

Wisconsin Public Radio & St. Norbert College Survey Center

THE WISCONSIN SURVEY *Wisconsin State Politics* Spring 2005

Survey Information:

Number of Adult Wisconsin Resident Respondents: 400
Interview Period: April 25 – May 4, 2005
Margin of Error: +/- 5% at the 95% confidence level.

Contact:

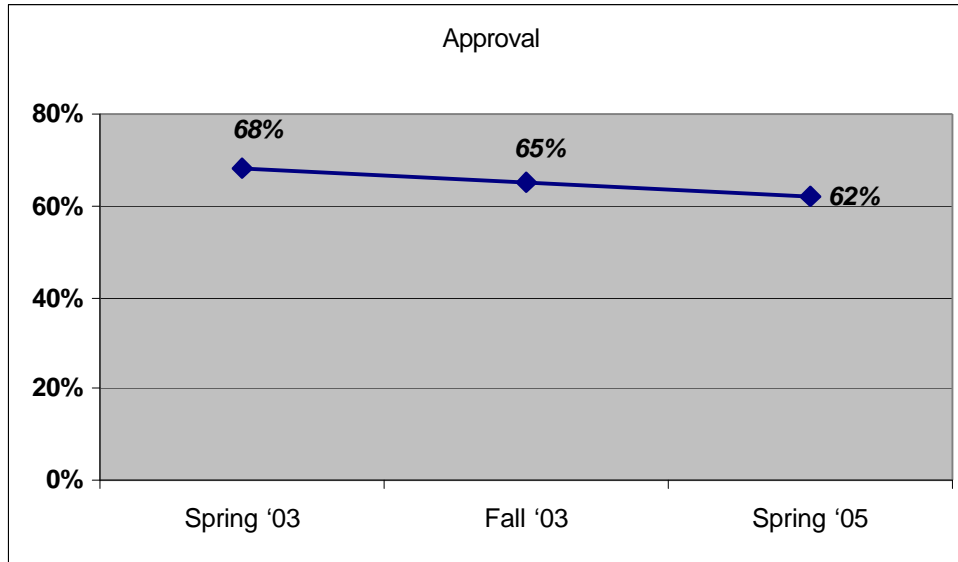
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Doyle Approval Rating is 62%

“How satisfied are you with the way Governor Doyle is doing his job overall. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?”

	Spring '03	Fall '03	Spring '05
Very Satisfied	15%	12%	10%
Somewhat Satisfied	53%	53%	52%
Somewhat Dissatisfied	15%	19%	24%
Very Dissatisfied	9%	14%	10%
Not Sure	9%	3%	4%

Doyle Approval Rating (“Very” + “Somewhat” Satisfied)



As seen in the table and chart above, the governor still maintains a relatively high approval rating that has changed little over his tenure. The differences above are within the error margins for the survey.

The largest difference in demographic groups on gubernatorial approval ratings was party identification. Democrats were not surprisingly the most supportive, but Independents and those adhering to other parties were also high in percentage approval. See table below, the table reads down the columns.

	Democrats	Republicans	Independents	Other
Very Satisfied	14%	5%	10%	6%
Somewhat Satisfied	64%	39%	53%	50%
Sum of Approval	78%	44%	63%	56%

Democrats comprised 40% of the sample, 35% were Republicans, 18% Independents, 5% Other, and 3% Not sure what their party identification is.

Income and education were also related to Doyle approval ratings. Those at the lower income levels and those earning over \$100,000/year tended to be more supportive of Doyle than those in the middle income categories. Doyle also polled better among those with less than high school education (who tend to mostly be over 65 and generally more supportive of Doyle than younger respondents) and among those with graduate degrees (who are more likely to be Democrats). See tables below. Approval is measured by those who are either “very “ or “somewhat” satisfied with the job the governor is doing.

	<\$15,000	\$15,001 - \$25,000	\$25,001 - \$35,000	\$35,001 - \$50,000	\$50,001 - \$75,000	\$75,001 - \$100,000	Over \$100,000
Approval	79%	77%	67%	58%	57%	53%	62%

	Less than High School	High School Graduate	Some College / Technical Degree	College Graduate	Graduate / Professional Degree
Approval	72%	66%	51%	64%	71%

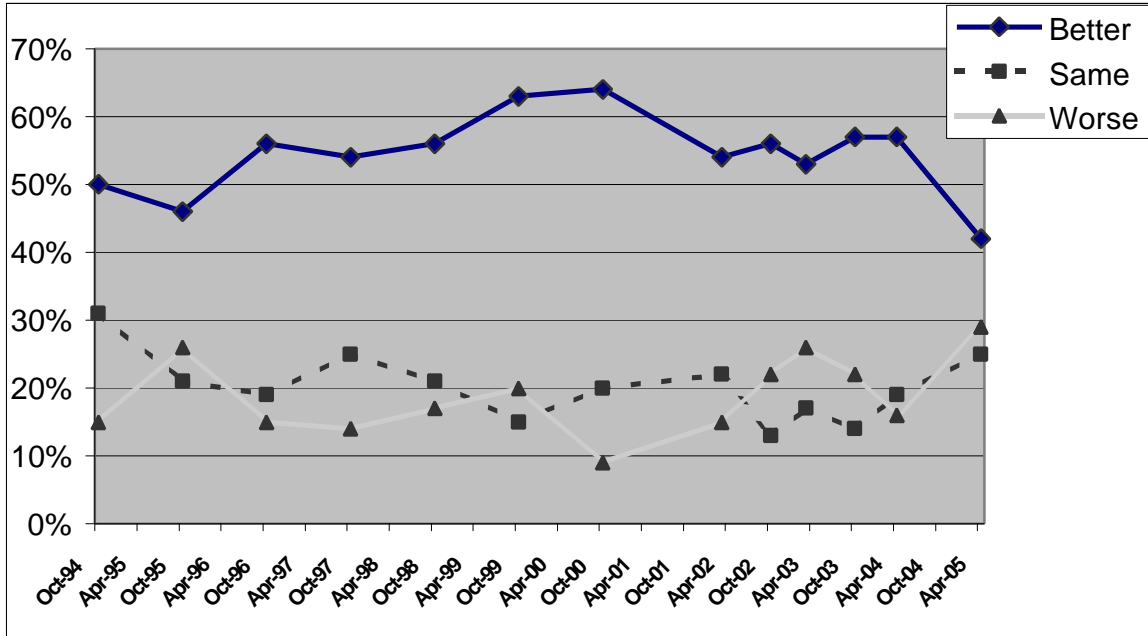
Personal Financial Situation

42% Think they Will be Better Off Financially in the Next Year – this is a 15% Drop from Last year – a Statistically Significant Difference

“Do you expect that at this time next year you will be financially better off than now or worse off than now?”

	<u>10/94</u>	<u>10/95</u>	<u>10/96</u>	<u>10/97</u>	<u>10/98</u>	<u>10/99</u>	<u>10/00</u>	<u>3/02</u>	<u>10/02</u>
<i>Better Off</i>	50	46	56	54	56	63	64	54	56
<i>Same</i>	31	21	19	25	21	15	20	22	13
<i>Worse Off</i>	15	26	15	14	17	20	9	15	22
<i>Not Sure</i>	5	8	9	7	6	1	7	9	9

	<u>03/03</u>	<u>10/03</u>	<u>04/04</u>	<u>04/05</u>	<u>Survey Median</u>
<i>Better Off</i>	53	57	57	42	56%
<i>Same</i>	17	14	19	25	20%
<i>Worse Off</i>	26	22	16	29	17%
<i>Not Sure</i>	5	6	8	4	



Most Important Problem Facing the State of Wisconsin Today

	<u>10/94</u>	<u>10/95</u>	<u>10/96</u>	<u>10/97</u>	<u>10/98</u>	<u>10/99</u>	<u>10/00</u>	<u>3/02</u>	<u>10/02</u>	<u>03/03</u>	<u>03/04</u>	<u>4/05</u>
<i>Budget & Deficit</i>								31%	23%	37%	6%	12%
<i>Taxes & Spending</i>	21	21	14	18	30	29	26	20	26	17	24	28
<i>Education</i>	5	7	12	11	20	13	14	11	10	9	8	15
<i>Economy & Jobs</i>	7	5	11	5	5	6	13	7	13	20	32	15
<i>Health Care</i>	3	5	2	2	2	4	8	1	4	4	4	8
<i>Environment</i>	1	2	1	5	2	3	7	2	<1	<1	1	3
<i>Welfare Issues</i>	21	14	15	10	6	5	5	3	<1	1	1	<1
<i>Farm Issues</i>	1	2	1	2	1	3	4	<1	0	<1	<1	<1
Crime/Drugs	27	15	16	15	7	9	4	1	3	1	3	4

The only significant demographics that relate to what was most likely to be cited as the most important problem in Wisconsin were education and income. Those with higher levels of educational achievement tended to be more likely to mention education, the budget, and the environment as most important problems, while those at lower levels of education tended to focus more on taxes, the economy, gas prices, social security, and politicians.

Those at the higher end of the income scale tended to focus more on taxes and the budget issues, whereas those at lower income levels focused more on the economy, health care, gas prices, and politicians.

Spring 2005 Detail Results

Taxes 28%

- Taxes are too high
- Property taxes are too high
- Gas tax
- Need to increase cigarette tax

Education 15%

- Funding is too low
- Education (general mention)

Jobs & Economy 15%

- Lack of Jobs / Unemployment
- Economy
- Companies/Jobs moving out of state

High Cost of Living
Brain drain

Budget 12%

Budget problems (general mention)
Deficit
Spending is out of control, wasteful
Need to balance the budget
Spending cuts are the problem

Health Care 8%

General mention
Costs are too high
Rx coverage for seniors
Lack of insurance coverage
Insurance costs are too high
Lack of funding for Medicare
Employers are required to cover people

Crime and Legal System 4%

Crime
Death sentence
Drugs
Corrupt or bad legal system
Need harsher punishments for sex offenders against kids
Need more jail space
Sending sexual predators to Green Bay

Environment 3%

Lack of environmental protection / pollution
Overdevelopment, lack of green space
Too many environmental regulations on farmers

Gas Prices 3%

Politicians 1%

Governor Doyle
Corruption

Social Security 1%

Other	6%
Elderly Care		
Racial Issues		
Lack of funding for child welfare		
Ethics/Lack of values		
Need to pass the protection of marriage bill		
Iraq		
Abortion		
Homelessness		
Housing		
Voting Reform		
Growing population		
Not too many activities in inner city		
The possibility of passing the Tabor bill		
Smoking issue in restaurants and bars		
Title 19 program		
Utility costs are too high		
Lack of presence		
Don't Know/Not Sure	4%
None	<1%
Missing/Refused		2%