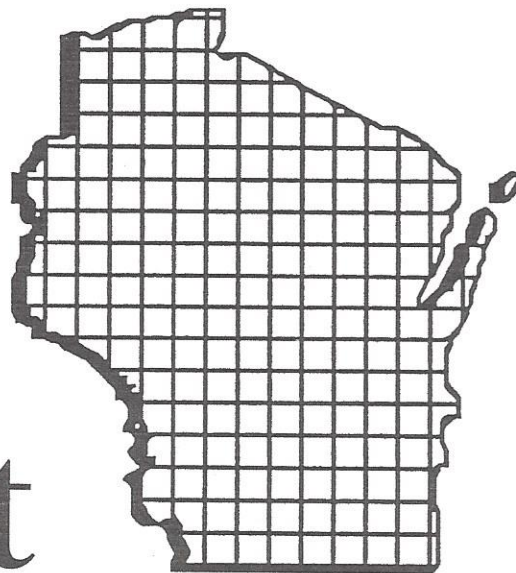


Wisconsin

Policy  
Research  
Institute  
Report



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**Wisconsin  
Speaks 2008**

**A Survey of Public Opinion**

## REPORT FROM THE PRESIDENT:

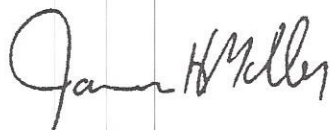
This Wisconsin Citizen Survey was conducted by Diversified Research, a nationally known survey research company. Dr. Michael LaVelle, who has had a relationship with us since 1987, directed this project. He has been President of Diversified Research since 1982, has over thirty years of experience in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

This is the fifth year we are presenting data in a format seldom seen in polling. We are including coded verbatim responses from respondents to our survey. What makes this unusual is that normal Wisconsin residents are telling us in a scientific survey what really is on their minds when it comes to issues in the state. The way this is structured is that respondents are asked a general question at the beginning of the survey. They tell the questioner, in their own words, the issue they are most concerned about. There is no other filtering data or questions. This is a technique that in the past was frequently used, but more commonly dropped now by almost all survey research firms. The reason is that it is very costly to enter these responses into data banks.

Over the years we have continued this practice because we feel it is one of the best barometers for what is known in the survey research business as "top of mind." What that means is that none of the people in the survey were coaxed or given a choice in their answers. They are simply telling us, in their own words, what is on their mind.

In this survey Wisconsinites express a genuine concern over the issue of jobs and the state's economy. In the twenty-one years I have been involved with polling in Wisconsin I have never witnessed the deep fears people have about Wisconsin's economic future. I have never seen the word "jobs" used so many times. It is a running theme in the answers from a cross section of our Wisconsin neighbors. It certainly reflects what they are seeing nationally and what they are hearing from their officials in Madison. What is interesting is the exact timing—this poll was taken before the Governor announced our \$5 billion deficit and runs parallel to the worsening economic crisis nationally. I suspect if we polled in another two weeks we would see even more concern about jobs in Wisconsin. Hopefully these responses will send a clear message to our legislators and government officials in Madison.

We hope that people take the time to read these responses, because it does paint a picture of how real people in Wisconsin feel, and not what we are being told by our politicians or the media.



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)

# WISCONSIN SPEAKS 2008

## *A Survey of Public Opinion*

MICHAEL LAVELLE, PH.D.  
JAMES H. MILLER

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## INTRODUCTION

We have been conducting public opinion surveys of Wisconsin residents since 1987. This survey was conducted on November 9 and 10, 2008. There has already been a release of some of the major issues covered in this survey.

What makes this particular study so unusual is that for the sixth time we are publishing the unfiltered opinions of Wisconsin residents. Most surveys will ask people about issues. Few, if any, polls besides the Wisconsin Policy Research Institute's will actually ask the classic survey question on an open-end basis to have respondents describe the most important issue facing Wisconsin. This type of question is asked at the beginning of a poll and is totally unfiltered by any other information. It gives a much more accurate picture of the views and feelings of the respondents. The usual poll will have several potential issues that are filtered and force people to make a choice: open-ended survey questions do not. The reason this technique has been dropped by almost all polls in Wisconsin and across the country is that it is very expensive to administer.

We are presenting the results from 600 Wisconsin residents. Clearly, there is enormous concern in this state with the economy, jobs, taxes and healthcare. This data originates from approximately 96% of our survey respondents who identified state problems. The results are their verbatim reply to the question: "In your opinion, what is the single most important problem facing Wisconsin that the government should be doing something about?" We have not included the answers of respondents who offered no opinion or could not make a choice—24 responses. The rest of the opinions are presented in the following pages. It paints a very interesting picture of the real problems Wisconsinites see in their state and believe their state government should deal with over the next several years.

We have arranged the results by political party. Respondents could identify themselves as Democrats, Republicans, Independents or some other party. Some respondents did not share their party affiliation. It is obvious from reading the replies that Wisconsin citizens see the same problems in their state regardless of their party affiliation.

### 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.

### Reading the results

The sex of the respondent is given. The areas of the state are as follows: **Southeast** - Southeastern Wisconsin, **Grn Bay Area** - the Green Bay area, **Mil Sub** - Milwaukee Suburbs, **Waukesha** - Waukesha County, **Madison** - Madison, **La Crosse** - La Crosse/Eau Claire area, **City/Milwauk** - the City of Milwaukee, **Rest/State** - the rest of the state.

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

**DEMOCRATS—206 RESPONSES**

<b>Sex</b>	<b>Area Of State</b>	<b>Single Most Important Problem Facing Wisconsin</b>
M	Southeast	I guess it had to do with people working
F	Grn Bay Area	The economy - the jobs being taken out of Wisconsin
F	Rest/State	Social services and healthcare are very vital right now
F	Southeast	Economy, job loss
F	Grn Bay Area	End the war
F	City/Milwauk	Unemployment rates, sick pay, and more jobs
M	Rest/State	Investing in education
F	La Crosse	Financial, economics - the mortgage situation. Will leave that up to the big guys.
M	Southeast	Unemployment
F	Mil Sub	Economy/jobs
F	Grn Bay Area	Taxes too high
F	Southeast	Economy - lowering taxes for middle tax range people
M	La Crosse	Health insurance, make it more affordable for the lower-middle class
M	Madison	I would say transportation. I would say more rails and to build highways.
M	Rest/State	I would think the economy and healthcare.
F	Grn Bay Area	Economy/credit lowered/grocery prices too high
F	Southeast	Better roads
F	Madison	Healthcare
M	Waukesha	The healthcare system needs to be upgraded
M	Waukesha	Jobs/creating more jobs
F	Madison	Economy - I keep getting laid off
F	Rest/State	High real estate taxes in Wisconsin
F	Mil Sub	Economy - needs to be revived - all of it
M	Madison	The economy, the oversize debt, the environment, healthcare
M	City/Milwauk	Unemployment
M	Southeast	Healthcare too much
M	Mil Sub	Mortgages
F	City/Milwauk	Healthcare too costly
M	City/Milwauk	Economic development, new jobs, people I know need jobs
F	Mil Sub	Keeping jobs here in the state!
M	La Crosse	Taxes are too high
M	City/Milwauk	Economy
F	Rest/State	Economy - no jobs
F	Rest/State	Healthcare, everything about it
F	Madison	Taxes - income tax too high
M	Rest/State	The political party needs to do something by the Democrats side the Republicans don't want to spend any money to maintain the system
M	City/Milwauk	No jobs for people

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Rest/State	Economy - people not spending, jobs leaving
F	Southeast	Jobs - GM closing - plant closings, layoffs
M	Southeast	Economy, business and companies closing
F	Madison	The economic crisis. The current formula for determining school funding.
F	Rest/State	Healthcare
F	City/Milwauk	Economy, taxes, healthcare
F	Rest/State	Getting jobs in Wisconsin
F	Waukesha	Healthcare - having universal healthcare for all Wisconsin residents
F	Grn Bay Area	More jobs, more industry brought into the city
F	La Crosse	Economy/jobs
M	Waukesha	Lack of jobs in the economy. Jobs is definitely a number one.
M	Mil Sub	Education, state funding formula does not work properly
F	Madison	Jobs/losing work
F	La Crosse	Healthcare cost
M	Rest/State	Unemployment
M	Grn Bay Area	Affordable health insurance
F	Rest/State	The economy. Loss of jobs.
F	Madison	Economy - loss of jobs
F	La Crosse	Economy - saving of jobs
M	Grn Bay Area	The economy
F	Madison	The economy - gas prices. Healthcare - every resident of Wisconsin deserves healthcare
F	Madison	The roads need to be fixed
M	Grn Bay Area	Economy - secure manufacturing jobs and put people back to work
F	City/Milwauk	Economy - job loss leaving state
F	Mil Sub	Taxes in general, land and school taxes
M	Madison	House insurance
M	Madison	Economy - taxes are too high
F	Rest/State	Healthcare too expensive
M	Rest/State	Jobs that are leaving and eliminated
F	Madison	Healthcare system - for people that are self-employed. We need more insurance coverage
M	Madison	Jobs loss - afraid my family would lose job
M	Southeast	Not passing the smoker ban - job situation, the economy, the manufacturers afford those types of jobs
F	Rest/State	Economy - prices are too high, wages are too low - I just feel that our economy will more so take care of itself if people can live a reasonably decent life without medical problems or insurance or bills or gas price rising, food price rising and wage is not increased to compensate increases
F	City/Milwauk	The auto industry
F	Grn Bay Area	Economy, jobs

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Rest/State	Loss of jobs
M	Madison	Taxes too high
F	Rest/State	Healthcare - they should be offering it to people through their jobs or at low rates to get some kind of help for medical assistance
F	Grn Bay Area	The jobs loss situation
F	City/Milwauk	Help the United States
M	City/Milwauk	Jobs and money
M	Grn Bay Area	The economy - job creation is key
F	Waukesha	Jobs/need more jobs, jobs that are adequate, pay a living wage, jobs with health insurance
F	Grn Bay Area	Economy too high
F	Mil Sub	The economy - I think that there needs to be a real look at the whole situation itself, the cost of living, the stock market is plummeting
F	Grn Bay Area	Jobs, manufacturing
F	La Crosse	The economy - Bush has pushed us into this situation and I want us to get out of that
M	City/Milwauk	I would say the education of their children
F	La Crosse	Education, better educated teachers
F	Grn Bay Area	The economy, healthcare is suffering
M	Madison	Taxes - lowering property taxes for school
F	La Crosse	Lower taxes
F	Rest/State	Lack of jobs
F	Mil Sub	Economy - stimulate jobs because just got laid off
F	Grn Bay Area	Economy - that's all that matters right now
F	Rest/State	I do not know. Maybe the hunting.
F	Mil Sub	Education
M	Mil Sub	We need better healthcare
F	Waukesha	I understand that they want to get rid of Medicare
F	Mil Sub	No jobs
F	Grn Bay Area	The economy
F	City/Milwauk	Healthcare/every resident should get the same healthcare the Legislature gets
F	Madison	Health insurance - members of family don't have any insurance
F	City/Milwauk	Jobs - I'm looking for about three weeks can't find a job anymore
F	Rest/State	Healthcare too expensive
F	Mil Sub	Economy/too many people out of work
M	Southeast	Economy - jobs - automobile jobs
M	Southeast	The loss of jobs
F	Rest/State	Unemployment and loss of jobs
F	La Crosse	Economy - people are making the same amount of money while prices are getting higher
F	Rest/State	Healthcare/number of uninsured

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
F	Rest/State	Unemployment
M	Rest/State	Jobs
F	Madison	The poor - works with poor families
F	Mil Sub	Jobs/creating more jobs is important
F	Rest/State	Healthcare in Wisconsin
F	Grn Bay Area	Healthcare - dental cost outrageous, plan usually doesn't cover enough
F	Madison	Economy, no jobs
F	Grn Bay Area	The economy and high taxes
F	Waukesha	Jobs
F	Madison	Jobs/health care
F	City/Milwauk	Education funding
F	La Crosse	Economy - money, oil and jobs
F	Mil Sub	The economy, jobs and the banking problem
M	Southeast	Economic issues
F	Rest/State	Economy/jobs
M	City/Milwauk	The economy - I know people who need jobs and can't find them
F	Grn Bay Area	The economy/the general spiral of it!
M	Grn Bay Area	Jobs
F	Southeast	Unemployment
F	City/Milwauk	Education - we need better teachers
M	Rest/State	Education finance is a big one in Wisconsin
F	Rest/State	The energy crisis, the cost of heating
F	Grn Bay Area	Economy
M	Grn Bay Area	The economy, mortgages and the bank situation
F	Waukesha	Issuing loans to people who don't qualify
F	Mil Sub	Taking care of healthcare for the people who cannot afford it
M	Mil Sub	Taxes and healthcare
F	City/Milwauk	Economy - mortgage and healthcare
F	Waukesha	Making more accessible healthcare - better way to go about providing it
F	Grn Bay Area	Education, underfunding
M	Rest/State	Illegal drugs and young people
F	Rest/State	The economy, stock market, loss of jobs. I'm retired - very hard to live on a fixed income.
F	Madison	Economy/rich are getting richer and poor is poorer. Job loses, should take care of middle class
M	Southeast	The economy - it's terrible, we have no industry here, it is all gone . . . our property taxes are going up too . . . our city government has to shape up
F	Grn Bay Area	Pollution - when we get too much rain lots of raw sewage comes up; instead of fixing the problem they just continually pay fines
F	Mil Sub	Government mandated . . . unfunded

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

<b>Sex</b>	<b>Area Of State</b>	<b>Single Most Important Problem Facing Wisconsin</b>
F	Southeast	Economy - more jobs
M	Southeast	Jobs - unemployment
F	Grn Bay Area	Healthcare
F	Rest/State	Healthcare too much
F	Southeast	Healthcare - costs too much
F	Rest/State	Employment - wages too low
M	Rest/State	Jobs
F	Madison	Economy - son was not able to get a school loan
M	Southeast	Economy, jobs, factory manufacturing jobs, skilled jobs
M	City/Milwauk	Healthcare issues are key to Wisconsin
F	Mil Sub	Economy, jobs
F	Southeast	The economy is in bad shape, jobs - unemployment is high
M	Southeast	Middle class opportunity
M	Rest/State	The economy, getting jobs
F	Mil Sub	Economy, taxes
F	Rest/State	Our taxes are the only problem facing Wisconsin
M	Rest/State	Economy - create more jobs
M	Madison	Jobs
M	Rest/State	School funding
F	Southeast	The economy, taxes and jobs
M	Rest/State	Not enough jobs - keep working
M	Madison	Education finance
F	Grn Bay Area	Checking into the health and welfare with woman and children in WIC and Food Stamps system/giving them healthier options and avoiding obesity
F	Mil Sub	Jobs - increasing job employment
F	Rest/State	Employment
F	La Crosse	Funding for education
M	Southeast	The prices of food . . . and poverty
F	Grn Bay Area	Jobs - companies either closing or moving
M	Waukesha	Jobs
F	Mil Sub	The fuel is too high
M	Grn Bay Area	Health insurance first on list
M	Mil Sub	Trying to keep jobs
F	Madison	The loss of jobs
F	Rest/State	The cost of living. Health insurance is too high, doctors visits are too high
F	Grn Bay Area	Health insurance - it's much too expensive. We pay for federal employees why not have them help pay for our healthcare.
F	Rest/State	Healthcare too expensive
F	Mil Sub	Education/get rid of tenure. Get better healthcare.
F	Rest/State	The overall economy is bad with the loss of so many jobs

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Rest/State	Economy, unemployment
M	City/Milwauk	We have lost jobs
F	Madison	Healthcare - need universal system - give it a try
M	Rest/State	Unemployment/need more jobs. Employment with healthcare.
M	Madison	Economy over the last eight years - there has been no regulation
F	City/Milwauk	The economy, jobs, taxes
F	La Crosse	Job situation
F	City/Milwauk	Taxes - property tax
F	Rest/State	The economy - the job losses
F	Southeast	Medical insurance
M	Rest/State	The stock markets are low
F	City/Milwauk	Unemployment.
M	Madison	Health insurance - providing for everyone
F	City/Milwauk	Insurance - problems getting prescriptions
F	Rest/State	Health care premiums, affordability
F	Rest/State	The taxes are too high in the state of Wisconsin
F	Mil Sub	We need more funding for public schools
F	La Crosse	Oh God . . . there are so many of them . . . where do you start . . . it has to be the economy. There are less and less jobs. So the answer would have to be the jobless rate.
M	Southeast	More jobs, economy
F	Madison	The economy - money for everything - housing, education
M	Madison	Economy, employment
F	Rest/State	Affordable healthcare
F	Southeast	Economy, jobs, product prices
M	Rest/State	The economy - more jobs are needed

**REPUBLICANS—174 RESPONSES**

F	Grn Bay Area	Loss of jobs
M	Grn Bay Area	The economy - probably promoting job creation and control spending
F	Grn Bay Area	Economics - unemployment levels are high and lots of people in my area lost their jobs.
M	Mil Sub	Government gotten too big, should be reduced
F	Rest/State	Unemployment - loss of jobs
F	City/Milwauk	Taxes - property
F	Southeast	Economy, jobs, need more companies.
F	Southeast	Jobs/need to create more jobs, want businesses to come to Wisconsin because of skill labor jobs
M	La Crosse	Deficit
M	Mil Sub	Taxes - lower them

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Southeast	High tax - the cost of doing business is too high
M	Mil Sub	High taxes
F	Grn Bay Area	The schools' lack of organization
M	Grn Bay Area	Economy - creating jobs and lowering taxes
F	City/Milwauk	Lowering taxes, lower state spending - used to live elsewhere and my taxes were one third of what they are now
M	Grn Bay Area	Keeping jobs in Wisconsin - basically making sure there is a correct balance between tax incentives and penalties for taking jobs out of the state
F	Rest/State	Economy, jobs, businesses
M	Waukesha	Lower taxes
F	Rest/State	Abortion - I'm against it
F	Southeast	The economy - income taxes and property taxes
M	Waukesha	The governor - Jim Doyle not doing a good job, huge debt - blame Governor
M	La Crosse	Property taxes
F	Grn Bay Area	Economy of the state/housing, jobs, mortgages, school situation
M	City/Milwauk	High taxes/I think property taxes
M	Rest/State	The economy is a mess and jobs
M	Mil Sub	Jobs leaving the state, maybe tied to high taxes
M	Mil Sub	Taxation - waste money tremendously and wants me to pay more
F	Rest/State	Helping to create more jobs in Wisconsin
M	Mil Sub	Taxes, unemployment
M	Mil Sub	Taxes too high - property
M	La Crosse	Economy/budget
F	Southeast	Economics in general
F	Grn Bay Area	Stepping up national security
F	Rest/State	Economy - putting jobs back in the United States
M	Grn Bay Area	Taxes - taxes just keep going up
F	Southeast	Economics, jobs, civility
M	Rest/State	Cutting taxes
F	Southeast	Economy/lost jobs /losing retirement funds
F	Mil Sub	Lower taxes for businesses
M	Rest/State	Economy, jobs
F	Southeast	Economy/state deficit, balancing budget and cutting costs, programs
F	Waukesha	Health care/cost
F	City/Milwauk	Economy - lost money in stock market.
F	Rest/State	Spending money we don't have
M	Rest/State	The unemployment rate
M	La Crosse	Put a cap on fuel. We're being gouged. It takes too long to come down.
M	Southeast	Eliminate tax on Social Security for seniors
M	Mil Sub	Property taxes are way too high.

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Southeast	Economy and employment - and most of the union are nothing but manufactures which are taking over the market - no protection for simple people
F	Southeast	There are no more industrial jobs like the auto industry
M	Madison	Raising taxes
F	Madison	Finances - not enough to go around
M	Grn Bay Area	Money - too much being spent on unnecessary projects
M	La Crosse	Economy/jobs
M	Mil Sub	Taxes, we pay high taxes. School taxes, property taxes - other states are lower taxes. Why is Wisconsin paying higher taxes?
M	Grn Bay Area	Corruption in government
M	Grn Bay Area	Jobs, lack of
F	Waukesha	Taxes, lowering taxes
M	Southeast	We need more jobs
F	Grn Bay Area	Work on the economy and national debt, giving companies millions and take transportation fund gives to government, too much overall spending
F	Southeast	Economy - to support small business order better and not force them to do things that would have them pay out more money than they want
M	City/Milwauk	The welfare system
F	Southeast	Economy/not to give money away
M	Waukesha	Economy/slowdown
F	La Crosse	Economy - taxes are too high
F	Grn Bay Area	Economy - jobs remain in country
M	La Crosse	Jobs
M	Grn Bay Area	Unemployment
M	Rest/State	Transportation - stop taking money from the budget we need
F	Madison	Economics - 401(k) stocks going down
F	Rest/State	High taxes for businesses
F	Grn Bay Area	Economy - no jobs
F	Waukesha	Jobs
M	Grn Bay Area	The losing of factory jobs out of the country
M	Grn Bay Area	Government/both
F	Grn Bay Area	The economy. Need more control on spending. I'm against regulation.
M	Grn Bay Area	The deficit in Wisconsin . . . its going to be two to three billion dollars
M	La Crosse	Democrats in government
F	La Crosse	More jobs needed in Wisconsin
F	Grn Bay Area	Jobs - things are way too expensive
F	Waukesha	Education improve
M	Waukesha	Cutting taxes
F	City/Milwauk	Medicare and insurance
M	Grn Bay Area	The economy. - no jobs around here

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Mil Sub	Loss of businesses in the state. There has been quite a few industries that moved out of the state
M	Grn Bay Area	Lowering the taxes
M	Rest/State	Get the budget balanced
M	Southeast	Abortion issue
F	Rest/State	Health insurance - premiums are high
M	Mil Sub	Reducing taxes
M	City/Milwauk	Taxes are too high
M	Rest/State	Capital gains tax
M	Mil Sub	We need less taxes on business
F	Waukesha	Economy - loss of jobs
F	Grn Bay Area	The economy - people need to get back to work
F	Mil Sub	Economy - get the people back to work! People losing their jobs.
M	Grn Bay Area	The economy - what's affecting me most is the stock market and the decline of my investment
F	Grn Bay Area	Economy/the situation of borrowing money that we don't have. Worried about 401(k) situation
M	Waukesha	People not working/we need jobs
F	Mil Sub	Economy/unemployment, taxes
M	La Crosse	No abortion - if we do things right morally, the economy will work itself out
F	City/Milwauk	Lowering taxes, investigate the use and abuse of the money
F	Rest/State	Health issues/not having enough coverage if needed; insurance concerns
F	Southeast	Higher taxes
F	Mil Sub	Taxes are too high
M	La Crosse	Jobs/economy - jobs not being there
M	Mil Sub	High taxes - re: individuals and businesses
M	Grn Bay Area	Lower taxes
M	Madison	The economy - it is declining and bringing hard times to the citizens of Wisconsin
M	Grn Bay Area	Lowering taxes, can't afford to pay more as economy declines
F	Southeast	Too much liberalism - strictly Republican Wisconsin is becoming a Democratic state
M	City/Milwauk	The taxes are just out of control in Wisconsin
M	Southeast	Loss of jobs
M	Grn Bay Area	Illegal immigrants in general
M	City/Milwauk	I would say right now is to get the economy, meaning to open factories and getting people to work
M	Southeast	Medical - we need better coverage and more affordable
F	Rest/State	Lowering property taxes
F	City/Milwauk	The economy, unemployment
M	Rest/State	The economy, more jobs and higher pay is needed
F	Madison	I would say abortion. I think that it should not be something that should not happen.

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
F	Grn Bay Area	Taxes/federal
F	Madison	I would say the economy and jobs
M	Rest/State	Attracting high tech business
M	City/Milwauk	Taxation - property taxes - I own a small business and we're getting smeared
M	Grn Bay Area	Stick to a budget and not go over. Each and every state each and every person get on a budget.
F	Rest/State	The healthcare in Wisconsin is hard to get
M	Grn Bay Area	I would say the economy
M	Madison	Tort reform. The reason the medical costs are so high - frivolous law suits and legal judgements are so high and people can't afford health insurance and companies can't afford these massive payoffs, single government problem, they don't have a conscience anymore
M	Grn Bay Area	The economy - try to straighten out Wall Street mess
F	Madison	Economy - having a hard time finding a job
F	Rest/State	Liberalism on moral issues like abortion, gay rights
F	Grn Bay Area	The economy - my statement is down \$15,000
M	Rest/State	Abortion - either outlaw it completely or leave it the way it is in the books
M	Mil Sub	Economy, jobs, unemployment rising
M	Grn Bay Area	Taxes - they are too high. Voter ID - I think people should have to prove who they are to vote.
M	Grn Bay Area	Taxes - taxes are way too high and our state is in the top 10
F	Mil Sub	Healthcare costs
M	Rest/State	Unemployment in Wisconsin
M	Waukesha	I think that we in Wisconsin pay too much high taxes
M	Rest/State	Economy - job losses in the state
F	La Crosse	Healthcare/too expensive
M	La Crosse	Healthcare - improving it
F	Rest/State	The economy/the job situation/just jobs for everyone
M	Madison	The economy - the inability of the state to sustain services
M	Grn Bay Area	Loss of jobs
M	City/Milwauk	Health insurance - I'm disabled and live with parents - health insurance should be more secured and good
M	Mil Sub	Taxes income and property tax too high
M	Grn Bay Area	Pro life issues
F	Waukesha	Economy/jobs
M	Grn Bay Area	The economy - we need to get more industry and get government spending under control
F	Grn Bay Area	The economy - a lot of change that will happen to the market is worrisome
M	Mil Sub	Take care of him
F	Mil Sub	There are a lot of issues that need to be addressed, the first would be the economy because of the gas and taxes

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

<b>Sex</b>	<b>Area Of State</b>	<b>Single Most Important Problem Facing Wisconsin</b>
F	Madison	Financial problems need to be addressed like jobs
F	Grn Bay Area	The economy - people losing their jobs and their homes - they need to cut down on their spending
F	Southeast	Education - is a teacher - I would say that "No Child Left Behind" should be revamped
F	La Crosse	High taxes need to be lowered
F	Rest/State	Unemployment/people who lost their jobs and can't find another
F	Southeast	Economy/troubles with jobs and not making enough money
F	Mil Sub	Economy - it's just going downhill. Jobs, any kind of jobs that people are trying to get much harder to find
F	La Crosse	All taxes too high
F	Waukesha	Gas prices, jobs
M	Grn Bay Area	The unemployment rate
M	Madison	Wow . . . boy there's a lot to choose from . . . taxes such as inheritance tax we don't need; I think taxes will increase due to more government spending
M	Mil Sub	Taxes on everything school, land, gas
F	La Crosse	The economy - I hate to see people losing their houses
M	Grn Bay Area	Governor is terrible, not effective
F	Grn Bay Area	I would say definitely about the economy and healthcare
F	City/Milwauk	Jobs
M	Grn Bay Area	Economy/we are losing auto manufacturing jobs quickly here
F	Mil Sub	Healthcare issues
M	Waukesha	High taxes
M	Grn Bay Area	Unemployment - to decrease it
F	City/Milwauk	Bring our taxes down - one of seven high tax states/clean up the school system in Milwaukee

**INDEPENDENTS—159 RESPONSES**

M	Madison	Spend more money on education and less on prisons. They spend more money on locking people up than on education. Education is the number one thing. Teachers get less money than correction officers.
M	Grn Bay Area	Brother-in-law in social services. The school is hurting and people getting laid off, student getting cheated. Willing to pay more taxes for better social services and education. Student are not getting development in their knowledge.
F	Mil Sub	Education very important, better teachers
F	Grn Bay Area	The economy - I see my 401(k) and pension sinking
F	Southeast	Economy, unemployment, plant closings, no job openings
F	Mil Sub	Taxes
F	Waukesha	Jobs and the light rails need to be addressed
M	Rest/State	Gas prices - too high
M	City/Milwauk	Economy

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	City/Milwauk	I would say high taxes - they should be lowering taxes. They are higher than they are in other places.
M	Rest/State	Economy - create jobs
F	Grn Bay Area	Jobs
M	Rest/State	Importation of garbage from out of state to be placed in landfills, bad for the environment
F	City/Milwauk	The economy, health care, education
M	Grn Bay Area	Rid of governor
M	Grn Bay Area	Taxes are too high
M	Grn Bay Area	Lost of jobs
F	Mil Sub	Taxes are too high
F	Rest/State	Unemployment
F	Waukesha	Clean their own house - wasted money, take less trips and keep eyes on where the money is going
M	Rest/State	The economy, national debt
F	Madison	Economic crisis - underemployment and the ability to get work
F	Southeast	Inflation, rates on loans
F	Madison	The ethics and honesty of Wisconsin politicians is low
F	Mil Sub	Economy
M	Southeast	Taxes, property tax assessments
M	Madison	Economy/gas prices
M	Mil Sub	Taxes - lower sales tax
M	Grn Bay Area	Family law
M	Waukesha	Healthcare/rising cost
F	Madison	Economy - making work
F	Waukesha	We need more and better pay jobs
M	Grn Bay Area	Economy
M	Waukesha	The schools/I think they are under funded
M	Madison	Economy - fix the financial banking system
F	Rest/State	Economy - lower taxes
F	Rest/State	Economy/no jobs
M	Mil Sub	Corruption in government
M	Southeast	Healthcare more affordable
M	Rest/State	I'm a right to life person and I think its a crime and I think we could sacrifice a lot to protect the young
F	City/Milwauk	The economy/loss of jobs
M	La Crosse	Jobs
F	Rest/State	Economy - not enough jobs
F	La Crosse	Healthcare cost too high
M	City/Milwauk	Reducing taxes - paying too much sales tax; I'm on a fixed income and it's difficult

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Rest/State	Governor Doyle - think we should get rid of him. Wisconsin was sold by Governor Doyle.
M	Waukesha	The economy/job creation
F	Rest/State	Economy/school aid, there is a little too much travel by our Governor
F	Mil Sub	Jobs and the economy
M	Rest/State	Abortion - should be made illegal. Believe it's murder and need laws to protect innocent lives
M	Grn Bay Area	Economy/budget
F	City/Milwauk	Health care - it is too expensive. It is 20 percent higher than any other state.
F	Waukesha	Bringing jobs
M	Madison	Property taxes
F	Mil Sub	Stop raising the rates of licensing and renewal fees
M	Rest/State	Illegal aliens - this has to be resolved
F	Waukesha	Healthcare - should be available to everybody
F	Madison	The economic situation: I think we need to find a way to increase jobs and keep the ones we have in the state; I think we should do something about the number of people who are uninsured.
M	Grn Bay Area	Business conditions need to be improved by lower taxes
M	City/Milwauk	Jobs and economy so that companies can borrow money to invest in infrastructure to hire more people, create more jobs
F	Southeast	Healthcare - they need to make sure everybody has insurance - if the prices could go lower
M	Rest/State	The economy - fixing credit and housing
M	Grn Bay Area	Welfare
F	Southeast	Helping out businesses and healthcare
M	Rest/State	Healthcare too expensive
F	Grn Bay Area	Jobs/too many people getting off
M	City/Milwauk	Deficit
M	Rest/State	The budget
F	City/Milwauk	Health insurance/should be available for everybody
M	Madison	Economy- thinks that the people are getting ripped off for bailing out the businesses, and the rich are walking away with millions, the little man gets nothing.
M	Rest/State	The economy, financial sector, retirement funds, gasoline prices
M	Southeast	Lack of employment.
M	Rest/State	I would say the economy. They should have something done that would help the economy in big business.
F	La Crosse	The economy - the stock market, the unemployment rate
M	Rest/State	The taxes are too high in the state of Wisconsin
M	Rest/State	Taxes are just high and out of control in Wisconsin
F	Mil Sub	Create more jobs and new companies
M	Rest/State	Jobs

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
F	Madison	Unemployment
M	City/Milwauk	Lack of work for young Blacks
M	Madison	Losing jobs
M	Mil Sub	Too high of taxes
M	Madison	Taxes - fifth highest state taxes
F	Southeast	Illegals - they are here using our services and that money could be used to take care of senior citizens
F	City/Milwauk	Health - more research into diseases
M	Rest/State	Taxes too high, especially property taxes
M	Grn Bay Area	Healthcare cost
F	City/Milwauk	Public education - improve the current rate of fifty percent high school graduation in Milwaukee city and county - don't push students through the system - really educate them
F	Mil Sub	The fact I have no money because of the stock market crash
M	Madison	The economy - unemployment, jobs continue to get lost - the GM plant is closing
M	Rest/State	The economy - the fact that after the second round of Reaganomics deficit has tripled twice, that is pretty much the problem.
F	Madison	Healthcare in Wisconsin has problems
F	Southeast	Jobs/too many layoffs, losing business
M	Mil Sub	Taxes
F	Rest/State	Emergency rooms and hospitals are poorly serviced
F	Grn Bay Area	Economy - daughter is a single mother of three and just when she gets caught up things go backwards again
M	Grn Bay Area	Jobs and gas prices
M	Rest/State	The state is broke
M	Rest/State	Economy/home building
M	Waukesha	Spending money/everybody gets too much (schools, fire department, police department, parks department, etc)
M	Rest/State	Taxes - lower property taxes
M	Grn Bay Area	Must find alternative energy plan
F	Grn Bay Area	Healthcare - the uninsured
M	Mil Sub	Lowering gas, energy, and food prices
M	Mil Sub	Schools - more funding for them
F	Rest/State	Government - I think they need to get better people in Congress than what they have right now, I don't think they're doing their jobs
M	City/Milwauk	Shedding of innocent blood of the unborn. I don't agree with the legalization of abortion - our state voted down gay marriages then the state Supreme Court said it wasn't a legal vote - state Supreme Court going against will of people.
F	Rest/State	The health insurance - healthcare, prescription drugs. Government - the spending of government is bad and teachers are making more money than they work.
M	City/Milwauk	Economy, jobs
F	Rest/State	Healthcare too high

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Madison	Availability of healthcare
F	Waukesha	Taxes - lowering and get rid of taxes and get rid of employees who do not do good
F	City/Milwauk	Economy, loss of jobs
F	Waukesha	Taxes are too high
M	La Crosse	Taxes and property taxes - they keep going up
M	La Crosse	Jobs - we need more companies
F	Grn Bay Area	Economics - job loss
F	Grn Bay Area	Health insurance
M		Mil Sub Economy - they need provide more funds for infrastructure because there is no jobs and correct the fiscal and monetary policy, the regulatory agency like the SEC and the FDIC
M	Mil Sub	Reducing taxes to increase jobs
M	Mil Sub	The economy, more jobs. lower taxes
F	Grn Bay Area	Illegal immigrants with food stamps
M	La Crosse	Taxes are too high
M	Mil Sub	Job creation. More use of the skills and labor we have.
M	Waukesha	Reform education
F	Southeast	Jobs, unemployment rate
M	La Crosse	Jobs - less government, more people jobs, industry
F	City/Milwauk	Should be helping the tax relief
F	Southeast	Healthcare 80-20%, Medicare, elderly, economy, jobs
M	Madison	More resources need to be pumped into education
M	Grn Bay Area	Job loss
M	Rest/State	I feel bad cause I am broke right now due to the banking system. I can't deal with this - I have no money at 62 years and now I have no job due to my age when I should be retiring and relaxing - I lost all my money in this banking mess and property taxes are \$5,000 a year. All the rich people moving into this area are driving up our property taxes with their \$700,000 homes and above. An investment banker moved into this area buying million dollar homes.
M	Southeast	Healthcare -health insurance well priced
M	Rest/State	Health insurance cost
M	Southeast	Drugs and gangs on 8th street/Shirland Ave all the way to West Grand
M	La Crosse	High taxes
M	Rest/State	Healthcare problems
M	Waukesha	The local economy - to create more jobs
M	Southeast	High taxes - state and school are not enough, high gas taxes
M	La Crosse	The economy
M	Waukesha	Corruption. In the last 10 years, it's worse than Louisiana where I'm from. They flaunt it. There seems nothing can be done about it.
F	Rest/State	Healthcare coverage
M	Grn Bay Area	Economy/job layoff, gas was high, groceries higher and Social Security stays where it is

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
F	La Crosse	Wasteful spending in government offices
M	Grn Bay Area	Have a Ph.D. and cannot find a job
M	City/Milwauk	Taxes/property taxes could be lowered so that people couldn't be lost. Put the School Board - not allowing them to waste taxes
F	Grn Bay Area	Education/too large classes/more teachers needed
M	City/Milwauk	Taxes - lowering property taxes and cannot afford to live here anymore
M	Waukesha	Economy, jobs, housing
F	Madison	Healthcare
F	Madison	There should be more money for education
F	Grn Bay Area	Employment - not enough
F	Madison	Healthcare and drug care is too high. I pay \$2,600 per month for my pills.
F	Grn Bay Area	Healthcare - find a solution
M	Grn Bay Area	Jobs
M	Southeast	Economy, jobs, plants closings
F	Mil Sub	Jobs - not enough
M	Rest/State	High taxes - real estate taxes
F	Grn Bay Area	Economy, jobs

**NO PARTY GIVEN—21 RESPONSES**

F	Mil Sub	Loss of jobs
F	City/Milwauk	The economy - the debt that Americans have - credit card and mortgage
F	Mil Sub	The economy with stocks and bonds
F	La Crosse	Need to change themselves
F	Grn Bay Area	Jobs
F	Grn Bay Area	The economy - fix it, create more jobs.
F	Grn Bay Area	Health issues - the concern with retired people's prescription plans
F	Southeast	Economy ties in with jobs, take care of national product
M	Madison	Healthcare cost too high
M	Madison	The economy, taxes are too high, not enough jobs
F	Waukesha	Racism
F	City/Milwauk	More plans and businesses
F	Mil Sub	Economy/more jobs for these people
M	Mil Sub	The economy
M	City/Milwauk	Highway and streets need to be repaired
M	Madison	Budget - get it balanced and healthcare - make sure everyone has healthcare and vote as a state to end the war in Iraq
M	Mil Sub	Increase income for senior citizens
F	Grn Bay Area	Taxes are too high
M	Madison	Overspending at the state level

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

Sex	Area Of State	Single Most Important Problem Facing Wisconsin
M	Mil Sub	Fiscal responsibility of the U.S. government
M	Grn Bay Area	Gun control

**OTHER PARTY—13 RESPONSES**

M	Southeast	Jobs/getting more jobs and more employment
F	Madison	Education funding
M	Madison	Healthcare - know people who have died because no insurance
F	Mil Sub	Taxes/property taxes are high
F	Grn Bay Area	Taxes - they are too high. Basically, there are too many of them.
M	Grn Bay Area	Economy - people struggling with jobs. pay and not getting ahead
F	Mil Sub	Economy and jobs
M	La Crosse	Probably healthcare - providing more affordable
F	Rest/State	Moral issues
F	Grn Bay Area	All the taxes!
F	City/Milwauk	Shooting - stop shooting all over in the community, young men shooting
F	Grn Bay Area	Getting and keeping jobs in Wisconsin
M	Mil Sub	Taxes overall - property and state income tax
F	Rest/State	Economy/healthcare
F	Rest/State	Healthcare cost to high
M	City/Milwauk	Corruption in government starting with the Governor