



Badger Poll™ #24, Release #1
University of Wisconsin Survey Center
University of Wisconsin Madison
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A FIRST LOOK AT PUBLIC OPINION IN WISCONSIN ON THE 2008 PRESIDENTIAL RACE

With just over 16 months until Election Day 2008 and approximately eight months before the Wisconsin presidential primary, the most recent Badger Poll asked Wisconsinites about their early thoughts and impressions on the 2008 presidential race.

- Even though Election Day 2008 is still more than 16 months away, nearly 60% of Wisconsinites have given at least some thought to the candidates who may be running for President – and 20% say they have given them a lot of thought already.
- Two-thirds of Wisconsin residents think that it will make a lot of difference who is elected President next year, suggesting that most Wisconsinites see the upcoming election as an important event.
- When asked whether or not they have a partisan preference for who is elected President next year 43% of Wisconsinites said they have no preference, while 33% preferred a Democrat and 22% preferred a Republican.
- Among Republicans in Wisconsin, national front-runner Rudy Giuliani has the highest net favorability at 64%, followed by Tommy Thompson at 58%, John McCain at 16% and Mitt Romney at 4%.
- Among Democrats in Wisconsin, Hillary Clinton and Al Gore enjoy the highest net favorability at 60% and 62% respectively. They are followed by Barack Obama at 57% and John Edwards at 54%.

- Among independents and Wisconsinites affiliated with other political parties only four candidates have a net favorable rating – Rudy Giuliani 22%, Barack Obama 19%, Tommy Thompson 16%, and John McCain 9%.
- Hillary Clinton, Al Gore, Mitt Romney and John Edwards all currently have a negative net favorability rating among independents and those affiliated with other political parties, meaning more people in this sub-group have unfavorable impressions of them than have favorable impressions.

Additional results and analysis are presented below.

WISCONSINITES' EARLY THOUGHTS AND IMPRESSIONS OF THE 2008 PRESIDENTIAL RACE

Amount of thought given to candidates running for President in 2008

Even though there are nearly eight months until Wisconsinites cast a ballot in the presidential primary, nearly 60% of Wisconsinites have given at least some thought to the candidates who may be running for President – and 20% say they have given them a lot of thought already. Among the Wisconsin residents most attentive to politics – likely voters and likely primary voters – one-quarter and one-third respectively said they have given “a lot” of thought about the candidates running.

		Amount of Thought about the Candidates Who Maybe Running for President in 2008						
		A lot	Some	Only a little	None at all	Don't Know	Refused	(N)
Overall		20%	39%	26%	15%	--	--	(502)
Voters	Likely voters in 2008	27%	41%	23%	9%	--	--	(353)
	Likely voters in WI Primary	35%	39%	19%	6%	--	--	(212)
Gender	Men	22%	33%	26%	19%	--	--	(227)
	Women	19%	44%	27%	11%	--	--	(275)
Party ID	Democrats	26%	45%	21%	8%	--	--	(156)
	Republicans	21%	37%	27%	15%	--	--	(114)
	Independents & Others	15%	36%	30%	19%	--	--	(221)
Age	18-29*	17%	32%	26%	25%	--	--	(34)
	30-44	13%	37%	31%	19%	--	--	(105)
	45-59	22%	43%	27%	8%	--	--	(166)
	60 and over	29%	41%	22%	8%	--	--	(197)
Education	High school graduate or less	16%	32%	31%	20%	--	--	(204)
	Some college	19%	42%	22%	17%	--	--	(125)
	College graduate or more	26%	44%	24%	6%	--	--	(172)

(*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation.)

Not surprisingly, Democrats and Republicans have thought more about the candidates running than have independents and others affiliated with a minor political party. 71% of Democrats say they have thought some or a lot about the candidates and 58% of Republicans say they have thought some or a lot about the candidates, compared to only 51% of independents and others affiliated with a minor political party.

Amount of difference it makes who is elected President in 2008

Overall, two-thirds of Wisconsinites say that who is elected President next year will make a lot of difference. As expected those who participate in the political process more often are more likely to give this response.

- 73% of women in Wisconsin say that who is elected President next year will make a lot of difference compared to 60% of men.
- 76% of college graduates say that who is elected President next year will make a lot of difference compared to only 59% of those who have not attended college.
- Democrats (81%) and Republicans (71%) are more likely to say that who is elected President next year will make a lot of difference than non-partisans and those affiliated with a minor political party (57%).

		Amount of Difference it Makes Who Gets Elected President Next Year							
		A lot	Some	Only a little	None at all	Don't Know	Refused	(N)	
Overall		66%	23%	7%	4%	<1%	--	(502)	
Voters	Likely voters in 2008	72%	20%	5%	2%	1%	--	(353)	
	Likely voters in WI Primary	78%	14%	6%	2%	--	--	(212)	
Gender	Men	60%	24%	10%	6%	<1%	--	(227)	
	Women	73%	21%	5%	1%	--	--	(275)	
Party ID	Democrats	81%	15%	1%	3%	--	--	(156)	
	Republicans	71%	26%	3%	--	--	--	(114)	
	Independents & Others	57%	25%	11%	6%	--	--	(221)	
Age	18-29*	58%	30%	7%	5%	--	--	(34)	
	30-44	65%	21%	7%	7%	--	--	(105)	
	45-59	69%	23%	7%	1%	<1%	--	(166)	
	60 and over	72%	18%	8%	2%	--	--	(197)	
Education	High school graduate or less	59%	26%	8%	7%	--	--	(204)	
	Some college	64%	25%	9%	2%	<1%	--	(125)	
	College graduate or more	76%	18%	5%	1%	--	--	(172)	

(*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation.)

General partisan preference for President in 2008

With over 16 months to go until Election Day 2008, a plurality of Wisconsinites (43%) report that they do not have a political preference for who should be elected President. However, as expected partisans aligned with one of the two major parties overwhelmingly prefer that a candidate from their own party be elected President – 89% of Democrats would prefer to see a Democrat elected and 71% of Republicans would prefer to see a Republican elected. Additionally, women were more likely to say that they preferred to see a Democrat elected President (38%) than men (28%), but among women there is no scientific difference between the percent who prefer a Democrat and the percent who say they have no preference. The results from this most recent Badger Poll suggest that neither of the major political parties has a hold on Wisconsin's electoral votes in 2008.

		Partisan Preference for President in 2008						(N)
		Democrat	Republican	No Preference	Other Party	Don't Know	Refused	
Overall		33%	22%	43%	1%	--	1%	(502)
Voters	Likely voters in 2008	34%	24%	40%	1%	--	1%	(353)
	Likely voters in WI Primary	34%	27%	37%	1%	--	--	(212)
Gender	Men	28%	21%	49%	1%	--	<1%	(227)
	Women	38%	22%	37%	1%	--	2%	(275)
Party ID	Democrats	89%	--	11%	--	--	--	(156)
	Republicans	4%	71%	24%	--	--	--	(114)
	Independents & Others	15%	11%	72%	2%	--	--	(221)
Age	18-29*	35%	24%	41%	--	--	--	(34)
	30-44	30%	18%	49%	2%	--	1%	(105)
	45-59	32%	21%	46%	1%	--	<1%	(166)
	60 and over	36%	25%	37%	1%	--	2%	(197)
Education	High school graduate or less	30%	17%	52%	1%	--	1%	(204)
	Some college	35%	24%	37%	3%	--	1%	(125)
	College graduate or more	35%	26%	38%	<1%	--	<1%	(172)

(*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation.)

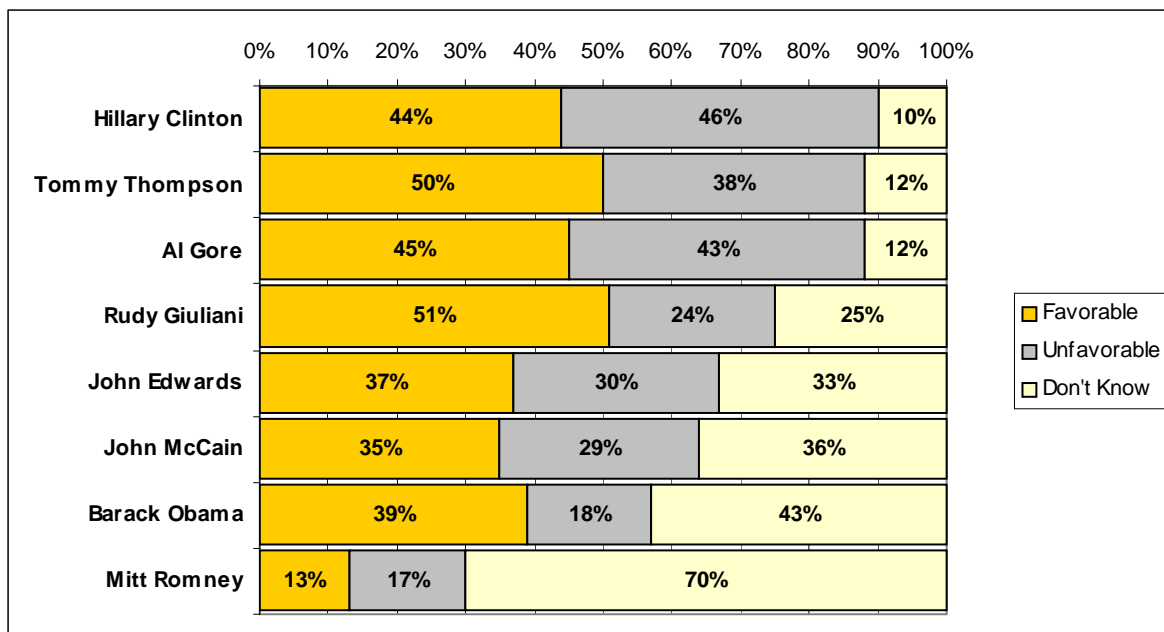
IMPRESSIONS OF THE FRONT RUNNERS FOR THE MAJOR PARTY NOMINATIONS FOR PRESIDENT

Rather than look for a winner or the “leader” of the pack at a time so distant from the primaries when so much change is still possible, the most recent Badger Poll asked respondents about their general impressions of seven declared candidates for President and one potential candidate. Among the ten declared candidates for the Republican nomination, Wisconsinites were asked about front-runners Rudy Giuliani, John McCain, and Mitt Romney as well as former Wisconsin Governor Tommy Thompson. Among the seven declared candidates for the Democratic nomination we asked about front-runners Hillary Clinton, John Edwards, and Barack Obama, as well as another potential candidate, former Vice President Al Gore.

The list below shows these seven candidates and Al Gore ranked by the percentage of all Wisconsinites who were able to give a general impression of each person. The only candidate who less than half of respondents had an impression of is former Massachusetts Governor Mitt Romney.

Possible Candidate	Percent who gave an impression
Hillary Clinton	90%
Tommy Thompson	88%
Al Gore	88%
Rudy Giuliani	75%
John Edwards	67%
John McCain	64%
Barack Obama	57%
Mitt Romney	30%
(N)	(502)

The chart below shows the percentage of all Wisconsin residents who hold a favorable and an unfavorable impression of the eight potential candidates, as well as the percent that said they did not know enough to give an impression.



The first thing that stands out is that five of the candidates need to increase the public's knowledge about themselves (Giuliana, McCain, Edwards, Obama, and Romney). Wisconsinites' impressions of these five candidates are the most likely to change over the course of the campaign as they learn more about each person.

The table below shows the net favorability rating among all Wisconsinites for each of the eight candidates ranked from highest favorability rating to lowest. The net favorability is the percentage favorable impression minus the percentage of unfavorable impression. For six of the eight candidates the percentage of Wisconsinites who still do not know enough about each candidate to have an impression is larger than each candidate's net favorability.

Possible Candidates	Net Favorability
Rudy Giuliani	27%
Barack Obama	21%
Tommy Thompson	12%
John Edwards	7%
John McCain	6%
Al Gore	2%
Hillary Clinton	-2%
Mitt Romney	-4%

Impressions of the Front Runners for the Republican Nomination for President

According to the most recent Badger Poll 75% or more of Wisconsinites have an impression of Tommy Thompson and Rudy Giuliani and on balance the impressions they have are more favorable than unfavorable. However, for both Thompson and Giuliani the ratio of residents who don't have an impression is nearly as large as the net favorability. John McCain has a slight net favorable impression, but over one-third of Wisconsinites said they don't know enough to have an impression one way or the other. For Mitt Romney, only about 30% of Wisconsinites have an impression and on balance it is slightly unfavorable.

Looking at opinion among Republicans and Republican leaning independents, the Badger Poll finds that at least 80% have an impression of Giuliani and Thompson, with impressions of both candidates having a relatively large net favorability. Just over two-thirds of Republicans and leaners have an impression of John McCain and on balance the net favorability is only 15 percentage points – much lower than Thompson or Giuliani. About 8 months before the Wisconsin presidential primary, Mitt Romney fairs even worse. Less than half of Republicans and Republican leaners in Wisconsin have an impression of Romney and those that have an impression are nearly split on favorability. A very similar pattern is found when looking at only self-identified Republicans on the top of the next page.

Republican/Republican Leaners Impressions of Four of the Republican Candidates						
	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Tommy Thompson	65%	23%	12%	--	88%	42%
Rudy Giuliani	68%	12%	20%	--	80%	56%
John McCain	42%	27%	31%	--	69%	15%
Mitt Romney	20%	15%	65%	--	35%	5%

(N=199)

Only Republican Impressions of Four of the Republican Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Tommy Thompson	75%	17%	8%	--	92%	58%
Rudy Giuliani	77%	13%	10%	--	90%	64%
John McCain	42%	26%	32%	--	68%	16%
Mitt Romney	23%	19%	58%	--	42%	4%

(N=114)

Among self-identified Republicans, Rudy Giuliani has a nearly 6 to 1 ratio of favorable to unfavorable impressions. Former Wisconsin Governor Tommy Thompson has a nearly 4.5 to 1 ratio, while John McCain and Mitt Romney are much closer to equal ratios of favorable and unfavorable impressions.

The Badger Poll finds that a majority of all independents in the state have an impression of only three of these four Republican candidates. Only 24% of independents said they knew enough to have an impression of Mitt Romney, compared to 82% for Tommy Thompson, 68% for Rudy Giuliani and 61% for John McCain. Mitt Romney is also the only one of these four Republican candidates that does not have a positive net favorability rating among Independents in Wisconsin.

All Independents' Impressions of the Republican Party Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Tommy Thompson	49%	33%	18%	--	82%	16%
Rudy Giuliani	45%	23%	32%	--	68%	22%
John McCain	35%	26%	39%	<1%	61%	9%
Mitt Romney	11%	13%	76%	<1%	24%	-2%

(N=221)

Impressions of the Front Runners for the Democratic Nomination for President

As displayed on the results shown on pages 5 and 6, when asked about the three front-runners for the Democratic Nomination and potential candidate former Vice President Al Gore, a majority of all Wisconsin residents have an impression of all four. Over 85% of Wisconsin residents have a general impression about Hillary Clinton (90%) and Al Gore (88%), but both people have a near even split of favorable and unfavorable impressions. Two-thirds of Wisconsin residents have an impression of John Edwards that is on balance slightly favorable. The junior U.S. Senator from Illinois, Barack Obama, is the least well known among the Democratic candidates included on this Badger Poll, but still 57% of Wisconsin residents to have an impression and overall the ratio of favorable to unfavorable impressions on Obama is approximately 2 to 1.

Looking at opinion among Democrats and Democratic leaning independents Hillary Clinton and Al Gore essentially tie for the amount of respondents who have an impression of each. However, Al Gore has a larger net favorability among this sub-group of Wisconsin residents (57%) while Hillary Clinton and John Edwards have the same level of net favorability at 47% and 48% respectively. Barack Obama has a 55% net favorability rating from this sub-group on the same level as that of Al Gore.

Democrats/Democratic Leaners Impressions of Three of the Democratic Candidates and Al Gore

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Al Gore	74%	17%	9%	--	91%	57%
Hillary Clinton	69%	22%	10%	--	90%	47%
John Edwards	59%	11%	30%	<1%	70%	48%
Barack Obama	62%	7%	31%	--	69%	55%

(N=223)

Looking only at the opinions of self-identified Democrats, The Badger Poll finds a similar pattern as above. Both Hillary Clinton and John Edwards, however, appear to be more favorably viewed by partisan Democrats than Democratic leaners. At least 90% of Wisconsin Democrats have an impression of Hillary Clinton and Al Gore. Both enjoy approximately 5 to 1 ratios of favorable impressions to unfavorable impressions. John Edwards is less well known among Wisconsin Democrats, but he enjoys over a 6 to 1 ratio of favorable impressions to unfavorable impressions. Barack Obama is the least known, but he enjoys the largest ratio of favorable impressions to unfavorable impressions – roughly 12 to 1.

Only Democratic Impressions of Three of the Democratic Candidates and Al Gore

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Hillary Clinton	76%	16%	8%	--	92%	60%
Al Gore	76%	14%	10%	--	90%	62%
John Edwards	64%	10%	26%	--	74%	54%
Barack Obama	62%	5%	33%	--	67%	57%

(N=156)

The Badger Poll finds that a majority of independents in the state have an impression of these four possible Democratic candidates. Only one candidate – Barack Obama – has a positive net favorability rating at 19%. Among independents in Wisconsin, Clinton and Gore are both well known and currently

lack much of a favorable appeal, while John Edwards is less well known with nearly equal percentages of Independents who view him favorably and unfavorably.

All Independents' Impressions of the Democratic Party Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Hillary Clinton	34%	53%	13%	--	87%	-19%
Al Gore	39%	47%	14%	1%	86%	-8%
John Edwards	29%	30%	41%	<1%	59%	-1%
Barack Obama	37%	18%	45%	--	55%	19%

(N=221)

The Badger Poll has previously polled Wisconsinites on only two of the eight possible candidates mentioned above – John Edwards and Al Gore. As one might suspect, many more Wisconsinites in the summer of 2007 recognize and hold an impression of John Edwards than did the last time he was included in the Badger Poll in January 2004. During the elapsed time both the favorable and the unfavorable impressions of John Edwards have increased. While more Wisconsinites have an impression of John Edwards now than in 2004, his net favorability rating has gone from 13% in January 2004 to 7% in June 2007.

Trend of Wisconsinites' Impressions of John Edwards				
	June '07	Jan. '04	Dec. '03	Oct. '03
Favorable Impression	37%	25%	8%	7%
Unfavorable Impression	30%	12%	13%	8%
Don't Know	33%	63%	80%	85%
Refused	<1%	--	<1%	<1%
N	(502)	(502)	(510)	(511)

The last time the Badger Poll asked about Al Gore was in the fall of 2003 when 79% of Wisconsinites said they had either a favorable or unfavorable impression of him -- currently that number is 88%. Further, three and one-half years go Al Gore's net favorability rating among Wisconsinites was -13%, now it is 2%. This suggests that Wisconsinites' impression of Al Gore has improved somewhat, but underlying this improvement is the finding that the former Vice President has nearly equal percentages of Wisconsin residents who have a favorable opinion and an unfavorable opinion of him.

Trend of Wisconsinites' Impressions of Al Gore		
	June '07	Oct. '03
Favorable Impression	45%	33%
Unfavorable Impression	43%	46%
Don't Know	12%	21%
Refused	<1%	1%
N	(502)	(511)

APPENDIX:

		Impression of Former Vice President Al Gore				(N)
		Favorable	Unfavorable	Don't Know	Refused	
Overall		45%	43%	12%	<1%	(502)
Voters	Likely voters in 2008	44%	45%	10%	<1%	(353)
Gender	Men	40%	47%	12%	<1%	(227)
	Women	49%	39%	12%	--	(275)
Party ID	Democrats	76%	14%	10%	--	(156)
	Republicans	20%	71%	9%	--	(114)
	Independents & Others	39%	47%	14%	<1%	(221)
Age	18-29*	53%	32%	15%	--	(34)
	30-44	49%	40%	11%	--	(105)
	45-59	39%	49%	11%	1%	(166)
	60 and over	38%	51%	11%	--	(197)
Education	High school graduate or less	41%	43%	16%	--	(204)
	Some college	45%	42%	12%	1%	(125)
	College graduate or more	49%	44%	7%	--	(172)

		Impression of Former Senator John Edwards				(N)
		Favorable	Unfavorable	Don't Know	Refused	
Overall		37%	30%	33%	<1%	(502)
Voters	Likely voters in 2008	37%	34%	29%	<1%	(353)
Gender	Men	29%	33%	38%	--	(227)
	Women	45%	26%	29%	<1%	(275)
Party ID	Democrats	64%	10%	26%	--	(156)
	Republicans	21%	51%	28%	--	(114)
	Independents & Others	29%	30%	41%	<1%	(221)
Age	18-29*	34%	22%	44%	--	(34)
	30-44	37%	29%	34%	--	(105)
	45-59	39%	31%	30%	--	(166)
	60 and over	38%	35%	26%	1%	(197)
Education	High school graduate or less	30%	27%	43%	<1%	(204)
	Some college	43%	28%	28%	1%	(125)
	College graduate or more	42%	33%	25%	--	(172)

(*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation.)

		Impression of Senator Barack Obama				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		39%	18%	43%	--	(502)
Voters	Likely voters in 2008	46%	20%	34%	--	(353)
Gender	Men	38%	24%	38%	--	(227)
	Women	40%	12%	48%	--	(275)
Party ID	Democrats	62%	5%	33%	--	(156)
	Republicans	19%	35%	47%	--	(114)
	Independents & Others	37%	18%	45%	--	(221)
Age	18-29*	26%	10%	64%	--	(34)
	30-44	43%	22%	35%	--	(105)
	45-59	43%	17%	40%	--	(166)
	60 and over	42%	23%	35%	--	(197)
Education	High school graduate or less	29%	17%	54%	--	(204)
	Some college	40%	20%	40%	--	(125)
	College graduate or more	51%	18%	31%	--	(172)

		Impression of Former New York City Mayor Rudy Giuliani				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		51%	24%	25%	<1%	(502)
Voters	Likely voters in 2008	49%	31%	20%	<1%	(353)
Gender	Men	49%	31%	21%	--	(227)
	Women	55%	17%	28%	<1%	(275)
Party ID	Democrats	39%	36%	25%	--	(156)
	Republicans	77%	13%	10%	--	(114)
	Independents & Others	45%	23%	32%	--	(221)
Age	18-29*	48%	11%	41%	--	(34)
	30-44	59%	21%	20%	--	(105)
	45-59	50%	31%	19%	--	(166)
	60 and over	47%	32%	21%	<1%	(197)
Education	High school graduate or less	49%	19%	32%	<1%	(204)
	Some college	51%	25%	24%	--	(125)
	College graduate or more	55%	29%	16%	--	(172)

(*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation.)

		Impression of Senator Hillary Clinton				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		44%	46%	10%	--	(502)
Voters	Likely voters in 2008	43%	50%	7%	--	(353)
Gender	Men	29%	58%	13%	--	(227)
	Women	58%	35%	7%	--	(275)
Party ID	Democrats	76%	16%	8%	--	(156)
	Republicans	24%	72%	4%	--	(114)
	Independents & Others	34%	53%	13%	--	(221)
Age	18-29*	43%	42%	15%	--	(34)
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Education	High school graduate or less	43%	44%	13%	--	(204)
	Some college	35%	53%	12%	--	(125)
	College graduate or more	51%	44%	5%	--	(172)

		Impression of Senator John McCain				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		35%	29%	36%	<1%	(502)
Voters	Likely voters in 2008	39%	31%	30%	<1%	(353)
Gender	Men	38%	30%	32%	--	(227)
	Women	32%	28%	39%	1%	(275)
Party ID	Democrats	28%	38%	33%	--	(156)
	Republicans	42%	26%	32%	--	(114)
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Age	18-29*	28%	26%	46%	--	(34)
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	College graduate or more	51%	30%	19%	<1%	(172)

(*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation.)

		Impression of Former Wisconsin Governor Tommy Thompson				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		50%	38%	12%	--	(502)
Voters	Likely voters in 2008	51%	39%	10%	--	(353)
Gender	Men	57%	34%	9%	--	(227)
	Women	44%	41%	15%	--	(275)
Party ID	Democrats	33%	60%	7%	--	(156)
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	Independents & Others	49%	33%	18%	--	(221)
Age	18-29*	42%	32%	26%	--	(34)
	30-44	59%	31%	10%	--	(105)
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	60 and over	47%	46%	7%	--	(197)
Education	High school graduate or less	50%	36%	14%	--	(204)
	Some college	60%	30%	10%	--	(125)
	College graduate or more	44%	44%	12%	--	(172)

		Impression of Former Massachusetts Governor Mitt Romney				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		13%	17%	70%	<1%	(502)
Voters	Likely voters in 2008	17%	19%	64%	<1%	(353)
Gender	Men	16%	19%	65%	--	(227)
	Women	10%	16%	74%	<1%	(275)
Party ID	Democrats	9%	22%	69%	--	(156)
	Republicans	23%	19%	58%	--	(114)
	Independents & Others	11%	13%	76%	<1%	(221)
Age	18-29*	7%	14%	79%	--	(34)
	30-44	7%	15%	78%	--	(105)
	45-59	14%	20%	66%	--	(166)
	60 and over	23%	19%	57%	1%	(197)
Education	High school graduate or less	6%	13%	81%	<1%	(204)
	Some college	10%	19%	71%	--	(125)
	College graduate or more	23%	21%	56%	--	(172)

(*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation.)

SURVEY QUESTION WORDING

[Questions VOTE04 through FAVR06 presented in random order]

- VOTE04 [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.]
Former Vice President Al Gore
- VOTE10 [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.]
Former Senator John Edwards
- FAVR01 [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.] **Senator Barack Obama**
- FAVR02 [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.]
Former New York City Mayor Rudy Giuliani
- FAVR03 [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.] **Senator Hillary Clinton**
- FAVR04 [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.] **Senator John McCain**
- FAVR05 [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.]
Former Wisconsin Governor Tommy Thompson
- FAVR06 [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.]
Former Massachusetts Governor Mitt Romney
- VOTE01A How much thought, if any, have you given to the candidates who may be running for president in 2008? A lot, some, only a little, or none at all?
- Q2008PV Do you plan to vote in the Wisconsin presidential primary in February 2008?
- VOTE27 How much difference do you think it makes who gets elected President next year? A lot, some, only a little, or none at all?
- VOTE28 In general, would you prefer to have a [Democrat / Republican] or a [Republican / Democrat] elected president next year, or do you not have a preference? [Two major parties rotated randomly]
- QD03 Are you currently registered to vote in Wisconsin?
- VOTE29 Which of the following best describes your voting habits? You don't usually vote; you tend to vote more in major races, such as for president or Congress; you try to vote in every election, but don't always find the time; or you vote in every election - referenda, primaries, and general elections?

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 502 persons who were randomly chosen within households with working landline telephone numbers and interviewed between June 7 and June 15, 2007, inclusive. During this time period, the UWSC made over 18,000 phone calls to 2,964 telephone numbers. All telephone numbers were randomly generated by computer. The UWSC made up to 10 attempts on each number in order to confirm if it was a residential number, select an eligible respondent and/or to convert first time refusals. Approximately 46% of the 502 interviews were completed in the first four days of calling.

Theoretically, results from this survey have a "margin of error" of a little over +/- 4%. This means that, had we asked every resident 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 to reflect statewide gender and age groups).