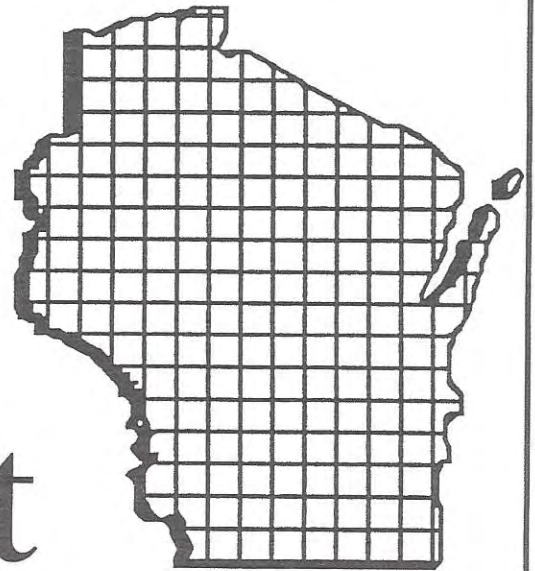


Wisconsin

Policy
Research
Institute
Report



December 2008

Volume 21, Number 6

**The Wisconsin
Citizen Survey
November 2008**

A Survey of Wisconsin Public Opinion

REPORT FROM THE PRESIDENT:

Diversified Research, a nationally known survey research company, conducted this Wisconsin Citizen Survey. 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.

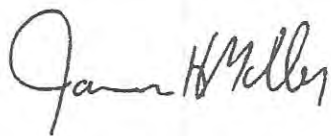
There is little doubt that jobs and the economy have become the number one concerns of residents of Wisconsin. In this survey almost half of our residents thought that these two issues had become the number one problem facing the state of Wisconsin. In over twenty years of survey research we have never had numbers like this from Wisconsinites. It only crystallizes the problems facing Wisconsin for the next several years.

We have also been told recently that the state deficit for our next biennial budget will be over \$5 billion. When we asked Wisconsin residents what the answers are to huge deficits, 50% of our residents thought that cutting state spending by 3% was the solution, while only 10% thought we should raise state taxes by 3%.

On another question we asked people about state spending of tax dollars. 56% thought that we spent too much; only 5% thought we spent too little. We continued to ask about the integrity of our state officials. Only 13% of our residents think their elected officials represent the voters' interests, while 83% thought they represented either lobbyists or their own interests. Only 37% continue to believe that Wisconsin is going in the right direction, while 54% thought we were on the wrong track.

We asked questions on perceptions of the integrity and honesty of various Wisconsin professions. By overwhelming numbers our residents thought that firefighters and members of the Wisconsin National Guard had a high degree of honesty and ethics in their professions. At the bottom of the list were Wisconsin politicians and lobbyists — only 7% of our people thought that lobbyists had a high degree of integrity, while 11% thought that Wisconsin politicians did.

We asked whether Wisconsinites thought they could trust their state government to do what is right most of the time. Only 1% thought that they could. This continues to be a troubling result especially from the viewpoint of public policy. If we really have a \$5 billion deficit in our next biennial budget, do Wisconsin political leaders have the moral leadership to ask their citizens to make financial sacrifices to close the budget deficit that they themselves created? The answer may not be known until November 2010.



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 • Internet: www.wpri.org

THE WISCONSIN CITIZEN SURVEY

NOVEMBER 2008

MICHAEL LAVELLE, PH.D.
JAMES H. MILLER

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INTRODUCTION

The following report presents results from the thirtieth statewide survey of Wisconsin residents commissioned by the Wisconsin Policy Research Institute, Inc. (WPRI). The survey was conducted from November 9 to November 10, 2008. Residents were asked their opinions about the most important issues facing the state, the direction of the state and the nation, as well as their thoughts about the future of the state's and their family's economic circumstances. Questions about the stock market, charitable giving, health care, public education and the ethics of various occupations were also included.

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 twenty-sixth 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 twenty-seventh survey was conducted between September 20 and September 21, 2006. This poll asked likely Wisconsin voters their preferences in the 2006 Wisconsin gubernatorial race, their opinions on the direction of the state and nation and the state of Wisconsin's economy. In addition they were asked about their support for the death penalty and what they identified as the most important problem facing Wisconsin that state government should be doing something about.

The twenty-eighth survey was conducted from December 2 to December 3, 2007. The topics discussed with residents included questions about their views on ethical standards in state government, the power of voters to influence

state issues and spending, whose interests they think elected officials represent, term limits for elected officials, support for a state government-run health insurance system in Wisconsin and their opinions on driver's licenses, in-state tuition and public schooling for illegal immigrants. Tracking questions on the direction of the state and nation as well as on the Wisconsin economy were also included.

The twenty-ninth statewide survey was conducted from August 3 to August 4, 2008. Likely voters were asked their preferences in the upcoming presidential election as well as the factors that were most important to them in choosing a new president. Residents were asked tracking questions about their family's economic circumstances and the direction of the nation in addition to the impact of rising gasoline prices on their lives. Questions about Brett Favre and the Green Bay Packers were also included.

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.

WISCONSIN RESIDENTS VERY CONCERNED ABOUT THE STATE'S ECONOMY
~THEY ARE VERY DISILLUSIONED WITH THEIR STATE GOVERNMENT AND POLITICIANS~

Jobs and the economy are the number one concerns in Wisconsin. Residents continue to be disillusioned with the integrity of their state government and political leaders. Wisconsin residents now view the issue of jobs and unemployment as the single biggest problem that state government should be dealing with. In fact their views of the problem of jobs is the highest number we have seen in all the polling we have published going back to January 1988. 31% of Wisconsin residents now believe that unemployment is the single biggest problem in the state. An additional 17% of Wisconsin residents view economic issues as the largest problem facing the state. Combined it means that 48% of Wisconsin residents view jobs, unemployment and the economy as the most critical issues in the state at this time.

These are among the key findings about statewide policy issues from the most recent survey of 600 Wisconsin residents conducted by the Wisconsin Policy Research Institute, Inc. and Diversified Research between November 9 and 10, 2008.

Jobs and Unemployment — The State's Biggest Issues

In this survey 31% of respondents identified jobs and unemployment as the number one issue in Wisconsin that government should be doing something about. The compares to last December when only 4% of the people named it as the most important issue. In the current poll it was the number one concern in all areas of the state. In Southeast Wisconsin 43% of the residents named it as the most important issue, followed by 37% of the respondents in Waukesha and 34% in Green Bay. Combining the issues of jobs and economic issues shows that 48% of our residents believe it to be the single biggest problem in the state. That is twice as much of these economic concerns than we have ever seen before. Clearly this is now become the single biggest problem that the state of Wisconsin must deal with.

The Direction of the State

Only 37% of the people in this survey thought that the state of Wisconsin was generally going in the right direction, while 54% thought it was off on the wrong track. There were only two areas in the state that thought we were going in the right direction — 50% of the small towns thought we were going in the right direction while 45% of the residents of LaCrosse thought that. That compares to 40% in LaCrosse and the rest of the state that thought we were on the wrong track. It is interesting that there are some political divides over this particular issue. Only 22% of Republicans thought we were going in the right direction, but 52% of Democrats thought we were going in the right direction, while 39% of Independents thought we were going in the right direction. Ideologically, 56% of Liberals thought we were going in the right direction, but only 18% of Conservatives thought so, while 41% of residents who describe themselves as Middle-of-the-Road thought the state was going in the right direction.

These results are slightly better than last December when 56% of our respondents thought the state off on the wrong track and only 34% thought we were on the right track. Over the fifteen years we have been doing this survey these results in this poll are the second lowest we have ever seen.

As negative as residents were about the direction of Wisconsin, they continue to be overwhelmingly negative about the direction of the nation — only 17% thought we were going in the right direction nationally, while 76% continued to believe we were on the wrong track. This is a surprising number considering that this poll was taken almost a week after the election of Barack Obama.

In this survey only 19% of our respondents thought that their family's own economic circumstances would improve over the next year. This was the same percentage as last December and continues to be the most pessimism that we have seen in the twenty years we have asked this question in our polls.

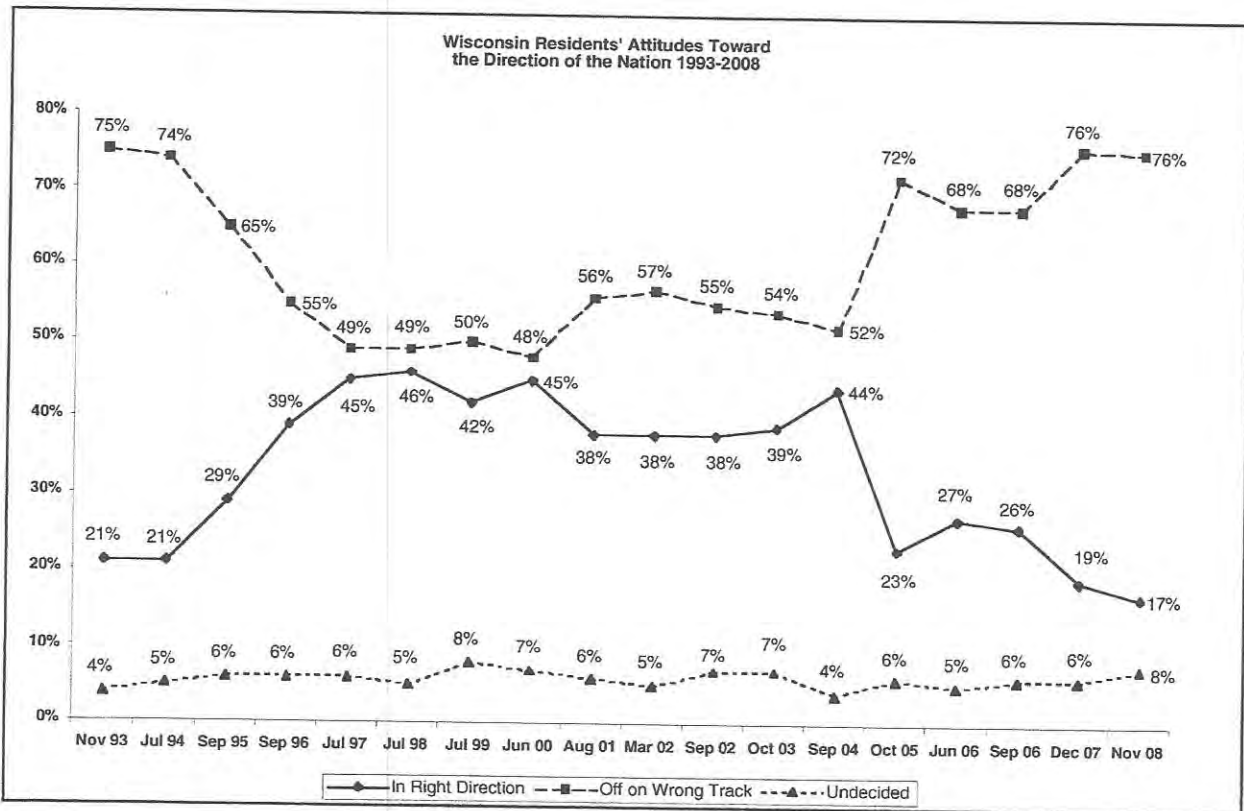
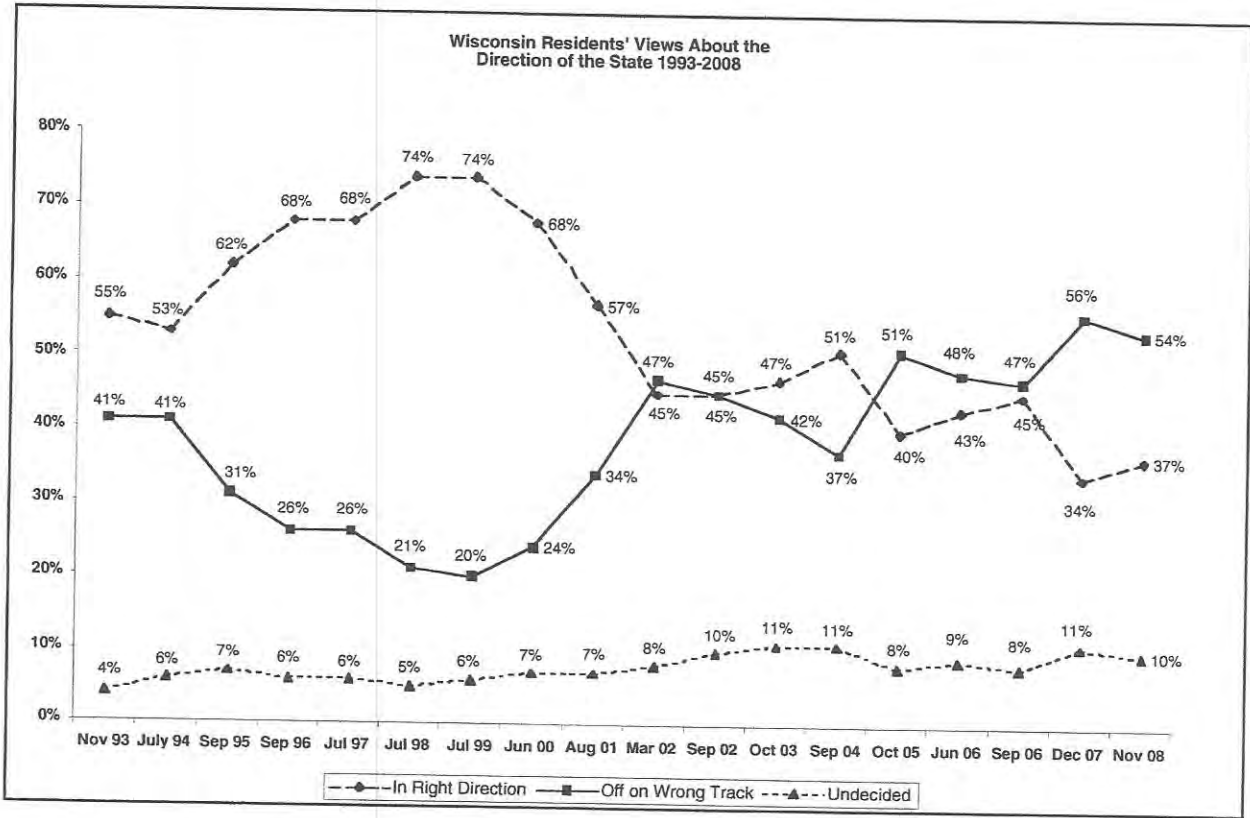
We asked residents how they view Wisconsin's economic conditions over the next year. Only 27% thought the state's economy would improve, while 49% thought it would get worse.

We then asked residents their opinions on how to fix our potential state budget deficit. It was the exact question asked Wisconsin residents in 1992. In this survey 50% thought that the best way to balance the state budget was to

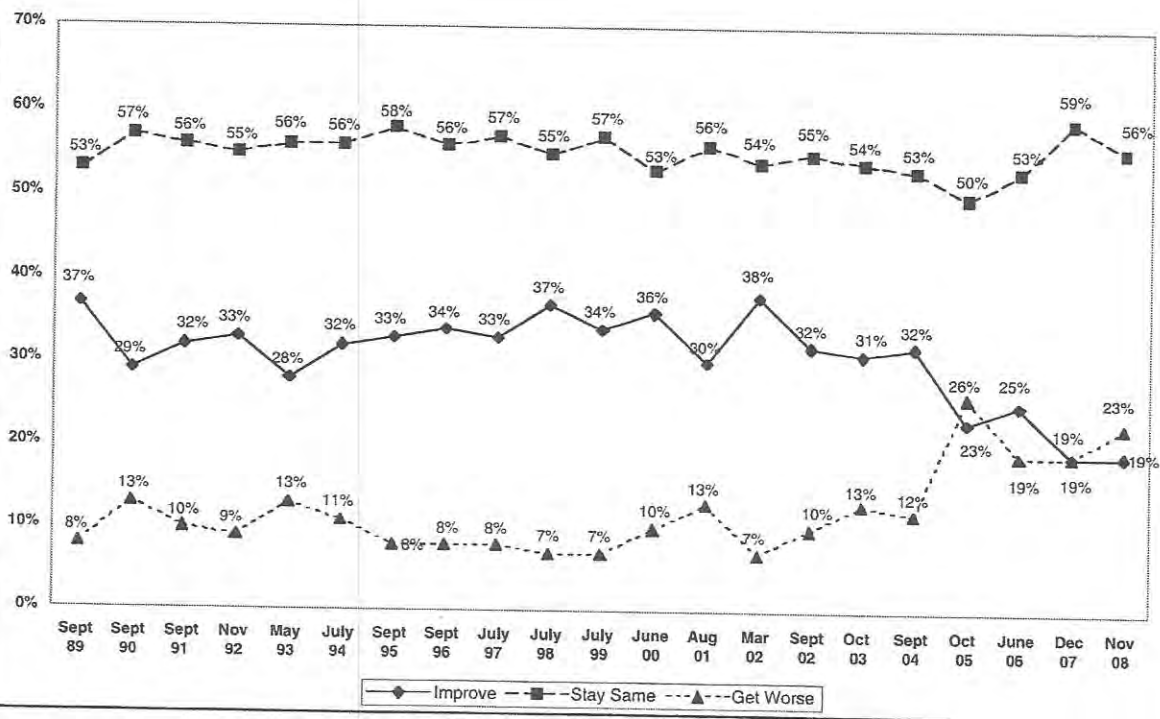
MOST IMPORTANT STATE PROBLEM 1988 - 2008

	Jan 1988	Jan 1989	Jan 1990	Jan 1991	Jan 1992	Jan 1993	May 1994	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	Sept 2006	Dec 2007	Nov 2008	
Unemployment/Jobs	11%	8%	4%	6%	13%	6%	5%	4%	5%	3%	3%	3%	2%	2%	4%	6%	16%	16%	7%	5%	5%	4%	31%	
Economic Issues	9%	6%	3%	5%	7%	4%	2%	1%	1%	1%	1%	1%	1%	1%	2%	4%	5%	6%	4%	5%	5%	9%	19%	
Taxes	33%	28%	28%	33%	26%	30%	19%	20%	16%	21%	18%	24%	24%	17%	24%	25%	22%	17%	19%	22%	22%	26%	28%	13%
Health Care Issues	0%	2%	2%	2%	8%	8%	10%	3%	3%	3%	2%	4%	5%	6%	9%	8%	9%	17%	10%	13%	16%	22%	13%	
Education	4%	3%	4%	7%	7%	11%	6%	10%	10%	10%	10%	11%	8%	8%	12%	10%	7%	8%	13%	9%	14%	7%	6%	
Government Issues/ State Budget	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%	7%	7%	5%	
Social Issues/Poverty	14%	19%	9%	8%	10%	13%	18%	19%	17%	16%	11%	11%	11%	6%	5%	4%	6%	3%	5%	6%	7%	5%	2%	
Gasoline Prices/ Gasoline Taxes	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%	2%	5%	0%	

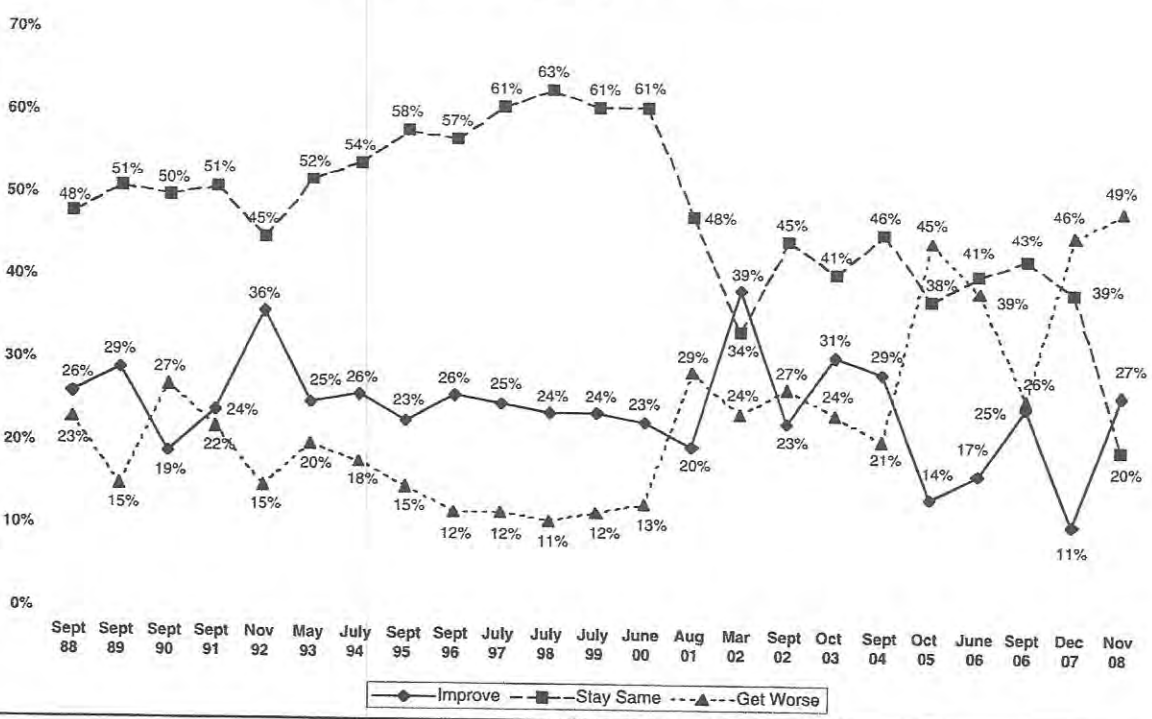
Note: Prior to 2002 the percentage of respondents giving Government Issues of the State Budget as the most important problem was under 5% and not reported by us. Similarly, only in June 2000 and since October 2005 have Gasoline Prices/Gasoline Taxes been a major concern of residents. In 2008 not one respondent indicated concern about gas prices, while another 11% cited concerns that did not fall into any category.

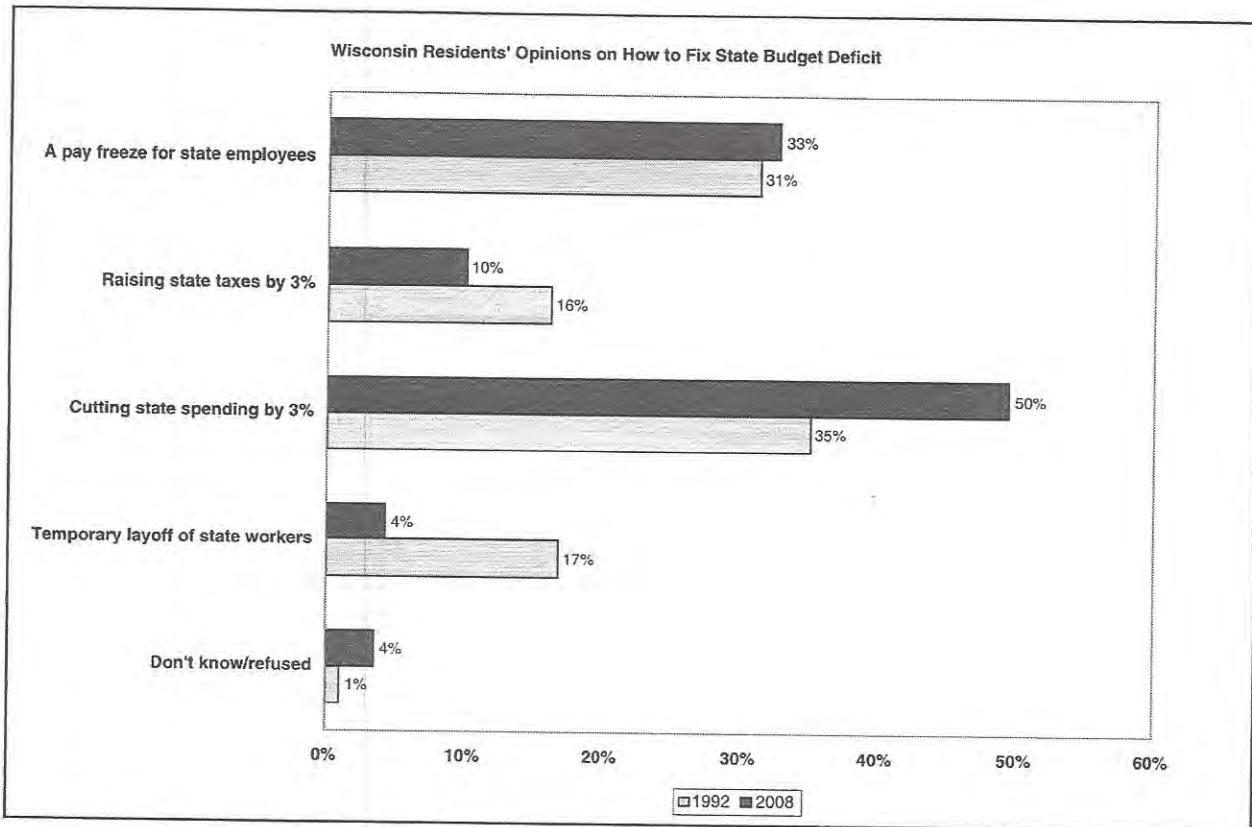


Wisconsin Residents' Attitudes Towards Family Circumstances 1989-2008



Wisconsin Residents' Attitudes Towards the State's Economy 1988-2008





cut state spending by 3%, while another 33% thought we should have a pay freeze for state employees. Only 10% of the respondents supported raising state taxes by 3% and just 4% thought we should have a temporary layoff of state workers. These results were different compared to when the question was last asked in 1992. In that survey only 35% supported cutting state spending by 3%, 31% supported a pay freeze, 16% supported raising state taxes by 3% and 17% approved of a temporary lay off of state workers. Clearly Wisconsin residents support the idea of cutting spending and freezing pay for state employees rather than putting a tax increase on the backs of Wisconsin residents.

Integrity of Public Officials

We asked how people viewed the spending of tax dollars. 56% thought that we spend too much, 27% thought that spending was about right and only 5% thought that we spend too little. Again, these are results that are almost exactly the same as when this question was asked twenty years ago.

RESIDENTS' ATTITUDES TOWARDS STATE SPENDING OF TAX DOLLARS

	Jan 1988	Sept 1988	Jan 1989	Sept 1990	Jan 1992	Nov 1992	Aug 2001	March 2002	Sept 2004	Dec 2007	Nov 2008
State Government Spending of Tax Dollars											
Too Much	53%	53%	52%	47%	59%	49%	54%	59%	59%	62%	56%
About Right	31%	29%	28%	37%	21%	27%	28%	24%	28%	17%	27%
Too Little	6%	5%	7%	7%	8%	8%	7%	8%	6%	11%	5%

Government Integrity

We asked our residents how much they thought they could trust state government to do what is right. Only 1% thought just about always, 28% said most of the time and 65% said only some of the time. What was remarkable demographically about this question was that there were four areas of the state where no one said just about always – the City of Milwaukee, Green Bay, Southeastern Wisconsin and Waukesha County. We then asked whose interests do you think elected officials represent the most. 45% said special interests, 38% said their own interests and only 13% thought that elected officials represented the voters interests.

Finally we asked one other tracking question on who has the most power to determine what the state government spends. Only 17% said voters, while 70% said lobbying groups. These results were slightly higher than when we asked this question going back to 1990, but they still represent an extremely negative opinion of the rights of residents compared to lobbying groups in Madison.

ATTITUDE TOWARD STATE GOVERNMENT, 1990-2008

	Sept 1990	Jan 1991	Nov 1991	Nov 1993	Sept 2002	June 2006	Dec 2007	Nov 2008
Who Has the Most Power to Determine What the State Government Spends?								
Voters	17%	17%	19%	17%	18%	12%	12%	17%
Lobbying Groups	77%	79%	77%	79%	75%	81%	82%	70%
How Much of the Time Can You Trust State Government to do What is Right?								
Just About Always	N.A.	N.A.	N.A.	3%	2%	3%	2%	1%
Most of the Time	N.A.	N.A.	N.A.	34%	35%	23%	24%	28%
Only Some of the Time	N.A.	N.A.	N.A.	62%	61%	74%	70%	65%

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

Overall, whose interests do you feel elected officials represent the most?

	March 2002	Oct 2005	June 2006	Dec 2007	Nov 2008
Their own interests	40%	47%	40%	42%	38%
Special interests	34%	41%	49%	43%	45%
Voters' interests	21%	6%	6%	10%	13%
No answer	5%	6%	5%	5%	5%

Honesty and Ethics of Various Professions

Finally we asked residents to rate the honesty and ethical standards of people in various fields. The spreads are very interesting. For firefighters, 81% rated their integrity as high while only 2% rated it low, however, for Wisconsin lobbyists only 7% rated their ethics as high while 52% rated it as low.

Residents have a very low opinion of their state's politicians. Only 11% rated them high on their honesty and ethical standards while 37% rated them as low. It is fair to point out that Wisconsin politician's ethical standards and honesty at 11% were rated slightly higher than car salesmen at 9% and Wisconsin lobbyists at 7%.

Wisconsin Residents' Ratings of the Honesty and Ethics of People in Different Fields				
	High	Average	Low	Not Sure/ No Answer
Firefighters	81%	12%	3%	4%
Wisconsin National Guard	77%	12%	3%	8%
Medical Doctors	61%	30%	7%	2%
Clergy	59%	28%	7%	7%
Teachers	57%	36%	6%	2%
Bankers	27%	49%	20%	5%
Labor Union Leaders	18%	38%	31%	13%
Journalists	17%	42%	36%	5%
Corporate Executives	12%	39%	42%	7%
Wisconsin Politicians	11%	47%	37%	6%
Car Salesmen	9%	50%	34%	7%
Wisconsin Lobbyists	7%	29%	52%	12%

Summary

There is little doubt that jobs and unemployment has become the most important issue in Wisconsin, closely followed by concern over the state's economy. Residents are clearly pessimistic about the state's economic situation for the upcoming year. They are also very clear that they are not interested in raising taxes to solve the state's economic or budget problems.

What should be of major concern, however, is the continuing disconnect between residents and their elected officials. Only 1% of the people in the state believe that their state government will do the right thing almost all of the time. Only 3% believe that the standards of ethics in our state legislature has gotten better over the last decade. Only 17% believe that Wisconsin voters have the power to decide what state government spends.

This continuing disconnect is enhanced by how Wisconsin residents view the honesty and ethics of various occupations. The public draws a very clear line between individuals who they perceive as serving the common good — such as firefighters and national guardsmen — versus occupations they believe have very little integrity, including politicians, car salesmen and lobbyists. It raises a very disturbing question. If Wisconsin is facing serious economic and financial problems, will the public support solutions from government institutions whose values and priorities they have very little respect for?

WISCONSIN RESIDENTS ARE HEAVILY INVESTED IN THE STOCK MARKET
~They Believe That the Stock Market Has a Major Effect on the U.S. Economy~
~They Also Believe That the Stock Market is a Very Risky Investment~

82% of Wisconsin residents are now invested in the stock market through mutual funds, individual stocks or pension plans. In addition, 71% of our residents now believe that the stock market has a great deal of effect on the United States economy. They also believe that the stock market is a risky investment.

Investment in the stock market continues to grow among Wisconsin residents. In our most recent survey 82% said that they personally or jointly with a spouse have money invested either in mutual funds, individual stocks or pension plans. This is the highest number since we began asking this question in 1971. It has risen from 77% when last asked in 2006. Investment seems to be spread across all demographic groups, but there are some exceptions. The least number of investors would be found in LaCrosse where 69% said they had investments and the City of Milwaukee where 68% said they were invested. The highest areas would be Southeast Wisconsin and Green Bay where 87% of respondents said they were invested in the stock market. Of younger residents (between 18 and 24), 63% said they had investments, while 71% of our senior citizens (65 and older) also had investments.

Perhaps the most striking gap in the respondents was between Wisconsinites who were married or single. Among married respondents, 90% were invested in the stock market, while only 55% of single respondents were invested in the stock market. Among our respondents who own their residence, 88% were invested in the stock market, while only 57% of renters were in the stock market. Finally, another very large gap was based on income. Only 49% of our respondents making under \$15,000 a year said they were invested in the stock market, while 97% of those making \$75,000 a year or more said they had stock investments.

The Risk of Investing in the Stock Market

71% of our respondents believe now that the stock market is a very risky investment. Only 25% believe that it is a safe investment. This is a change from when we last asked this question in June 2006 when 65% said it was a risky investment while 30% said it was a safe investment. Actually these numbers are not the highest we have seen on this question. In September 2002, 73% of Wisconsinites felt that the stock market was a risky investment while only 21% thought it was a safe investment. Among those who own their own homes, 70% thought that stocks were a risky investment, while 81% of those who rent thought it was risky. Of Wisconsinites with an income of \$15,000 or less, only 10% the stock market was a safe investment, while 30% of our respondents who earned more than \$75,000 thought it was a safe investment.

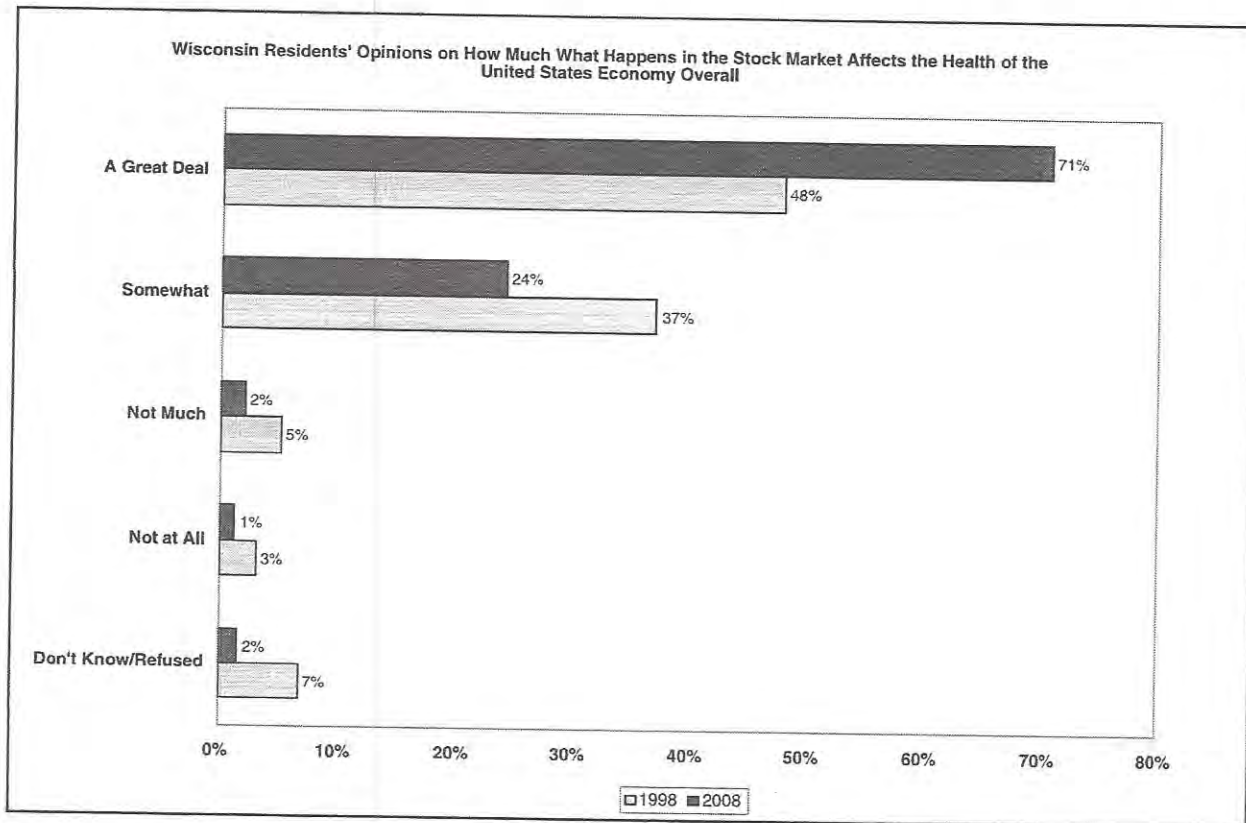
WISCONSIN RESIDENTS AND INVESTING BEHAVIOR 1998-2008

	Aug 1998	July 1999	June 2000	Aug 2001	Sept 2002	Oct 2003	Sept 2004	Oct 2005	June 2006	Nov 2008
Stock Market Is Generally A:										
Safe Investment	41%	38%	40%	35%	21%	28%	35%	32%	30%	25%
Risky Investment	53%	56%	50%	59%	73%	64%	61%	61%	65%	71%
Not sure/Decline to Answer	6%	5%	9%	6%	7%	7%	4%	7%	5%	4%
Wisconsin Residents With Money Invested in Mutual Funds, Individual Stocks, or Pension Plans	71%	71%	72%	72%	69%	67%	69%	70%	77%	82%

There was also a political gap — 32% of Republicans thought that stocks were a safe investment, while only 21% of Democrats thought they were safe. Finally among single respondents, 17% thought they were a safe investment, while 29% of married Wisconsinites thought stocks were a safe investment.

The Impact of the Stock Market on the U.S. Economy.

71% of respondents in this survey now believe that the stock market has a great deal of influence on the health of the U.S. economy. Only 2% told us that it did not have much of an impact on our economy. This is a major difference from when this question was asked ten years ago in 1998. At that time only 48% thought that it had a great deal of influence, while 5% thought it had not much of an influence. Demographically there were some changes. In LaCrosse only 58% thought that it had a great deal of influence, followed by 59% in Waukesha County and 61% in Madison. However, in outstate Wisconsin 81% of the respondents thought that it had a great deal of influence followed by 77% in Southeast Wisconsin.



Among respondents with some or less than a high school education only 40% thought that it affected the economy a great deal, while 78% of those who attended college or technical school thought that it had a great deal of impact on our economy. Finally, of residents with incomes below \$15,000, only 58% thought it had an impact on our national economy while 74% of those earning over \$75,000 believe the stock market has a great influence on the health of the United States economy.

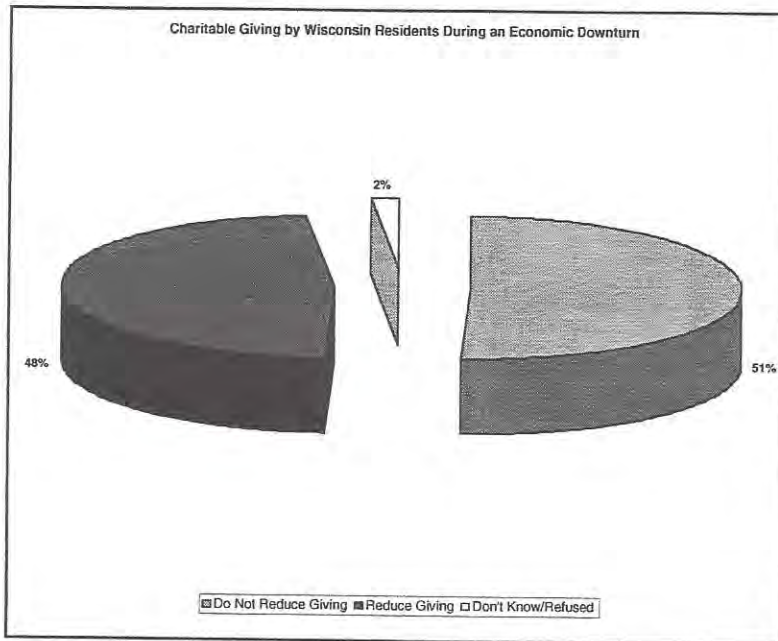
Charitable Giving

In this survey, 51% of Wisconsin residents said that with the economy declining it would reduce the amount they would give to charity. However, 48% said that the declining economy would not affect their charitable giving. Some of the demographic changes in this were very enlightening. Only 35% of Milwaukee residents said that they would give less, while 62% of residents in Milwaukee suburbs said that they would. 46% of Republicans said they would give less to charity, while 58% of Democrats responded that the economy would impact their giving. Of low income residents (earning \$15,000 a year or less), 61% said that the economy would affect their donations, while only 43% of those making \$75,000 or more said that they would reduce their contributions. Finally, 45% of men said they

would reduce the amount they give to charity, while 56% of women said they would give less to charity with a declining economy.

Summary

It is clear now that the stock market is having an enormous impact on Wisconsin residents. 82% have told us that they now own some stocks, mutual funds or a retirement account. On the other hand, 71% believe that it is a very risky investment. More to the point 71% now believe that the stock market has a great deal of impact on the U.S. economy. The declining stock market will not only adversely affect government investments, but also almost every resident of the state.



OPINIONS ABOUT WISCONSIN PUBLIC EDUCATION ARE SIMILAR TO TWENTY YEARS AGO ~A Slight Majority Believe They Received A Better Education Than Students Do Today~ ~Residents Support Major Reforms In Teacher Compensation~

There are some issues that seemingly never change. Twenty years ago 49% of Wisconsin residents thought they had received a better education in elementary and secondary schools than students today. In 2008, 47% of Wisconsin residents had the same view. Twenty years ago 70% of our residents rated their local schools as excellent or very good. Today, 69% rated their local schools as excellent or good.

Twenty years ago 76% of our residents supported merit pay for teachers; today 77% of our residents support merit pay for teachers. Twenty years ago 58% of our residents thought that discipline in our public schools was too lenient; today 60% hold this view.

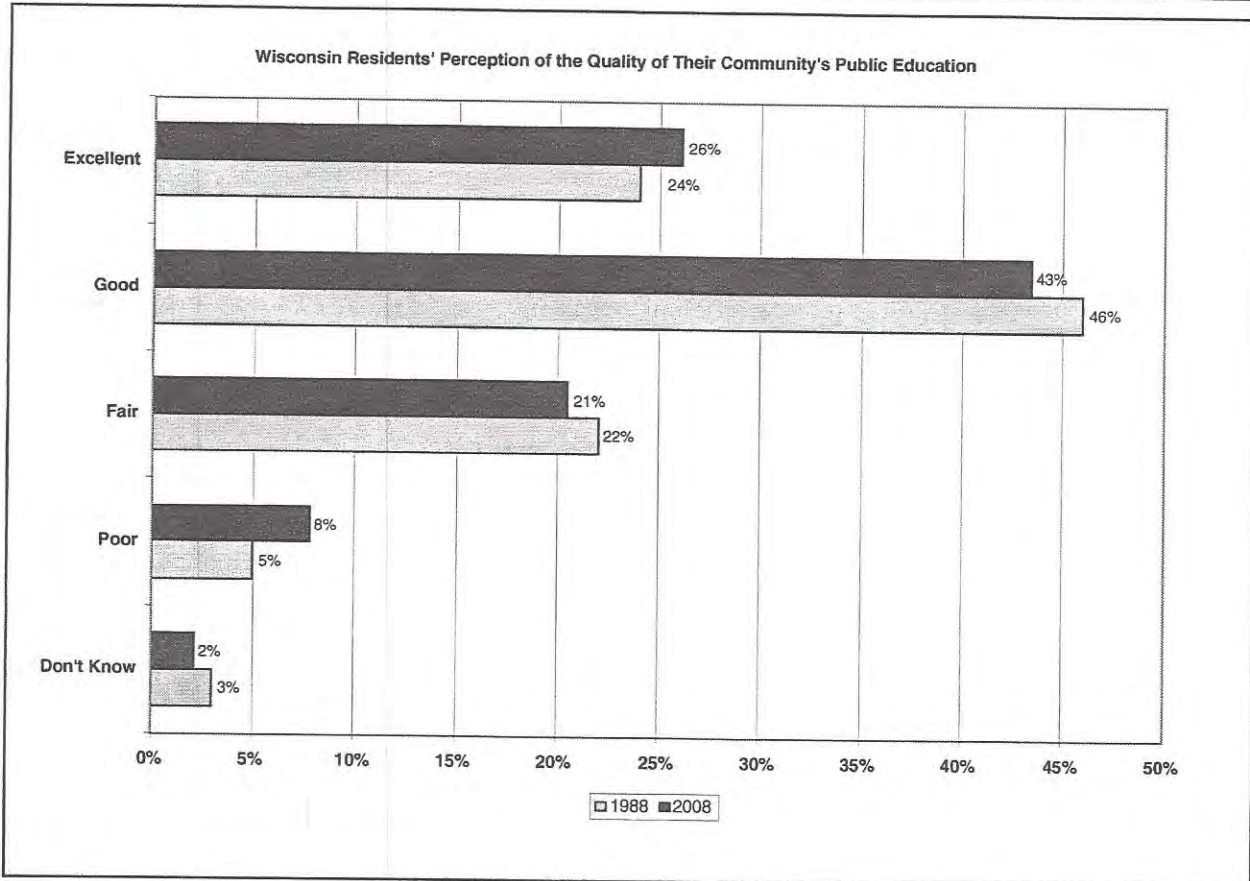
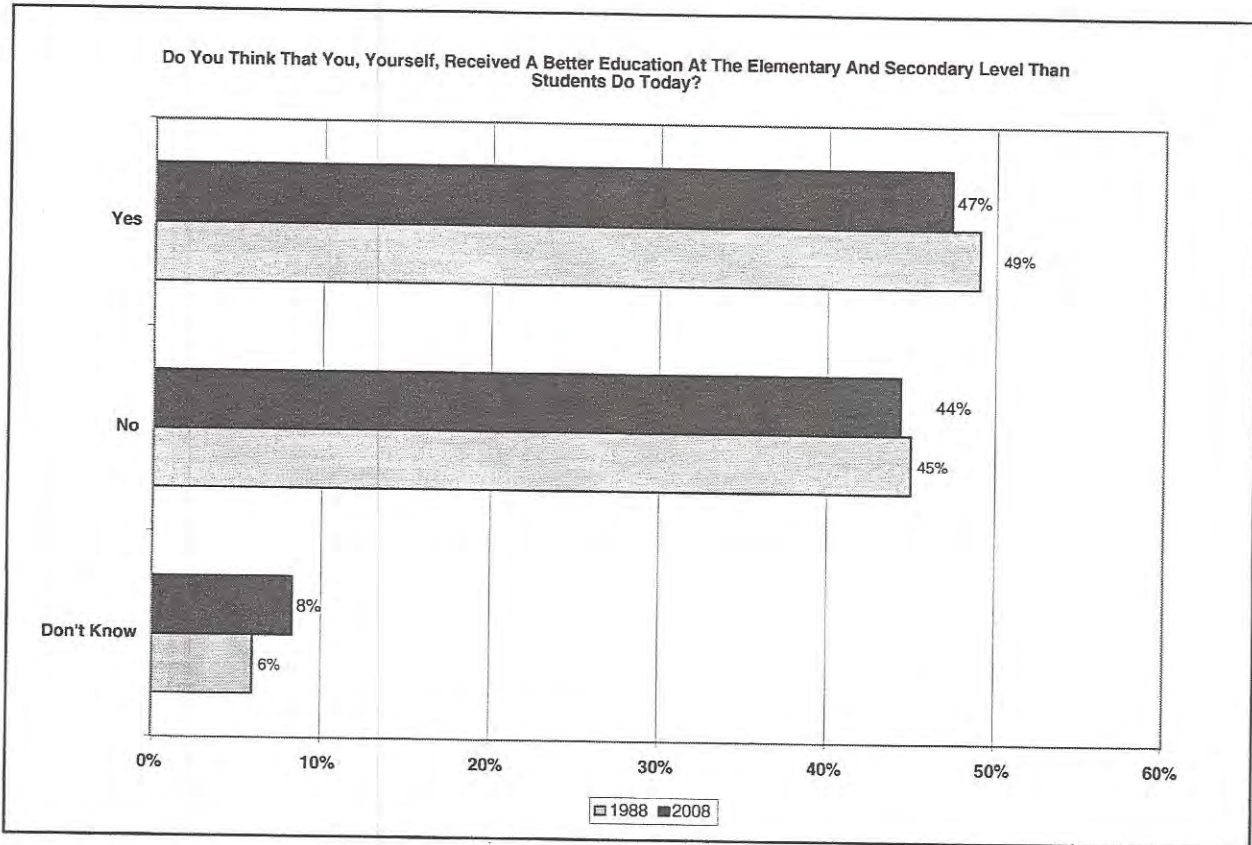
The Overall Quality of Education

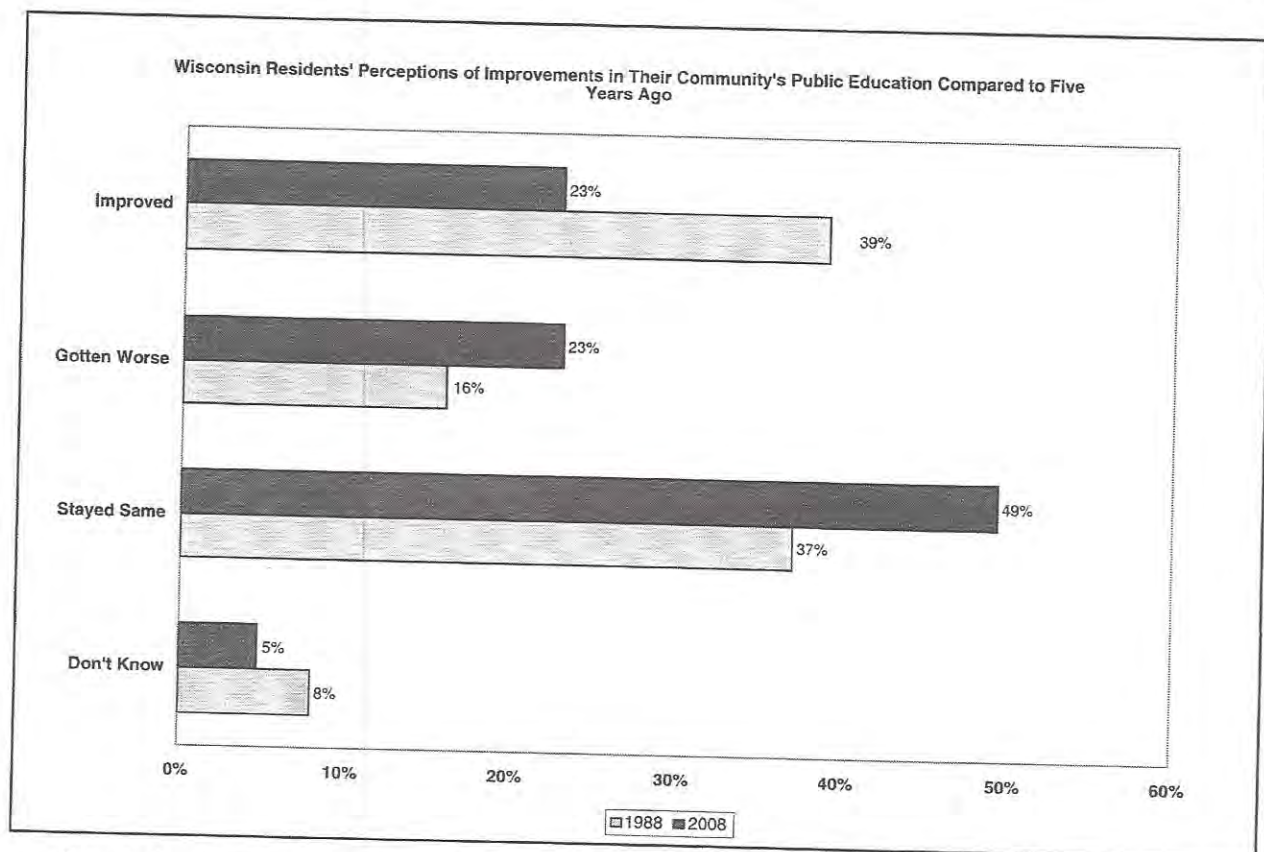
47% of the respondents in this survey thought that they had received a better education at the elementary and secondary level than students do today; 44% disagreed. Twenty years ago 49% thought they had received a better education and 45% thought they had not. Demographically there is a large gap in this response based on race — 46% of Whites in 2008 thought they had received a better education, but 90% of Black respondents thought they had received a better education, and only 10% thought that students today received a better education.

In the City of Milwaukee 66% of the residents thought they had received a better education than students today, 29% disagreed. Twenty years ago the results were different. Then 53% thought they had received a better education while 40% said they had not. The current results were far different than any other area of the state.

There were other demographic groups where the results were different. By a 54% to 38% spread, Republicans thought they had received a better education. Independents thought they had by 50% to 42%. It was only Democrats who thought they had not received a better education by 53% to 40%. It was similar to by ideology — 56% of Conservatives thought they had received a better education while 36% thought they hadn't. However, among Liberals, 39% thought they had received a better education while 52% thought they had not.

There was also a very large spread between young and old people in our state. Among young people (18 to 24 years old) only 25% thought they had received a better education, while 75% thought they had not. Among our senior citizens (65 and older) 54% thought they had received a better education while 30% thought they had not.





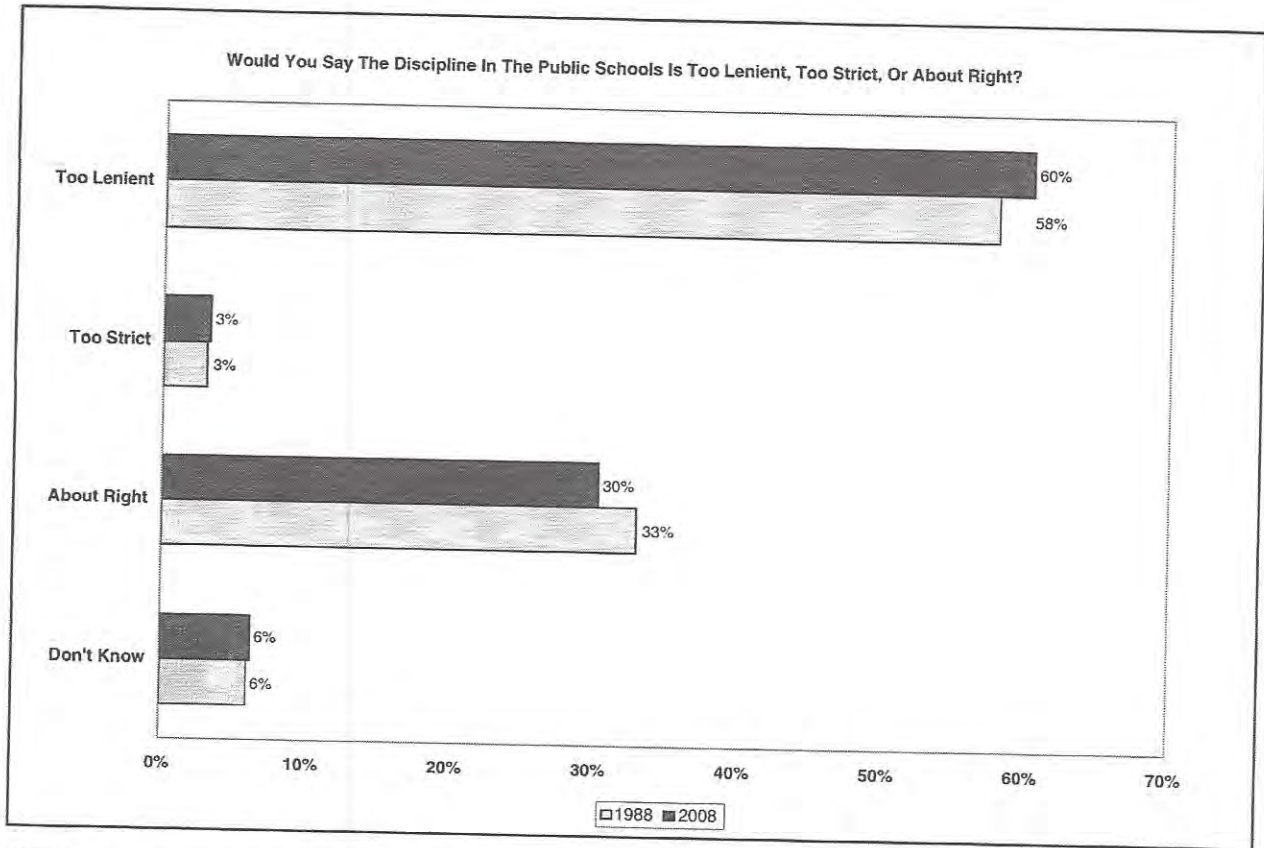
We asked residents to rate the quality of education in their own community as excellent, good, fair or poor. 69% of the respondents rated their local schools positively while only 29% rated them poorly. These numbers were right across all regions of the state except in the City of Milwaukee where only 35% of our respondents rated the quality of public education as excellent or good and 58% rated it as only fair or poor. In fact, this is different from twenty years ago when 60% of the City of Milwaukee respondents in that poll rated their local public schools positively and only 39% had a negative impression of the quality of their schools. On this question of the quality of education there was a huge gap based on race — 71% of the White respondents ranked their schools as excellent or good, only 34% of our Black respondents did likewise.

Finally we asked residents whether they thought the public education in their community had improved, gotten worse or stayed the same over the past five years. 23% thought it had improved, 23% it had gotten worse and 49% thought it had stayed the same. Twenty years ago there was a major difference in these responses. In 1988, 39% thought public education had improved, only 16% thought it had gotten worse, while 37% thought it had stayed the same. Once again in our survey the City of Milwaukee had the most negative views of their schools. Only 13% thought they had improved while 38% thought they had gotten worse. Southeast Wisconsin was similar in these views where only 17% thought their schools had gotten better, while 34% thought they had gotten worse.

The biggest spread on this question was by race. Among Whites, 22% thought their schools had gotten better while only 4% of Blacks answered that way.

Discipline in the Schools

In this survey 60% of the respondents thought that discipline in the public schools was too lenient, while only 3% thought it was too strict. These are very similar to results from twenty years ago when 58% thought that discipline in the schools was too lenient and only 3% thought it was too strict. Demographically the major differences of opinion fell along political and ideological identification. 79% of Republicans thought discipline was too lenient, while only 48% of Democrats thought so. 45% of Liberals thought we were too lenient, while 82% of Conservatives thought so. Finally there was a gap by age. Among residents who were 18 to 24 only 53% thought we were too lenient in the discipline in our schools. However among our senior citizens (65 and older) 76% thought we were too lenient.



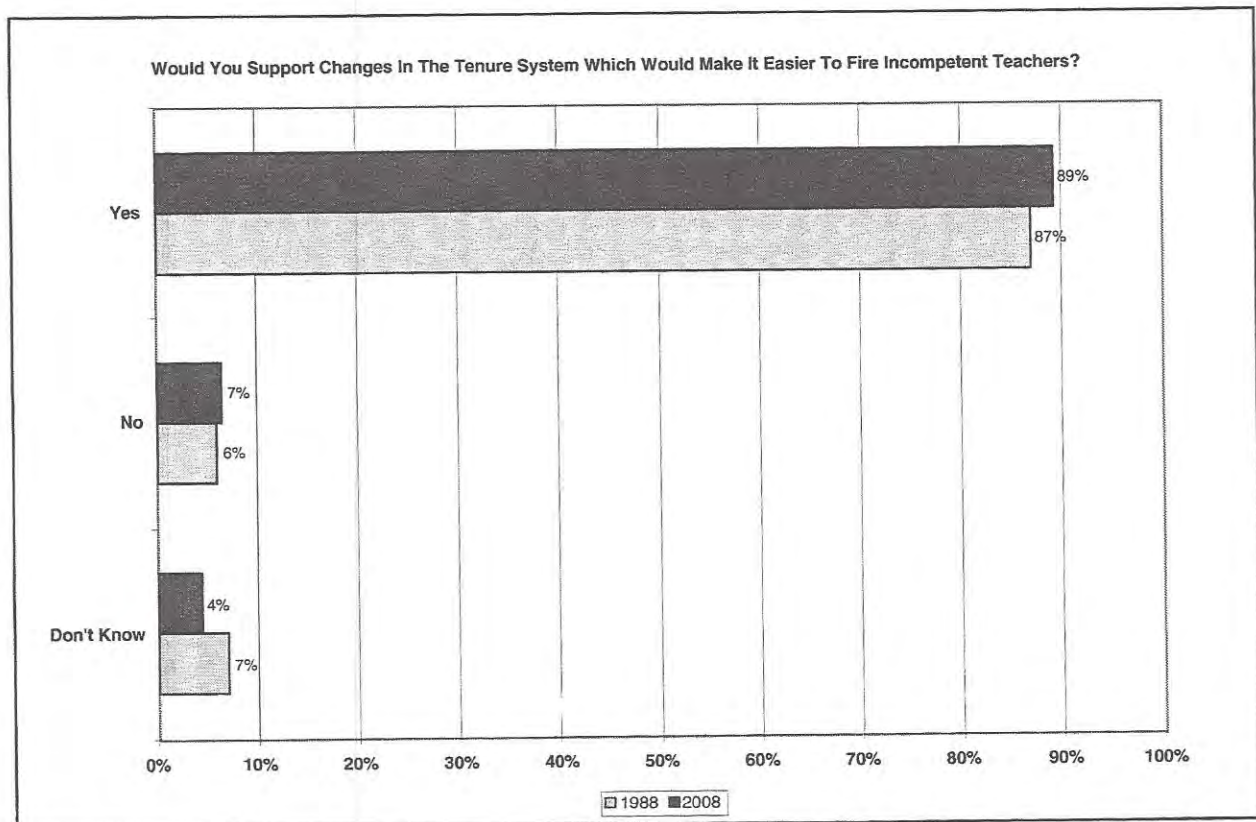
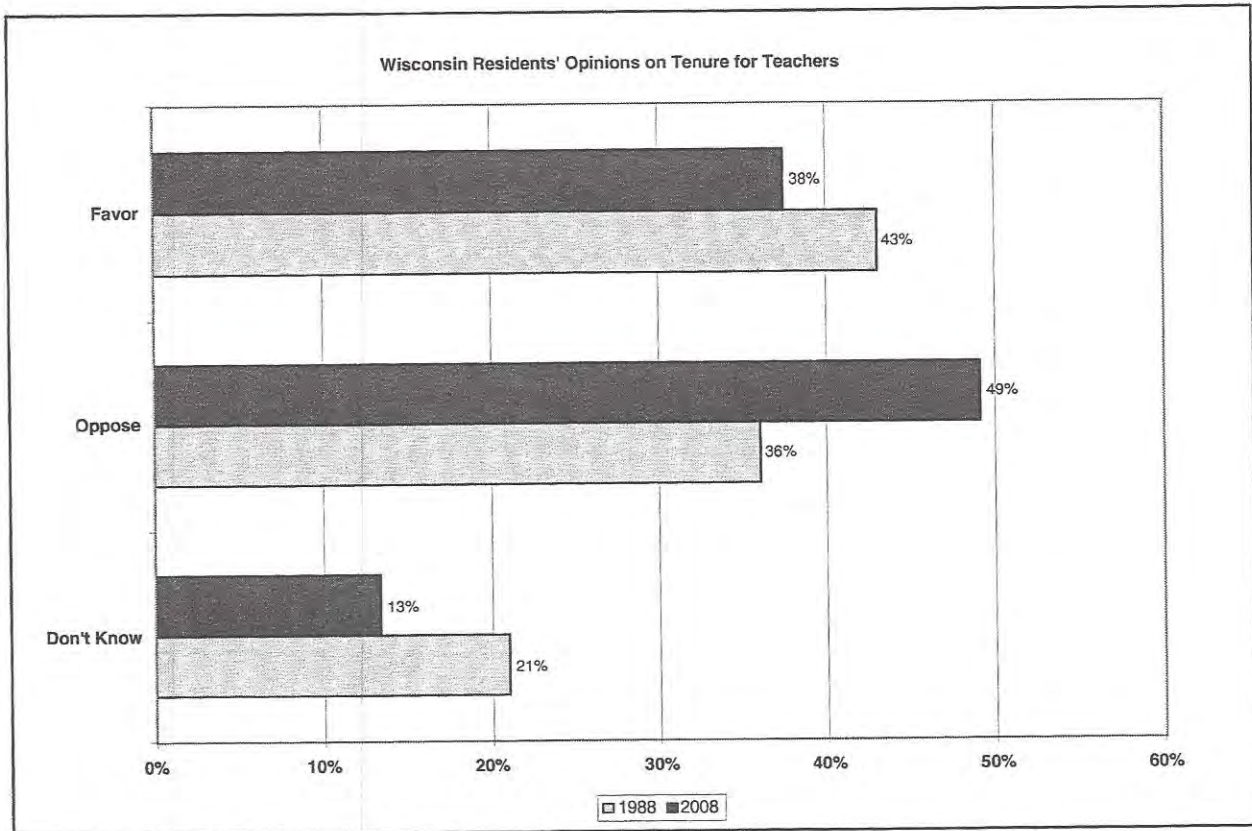
Teachers

In this survey 38% of our respondents favored giving tenure to teachers while 49% opposed the idea. These numbers were different than when this question was asked twenty years ago when 43% of our respondents favored giving tenure to teachers and only 36% opposed it. The only area of the state that favored tenure was 53% of the residents of Waukesha County while 42% of them opposed it. Interestingly only 31% of the residents of Madison supported tenure, while 48% opposed it. The other major gaps were based on ideology. 49% of Liberals favored tenure for teachers, but only 21% of residents who identified themselves as Conservatives did. Among Republicans, 18% favored giving teachers tenure, while 75% opposed it. However, among Democrats 46% favored tenure while 37% opposed it.

We also asked whether they would support changes to the tenure system, which would make it easier to fire incompetent teachers. There was overwhelming support for this idea. In this survey 89% of the respondents favored this question while only 7% opposed it. These results are almost exactly the same as those from twenty years ago when 87% of our residents supported changing the tenure system and only 6% opposed it. There was support for this idea across all major demographic lines in the state.

We asked people whether they would favor or oppose merit pay for teachers based on performance. 77% of our residents favored this idea and only 18% opposed it. This is almost the exact same result as twenty years ago when 76% of our respondents favored merit pay and only 19% opposed it. What is interesting on this issue is that there is support for this idea from all demographics throughout the state, even 70% of the Liberals in Wisconsin favor merit pay and only 24% oppose it. Conservatives are slightly higher with 82% favoring it and only 13% opposing it. 84% of Republicans favored merit pay, while 73% of Democrats favored it. By race, 77% of Whites favor merit pay compared to 92% of our Black respondents. Finally there was a slight gap based on gender where 81% of men favored merit pay while 73% of women favored merit pay for teachers.

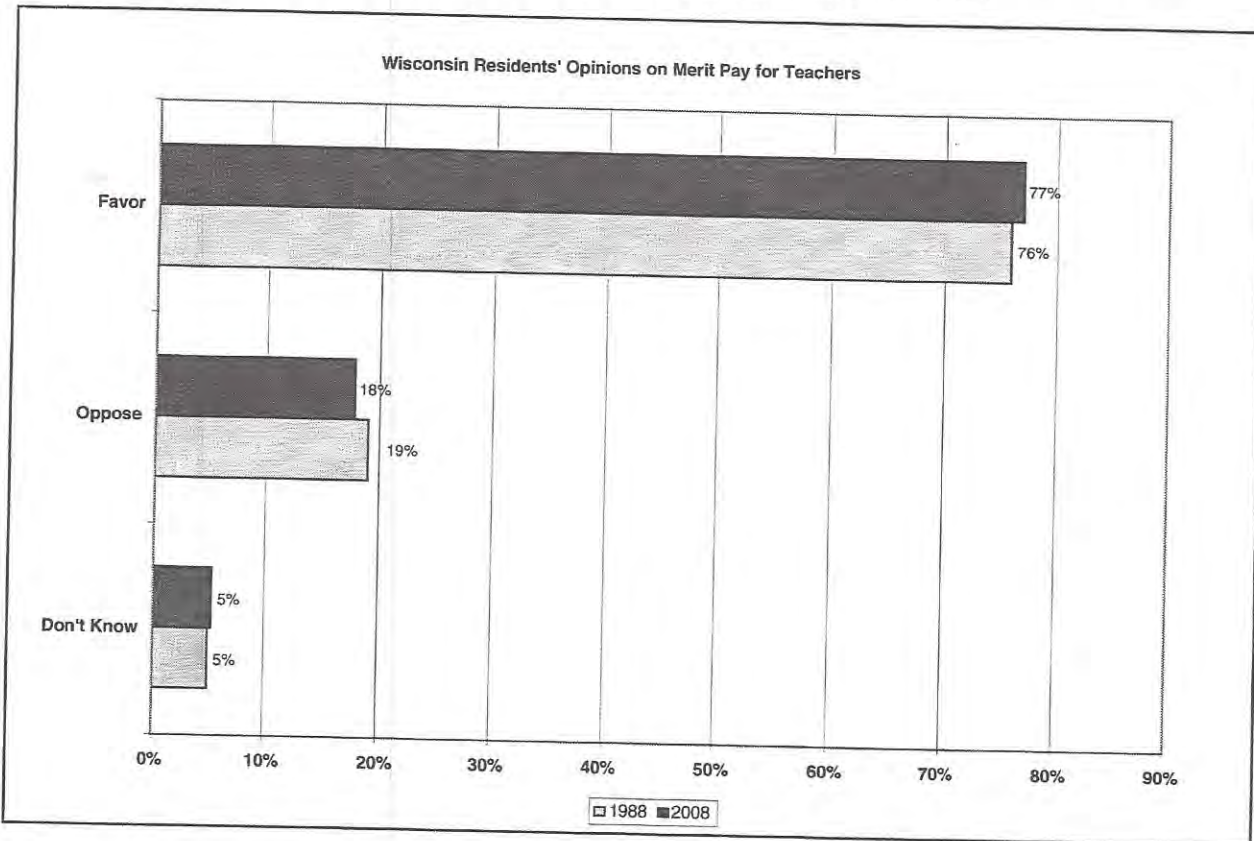
We then asked residents if we needed higher salaries to attract better teachers. In this survey, 72% of our respondents favor the idea while only 23% oppose it. This is up slightly from twenty years ago when this question was asked, where 67% of the respondents then favored higher salaries for teachers while 29% opposed it.



Again there was broad support for this idea among all demographic groupings in the state. Politically, 53% of Republicans supported this while 79% of Democrats did likewise. Ideologically, 86% of Liberals favored this, as did 60% of Conservatives. There was no group or area across the state that opposed this.

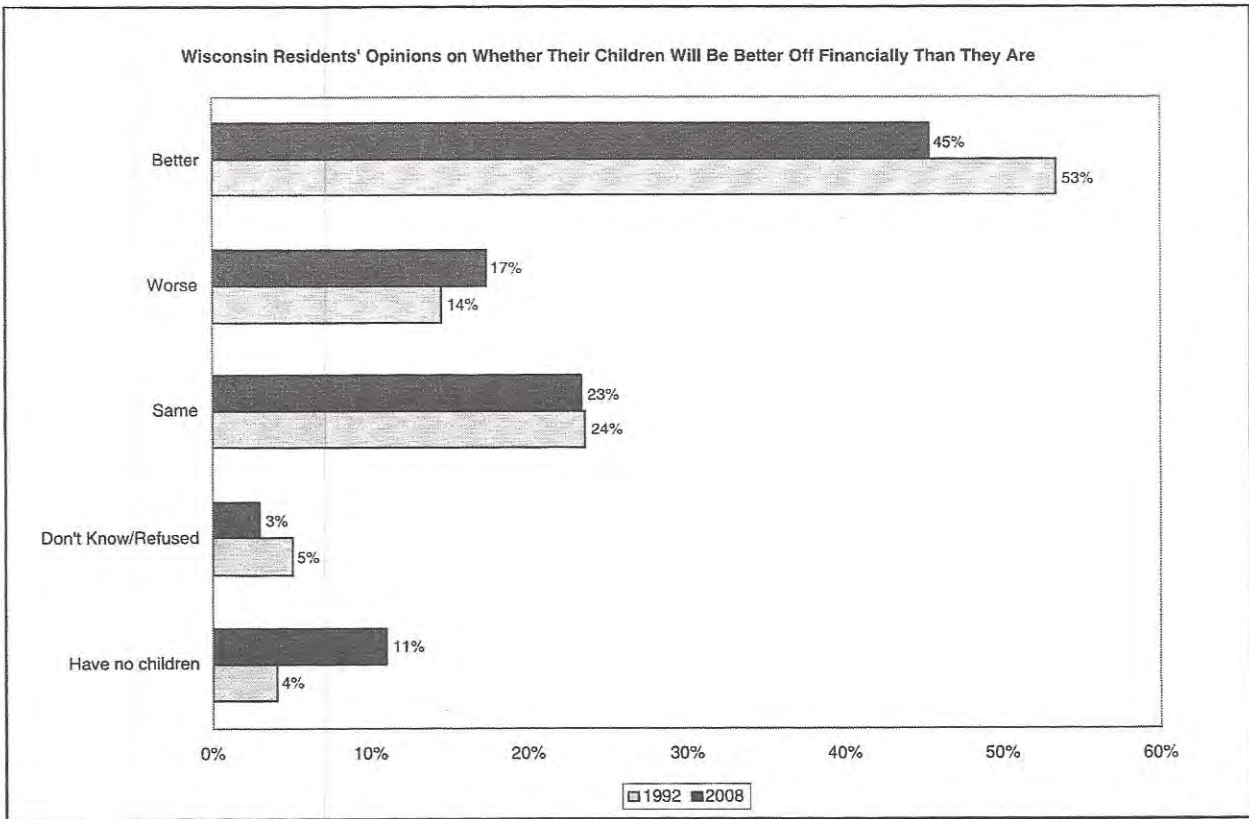
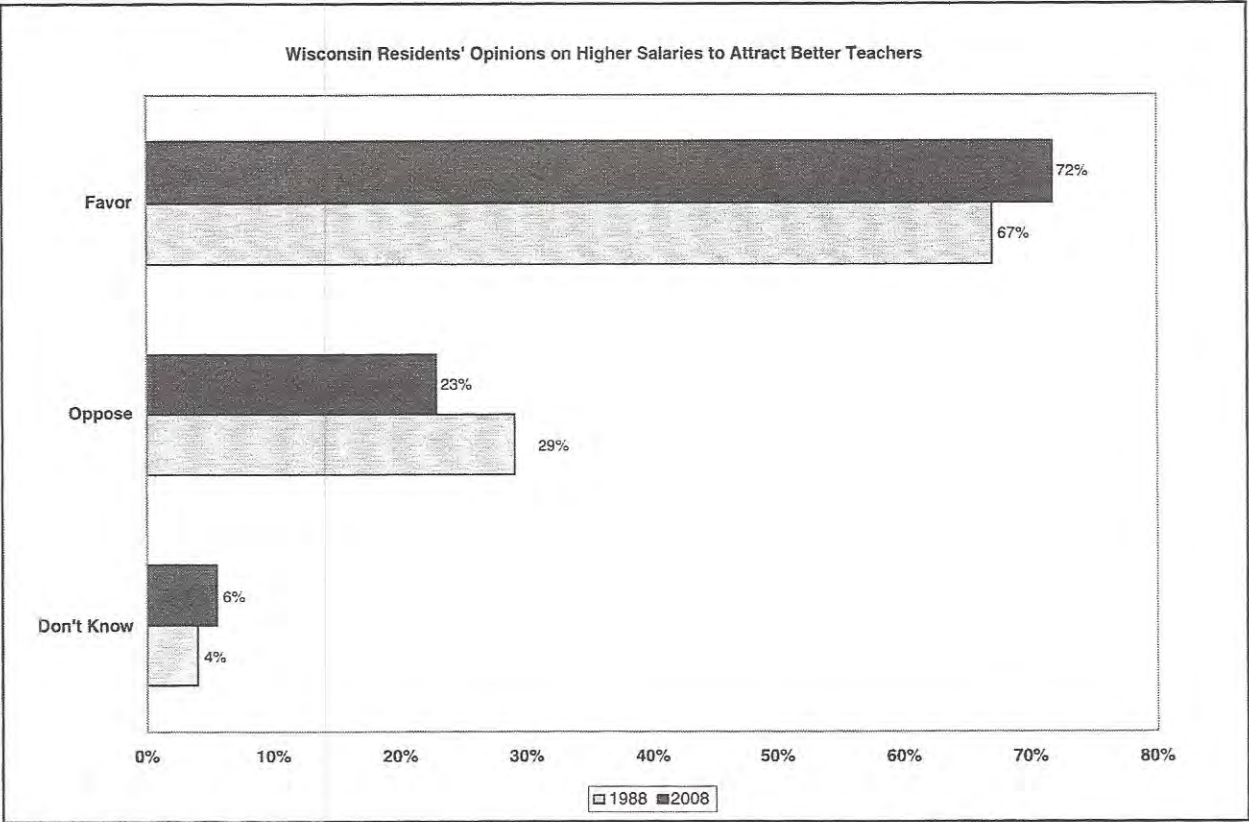
The Future

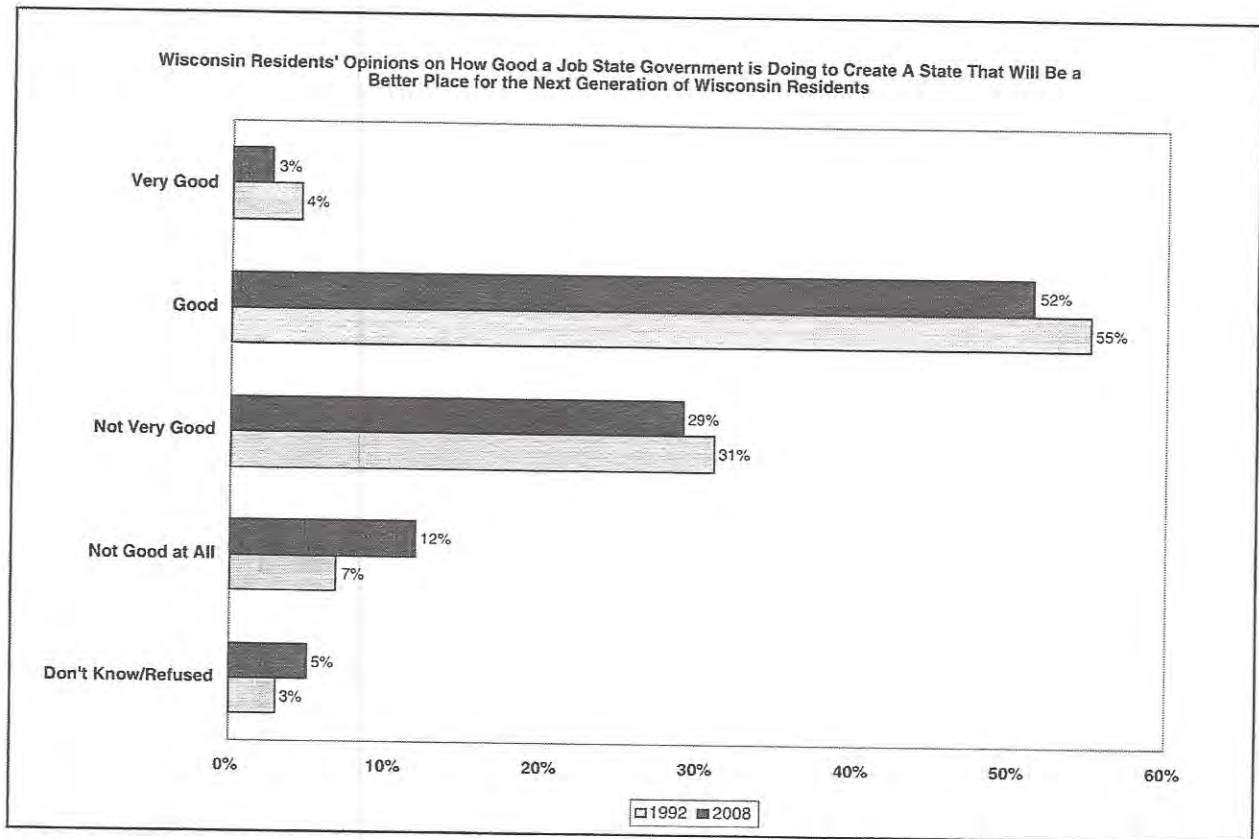
We asked our residents whether they expected their children to be better off financially when they reach your age. 45% of our respondents thought their children would be better off while 17% thought they would do worse. This is slightly lower than when we asked this question in 1992 when 53% of our residents thought their children would be better off financially and only 14% thought they would be worse off. What is interesting is that the most optimistic group in the state was in the City of Milwaukee where 53% thought their children would do better financially and only 14% thought they would do worse. This is almost reversed in the Milwaukee Suburbs where only 37% thought their children would be better off financially while 17% thought they would be worse off and 37% thought they would be the same. Among Whites, 44% thought their children would be better off while 18% thought they would be worse off and 24% thought they would be the same as the respondents. However, among Blacks, 62% thought their children would be better off, and only 8% thought their children would be worse off.



Finally we asked respondents how they thought state government was doing in creating a place for the next generation of Wisconsin residents. In this survey 55% thought that the state was doing a good or very good job in creating a better future and only 41% thought they were doing not such a good job. This is very similar in results from when we last asked this question in 1992. At that time 59% thought the state was doing a very good job and 38% thought they were not doing a very good job.

In this survey there were some very large demographic differences. In the City of Milwaukee 39% thought the state was doing a good job, but 47% disagreed with that. However, in Madison 61% of our citizens thought the state was doing a good job while only 35% thought the state was not doing a good job. There were sharp differences on this question based on your politics and ideology. 72% of Democrats thought the state was doing a very good job for





the future, but only 38% of the Republicans agreed. Ideologically, 70% of Liberals thought the state was doing a very good job of creating a better place for the next generation of Wisconsin residents, but only 29% of Conservatives agreed with them. 55% of Whites thought the state was doing a very good job, but only 23% of Blacks agreed with that. Only 46% of the males in this survey thought the state was doing a very good job of creating a better future, but 62% of the women supported that idea.

Summary

One of the interesting results in this survey is that the attitude towards teachers has not changed over the last generation. Most Wisconsinites believe that there should be more money paid to teachers, but they also believe that teachers should be made more accountable. They overwhelmingly support the idea of merit pay, but there is much less support for the idea of tenure. They overwhelmingly believe, by 89% for to 7%, against that the tenure system should be changed to make it easier to fire incompetent teachers.

It is remarkable that after twenty years these issues have not been implemented in terms of improving our educational system. It is important to point out that most Wisconsin residents have a very high view of the honesty and integrity of the teachers in the state and a very poor view of labor union leadership.

WISCONSIN RESIDENTS CONTINUE TO BE CONCERNED ABOUT THE GROWING COSTS OF HEALTH CARE AND PRESCRIPTION DRUGS

Controlling health care and prescription drug costs continues to be a major concern of Wisconsin residents in terms of the problem that most needs attention from state government. They favor major reforms to the existing health care system but there is very little support for the idea of a state-run insurance system. Wisconsin residents believe that if a government-run health insurance system were set up in Wisconsin, out-of-state people would definitely immigrate to Wisconsin to enroll in the system.

In our most recent poll 24% of Wisconsin residents identified "Controlling Health Care and Prescription Drug Costs" as the most important issue that needs attention from Wisconsin state government. The health care issue closely trailed improving the state's economy by just four percentage points. It was actually the number one issue among some areas and groups in the state. 34% of the residents of Milwaukee rated it as the number one issue needing attention from state government, as did 33% of the residents of Southeast Wisconsin.

ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT										
	June 2000	March 2002	Sept. 2002	Oct. 2003	Sept. 2004	Oct. 2005	June 2006	Dec 2007	Nov 2008	
Improving the State's Economy	N.A.	18%	20%	23%	17%	10%	10%	8%	28%	
Controlling Healthcare and Prescription Drug Costs	N.A.	28%	29%	33%	35%	21%	27%	30%	24%	
Reforming the Tax System	24%	20%	21%	17%	12%	14%	17%	21%	14%	
Improving Public Education	24%	16%	18%	18%	15%	21%	18%	14%	14%	
Improving the Ethics of Wisconsin Politicians and Bureaucrats	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	13%	10%	10%	
Lowering the Wisconsin Gasoline Tax	28%	N.A.	N.A.	N.A.	N.A.	24%	15%	16%	8%	
<i>N.A. Not asked.</i>										

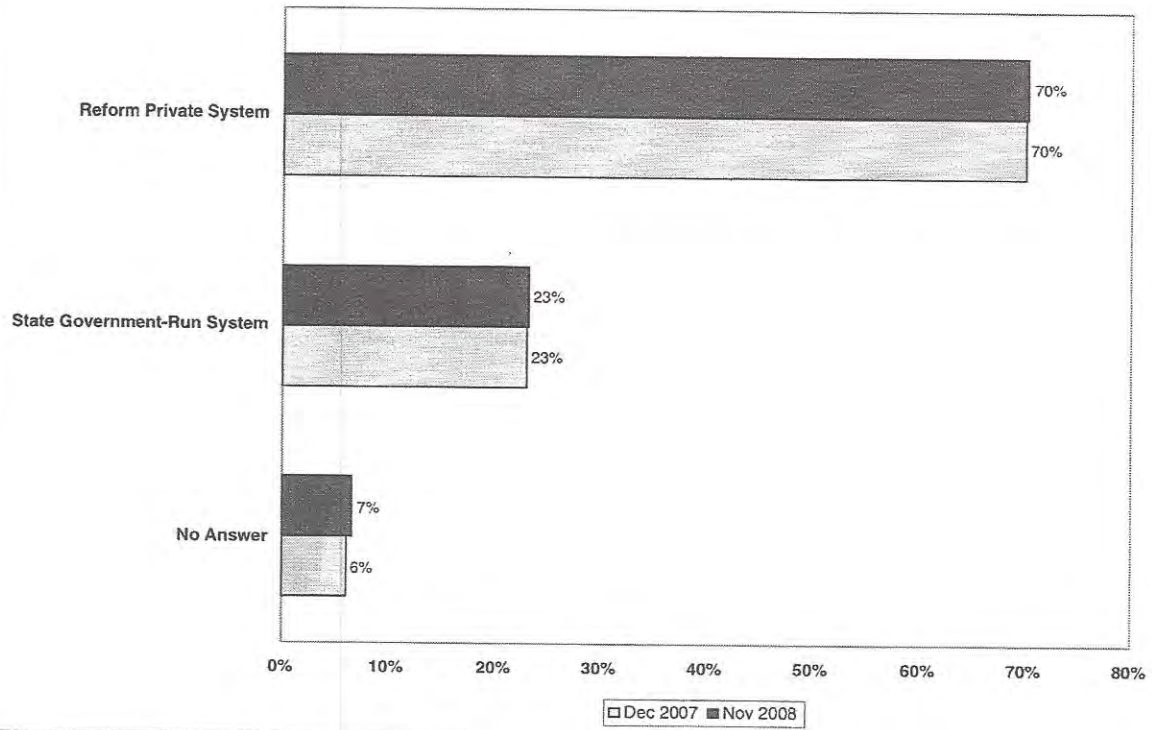
There were also some differences in other demographic groups. 33% of Democrats rated it as the most important issue in the state, compared to only 12% of Republicans. 26% of residents who consider themselves Liberals thought it was the most important issue, compared to 16% of Conservatives. Among residents who said they were employed, only 21% named controlling health care costs as the most important issue facing state government. However, 33% of our residents who are retired put it as the number one issue in the state. 28% of women also rated it as the number one issue facing state government, while 19% of men in Wisconsin said it was the most important issue facing state government. Considering the state of the economy and the concern over jobs, it is not unimportant to remember that health care continues to be an important issue in the state.

Wisconsin Legislation

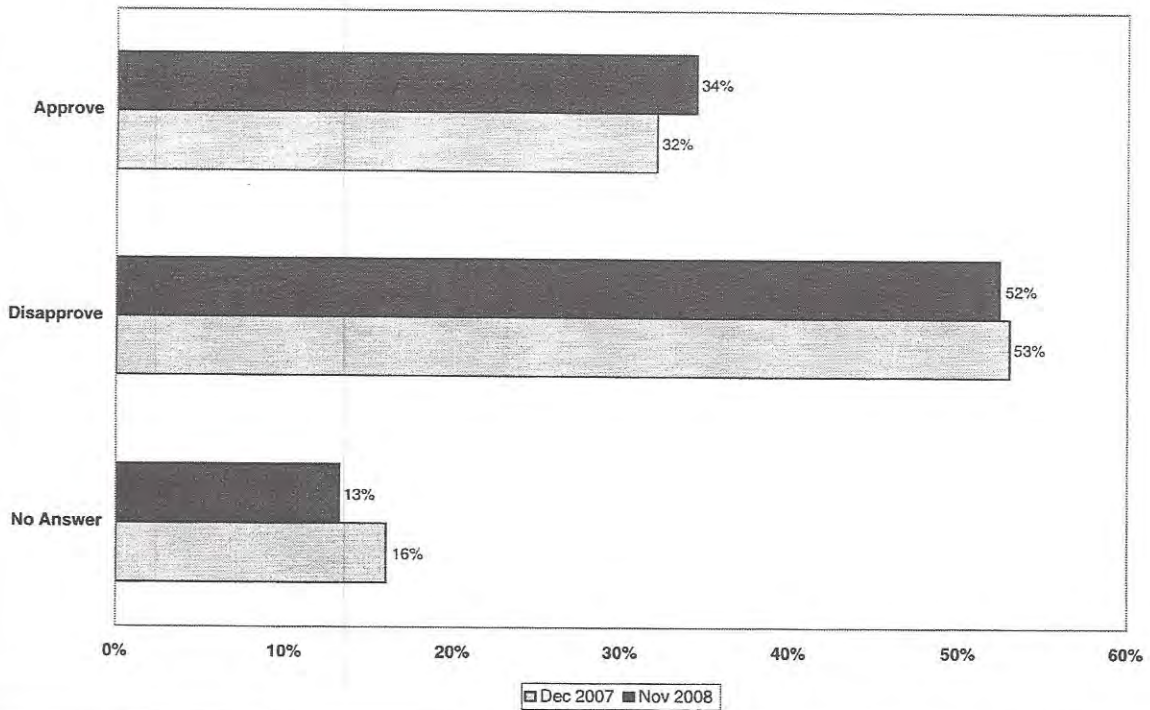
We asked a question that dealt with a proposal to replace Wisconsin's current private health insurance system with a universal health insurance system controlled by the state government. Only 34% of the residents of the state approved that idea while 53% disapproved it.

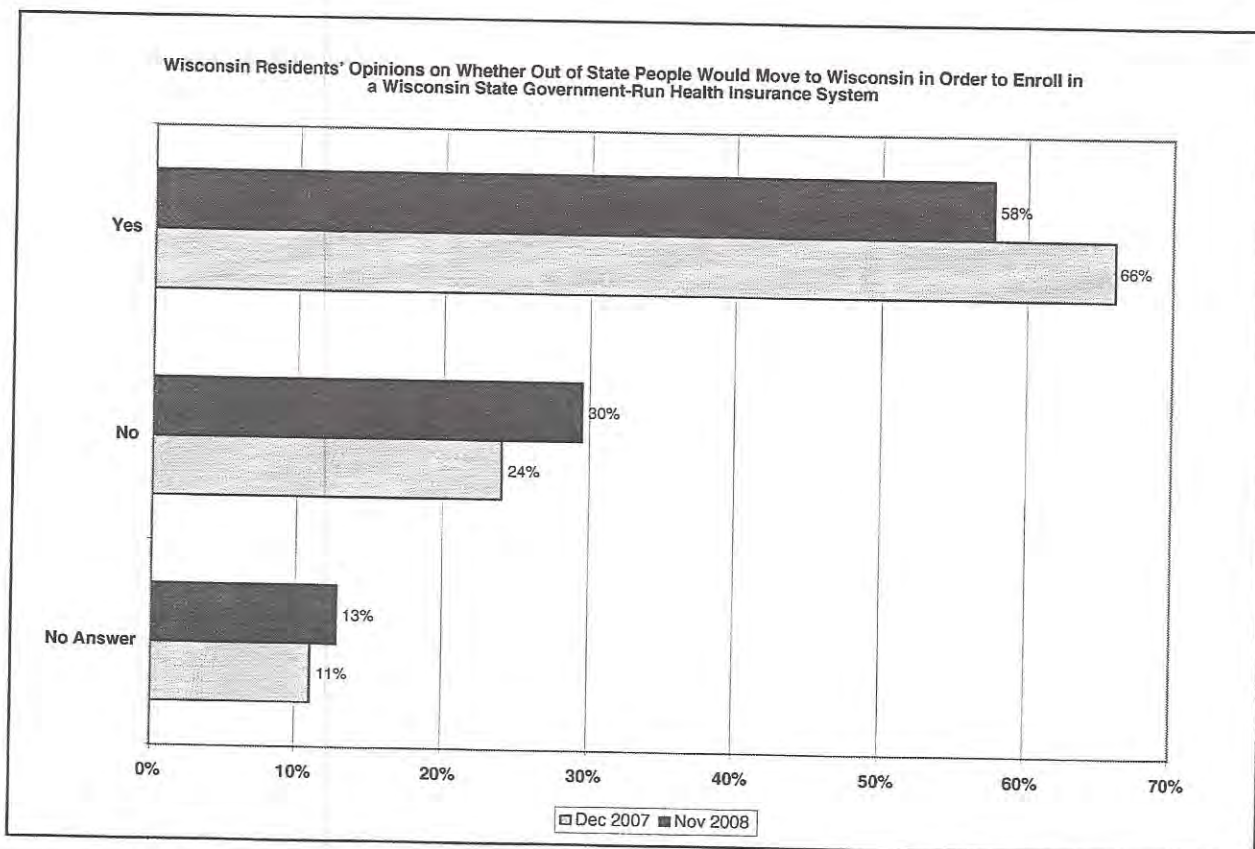
On this particular question there were some demographic differences across the state. 43% of outstate Wisconsin residents approved this idea, while 45% disapproved of it. In the Milwaukee suburbs, only 26% approved it, while 55% disapproved it. In Madison, 36% of the residents approved it, while 46% disapproved it. The largest gaps were the political and ideological demographics. 58% of Democrats approved of this idea, while only 13% of Republicans and 28% of residents who said they were Independent approved. Ideologically, 59% of Liberals supported this idea,

Wisconsin Residents' Opinions on Best Way to Reform Health Care System in State



Wisconsin Residents' Opinions on Replacing Wisconsin's Private Health Insurance System with a Universal System Controlled by State Government





while only 8% of Conservatives did. There was also an age spread in support — 50% of residents between the ages of 18 and 24 supported this idea of a state-controlled health care system, but only 28% of our senior citizens 65 and older supported the idea, while 58% disapproved of it.

Another interesting gap was that 39% of the men in our survey approved the idea of replacing Wisconsin's current private health care system with a universal system controlled by the state government, while 30% of the women agreed.

Finally we asked if Wisconsin established a government-run health care system if residents thought people would move to Wisconsin in order to enroll in this program. 58% said yes, 30% said no. 60% of our residents in Green Bay thought that there would be migration, as did 64% in Southeastern Wisconsin. The strongest opposition to this question of potential migration came from Milwaukee suburbs where 41% said that there would not be migration as well as 40% in Waukesha County.

Again there were some political and ideological differences. 67% of Republicans thought there would be migration, while 51% of Democrats agreed that there would be migration. Among Conservatives, 67% thought that migration would happen, while only 47% of Liberals felt the same way.

There was an interesting spread where 62% of men thought there would be migration, while only 54% of our female respondents believed that to be true. These overall numbers were very similar to our poll last year when 53% thought that migration would increase and only 32% thought not.

Summary

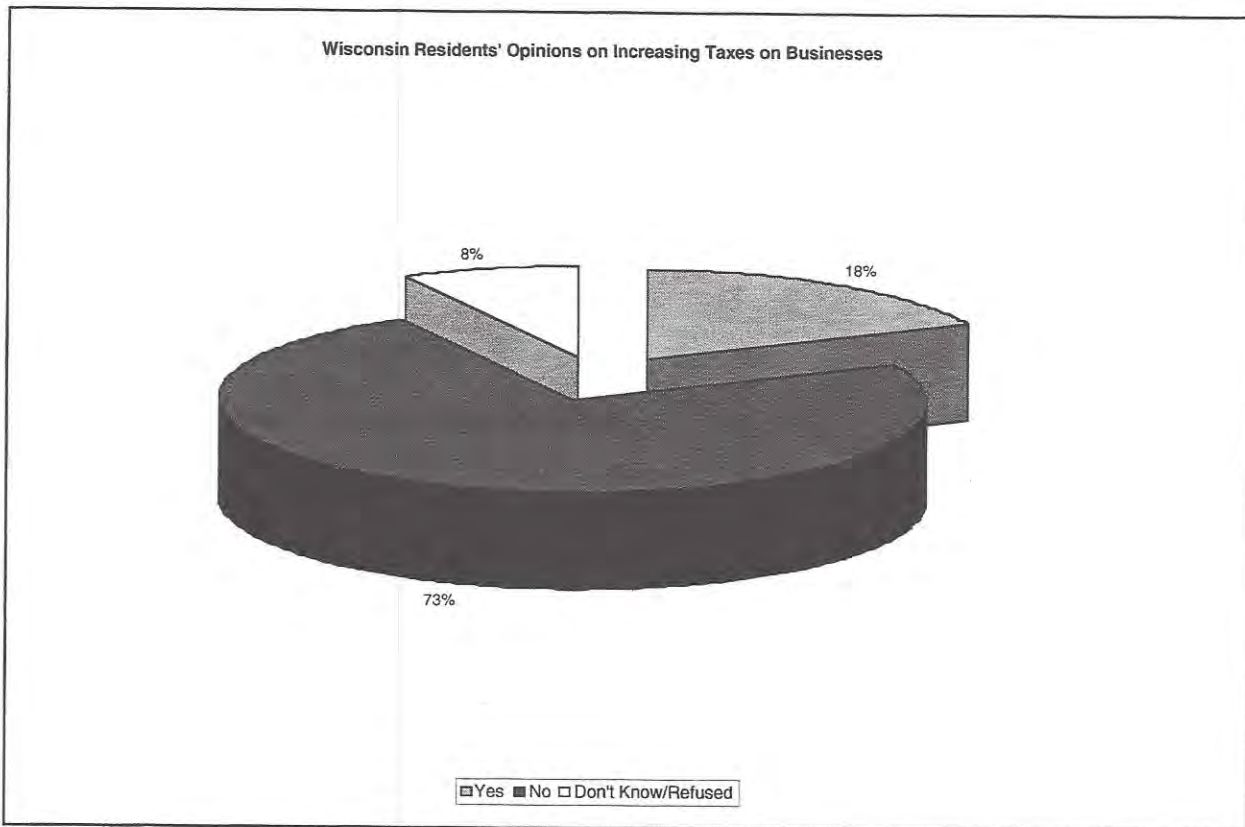
This is little doubt from our survey work this year and in previous years that reforming health care remains a major agenda item for Wisconsin residents. It is also clear from our survey polling this year and last year that there is little support for any type of government-run health insurance plan in the state. Residents certainly are interested in some type of reform, but they have little confidence or desire to have the state mandate a government-run plan.

Finally one issue that may become a major point in the health care reform debate is potential migration to Wisconsin from other states. This would be particularly true if the state were to establish a health insurance program that allows no exclusions for pre-existing conditions. Most Wisconsinites believe that people from out of state would move to Wisconsin to obtain this important benefit.

WISCONSIN RESIDENTS OVERWHELMINGLY OPPOSE RAISING TAXES ON BUSINESSES

Wisconsin residents oppose raising taxes on business profits by a range of 73% opposing it while only 19% supported raising taxes. Geographically, the most support for raising taxes came from LaCrosse where 33% of the respondents supported it and Madison where 25% were in agreement. Among Republicans only 10% favored raising taxes on businesses, while 25% of Democrats agreed. Ideologically, 31% of Liberals said they would favor raising taxes on businesses, only 9% of Conservatives agreed with that.

There is overwhelming opposition to the idea of raising taxes on business profits, especially when Wisconsin's economy is sliding into a serious recession. The opposition crosses all party lines, all ideologies and all regions of the state. It is actually surprising just how much opposition there is to this idea. It will make it very difficult in the next biennial budget to solve the state's deficit on the backs of employers and employees.



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
Unemployment/Jobs	31%	27%	26%	37%	34%	17%	27%	43%	32%
Economic	19%	14%	27%	4%	20%	16%	23%	20%	20%
Taxes	13%	23%	22%	17%	10%	22%	9%	8%	8%
Health Care Issues	13%	17%	3%	26%	10%	16%	12%	12%	17%
Education	6%	7%	8%	7%	5%	5%	12%	4%	2%
Government Issues	5%	3%	5%	6%	9%	1%	1%	1%	6%
Don't Know	5%	5%	9%	2%	3%	17%	4%	3%	4%
Other	6%	4%	0%	1%	7%	6%	9%	7%	11%
Social Issues/Poverty	2%	1%	1%	2%	3%	0%	1%	2%	1%

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
Improving the State's Economy	28%	27%	37%	17%	31%	29%	25%	23%	27%
Controlling Health Care and Prescription Drug Costs	24%	34%	21%	17%	24%	16%	23%	33%	22%
Reforming the Tax System	14%	17%	16%	11%	19%	21%	7%	12%	10%
Improving Public Education	14%	6%	9%	22%	9%	12%	18%	14%	21%
Improving the ethics of Wisconsin politicians and bureaucrats	10%	8%	8%	7%	10%	10%	16%	10%	13%
Lowering the Wisconsin Gas Tax	8%	4%	7%	24%	7%	9%	10%	6%	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
Improve	27%	22%	29%	11%	24%	35%	20%	23%	38%
Stay Same	20%	13%	16%	18%	18%	18%	40%	20%	19%
Get Worse	49%	50%	47%	72%	57%	42%	39%	50%	41%
Don't Know	4%	16%	9%	0%	1%	6%	1%	8%	1%

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
Improve	19%	19%	23%	10%	22%	26%	17%	14%	17%
Stay Same	56%	47%	41%	76%	56%	50%	63%	59%	57%
Get Worse	23%	25%	34%	14%	21%	23%	19%	18%	23%
Don't Know	3%	9%	2%	0%	1%	1%	1%	9%	2%

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
Right Direction	37%	32%	36%	31%	26%	45%	36%	34%	50%
Wrong Track	54%	49%	56%	66%	67%	40%	49%	60%	40%
Don't Know	10%	19%	8%	4%	6%	15%	15%	6%	10%

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
Right Direction	17%	26%	22%	16%	16%	10%	13%	14%	17%
Wrong Track	76%	60%	70%	84%	78%	81%	72%	81%	78%
Don't Know	8%	15%	8%	0%	7%	9%	14%	5%	5%

Overall, do you think Wisconsin's state government spends too much, too little, or just about the right amount of tax dollars?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Too Much	56%	52%	58%	63%	63%	55%	45%	52%	53%
Too Little	5%	9%	10%	2%	6%	0%	4%	5%	3%
The Right Amount	27%	17%	21%	34%	20%	33%	35%	32%	31%
Undecided	12%	23%	11%	2%	11%	12%	16%	12%	13%

The State of Wisconsin is required by law to have a balanced budget. While the current budget is in balance, it now looks as though the budget will have a deficit in the future. I'm going to read you four ways the deficit might be reduced. Please tell me which one you would MOST like to see used to reduce a state budget deficit.

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Cutting State Spending by 3%	50%	47%	45%	43%	58%	42%	52%	55%	47%
A Pay Freeze for State Employees	33%	36%	39%	35%	27%	35%	23%	31%	37%
Raising State Taxes by 3%	10%	9%	8%	2%	9%	20%	18%	8%	10%
Temporary Layoffs of State Workers	4%	4%	3%	17%	4%	3%	3%	4%	3%
Don't Know/Refused	4%	5%	5%	3%	3%	0%	5%	2%	4%

Business profits are down throughout Wisconsin and many businesses are reducing their workforce. In this environment should state lawmakers increase the tax on businesses?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes	19%	13%	15%	23%	18%	33%	25%	13%	17%
No	73%	70%	72%	74%	75%	65%	64%	81%	78%
Don't Know/Refused	8%	17%	13%	3%	7%	2%	11%	7%	5%

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	3%	6%	7%	4%	1%	3%	1%	2%	2%
Worse	40%	35%	37%	47%	44%	36%	47%	39%	37%
Stayed the same	50%	46%	45%	46%	51%	49%	42%	56%	57%
Don't Know/No Answer	7%	14%	11%	3%	4%	12%	10%	3%	4%

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	17%	19%	21%	23%	14%	22%	10%	17%	16%
Lobbying Groups	70%	65%	69%	68%	75%	70%	74%	71%	66%
Both	6%	10%	0%	6%	3%	1%	11%	6%	9%
Not Sure	6%	5%	7%	3%	6%	4%	3%	6%	9%
Decline to Answer	2%	1%	2%	0%	2%	3%	3%	1%	1%

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	1%	0%	1%	0%	0%	1%	3%	0%	2%
Most of the Time	28%	24%	33%	31%	27%	21%	27%	22%	32%
Some of the Time	65%	68%	61%	66%	64%	75%	69%	71%	58%
Not Sure	5%	8%	5%	3%	5%	3%	1%	5%	8%
No Answer	1%	0%	1%	0%	3%	0%	0%	2%	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
Special interests	45%	46%	51%	46%	48%	41%	49%	48%	33%
Elected official's interests	38%	37%	43%	31%	39%	30%	36%	37%	42%
Voter's interests	13%	13%	4%	22%	7%	21%	8%	14%	19%
Refused/No Answer	5%	5%	2%	2%	6%	8%	7%	1%	6%

Some people say that the best way to reform health care is to replace the current private health insurance system with a new universal health insurance system that is run by the Wisconsin state government

... While ...

Other people say that the best way to reform the current private health care system is to cut costs and provide more choices by increasing competition among private insurance companies and by requiring health care providers to publicly release their actual costs.

... Which one is closest to how you feel?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
State government run system	23%	24%	20%	21%	17%	22%	25%	22%	32%
Reform private system	70%	66%	75%	76%	72%	73%	68%	78%	61%
Don't Know/Refused	7%	10%	5%	3%	11%	5%	7%	0%	7%

Next year there is likely to be a proposal to replace Wisconsin's current private health insurance system with a universal health insurance system controlled by the state government. Would you approve or disapprove of this proposal?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Approve	34%	36%	26%	36%	30%	37%	36%	34%	43%
Disapprove	52%	48%	55%	54%	59%	57%	46%	57%	45%
Don't Know/Refused	13%	17%	20%	10%	12%	6%	19%	9%	13%

If Wisconsin established a government run health insurance system do you think out of state people would move to Wisconsin in order to enroll in this government run health insurance system?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes	58%	48%	45%	49%	66%	63%	56%	64%	61%
No	30%	33%	41%	40%	23%	22%	36%	25%	25%
Don't Know/Refused	13%	18%	14%	11%	11%	15%	8%	11%	14%

In general, how would you rate the quality of public education in your community? Is it excellent, good, fair or poor?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Excellent	26%	14%	29%	49%	25%	32%	26%	14%	27%
Good	43%	21%	41%	29%	51%	46%	45%	46%	49%
Fair	21%	27%	19%	11%	18%	20%	20%	29%	20%
Poor	8%	31%	10%	10%	5%	1%	4%	10%	2%
Don't Know/Refused	2%	7%	1%	1%	1%	1%	4%	1%	2%

Compared to five years ago, do you think public education in your community has improved, gotten worse or stayed the same?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Improved	23%	13%	24%	27%	18%	35%	31%	17%	25%
Gotten Worse	23%	38%	20%	20%	18%	9%	26%	34%	23%
Stayed the Same	49%	39%	55%	54%	60%	47%	36%	47%	47%
Don't Know/Refused	5%	10%	2%	0%	5%	8%	7%	2%	5%

Do you think that you, yourself, received a better education at the elementary and secondary level than students do today?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes	47%	66%	45%	46%	47%	47%	41%	52%	42%
No	44%	29%	38%	46%	48%	48%	47%	43%	49%
Don't Know/Refused	8%	6%	17%	8%	5%	6%	12%	5%	9%

Would you say the discipline in the public schools is too lenient, too strict, or about right?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Too Lenient	60%	66%	60%	50%	65%	53%	63%	60%	60%
Too Strict	3%	1%	2%	1%	4%	3%	2%	9%	3%
About Right	30%	24%	23%	46%	31%	40%	29%	27%	31%
Don't Know/Refused	6%	10%	16%	3%	1%	5%	6%	5%	7%

In general do you favor or oppose giving tenure to teachers?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	38%	35%	32%	53%	36%	36%	31%	43%	39%
Oppose	49%	48%	56%	42%	50%	43%	48%	45%	52%
Don't Know/Refused	13%	17%	11%	6%	14%	22%	21%	13%	9%

Would you support changes in the tenure system which would make it easier to fire incompetent teachers?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes	89%	83%	87%	93%	92%	90%	81%	89%	93%
No	7%	12%	11%	3%	5%	7%	10%	7%	2%
Don't Know/Refused	4%	5%	2%	4%	30%	3%	9%	4%	5%

Do you favor or oppose merit pay for teachers based on performance?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	77%	73%	76%	86%	76%	89%	71%	81%	73%
Oppose	18%	17%	14%	13%	20%	6%	25%	13%	24%
Don't Know/Refused	5%	10%	10%	2%	4%	5%	4%	6%	3%

Do you favor or oppose higher salaries to attract better teachers?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Favor	72%	76%	61%	82%	72%	59%	83%	75%	70%
Oppose	23%	16%	30%	16%	25%	30%	13%	20%	26%
Don't Know/Refused	6%	8%	9%	2%	3%	11%	4%	5%	4%

Do you expect YOUR CHILDREN to be better off financially, worse off or about the same as you when they reach your age?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Better	45%	53%	37%	43%	48%	48%	44%	51%	42%
Worse	17%	14%	17%	18%	17%	13%	14%	26%	18%
Same	23%	19%	37%	35%	21%	27%	27%	13%	18%
Have no children	11%	11%	5%	4%	8%	9%	16%	8%	21%
Don't Know/Refused	3%	2%	5%	0%	7%	3%	0%	2%	2%

How good a job do you think State Government is doing in creating a state that will be a better place for the next generation of Wisconsin residents?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Very Good	3%	3%	5%	0%	2%	3%	6%	0%	3%
Good	52%	36%	43%	57%	50%	53%	55%	47%	63%
Not Very Good	29%	33%	29%	34%	26%	32%	29%	33%	25%
Not Good at All	12%	14%	18%	9%	17%	3%	6%	16%	7%
Don't Know/Refused	5%	15%	5%	0%	4%	9%	4%	4%	3%

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

Firefighters

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	81%	77%	80%	95%	86%	87%	78%	85%	71%
Average	12%	18%	10%	5%	7%	3%	19%	11%	18%
Low	3%	2%	5%	0%	3%	8%	0%	3%	2%
No Answer	4%	3%	5%	0%	4%	2%	2%	1%	9%

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

Wisconsin National Guard

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	77%	74%	75%	89%	79%	83%	73%	78%	73%
Average	12%	11%	7%	6%	11%	9%	16%	15%	18%
Low	3%	1%	5%	0%	1%	5%	4%	3%	2%
No Answer	8%	14%	13%	6%	9%	3%	7%	4%	6%

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

Teachers

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	57%	44%	51%	66%	55%	68%	73%	53%	53%
Average	36%	51%	40%	26%	36%	21%	26%	35%	41%
Low	6%	3%	7%	9%	6%	8%	1%	10%	3%
No Answer	2%	1%	2%	0%	3%	3%	0%	3%	2%

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

Medical Doctors

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	61%	62%	59%	69%	59%	70%	65%	55%	58%
Average	30%	32%	30%	28%	32%	20%	29%	37%	28%
Low	7%	1%	8%	1%	6%	10%	5%	7%	12%
No Answer	2%	5%	3%	2%	3%	0%	1%	1%	2%

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

Clergy

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	59%	53%	57%	75%	63%	76%	45%	54%	57%
Average	28%	30%	31%	23%	27%	13%	38%	28%	30%
Low	7%	2%	7%	1%	6%	6%	10%	8%	9%
No Answer	7%	15%	6%	1%	4%	6%	8%	10%	5%

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

Labor Union Leaders

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	18%	16%	15%	27%	17%	30%	10%	18%	19%
Average	38%	45%	43%	31%	37%	34%	52%	43%	30%
Low	31%	25%	32%	35%	36%	31%	30%	29%	26%
No Answer	13%	13%	10%	7%	11%	5%	9%	11%	25%

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

Wisconsin Politicians

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	11%	9%	8%	4%	12%	23%	3%	8%	15%
Average	47%	51%	50%	62%	47%	37%	57%	47%	37%
Low	37%	27%	34%	34%	36%	34%	36%	41%	43%
No Answer	6%	12%	8%	0%	5%	6%	4%	4%	5%

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

Journalists

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	17%	23%	11%	34%	11%	25%	18%	11%	16%
Average	42%	50%	47%	34%	38%	33%	33%	48%	44%
Low	36%	20%	38%	32%	44%	35%	39%	36%	32%
No Answer	5%	7%	4%	0%	7%	7%	10%	5%	8%

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

Corporate Executives

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	12%	13%	18%	2%	13%	25%	8%	11%	10%
Average	39%	37%	37%	53%	35%	33%	33%	41%	42%
Low	42%	42%	38%	45%	41%	37%	49%	48%	40%
No Answer	7%	8%	7%	0%	11%	5%	10%	0%	8%

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

Car Salesmen

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	9%	2%	12%	1%	12%	16%	4%	11%	10%
Average	50%	47%	53%	65%	45%	59%	58%	52%	41%
Low	34%	42%	30%	30%	35%	22%	32%	29%	43%
No Answer	7%	9%	5%	4%	8%	3%	6%	8%	6%

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

Bankers

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	27%	21%	31%	23%	28%	31%	18%	27%	28%
Average	49%	52%	48%	55%	51%	38%	53%	47%	48%
Low	20%	20%	15%	21%	15%	28%	22%	22%	21%
No Answer	5%	7%	6%	1%	6%	3%	6%	3%	4%

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

Wisconsin Lobbyists

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
High	7%	6%	3%	13%	10%	15%	0%	3%	8%
Average	29%	37%	35%	22%	23%	31%	16%	35%	35%
Low	52%	37%	48%	63%	55%	47%	77%	56%	40%
No Answer	12%	20%	14%	1%	12%	7%	7%	6%	17%

How much do you think what happens in the stock market affect the health of the United States economy overall – a great deal, somewhat, not much, or not at all?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
A Great Deal	71%	74%	63%	59%	76%	58%	61%	77%	81%
Somewhat	24%	24%	31%	35%	16%	36%	33%	22%	16%
Not Much	2%	0%	3%	6%	1%	5%	2%	1%	1%
Not At All	1%	1%	1%	0%	2%	1%	4%	0%	1%
Don't Know/Refused	2%	1%	3%	0%	5%	0%	0%	0%	1%

Do you think of investment in the stock market as generally a Safe investment or 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	25%	24%	26%	37%	23%	22%	23%	24%	23%
Risky	71%	68%	70%	59%	72%	64%	74%	76%	76%
Don't Know/Refused	4%	9%	5%	4%	5%	14%	3%	0%	1%

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	82%	68%	81%	81%	87%	69%	80%	87%	86%
No	16%	31%	16%	19%	8%	28%	18%	13%	12%
Don't Know/Refused	2%	1%	3%	0%	5%	3%	2%	0%	2%

When the economy declines, do you reduce the amount you give to charity?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Yes	51%	35%	62%	55%	51%	58%	48%	62%	41%
No	48%	60%	38%	45%	47%	41%	49%	38%	57%
Don't Know/Refused	2%	6%	1%	0%	2%	1%	3%	0%	2%