

Wisconsin Public Radio & St. Norbert College Survey Center

**THE WISCONSIN SURVEY**  
*The Presidential Election and National Issues*

Survey Information:

Number of Wisconsin likely voter respondents: 401

Interview Period: October 4 –13, 2004

Margin of Error: +/- 5% at the 95% confidence level

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*Survey Highlights*

*Presidential Race*

<b>George Bush</b>	<b>43%</b>
<b>John Kerry</b>	<b>48%</b>
<b>Ralph Nader</b>	<b>2%</b>
<b>Other Candidate</b>	<b>2%</b>
<b>Not Sure</b>	<b>5%</b>
<b>Refused</b>	<b>1%</b>

- John Kerry leads the race for the presidency among respondents by 5%. This is however, within the margin of error for the survey. In other words, in generalizing the results of the survey, there is no statistical difference between the top two candidates.

For those respondents who were *not sure* for whom they are going to vote, we asked whom they were currently leaning toward.

- **Of the “leaners,”**

<b>Bush</b>	<b>35%</b>
<b>Kerry</b>	<b>40%</b>
<b>Nader</b>	<b>15%</b>
<b>Not Sure</b>	<b>10%</b>

This 10% of the leaners translates into less than 1% of the total sample.

- **Nonleaners+ “Not Sure” Leaners**

<b>Bush</b>	<b>45%</b>
<b>Kerry</b>	<b>50%</b>
<b>Nader</b>	<b>2%</b>
<b>Other</b>	<b>1%</b>
<b>Not Sure</b>	<b>&lt;1%</b>
<b>Refused</b>	<b>1%</b>

- The difference between the two major party candidates is again within error margins of the survey, thus when generalizing to the voting age population in Wisconsin, there is no statistical difference between the candidates.

- **Third Party Supporters – Would they vote for Bush or Kerry?**

- Those who **originally** said they would vote for either **Nader** or another **third party** candidate were asked for whom they would vote if their primary candidate were not running. Of these respondents,
  - Bush garnered the most support with 25%
  - Kerry supporters and respondents saying they would support another 3<sup>rd</sup> party candidate each received 17% of third party voters.
  - Only 8% said they would probably not vote
  - 25% said they were not sure for whom they would vote and 8% refused.

- For *Nader supporters alone*, 33% said they would vote for Bush, 33% for Kerry, 17% said they would not vote, and 17% were unsure whom else they would vote for.
- For *supporters of other third party candidates*, 17% said they would vote for Bush, 33% said they would vote for another third party candidate, 33% were not sure whom else they would vote for, 17% refused. None said they would vote for Kerry.

- **Between “Definitely Vote” and “Probably Vote” Respondents**

The table below is read for example, among those who said they will definitely vote, 44% said they were going to vote for Bush and 48% said they were going to vote for Kerry.

	Definitely will Vote	Probably will Vote
George Bush	44%	34%
John Kerry	48%	44%
Ralph Nader	1%	2%
Other	1%	4%
Not Sure	4%	14%

As can be seen in the table above, those who will “probably vote” are less certain for whom they are going to vote, and Kerry has a larger lead among the “probably will vote” respondents than among the “definitely will vote” respondents.

### *Issues Important to Vote Choice*

	Very Important	Somewhat Important	Not too Important	Not Important At All	Not Sure	Refused/ NA
The situation in Iraq	79%	19%	1%	1%	<1%	0%
The War on Terrorism overseas not including Iraq	65%	29%	5%	1%	0%	0%
Policies to protect us at home against terrorism	75%	21%	4%	1%	0%	0%
The Economy	79%	18%	2%	1%	<1%	0%
Health care/prescription drugs	70%	24%	5%	2%	0%	0%
Taxes	48%	43%	7%	2%	<1%	0%
Education	68%	28%	4%	1%	0%	0%
Environmental Issues	43%	43%	11%	3%	<1%	0%
Immigration	33%	39%	22%	5%	1%	<1%
Stem Cell Research	32%	38%	20%	8%	2%	0%
Gay Marriage	22%	24%	24%	28%	2%	0%
Abortion	36%	31%	18%	14%	2%	0%

- *Iraq* and the *economy* tied as the most relevant issues to respondents' vote choice, followed by the war on terrorism at home and health care. These are closely followed by *education* and the *war on terrorism* abroad.
- There is definitely a sense of “*second tier*” issues being *taxes and environmental issues*, followed by *abortion, immigration, stem cell research, and gay marriage*. The highest response category on gay marriage was “not at all important.”

***Most Important Problem Facing the Country***  
 (this was asked as an open-ended question at the beginning of the survey)

Iraq	21.4%
Foreign Affairs	3.5%
Terrorism/War on Terrorism/Home Security	14.7%
Draft	0.5%
Immigration	0.5%
	<hr/>
	40.6%
Economy & Jobs	23.4%
Health Care	16.2%
Taxes	1%
Deficit & Debt	2.4%
Budget/Gov't Spending	0.2%
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	3.6%
Bush/Leadership	4%
Party/Cong/Pres. fighting	1%
Political Corruption	1.5%
John Kerry	0.2%
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	6.7%
Moral Issues	2.2%
Abortion	0.5%
Lack of Faith	0.2%
Too much religion	0.2%
Gay Marriage (anti)	0.2%
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	3.3%
Poverty/welfare	1%
Homelessness	0.2%
Income disparity	0.2%
Social security	0.2%
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	1.6%
Environment	1%
Energy/Gas prices	1%
Education	0.2%
Personal Debt	0.2%
Public Policy	0.2%
Corporate media control	0.2%
None	0.5%
Don't Know	0.5%
Refused	0.5%

### *Ranking the Candidates on the Issues*

	Bush	Kerry	Not Sure	Refused/ NA
The situation in Iraq	49%	45%	6%	<1%
The War on Terrorism overseas not including Iraq	50%	43%	7%	1%
Policies to protect us at home against terrorism	51%	43%	5%	1%
The Economy	38%	56%	6%	<1%
Health care/prescription drugs	33%	59%	9%	<1%
Taxes	42%	49%	9%	<1%
Education	41%	52%	7%	<1%
Environmental Issues	29%	60%	12%	<1%
Immigration	38%	41%	20%	1%

- Among top tier issues, Bush outpolls Kerry on foreign policy, while Kerry outpolls Bush on the economy. On second tier issues, Kerry has a significant lead over Bush except on immigration where Kerry does better by only 3%.

### *Comparison of Bush and Kerry Supporters*

- Not surprisingly, Kerry supporters are much more likely than Bush supporters to think that the country is going in the wrong direction (82% of Kerry supporters versus 9% of Bush supporters), that things are going badly (moderately + very) in Iraq (92% of Kerry supporters versus 20% of Bush supporters), that the economy is worse than a year ago (65% of Kerry supporters versus 10% of Bush supporters) and that we are less safe from terrorism for having gone into Iraq (85% of Kerry supporters versus 8% of Bush supporters)

### *Among Demographic Groups, Differences in Candidate Support*

- This analysis takes the same variables as above but looks within the demographic category to see which candidate that group supports more.

### ***Likelihood of Voting***

- Among “definitely will vote” respondents, 48% were for Kerry, 44% were for Bush
- Among “probably will vote” respondents, 44% were for Kerry, 34% were for Bush

### ***Direction of the Country***

- 88% of those who feel the country is going in the *right* direction support Bush
- 82% of those who feel it is going in the *wrong* direction support Kerry

### ***How Things are Going in Iraq***

- Among those who feel things are going “*moderately badly*” in Iraq, 62% support Kerry, while 26% support Bush
- Among those who feel things are going “*very badly*” in Iraq, 93% support Kerry and 3% support Bush

### ***Are we Safer or Less Safe from Terrorism for Having Gone into Iraq***

- 83% of those who feel *more safe* from terrorism because we went to Iraq support Bush and 9% support Kerry
- 85% of those who feel *less safe* support Kerry and 8% support Bush
- Those who feel *neither more or less safe* due to Iraq split support 47% for Bush and 42% for Kerry

### ***Assessment of the National Economy***

- 81% of those who feel the economy is doing *better* this year than last support Bush, while 13% support Kerry
- 77% of those who feel it is *worse* support Kerry and 11% support Bush
- For those who think the economy is the *same* as last year, support is split evenly at 46% each for Bush and Kerry

### ***Party Identification***

- 91% of *Democrats* support Kerry and 6% support Bush
- 93% of *Republicans* support Bush and 4% support Kerry
- 48% of *Independents* support Kerry and 31% support Bush
- 40% of those who identify with *another political party* besides the Democratic or Republican parties support Bush and 33% support Kerry
- 44% of those who are *not sure which party* they are more strongly affiliated to support Bush and 22% support Kerry

### ***Age***

- 18-24 year olds are much more likely to support Kerry than any other age group.
- 62% of them support Kerry and 39% support Bush.

### Support for Candidates Within Age Groups

	Bush	Kerry	Nader	Other	Not Sure
18-24	39%	62%	0%	0%	0%
25-34	41	47	2	3	7
35-44	51	42	1	1	4
45-54	40	53	0	1	4
55-64	41	46	2	1	8
65+	42	51	3	1	3

### *Educational Attainment and Income of Respondent*

- Kerry tends to pull support from higher education categories, while Bush tends to have more support from higher income categories.

### Support for Candidates within Education Categories

	Bush	Kerry	Nader	Other	Not Sure
< High School	60%	40%	0%	0%	0%
High School / GED	55	40	1	0	4
Some College/ Tech. Degree	41	47	2	3	6
College Graduate	44	45	2	1	7
Graduate or Professional Degree	32	67	0	0	2

### Support for Candidates within Income Categories

	Bush	Kerry	Nader	Other	Not Sure
<\$15,000	26%	61%	0%	0%	13%
\$15-\$25,000	34	57	6	0	3
\$26-\$35,000	37	56	0	2	5
\$36-\$50,000	49	47	1	1	1
\$51-\$75,000	37	54	1	3	5
\$76-\$100,000	56	31	0	0	14
Over \$100,000	53	43	0	2	0



*Gender*

- The majority of women support Kerry, whereas a plurality of men support Bush.

Support for Candidates within Gender Categories

	Bush	Kerry	Nader	Other	Not Sure
Men	46%	43%	2%	2%	5%
Women	41	52	1	1	5

***National Issues***

*In general, how would you say things are going for the US in Iraq: very well, moderately well, moderately badly, or very badly?*

Very Well.....	5%
Moderately Well .....	35%
Moderately Badly .....	30%
Very Badly .....	27%
Not Sure .....	2%
Refused .....	1%

*Do you think the war with Iraq has made the US more safe or less safe from terrorism?*

More Safe.....	42%
Less Safe .....	47%
No Change (volunteered).....	10%
Not Sure .....	2%
Refused .....	<1%

*Compared to a year ago, do you think the national economy has gotten better, stayed the same, or gotten worse?*

Better .....	32%
Same .....	28%
Worse .....	40%
Not Sure .....	0%
Refused .....	<1%