Survey Information:
Random Selection, Telephone Survey
Number of Adult Wisconsin Resident Respondents: 400
Interview Period: March 25 – April 5, 2008
Margin of Error: +/- 5% at the 95% confidence level.

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∞ NOTE: Percentages may not add to 100% due to rounding.
If the presidential election were held today, for whom would you be more likely to vote? (NAMES ROTATED)

Barack Obama ................................................. 46%
John McCain .................................................... 42%
Other (VOL)...................................................... 3%
Probably Would Not Vote (VOL).......................... 1%
Not Sure .......................................................... 6%
Refused ............................................................ 3%

If the presidential election were held today, for whom would you be more likely to vote? (NAMES ROTATED)

Hillary Clinton ................................................... 42%
John McCain ..................................................... 46%
Other (VOL)...................................................... 3%
 Probably Would Not Vote (VOL)......................... 2%
Not Sure .......................................................... 5%
Refused ............................................................ 2%

For each of the following issues, please tell me whether you think John McCain, Hillary Clinton, or Barack Obama would be better at handling the issue.

<table>
<thead>
<tr>
<th>Issue</th>
<th>John McCain</th>
<th>Hillary Clinton</th>
<th>Barack Obama</th>
<th>None/Someone Else (VOL)</th>
<th>Not Sure</th>
<th>Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Iraq War</td>
<td>46%</td>
<td>18%</td>
<td>26%</td>
<td>1%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>National Security</td>
<td>52%</td>
<td>20%</td>
<td>18%</td>
<td>2%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Iran</td>
<td>42%</td>
<td>17%</td>
<td>26%</td>
<td>1%</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Health Care</td>
<td>24%</td>
<td>37%</td>
<td>26%</td>
<td>4%</td>
<td>8%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>International Trade</td>
<td>33%</td>
<td>22%</td>
<td>25%</td>
<td>2%</td>
<td>18%</td>
<td>1%</td>
</tr>
<tr>
<td>Immigration</td>
<td>35%</td>
<td>16%</td>
<td>31%</td>
<td>5%</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Taxes</td>
<td>33%</td>
<td>20%</td>
<td>31%</td>
<td>5%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>The Budget Deficit</td>
<td>31%</td>
<td>23%</td>
<td>27%</td>
<td>7%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Social Security</td>
<td>31%</td>
<td>24%</td>
<td>25%</td>
<td>5%</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>The Economy</td>
<td>29%</td>
<td>24%</td>
<td>32%</td>
<td>4%</td>
<td>10%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Energy Policy</td>
<td>29%</td>
<td>21%</td>
<td>27%</td>
<td>6%</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Environmental Issues</td>
<td>23%</td>
<td>25%</td>
<td>32%</td>
<td>6%</td>
<td>14%</td>
<td>1%</td>
</tr>
</tbody>
</table>
What do you think is the most important issue in this year’s presidential election? (Open-ended)

1. Economy and Jobs ................................................................. 32%
2. Iraq ........................................................................ 23%
3. Health Care ........................................................................ 12%
4. Personal Characteristics ..................................................... 6%
5. National Security ................................................................. 5%
6. Budget and Taxes .................................................................... 4%
7. Immigration ............................................................................ 3%
8. Diplomacy ............................................................................ 2.5%
9. Abortion ............................................................................... 2.25%
10. End Partisan Bickering ...................................................... 1.75%
10. Gas Prices ........................................................................... 1.75%
12. Terrorism .............................................................................. 1.5%

Others:
- Change
- Poverty
- Spending on kids so they become good citizens

Not Sure .................................................................................. 3%
None ..................................................................................... <1%
Too Many .................................................................................. 1.25%
Refused .................................................................................... 1.75%

Personal Characteristics
The most often-cited personal characteristic was honesty, followed by integrity, experience, and being a true representative of the peoples’ views. There were also mentions of leadership, knowledge, taking care of our own people, morality and family values.