	76%	63%	69%	46%	36%	50%	57%	70%
Total N	600	264	93	51	51	101	64	32	63	103

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.

Gary George. 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	26%	43%	15%	9%	18%	48%	42%	17%	24%	8%
Unfavorable	8%	15%	2%	3%	--	15%	20%	25%	8%	2%
Not sure/neutral	19%	19%	18%	19%	16%	13%	15%	27%	22%	23%
Don't recognize	47%	22%	66%	68%	66%	24%	23%	32%	46%	68%
Total N	600	264	93	51	51	101	64	32	63	103

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.

Tom Barrett. 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	12%	8%	7%	2%	50%	6%	9%	3%	14%	11%
Unfavorable	8%	9%	6%	8%	15%	10%	6%	12%	8%	5%
Not sure/neutral	22%	26%	20%	14%	21%	23%	29%	27%	20%	20%
Don't recognize	58%	5%	67%	77%	14%	60%	55%	58%	59%	64%
Total N	600	264	93	51	51	101	64	32	63	103

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

Kathleen Falk. 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
Scott McCallum	36%	33%	35%	38%	30%	19%	48%	47%	33%	43%
Jim Doyle	42%	41%	44%	42%	57%	54%	26%	37%	47%	30%
None of these	4%	4%	3%	5%	5%	4%	5%	3%	3%	4%
Not sure	17%	20%	16%	15%	8%	21%	21%	13%	14%	21%
Decline to answer	1%	1%	2%	--	--	2%	--	--	3%	3%
Total N	600	264	93	51	51	101	64	32	63	103

Suppose that in the 2002 gubernatorial elections the candidates were Governor Scott McCallum for the Republicans and Attorney General 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
Scott McCallum	36%	31%	34%	50%	38%	19%	43%	45%	32%	41%
Tom Barrett	39%	44%	39%	23%	42%	58%	35%	34%	42%	33%
None of these	4%	5%	4%	6%	1%	4%	2%	6%	4%	4%
Not sure	20%	19%	21%	21%	18%	18%	21%	15%	20%	20%
Decline to answer	1%	1%	2%	--	--	1%	--	--	3%	3%
Total N	600	264	93	51	51	101	64	32	63	103

If the two candidates for Governor in the 2002 elections were Governor Scott McCallum for the Republicans and Congressman Tom Barrett 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
Scott McCallum	39%	37%	38%	51%	40%	24%	55%	47%	32%	37%
Gary George	33%	32%	38%	27%	37%	45%	17%	26%	42%	31%
None of these	6%	6%	8%	4%	10%	5%	5%	6%	6%	6%
Not sure	20%	24%	13%	19%	13%	22%	23%	21%	19%	23%
Decline to answer	2%	2%	3%	--	--	3%	--	--	2%	3%
Total N	600	264	93	51	51	101	64	32	63	103

If the two candidates for Governor in the 2002 elections were Governor Scott McCallum for the Republicans and State Senator Gary George 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
Scott McCallum	39%	38%	40%	46%	38%	29%	53%	51%	33%	38%
Kathleen Falk	34%	32%	32%	28%	51%	36%	19%	35%	37%	33%
None of these	6%	6%	5%	9%	7%	6%	3%	3%	8%	7%
Not sure	20%	24%	20%	17%	2%	26%	25%	12%	20%	20%
Decline to answer	2%	1%	3%	--	2%	2%	--	--	2%	3%
Total N	600	264	93	51	51	101	64	32	63	103

If the two candidates for Governor in the 2002 elections were Governor Scott McCallum for the Republicans and Dane County Executive Kathleen Falk 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
Very high	31%	27%	33%	35%	31%	36%	29%	17%	24%	34%
High	58%	60%	57%	60%	53%	49%	56%	77%	61%	57%
Average	10%	12%	8%	5%	16%	13%	14%	6%	14%	8%
Low	*	--	1%	--	--	--	--	--	--	--
Very low	--	--	--	--	--	--	--	--	--	--
Not sure	1%	1%	1%	--	--	2%	--	--	--	1%
Decline to answer	--	--	--	--	--	--	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Firefighters

* 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
Very high	25%	26%	19%	28%	24%	25%	30%	19%	30%	25%
High	51%	46%	56%	61%	48%	38%	46%	41%	45%	57%
Average	18%	22%	21%	7%	21%	25%	21%	31%	21%	11%
Low	3%	3%	1%	4%	7%	3%	--	3%	4%	4%
Very low	1%	1%	1%	--	--	4%	--	--	--	1%
Not sure	1%	2%	1%	--	--	4%	3%	5%	--	1%
Decline to answer	*	*	--	--	--	1%	--	--	--	1%
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

US Military

* 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
Very high	15%	12%	17%	16%	14%	12%	13%	18%	13%	16%
High	49%	44%	59%	51%	45%	27%	52%	55%	54%	57%
Average	27%	30%	20%	18%	33%	39%	25%	21%	24%	25%
Low	7%	9%	2%	13%	8%	12%	10%	6%	10%	2%
Very low	1%	2%	1%	2%	--	5%	--	--	--	--
Not sure	1%	2%	1%	--	--	5%	--	--	--	--
Decline to answer	--	--	--	--	--	--	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Policemen

* 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
Very high	13%	10%	14%	28%	14%	12%	16%	--	9%	12%
High	51%	55%	55%	45%	50%	58%	47%	57%	48%	47%
Average	28%	26%	24%	19%	31%	21%	28%	36%	35%	39%
Low	5%	6%	6%	7%	5%	4%	6%	5%	7%	2%
Very low	1%	1%	--	--	--	1%	--	--	--	--
Not sure	1%	2%	2%	--	--	4%	3%	3%	--	--
Decline to answer	*	--	--	--	--	--	--	--	1%	--
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Medical Doctors

* 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
Very high	18%	15%	23%	18%	12%	14%	18%	15%	12%	23%
High	41%	42%	40%	44%	31%	40%	46%	57%	38%	45%
Average	33%	34%	31%	29%	41%	35%	31%	24%	35%	28%
Low	4%	4%	3%	2%	10%	3%	3%	--	12%	3%
Very low	1%	1%	1%	2%	--	1%	--	--	--	--
Not sure	3%	4%	1%	4%	4%	7%	2%	3%	3%	1%
Decline to answer	*	*	--	--	--	1%	--	--	1%	--
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Clergy

* 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
Very high	17%	14%	16%	28%	22%	17%	10%	11%	13%	17%
High	45%	44%	58%	31%	42%	43%	49%	56%	39%	47%
Average	31%	33%	24%	32%	33%	29%	33%	26%	36%	31%
Low	5%	5%	1%	7%	2%	5%	5%	6%	13%	3%
Very low	*	*	--	2%	--	--	1%	2%	--	--
Not sure	2%	3%	2%	--	1%	6%	2%	--	--	1%
Decline to answer	*	*	--	--	--	1%	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Teachers

* 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
Very high	4%	3%	5%	--	5%	4%	2%	3%	3%	5%
High	30%	28%	35%	40%	13%	24%	30%	28%	39%	32%
Average	52%	54%	45%	49%	63%	56%	53%	50%	51%	51%
Low	6%	6%	4%	5%	14%	3%	10%	11%	6%	5%
Very low	1%	*	2%	--	--	--	--	--	--	1%
Not sure	7%	8%	9%	3%	5%	13%	6%	5%	2%	7%
Decline to answer	1%	1%	--	2%	--	1%	--	3%	1%	1%
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Accountants

* 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
Very high	4%	5%	5%	3%	2%	7%	3%	3%	4%	2%
High	18%	17%	19%	16%	37%	21%	15%	13%	12%	18%
Average	52%	52%	56%	62%	37%	50%	43%	55%	69%	44%
Low	19%	19%	13%	15%	22%	12%	32%	26%	13%	28%
Very low	3%	4%	6%	2%	--	1%	6%	3%	2%	4%
Not sure	2%	3%	1%	2%	2%	8%	--	--	--	3%
Decline to answer	*	*	--	--	--	1%	--	--	--	1%
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Journalists

* 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
Very high	*	--	--	3%	--	--	--	--	2%	--
High	15%	13%	16%	14%	22%	14%	15%	6%	16%	15%
Average	57%	54%	55%	56%	59%	41%	50%	59%	65%	63%
Low	18%	20%	18%	15%	14%	24%	23%	9%	12%	17%
Very low	6%	9%	4%	7%	3%	13%	11%	22%	3%	1%
Not sure	3%	3%	8%	4%	2%	7%	--	--	2%	3%
Decline to answer	*	1%	--	--	--	1%	2%	3%	--	1%
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Wisconsin Politicians

* 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
Very high	2%	2%	2%	3%	3%	--	--	--	4%	1%
High	15%	16%	16%	7%	19%	23%	10%	11%	11%	12%
Average	50%	50%	45%	60%	44%	46%	53%	38%	47%	55%
Low	21%	20%	19%	20%	25%	12%	29%	40%	24%	20%
Very low	5%	5%	8%	6%	6%	4%	7%	5%	5%	5%
Not sure	7%	8%	9%	4%	3%	14%	2%	6%	6%	7%
Decline to answer	*	*	--	--	--	1%	--	--	1%	--
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Labor Union Leaders

* 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
Very high	1%	1%	1%	1%	1%	2%	2%	--	--	3%
High	3%	2%	8%	5%	--	2%	--	--	4%	3%
Average	47%	46%	49%	41%	50%	47%	41%	55%	45%	50%
Low	32%	32%	30%	30%	28%	27%	37%	31%	34%	33%
Very low	12%	13%	10%	20%	20%	12%	15%	11%	14%	8%
Not sure	4%	5%	3%	2%	2%	11%	4%	2%	3%	3%
Decline to answer	*	*	--	--	--	--	1%	--	--	1%
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Car Salesmen

* 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
Very high	1%	1%	--	--	--	2%	--	--	--	3%
High	13%	15%	11%	15%	13%	12%	18%	13%	19%	11%
Average	48%	46%	56%	52%	43%	39%	49%	66%	42%	48%
Low	24%	23%	27%	17%	27%	23%	24%	9%	27%	27%
Very low	7%	10%	4%	7%	14%	13%	4%	8%	6%	3%
Not sure	5%	5%	2%	8%	4%	10%	5%	3%	4%	7%
Decline to answer	*	*	--	--	--	1%	--	--	1%	1%
Total N	600	264	93	51	51	101	64	32	63	103

Please tell me how you would rate the honesty and ethical standards of people in these fields--very high, high, average, low, or very low?

Corporate Executives

* 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
The economy	22%	21%	23%	28%	15%	18%	21%	25%	24%	29%
September 11th	11%	10%	11%	18%	3%	17%	5%	5%	9%	11%
The policies of the state government	52%	55%	58%	36%	65%	48%	65%	56%	54%	37%
The policies of the Federal government	11%	9%	6%	12%	14%	9%	6%	10%	12%	17%
Not sure	4%	4%	1%	6%	2%	7%	3%	3%	2%	5%
Decline to answer	1%	1%	1%	--	2%	1%	--	--	--	1%
Total N	600	264	93	51	51	101	64	32	63	103

Now, here are some questions about Wisconsin. By law, Wisconsin state government must have a balanced budget. Today there is approximately a one billion dollar deficit. What do you think is most responsible for the deficit?

* 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
Cut spending	79%	80%	78%	76%	75%	70%	87%	85%	79%	80%
Raise taxes	11%	10%	11%	2%	16%	17%	6%	6%	10%	13%
Both	6%	5%	5%	16%	9%	6%	5%	9%	4%	5%
Neither	2%	2%	3%	4%	--	1%	2%	--	5%	--
Not sure	3%	3%	3%	2%	--	5%	1%	--	2%	2%
Decline to answer	*	1%	--	--	--	1%	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

To close the state budget deficit, do you think the state should cut spending or raise taxes?

* 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
Better	5%	5%	4%	1%	8%	1%	9%	3%	3%	9%
Worse	29%	36%	21%	23%	37%	27%	49%	57%	27%	22%
Stayed about the same	59%	52%	70%	67%	45%	60%	36%	34%	63%	64%
Not sure	7%	7%	5%	9%	11%	11%	6%	6%	7%	5%
Decline to answer	--	--	--	--	--	--	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

In the last ten years, do you think the standard of ethics in Wisconsin's state government has gotten better, worse, or stayed about the same?

* 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
Better	7%	7%	8%	12%	5%	6%	4%	10%	8%	7%
Worse	18%	23%	14%	9%	18%	18%	32%	38%	15%	14%
Stayed about the same	67%	62%	68%	70%	65%	63%	57%	45%	72%	73%
Not sure	8%	8%	10%	8%	12%	12%	6%	6%	5%	5%
Decline to answer	*	*	--	--	--	1%	--	--	--	1%
Total N	600	264	93	51	51	101	64	32	63	103

Now think about the members of the Wisconsin legislature. In the last ten years, do you think the standard of ethics of the members of the legislature has gotten better, worse, or stayed about the same?

* 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
Better	10%	7%	12%	16%	5%	8%	3%	8%	10%	17%
Worse	25%	37%	15%	13%	10%	42%	44%	35%	24%	20%
Stayed about the same	57%	49%	65%	62%	71%	39%	48%	50%	64%	58%
Not sure	7%	6%	8%	9%	14%	10%	5%	6%	2%	5%
Decline to answer	*	*	--	--	--	1%	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

In the last ten years, do you think the standard of ethics of local government officials has gotten better, worse, or stayed about the same?

* 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
The attention you pay to national events	65%	62%	72%	62%	75%	54%	69%	79%	61%	66%
The attention you pay to state events	41%	38%	51%	53%	33%	38%	32%	28%	38%	38%
The attention you pay to local events	43%	39%	50%	54%	39%	49%	30%	34%	39%	43%
Your contributions of time or money to charity	35%	36%	39%	25%	34%	32%	48%	34%	38%	34%
Your involvement or interest with community issues where you live	33%	32%	35%	35%	32%	42%	25%	20%	32%	33%
None of these	21%	25%	10%	29%	16%	31%	23%	18%	20%	19%
Not sure	1%	1%	1%	1%	--	2%	1%	--	1%	1%
Decline to answer	*	*	--	--	--	1%	--	--	--	--
Total N	600	264	93	51	51	101	64	32	63	103

Since the attack on the World Trade Center, would you say you have increased...?

* 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
More likely	47%	41%	51%	52%	34%	27%	47%	54%	48%	59%
Less likely	33%	39%	28%	25%	38%	48%	35%	33%	33%	23%
The same	6%	6%	5%	10%	7%	3%	7%	5%	10%	4%
Not sure	13%	12%	15%	11%	18%	20%	10%	9%	6%	15%
Decline to answer	1%	1%	2%	2%	4%	2%	--	--	3%	--
Total N	600	264	93	51	51	101	64	32	63	103

Compared to previous years, would you say you are more likely or less likely to vote to re-elect your local elected officials this November?

* 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
Re-elect experienced politicians	29%	27%	30%	25%	25%	23%	29%	25%	37%	35%
Elect new people to public office	52%	56%	51%	44%	61%	59%	50%	58%	43%	48%
The same	5%	4%	4%	6%	5%	4%	5%	6%	5%	6%
Not sure	11%	10%	10%	24%	2%	10%	15%	11%	13%	11%
Decline to answer	3%	2%	5%	2%	7%	4%	2%	--	3%	1%
Total N	600	264	93	51	51	101	64	32	63	103

Overall, in Wisconsin today, would you say it is more important to re-elect experienced politicians or more important to elect new people to public office?

* 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
Respondent's interests	21%	18%	29%	24%	19%	11%	17%	27%	25%	16%
Special interests	34%	31%	36%	32%	44%	28%	26%	35%	35%	38%
Own (elected officials) interest	40%	46%	30%	34%	33%	52%	54%	35%	31%	41%
Not sure	5%	4%	5%	10%	4%	8%	3%	3%	8%	5%
Decline to answer	*	1%	--	--	--	1%	--	--	2%	--
Total N	600	264	93	51	51	101	64	32	63	103

Overall, whose interests do you feel local elected officials represent the most: your interests, special interests, or their own interests?

* 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%	28%	33%	35%	17%	11%	49%	57%	24%	27%
Democrat	27%	32%	22%	24%	24%	44%	19%	12%	29%	21%
Independent	29%	25%	30%	26%	45%	22%	23%	25%	34%	28%
Other party	9%	10%	7%	4%	10%	16%	5%	6%	9%	12%
Not sure	4%	3%	7%	7%	--	4%	3%	--	1%	4%
Decline to answer	3%	2%	--	4%	4%	3%	2%	--	3%	7%
Total N	600	264	93	51	51	101	64	32	63	103

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	14%	15%	10%	5%	28%	21%	11%	8%	18%	12%
Conservative	27%	28%	31%	33%	16%	18%	39%	40%	25%	25%
Middle-of-the-road	56%	52%	58%	60%	56%	49%	50%	52%	56%	61%
Other	*	*	1%	--	--	1%	--	--	--	--
Not sure	2%	4%	1%	--	--	10%	--	--	--	1%
Decline to answer	*	*	--	2%	--	1%	--	--	--	1%
Total N	600	264	93	51	51	101	64	32	63	103

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

* Less than 1% -- No responses

ABOUT THE INSTITUTE

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

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

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

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

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