



Badger Poll™ #25, Release #1
University of Wisconsin Survey Center
University of Wisconsin Madison
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NOTE: When using material from this release please cite the Badger Poll™ conducted by the University of Wisconsin Survey Center. Poll results compiled by Chad J. Kniss, Project Director, UW Survey Center. ckniss@ssc.wisc.edu (office phone: 608.262.4157)

Questions about Poll content and results can be directed to:
Professor Katherine Cramer Walsh, Department of Political Science
kwalsh2@wisc.edu (cell: 608.347.8528 or office: 608.265.3679)

WISCONSINITES' OPINIONS ON THE 2008 PRESIDENTIAL RACE AS 2007 DRAWS TO A CLOSE

With just under one year until Election Day 2008 and approximately two months before the Wisconsin presidential primaries, the most recent Badger Poll asked Wisconsinites about their early thoughts and impressions on the 2008 presidential race.

- Even though Election Day 2008 is just under one year from now, nearly 69% of Wisconsinites have given at least some thought to the candidates who may be running for President – and 31% say they have given them a lot of thought already.
- When asked to choose between a Democrat or a Republican for President next year, 47% of Wisconsinites said they would choose a Democrat, while 39% would choose a Republican and 13% said they would choose a candidate from neither party.
- Among Republicans and Republican leaning independents there is no clear favorite to be the Republican nominee for President. 30% would vote for Fred Thompson, 25% for Rudy Giuliani, 15% for John McCain, 8% for Mike Huckabee and 5% for Mitt Romney ($N=174$). *All other candidates received less than 5%.*
- Among Democrats and Democratic leaning independents there is not a clear favorite to be the Democratic Party's nominee for President. 39% would vote for Hillary Clinton, 26% for Barack Obama, 15% for John Edwards, 4% Bill Richardson ($N=260$). *All other candidates received less than 4%.*
- Among all independents and Wisconsinites affiliated with other political parties only Hillary Clinton has a negative net favorability rating (of -8%), meaning more people have an unfavorable opinion than a favorable opinion of her.

- John McCain, Rudy Giuliani, John Edward, and Barack Obama enjoy net favorability ratings of over 20 percentage points among all independents and Wisconsinites affiliated with other political parties.

Additional results and analysis are presented below.

WISCONSINITES' EARLY THOUGHTS ON THE 2008 PRESIDENTIAL RACE

Amount of thought given to candidates running for President in 2008

About two months before the Wisconsin Presidential Primaries, just over two-thirds of Wisconsinites have given at least some thought to the candidates who may be running for President – and 31% say they have given them a lot of thought already. Among the Wisconsin residents most attentive to politics – likely voters and likely primary voters – approximately 40% 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		31%	38%	22%	8%	--	<1%	(507)
Voters	Likely voters in 2008	39%	38%	17%	6%	--	<1%	(364)
	Likely voters in WI Primary	40%	37%	15%	8%	--	<1%	(208)
Gender	Men	28%	41%	24%	7%	--	<1%	(215)
	Women	35%	36%	20%	9%	--	--	(292)
Party ID	Democrats	34%	41%	19%	7%	--	--	(184)
	Republicans	43%	33%	18%	6%	--	<1%	(114)
	Independents & Others	22%	40%	28%	11%	--	--	(188)
Age	18-29*	54%	23%	12%	10%	--	--	(36)
	30-44	16%	47%	30%	8%	--	--	(94)
	45-59	25%	46%	23%	6%	--	<1%	(182)
	60 and over	36%	34%	21%	9%	--	--	(195)
Education	High school graduate or less	21%	34%	27%	17%	--	<1%	(183)
	Some college	37%	41%	18%	4%	--	--	(138)
	College graduate or more	35%	40%	21%	4%	--	--	(183)

(*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. 75% of Democrats say they have thought some or a lot about the candidates and 76% of Republicans say they have thought some or a lot about the candidates, compared to only 62% of independents and others affiliated with a minor political party.

Amount of difference it makes who is elected President in 2008

Nearly 75% 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.

		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		73%	17%	7%	1%	1%	<1%	(507)	
Voters	Likely voters in 2008	77%	15%	8%	<1%	1%	--	(364)	
	Likely voters in WI Primary	81%	12%	6%	--	1%	--	(208)	
Gender	Men	71%	18%	10%	1%	<1%	<1%	(215)	
	Women	75%	17%	5%	2%	1%	<1%	(292)	
Party ID	Democrats	73%	20%	7%	1%	--	--	(184)	
	Republicans	80%	13%	6%	--	1%	--	(114)	
	Independents & Others	70%	19%	8%	3%	<1%	--	(188)	
Age	18-29*	78%	16%	6%	--	--	--	(36)	
	30-44	62%	26%	9%	2%	--	1%	(94)	
	45-59	77%	14%	6%	2%	1%	--	(182)	
	60 and over	77%	12%	8%	1%	2%	--	(195)	
Education	High school graduate or less	62%	23%	10%	3%	1%	1%	(183)	
	Some college	77%	14%	7%	2%	<1%	--	(138)	
	College graduate or more	79%	16%	5%	--	--	--	(183)	

(*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 just under one year to go until Election Day 2008, a plurality of Wisconsinites (40%) report that they do not have a political preference for who should be elected President – nearly unchanged since this past June (40%).

		Partisan Preference for President in 2008						(N)
		Democrat	Republican	No Preference	Other Party	Don't Know	Refused	
Overall		32%	26%	40%	1%	--	1%	(507)
Voters	Likely voters in 2008	32%	31%	35%	1%	--	1%	(364)
	Likely voters in WI Primary	43%	23%	32%	--	--	2%	(208)
Gender	Men	30%	24%	45%	2%	--	--	(215)
	Women	35%	27%	35%	<1%	--	2%	(292)
Party ID	Democrats	81%	1%	18%	--	--	--	(184)
	Republicans	--	78%	21%	1%	--	--	(114)
	Independents & Others	15%	10%	73%	2%	--	<1%	(188)
Age	18-29*	21%	45%	34%	--	--	--	(36)
	30-44	34%	23%	40%	2%	--	1%	(94)
	45-59	30%	20%	47%	1%	--	2%	(182)
	60 and over	44%	19%	35%	1%	--	1%	(195)
Education	High school graduate or less	34%	16%	45%	3%	--	2%	(183)
	Some college	24%	42%	34%	--	--	<1%	(138)
	College graduate or more	40%	18%	40%	<1%	--	1%	(183)

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However, when those respondents who originally said they had no preference were asked if they **had** to choose between a Democrat or a Republican next year that 40% declines to just 13%. Once those who originally said they have no preference are forced to choose a party, 47% of Wisconsinites would prefer to have a Democrat elected President, compared to 39% who would prefer a Republican.

(see table on next page)

Partisan Preference for President in 2008 after forcing no preference to choose

		Democrat	Republican	Neither	Don't Know	Refused	(N)
Overall		47%	39%	13%	--	1%	(507)
Voters	Likely voters in 2008	47%	40%	12%	--	1%	(364)
	Likely voters in WI Primary	56%	30%	12%	--	2%	(208)
Gender	Men	48%	37%	14%	--	--	(215)
	Women	45%	41%	12%	--	2%	(292)
Party ID	Democrats	98%	1%	1%	--	--	(184)
	Republicans	1%	96%	3%	--	--	(114)
	Independents & Others	38%	33%	28%	--	<1%	(188)
Age	18-29*	38%	56%	7%	--	--	(36)
	30-44	48%	39%	12%	--	1%	(94)
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	Some college	37%	52%	11%	--	<1%	(138)
	College graduate or more	54%	35%	10%	--	1%	(183)

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Who Wisconsinites Like to See Elected President in 2008

When asked if there is any one person that Wisconsin residents would like to see elected President next year, approximately one-half named one person they would like to see elected. The table below shows the results among those Wisconsinites that have a preference for a specific person to be the next President.

Person Like to See Elected President in 2008	
	number of mentions
Hillary Clinton	84
Barack Obama	39
John Edwards	19
Rudy Giuliani	13
Fred Thompson	9
John McCain	8
Dennis Kucinich	8
Ron Paul	7
Mike Huckabee	6
Joe Biden	4
Bill Richardson	3
Mitt Romney	3
Ross Perot	2
Tommy Thompson	2
<i>all other singular mentions</i>	<i>11</i>
President George W. Bush	1
V.P. Dick Cheney	1
Former President Bill Clinton	1
Former V.P. Al Gore	1
Chris Dodd	1
Russ Feingold	1
Sam Brownback	1
Senator Hutchinson	1
FDR	1
JFK	1
Brett Favre	1
(N=237)	

IMPRESSIONS OF FIVE REPUBLICAN AND FIVE DEMOCRATIC CANDIDATES FOR PRESIDENT

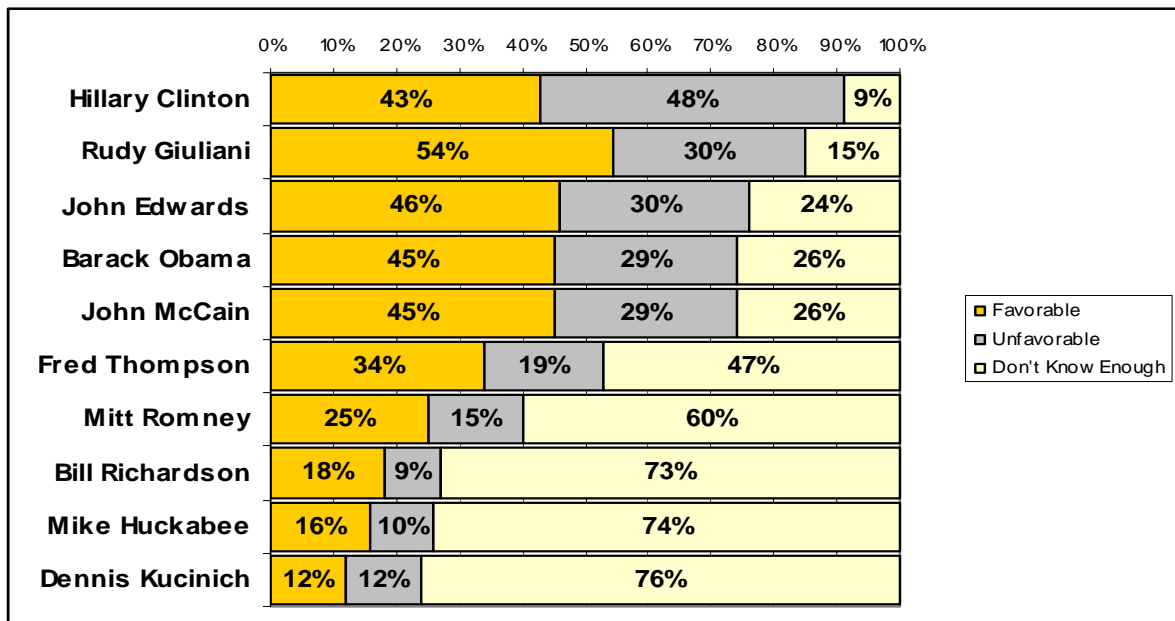
The most recent Badger Poll asked respondents about their general impressions of ten declared candidates for President. Among the eight declared candidates for the Republican nomination, Wisconsinites were asked about front-runners Rudy Giuliani, Mike Huckabee, Fred Thompson, John McCain, and Mitt Romney. Among the seven declared candidates for the Democratic nomination we asked about front-runners Hillary Clinton, John Edwards, and Barack Obama, as well as New Mexico Governor Bill Richardson and Ohio Congressman Dennis Kucinich.

The list below shows these ten candidates ranked by the percentage of all Wisconsinites who were able give a general impression of each person. The only candidates who less than half of respondents had an impression of were Mitt Romney, Bill Richardson, Mike Huckabee, and Dennis Kucinich.

Candidate	Percent who gave an impression
Hillary Clinton	91%
Rudy Giuliani	85%
John Edwards	75%
Barack Obama	74%
John McCain	74%
Fred Thompson	53%
Mitt Romney	40%
Bill Richardson	27%
Mike Huckabee	26%
Dennis Kucinich	23%

(N=507)

The chart below shows the percentage of all Wisconsin residents who hold a favorable and an unfavorable impression of the ten 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 there are only six candidates for whom a majority of Wisconsinites thought they know enough about to give an impression. Hillary Clinton and Rudy Giuliani lead the pack with over 90% and 80% (respectively) of Wisconsinites who have an impression of them. Four candidates are not yet known well enough by most Wisconsinites to even have a basic opinion about whether they favor them or not – Romney, Richardson, Huckabee, and Kucinich.

The table below shows the net favorability rating among all Wisconsinites for each of the ten candidates ranked from highest favorability rating to lowest. The net favorability is the percentage favorable impression minus the percentage of unfavorable impression. For nine of these ten 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 or unfavorability.

Candidates	Net Favorability	
	Fall 2007	June 2007
Rudy Giuliani	24%	27%
John Edwards	16%	7%
Barack Obama	16%	21%
John McCain	16%	6%
Fred Thompson	15%	n/a
Mitt Romney	10%	-4%
Bill Richardson	9%	n/a
Mike Huckabee	6%	n/a
Dennis Kucinich	0%	n/a
Hillary Clinton	-5%	-2%
	(N=507)	(N=502)

Rudy Giuliani leads the list with the highest net favorability of the ten candidates included in the most recent Badger Poll. His net favorability has changed little over the past six months, remaining around 25%. Much the same can be said for Hillary Clinton, whose net favorability has changed little and remains a net negative – meaning more people have an unfavorable opinion of her than have a favorable opinion.

Impressions of the Front Runners for the Republican Nomination for President

According to the most recent Badger Poll the three most known candidates in Wisconsin for the Republican nomination for President are Rudy Giuliani, John McCain and Fred Thompson. All three also have a net positive favorability rating as well as do Mitt Romney and Mike Huckabee. However, only Rudy Giuliani has a net favorability rating larger than the ratio of residents who don't know enough about him.

Looking at opinion among Republicans and Republican leaning independents, the Badger Poll finds that at least 89% have an impression of Giuliani with a net favorability of 63 percentage points. Just over three-quarters of Republicans and Republican leaners have an impression of John McCain and on balance the net favorability is only 9 percentage points – much lower than Giuliani or Fred Thompson or Mitt Romney.

Over the past six months Mitt Romney has improved his standing among Republicans and Republican leaners. Currently 52% have an impression of him and on balance it is more positive than negative by 36 percentage points – that is up from only a 15 percentage net favorability rating in June.

While Former Tennessee Senator Fred Thompson was not included in the last Badger Poll in June 2007, he has entered the Republican race and Wisconsin residents have been paying attention -- 53% have an impression of him. Among Republicans and leaners 62% have an impression and on balance it is a favorable impression, by 44 percentage points.

Former Arkansas Governor Mike Huckabee has come up in the last month or two in national polls and standing, but he seems to not have made such a big impression in Wisconsin. Only 26% of respondents to the latest Badger Poll have an impression of him and even among those who lean toward or consider themselves Republicans that figure is not any higher. However, among those with an opinion, nearly four times as many hold a favorable opinion than unfavorable.

Republican/Republican Leaners' Impressions of the Top Five of the Republican Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Rudy Giuliani	76%	13%	11%	--	89%	63%
Fred Thompson	53%	9%	38%	--	62%	44%
Mitt Romney	44%	8%	48%	--	52%	36%
Mike Huckabee	22%	5%	73%	--	27%	17%
John McCain	43%	34%	23%	--	77%	9%

(N=174)

Republican Impressions of the Top Five Republican Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Rudy Giuliani	78%	12%	10%	--	90%	66%
Fred Thompson	57%	10%	33%	--	67%	47%
Mitt Romney	52%	8%	40%	--	60%	44%
Mike Huckabee	22%	4%	74%	--	26%	18%
John McCain	35%	44%	21%	--	79%	-9%

(N=114)

Among self-identified Republicans, Rudy Giuliani has a 6.5 to 1 ratio of favorable to unfavorable impressions. Fred Thompson's is 5.7 to 1, Mitt Romney's is 6.5 to 1 and Mike Huckabee's is 5.5 to 1. John McCain however, has a negative net favorability among self-identified Republicans.

The Badger Poll finds that a majority of all independents in the state have an impression of two of the top five Republican candidates – Rudy Giuliani (87%) and John McCain (74%). Only 23% of independents said they knew enough to have an impression of Mike Huckabee, compared to 34% for Mitt Romney, and 45% for Fred Thompson. Among all self-identified independents, John McCain has the highest net favorability ratio at 2.7 to 1 with Giuliani next at 1.9 to 1.

All Independents' Impressions of the Top Five Republican Party Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
Rudy Giuliani	54%	29%	16%	1%	87%	25%
Fred Thompson	26%	19%	55%	<1%	45%	7%
Mitt Romney	18%	16%	66%	--	34%	2%
Mike Huckabee	13%	10%	77%	--	23%	3%
John McCain	54%	20%	26%	--	74%	34%

(N=188)

The date for Wisconsin's Presidential primaries is not until February 19, 2008, two weeks after the February 5th Super Tuesday so Wisconsin may play virtually no role in the nominating process if it is wrapped up before the 19th or we may still yet have a role to play if the candidates split the contests in the big states before than. The latest Badger Poll asked all Republicans and Republican leaning independents who they would vote for if the Republican Primary were held now. The top two vote getters were Fred Thompson and Rudy Giuliani, with John McCain coming in third.

Republican Nomination Contest

<i>Candidate Like to See Nominated</i>	
Fred Thompson	30%
Rudy Giuliani	25%
John McCain	15%
Mike Huckabee	8%
Mitt Romney	5%
Ron Paul	4%
*	
Don't Know	5%

* (all other candidates less than 1%)

[#NOTE: Asked only of Republicans and Republican Leaning Independents

(N=174)

Impressions of the Front Runners for the Democratic Nomination for President

As displayed in the results shown on pages 7 and 8, when asked about the three front-runners for the Democratic Nomination and candidates Bill Richardson and Dennis Kucinich over 90% of Wisconsinites have a general impression about Hillary Clinton (91%) with a near even split of favorable and unfavorable impressions. Approximately three-quarters of Wisconsinites also have impressions of Illinois Senator Barack Obama and former North Carolina Senator and Vice Presidential candidate John Edwards. Both Obama and Edwards have similar favorability ratings among Badger State residents as does Hillary Clinton; however, both have significantly lower levels of unfavorability.

Overall, large majorities of Wisconsinites say they do not know enough to give an opinion about New Mexico Governor Bill Richardson or Ohio Congressman Dennis Kucinich.

Looking at opinion among Democrats and Democratic leaning independents Hillary Clinton has the highest percent of respondents who have an impression while similar levels of Democrats and leaners have an impression of John Edwards and Barack Obama. Among these top three candidates for the Democratic nomination Edwards has the highest net favorability rating at 54% followed by Clinton and Obama at 45% and 43% respectively.

Democrats & Democratic Leaners' Impressions of Five of the Democratic Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
John Edwards	64%	10%	26%	--	74%	54%
Hillary Clinton	68%	23%	9%	--	91%	45%
Barack Obama	58%	15%	27%	--	73%	43%
Bill Richardson	27%	8%	65%	--	35%	19%
Dennis Kucinich	22%	10%	68%	--	32%	12%

(N=260)

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. Edwards enjoys over an 8 to 1 ratio of favorable impressions to unfavorable impressions among Wisconsin Democrats. Obama has a ratio of favorable impressions to unfavorable impressions of roughly 5 to 1, while Clinton's is about 4.25 to 1.

Only Democratic Impressions of Five of the Democratic Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
John Edwards	70%	8%	22%	--	78%	62%
Hillary Clinton	73%	17%	10%	--	90%	56%
Barack Obama	58%	12%	30%	--	70%	46%
Bill Richardson	27%	9%	64%	--	36%	16%
Dennis Kucinich	18%	9%	74%	--	26%	9%

(N=184)

The Badger Poll finds that a majority of all independents in the state have an impression of only the top three Democratic candidates. About 70% of independent Wisconsinites have impressions of Obama and Edwards and on balance they are viewed favorably by nearly twice as many independents than

those who view them unfavorably. For Hillary Clinton on the other hand, more independents have an unfavorable view of her than have a favorable view.

All Independents' Impressions of Five of the Democratic Party Candidates

	Favorable	Unfavorable	Don't Know	Refused	Have an Impression	Net Favorability
John Edwards	48%	24%	28%	<1%	72%	24%
Hillary Clinton	42%	50%	9%	--	91%	-8%
Barack Obama	50%	23%	27%	--	73%	27%
Bill Richardson	17%	10%	73%	--	27%	7%
Dennis Kucinich	14%	14%	72%	--	28%	0%

(N=188)

The date for Wisconsin's Presidential primaries is not until February 19, 2008, two weeks after the February 5th Super Tuesday so Wisconsin may play virtually no role in the nominating process if it is wrapped up before the 19th or we may still yet have a role to play if the candidates split the contests in the big states before then. The latest Badger Poll asked all Democrats and Democratic leaning independents who they would vote for if the Democratic Primary were held now. The top two vote getters were Hillary Clinton and Barack Obama, with John Edwards coming in third.

Democratic Nomination Contest

Candidate Like to See Nominated

Hillary Clinton	39%
Barack Obama	26%
John Edwards	15%
Bill Richardson	4%
Dennis Kucinich	3%
Joe Biden	2%
*	
Don't Know	6%

* (all other candidates less than 1%)

[#NOTE: Asked only of Democrats and Democratic Leaning Independents

(N=260)

APPENDIX:

		Impression of Former Senator Fred Thompson				(N)
		Favorable	Unfavorable	Don't Know	Refused	
Overall		34%	19%	47%	<1%	(507)
Voters	Likely voters in 2008	38%	21%	41%	<1%	(364)
Gender	Men	37%	20%	43%	<1%	(215)
	Women	30%	18%	52%	--	(292)
Party ID	Democrats	25%	27%	48%	--	(184)
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	Independents & Others	26%	19%	55%	<1%	(188)
Age	18-29*	61%	7%	32%	--	(36)
	30-44	25%	15%	60%	--	(94)
	45-59	27%	21%	52%	--	(182)
	60 and over	26%	32%	42%	<1%	(195)
Education	High school graduate or less	27%	15%	58%	<1%	(183)
	Some college	45%	15%	40%	--	(138)
	College graduate or more	28%	26%	46%	--	(183)

		Impression of Former Senator John Edwards				(N)
		Favorable	Unfavorable	Don't Know	Refused	
Overall		46%	30%	24%	<1%	(507)
Voters	Likely voters in 2008	47%	34%	19%	<1%	(364)
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	College graduate or more	56%	25%	19%	--	(183)

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		Impression of Senator Barack Obama				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		45%	29%	26%	--	(507)
Voters	Likely voters in 2008	48%	32%	20%	--	(364)
Gender	Men	48%	28%	24%	--	(215)
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	Some college	35%	43%	22%	--	(138)
	College graduate or more	67%	17%	16%	--	(183)

		Impression of Former New York City Mayor Rudy Giuliani				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		54%	30%	15%	<1%	(507)
Voters	Likely voters in 2008	53%	35%	12%	--	(364)
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	College graduate or more	53%	38%	9%	<1%	(183)

(*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		43%	48%	9%	<1%	(507)
Voters	Likely voters in 2008	42%	52%	6%	--	(364)
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	30-44	46%	45%	8%	1%	(94)
	45-59	43%	48%	9%	--	(182)
	60 and over	55%	38%	6%	--	(195)
Education	High school graduate or less	51%	35%	13%	1%	(183)
	Some college	33%	58%	9%	--	(138)
	College graduate or more	45%	50%	5%	--	(183)

		Impression of Senator John McCain				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		45%	29%	26%	<1%	(507)
Voters	Likely voters in 2008	46%	32%	22%	--	(364)
Gender	Men	54%	22%	24%	--	(215)
	Women	36%	35%	28%	<1%	(292)
Party ID	Democrats	44%	28%	28%	--	(184)
	Republicans	35%	44%	21%	--	(114)
	Independents & Others	54%	20%	26%	--	(188)
Age	18-29*	24%	56%	20%	--	(36)
	30-44	48%	18%	33%	1%	(94)
	45-59	53%	20%	27%	--	(182)
	60 and over	52%	26%	22%	--	(195)
Education	High school graduate or less	43%	19%	37%	1%	(183)
	Some college	28%	44%	28%	--	(138)
	College graduate or more	63%	23%	14%	--	(183)

(*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 Arkansas Governor Mike Huckabee				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		16%	10%	74%	--	(507)
Voters	Likely voters in 2008	19%	11%	71%	--	(364)
Gender	Men	21%	12%	67%	--	(215)
	Women	11%	9%	80%	--	(292)
Party ID	Democrats	14%	18%	68%	--	(184)
	Republicans	23%	4%	74%	--	(114)
	Independents & Others	13%	10%	77%	--	(188)
Age	18-29*	7%	7%	85%	--	(36)
	30-44	10%	8%	81%	--	(94)
	45-59	21%	11%	68%	--	(182)
	60 and over	24%	15%	61%	--	(195)
Education	High school graduate or less	14%	10%	75%	--	(183)
	Some college	9%	9%	81%	--	(138)
	College graduate or more	23%	12%	65%	--	(183)

		Impression of Former Massachusetts Governor Mitt Romney				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		25%	15%	60%	<1%	(507)
Voters	Likely voters in 2008	30%	18%	53%	<1%	(364)
Gender	Men	23%	18%	59%	--	(215)
	Women	27%	13%	60%	--	(292)
Party ID	Democrats	13%	22%	65%	--	(184)
	Republicans	52%	8%	40%	--	(114)
	Independents & Others	18%	15%	67%	--	(188)
Age	18-29*	45%	10%	45%	--	(36)
	30-44	14%	9%	77%	--	(94)
	45-59	21%	21%	58%	--	(182)
	60 and over	25%	21%	54%	--	(195)
Education	High school graduate or less	14%	12%	74%	--	(183)
	Some college	35%	12%	52%	--	(138)
	College graduate or more	26%	22%	53%	--	(183)

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

		Impression of New Mexico Governor Bill Richardson				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		18%	9%	73%	<1%	(507)
Voters	Likely voters in 2008	21%	10%	69%	--	(364)
Gender	Men	24%	12%	63%	--	(215)
	Women	12%	7%	81%	<1%	(292)
Party ID	Democrats	27%	9%	64%	--	(184)
	Republicans	9%	10%	81%	--	(114)
	Independents & Others	17%	10%	73%	--	(188)
Age	18-29*	19%	1%	79%	--	(36)
	30-44	14%	10%	75%	1%	(94)
	45-59	16%	11%	73%	--	(182)
	60 and over	23%	14%	63%	--	(195)
Education	High school graduate or less	15%	10%	75%	--	(183)
	Some college	14%	8%	78%	--	(138)
	College graduate or more	24%	11%	65%	--	(183)

		Impression of Ohio Congressman Dennis Kucinich				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		12%	12%	76%	<1%	(507)
Voters	Likely voters in 2008	14%	14%	73%	--	(364)
Gender	Men	16%	17%	67%	--	(215)
	Women	7%	7%	85%	<1%	(292)
Party ID	Democrats	18%	9%	73%	--	(184)
	Republicans	2%	14%	84%	--	(114)
	Independents & Others	14%	14%	72%	--	(188)
Age	18-29*	14%	<1%	86%	--	(36)
	30-44	8%	11%	80%	1%	(94)
	45-59	11%	18%	71%	--	(182)
	60 and over	14%	16%	70%	--	(195)
Education	High school graduate or less	6%	8%	86%	--	(183)
	Some college	8%	8%	84%	--	(138)
	College graduate or more	20%	18%	62%	--	(183)

(*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 FAVR10 presented in random order]

- 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**
- 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
- FAVR07 [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 Fred Thompson
- FAVR08 [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.]
New Mexico Governor Bill Richardson
- FAVR09 [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 Arkansas Governor Mike Huckabee
- FAVR10 [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.]
Ohio Congressman Dennis Kucinich
- VOTE01A How much thought, if any, have you given to the candidates who may be running for president in 2008? None at all, only a little, some, or a lot?
- Q2008PV How likely are you to vote in a Wisconsin presidential primary in February 2008? Would you say you are not at all likely, only a little likely, somewhat likely, quite likely, or extremely likely?
- VOTE27 How much difference do you think it makes who gets elected President next year? None at all, only a little, some, or a lot?
- 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? [#NOTE: Two major parties rotated randomly]
- VOTE28A [#NOTE: only asked to those who answered no preference, other party or don't know in 'VOTE28'] If you **had** to choose between a [Democrat / Republican] or a [Republican / Democrat] for president during next year's election which would you prefer - a [Democrat / Republican] or a [Republican / Democrat]? [#NOTE: Two major parties rotated randomly]

VOTE02A Is there any one person you would especially like to see elected President next year?

VOTE02 [#NOTE: only asked to respondents who said yes to 'VOTE02A'] Who would you like to see elected President next year? (INTERVIEWER: ASK LIKE AN OPEN-ENDED QUESTION, DO NOT READ OR GIVE ANY NAMES. IF R GIVES A NAME NOT ON THE SCREEN, ENTER (8) AND SPECIFY. IF YOU NEED TO ENTER A NAME UNDER (8), MAKE SURE TO GET BOTH FIRST AND LAST NAME)

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?

QD05 Generally speaking, do you consider yourself a Democrat, a Republican, an Independent, or something else?

QD05A [#NOTE: only asked if 'QD05' was Democrat or Republican] Would you call yourself a strong [democrat / republican] or a not very strong [democrat / republican]?

QD05B [#NOTE: only asked if 'QD05' was Independent or something else] Do you think of yourself as closer to the Republican or Democratic party?

VOTE22_D [#NOTE: only asked to Democrats and Democratic leaners]
If the Wisconsin **Democratic** Presidential Primary was held today which of the following candidates, if any, would you vote for: Joe Biden, Barack Obama, John Edwards, Hillary Clinton, Chris Dodd, Bill Richardson, Dennis Kucinich, or Mike Gravel? (IF NECESSARY: Which one, if any, would you most like to see get the Democratic nomination?) [#NOTE: order of candidate names was randomly drawn]

VOTE22_R [#NOTE: only asked to Republicans and Republican leaners]
If the Wisconsin **Republican** Presidential Primary was held today which of the following candidates, if any, would you vote for: Duncan Hunter, Mike Huckabee, Fred Thompson, Mitt Romney, Rudy Giuliani, Ron Paul, John McCain, or Tom Tancredo? (IF NECESSARY: Which one, if any, would you most like to see get the Republican nomination?) [#NOTE: order of candidate names was randomly drawn]

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 507 persons who were randomly chosen within households with working landline telephone numbers and interviewed between November 27 and December 5, 2007, inclusive. During this time period, the UWSC made over 14,500 phone calls to 2,950 telephone numbers. Calls were made between 9AM and 9PM Monday through Friday and between 10AM and 5PM on Saturday and from 12 noon to 9PM on Sunday. 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 57% of the 507 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).