



Badger Poll™ #23, Release #1  
 University of Wisconsin Survey Center  
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## WISCONSIN STATEWIDE ELECTIONS NOVEMBER 2006

### WISCONSINITES' SATISFACTION AND INTEREST IN THE NOVEMBER ELECTION

#### Satisfaction with the way things are going today

The most recent Badger Poll shows that a majority (61%) of Wisconsinites are dissatisfied with the way things are going in the United States today and a majority of those who are dissatisfied reported that they are very dissatisfied. Closer to home, just over half of Wisconsinites say they are satisfied with the way things are going in the state of Wisconsin today. However, roughly three-quarters of those reporting they are satisfied said they are only somewhat satisfied (see Appendix for the table with subgroups).

Satisfaction with the Way Things are Going in the U.S. and Wisconsin Today						
	Satisfied	Neither	Dissatisfied	Don't Know	Refused	(N)
United States	32%	5%	61%	2%	--	(508)
Wisconsin	51%	5%	41%	3%	<1%	(508)

Satisfaction with the Way Things are Going in U.S., by Satisfaction with the Way Things are Going in the WI				
		Wisconsin		
		Satisfied	Neither	Dissatisfied
United States	Satisfied	20%	<1%	11%
	Neither	2%	2%	2%
	Dissatisfied	27%	3%	28%

Over a quarter of all respondents said they are dissatisfied with the way things are going in both the U.S. and the state of Wisconsin today, while about one fifth said they are satisfied with the way things are going in both the U.S. and the state of Wisconsin today. While 27 percent reported some level of satisfaction with the way things are going in Wisconsin, but not in the U.S.

<b>Strength of Satisfaction with the Way Things are Going in the U.S. and Wisconsin Today</b>		
	<b>United States</b>	<b>Wisconsin</b>
Very Satisfied	7%	12%
Somewhat Satisfied	25%	39%
Neither	5%	5%
Somewhat Dissatisfied	30%	26%
Very Dissatisfied	31%	15%
Don't Know	2%	3%
Refused	--	<1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

### Interest in the upcoming election

When asked about the upcoming election, less than half of respondents reported that they have thought a lot about it, while one-third said they had given it some thought. However, among those likely to cast a ballot, 57 percent reported they have thought a lot about the election.

<b>Amount of Thought about the Upcoming Election on November 7, 2006</b>								
		A lot	Some	Only a little	None at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>39%</b>	<b>33%</b>	<b>17%</b>	<b>10%</b>	<b>&lt;1%</b>	<b>&lt;1%</b>	<b>(508)</b>
Voters	Registered to vote	43%	33%	16%	7%	<1%	<1%	(452)
	Likely voters	57%	32%	9%	2%	--	--	(266)
Gender	Men	44%	29%	13%	14%	--	--	(249)
	Women	34%	38%	22%	5%	1%	<1%	(259)
Party ID	Democrats	43%	36%	15%	4%	2%	--	(177)
	Republicans	39%	34%	18%	9%	--	<1%	(143)
	Independents & Others	37%	29%	18%	16%	--	--	(176)
Age	18-29	16%	28%	26%	28%	2%	--	(111)
	30-44	31%	47%	16%	6%	--	--	(138)
	45-59	50%	30%	15%	4%	--	--	(143)
	60 and over	43%	36%	15%	4%	2%	--	(116)
Education	High school graduate or less	31%	30%	24%	14%	1%	<1%	(185)
	Some college	41%	33%	20%	6%	--	--	(150)
	College graduate or more	45%	38%	8%	9%	--	--	(172)

Approximately three-quarters of Wisconsinites said they were very likely to cast a ballot on November 7, 2006. However, based on past voting history for the previous gubernatorial race, respondents are likely over-reporting their tendency to vote. Only 59 percent of respondents said they voted in the last gubernatorial election in November 2002.

A subgroup of respondents who are the most likely to vote on election day was created by constructing an index from various questions. To qualify for the likely voter subgroup, respondents had to say they are registered to vote in the state of Wisconsin, know where people in their neighborhood go to vote, have voted in their local election precinct or district, reported voting in both November 2004 and November 2002, and are very likely to vote on November 7, 2006 (or volunteered they already cast a ballot by absentee balloting). Just over 52 percent of all respondents to the poll meet all the qualifications.

Self-expressed Likelihood of Voting on November 7, 2006								
		Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Don't Know	Refused	(N)
<b>Overall</b>		<b>75%</b>	<b>12%</b>	<b>2%</b>	<b>9%</b>	<b>2%</b>	<b>--</b>	<b>(508)</b>
Registered	Registered to vote	87%	13%	--	<1%	<1%	--	(452)
	Not registered to vote	48%	24%	28%	--	--	--	(29)
Voted in 2004								
	Yes	89%	11%	--	<1%	--	--	(415)
	No	33%	45%	22%	--	--	--	(36)
Voted in 2002								
	Yes	95%	5%	--	<1%	--	--	(314)
	No	57%	36%	7%	--	--	--	(125)
Know Where Voting Place Is:								
	Yes	89%	11%	--	<1%	--	--	(384)
	No	59%	28%	12%	--	1%	--	(68)
Gender	Men	75%	9%	2%	14%	--	--	(249)
	Women	74%	15%	1%	10%	<1%	--	(259)
Party ID	Democrats	80%	15%	--	5%	--	--	(177)
	Republicans	79%	12%	<1%	8%	<1%	--	(143)
	Independents & Others	67%	10%	4%	13%	6%	--	(176)
Age	18-29	49%	26%	7%	15%	4%	--	(111)
	30-44	76%	13%	--	11%	1%	--	(138)
	45-59	85%	8%	--	6%	1%	--	(143)
	60 and over	86%	3%	--	1%	<1%	--	(116)
Education	High school graduate or less	64%	16%	4%	14%	2%	--	(185)
	Some college	79%	12%	--	8%	1%	--	(150)
	College graduate or more	83%	8%	--	6%	3%	--	(172)

## Most important issues facing the people of Wisconsin heading into the election

Respondents to the Badger Poll reported that the top five issues facing the people of Wisconsin heading into the current election are:

- ✓ the economy and jobs (18%)
- ✓ health care (15%)
- ✓ taxes (11%)
- ✓ education (11%)
- ✓ and the situation in Iraq (10%)

In total, approximately 65% of Wisconsinites picked one of these five issue areas as the most important issue. The same five issue areas are also the top five among the subgroup of likely voters and among those who said they prefer incumbent Jim Doyle in the governor's race. Four of the five are also among the top five of among those who said they prefer Mark Green in the governor's race. Education was chosen less often by respondents who favored Green than were several other issues including: immigration and amending the State Constitution to define marriage.

<b>Most Important Issue Facing the People of Wisconsin Heading into the Election, by Likely Voters and Choice of Candidate for Governor's Race</b>				
	<b>Overall</b>	<b>Likely Voters</b>	<b>Doyle Supporters</b>	<b>Green Supporters</b>
The economy and jobs	<b>18%</b>	15%	18%	18%
Health care	<b>15%</b>	18%	17%	14%
Taxes	<b>11%</b>	12%	8%	16%
Education	<b>11%</b>	12%	15%	4%
The situation in Iraq	<b>10%</b>	10%	10%	9%
Amending the State Constitution to Define Marriage	<b>6%</b>	5%	6%	6%
Immigration	<b>5%</b>	5%	2%	6%
Terrorism	<b>5%</b>	6%	5%	5%
Crime	<b>4%</b>	4%	4%	5%
Corruption	<b>3%</b>	2%	1%	5%
Gas and oil prices	<b>3%</b>	3%	3%	3%
Research using stem cells	<b>3%</b>	3%	5%	2%
Something else	<b>5%</b>	4%	5%	5%
Don't Know	<b>1%</b>	1%	1%	2%
Refused	<b>&lt;1%</b>	--	<1%	--
(N)	(508)	(266)	(254)	(181)

## Corruption in Wisconsin state government

Just under 50 percent of Wisconsinites report that they have been paying some or a lot of attention to the corruption and scandals in state government. Further, approximately 60 percent feel that the level of corruption has remained about the same under Governor Jim Doyle (11 percent thought the level of corruption has risen, while 25 percent thought it has fallen while Doyle has been governor).

Overall, a majority of Wisconsinites believe that both the Democratic and Republican parties are equally to blame for the corruption problems in state government. Even among partisans a majority of Democrats (53%) and a near majority of Republicans (49%) believe that both the Democratic and Republican parties are equally to blame.

### Which political party, if either, do you think is more to blame for these problems in the state government?

		Democrats	Republicans	Both Equally	Neither	Don't Know	Refused	(N)
<b>Overall</b>		<b>11%</b>	<b>13%</b>	<b>54%</b>	<b>19%</b>	<b>3%</b>	--	<b>(508)</b>
Voters	Registered to vote	12%	12%	57%	17%	2%	--	(452)
	Likely voters	14%	13%	59%	13%	1%	--	(266)
Gender	Men	12%	14%	58%	15%	1%	--	(249)
	Women	10%	12%	51%	23%	4%	--	(259)
Party ID	Democrats	2%	25%	53%	18%	2%	--	(177)
	Republicans	28%	<1%	49%	21%	2%	--	(143)
	Independents & Others	7%	10%	61%	17%	5%	--	(176)
Age	18-29	--	16%	46%	33%	5%	--	(111)
	30-44	14%	9%	60%	15%	2%	--	(138)
	45-59	16%	11%	56%	16%	1%	--	(143)
	60 and over	13%	16%	53%	14%	4%	--	(116)
Education	High school graduate or less	10%	9%	57%	21%	3%	--	(185)
	Some college	9%	13%	55%	20%	3%	--	(150)
	College graduate or more	14%	17%	51%	16%	3%	--	(172)
Region	Milwaukee County*	13%	12%	65%	6%	4%	--	(51)
	SE WI, w/o Milwaukee Co.*	20%	8%	50%	21%	1%	--	(74)
	SC WI, greater Madison area	7%	14%	52%	24%	3%	--	(101)
	NE WI, Fox Valley/Green Bay	11%	11%	54%	22%	2%	--	(92)
	Northern Wisconsin*	11%	11%	59%	15%	4%	--	(73)
	Western Wisconsin	7%	18%	51%	20%	4%	--	(117)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

## THE GUBERNATORIAL RACE

The most recent Badger Poll indicates that roughly half of Wisconsinites prefer the incumbent Jim Doyle over challengers Mark Green and Nelson Eisman in the race for governor (see Appendix for the results among subgroups).

- ✓ Among all Wisconsinites Jim Doyle leads Mark Green by 14 percentage points.
- ✓ Among those registered to vote Doyle leads Green by 13 percentage points.
- ✓ Among those most likely to vote Doyle leads Green by 12 percentage points.
- ✓ Doyle has a 7 percentage point lead among men.
- ✓ Doyle has a 21 percentage point lead among women.
- ✓ Doyle has an 18 percentage point lead over Green among independents and people affiliated with a party other than the Democrats or Republicans.
- ✓ Doyle has a double digit lead among Wisconsinites ages 18 to 30, 45 to 59, and those 60 and over.

<b>Gubernatorial Candidate Preference</b>			
	<b>Overall</b>	Registered to vote	Likely voters
Jim Doyle, Democrat	<b>50%</b>	50%	51%
Mark Green, Republican	<b>36%</b>	37%	39%
Nelson Eisman, Green	<b>3%</b>	4%	4%
Don't Know	<b>10%</b>	8%	5%
Refused	<b>1%</b>	1%	1%
(N)	<b>(508)</b>	(452)	(266)

Predicting who will vote on election day is never a certainty and given the lower number of likely voters one should take caution when interpreting the results.

<b>Strength of Support for Doyle, Green and Eisman, by Gender and Party ID</b>						
	<b>Overall</b>	Men	Women	Democrats	Independents	Republicans
Support Doyle, Strongly	<b>34%</b>	35%	33%	64%	30%	4%
Support Doyle, Not so strongly	<b>16%</b>	12%	20%	23%	15%	6%
Support Green, Strongly	<b>28%</b>	31%	24%	6%	19%	67%
Support Green, Not so strongly	<b>8%</b>	9%	7%	2%	8%	14%
Support Eisman, Strongly	<b>&lt;1%</b>	1%	1%	--	2%	0%
Support Eisman, Not so strongly	<b>3%</b>	3%	2%	2%	5%	1%
Don't Know	<b>10%</b>	8%	12%	2%	19%	8%
Refused	<b>1%</b>	1%	1%	1%	2%	<1%
(N)	<b>(508)</b>	(249)	(259)	(177)	(176)	(143)

## Impressions of the candidates for governor

Just over 50 percent of Wisconsinites report that they have a favorable impression of Jim Doyle and roughly one-third report they have a favorable impression of Mark Green. The vast majority also say they do not know enough to have an impression of Nelson Eisman (the Green Party candidate for Governor). Jim Doyle's ratio of favorable to unfavorable impressions has remained fairly stable since earlier in the summer (June 2006), while Mark Green's ratio of favorable to unfavorable impressions has evened out since June. Currently approximately one-third of Wisconsinites say they have a favorable impression of Green, one-third say they have an unfavorable impression, and the remaining one-third say they do not know enough to have an impression of Mark Green.

Comparison of Impressions of the Gubernatorial Candidates between October 2006 and June 2006						
	Mark Green		Jim Doyle		Nelson Eisman	
	Oct. 2006	Jun. 2006	Oct. 2006	Jun. 2006	Oct. 2006	Jun. 2006
Favorable Impression	32%	26%	51%	47%	3%	Not asked
Unfavorable Impression	34%	14%	31%	29%	2%	Not asked
Don't Know	34%	59%	17%	23%	94%	Not asked
Refused	<1%	1%	<1%	1%	<1%	Not asked

## Issues that describe the gubernatorial candidates

The Badger Poll asked all Wisconsinites about their perceptions of the three candidates for governor. Respondents were asked which candidate they thought each of the six phrases most accurately describes. Among the three candidates not a single candidate received a majority on any of the phrases. However, incumbent Governor Jim Doyle was chosen the most often for four of the six phrases:

- ✓ Understands the problems ordinary people face
- ✓ Will balance the state budget
- ✓ Will improve access to health care
- ✓ and Will help improve the environment in Wisconsin.

Mark Green was chosen the most often for the following two phrases:

- ✓ Will keep taxes down for ordinary Wisconsin residents
- ✓ and Will help create jobs in Wisconsin.

<b>Candidate that Each Phrase Best Describes</b>									
	<b>Jim Doyle</b>	<b>Mark Green</b>	<b>Nelson Eisman</b>	<b>All of them</b>	<b>None of them</b>	<b>Two of them (VOL.)</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
<b>Understands the problems ordinary people face</b>	33%	24%	1%	10%	19%	3%	10%	<1%	(508)
<b>Will balance the state budget</b>	34%	21%	1%	5%	26%	2%	10%	<1%	(508)
<b>Will keep taxes down for ordinary Wisconsin residents</b>	26%	31%	1%	6%	25%	1%	9%	1%	(508)
<b>Will improve access to health care</b>	35%	21%	1%	5%	23%	2%	12%	1%	(508)
<b>Will protect the environment</b>	32%	21%	8%	8%	12%	3%	16%	<1%	(508)
<b>Will help create jobs in Wisconsin</b>	30%	35%	<1%	12%	14%	2%	7%	<1%	(508)

### Jim Doyle's job rating as governor

While Jim Doyle's job rating as governor of Wisconsin is up slightly since June, it is still in the same pattern that his job rating has been in over the last three years – more Wisconsinites saying he has done a fair or poor job than say he has done a good or excellent job.

<b>Job Ratings for Jim Doyle as Governor of Wisconsin, since February 2003</b>												
	<b>2006</b>		<b>2005</b>			<b>2004</b>	<b>2003</b>					
	Oct.	Jun.	May.	Apr.	Jan.	Oct.	Oct.	Aug.	May.	Apr.	Mar.	Feb.
Excellent	6%	6%	5%	5%	5%	6%	5%	4%	4%	4%	7%	5%
Good	37%	31%	35%	34%	41%	39%	36%	30%	32%	33%	36%	34%
Fair	33%	36%	42%	41%	38%	38%	39%	39%	42%	35%	31%	27%
Poor	21%	21%	12%	15%	10%	11%	14%	16%	10%	10%	10%	5%
Too Soon (VOL)	--	--	--	--	--	--	3%	5%	5%	9%	10%	22%
Don't Know	2%	5%	5%	4%	6%	6%	3%	6%	7%	10%	6%	7%
Refused	1%	1%	1%	1%	1%	--	--	--	--	--	--	--

In fact, Jim Doyle's good to excellent ratings are higher than his fair to poor ratings for only three key subgroups: Democrats (67% positive to 32% negative), residents in SC WI/the greater Madison area (55% to 43%) and among residents in western Wisconsin along the Mississippi river (48% to 46%). Doyle also enjoys higher job ratings among respondents who are satisfied with the way things are going in Wisconsin today (59% good to excellent compared to 39% fair to poor).



The table below shows how the Governor's current job rating is viewed through the lens of partisanship for many people. Democrats give Doyle a 67 percent good or excellent rating, while only a 32 percent give a fair or poor rating. Republicans on the other hand only give Doyle a 16 percent good or excellent rating, while giving him an 80 percent fair or poor rating.

		Excellent	Good	Fair	Poor	Don't Know	Refused	(N)
<b>Overall</b>		<b>6%</b>	<b>37%</b>	<b>33%</b>	<b>21%</b>	<b>2%</b>	<b>1%</b>	<b>(508)</b>
Voters	Registered to vote	6%	37%	33%	23%	1%	<1%	(452)
	Likely voters	8%	35%	32%	24%	<1%	<1%	(266)
Gender	Men	5%	36%	31%	25%	2%	1%	(249)
	Women	7%	39%	35%	16%	2%	1%	(259)
Party ID	Democrats	12%	55%	30%	2%	<1%	<1%	(177)
	Republicans	1%	15%	34%	46%	1%	3%	(143)
	Independents & Others	4%	38%	35%	19%	4%	--	(176)
Age	18-29	--	49%	37%	12%	--	2%	(111)
	30-44	5%	33%	34%	23%	3%	2%	(138)
	45-59	7%	32%	30%	28%	3%	--	(143)
	60 and over	13%	37%	31%	17%	2%	<1%	(116)
Education	High school graduate or less	6%	37%	32%	21%	3%	1%	(185)
	Some college	4%	38%	32%	22%	2%	2%	(150)
	College graduate or more	9%	36%	36%	19%	<1%	<1%	(172)
The way things are going in the U.S.								
	Satisfied	6%	33%	29%	29%	<1%	2%	(165)
	Dissatisfied	7%	40%	35%	15%	2%	1%	(310)
The way things are going in WI								
	Satisfied	9%	50%	31%	8%	1%	1%	(256)
	Dissatisfied	2%	20%	36%	40%	1%	1%	(209)
Region	Milwaukee County*	8%	26%	43%	24%	--	--	(50)
	SE WI, w/o Milwaukee Co.*	5%	26%	36%	29%	4%	--	(75)
	SC WI, greater Madison area	5%	50%	34%	9%	1%	1%	(101)
	NE WI, Fox Valley/Green Bay	7%	34%	28%	27%	3%	1%	(92)
	Northern Wisconsin*	7%	33%	39%	20%	1%	--	(75)
	Western Wisconsin	5%	44%	27%	18%	3%	3%	(116)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

## How much difference does it make who is elected governor

A majority of Wisconsinites thinks that the choice of the person elected Governor this year will make a lot of difference. There are also majorities of among people registered to vote and those most likely to vote who think it makes a lot of difference who is elected Governor of Wisconsin this year. Sixty-four percent of Democrats feel that way compared to 49 percent of Republicans and 43 percent of independents and other partisans.

		How much difference does it makes who is elected governor of Wisconsin this year?						(N)
		A lot	Some	Only a little	None at all	Don't Know	Refused	
<b>Overall</b>		<b>52%</b>	<b>30%</b>	<b>12%</b>	<b>5%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>(508)</b>
Voters	Registered to vote	55%	30%	10%	5%	<1%	<1%	(452)
	Likely voters	60%	29%	8%	3%	<1%	--	(266)
Gender	Men	48%	30%	14%	8%	<1%	--	(249)
	Women	56%	30%	10%	2%	2%	<1%	(259)
Party ID	Democrats	64%	26%	8%	1%	1%	--	(177)
	Republicans	49%	35%	6%	9%	1%	--	(143)
	Independents & Others	43%	30%	22%	5%	<1%	<1%	(176)
Age	18-29	42%	30%	18%	7%	2%	--	(111)
	30-44	49%	35%	11%	4%	1%	--	(138)
	45-59	62%	25%	9%	4%	--	--	(143)
	60 and over	54%	28%	12%	5%	1%	<1%	(116)
	The way things are going in WI							
	Satisfied	48%	34%	14%	3%	1%	--	(256)
	Dissatisfied	55%	26%	11%	8%	--	--	(209)

## THE ATTORNEY GENERAL'S RACE

Overall, Wisconsinites seem to be leaning towards Kathleen Falk as their choice in the race for attorney general. However, there is still a good chance this will be a competitive race right down to election day with 22 percent reporting they do not know who they favor (see Appendix for the table with key subgroups). Further, Falk's lead over Van Hollen is only five percentage points among the subgroup of likely voters, with 17 percent of likely voters reporting they still do not know who they prefer.

<b>Attorney General Candidate Preference</b>			
	<b>Overall</b>	Registered to vote	Likely voters
Kathleen Falk, Democrat	<b>43%</b>	43%	44%
J.B. Van Hollen, Republican	<b>32%</b>	33%	39%
Don't Know	<b>22%</b>	21%	17%
Refused	<b>3%</b>	3%	<1%
(N)	<b>(508)</b>	(452)	(266)

Predicting who will vote on election day is never a certainty and given the lower number of likely voters one should take caution when interpreting the results.

Overall, Kathleen Falk is leading J.B. Van Hollen for attorney general:

- ✓ by 15 percentage points among women
- ✓ by 6 percentage points among men
- ✓ by 46 percentage points among those age 18 to 29
- ✓ and by 16 percentage points among those age 60 and over.

<b>Strength of Support for Falk and Van Hollen, by Gender and Party ID</b>						
	<b>Overall</b>	Men	Women	Democrats	Independents	Republicans
Support Falk, Strongly	<b>21%</b>	20%	22%	42%	16%	4%
Support Falk, Not so strongly	<b>22%</b>	19%	24%	33%	19%	9%
Support Van Hollen, Strongly	<b>20%</b>	21%	18%	2%	11%	52%
Support Van Hollen, Not so strongly	<b>12%</b>	12%	12%	5%	14%	22%
Don't Know	<b>22%</b>	23%	23%	14%	37%	12%
Refused	<b>3%</b>	5%	<1%	4%	3%	1%
(N)	<b>(508)</b>	(249)	(259)	(177)	(176)	(143)

## Impressions of candidates for attorney general

Majorities of respondents report that they do not know enough to have an impression of either Kathleen Falk or J.B. Van Hollen. The minority of respondents who gave an impression expressed a slightly higher favorable than unfavorable impression of both Falk and Van Hollen. Roughly 58 percent of those who have an impression of Falk say it is favorable and approximately 60 percent of those who have an impression of Van Hollen say it is favorable. However, for both Falk and Van Hollen, these favorable ratings are far outweighed by the majority of Wisconsinites who do not know enough to give an impression.

<b>Comparison of Impressions of the Candidates for Attorney General of WI between October 2006 and June 2006</b>				
	<b>Kathleen Falk</b>		<b>J.B. Van Hollen</b>	
	Oct. 2006	Jun. 2006	Oct. 2006	Jun. 2006
Favorable Impression	23%	17%	15%	3%
Unfavorable Impression	17%	7%	10%	4%
Don't Know	60%	75%	75%	92%
Refused	<1%	1%	<1%	1%

Only nine percent of Wisconsinites say they are paying a lot of attention to the candidates for attorney general and only 30 percent are paying some attention. Just over 60 percent say they are paying only a little attention or no attention at all to the attorney general candidates. The race for attorney general is being watched much less than that for governor.

<b>Amount of Attention to the Candidates Running for Attorney General of Wisconsin</b>								
		A lot	Some	Only a little	None at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>9%</b>	<b>30%</b>	<b>30%</b>	<b>31%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(508)</b>
Voters	Registered to vote	10%	31%	30%	28%	<1%	--	(452)
	Likely voters	15%	42%	28%	15%	<1%	--	(266)
Gender	Men	13%	27%	27%	33%	<1%	--	(249)
	Women	7%	31%	32%	30%	<1%	--	(259)
Party ID	Democrats	9%	31%	35%	25%	--	--	(177)
	Republicans	11%	31%	29%	29%	--	--	(143)
	Independents & Others	9%	27%	23%	40%	1%	--	(176)
Age	18-29	--	12%	35%	53%	--	--	(111)
	30-44	8%	28%	28%	36%	--	--	(138)
	45-59	14%	37%	28%	21%	--	--	(143)
	60 and over	15%	38%	29%	18%	<1%	--	(116)
Education	High school graduate or less	7%	26%	33%	34%	--	--	(185)
	Some college	8%	31%	25%	36%	<1%	--	(150)
	College graduate or more	13%	31%	31%	25%	--	--	(172)

## THE U.S. SENATE RACE

The most recent Badger Poll indicates that Herb Kohl enjoys a substantial lead in his bid for re-election to the U.S. Senate – 69 percent of Wisconsinites prefer Kohl and 73 percent of those most likely to vote on election day prefer Kohl over his three challengers.

<b>U.S. Senator Candidate Preference</b>			
	<b>Overall</b>	Registered to vote	Likely voters
Herb Kohl, Democrat	<b>69%</b>	72%	73%
Robert Gerald Lorge, Republican	<b>14%</b>	14%	16%
Rae Vogeler, Green	<b>2%</b>	2%	2%
Ben Glatzel, Independent	<b>1%</b>	<1%	1%
Don't Know	<b>13%</b>	10%	7%
Refused	<b>1%</b>	1%	<1%
(N)	<b>(508)</b>	(452)	(266)

Predicting who will vote on election day is never a certainty and given the lower number of likely voters one should take caution when interpreting the results.

Herb Kohl enjoys a lead among all but one of the subgroups of respondents analyzed for the Badger Poll. The only subgroup that does not prefer Kohl over the other three candidates is self-identified Republicans. However, even among Republicans Herb Kohl and the Republican candidate Robert Gerald Lorge have the same level of support (see Appendix for the table with key subgroups).

<b>Strength of Support for Kohl, Lorge, Vogeler, and Glatzel, by Gender and Party</b>						
	<b>Overall</b>	Men	Women	Democrats	Independents	Republicans
Support Kohl, Strongly	<b>46%</b>	43%	48%	75%	40%	18%
Support Kohl, Not so strongly	<b>23%</b>	25%	21%	21%	23%	23%
Support Lorge, Strongly	<b>8%</b>	8%	8%	--	5%	21%
Support Lorge, Not so strongly	<b>6%</b>	8%	4%	<1%	2%	20%
Support Vogeler, Strongly	<b>&lt;1%</b>	1%	<1%	--	1%	<1%
Support Vogeler, Not so strongly	<b>1%</b>	1%	1%	--	1%	2%
Support Glatzel, Strongly	<b>&lt;1%</b>	--	1%	--	1%	--
Support Glatzel, Not so strongly	<b>1%</b>	--	1%	--	2%	1%
Don't Know	<b>13%</b>	13%	14%	4%	22%	13%
Refused	<b>1%</b>	1%	<1%	--	2%	1%
(N)	<b>(508)</b>	(249)	(259)	(177)	(176)	(143)

## Impressions of candidates for U.S. senator

As the table below demonstrates, large percentages of almost all key subgroups have a favorable image of Herb Kohl. Even more Republicans have a favorable image of Kohl than have an unfavorable image. For comparison, Kohl's Republican challenger Robert Gerald Lorge is largely not recognized by Wisconsinites – 91 percent said they did not know enough to give an impression of him when his name was presented without any party identification or connection to the senate race.

		Impressions of Herb Kohl and Robert Gerald Lorge, by Select Subgroups							
		Favorable		Unfavorable		Don't Know		Refused	
		Herb Kohl	Robert Gerald Lorge	Herb Kohl	Robert Gerald Lorge	Herb Kohl	Robert Gerald Lorge	Herb Kohl	Robert Gerald Lorge
<b>Overall</b>		<b>67%</b>	<b>3%</b>	<b>16%</b>	<b>6%</b>	<b>16%</b>	<b>91%</b>	<b>1%</b>	<b>&lt;1%</b>
Voters	Registered to vote	69%	2%	17%	6%	13%	92%	1%	<1%
	Likely voters	74%	2%	19%	7%	7%	90%	<1%	--
Gender	Men	65%	3%	22%	9%	12%	87%	1%	1%
	Women	68%	3%	11%	3%	21%	94%	<1%	--
Party ID	Democrats	86%	2%	1%	5%	12%	93%	1%	<1%
	Republicans	47%	2%	34%	7%	18%	90%	1%	1%
	Independents & Others	62%	6%	19%	5%	20%	89%	--	--
Age	18-29	53%	7%	19%	5%	28%	88%	--	--
	30-44	64%	2%	15%	3%	20%	94%	1%	1%
	45-59	69%	2%	17%	9%	13%	89%	1%	--
	60 and over	78%	3%	15%	5%	7%	91%	<1%	1%

*(The Badger Poll #23 only asked respondents their impression of the two major party candidates for U.S. Senator)*

Similar to the race for attorney general, the race for the U.S. Senate is not drawing as much attention as the race for governor. Less than one-half of Wisconsinites report paying a lot or some attention to the candidates for U.S. senator. Even among likely voters only 18 percent say they are paying a lot of attention to the candidates, while 46 percent say they are paying some attention.

<b>Amount of Attention to the Candidates Running for U.S. Senator from Wisconsin</b>								
		A lot	Some	Only a little	None at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>11%</b>	<b>36%</b>	<b>38%</b>	<b>14%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(508)</b>
Voters	Registered to vote	11%	37%	37%	14%	<1%	--	(452)
	Likely voters	18%	46%	26%	10%	<1%	--	(266)
Gender	Men	14%	32%	38%	16%	--	--	(249)
	Women	8%	40%	38%	13%	1%	--	(259)
Party ID	Democrats	9%	45%	40%	6%	<1%	--	(177)
	Republicans	11%	33%	38%	16%	2%	--	(143)
	Independents & Others	15%	30%	37%	19%	--	--	(176)
Age	18-29	5%	23%	60%	12%	--	--	(111)
	30-44	8%	32%	36%	22%	2%	--	(138)
	45-59	13%	40%	33%	13%	<1%	--	(143)
	60 and over	20%	46%	26%	9%	--	--	(116)
Education	High school graduate or less	9%	33%	40%	17%	<1%	--	(185)
	Some college	11%	37%	35%	16%	1%	--	(150)
	College graduate or more	14%	37%	39%	10%	--	--	(172)

## Herb Kohl's and Russ Feingold's job ratings as U.S. senators

Overall, Wisconsinites have favorable impressions of their two U.S. senators. Approximately two-thirds say they have a favorable impression of Herb Kohl and just under 60 percent say they have a favorable impression of Russ Feingold.

<b>Comparison of Impressions of the two U.S. Senators from Wisconsin between October 2006 and June 2006</b>				
	<b>Herb Kohl</b>		<b>Russ Feingold</b>	
	Oct. 2006	Jun. 2006	Oct. 2006	Jun. 2006
Favorable Impression	67%	69%	57%	59%
Unfavorable Impression	16%	12%	28%	27%
Don't Know	16%	17%	15%	13%
Refused	1%	1%	<1%	1%

Approximately 51 percent of Wisconsinites rated the job that Herb Kohl is doing as U.S. senator as either good or excellent and 48 percent rated the job that Russ Feingold is doing as U.S. senator as either good or excellent. While the good to excellent job ratings are fairly consistent between the two senators, twice as many Wisconsinites rate Russ Feingold's job as poor (19%) than do for Herb Kohl (9%).

<b>Job Ratings for U.S. Senator Herb Kohl, 2006 and 2004</b>							
	<b>2006</b>		<b>2004</b>				
	Oct.	Jun.	Sept.	Jun.	Apr.	Mar.	Jan.
Excellent	13%	12%	8%	4%	5%	7%	7%
Good	38%	42%	39%	39%	42%	43%	42%
Fair	31%	26%	30%	36%	28%	32%	32%
Poor	9%	7%	6%	8%	10%	7%	7%
Don't Know	9%	12%	15%	13%	12%	11%	11%
Refused	<1%	1%	--	--	1%	--	--

*(Job rating for U.S. Senators from WI was not asked in 2005)*

<b>Job Ratings for U.S. Senator Russ Feingold, 2006 and 2004</b>							
	<b>2006</b>		<b>2004</b>				
	Oct.	Jun.	Sept.	Jun.	Apr.	Mar.	Jan.
Excellent	18%	19%	16%	11%	8%	12%	10%
Good	30%	28%	33%	34%	40%	36%	36%
Fair	27%	22%	24%	31%	27%	27%	31%
Poor	19%	20%	14%	12%	9%	11%	7%
Don't Know	5%	10%	13%	12%	15%	14%	15%
Refused	1%	1%	--	--	--	--	--

*(Job rating for U.S. Senators from WI was not asked in 2005)*



## THE CONSTITUTIONAL REFERENDUM ON THE DEFINITION OF MARRIAGE

The constitutional referendum to amend the Wisconsin State Constitution to define marriage as between one man and one woman is favored by approximately half of Wisconsinites (see Appendix for the table with key subgroups). Among the most likely voters the constitutional amendment referendum is favored by 52 percent. The amendment is favored by most, but not all key subgroups.

- ✓ Favored by 17 percentage points among men.
- ✓ Favored by 61 percentage points among Republicans.
- ✓ Favored by 21 percentage points among those who have a high school degree or fewer years of education.
- ✓ Favored by 54 percentage points among those who see the Bible as the literal word of God.
- ✓ Favored by 36 percentage points among those who do not know anyone who is gay.

Among the key subgroups that have more opponents to the amendment are:

- ✓ Women oppose it by 5 percentage points
- ✓ Democrats oppose it by 14 percentage points
- ✓ Independents and other partisans oppose it by 18 percentage points
- ✓ College graduates oppose it by 7 percentage points
- ✓ Those who know some one who is gay oppose it by 10 percentage points

<b>Referendum on Constitutional Amendment to Define Marriage</b>			
	<b>Overall</b>	Registered to vote	Likely voters
Favor	<b>50%</b>	50%	52%
Oppose	<b>44%</b>	46%	45%
Don't Know	<b>5%</b>	4%	3%
Refused	<b>&lt;1%</b>	--	--
(N)	<b>(508)</b>	(452)	(266)

Predicting who will vote on election day is never a certainty and given the lower number of likely voters one should take caution when interpreting the results.

<b>Trend on the State Constitutional Amendment Defining Marriage</b>		
	<b>2006</b>	
	Oct.	Jun.
Favor	50%	53%
Oppose	44%	44%
Don't Know	5%	3%
Refused	<1%	1%

## Support or opposition to gay marriage and civil unions in general

Below are tables that show Wisconsinites' views on laws that allow for gay/same-sex marriage and civil unions in general. The trends show only minor changes over the last three years with a small increase in approval for allowing both gay marriage and civil unions for couples. Comparing the two options, Wisconsinites favor laws allowing civil unions to give couples rights similar to those of marriage more highly than they favor laws allowing same-sex couples to marry.

<b>Laws Allowing Gay Marriage</b>						
	<b>2006</b>		<b>2005</b>	<b>2004</b>	<b>2003</b>	
	Oct.	Jun.	Jan.	Mar.	Dec.	Aug.
Approve	37%	39%	28%	27%	30%	32%
Disapprove	56%	54%	66%	66%	62%	60%
Don't Know	7%	3%	3%	4%	6%	6%
Refused	<1%	4%	3%	3%	2%	2%

<b>Laws Allowing for Civil Unions</b>						
	<b>2006</b>		<b>2005</b>	<b>2004</b>	<b>2003</b>	
	Oct.	Jun.	Jan.	Mar.	Dec.	Aug.
Approve	53%	59%	47%	50%	44%	48%
Disapprove	42%	38%	47%	45%	48%	47%
Don't Know	5%	3%	3%	4%	5%	4%
Refused	<1%	--	3%	2%	2%	2%

## THE ADVISORY REFERENDUM ON CAPITAL PUNISHMENT

The advisory referendum to enact the death penalty in Wisconsin for persons convicted of first degree intentional homicide, if the conviction is supported by DNA evidence is favored by 59 percent of Wisconsinites and opposed by 38 percent (see Appendix for the table with key subgroups). The margin narrows among the most likely voters – 51 percent favor and 44 percent oppose the advisory referendum.

<b>Advisory Referendum to Enact the Death Penalty</b>			
	<b>Overall</b>	Registered to vote	Likely voters
Favor	<b>59%</b>	57%	51%
Oppose	<b>38%</b>	39%	44%
Don't Know	<b>2%</b>	3%	3%
Refused	<b>1%</b>	1%	2%
(N)	<b>(508)</b>	(452)	(266)

Predicting who will vote on election day is never a certainty and given the lower number of likely voters one should take caution when interpreting the results.

The advisory referendum is favored by most key subgroups.

- ✓ Favored by 18 percentage points among men
- ✓ Favored by 17 percentage points among women
- ✓ Favored by 43 percentage points among Republicans
- ✓ Favored by 8 percentage points among Democrats
- ✓ Favored by 32 percentage points among those age 18 to 29

The advisory referendum is opposed by only three subgroups.

- ✓ College graduates oppose it by 5 percentage points
- ✓ Those who prefer life in prison over the death penalty oppose it by 40 percentage points
- ✓ Residents in South central WI/the greater Madison area oppose it by 15 percentage points

## Choice between the death penalty and life in prison with absolutely no chance for parole

While 59 percent of Wisconsinites say they favor the advisory referendum on enacting the death penalty, approximately 51 percent also say they believe that life in prison with absolutely no chance for parole is a better penalty for murder than the death penalty.

		Life in prison	Death penalty	Don't Know	Refused	(N)
<b>Overall</b>		<b>51%</b>	<b>44%</b>	<b>3%</b>	<b>2%</b>	<b>(508)</b>
Gender	Men	53%	43%	2%	2%	(249)
	Women	51%	44%	3%	2%	(259)
Party ID	Democrats	55%	42%	1%	2%	(177)
	Republicans	44%	50%	2%	4%	(143)
	Independents & Others	54%	41%	4%	1%	(176)
Age	18-29	49%	42%	2%	7%	(111)
	30-44	45%	51%	3%	--	(138)
	45-59	54%	44%	1%	1%	(143)
	60 and over	59%	36%	4%	1%	(116)
Education	High school graduate or less	45%	52%	2%	1%	(185)
	Some college	48%	47%	4%	1%	(150)
	College graduate or more	62%	32%	2%	4%	(172)
Belief about the Bible:						
	As the actual word of God to be taken literally	41%	51%	1%	7%	(117)
	As the inspired word of God not to be taken literally	44%	53%	3%	<1%	(278)
	As a book of fables and stories written by men	51%	46%	3%	--	(91)

**APPENDIX:**

<b>Satisfaction with the Way Things are Going in Wisconsin and the U.S. today</b>							
		Satisfied WI	Satisfied U.S.	Dissatisfied WI	Dissatisfied U.S.	WI (N)	US (N)
<b>Overall</b>		<b>51%</b>	<b>32%</b>	<b>41%</b>	<b>61%</b>	<b>(508)</b>	<b>(508)</b>
Voters	Registered to vote	49%	32%	45%	63%	(452)	(452)
	Likely voters	49%	34%	47%	61%	(266)	(266)
Gender	Men	53%	35%	41%	56%	(249)	(249)
	Women	49%	30%	41%	66%	(259)	(259)
Party ID	Democrats	63%	19%	31%	79%	(177)	(177)
	Republicans	42%	59%	51%	33%	(143)	(143)
	Independents & Others	45%	26%	43%	64%	(176)	(176)
Age	18-29	58%	35%	28%	56%	(111)	(111)
	30-44	54%	38%	38%	56%	(138)	(138)
	45-59	38%	33%	57%	63%	(143)	(143)
	60 and over	54%	24%	38%	70%	(116)	(116)
Education	High school graduate or less	51%	28%	43%	62%	(185)	(185)
	Some college	49%	32%	42%	66%	(150)	(150)
	College graduate or more	52%	39%	39%	56%	(172)	(172)
Region	Milwaukee County*	35%	26%	59%	69%	(51)	(51)
	SE WI, w/o Milwaukee Co.*	44%	52%	52%	43%	(75)	(75)
	SC WI, greater Madison area	52%	26%	34%	72%	(101)	(101)
	NE WI, Fox Valley/Green Bay	45%	30%	41%	63%	(92)	(92)
	Northern Wisconsin*	46%	30%	47%	68%	(74)	(74)
	Western Wisconsin	68%	33%	28%	52%	(117)	(117)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**Preferences in the Election for Governor of Wisconsin**

		Jim Doyle (D-i)	Mark Green (R)	Nelson Eisman (Grn)	Don't Know	Refused	(N)
<b>Overall</b>		<b>50%</b>	<b>36%</b>	<b>3%</b>	<b>10%</b>	<b>1%</b>	<b>(508)</b>
Voters	Registered to vote	50%	37%	4%	8%	1%	(452)
	Likely voters	51%	39%	4%	5%	1%	(266)
Gender	Men	47%	40%	4%	8%	1%	(249)
	Women	53%	31%	3%	12%	1%	(259)
Party ID	Democrats	87%	8%	2%	2%	1%	(177)
	Republicans	10%	81%	1%	8%	<1%	(143)
	Independents & Others	45%	27%	8%	19%	1%	(176)
Age	18-29	54%	30%	--	16%	--	(111)
	30-44	44%	42%	3%	9%	2%	(138)
	45-59	49%	38%	4%	9%	--	(143)
	60 and over	56%	30%	6%	6%	2%	(116)
Education	High school graduate or less	50%	33%	3%	14%	<1%	(185)
	Some college	47%	34%	4%	12%	3%	(150)
	College graduate or more	52%	40%	4%	4%	<1%	(172)
The way things are going in the U.S.							
	Satisfied	32%	58%	3%	7%	<1%	(165)
	Dissatisfied	62%	21%	4%	11%	2%	(310)
The way things are going in WI							
	Satisfied	62%	28%	3%	6%	1%	(256)
	Dissatisfied	33%	49%	5%	12%	1%	(209)
Region	Milwaukee County*	52%	40%	2%	6%	--	(50)
	SE WI, w/o Milwaukee Co.*	21%	66%	5%	7%	1%	(75)
	SC WI, greater Madison area	72%	16%	4%	6%	2%	(101)
	NE WI, Fox Valley/Green Bay	39%	35%	3%	22%	1%	(92)
	Northern Wisconsin*	46%	35%	3%	15%	1%	(74)
	Western Wisconsin	59%	33%	3%	4%	1%	(116)

*i=incumbent D = Democrat, R = Republican, Grn = WI Green Party*  
 (\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**Preferences in the Election for Attorney General of Wisconsin**

		Kathleen Falk (D)	J.B. Van Hollen (R)	Don't Know	Refused	(N)
<b>Overall</b>		<b>43%</b>	<b>32%</b>	<b>22%</b>	<b>3%</b>	<b>(508)</b>
Voters	Registered to vote	43%	33%	21%	3%	(452)
	Likely voters	44%	39%	17%	<1%	(266)
Gender	Men	39%	33%	23%	5%	(249)
	Women	46%	31%	23%	<1%	(259)
Party ID	Democrats	75%	7%	14%	4%	(177)
	Republicans	13%	74%	12%	1%	(143)
	Independents & Others	35%	25%	37%	3%	(176)
Age	18-29	58%	12%	21%	9%	(111)
	30-44	38%	39%	22%	1%	(138)
	45-59	33%	43%	23%	1%	(143)
	60 and over	46%	30%	23%	1%	(116)
Education	High school graduate or less	44%	27%	25%	4%	(185)
	Some college	38%	33%	27%	1%	(150)
	College graduate or more	45%	36%	16%	3%	(172)
The way things are going in the U.S.	Satisfied	28%	53%	15%	4%	(165)
	Dissatisfied	53%	21%	25%	1%	(310)
The way things are going in WI	Satisfied	52%	22%	22%	4%	(256)
	Dissatisfied	33%	48%	18%	1%	(209)
Region	Milwaukee County*	57%	33%	10%	--	(50)
	SE WI, w/o Milwaukee Co.*	21%	57%	21%	1%	(75)
	SC WI, greater Madison area	58%	23%	19%	--	(101)
	NE WI, Fox Valley/Green Bay	48%	27%	23%	2%	(92)
	Northern Wisconsin*	31%	36%	32%	1%	(75)
	Western Wisconsin	40%	25%	26%	9%	(116)

*i=incumbent D = Democrat, R = Republican*

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**Preferences in the Election for U.S. Senator from Wisconsin**

		Herb Kohl (D-i)	Robert Lorge (R)	Rae Vogeler (Grn)	Ben Glatzel (ind)	Don't Know	Refused	(N)
<b>Overall</b>		<b>69%</b>	<b>14%</b>	<b>2%</b>	<b>1%</b>	<b>13%</b>	<b>1%</b>	<b>(508)</b>
Voters	Registered to vote	72%	14%	2%	<1%	10%	1%	(452)
	Likely voters	73%	16%	2%	1%	7%	<1%	(266)
Gender	Men	68%	16%	2%	--	13%	1%	(249)
	Women	69%	12%	2%	3%	14%	<1%	(259)
Party ID	Democrats	96%	<1%	--	--	4%	--	(177)
	Republicans	41%	41%	3%	1%	13%	1%	(143)
	Independents & Others	63%	7%	3%	3%	22%	2%	(176)
Age	18-29	67%	12%	--	5%	17%	--	(111)
	30-44	65%	16%	2%	<1%	15%	2%	(138)
	45-59	68%	17%	3%	--	11%	1%	(143)
	60 and over	74%	11%	1%	1%	12%	1%	(116)
Education	High school graduate or less	72%	8%	2%	1%	17%	<1%	(185)
	Some college	64%	18%	1%	2%	13%	2%	(150)
	College graduate or more	68%	17%	3%	2%	9%	1%	(172)
The way things are going in the U.S.								
	Satisfied	53%	31%	1%	4%	10%	1%	(165)
	Dissatisfied	79%	6%	1%	--	13%	1%	(310)
The way things are going in WI								
	Satisfied	75%	11%	1%	2%	11%	<1%	(256)
	Dissatisfied	62%	20%	2%	--	15%	1%	(209)
Region	Milwaukee County*	82%	6%	2%	--	10%	--	(50)
	SE WI, w/o Milwaukee Co.*	55%	25%	1%	1%	18%	--	(75)
	SC WI, greater Madison area	77%	2%	1%	6%	12%	2%	(101)
	NE WI, Fox Valley/Green Bay	63%	13%	4%	--	18%	2%	(92)
	Northern Wisconsin*	66%	19%	1%	--	12%	2%	(75)
	Western Wisconsin	69%	18%	1%	1%	11%	--	(116)

*I=incumbent D = Democrat, R = Republican, Grn = WI Green Party, ind = independent*

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)



**Referendum to amend the WI State Constitution to make the legal definition of marriage be between one man and one woman and that a legal status identical or substantially similar to that of marriage for unmarried individuals shall not be valid or recognized**

		Favor	Oppose	Don't Know	Refused	(N)
<b>Overall</b>		<b>50%</b>	<b>44%</b>	<b>5%</b>	<b>&lt;1%</b>	<b>(508)</b>
Voters	Registered to vote	50%	46%	4%	--	(452)
	Likely voters	52%	45%	3%	--	(266)
Gender	Men	57%	40%	3%	--	(249)
	Women	44%	49%	7%	<1%	(259)
Party ID	Democrats	41%	55%	4%	--	(177)
	Republicans	79%	18%	2%	<1%	(143)
	Independents & Others	37%	55%	7%	1%	(176)
Age	18-29	49%	49%	2%	--	(111)
	30-44	46%	48%	6%	<1%	(138)
	45-59	52%	42%	5%	1%	(143)
	60 and over	55%	39%	6%	--	(116)
Education	High school graduate or less	58%	37%	5%	--	(185)
	Some college	49%	46%	5%	<1%	(150)
	College graduate or more	44%	51%	5%	--	(172)
Belief about the Bible:						
	As the actual word of God to be taken literally	77%	23%	--	--	(111)
	As the inspired word of God not to be taken literally	54%	46%	--	--	(267)
	As a book of fables and stories written by men	20%	80%	--	--	(85)
Know someone gay:						
	Yes	45%	55%	--	--	(306)
	No	68%	32%	--	--	(173)
Laws recognizing civil unions:						
	Approve	30%	70%	--	--	(258)
	Disapprove	83%	17%	--	--	(211)
Region	Milwaukee County*	56%	40%	4%	--	(50)
	SE WI, w/o Milwaukee Co.*	68%	26%	6%	--	(75)
	SC WI, greater Madison area	33%	64%	3%	--	(101)
	NE WI, Fox Valley/Green Bay	43%	49%	7%	1%	(92)
	Northern Wisconsin*	58%	33%	8%	1%	(75)
	Western Wisconsin	52%	44%	4%	--	(116)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**Advisory referendum to enact the death penalty for persons convicted of first-degree intentional homicide, if the conviction is supported by DNA evidence**

		Favor	Oppose	Don't Know	Refused	(N)
<b>Overall</b>		<b>59%</b>	<b>38%</b>	<b>2%</b>	<b>1%</b>	<b>(508)</b>
Voters	Registered to vote	57%	39%	3%	1%	(452)
	Likely voters	51%	44%	3%	2%	(266)
Gender	Men	61%	37%	1%	<1%	(249)
	Women	56%	39%	3%	2%	(259)
Party ID	Democrats	52%	44%	1%	2%	(177)
	Republicans	69%	26%	4%	1%	(143)
	Independents & Others	58%	40%	2%	<1%	(176)
Age	18-29	65%	33%	--	2%	(111)
	30-44	62%	34%	3%	--	(138)
	45-59	57%	40%	2%	1%	(143)
	60 and over	50%	44%	5%	1%	(116)
Education	High school graduate or less	65%	32%	2%	1%	(185)
	Some college	66%	32%	1%	1%	(150)
	College graduate or more	45%	50%	3%	2%	(172)
Belief about the Bible:						
	As the actual word of God to be taken literally	58%	36%	3%	3%	(118)
	As the inspired word of God not to be taken literally	62%	35%	2%	1%	(279)
	As a book of fables and stories written by men	54%	42%	4%	0%	(92)
Better penalty for murder:						
	Death penalty	95%	3%	1%	1%	(223)
	Life in prison with absolutely no chance for parole	29%	69%	2%	--	(262)
Region	Milwaukee County*	64%	34%	--	2%	(50)
	SE WI, w/o Milwaukee Co.*	60%	36%	4%	--	(75)
	SC WI, greater Madison area	42%	57%	1%	--	(101)
	NE WI, Fox Valley/Green Bay	52%	40%	4%	4%	(92)
	Northern Wisconsin*	67%	30%	3%	--	(75)
	Western Wisconsin	69%	28%	3%	--	(116)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

## SURVEY QUESTION WORDING

- GNS01A In general, are you satisfied or dissatisfied with the way things are going in **the United States** today?
- GNS01B Would you say you are very [satisfied/dissatisfied] or are you only somewhat [satisfied/dissatisfied]?
- GWS01A In general, are you satisfied or dissatisfied with the way things are going in **Wisconsin** today?
- GWS01B Would you say you are very [satisfied/dissatisfied] or are you only somewhat [satisfied/dissatisfied]?
- JOB\_02 How would you rate the job Herb Kohl is doing as Senator of Wisconsin?  
Excellent, good, fair, or poor?
- JOB\_03 How would you rate the job Russ Feingold is doing as Senator of Wisconsin?  
Excellent, good, fair, or poor?
- JOB\_04 How would you rate the job Jim Doyle is doing as Governor of Wisconsin?  
Excellent, good, fair, or poor?
- 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**
- 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**
- 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**
- 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**
- 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**
- 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**
- ELEC21 [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.] **Robert Gerald Lorge**
- ELEC22 [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.] **Nelson Eisman**
- ELEC99 Up to now, how much have you thought about the upcoming election on November 7, 2006?  
A lot, some, only a little, or none at all?
- 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?
- ELEC11A [Jim Doyle is the Democratic candidate for Governor, /Mark Green is the Republican candidate for Governor,] and Nelson Eisman is the Wisconsin Green Party candidate for Governor this year. As of now, do you prefer [Jim Doyle, /Mark Green,] or Nelson Eisman? [Two major party candidate names rotated randomly]
- GOV02A Would you say you are strongly for [Jim Doyle/Mark Green/Nelson Eisman] or not so strongly for him? [Candidate name inserted based on choice in question ELEC11A]

- 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?
- ELEC31 [Kathleen Falk is the Democratic candidate for Attorney General, and J.B. Van Hollen is the Republican candidate for Attorney General this year. As of now, do you prefer Kathleen Falk or J.B. Van Hollen? / J.B. Van Hollen is the Republican candidate for Attorney General, and Kathleen Falk is the Democratic candidate for Attorney General this year. As of now, do you prefer J.B. Van Hollen or Kathleen Falk?] [Two candidate names rotated randomly]
- ELEC35 Would you say you are strongly for [Kathleen Falk/J.B. Van Hollen] or not so strongly for [her/him]? [Candidate name and gender inserted based on choice in question ELEC31]
- [Questions GOV15A through GOV36 presented in random order]
- GOV15A [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, Nelson Eisman, all of them, or none of them?]  
**Understands the problems ordinary people face.**
- GOV20A [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, Nelson Eisman, all of them, or none of them?]  
**Will balance the state budget.**
- GOV21 [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, Nelson Eisman, all of them, or none of them?]  
**Will protect the environment.**
- GOV22 [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, Nelson Eisman, all of them, or none of them?]  
**Will keep taxes down from ordinary Wisconsin residents.**
- GOV35 [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, Nelson Eisman, all of them, or none of them?]  
**Will impress access to health care.**
- GOV36 [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, Nelson Eisman, all of them, or none of them?]  
**Will help create jobs in Wisconsin.**
- 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?
- 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?
- SEN03A Would you say you are strongly for [Herb Kohl/Robert Gerald Lorge/Rae Vogeler/Ben Glatzel] or not so strongly for [her/him]? [Candidate name and gender inserted based on choice in question SEN01]
- SEN02A [Herb Kohl is the Democratic candidate for U.S. Senator, /Robert Gerald Lorge is the Republican candidate for U.S. Senator,] Rae Vogeler is the Wisconsin Green Party candidate, and Ben Glatzel is an independent candidate for U.S. Senator this year. As of now, do you prefer [Herb Kohl, /Robert Gerald Lorge,] Rae Vogeler, or Ben Glatzel? [Two major party candidate names rotated randomly]
- ETHICS05 How much attention have you been paying to the recent reports of scandals in **Wisconsin**, such as state employees campaigning on state time, and the misuse of state resources for personal or political purposes? A lot of attention, some, only a little, or none at all?
- ETHICS07 Do you think the overall level of ethics and honesty in the **state government** has risen, fallen or stayed the same with Doyle as governor?

ETHICS08 Which political party, if either, do you think is more to blame for these problems in the **state government**? The Republicans, the Democrats, both equally, or is neither really to blame?

GAY07 Do you approve or disapprove of laws allowing homosexual people to marry members of their own sex?

GAY08A And how about civil unions, where [same sex] couples can register partnerships that give them most of the legal advantages husbands and wives now have. Do you approve or disapprove of laws recognizing civil unions between people? ["same sex" was randomly inserted into the question GAY08A]

GAY20 The ballot this November contains a referendum proposing a state constitutional amendment on the issue of gay marriage and civil unions. The referendum proposes that: "Only a marriage between one man and one woman shall be valid or recognized as a marriage in this state. A legal status identical or substantially similar to that of marriage for unmarried individuals shall not be valid or recognized in this state." Do you favor or oppose this referendum?

CAPPUN15A The ballot this November contains an advisory referendum that will **not** directly make any change in the law. The Legislature and the Governor are **not** legally bound by the results of this advisory referendum. The advisory referendum question is: "Should the death penalty be enacted in the state of Wisconsin for cases involving a person who is convicted of first-degree intentional homicide, if the conviction is supported by DNA evidence?" Do you favor or oppose this referendum?

CAPPUN16 If you could choose between the following two approaches, which do you think is the better penalty for murder: [the death penalty or life imprisonment with absolutely no possibility of parole / life imprisonment with absolutely no possibility of parole or the death penalty]?

QD03 Are you currently registered to vote in Wisconsin?

VOTEPL Do you happen to know where people who live in your neighborhood go to vote?

VOTEDPL Have you ever voted in your precinct or election district?

Q2004V Did you vote in the last presidential election in November 2004?

Q2002V Did you vote in the last Wisconsin gubernatorial election in November 2002?

Q2006VLK Would you say you are very likely, somewhat likely, somewhat unlikely, or very unlikely to cast a ballot on November 7, 2006?

MIPWI02 If you had to say, which of the following issues do you think is **the MOST** important issue facing the people of Wisconsin heading into the election? The situation in Iraq, Crime, The economy and jobs, Terrorism, Taxes, Immigration, Gas and oil prices, Research using stem cells, Health care, Education, Amending the State Constitution to define marriage, Corruption, or is it something else? [The first twelve issues were randomly rotated, with "or is it something else?" always presented last]

GAY30 Do you have any family members or personally know someone who is gay?

REGIL20 Which of the following statements comes closest to describing your views about the Bible?  
The Bible is the actual word of God and is to be taken literally, word for word.  
The Bible is the inspired word of God, but not everything in it should be taken literally.  
OR, The Bible is an ancient book of fables, legends, history, and moral precepts recorded by man.

### 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 Chad J. Kniss, 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 October 18 and October 26, 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 (weighted on gender and age groups).