THE WISCONSIN SURVEY

Survey Information:

- Survey Sponsors: Wisconsin Public Radio and St. Norbert College
- Survey Methodology: Random statewide telephone survey of Wisconsin residents. The random digit dial method selects for both listed and unlisted phone numbers. Eight attempts were made on each telephone number randomly selected to reach an adult in the household.
- Survey History: the survey has been conducted biannually since 1984.
- Data Collection Time Period: 3/20/02 - 4/7/02
- N = 407
- Error Rate: 4.864% at the 95% confidence level. The margin of error will be larger for subgroups.

Key Findings:

- According to the Wisconsin Public Radio - St. Norbert College Survey Center poll, if the general election were held today, Governor McCallum would be ahead of Democratic or third party contenders in hypothetical election pairings of candidates. However, in the race between McCallum and Doyle, the percentage lead McCallum has over Doyle is within the margin of error of the survey. In other words, there is no statistically significant difference between the two candidates. In the hypothetical pairings of McCallum against the other Democratic Party candidates, McCallum appears to be well ahead.

- Another indicator of sentiment for the candidates is the "favorable" and "unfavorable" ratings. Here, Doyle rates the highest, with 36% of respondents saying they had a favorable impression of him, compared to McCallum's 31%. Similarly, only 18% of respondents said they had an unfavorable opinion of Doyle compared to 35% of respondents saying they had an unfavorable opinion of McCallum.

- So, why is there no significant difference in the polls between McCallum and Doyle when Doyle seems to be more highly esteemed?
  - More people have not heard of Doyle than McCallum and those who have not heard of Doyle are likely to vote for McCallum.
  - Party identification and political ideology also play a role. McCallum seems to be better at
drawing Independents and Moderates than Doyle (50% of Independents said they would vote for McCallum, versus 39% of Independents for Doyle). Similarly, 52% of Moderates said they would vote for McCallum compared to 39% of Moderates for Doyle.

- Doyle also seems to have more people who find him favorable but will vote for McCallum than vice-versa with McCallum (i.e., fewer people who view McCallum as favorable will instead vote for Doyle).

- Finally, those who feel they will be better off next than they are now are more likely to vote for McCallum, whereas those who feel they will be worse off next year are more likely to vote for Doyle. However, far more (54% of respondents) felt they would be better off next year than worse (15%). Pulling it closer though are the 22% of respondents who felt they would be the same financially this year as next. 52% of these respondents said they would vote for Doyle compared to 39% for McCallum (the rest said they would vote for either Thompson or Young).

- If the Democratic Party's primary were held today, of those who said they would vote in the primary, 43% said they would vote for Doyle, 36% for Barrett, 14% for Falk, and 7% for George.

- The lack of a balanced budget was by far the most important problem facing Wisconsin today according to survey respondents. 31% of all respondents said this was the biggest problem. 20% said the biggest problem was taxes, followed by education (11% of respondents), jobs and the economy (8%), government integrity and leadership (5%) and the environment (2%).

- Asking whether people thought they were better or worse off financially this year than last year, many more people in this year's survey said they were they were worse off now compared to responses from the last few years of the surveys (36% this year said they felt they were worse off now compared to 19% in last year's survey). Please bear in mind the survey was conducted this year in spring (near tax time) instead of its usual fall collection time (we asked about the 9/11 aftermath in the fall).

- Similarly, people seem to be fairly skeptical about next year's financial situation. Fewer people said they felt they would be better off next year than this year compared to survey responses in previous years. 54% said they felt they would be better off next year compared to 64% of respondents in last year's survey saying they felt they would be better off in the coming year.

- On questions concerning state budget imbalance solutions, there was overwhelming support (77% of respondents) for local government consolidation, followed by the elimination of sales tax exemptions (54% supported this).

  - Neither of the spending cut items had a majority of support, though more favored cutting other state programs than favored cutting local revenue sharing (45% favored cutting other state programs, while 31% said they favored cutting local revenue sharing).

  - The tax increases were the least popular, with an increase in local sales tax being the least objectionable (18% said they would support this type of increase compared to 13% support for a state income tax increase and 7% support for property tax increases).

### Historical Comparisons

"What is the most important problem facing the State of Wisconsin today?"

<table>
<thead>
<tr>
<th>10/94</th>
<th>10/95</th>
<th>10/96</th>
<th>10/97</th>
<th>10/98</th>
<th>10/99</th>
<th>10/00</th>
<th>3/02</th>
</tr>
</thead>
</table>
Taxes | 21 | 21 | 14 | 18 | 30 | 29 | 26 | 20  
---|---|---|---|---|---|---|---|---  
Education | 5 | 7 | 12 | 11 | 20 | 13 | 14 | 11  
Economy | 1 | 1 | 5 | 1 | 3 | 5 | 9 | 3  
Health Care | 3 | 5 | 2 | 2 | 2 | 4 | 8 | 1  
Environment | 1 | 2 | 1 | 5 | 2 | 3 | 7 | 2  
Welfare Issues | 21 | 14 | 15 | 10 | 6 | 5 | 5 | 3  
Farm Issues | 1 | 2 | 1 | 2 | 1 | 3 | 4 | <1  
Jobs/Unemployment | 6 | 4 | 6 | 4 | 2 | 1 | 4 | 4  
Crime | 26 | 9 | 10 | 11 | 5 | 7 | 3 | 1  
Drugs | 1 | 6 | 6 | 4 | 2 | 2 | 1 | <1  

"Would you say you are financially better off now than you were a year ago, or financially worse of now?"

| 10/94 | 10/95 | 10/96 | 10/97 | 10/98 | 10/99 | 10/00 | 3/02 |
|---|---|---|---|---|---|---|---|---|
| Better Off | 38 | 36 | 47 | 47 | 45 | 55 | 57 | 35 |
| Same | 34 | 31 | 26 | 28 | 30 | 23 | 23 | 28 |
| Worse Off | 28 | 32 | 25 | 25 | 25 | 21 | 19 | 36 |
| Not Sure | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |

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

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

**Frequency of Response for All Questions**

1. Wisconsin voters will elect a Governor in November. I'm going to read you a list of candidates and potential candidates for the Governor's office. Please tell me whether you have heard of the candidates or not. Have you heard of ____________?

If respondent has heard of person ask: Please tell me whether you have a favorable or unfavorable impression of them.

| Favorable | Neutral | Unfavorable | Not Heard Of | Not Sure | Refused/NA |
|---|---|---|---|---|---|---|
| 1a. Scott McCallum | 31% | 23% | 35% | 7% | 4% | <1% |
1b. Tom Barrett | 19% | 19% | 12% | 45% | 5% | <1%
1c. Jim Doyle | 36% | 23% | 18% | 18% | 5% | <1%
1d. Kathleen Falk | 14% | 17% | 9% | 57% | 3% | <1%
1e. Gary George | 8% | 15% | 18% | 55% | 3% | <1%
1f. Ed Thompson | 12% | 17% | 31% | 35% | 4% | <1%
1g. Jim Young | 2% | 8% | 3% | 84% | 2% | <1%

Frequency of favorable/unfavorable/neutral responses among those who had heard of the candidates (i.e., not heard of, not sure, and refused responses were left out of this calculation).

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Favorable</th>
<th>Neutral</th>
<th>Unfavorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a. Scott McCallum</td>
<td>34%</td>
<td>26%</td>
<td>40%</td>
</tr>
<tr>
<td>n=362</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1b. Tom Barrett</td>
<td>38%</td>
<td>39%</td>
<td>23%</td>
</tr>
<tr>
<td>n=202</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1c. Jim Doyle</td>
<td>47%</td>
<td>30%</td>
<td>23%</td>
</tr>
<tr>
<td>n=309</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1d. Kathleen Falk</td>
<td>35%</td>
<td>42%</td>
<td>23%</td>
</tr>
<tr>
<td>n=160</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1e. Gary George</td>
<td>20%</td>
<td>36%</td>
<td>44%</td>
</tr>
<tr>
<td>n=171</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1f. Ed Thompson</td>
<td>19%</td>
<td>29%</td>
<td>51%</td>
</tr>
<tr>
<td>n=243</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1g. Jim Young</td>
<td>14%</td>
<td>61%</td>
<td>25%</td>
</tr>
<tr>
<td>n=56</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. There will be a primary election in September to determine the Democratic Party's candidate for Governor. If you were to vote in that primary today, which candidate would you be most likely to vote for?

- Tom Barrett: 17%
- Jim Doyle: 20%
- Kathleen Falk: 6%
- Gary George: 3%
- I would no vote in another party's primary: 17%
I do not plan to vote in any party's primary 18%
Not Sure 19%
Refused 1%

Recalculated frequencies for candidates for those who would vote in the Democratic Party's primary (i.e., another party primary, no primary, not sure and refused are all coded as system missing)

Tom Barrett 36%
Jim Doyle 43%
Kathleen Falk 14%
Gary George 7%

3. I'm going to read a series of hypothetical pairings of candidates from the different parties running for Governor. Please tell me whom you would vote for in each hypothetical slate if the general election were held today.

a. If the general election were held today and the race was between Scott McCallum (Republican), Jim Doyle (Democrat), Ed Thompson (Libertarian) and Jim Young (Green Party), who would you be most likely to vote for:

Scott McCallum 39%
Jim Doyle 36%
Ed Thompson 6%
Jim Young 4%
Not Sure 12%
Refused 3%

b. If the general election were held today and the race was between Scott McCallum (Republican), Tom Barrett (Democrat), Ed Thompson (Libertarian) and Jim Young (Green Party), who would you be most likely to vote for:

Scott McCallum 36%
Tom Barrett 29%
Ed Thompson 8%
Jim Young 6%
Not Sure 20%
Refused 2%

c. If the general election were held today and the race was between Scott McCallum (Republican), Kathleen Falk (Democrat), Ed Thompson (Libertarian) and Jim Young (Green Party), who would you be most likely to vote for:

Scott McCallum 39%
Kathleen Falk 23%
Ed Thompson 10%
Jim Young 5%
Not Sure 20%
Refused 3%

d. If the general election were held today and the race was between Scott McCallum (Republican), Gary George (Democrat), Ed Thompson (Libertarian) and Jim Young (Green Party), who would you be most likely to vote for:

Scott McCallum 39%
Gary George 18%
Ed Thompson 9%
Jim Young 8%
Not Sure 23%
Refused 4%

4. What is the most important problem facing the state of Wisconsin today?

**Taxes and Government Spending** 57%
- Budget problems/lack of balanced budget (31% of total responses)
- High taxes (20% of total responses)
  - Income taxes
  - Business taxes
  - Property taxes
- Government Spending (5% of total responses)
  - Should not have spending cuts
  - Don't cut revenue sharing
  - Government waste/Overspending/Need more cuts
  - Should cut revenue sharing
- Misuse of cigarette tax

**Education** 11%
- Class size
- Funding (need more)
- Quality
- Retention rates
- Keep vouchers
- Safety
- Should cut funding

**Jobs and the Economy** 8%
- Cost of living
- Lack of jobs/unemployment
  - low wages
- Economy
- Gas prices
- Need more farm subsidies
### Government Integrity and Leadership
- Politicians lack integrity
- Politicians lack leadership
- Political corruption
- Lack of trust/faith in government
- Soft money - campaign finance
- Governor McCallum
- Republicans
- Invasive liberalism/Democrats

### Environment
- Water pollution/non-point sources
- Deer (hunting and wasting disease)
- Sport fishing, walleye spearing
- Mining
- Mercury levels

### Health Care
- Prescription drug coverage
- Cost of care
- Cost of insurance

### Crime

### Miscellaneous (each category below represents less than 1% of total response)
- Drugs
- Urban Sprawl
- Transportation and need of more road building
- Justice System
  - Too many prisons/judicial system problems
  - Police are not doing there jobs
  - Justice system biased against fathers in custody hearings
- Elderly and Handicapped
- Housing
- Poverty
  - W-2
- Violence
- Domestic Abuse
- Abortion
- Immorality
- Prejudice
  - Segregated neighborhoods >> segregated schools
  - Minorities in the workplace
- Racist sentiments
  - should lock up illegal aliens and deport them
  - ethnic population is getting too high
  - less focus on the Indians and we should give them less money
- Should have concealed carry gun laws
- Terrorism
  - a lot
  - better than Illinois
  - lack of reality
some sort of unity
Don't Know, Not Sure 3%
None/Nothing 3%
Refused <1%

5. The State of Wisconsin currently faces a billion-dollar budget deficit. I'm going to read a list of proposed solutions for handling the deficit. For each one, please tell me whether you are in favor or opposed to the particular proposed solution.

<table>
<thead>
<tr>
<th>Proposed Solution</th>
<th>Favor</th>
<th>Oppose</th>
<th>Not Sure</th>
<th>Refused/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>5a. Cut revenue sharing with local governments</td>
<td>31%</td>
<td>62%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>5b. Cut state programs other than revenue sharing</td>
<td>45%</td>
<td>42%</td>
<td>14%</td>
<td>0%</td>
</tr>
<tr>
<td>5c. Consolidate and coordinate local government services between neighboring communities to save money</td>
<td>77%</td>
<td>18%</td>
<td>4%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>5d. Eliminate sales tax exemptions for all goods except food, farming and medicines, while at the same time lowering the state sales tax to 3.5% from the current 5%</td>
<td>54%</td>
<td>36%</td>
<td>9%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>5e. Increase state income tax</td>
<td>13%</td>
<td>84%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>5f. Increase local sales taxes</td>
<td>18%</td>
<td>79%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>5g. Increase local property taxes</td>
<td>7%</td>
<td>91%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Now a few questions about you.

6. Generally speaking do you consider yourself to be a Democrat or Republican?

Democrat 34%
Republican 32%
Independent (volunteered) 27%
Other 4%
Not Sure 3%
Refused / NA <1%
7. In terms of your views on issues, would you say that you are conservative, somewhat conservative, somewhat liberal, or very liberal?

- Very conservative 11%
- Somewhat conservative 52%
- Moderate (volunteered) 8%
- Somewhat liberal 23%
- Very liberal 5%
- Not Sure 2%
- Refused / NA 0%

8. Would you say that you are financially better off now than a year ago or financially worse off now?

- Better off now 35%
- Worse off now 36%
- Same (volunteered) 28%
- Not Sure 1%
- Refused / NA <1%

9. Do you expect that at this time NEXT year you will be financially better off than now, or worse off than now?

- Better off than now 34%
- Worse off than now 15%
- Same (volunteered) 22%
- Not Sure 9%
- Refused / NA 0%

10. Which of the following best describes your religious preference?

- Protestant 37%
- Catholic 38%
- Jewish 1%
- Muslim 0%
- Other 16%
- None 7%
- Not Sure <1%
- Refused / NA 1%
11. Which of the following age categories would include you?

- 18 to 24: 9%
- 25 to 34: 17%
- 35 to 49: 32%
- 50 to 64: 24%
- 65 and over: 19%
- Not Sure: 0%
- Refused / NA: 0%

12. What is the highest level of education you have completed?

- 8th grade or less: 2%
- Some high school: 6%
- Graduated from high school or GED: 24%
- Some college or technical school: 33%
- Graduated from college: 36%
- Not Sure: 0%
- Refused / NA: 0%

13. What is your racial heritage? Is it...

- White: 92%
- Black: 3%
- American Indian: <1%
- Asian: <1%
- Hispanic: 2%
- Arabic: 0%
- Other: 1%
- Not Sure: <1%
- Refused / NA: <1%

14. What is your combined TOTAL FAMILY INCOME before taxes? Is it...

- Under $10,000: 5%
- $10 to $19 thousand: 8%
- $20 to $29 thousand: 11%
$30 to $39 thousand 14%
$40 to $49 thousand 12%
$50 to $59 thousand 10%
$60,000 or more 28%
Not Sure 3%
Refused / NA 10%

   Male  43%
   Female 57%