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THE GUBERNATORIAL, SENATE, AND ATTORNEY GENERAL’S RACES IN WISCONSIN

THE GUBERNATORIAL RACE

According to a recent Badger Poll, incumbent Jim Doyle leads Mark Green in the race for Wisconsin Governor. When Wisconsin residents were asked directly whether they would prefer to vote for Jim Doyle or Mark Green in November, 49% of respondents said they prefer Jim Doyle, and 36% said they prefer Mark Green.

- Women are more likely than men to say they have a strong preference for Jim Doyle.
- Democrats are more strongly supportive of Jim Doyle than Republicans are of Mark Green. Among Democrats, 58% say they are strongly for Jim Doyle, while among Republicans, 48% say they are strongly for Mark Green. Independents lean slightly towards Doyle, with 45% saying they support him, compared to 41% saying they support Green.

Support for Doyle and Green, by Gender and Partisanship

	Overall	Men	Women	Democrats	Independents	Republicans
Support Doyle, Strongly	29.7	23.0	36.2	57.6	24.2	8.1
Support Doyle, Not So Strongly	19.1	23.0	15.4	27.8	21.0	5.2
Don't Know	15.6	14.1	16.9	10.6	13.7	13.3
Support Green, Strongly	15.2	18.1	12.3	2.6	25.0	25.2
Support Green, Not So Strongly	20.5	21.8	19.2	1.3	16.1	48.1
Total	100	100	100	100	100	100

Despite Doyle’s lead, the race is still up for grabs. With 2 months until the primary election and 4 months until the general election, many Wisconsin residents are still unsure about their impressions of the candidates for Governor.

The job approval ratings for Governor Jim Doyle are not nearly as high as the ratings for the U.S. Senators from Wisconsin (ratings follow below). 38% of Wisconsin residents say that Governor Doyle is doing

an excellent or good job as Governor, while 57% said that he is doing a fair or poor job as Governor. Another 5% are not sure.

- Doyle has much higher ratings among women than among men, with 47% of women giving him positive marks and 28% of men giving him positive marks.
- Doyle's ratings are split along partisan lines -- 57% of Democrats give him positive marks, 37% of Independents do, and 23% of Republicans do. Among Republicans, 63% give Doyle negative marks for the job he is doing as Governor.

The official campaign season hasn't started yet and only 10% of people say they have been paying a lot of attention to the candidates for Governor this year so far. Respondents who are younger than age 45 years are more likely to say they haven't been paying any attention at all to the gubernatorial candidates.

Attention to Candidates Running for Governor of Wisconsin, by Age

	Overall	Age <30	Age 30-44	Age 45-59	Age 60+
A LOT	10.0	9.9	5.1	10.6	14.5
SOME ONLY A LITTLE	37.4	31.5	31.2	43.0	43.6
NONE AT ALL	30.7	25.2	36.2	32.4	27.4
	21.9	33.3	27.5	14.1	14.5
Total	100	100	100	100	100

Although about one-fifth of Wisconsinites are still unsure of their expectations of both Mark Green and Jim Doyle, many see some differences between the two candidates.

- When comparing Doyle and Green, people are more likely to say that Doyle understands the problems that ordinary people face, that he will improve access to health care, and that he will help protect the environment.
- Almost equal numbers of people say that Green as compared to Doyle will help balance the state budget, help keep taxes down for ordinary citizens, and help create jobs.

	Understands problems ordinary people face	Balance budget	Keep taxes down	Help create jobs	Improve access to health care	Protect the environment
MARK GREEN	17.7	22.8	22.2	22.4	15.4	15.3
JIM DOYLE	26.5	24.6	23.4	26.2	30.8	31.2
BOTH	13.9	5.1	4.1	13.0	7.1	9.6
NEITHER	21.8	25.6	29.9	18.1	24.3	19.6
DON'T KNOW	19.3	21.1	18.9	19.9	22.1	23.8
REFUSED	0.8	0.8	1.4	0.4	0.4	0.4
Total	100	100	100	100	100	100

Differences between Green and Doyle are most notable among partisans. People who identify as Democrats are more likely to see Doyle as solving many of these state issues, and those who identify as Republicans are more likely to see Green doing so.

There is yet more evidence that people have different expectations of the candidates: Over three-quarters of people feel that it makes at least some difference who is elected Governor this year.

- Democrats feel more strongly than Republicans or Independents about how much difference it makes, with 58% of Democrats saying it makes a lot of difference who gets elected Governor, while only 46% of Republicans say the same.
- Independents are more likely to feel it makes only a little or no difference at all, with 22% of them saying so.

How much difference do you think it makes who is elected for Governor of WI this year?

	<u>Overall</u>	<u>Democrats</u>	<u>Independents</u>	<u>Republicans</u>
A LOT	47.6	57.9	47.2	45.6
SOME	29.9	24.3	30.4	37.5
ONLY A LITTLE	14.0	11.8	17.6	13.2
NONE AT ALL	6.3	3.9	4.0	2.9
DON'T KNOW	2.2	2.0	0.8	0.7
Total	100	100	100	100

Overall, more people have a favorable impression of Jim Doyle than they do of Mark Green. However more people also say they have an unfavorable impression of Doyle than of Green. This is probably because nearly two-thirds of people say they “don’t know” when asked about Green, the challenger. People may feel they don’t have enough information to make a positive or negative judgment about him.

	<u>Doyle</u>	<u>Green</u>
FAVORABLE IMPRESSION	46.7	26.0
UNFAVORABLE IMPRESSION	29.5	14.4
DON'T KNOW	22.6	58.7
REFUSED	1.2	1.0
Total	100	100

THE SENATE RACE – HERB KOHL HAS A STRONG LEAD¹

Wisconsinites have a positive view of Senator Herb Kohl. When asked if they have a favorable or unfavorable impression of him, nearly 80% of Democrats and nearly two-thirds of Republicans and Independents say they have a favorable impression.

- Older voters (over age 30) have a more favorable impression of Kohl than voters less than 30 years old. Only half of younger voters under age 30 have a favorable impression of him; about one-third are undecided how they feel about him.

Overall, Wisconsinites also have a good impression of Senator Russ Feingold as well, with 59% saying they have a favorable impression of him. While 84% of Democrats have a favorable impression of him, 60% of Independents and 30% of Republicans said the same.

- While there were no differences by age groups in their impressions of Senator Feingold, women are nearly 10% points more likely than men to say they have a favorable impression of him.

Senator Kohl has a wide lead over both of the Republican candidates currently running in the primary race for Senator. He leads both Redick and Lorge by a nearly 2 to 1 margin overall.

- An overwhelming majority of Democrats prefer Kohl to either of his two potential opponents, with 90% of Democrats preferring Kohl over Redick and 86% of Democrats preferring Kohl over Lorge.
- Among Republicans, 44% prefer Kohl over Redick and 42% prefer Kohl over Lorge.
- Only about one-third of Republicans prefer either Republican candidate; a fair number of Republicans are still undecided about who they would prefer to vote for in November.

¹ NOTE: The questionnaire for the Badger Poll included questions about people’s preferences between Herb Kohl and Tim Michels. Unfortunately, due to a computer programming bug, the questions about Kohl v. Michels were not asked. We regret this error.

This early in the campaign season, only 7% of Wisconsinites say they have been paying “a lot of attention” to the candidates running for Senator this year. Another 30% say they have been paying “some attention” to the candidates, while 63% said they have been paying only a little or no attention.

Job Performance – Senators Feingold and Kohl

When asked to rate the job that Herb Kohl and Russ Feingold are doing as Senators of Wisconsin, 53% of Wisconsinites said that Senator Kohl is doing an excellent or good job, and 47% said that Senator Feingold is doing an excellent or good job.

- Both Senators have more favorable ratings among women than among men.

	Herb Kohl Job Rating		Russ Feingold Job Rating	
	Men	Women	Men	Women
EXCELLENT	9%	15%	17%	22%
GOOD	42%	43%	25%	30%
FAIR	29%	23%	23%	21%
POOR	10%	4%	24%	16%
DON'T KNOW	11%	14%	11%	10%

- While Democrats have more positive ratings than Republicans of the job performance of both Senators, Senator Kohl has stronger ratings than does Senator Feingold among Republicans. Among Republicans, 41% said they think Herb Kohl is doing an excellent or good job as Senator, while 19% said they think Russ Feingold is doing a good job as Senator. (No Republicans said that he is doing an excellent job.)

	Herb Kohl Job Rating		Russ Feingold Job Rating	
	Democrats	Republicans	Democrats	Republicans
EXCELLENT	18%	8%	37%	--
GOOD	54%	33%	36%	19%
FAIR	13%	35%	9%	31%
POOR	1%	16%	3%	42%
DON'T KNOW	14%	8%	15%	8%

ATTORNEY GENERAL’S RACE

The race for Attorney General is very competitive; no one candidate had a huge lead over the others. Lautenschlager, Falk and Bucher are each preferred by about 20% of the Wisconsin public for the election in November. Van Hollen trails behind the other three candidates.

Though the race is tight, 36% of Wisconsinites still don’t know who they prefer to vote for in November.

**Candidate Preference for WI
Attorney General Race**

LAUTENSCHLAGER	19.0
FALK	20.2
BUCHER	19.4
VAN HOLLEN	5.2
DON'T KNOW	35.5
REFUSED	0.8
Total	100

Though many Wisconsinites are still undecided about who they prefer to vote for Attorney General, as an incumbent, Peg Lautenschlager is more well-known than any of her opponents.

- 27% of people said they have a favorable impression of Lautenschlager, while only 16% said the same of Falk, 13% said the same of Bucher, and 3% said the same of Van Hollen.
- Compared to Lautenschlager, the other three candidates are still relatively unknown. When asked if they have a favorable or unfavorable impression of Lautenschlager, 43% said they do not know, however over three-quarters said they do not know for each of the other three candidates.

	Falk	Lautenschlager	Bucher	Van Hollen
FAVORABLE	16.5	27.4	13.2	2.8
UNFAVORABLE	7.3	28.5	3.7	3.9
DON'T KNOW	75.2	42.9	81.9	92.1
REFUSED	1.0	1.2	1.2	1.2
Total	100	100	100	100

Furthermore, over half of respondents said they do not feel strongly about their choice for Attorney General. This race is still up for grabs. However Bucher's supporters feel more strongly about their preference for him than do the supporters of any of the other candidates.

		Strongly For Candidate	Not So Strongly For Candidate	Total
Preferred Candidate for Attorney General	Lautenschlauger	45.9%	54.1%	100.0%
	Falk	39.6%	60.4%	100.0%
	Bucher	58.6%	41.4%	100.0%
	Van Hollen	25.0%	75.0%	100.0%

APPENDIX: Question Text and Statewide Percentages for Key Groups

JOB02. How would you rate the job Herb Kohl is doing? Excellent, good, fair, or poor?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
EXCELLENT	11.9	8.5	15.4	17.9	7.5	14.4	5.9	7.2	5.8	13.9	21.6
GOOD	41.8	41.5	42.5	53.6	32.8	44.8	34.1	30.6	47.1	43.1	44.8
FAIR	26.1	29.4	22.8	13.2	35.1	24.8	36.5	34.2	26.1	26.4	18.1
POOR	7.2	10.1	4.2	1.3	15.7	3.2	10.6	3.6	7.2	7.6	9.5
DON'T KNOW	12.2	10.5	13.5	13.9	8.2	11.2	11.8	24.3	12.3	8.3	5.2
REFUSED	0.8	--	1.5	--	0.7	1.6	1.2	--	1.4	0.7	0.9
Total		100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000), gender (p<0.003), and age (p<0.000).

VOTE07. For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind. Herb Kohl.

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
FAVORABLE	68.9	68.7	69.1	79.6	63.2	66.7	60.7	52.7	74.1	71.8	74.4
UNFAVORABLE	12.4	14.1	10.8	2.6	21.3	13.5	16.7	11.6	9.4	14.8	14.5
DON'T KNOW	17.4	15.3	19.3	17.1	14.7	16.7	21.4	32.1	15.8	12.7	10.3
REFUSED	1.2	2.0	0.8	0.7	0.7	3.2	1.2	3.6	0.7	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.002) and age (p<0.000).

SEN01. Up to now, how much attention have you paid to the candidates running for US Senator from Wisconsin this year? A lot, some, only a little, or none at all?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
A LOT	6.7	8.1	5.4	6.0	6.6	7.9	8.3	3.6	3.6	11.2	7.8
SOME	30.7	26.6	34.6	37.1	27.9	31.0	25.0	20.7	21.7	36.4	44.0
ONLY A LITTLE	33.6	36.3	31.2	29.8	40.4	36.5	28.6	30.6	39.1	32.2	31.9
NONE AT ALL	28.9	29.0	28.8	27.2	25.0	24.6	38.1	45.0	35.5	20.3	16.4
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.03) and age (p<0.000).

SEN02a Herb Kohl will be the Democratic candidate for US Senator this year, but it is unclear who will be on the ballot for the Republicans. Suppose the final choice in November came down to Herb Kohl for the Democrats and Dave Redick for the Republicans. As of now, would you prefer Kohl or Redick?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
KOHL	67.8	68.1	67.8	90.1	44.4	72.6	58.3	72.1	61.3	72.0	65.8
REDICK	15.0	14.5	15.5	0.7	36.3	13.7	9.5	7.2	19.0	13.3	19.7
DON'T KNOW	16.4	16.9	15.9	9.3	18.5	12.9	29.8	20.7	18.2	14.0	13.7
REFUSED	0.8	0.4	0.8		0.7	0.8	2.4		1.5	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000).

SEN03a Now suppose Robert Gerard Lorge is the Republican candidate. As of now, would you prefer Kohl or Lorge?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
KOHL	63.0	61.4	64.5	86.0	41.9	65.3	56.0	59.5	56.1	71.3	63.2
LORGE	13.6	13.3	13.9	2.7	29.4	14.5	8.3	10.8	16.5	10.5	17.1
DON'T KNOW	22.7	24.9	20.8	11.3	27.9	19.4	33.3	29.7	25.9	17.5	18.8
REFUSED	0.8	0.4	0.8	--	0.7	0.8	2.4		1.4	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000).

JOB_03 How would you rate the job Russ Feingold is doing? Excellent, good, fair, or poor?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
EXCELLENT	19.4	16.9	21.7	37.1	--	21.4	16.3	22.5	13.8	21.7	19.8
GOOD	27.9	25.4	30.2	35.8	18.7	33.3	23.3	21.6	35.5	29.4	22.4
FAIR	21.7	22.6	20.9	9.3	31.3	18.3	32.6	25.2	18.8	21.7	20.7
POOR	19.8	24.2	15.5	3.3	41.8	20.6	15.1	10.8	19.6	20.3	29.3
DON'T KNOW	10.5	10.9	10.1	14.6	7.5	4.8	10.5	19.8	10.9	6.3	6.9
REFUSED	0.8		1.6		0.7	1.6	2.3		1.4	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000), gender (p<0.04), and age (p<0.003).

VOTE06. (For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind.) Russ Feingold

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
FAVORABLE	58.5	53.8	62.9	84.1	29.6	59.5	59.5	50.5	63.3	62.2	55.2
UNFAVORABLE	27.2	32.1	22.4	4.6	56.3	29.4	22.6	20.7	22.3	28.0	37.9
DON'T KNOW	13.2	12.0	14.3	11.3	14.1	7.1	16.7	25.2	13.7	9.1	6.9
REFUSED	1.2	2.0	0.4	--	--	4.0	1.2	3.6	0.7	0.7	--
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000), gender (p<0.03), and age (p<0.000).

JOB_04 How would you rate the job Jim Doyle is doing as Governor of Wisconsin? Excellent, good, fair or poor?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
EXCELLENT	6.1	4.4	7.7	11.2	1.5	6.5	3.6	2.7	3.6	8.4	9.4
GOOD	31.4	23.2	39.4	46.1	21.5	30.6	23.8	18.9	31.9	37.8	35.9
FAIR	36.0	42.0	30.1	34.2	34.1	31.5	51.2	43.2	42.0	28.7	30.8
POOR	20.6	24.4	17.0	2.0	39.3	27.4	16.7	26.1	15.9	21.0	19.7
DON'T KNOW	5.1	6.0	4.2	6.6	3.0	2.4	3.6	9.0	5.1	3.5	3.4
REFUSED	0.8	--	1.5	--	0.7	1.6	1.2	--	1.4	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000), gender (p<0.000), and age (p<0.010).

ELEC06 (For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind.) Jim Doyle.

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
FAVORABLE	46.7	38.7	54.2	67.5	23.1	48.4	44.0	33.3	49.3	49.7	52.2
UNFAVORABLE	29.5	37.5	21.9	8.6	58.2	32.3	23.8	26.1	28.3	30.8	33.0
DON'T KNOW	22.6	22.2	23.1	23.2	18.7	16.1	31.0	36.9	21.7	19.6	13.9
REFUSED	1.2	1.6	0.8	0.7	--	3.2	1.2	3.6	0.7	--	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000), gender (p<0.000), and age (p<0.001).

ELEC07 (For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind.) Kathleen Falk

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
FAVORABLE	16.5	18.1	15.1	23.2	10.4	13.6	20.2	18.0	18.1	11.2	19.7
UNFAVORABLE	7.3	6.8	7.7	3.3	9.6	7.2	10.7	4.5	7.2	7.7	9.4
DON'T KNOW	75.2	73.5	76.8	73.5	80.0	76.0	67.9	73.9	73.9	81.1	70.9
REFUSED	1.0	1.6	0.4	--	--	3.2	1.2	3.6	0.7	--	--
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.008) and age (p=0.05).

ELEC17 (For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind.) Mark Green

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
FAVORABLE	26.0	26.5	25.5	10.6	50.0	23.8	18.8	24.1	21.6	28.9	29.3
UNFAVORABLE	14.4	17.3	11.6	25.8	0.7	19.8	8.2	16.1	9.4	15.5	17.2
DON'T KNOW	58.7	54.6	62.5	63.6	49.3	53.2	71.8	56.3	68.3	55.6	53.4
REFUSED	1.0	1.6	0.4	--	--	3.2	1.2	3.6	0.7	--	--
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000) and age (p<0.03).

ELEC18 (For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind.) Peg Lautenschlager

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
FAVORABLE	27.4	20.1	34.4	35.8	16.3	25.6	33.3	20.7	23.2	33.8	29.9
UNFAVORABLE	28.5	37.8	19.7	15.2	47.4	32.8	20.2	18.0	26.1	36.6	32.5
DON'T KNOW	42.9	40.6	45.2	49.0	35.6	38.4	45.2	57.7	50.0	29.6	36.8
REFUSED	1.2	1.6	0.8	--	0.7	3.2	1.2	3.6	0.7	--	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.001), gender (p<0.000) and age (p<0.000)

ELEC19 (For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind.) Paul Bucher

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
FAVORABLE	13.2	14.1	12.3	6.0	25.0	10.4	12.9	10.7	10.1	15.4	16.2
UNFAVORABLE	3.7	5.2	2.3	5.3	2.9	5.6	1.2	--	3.6	7.7	3.4
DON'T KNOW	81.9	79.1	84.6	88.7	71.3	80.8	84.7	85.7	85.5	76.9	79.5
REFUSED	1.2	1.6	0.8	--	0.7	3.2	1.2	3.6	0.7	--	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.001) and age (p<0.02)

ELEC20 (For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind.) J. B. Van Hollen

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
FAVORABLE	2.8	3.2	2.3	2.0	0.7	5.6	2.4	3.6	1.4	3.5	2.6
UNFAVORABLE	3.9	3.2	4.6	4.6	2.2	4.0	4.8	10.7	2.9	1.4	1.7
DON'T KNOW	92.1	92.0	92.3	93.4	96.3	87.2	91.7	82.1	94.9	95.1	94.8
REFUSED	1.2	1.6	0.8	--	0.7	3.2	1.2	3.6	0.7	--	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by age (p<0.001)

ELEC30 Up to now, how much attention have you paid to the candidates running for the Attorney General of Wisconsin this year? A lot, some, only a little, or none at all?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
A LOT	5.3	7.7	3.1	5.3	3.0	5.6	8.3	9.8	1.4	4.2	6.0
SOME	17.9	18.5	17.4	19.2	20.9	20.0	9.5	10.7	16.7	20.3	24.1
ONLY A LITTLE	24.5	21.8	27.0	25.8	26.9	23.2	22.6	18.8	21.0	27.3	31.0
NONE AT ALL	52.3	52.0	52.5	49.7	49.3	51.2	59.5	60.7	60.9	48.3	38.8
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--
REFUSED	--	--	--	--	--	--	--	--	--	--	--
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.008) and age (p<0.001)

ELEC31 As of now, the candidates for the Democratic party may be Peg Lautenschlauger and Kathleen Falk and the candidates for the Republican party may be Paul Bucher and J.B. Van Hollen. As of now, which candidate do you prefer? Do you prefer Peg Lautenschlauger, Kathleen Falk, Paul Bucher or JB Van Hollen?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
LAUTENSCH...	19.0	24.7	21.9	37.1	9.0	20.8	16.5	15.3	19.0	31.7	20.5
FALK	20.2	15.8	17.9	23.2	11.2	17.6	22.4	21.6	17.5	16.2	17.9
BUCHER	19.4	15.4	17.4	2.6	33.6	21.6	15.3	16.2	15.3	17.6	19.7
VAN HOLLEN	5.2	2.7	3.9	1.3	9.7	4.0	--	3.6	5.8	1.4	5.1
DON'T KNOW	35.5	40.2	37.9	35.8	36.6	35.2	42.4	43.2	40.9	32.4	35.9
REFUSED	0.8	1.2	1.0	--	--	0.8	3.5	--	1.5	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000)

ELEC35 Would you say you are strongly for your candidate or not so strongly for [him/her]?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
STRONGLY NOT SO	45.7	38.6	52.9	44.9	43.0	44.3	52.2	61.3	41.3	37.5	46.6
STRONGLY	53.1	60.8	45.1	54.1	55.8	53.2	47.8	38.7	57.5	60.4	52.1
DON'T KNOW	1.3	0.6	2.0	1.0	1.2	2.5	--	--	1.3	2.1	1.4
Total	100	100	100	100	100	100	100	100	100	100	100

ELEC01 Up to now, how much attention have you paid to the candidates running for Governor of Wisconsin this year? A lot, some, only a little, or none at all?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
A LOT	10.0	13.7	6.5	5.3	12.6	15.1	8.2	9.9	5.1	10.6	14.5
SOME	37.4	31.9	42.7	41.7	39.3	35.7	30.6	31.5	31.2	43.0	43.6
ONLY A LITTLE	30.7	31.5	30.0	33.8	31.1	32.5	23.5	25.2	36.2	32.4	27.4
NONE AT ALL	21.9	23.0	20.8	19.2	17.0	16.7	37.6	33.3	27.5	14.1	14.5
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.001), gender (p<0.01) and age (p<0.001)

ELEC11a Jim Doyle will be the Democratic candidate for Governor this year, but it is unclear who will be on the ballot for the Republicans. Suppose the final choice in November came down to Jim Doyle for the Democrats and Mark Green for the Republicans. As of now, do you prefer Jim Doyle or Mark Green?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
JIM DOYLE	48.6	45.8	51.4	85.4	13.4	44.4	47.6	48.2	50.4	50.0	46.2
MARK GREEN	35.8	40.2	31.7	4.0	73.9	41.3	23.8	30.0	35.0	36.6	41.0
DON'T KNOW	14.4	13.3	15.4	10.6	11.9	12.7	25.0	21.8	13.9	12.0	10.3
REFUSED	1.2	0.8	1.5	--	0.7	1.6	3.6	--	0.7	1.4	2.6
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000).

GOV02a Would you say you are strongly for [Doyle/Green] or not so strongly for him?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
STRONGLY	59.1	52.6	65.6	65.2	65.0	46.8	53.3	54.7	55.1	58.1	67.6
NOT STRONGLY	39.5	46.9	32.1	34.1	33.3	51.4	45.0	45.3	44.1	40.3	28.4
DON'T KNOW	1.2	0.5	1.9	0.7	1.7	0.9	1.7	--	0.8	0.8	3.9
REFUSED	0.2	--	0.5	--	--	0.9	--	--	--	0.8	--
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.05) by gender (P<0.008) and by age (P<0.08)

Doyle v. Green, collapsed

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
Doyle, Strongly	29.7	23.0	36.2	57.6	8.1	24.2	22.4	24.1	28.8	31.5	33.3
Doyle, Not So Strongly	19.1	23.0	15.4	27.8	5.2	21.0	24.7	24.1	20.9	18.2	12.8
Dont Know	15.6	14.1	16.9	10.6	13.3	13.7	28.2	21.4	15.1	14.0	12.0
Green, Strongly	15.2	18.1	12.3	2.6	25.2	25.0	8.2	11.6	16.5	16.8	15.4
Green, Not So Strongly	20.5	21.8	19.2	1.3	48.1	16.1	16.5	18.8	18.7	19.6	26.5
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000) and by gender (p<0.004)

GOV15 I'm going to read you a brief series of phrases. For each, please tell me if you think it accurately describes Mark Green, Jim Doyle, both, or neither? "Understands the problems ordinary people face"

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
MARK GREEN	17.7	20.1	15.4	2.0	44.8	11.2	15.1	4.5	21.2	17.6	25.6
JIM DOYLE	26.5	22.1	30.8	50.3	11.9	18.4	19.8	19.8	24.1	26.8	35.0
BOTH	13.9	12.9	15.0	10.6	9.0	25.6	12.8	25.2	7.3	14.8	10.3
NEITHER	21.8	28.1	15.8	21.9	17.9	24.8	26.7	26.1	20.4	26.1	14.5
DON'T KNOW	19.3	16.1	22.3	15.2	15.7	19.2	24.4	24.3	25.5	14.1	13.7
REFUSED	0.8	0.8	0.8	--	0.7	0.8	1.2	--	1.5	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000), gender (p<0.004), and age (p<0.000).

GOV20a Will balance the state budget.

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
MARK GREEN	22.8	25.7	20.1	4.6	46.3	28.0	14.3	27.9	16.7	23.1	25.6
JIM DOYLE	24.6	22.9	26.3	43.4	5.1	28.8	17.9	26.1	22.5	25.2	24.8
BOTH	5.1	4.0	6.2	3.9	3.7	6.4	8.3	4.5	5.8	7.0	2.6
NEITHER	25.6	28.5	22.8	28.9	26.5	23.2	23.8	16.2	26.8	30.1	26.5
DON'T KNOW	21.1	18.5	23.6	18.4	17.6	13.6	33.3	25.2	27.5	14.0	18.8
REFUSED	0.8	0.4	1.2	0.7	0.7	--	2.4	--	0.7	0.7	1.7
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000).

GOV21 Will protect the environment.

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
MARK GREEN	15.3	16.4	14.3	4.6	35.6	11.9	8.2	10.8	13.0	14.8	22.2
JIM DOYLE	31.2	31.2	31.3	45.4	15.6	39.7	22.4	22.5	26.8	39.4	34.2
BOTH	9.6	9.6	9.7	7.9	7.4	12.7	12.9	8.1	10.9	10.6	8.5
NEITHER	19.6	22.0	17.4	21.7	17.8	20.6	18.8	30.6	20.3	17.6	10.3
DON'T KNOW	23.8	20.8	26.6	20.4	23.0	15.1	36.5	27.9	28.3	16.9	23.9
REFUSED	0.4	--	0.8	--	0.7	--	1.2	--	0.7	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000) and by age (p<0.008)

GOV22 Will keep taxes down for ordinary Wisconsin residents.

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
MARK GREEN	22.2	25.7	18.9	4.0	46.7	25.4	15.3	18.8	16.8	23.9	30.4
JIM DOYLE	23.4	19.7	27.0	41.3	11.9	21.4	15.3	25.0	19.0	26.1	24.3
BOTH	4.1	4.4	3.9	4.7	4.4	4.0	3.5	3.6	6.6	4.2	1.7
NEITHER	29.9	30.9	29.0	36.0	19.3	32.5	34.1	33.0	29.9	29.6	27.0
DON'T KNOW	18.9	18.1	19.7	14.0	17.0	14.3	29.4	19.6	26.3	14.1	15.7
REFUSED	1.4	1.2	1.5	--	0.7	2.4	2.4	--	1.5	2.1	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000).

GOV35 Will improve access to health care

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
MARK GREEN	15.4	16.9	13.9	6.0	33.6	10.5	12.9	11.6	13.8	13.3	23.3
JIM DOYLE	30.8	31.0	30.5	46.0	13.4	36.3	25.9	37.5	19.6	33.6	33.6
BOTH	7.1	6.9	7.3	6.7	5.2	10.5	7.1	8.0	9.4	6.3	5.2
NEITHER	24.3	25.0	23.6	22.7	23.9	28.2	23.5	18.8	29.0	30.1	16.4
DON'T KNOW	22.1	20.2	23.9	18.7	23.1	14.5	29.4	24.1	27.5	16.1	20.7
REFUSED	0.4	--	0.8	--	0.7	--	1.2	--	0.7	0.7	0.9
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000) and by age (p<0.02)

GOV36 Will help create jobs in Wisconsin

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
MARK GREEN	22.4	26.1	18.9	5.3	45.5	25.0	16.3	16.2	23.2	21.0	29.7
JIM DOYLE	26.2	22.1	30.1	47.7	10.4	21.8	20.9	18.0	23.2	30.8	30.5
BOTH	13.0	13.3	12.7	12.6	8.2	23.4	8.1	13.5	11.6	16.8	9.3
NEITHER	18.1	19.3	17.0	17.2	17.2	16.1	24.4	24.3	16.7	16.1	16.1
DON'T KNOW	19.9	19.3	20.5	17.2	17.9	13.7	29.1	27.9	24.6	14.7	13.6
REFUSED	0.4	--	0.8	--	0.7	--	1.2	--	0.7	0.7	0.8
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000) and by age (p<0.04)

GOV34a How much difference do you think it makes who gets elected Governor of Wisconsin this year? A lot, some, only a little, or none at all?

	Tot	M	W	Dem	Rep	Ind	Other	<30	<45	<60	60+
A LOT	47.6	47.8	47.5	57.9	45.6	47.2	34.5	48.2	42.8	46.2	54.2
SOME	29.9	28.9	30.9	24.3	37.5	30.4	28.6	30.9	29.7	34.3	23.7
ONLY A LITTLE	14.0	13.7	14.3	11.8	13.2	17.6	16.7	11.8	17.4	12.6	14.4
NONE AT ALL	6.3	7.2	5.4	3.9	2.9	4.0	19.0	3.6	9.4	6.3	5.9
DON'T KNOW	2.2	2.4	1.9	2.0	0.7	0.8	1.2	5.5	0.7	0.7	1.7
Total	100	100	100	100	100	100	100	100	100	100	100

* Differences are statistically significant by party ID (p<0.000)

HOW THE POLL WAS DONE

This BADGER POLL™ was conducted by the University of Wisconsin Survey Center as part of its ongoing program of research designed to benefit the research community and the people of Wisconsin. The Director of the poll operations is Danna Basson, UW Survey Center. The Faculty Director of the Poll content is Professor Katherine Cramer Walsh, Department of Political Science, UW-Madison. The BADGER POLL™ is intended to be a "poll of record" for the state, investigating matters of concern to Wisconsinites including politics, culture, and their daily lives, adhering to the highest standards of polling methodology and rigorous independence.

Results shown here are based on 508 persons who were randomly chosen within households with working telephone numbers and interviewed between June 23 and July 2, 2006. Telephone numbers were generated by computer. Theoretically, results from this survey have a "margin of error" of a little over +/- 4%. This means that, had we asked every potential voter in Wisconsin, exactly these questions at the time the survey was conducted, there is only a one in twenty chance that the answers would differ by more than that in either direction from what we report here. There could be differences because of changes in question wording, events occurring in the meantime, or any of the practical difficulties involved in taking a scientific survey. Results based on subgroups are subject to a larger "margin of error". Results reported here are based on weighted data.