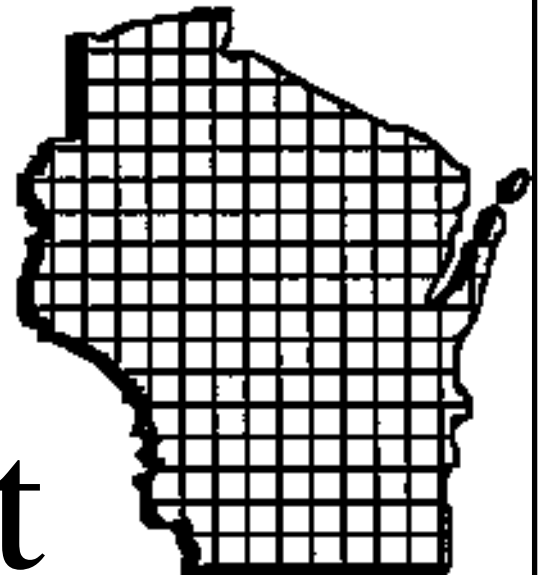


Wisconsin

Policy  
Research  
Institute

Report



July 2006

Volume 19, Number 6

**The Wisconsin  
Citizen Survey**

**June 2006**

*A Survey of Wisconsin Public Opinion*

## REPORT FROM THE PRESIDENT:

This Wisconsin Citizen Survey was conducted by Diversified Research, a nationally known survey research company. Dr. Michael LaVelle, who has had a relationship with us since 1987, directed this project. He has been President of Diversified Research since 1982, has thirty years of experience in survey research, and has taught statistics and social research methods at the university level.

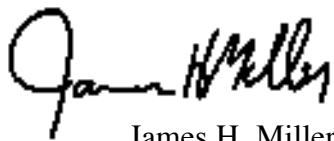
Wisconsin's residents are extremely pessimistic about the economic future of their state. Only 17% of the residents thought the state's economy would improve over the next year. This is up 3% from last year, but it is the second-lowest number we have had since we began polling in January 1988. In terms of the direction of the state, only 43% believe that Wisconsin is now on the right track. Again, this is the second lowest total we have seen in our polling going back to 1988.

When we asked residents what they thought was the single most important problem facing Wisconsin, the results revolved around economic issues that have a direct impact on the individual. Issues like taxes, gasoline prices, health care costs, jobs, the state's overall economy came to a total of 55%. Looking at these results, one gets the sense that there may be a tipping point on these issues, which are starting to have an enormous financial drain on Wisconsin residents.

There is another area that shows a major disconnect between politicians, government bureaucrats and the public. On the question of ethics, only 5% felt that the ethics of the Wisconsin legislature had improved over the last decade, while 51% thought they had gotten worse. Similarly only 5% of the people believe that the ethics of Wisconsin state government have gotten better over the last decade, while 52% believe they have gotten worse.

These numbers are stunning in terms of the relationship between citizens and the elected officials and bureaucrats who are supposedly there to serve them. Only 6% felt that elected officials put the interests of voters first, while 49% thought special interests came first, and 40% thought that the interests of the elected official came first. On another question, only 3% said they trusted state government to do what was right most of the time, 74% said only some of the time. Wisconsin residents also understand why this has happened — only 12% said voters had the most power to determine what state government spends. On the other hand, 81% felt that lobbying groups held this power.

Other issues in this poll support this — 70% of the residents favor a constitutional amendment to limit spending increases in Wisconsin. Only 21% oppose it. Yet the legislature refuses to pass this legislation. It is similar with the issue of the state's minimum markup law for gasoline — 61% want to eliminate it; only 29% support it. The only reason why these two types of legislation fail to pass is the impact of lobbying. Very soon, in one of the upcoming election cycles, Wisconsin residents are likely to show their displeasure at the current system and begin voting en masse to replace incumbents. The anger is palpable and is very well deserved.



James H. Miller

## WISCONSIN POLICY RESEARCH INSTITUTE, INC.

P.O. Box 487 • Thiensville, WI 53092  
(262) 242-6409 • Fax: (262) 242-6459

E-mail: [wpri@wpri.org](mailto:wpri@wpri.org) • Internet: [www.wpri.org](http://www.wpri.org)

# THE WISCONSIN CITIZEN SURVEY

JUNE 2006

MICHAEL LAVELLE, PH.D.  
JAMES H. MILLER

	PAGE
INTRODUCTION	1
JIM DOYLE LEADS MARK GREEN IN GOVERNOR'S RACE	4
TAXES AND ECONOMIC ISSUES BECOME THE MOST IMPORTANT PROBLEMS IN WISCONSIN	8
WISCONSIN RESIDENTS STRONGLY OPPOSE CHANGES IN THE UNIVERSITY OF WISCONSIN ADMISSIONS POLICY	14
WISCONSIN RESIDENTS BELIEVE THE ETHICS OF THEIR STATE LEGISLATURE AND STATE GOVERNMENT HAVE GOTTEN MUCH WORSE	16
WISCONSIN RESIDENTS SUPPORT SMOKING BANS	20
WISCONSIN RESIDENTS STRONGLY OPPOSE CHANGING THE FINANCING OF POLITICAL CAMPAIGNS IN THE STATE	21
POLL QUESTIONS AND ANSWERS	22

## BOARD OF DIRECTORS

Robert Buchanan, *Chairman*  
David Baumgarten  
Catherine C. Dellin  
James Klauser  
David J. Lubar  
Maureen Oster  
Robert O'Toole  
Timothy Sheehy  
Edward Zore  
James Miller, *President*

## INTRODUCTION

The following report presents results from the twenty-sixth statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc. (WPRI). The survey was conducted from June 18 to June 19, 2006. The topics discussed with residents included their preferences in the 2006 Wisconsin race for governor, views about limits on state spending and taxes, UW system admission policies and racial preferences, their willingness to reelect incumbent politicians, their views of the ethics of various levels of government in the state, smoking bans, campaign financing, and the death penalty.

The first survey was conducted in January 1988, and the focus of the survey was on a series of statewide issues of continuing interest to WPRI. These issues included taxes, the state welfare system, public education, and crime and the criminal justice system. One purpose of this first survey was to establish a set of benchmark measures of public attitudes, so that changes in these attitudes could be tracked over time.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The eighteenth survey was conducted from July 22 through July 28, 1999. The survey explored residents' 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 residents' views about the 2000 race for president, public figures, gasoline prices, the Wisconsin economy, and investment behavior.

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

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

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

The twenty-third survey explored residents' views about public figures including President George W. Bush and former governor Tommy Thompson, major issues facing the state, local property taxes, health care, the Wisconsin economy and investment behavior. This survey was conducted from October 6 through October 12, 2003.

The twenty-fourth survey was conducted from September 22 to September 26, 2004. The topics discussed with residents included their preferences in the presidential and senate contests, views about state spending and taxes, health care, and their views of public officials and people in a diverse set of occupations.

The twenty-fifth survey was conducted in October 2005. Issues polled included their preferences in the 2006 Wisconsin race for governor, views about limits on state spending and taxes, photo identification for voting, smoking bans, and residents' views of the ethics of various levels of government in the state.

## **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. 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.

A survey of 600 randomly selected residents has a margin of error of plus or minus 4 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.

## **Diversified Research**

Dr. Michael LaVelle, President of Diversified Research, a nationally known survey research company, supervised the project. Dr. LaVelle has a Ph.D. and has taught statistics and social research methods at the university level. He has been President of Diversified Research since 1982 and has over 30 years' experience in survey research.

**JIM DOYLE LEADS MARK GREEN IN GOVERNOR'S RACE**  
*~RESIDENTS STILL VERY CONCERNED ABOUT THE DIRECTION OF THE STATE~*

Five months before the next gubernatorial election, Jim Doyle has a substantial lead over Republican challenger Mark Green. In a head-to-head race, Doyle leads Green 49% to 37%. Doyle's lead over Green changes in some regions of the state. Doyle leads Green in the City of Milwaukee by 60% to 29%. In the Madison area he leads by 63% to 21%. In La Crosse, 62% to 26%, and surprisingly in outstate Wisconsin by 52% to 34%. Green's strength lies in Green Bay, where his lead is 49% to 39%, and in the Milwaukee suburbs where he leads 47% to 35%. In Waukesha County his margin is 46% to 37%. The core of Jim Doyle's support comes from Democrats (84%), Liberals (80%), Blacks (87%), and people who describe themselves politically as "middle of the road" (53%). One of the other things that is clearly developing in this race is a gender split. Green actually leads Doyle among male voters by 46% to 40%, while Doyle has an enormous lead among women, 57% to 30%.

Another finding in this survey, however, is how this head-to-head would play out among residents who have an opinion of both candidates. Among residents who have an opinion of both Mark Green and Jim Doyle, Green actually leads Doyle 52% to 42%. These numbers seem to be at cross-purposes until one examines issues and long-term trends in the state.

#### **Doyle's Favorability Ratings**

In this survey, Jim Doyle's favorable/unfavorable ratings are similar to the last several years. He is viewed 44% favorably by Wisconsin residents and unfavorably by 38%, numbers that are very similar to those from a poll in October 2005. What is interesting is that Doyle's favorable/unfavorables are not as strong as other incumbents, such as Herb Kohl, who is at 63% favorable to 21% unfavorable, or Russ Feingold, who is at 51% favorable, 35% unfavorable. Only Peg Lautenschlager has poorer ratings than Jim Doyle. She is at 21% favorable and 36% unfavorable. In our surveys going back to 1993, Jim Doyle has never been able to reach over a 46% favorable rating. His opponent, Mark Green, who has some problems of his own, is simply not as well known as Doyle among Wisconsin residents. Eighty-two percent of Wisconsinites have an opinion of Jim Doyle, while only 45% have an opinion of Mark Green. Green also has a problem, however. Since last year his unfavorables have almost doubled from 10% to 19%, while his favorables have only gone from 24% to 26%. As Green's visibility rises in the state, one of the key election questions will be whether his unfavorables will rise more rapidly than his favorables.

#### **Wisconsin Residents Are Negative About the Direction of the State**

For the second consecutive year, Wisconsin residents continue to be negative about the direction of the state. This is only the second time since 1993 that close to half of people in the state have thought that Wisconsin was going in the wrong direction. Only 43% of the residents of Wisconsin believe the state is going in the right direction, while 48% think that it has gotten pretty seriously off on the wrong track. Three groups, who will be very important in the November election, who think the state is off on the wrong track are Independents (51%), Republicans (51%), and people who ideologically consider themselves Conservative (58%). What is interesting in terms of the right direction is among people with different religious beliefs. Among Catholics only 41% believe the state is going in the right direction; among Protestants only 38%; and only 34% among those who describe themselves as "born again Christians." In past election years, this data has been very important in state races. In 1994, 53% thought the state was going in the right direction; in 1998, 74% thought the state was going in the right direction; in September 2002, only 45% thought the state was going in the right direction; and in October 2005 it had dropped to 40%, and now it sits at 43%. One suspects that an incumbent governor needs this number close to 50% in order to be reelected. This is a key indicator of why the Green/Doyle race is much closer than the initial numbers suggest.

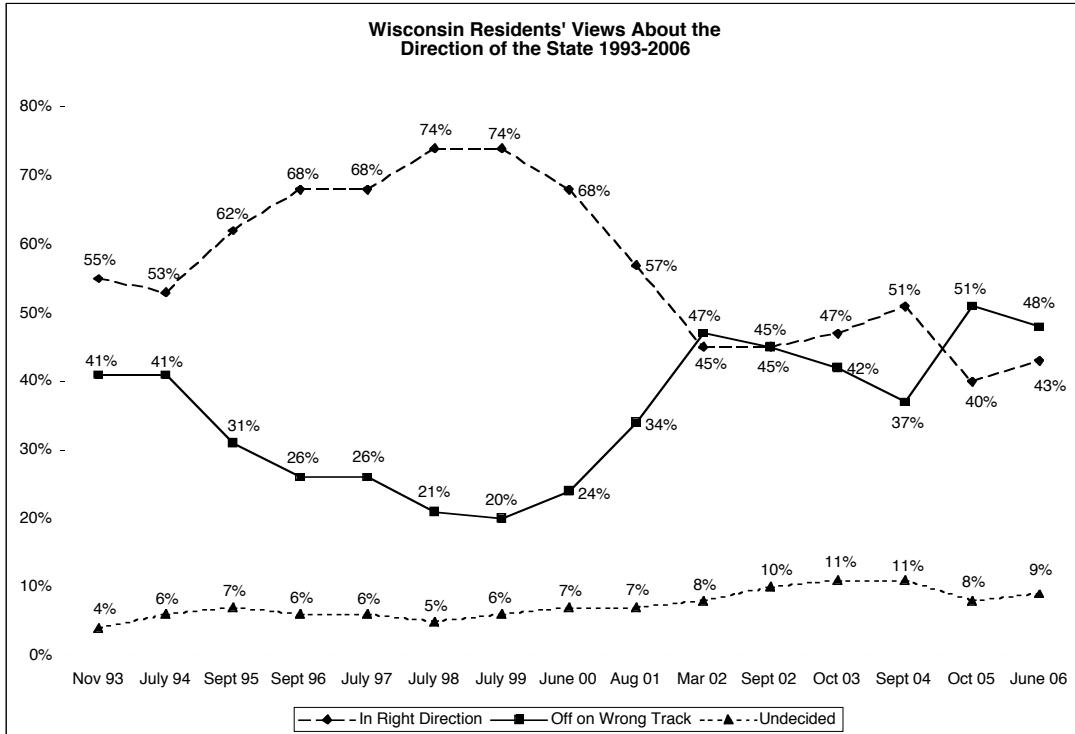
**RESIDENTS' VIEWS OF MAJOR PUBLIC FIGURES 1993-2006**

	May 1993	Nov 1993	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003	Sept 2004	Oct 2005	June 2006
<b>George W. Bush</b>															
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	56%	50%	50%	75%	59%	50%	53%	43%	37%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	22%	36%	43%	20%	35%	45%	42%	51%	59%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	22%	14%	7%	5%	6%	4%	4%	6%	4%
<b>Jim Doyle</b>															
Favorable	30%	29%	37%	29%	35%	40%	36%	37%	33%	32%	41%	45%	46%	46%	44%
Unfavorable	11%	10%	18%	17%	17%	12%	13%	15%	16%	20%	28%	32%	33%	38%	38%
Neutral/Did Not Recognize Name	59%	61%	45%	54%	48%	48%	51%	48%	51%	48%	31%	22%	21%	16%	17%
<b>Herb Kohl</b>															
Favorable	57%	50%	65%	60%	61%	64%	58%	63%	66%	N.A.	N.A.	56%	52%	54%	63%
Unfavorable	16%	23%	19%	17%	24%	16%	20%	16%	16%	N.A.	N.A.	21%	24%	25%	21%
Neutral/Did Not Recognize Name	27%	27%	16%	23%	15%	20%	22%	21%	18%	N.A.	N.A.	23%	24%	21%	16%
<b>Russ Feingold</b>															
Favorable	47%	47%	44%	42%	46%	51%	49%	52%	53%	N.A.	N.A.	49%	51%	55%	51%
Unfavorable	19%	21%	20%	18%	25%	18%	24%	20%	19%	N.A.	N.A.	24%	33%	32%	35%
Neutral/Did Not Recognize Name	34%	32%	36%	40%	29%	31%	27%	28%	28%	N.A.	N.A.	27%	15%	13%	14%
<b>Tommy Thompson</b>															
Favorable	59%	65%	62%	66%	67%	68%	68%	64%	63%	61%	N.A.	56%	56%	52%	49%
Unfavorable	28%	22%	31%	25%	26%	25%	23%	25%	28%	32%	N.A.	33%	32%	34%	36%
Neutral/Did Not Recognize Name	13%	13%	7%	9%	7%	7%	9%	11%	9%	7%	N.A.	11%	12%	14%	15%
<b>Mark Green</b>															
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	24%	26%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	10%	19%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	66%	55%
<b>Peg Lautenschlager</b>															
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	17%	21%	21%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	34%	34%	36%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	49%	45%	45%

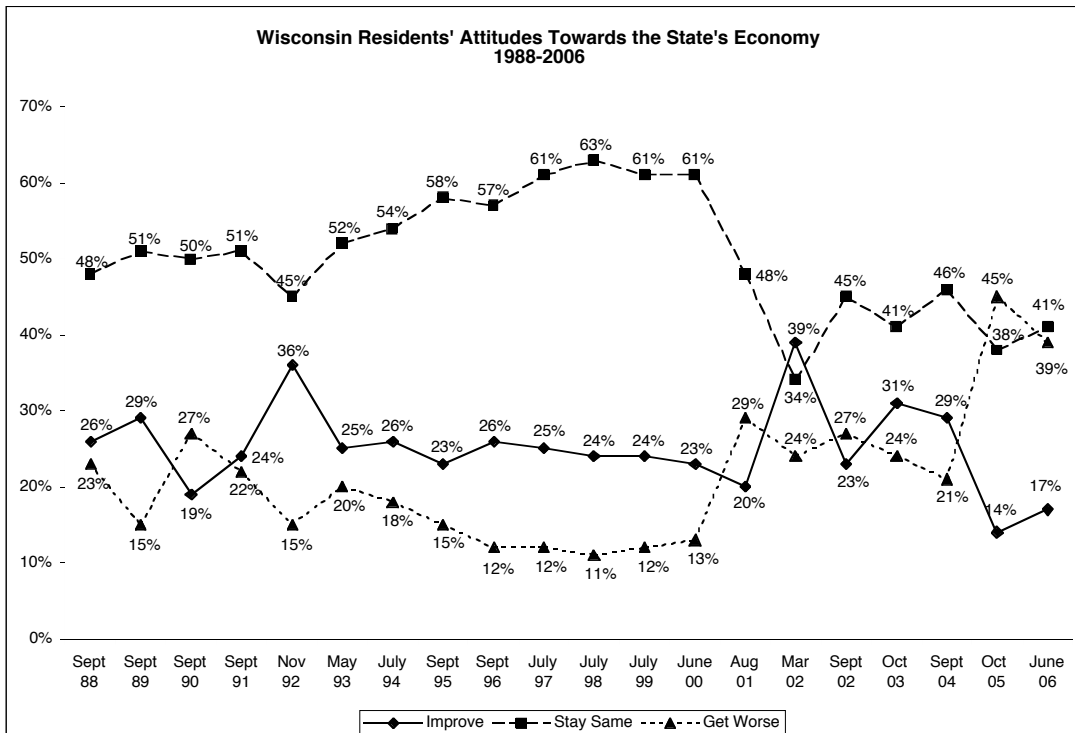
N.A.: Not asked

**Wisconsin Residents Very Pessimistic About State Economy and Cautious About Their Own Family's Economic Circumstances**

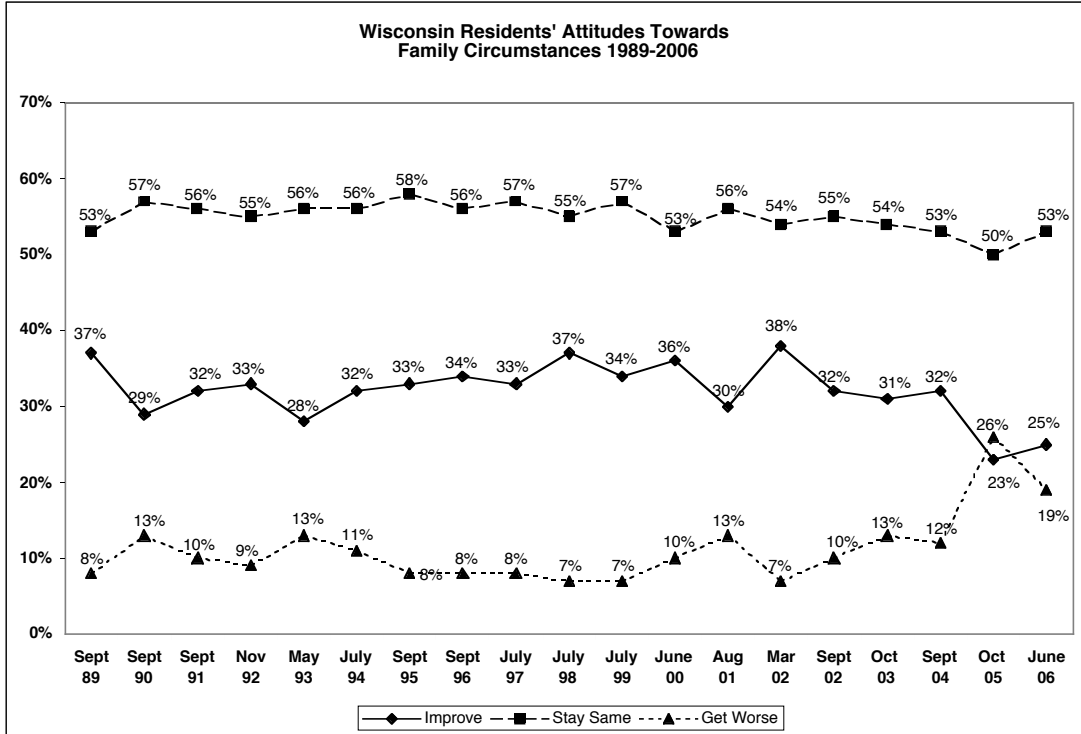
Since 1988 we have asked two questions about state and family economic circumstances. The results from this survey are the second lowest that we have ever seen. Only 17% of our residents expect the state's economy to improve over the next year, while 39% expect it to get worse. These numbers are slightly up from last year when



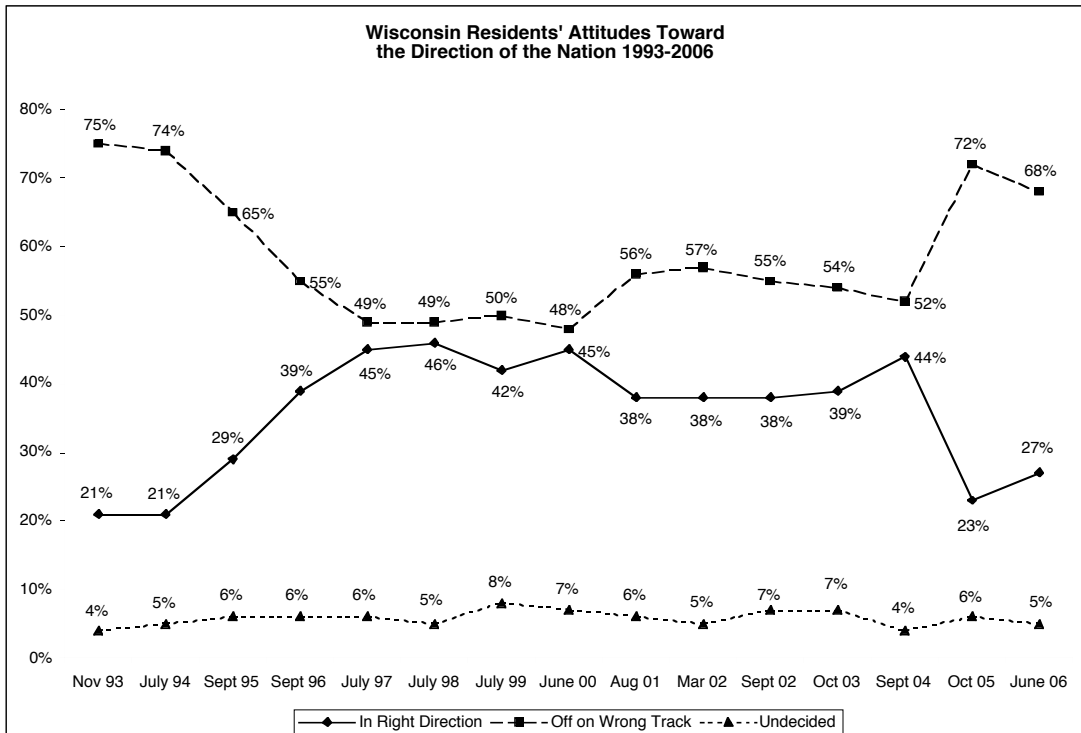
14% thought the state's economy would improve while 45% thought it would get worse. Again turning to previous election years, in September 2002 only 23% thought the economy would improve, while 27% thought it would get worse. What is more important was that in March 2002, 39% thought the state's economy would improve while only 24% thought it would get worse, which means that in a six month period pessimism over the state's economy rose sharply going into the November elections. We also asked about the economic circumstances of the respondent's own







family. Twenty-five percent expected it to improve over the next year, while 19% thought it would get worse. Again these numbers were much lower than four years ago in 2002. In March 2002, 38% thought their family’s economic circumstances would improve, and six months later it was still 32%. Both these indicators will be very important depending on how they are trending by November.



## President Bush's Popularity at an All-Time Low: United States Seen as Being on the Wrong Track

President George Bush's favorability in Wisconsin has reached the lowest point since we have polled him starting in July 1999. Only 37% of Wisconsin residents have a favorable opinion of the President, compared to 59% who have an unfavorable opinion. Bush's major support comes from residents of the Milwaukee suburbs (56%) and Waukesha County (58%). He also receives strong support from Republicans (79%) and Conservatives (72%). Interestingly, his favorability among Wisconsin residents who describe themselves as "born again Christians" is only 46%.

In addition, today only 27% of Wisconsin residents believe that the nation is moving in the right direction, while 68% believe it is on the wrong track. Yet these are not the lowest numbers we have ever recorded on this question: those were in November 1993 (right direction 21%); July 1994 (21%), and October 2005 (23%).

## Summary

While Jim Doyle has a lead over Mark Green, the long-term trends point to a very close November election. There is a continuing apprehension about the state's economy and its impact on the state's families. Combining the historic data on whether the state is moving in the right direction, the state's economy, and individual family circumstances creates serious problems for Jim Doyle. On the other hand, Mark Green has his own problems. Only 45% of the residents of the state have an actual opinion (whether favorable or unfavorable) of him. Since last October his unfavorable ratings have almost doubled, while his favorables have barely moved. How he is defined over the next several months will have a major impact on the election in November.

**TAXES AND ECONOMIC ISSUES BECOME THE MOST IMPORTANT PROBLEMS IN WISCONSIN  
~ WISCONSIN RESIDENTS OVERWHELMINGLY SUPPORT CONSTITUTIONAL AMENDMENT LIMITING STATE AND  
LOCAL SPENDING INCREASES; REPEAL OF THE MINIMUM MARKUP LAW; AND THE DEATH PENALTY ~**

Taxes have become the most serious problem in Wisconsin for 22% of the state's residents. In addition, other economic-based issues such as Health Care (13%), Gasoline Prices (10%), Jobs (5%), and General Economic Issues (5%) combine to make an additional 33% identifying issues that affect the financial well-being of residents throughout the state. Wisconsin residents were asked (as they have been since 1988) the single most important problem facing Wisconsin that government should be doing something about. Many of their replies depend on where they live and how they think. For example, the City of Milwaukee has some results far different from other regions of the state. While 28% of Milwaukee residents saw Taxes as the most important problem, 22% mentioned Crime, and 16% mentioned Education. These answers are definitely higher than the state average. In fact, in places like Madison and La Crosse, no one mentioned Crime; only 1% of Green Bay residents did; and only 3% of outstate residents mentioned Crime as the most important issue. On the other hand, 17% of the people who live outstate mentioned Gasoline Prices, which makes sense with the distances that are driven in rural parts of the state. Taxes, which is an issue for people throughout the state, is the dominating issue in Waukesha, where 45% thought it was the most important problem in the state. There are also some splits according to political party. Taxes are the number one issue for 40% of Republicans; for 22% of Independents; and for only 11% of Democrats. On the other hand, Health Care was the most important issue for 16% of Independents and 15% of Democrats, but only 7% of Republicans.

We found that some of these open-ended issues can be broadly defined as economic issues that impact individual families throughout the state. Gasoline Prices, Jobs and Unemployment, General Economic Issues, and Health Care are issues that have enormous economic impact on families. That is why when you include these numbers together it forms a third of people saying that these issues are the most important ones facing Wisconsin. If you add in Taxes, it brings the number to 55%. Our point is that over half of the people in this survey think that Wisconsin must do something to improve the economic and financial situation of the residents who live in the state.

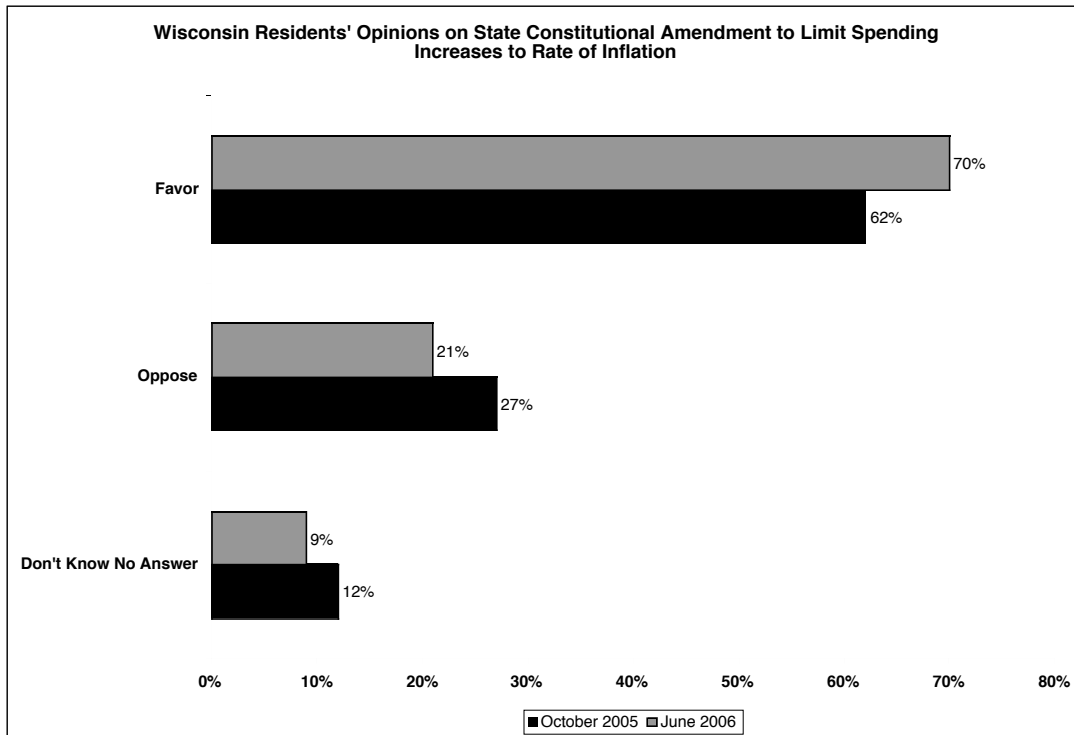
A further indication of this was the responses to a question we asked on whether residents would favor a constitutional amendment limiting state and local spending increases. Last October when we asked this question, it was favored by 62% of Wisconsin's residents and opposed by 27% for a plurality of +35%. In our most recent poll in

**MOST IMPORTANT STATE PROBLEM 1988 – 2006**

	Jan 1988	Jan 1989	Jan 1990	Jan 1991	Jan 1992	Jan 1993	May 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug. 2001	Sept 2002	Oct 2003	Sept 2004	Oct 2005	June 2006
<b>Taxes</b>	33%	28%	28%	33%	26%	30%	19%	19%	20%	16%	21%	18%	24%	17%	24%	25%	22%	17%	19%	22%
<b>Health Care Issues</b>	0%	2%	2%	2%	8%	8%	10%	10%	3%	3%	2%	4%	5%	6%	9%	8%	9%	17%	10%	13%
<b>Gasoline Prices/ Gasoline Taxes</b>	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	25%	2%	0%	1%	0%	16%	10%
<b>Education</b>	4%	3%	4%	7%	7%	11%	6%	10%	10%	10%	10%	10%	11%	8%	12%	10%	7%	8%	13%	9%
<b>Social Issues/Poverty</b>	14%	19%	9%	8%	10%	13%	18%	19%	17%	17%	16%	11%	11%	6%	5%	4%	6%	3%	5%	6%
<b>Crime</b>	5%	6%	21%	15%	13%	10%	22%	19%	22%	17%	17%	16%	12%	9%	9%	6%	6%	5%	3%	6%
<b>Government Issues/ State Budget</b>	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	15%	13%	5%	10%	5%
<b>Unemployment/Jobs</b>	11%	8%	4%	6%	13%	6%	5%	5%	4%	5%	3%	3%	2%	2%	4%	6%	16%	16%	7%	5%
<b>Economic Issues</b>	9%	6%	3%	5%	7%	4%	2%	2%	1%	1%	1%	1%	1%	1%	2%	4%	5%	6%	4%	5%

Note: Prior to 2002 the percentage of respondents giving Government Issues or the State Budget as the most important problem was under 5% and not reported by us. Similarly, only in June 2000 and October 2005 have Gasoline Prices/Gasoline Taxes been a major concern of residents.

mid-June the support for a constitutional amendment rose to 70%, with 21% opposed — for a plurality of 49%, or a jump of 14% in just nine months. It appears that Wisconsin residents are still very serious about getting some type of control on state spending.



### Issues Needing the Most Attention from State Government

We asked residents to choose, from a list of six issues, which one they thought needed the most attention from state government at the present time. In this survey, Health Care was the number one choice at 27%. When we asked this question last year, Health Care was at 21%. Public education dropped slightly from last year. In this survey it was 18%, last year it was 21%. Reforming the tax system moved slightly from last year where it was at 14%; this year it rose to 17%. Lowering the gas tax fell sharply from last October, when it was the number one issue at 28%. In this survey, it was still mentioned by 15% of the residents of the state.

The issue that was of major interest that we did not ask last year—improving the ethics of Wisconsin politicians and bureaucrats—was mentioned by 13% of Wisconsin residents. It is an interesting result, because it has not been a major concern in the past, but it clearly has become one this year.

### The Issue of Gasoline Prices Remains Very Volatile.

The issue of energy prices in Wisconsin is still one that the data indicates is the most volatile of potential issues facing Wisconsin. Today, one out of ten people believe that gasoline prices are a very serious problem for Wisconsin. This is down from the enormous concern shown last October after the effects of Hurricane Katrina. The problem, of course, is that if a bad hurricane season were to hit the Gulf Coast and gasoline prices rose, there is little question that gasoline prices could become the dominating issue in Wisconsin. We looked at some questions that we had asked six years ago in June 2000, when gasoline prices were becoming a very serious issue in Wisconsin. One can see that the impact today is even higher than it was six years ago.

We asked Wisconsin residents in this survey whether increasing gasoline prices had caused any financial hardship for them or their household; 49% answered yes. Six years ago, in 2000, only 31% answered yes. We asked another question whether higher gasoline prices had caused people to change their driving habits and travel plans: 62%

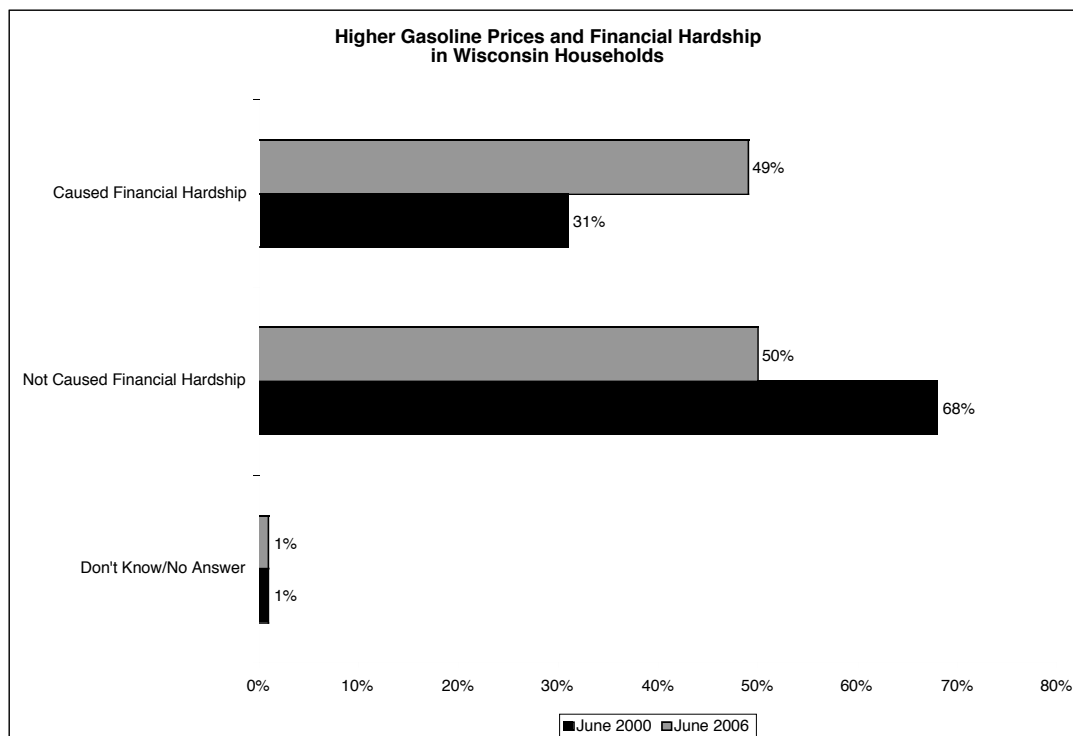
said yes. Six years ago only 45% said it had. Finally we asked people whether they thought gasoline prices would be higher, about the same or lower in six months than they are today. While 53% thought they would be higher, only 9%

**ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT**

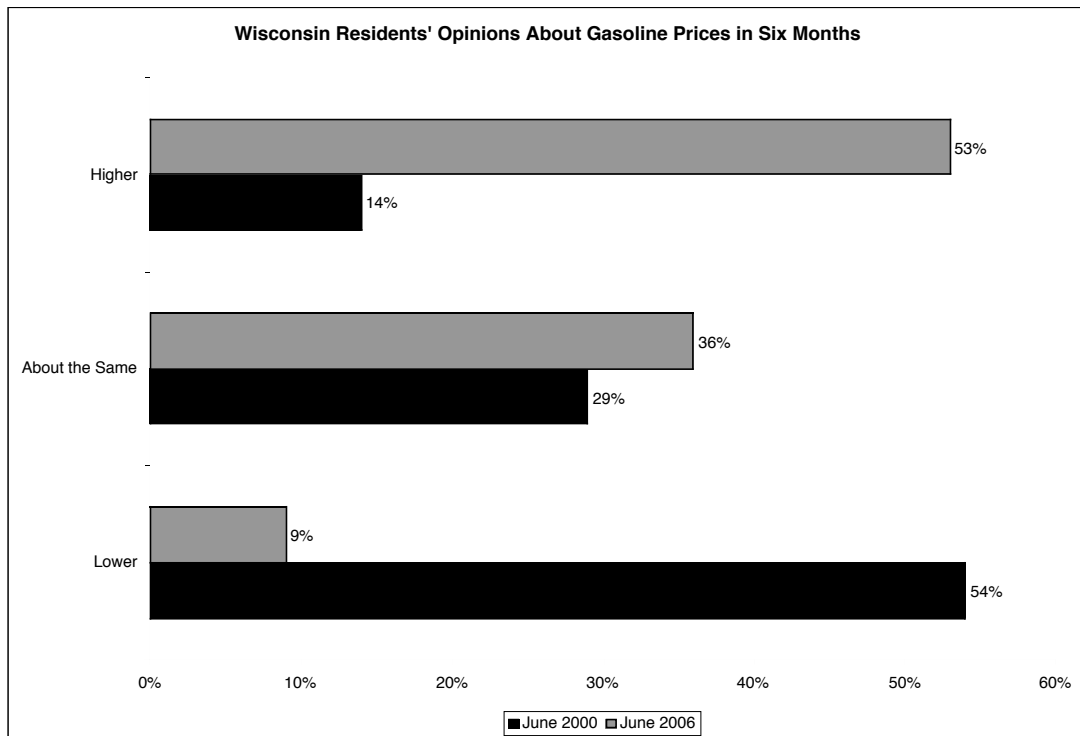
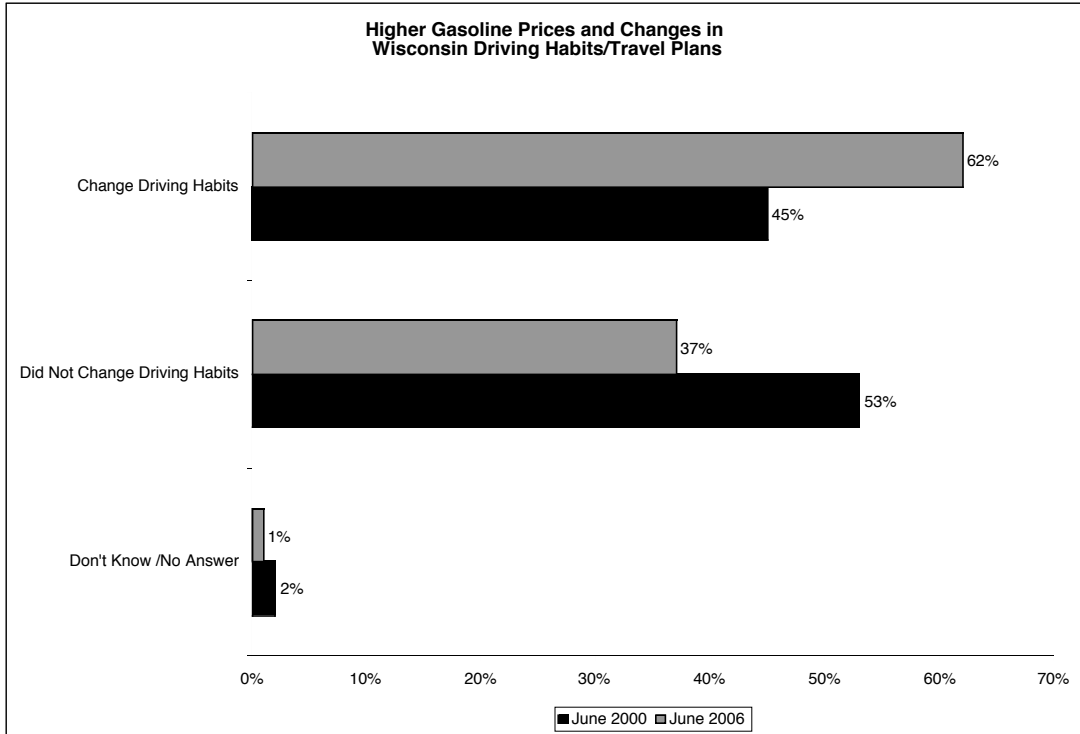
	June 2000	March 2002	Sept. 2002	Oct. 2003	Sept. 2004	Oct. 2005	June 2006
<b>Controlling Healthcare and Prescription Drug Costs</b>	NA	28%	29%	33%	35%	21%	27%
<b>Improving Public Education</b>	24%	16%	18%	18%	15%	21%	18%
<b>Reforming the Tax System</b>	24%	20%	21%	17%	12%	14%	17%
<b>Lowering the Wisconsin Gasoline Tax</b>	28%	NA	NA	NA	NA	24%	15%
<b>Improving the Ethics of Wisconsin Politicians and Bureaucrats</b>	NA	NA	NA	NA	NA	NA	13%
<b>Improving the State's Economy</b>	NA	18%	20%	23%	17%	10%	10%

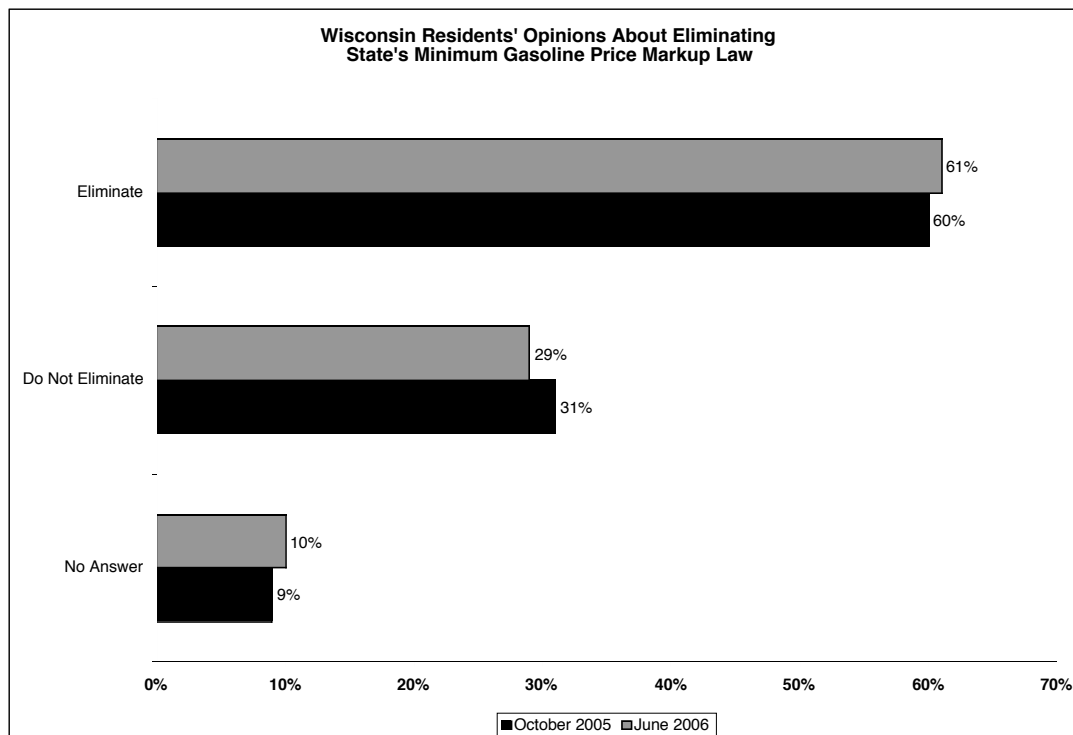
NA: Not asked.

thought they would be lower. Six years ago the answers were almost totally reversed: only 14% thought that the prices would rise, while 54% thought they would be lower. It goes without saying that rising gasoline prices are taking a toll on Wisconsin families, and there is little doubt that a spike in prices between now and November could have an enormous impact, not just financially on Wisconsin residents, but also politically on Wisconsin politicians running for office this November.



We also asked people, as we had in the past, whether they would support a law eliminating the 9% minimum markup of gasoline prices in Wisconsin — 61% said yes we should eliminate the law, while only 29% opposed it. These are numbers almost identical to the question that was asked on this question last year. Considering the 2-to-1 margins, it is difficult to understand exactly why this legislation does not seem to have support among politicians in Madison.





### Support for the Death Penalty

One of the other questions we asked in this survey was whether Wisconsin residents would favor or oppose a death penalty in Wisconsin for first-degree intentional homicide if the conviction was supported by DNA evidence. The wording used was identical to that of the advisory question that will appear on the November ballot in the state. Our results show that 58% of the residents of the state supported the death penalty, while only 36% opposed it. Only two places in the state opposed the death penalty: in Madison the margin was 52% opposed, 37% favoring; in the City of Milwaukee it was 53% opposed, 43% favoring.

There were also some different spreads on this issue among Wisconsin residents. Whites supported the death penalty by 61% to 33%, while Blacks opposed it 78% to 22%. Among Republicans the support was 74% to 22%; while Democrats opposed it 52% to 43%. Perhaps more importantly, Independents supported it 63% to 32%. Ideologically, Liberals opposed it 61% to 36%, while Conservatives favored it 73% to 22%. People who described themselves as middle-of-the-road supported it by a margin of 59% to 35%.

#### SHOULD THE DEATH PENALTY BE ENACTED IN THE STATE OF WISCONSIN FOR CASES INVOLVING A PERSON WHO IS CONVICTED OF FIRST-DEGREE INTENTIONAL HOMICIDE, IF THE CONVICTION IS SUPPORTED BY DNA EVIDENCE?

	Jan 1988	Sept 1989	Sept 1990	Sept 1991	Nov 1993	July 1994	Sept 1995	July 1997	June 2006
Favor	56%	63%	67%	68%	66%	65%	65%	65%	58%

Note: Prior to 2006 the question was: In general, do you support or oppose the death penalty?

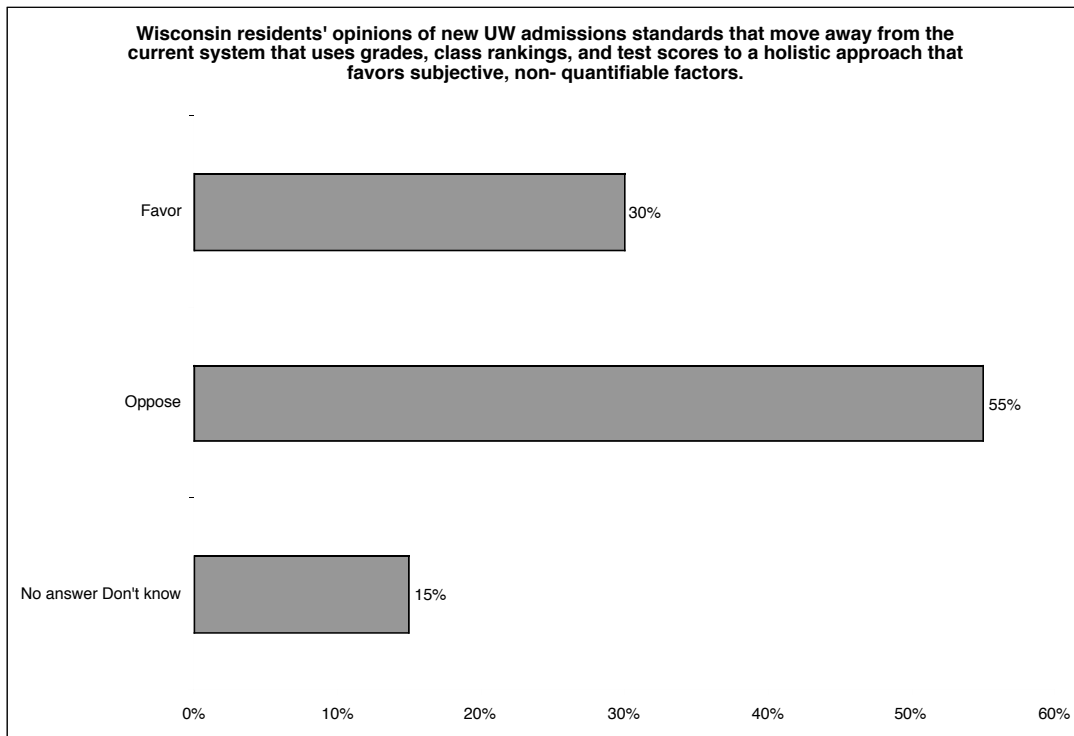
We had not asked a question about the death penalty in Wisconsin since 1997. The results from this survey continue a trend going back to the late 1980s where there has been constant support for the death penalty. It is fair to point out that part of the support for this question was due to the inclusion of the part about DNA evidence as an issue. Our question from previous surveys did not include the DNA evidence. It is probable that other events in Wisconsin, especially a well-publicized murder trial that will begin in late October, could turn the death penalty into a major issue this November.

## Summary

This survey indicates that Wisconsin residents are starting to come to a tipping point in terms of how issues are impacting their lives. The majority of problems stated in this survey deal with specific issues that place a financial burden on the average Wisconsin resident, whether they be Taxes, Health Care Costs, Gasoline Prices, the ability to get a job, or the general economic conditions in the state. The results of this particular part of our survey were reinforced by responses to the earlier question that showed enormous pessimism about Wisconsin's economy for the upcoming year.

### WISCONSIN RESIDENTS STRONGLY OPPOSE CHANGES IN THE UNIVERSITY OF WISCONSIN ADMISSIONS POLICY

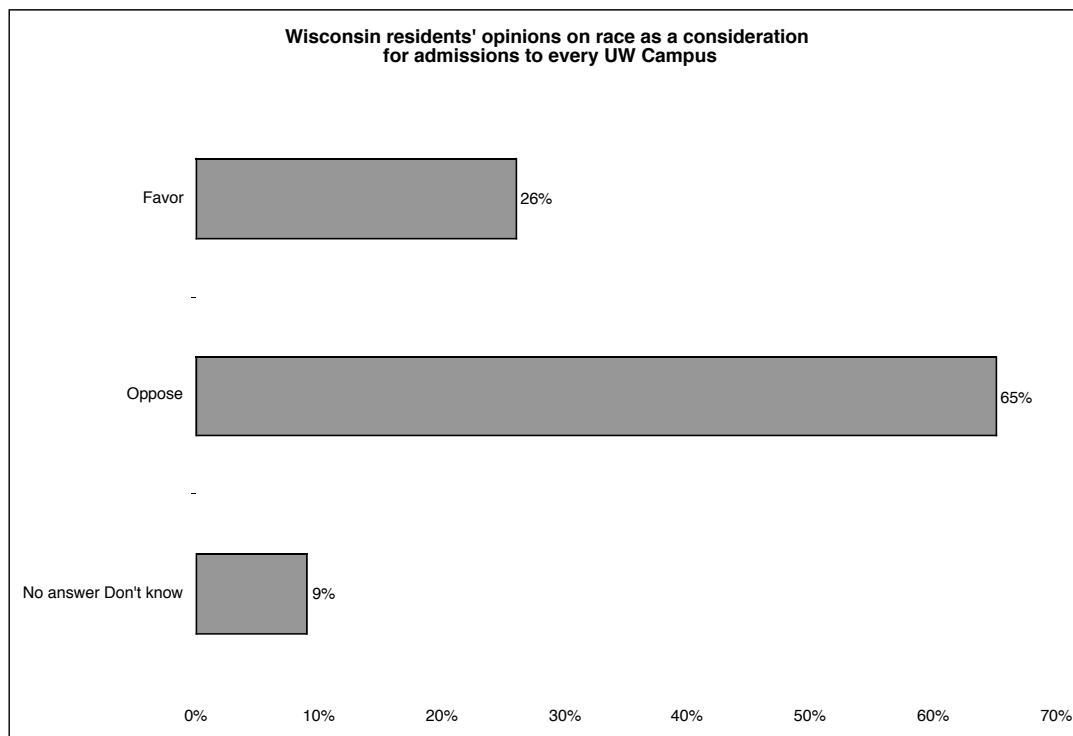
Wisconsin residents by a 55% to 30% margin oppose the new changes in admissions policies for the University of Wisconsin system. These policies move away from the current system, which uses grades, class rank and test scores, to a holistic approach that favors subjective, non-quantifiable factors. The opposition to these changes crosses almost all demographic groups throughout the state of Wisconsin. Every area of the state opposes these changes, with the most opposition coming in the Milwaukee suburbs, where they are opposed 65% to 28%. In Waukesha County, it is opposed 62% to 14%. Even in Madison the opposition is 46% to 41%. Among people who identify themselves politically, it is opposed by Democrats by a 43% to 38% margin; by Independents by 63% to 30%; and by Republicans 69% to 18%. Even in ideology, there is no group that favors these changes. Liberals oppose them 46% to 41%; people who describe themselves as middle-of-the-road oppose them 51% to 35%; and Conservatives oppose them 73% to 13%. The only group that shows any support for these changes is among Blacks, and even there the favorable margin is only 49% for and 47% against.



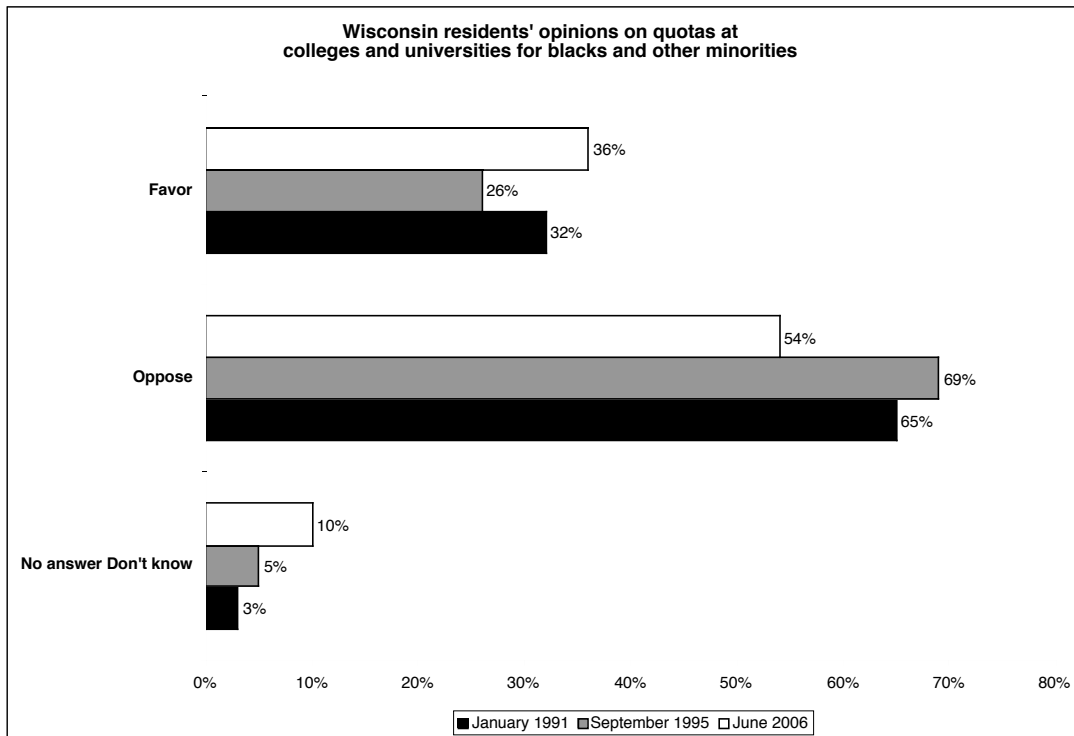
The opposition to these policies grows when a different factor is added into the mix. Wisconsin residents were asked another question that said that every UW campus must take race into account, among many other considerations, in deciding whom to admit in order to promote diversity. This was opposed by a margin of 65% to 27%. The results, however, differed slightly among demographic groups in the state. While there was no support for this in any area of the state, the least opposition was in Madison where it was opposed by 56% to 31%. The opposition from the rest of the state was over 2-to-1; in the Milwaukee suburbs it was 72% to 23%; in the City of Milwaukee it was 66%



to 30%; in outstate Wisconsin the opposition was 66% to 23%. There was no support for this even among different political groups: Democrats opposed it 53% to 40%; Independents by 68% to 23%; and Republicans by 73% to 17%. The only demographic group in the state that supported the diversity factor were Liberals who favored it by 50% to 47%. Middle-of-the-road residents opposed it 65% to 25%; and Conservatives opposed it 77% to 17%. It is very interesting that among Blacks it was opposed 54% to 42%, even though on the previous question there was slight support for the holistic approach.



At first glance it appears as though the racial part of the new admissions policy has had an impact, yet on an additional question, which dealt with a long-term tracking question that we have used, the results were surprisingly different. Since 1991, we have occasionally asked Wisconsin residents about the question of quotas for admitting Blacks and other minorities to colleges and universities. While the question did not deal specifically with the University of Wisconsin, it shows opposition to quotas dropping since we initially asked this question fifteen years ago. In this poll the question was asked whether people think it is sometimes necessary to reserve openings in colleges and universities for Blacks and other minorities, while other people oppose having quotas for minority groups. In this poll 36% of Wisconsin residents favored having quotas set for Blacks and other minorities, while 54% opposed it. What is interesting is that the support for quotas has risen over the last fifteen years, and more importantly the opposition has dropped. In 1995, the last time we asked this question, 69% of Wisconsin residents were opposed to the idea of quotas for college admission. In 2006 that opposition has dropped to 54%. There is more support for this concept among some demographic groups than we saw on the UW questions. For example, in this survey there was support in the City of Milwaukee for quotas by 45% to 44%; in Madison it was favored by 43% and opposed by 44%. The real movement came among Democrats, who favored this by a 55% to 38% margin, and by Liberals who favored it by 67% to 28% opposed. Among Blacks, it was favored by 87% and opposed by only 9%. There are two possible explanations for the differing results on these two questions. First, the question on quotas is more universal; we are not naming any colleges or systems. Secondly, the term quota can produce very strong reactions since it drums up discrimination, which has different meanings to different people. That is why on the University of Wisconsin questions, we did not use that term.



**WISCONSIN RESIDENTS BELIEVE THE ETHICS OF THEIR STATE LEGISLATURE AND STATE GOVERNMENT  
HAVE GOTTEN MUCH WORSE**  
~ *THEY DO NOT BELIEVE THEIR ELECTED OFFICIALS REPRESENT THEIR INTERESTS* ~  
~ *FEW BELIEVE STATE GOVERNMENT WILL ALWAYS DO WHAT IS RIGHT* ~

There is an enormous disconnect in Wisconsin between residents and their elected officials in state government over the issue of ethics. Only 5% of the people in Wisconsin believe the ethics in Wisconsin state government have gotten better over the last decade, while 51% believe it has gotten worse. In addition, only 5% of Wisconsin residents believe the ethics of the legislature have gotten better over the last decade; 52% think they have gotten worse.

The lack of confidence in the ethics of the state legislature has dropped among every major demographic group across the state. For example, 50% of Republicans thought the ethics had gotten worse; 50% of the Democrats thought it had gotten worse; 57% of Independents thought the same thing. Among Liberals, it was 52%; 55% for Conservatives; and 51% for those who are middle-of-the-road ideologically. In terms of geographic regions of the state: no one in the City of Milwaukee thought the ethics of the state legislature were better than they were a decade ago; in Waukesha County only 2% thought it had gotten better; in Madison it was also only 2%.

The reaction was very similar when people were asked if the ethics of state government had gotten worse or better in the last decade. The demographics were slightly different, although the results were nearly the same. Among Republicans, 51% thought the ethics had gotten worse; 46% of the Democrats said the same; and 56% of Independents said the same. People who thought the ethics had gotten better varied geographically. In the City of Milwaukee and Waukesha no one thought the ethics of state government had gotten better, while in Madison 11% thought it had gotten better, but 53% thought it had gotten worse, and 34% thought it had stayed the same.

Another question we asked was whether residents thought you could trust state government to do what is right just about always, most of the time, or only some of the time. Only 3% thought they could trust state government to do what is right just about always, while 23% thought most of the time, and 74% said only some of the time. The results today show more cynicism toward state government than when we have asked these questions in the past. Four years ago 61% said they could trust the state government only some of the time. In 1993, that number was 62%.

**OPINION ABOUT ETHICS OF POLITICIANS IN STATE, 1991-2006**

<b>In Last Ten Years, Standards of Ethics Has. . . .</b>	<b>Jan 1991</b>	<b>Sept 1991</b>	<b>May 1993</b>	<b>March 2002</b>	<b>October 2005</b>	<b>June 2006</b>
<b>Wisconsin State Government</b>						
Gotten Better	9%	12%	3%	5%	9%	5%
Gotten Worse	31%	30%	29%	29%	46%	51%
Stayed the Same	56%	55%	56%	59%	40%	40%
<b>Members of the Wisconsin Legislature</b>						
Gotten Better	10%	10%	6%	7%	5%	5%
Gotten Worse	25%	23%	18%	18%	42%	52%
Stayed the Same	59%	61%	60%	67%	46%	35%

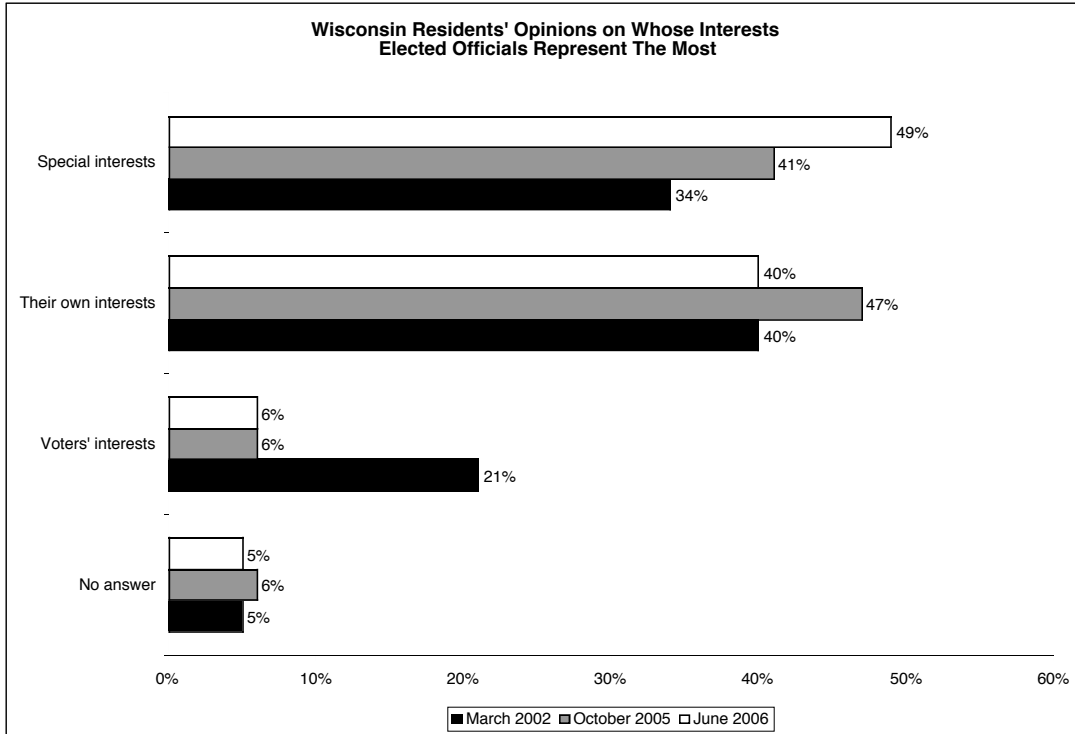
This cynicism was also very apparent in another question we asked about elected officials. As we had in the past, we asked people whose interests they felt elected officials represented the most. Only 6% said the public, compared to 49% who said special interests and 40% who said the elected official's own interests. These results are similar to last year, but remarkably different from when the same question was asked four years ago in 2002. Then 21% of the residents thought their elected officials represented the public's interests, and only 34% thought special interests.

It is clear from answers to subsequent questions why voters believe some of these things. We asked a tracking question, which we have asked since 1990: who has the most power to determine what the state government spends? In this survey only 17% said voters, 73% said campaign contributors. We then asked the same question replacing campaign contributors with lobbying groups. To this choice only 12% said voters, 81% said lobbying groups. These are the lowest numbers choosing voters that we have ever seen on this question. We asked another tracking question:

**ATTITUDE TOWARD STATE GOVERNMENT, 1990-2006**

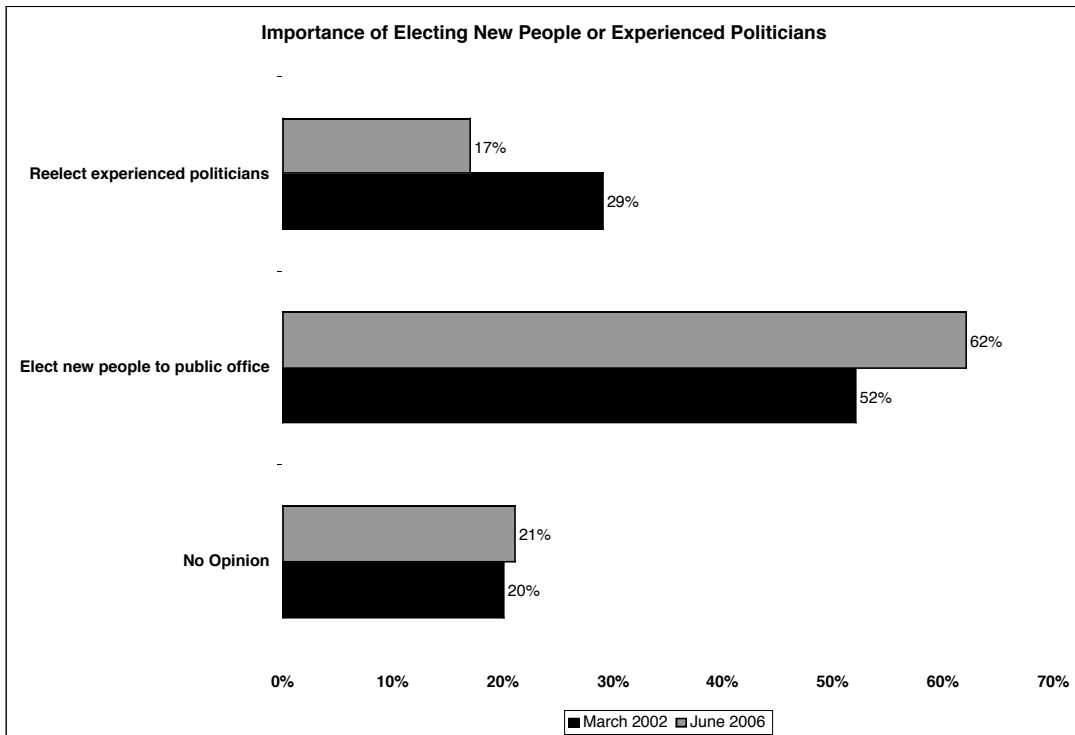
	<b>Sept. 1990</b>	<b>Jan. 1991</b>	<b>Nov. 1991</b>	<b>Nov. 1993</b>	<b>Sept. 2002</b>	<b>June 2006</b>
<b>Who Has the Most Power to Determine What the State Government Spends?</b>						
Voters	17%	17%	19%	17%	18%	12%
Lobbying Groups	77%	79%	77%	79%	75%	81%
<b>Who Has the Most Power to Determine What the State Government Spends?</b>						
Voters	24%	25%	23%	22%	21%	17%
Campaign Contributors	68%	68%	72%	70%	73%	73%
<b>Do Voters Today Have More Power Or Less Power To Influence State Issues and State Spending Than 20 Years Ago?</b>						
More Power	41%	36%	48%	48%	41%	27%
Less Power	50%	52%	42%	42%	45%	60%
<b>How Much of the Time Can You Trust State Government?</b>						
Just About Always	N.A.	N.A.	N.A.	3%	2%	3%
Most of the Time	N.A.	N.A.	N.A.	34%	35%	23%
Only Some of the Time	N.A.	N.A.	N.A.	62%	61%	74%

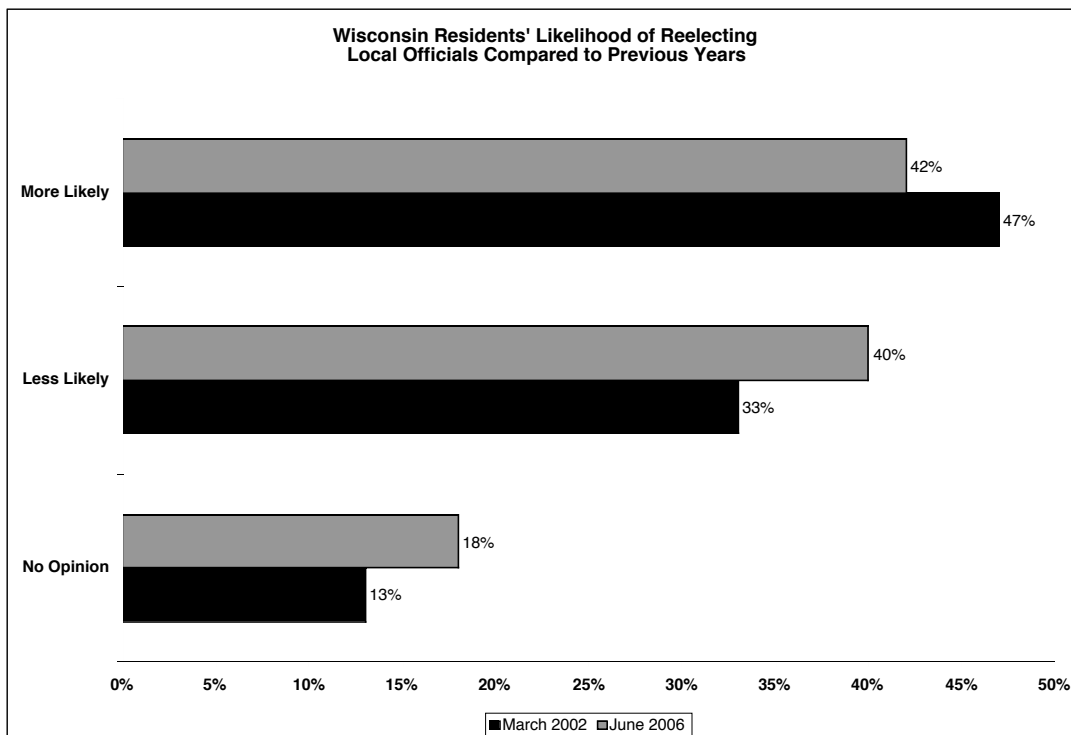
N.A. means question not asked in that year.



whether voters today have more power or less power to influence state issues and state spending than they did 20 years ago. Again, only 27% said they had more power, while 60% felt they had less power. Four years ago when we asked this question, 41% said they had more power, 45% said they had less power.

These numbers demonstrate an enormous awareness that special interest groups, particularly lobbyists, have far more control over the state's government and elected officials than Wisconsin's residents.





### Voter Reaction

This cynicism is also changing how Wisconsin residents view the upcoming election cycle. The first question we asked was a tracking question about whether it was more important to reelect experienced politicians or more important to elect new people to public office. Only 17% said it was more important to reelect experienced politicians, while 62% thought it was more important to elect new people to public office. These results are far different from when this question was asked four years ago. In that survey, 29% went for experienced politicians, while only 52% went for electing new people to office.

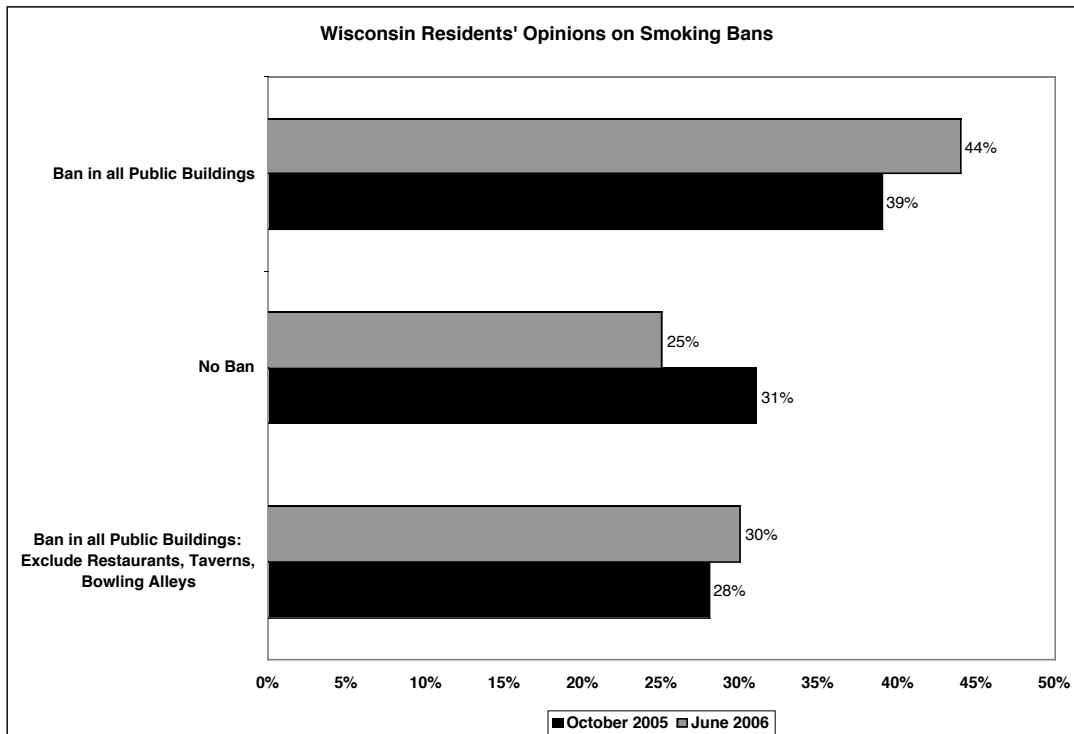
We asked a second question: whether this November people were more likely or less likely to reelect their local officials: 42% said more likely, 40% said less likely. Again, these numbers have tightened up since 2002 when 47% said more likely, and 33% said less likely.

### Summary

The results in this survey indicate an enormous growing disconnect between Wisconsin residents and their elected state government. The ethics scandals that have plagued Madison for the last several years are clearly having an impact on Wisconsinites. More to the point, there is growing skepticism about the role of lobbyists and their ability to control state policy. What is extraordinary is that the cynicism about the ethics of these groups runs through all demographic groups in the state – Democrat, Republican, Liberal, old, young, live in city or country – no one believes the ethics of our political structure have improved over the last decade. At some point Wisconsin residents will demand that their government be run for their benefit and not for the benefit of others. That day may come sooner rather than later.

## WISCONSIN RESIDENTS SUPPORT SMOKING BANS

For the second year we asked Wisconsin residents how they felt about banning smoking in public buildings: 44% believed that smoking should be banned in all public buildings. This is up 5% from last year when it was at 39%. In this survey, 30% of the respondents favored banning smoking in public buildings with the exception of restaurants, taverns and bowling alleys. This is up slightly from 28% last year. Finally, only 25% were opposed to having bans in any public buildings across the state. This is down from 31% last year.



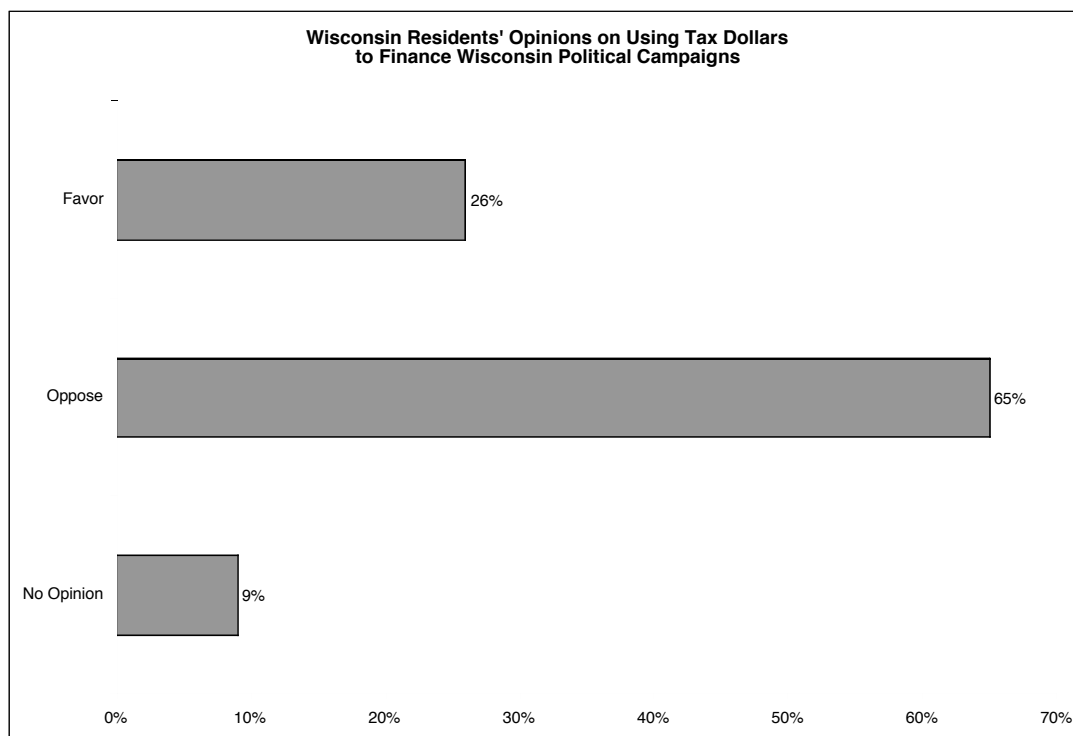
The results were similar in most geographic areas across the state. The slight differences occurred in Waukesha County, where 31% supported a total ban, and 41% supported a partial ban, and 24% supported no ban at all. This was a different result than in Madison, where 47% supported a total ban, 21% supported a partial ban, and 32% supported no ban. There were some interesting differences in party identification: 52% of Democrats supported a total ban, 30% supported a partial ban, and 18% supported no ban at all. Among Republicans 45% supported a total ban, 29% supported a partial ban, and 25% supported no ban on smoking. Among Independents, the numbers were different: only 34% of Independents supported a total ban, while 30% supported a partial ban, and 35% wanted no ban at all. Among Liberals, 60% supported a total ban, while 25% supported a partial ban and only 15% supported no ban at all. This differed sharply from Conservatives, where 39% supported a total ban, only 25% supported a partial ban, and 34% supported no ban at all. Among middle-of-the-road Wisconsinites, 41% supported a total ban, 35% supported a partial ban, and 24% supported no ban at all.

There was also a gender gap on this specific issue. Among men, 38% supported a total ban; among women it was 49%. A partial ban was supported by 30% of the men and 31% of the women. Among men, 30% wanted no ban at all, while among women it was only 20%.

It is clear from this survey that there is growing public support for smoking bans, whether in all public buildings or in most public buildings except for restaurants, taverns and bowling alleys. We will continue to track this issue to see how it develops over the next several years.

## WISCONSIN RESIDENTS STRONGLY OPPOSE CHANGING THE FINANCING OF POLITICAL CAMPAIGNS IN THE STATE

Wisconsin residents do not support the idea of changing how Wisconsin political campaigns are financed. By a margin of 65% to 26% they oppose replacing the current system of contributions from individuals, corporations and interest groups with one using tax dollars to finance Wisconsin campaigns.



The opposition to using tax dollars to finance campaigns crosses just about every demographic group in the state of Wisconsin. The most opposition is in Waukesha County, where 85% of the residents are opposed to it and only 13% favor it. In the City of Milwaukee the opposition is 71% to 21% favoring it. The least opposition comes in Madison where 51% oppose it and 38% favor using tax money. Politically there is almost unified opposition to this idea. Among Republicans, 70% oppose it while 22% favor it; among Independents it is 65% opposed, 27% favoring; and with Democrats 64% oppose the idea while 29% favor it. Ideologically, there are some differences. Across the state Liberals are the only group that favors using tax money to finance campaigns by a 46% to 44% margin. However, among Conservatives the opposition is 71% opposed to the idea, while 19% favor it. Among people who describe themselves as middle-of-the-road, 70% oppose it while 22% favor it. In fact the most opposition from any group in the state comes from Blacks, where only 4% favor it while 89% are opposed, compared to 28% of Whites who favor it and 63% who oppose it.

We believe that one of the reasons for this opposition is the total disconnect between residents and current elected officials in state government. The idea of raising taxes and giving the money to elected officials and government bureaucrats has very little appeal to Wisconsinites. This is amplified by earlier results from our polling which showed that only 6% of residents thought that elected officials represented the interests of the voters and only 3% trusted state government to always do the right thing. Little wonder that state residents have no interest in raising their own individual taxes and giving the money to groups that they don't believe will represent their best interests, especially in terms of the political future of the state.

**POLL QUESTIONS AND ANSWERS**

**In your opinion, what is the single most important problem facing Wisconsin that the government should be doing something about?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
<b>Taxes</b>	22%	28%	24%	45%	21%	19%	23%	17%	14%
<b>Health Care Issues</b>	13%	3%	17%	12%	12%	21%	7%	15%	16%
<b>Gasoline Prices</b>	10%	1%	9%	8%	8%	9%	9%	11%	17%
<b>Education</b>	9%	16%	7%	12%	6%	3%	12%	13%	5%
<b>Social Issues/Poverty</b>	6%	2%	6%	4%	9%	6%	10%	2%	8%
<b>Crime</b>	6%	22%	12%	6%	1%	0%	0%	7%	3%
<b>Government Issues</b>	5%	5%	5%	4%	6%	0%	5%	9%	6%
<b>Jobs</b>	5%	10%	4%	0%	7%	4%	1%	7%	3%
<b>Economic</b>	5%	7%	2%	0%	5%	12%	9%	0%	4%

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

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
<b>Controlling Health Care and Prescription Drug Costs</b>	27%	18%	21%	18%	28%	29%	26%	40%	29%
<b>Improving Public Education</b>	18%	34%	22%	16%	14%	17%	19%	13%	13%
<b>Reforming the Tax System</b>	17%	20%	20%	36%	13%	13%	12%	15%	16%
<b>Lowering the Wisconsin Gas Tax</b>	15%	7%	17%	16%	10%	18%	20%	12%	19%
<b>Improving the ethics of Wisconsin politicians and bureaucrats</b>	13%	9%	13%	16%	19%	8%	14%	8%	14%
<b>Improving the State's Economy</b>	10%	12%	6%	2%	14%	14%	8%	11%	7%



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

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
<b>Improve</b>	17%	11%	19%	11%	18%	15%	19%	16%	21%
<b>Stay Same</b>	41%	41%	25%	50%	47%	32%	52%	40%	40%
<b>Get Worse</b>	39%	48%	53%	39%	33%	44%	23%	39%	35%
<b>Don't Know</b>	3%	0%	3%	0%	2%	10%	6%	5%	4%

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

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
<b>Improve</b>	25%	34%	31%	13%	37%	22%	15%	17%	21%
<b>Stay Same</b>	53%	45%	50%	75%	44%	54%	70%	52%	53%
<b>Get Worse</b>	19%	16%	15%	13%	17%	22%	14%	30%	26%
<b>Don't Know</b>	2%	5%	4%	0%	2%	3%	1%	1%	1%

**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?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
<b>Right Direction</b>	43%	27%	44%	43%	45%	48%	53%	42%	42%
<b>Wrong Track</b>	48%	67%	48%	48%	48%	41%	42%	49%	42%
<b>Don't Know</b>	9%	6%	8%	10%	7%	11%	5%	9%	16%

**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?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
<b>Right Direction</b>	27%	22%	44%	45%	24%	8%	25%	24%	25%
<b>Wrong Track</b>	68%	72%	54%	50%	72%	81%	71%	73%	69%
<b>Don't Know</b>	5%	6%	2%	5%	4%	10%	5%	3%	6%

**If the election for Wisconsin Governor were held today between Mark Green for the Republicans and Jim Doyle for the Democrats (ROTATE), for whom would you likely vote?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Mark Green	37%	29%	47%	46%	49%	26%	21%	40%	34%
Jim Doyle	49%	60%	35%	37%	39%	62%	63%	48%	52%
Undecided	14%	12%	18%	18%	12%	12%	17%	12%	14%

**Would you favor or oppose a Wisconsin state constitutional amendment that would limit increases in spending by both state and local governments to the rate of inflation?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	70%	63%	86%	80%	69%	73%	56%	63%	68%
Oppose	21%	31%	9%	15%	23%	13%	34%	22%	21%
Don't Know/No Answer	9%	6%	5%	6%	8%	14%	10%	15%	11%

**Have higher gasoline prices caused you to change your driving habits or travel plans?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes	62%	63%	58%	65%	65%	74%	48%	62%	62%
No	37%	33%	42%	35%	34%	25%	50%	38%	38%
Don't Know/ No Answer	1%	4%	0%	0%	1%	1%	2%	0%	0%

**Have recent price increases in gasoline caused any financial hardship for you or your household?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes, have caused financial hardship	49%	45%	39%	52%	35%	55%	39%	65%	66%
No, have not caused financial hardship	50%	55%	60%	48%	64%	45%	58%	35%	33%
Don't Know/No Answer	1%	0%	1%	0%	1%	0%	3%	0%	1%

**Looking ahead six months from now, do you think gas prices will be higher than they are today, about the same, or lower than they are today?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Higher	53%	69%	50%	43%	43%	64%	61%	50%	52%
About the same	36%	26%	35%	51%	40%	32%	31%	36%	36%
Lower	9%	3%	13%	4%	13%	4%	5%	11%	10%
Don't Know/No Answer	3%	2%	2%	2%	4%	0%	3%	3%	3%

**Wisconsin has a minimum markup law. This requires gas stations to charge customers at least 9% more than what they pay for gasoline. Do you think this law should be eliminated?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes, eliminate the law	61%	73%	58%	67%	60%	68%	47%	69%	58%
No, do not eliminate the law	29%	24%	35%	27%	31%	22%	32%	26%	31%
Don't Know	10%	4%	7%	6%	9%	10%	22%	6%	11%

**Some Wisconsin cities like Appleton and Madison have outlawed smoking in most public buildings including restaurants, taverns and bowling centers. Of the following three options which would you favor?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
A statewide ban on smoking in all public buildings	44%	44%	46%	31%	42%	43%	47%	45%	44%
A statewide ban on smoking in public buildings except restaurants, taverns and bowling centers	30%	34%	26%	41%	37%	29%	21%	27%	28%
No statewide ban on smoking	25%	22%	27%	24%	20%	27%	32%	28%	23%
Don't Know	1%	0%	1%	4%	1%	0%	0%	0%	4%

**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?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Better	5%	0%	8%	0%	5%	4%	11%	2%	6%
Worse	51%	57%	59%	60%	46%	45%	53%	53%	43%
Stayed the Same	40%	42%	32%	39%	43%	39%	34%	40%	44%
Don't Know/No Answer	4%	1%	2%	1%	7%	12%	2%	5%	7%

**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?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Better	5%	0%	12%	2%	7%	3%	2%	4%	6%
Worse	52%	57%	59%	57%	48%	51%	59%	50%	45%
Stayed the Same	35%	41%	23%	39%	34%	34%	33%	39%	41%
Don't Know/No Answer	7%	2%	7%	2%	11%	12%	5%	7%	8%

**Do you think voters today have MORE POWER or LESS POWER to influence state issues and state spending than they did 20 years ago?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
More Power	27%	26%	30%	25%	23%	15%	25%	23%	37%
Less Power	60%	61%	61%	69%	63%	70%	58%	60%	49%
Not Sure	13%	13%	9%	6%	13%	14%	17%	16%	13%

**Who do you think has the MOST POWER to determine what the state government spends - the voters across the state, or lobbying groups?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Voters	12%	16%	11%	6%	11%	8%	9%	20%	14%
Lobbying Groups	81%	77%	81%	81%	87%	89%	85%	76%	73%
Both	7%	8%	8%	13%	2%	3%	6%	4%	13%

**Who do you think has the MOST POWER to determine what the state government spends - the voters across the state, or those who contribute to campaigns?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Voters	17%	15%	18%	16%	19%	7%	22%	17%	15%
Contributors	73%	74%	72%	80%	69%	86%	68%	76%	69%
Not sure	10%	12%	10%	4%	12%	7%	10%	6%	16%

**How much of the time do you think you can trust the state government to do what is right - just about always, most of the time, or only some of the time?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Just about always	3%	0%	4%	4%	0%	0%	0%	4%	6%
Most of the time	23%	24%	20%	19%	23%	23%	32%	14%	25%
Only some of the time	74%	74%	76%	78%	75%	75%	67%	71%	78%
Not sure	1%	2%	0%	0%	2%	3%	1%	1%	1%

**Overall, whose interest do you feel elected officials represent the most - your interests, special interests or their own interests?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Voter's interests	6%	5%	5%	3%	7%	6%	6%	9%	9%
Special interests	49%	44%	48%	58%	53%	46%	45%	46%	48%
Elected official's interests	40%	48%	38%	34%	39%	40%	39%	43%	39%
Refused/No Answer	5%	3%	9%	5%	1%	8%	10%	2%	4%

**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?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
More Likely	42%	44%	43%	39%	37%	52%	45%	46%	37%
Less Likely	40%	38%	36%	43%	48%	29%	25%	47%	43%
No Opinion	18%	18%	21%	18%	15%	19%	30%	7%	20%

**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?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Re-elect experienced politicians	17%	16%	22%	29%	13%	7%	14%	19%	17%
Elect new people to public office	62%	67%	60%	44%	67%	67%	56%	65%	60%
No Opinion	21%	17%	18%	27%	19%	26%	30%	16%	23%

**Would you favor or oppose using tax dollars to finance Wisconsin political campaigns?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	26%	21%	31%	13%	26%	22%	38%	25%	23%
Oppose	65%	71%	64%	85%	64%	69%	51%	64%	65%
No Opinion	9%	8%	6%	2%	10%	9%	11%	10%	12%

**Would you favor or oppose a death penalty in Wisconsin for first degree intentional homicide, if the conviction is supported by DNA evidence?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	58%	43%	78%	61%	57%	67%	37%	46%	67%
Oppose	36%	53%	21%	35%	37%	28%	52%	43%	28%
Don't Know	6%	4%	1%	4%	6%	5%	11%	11%	5%

**Some people think that it is sometimes necessary to reserve openings at colleges and universities for blacks and other minorities. Other people oppose having quotas for minority groups. Do you favor or oppose quotas for blacks and other minorities?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	36%	45%	34%	34%	35%	33%	43%	40%	30%
Oppose	54%	44%	60%	56%	59%	59%	44%	52%	55%
No opinion no answer	10%	11%	6%	10%	6%	8%	14%	8%	15%

**The University of Wisconsin System is changing its admissions policies. It is moving away from the current system that uses grades, class rankings, and test scores to a holistic approach that favors subjective, non-quantifiable factors. Would you favor or oppose these new UW admissions standards?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	30%	33%	28%	14%	28%	30%	41%	34%	27%
Oppose	55%	56%	65%	62%	55%	47%	46%	51%	57%
Don't Know/Refused	15%	11%	7%	24%	17%	23%	13%	14%	16%

**One factor that will be used is that every UW campus must take race into account, among many other considerations, in deciding whom to admit, to promote diversity. Would you favor or oppose race as a consideration for admissions?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	26%	30%	23%	37%	23%	25%	31%	31%	23%
Oppose	65%	66%	72%	57%	72%	60%	56%	56%	66%
Don't Know/Refused	9%	5%	5%	6%	6%	15%	14%	13%	11%

**Do you think of investment in the stock market as generally a safe investment or as generally a risky investment?**

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Safe	30%	22%	31%	45%	29%	33%	30%	27%	31%
Risky	65%	75%	67%	53%	65%	66%	60%	68%	61%
Don't Know/Refused	5%	3%	2%	2%	6%	1%	10%	5%	8%

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

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes, have money invested	77%	64%	89%	89%	74%	70%	84%	72%	76%
No, do not have money invested	21%	34%	10%	8%	26%	28%	12%	23%	23%
Don't Know/Refused	2%	2%	1%	4%	0%	2%	4%	5%	1%

## 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.