



Badger Poll™ #26, Release #1
University of Wisconsin Survey Center
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WISCONSIN RESIDENTS' SENTIMENTS ON THE PRESIDENTIAL ELECTION

With roughly six months until Election Day 2008, the most recent Badger Poll asked Wisconsin Residents about their views on the presidential election. Below are the main results, with additional results and analysis on the following pages.

- In a head-to-head match-up John McCain received 47% to Hillary Clinton's 44%.
- In a head-to-head match-up Barack Obama received 48% to John McCain's 41%, both of these potential races are within the margin of error.
- **74%** said it makes "a lot" of difference who gets elected President this year
- **65%** said they have thought "a lot" about the candidates running for President, with just about six months to go until Election Day 2008.
- Badger State residents trust the Democratic Party to do a better job handling four major national issues – the economy (53%), foreign relations (52%), Iraq (45%) and corruption in Washington D.C. (45%). They give near equal trust to both Democrats and Republicans to handle immigration and the campaign on terrorism.
- **67%** Wisconsin residents are dissatisfied with the way things are going in the United States today, with nearly one-third very dissatisfied.
- **68%** said they disapprove of the way that George W. Bush is handling his job as president, with near one-half strongly disapproving.

WISCONSINITES' THOUGHTS ON THE 2008 PRESIDENTIAL RACE

With roughly six months until Election Day 2008, the most recent Badger Poll finds that approximately two-thirds of Wisconsin residents are dissatisfied with the way things are going in the United States today and roughly the same number say they disapprove of the way that George W. Bush is handling his job as president. It is in this context that the Badger Poll asked Wisconsinites about the 2008 presidential election.

Amount of thought given to candidates running for President in 2008

	April 2008	December 2007	June 2007
A lot	65%	31%	20%
Some	25%	38%	39%
Only a little	6%	22%	26%
None at all	4%	8%	15%
	(N = 521)	(N = 507)	(N = 502)

Nearly two-thirds of Wisconsinites say they have given a lot of thought to the candidates who are running for President this year. That number has more than doubled since early December of 2007 – not surprising since the Wisconsin Presidential Primaries were held in February and the national media has focused much of its time and attention on the race.

Amount of difference it makes who is elected President in 2008

	April 2008	December 2007	June 2007
A lot	74%	73%	66%
Some	18%	17%	23%
Only a little	4%	7%	7%
None at all	3%	1%	4%
	(N = 521)	(N = 507)	(N = 502)

What has not changed substantially is that the vast majority of Wisconsinites think that it will make a lot of difference who is elected President this year. The number has gone up slightly since early June of 2007, but even at that time two in three state residents said it makes a lot of difference who is elected president.

General Partisan Preferences on Six National Issues

When Wisconsinites were asked about their general partisan preference on six national issues, more chose the Democrats on four of the six (see the table below). For the remaining two issues – immigration and the campaign on terrorism – Badger state residents were about evenly split between the two major parties. On the four issues that Wisconsinites said Democrats were better able to dealing with, two had majorities – the economy (53%) and foreign relations (52%).

	Democrats	Both	Republicans	Neither	Don't Know	Refused
The situation in Iraq	45%	3%	25%	19%	7%	1%
The Economy	53%	1%	32%	8%	5%	1%
Immigration	38%	2%	41%	11%	7%	1%
Campaign on Terrorism	41%	3%	42%	7%	6%	1%
Foreign Relations	52%	3%	31%	7%	6%	1%
Corruption in Washington D.C.	45%	3%	25%	19%	7%	1%

(N = 521)

	Democrats			Republicans		
	April 2008	October 2006	June 2006	April 2008	October 2006	June 2006
The situation in Iraq	45%	43%	38%	25%	35%	37%
The Economy	53%	50%	47%	32%	36%	35%
Immigration	38%	45%	37%	41%	32%	34%
Campaign on Terrorism	41%	41%	36%	42%	38%	38%
Foreign Relations	52%	n/a	n/a	31%	n/a	n/a
Corruption in Washington D.C.	45%	43%	38%	25%	25%	23%

(N=521)

(N=508)

(N=508)

(N=521)

(N=508)

(N=508)

Impressions of the Candidates Running for President

The most recent Badger Poll asked respondents about their general impressions of the major party candidates for President as well as Ralph Nader. John McCain, Barack Obama and Hillary Clinton were included in past Badger Polls and that data is also shown below. Hillary Clinton is still the most recognized candidate with 86% of respondents reporting either a favorable or an unfavorable impression of her. Barack Obama is now almost as well recognized by Wisconsinites as Hillary Clinton (with a total of 80% of respondents stating a favorable or unfavorable impression). For the first time since he entered the race for President, the latest Badger Poll asked about Ralph Nader. Approximately one-half of Wisconsinites said they didn't know enough to have an opinion about Nader, but among those that do have an opinion, more have an unfavorable opinion of him.

	April 2008	December 2007	June 2007
Hillary Clinton	86%	91%	90%
Barack Obama	80%	74%	57%
John McCain	74%	74%	64%
Ralph Nader	49%	n/a	n/a
	(N = 521)	(N = 507)	(N = 502)

Among the three major party candidates for president, John McCain has the largest net favorability at 20%. The net favorability is the percentage favorable impression minus the percentage of unfavorable impression. Barack Obama still has a positive net favorability at 10%, but that has declined from 21% in early June of 2007 (see table below). Hillary Clinton's net favorability remains negative (-7%) and it has become increasingly negative since first included on the Badger Poll in early June 2007. For all of these candidates the percentage of Wisconsinites who still do not know enough about each of them is larger than each candidate's net favorability or unfavorability (see Appendix for results).

	April 2008	December 2007	June 2007
John McCain	20%	16%	6%
Barack Obama	10%	16%	21%
Hillary Clinton	-7%	-5%	-2%
Ralph Nader	-13%	n/a	n/a
	(N = 521)	(N = 507)	(N = 502)

Since not all adult residents in Wisconsin can or will vote in November the table on the next page shows the net favorability among those respondents who are most likely to cast a ballot. This table of likely voters looks very similar to that above for all respondents. Two differences stand out: John McCain has a higher net favorability at 27% and Hillary Clinton has a lower net

favorability at -10%. With six months left until Election Day 2008, John McCain is the most well liked of the three major party candidates.

Net Favorability Among Likely Voters			
	April 2008	December 2007	June 2007
John McCain	27%	14%	8%
Barack Obama	11%	16%	26%
Hillary Clinton	-10%	-7%	-7%
Ralph Nader	-20%	n/a	n/a
	(N = 345)	(N = 364)	(N = 353)

The tables below show the past results for the impressions of John McCain, Barack Obama and Hillary Clinton from the Badger Poll. To examine the impression for each candidate by key sub-groups of respondents see the appendix.

Impression of John McCain			
	April 2008	December 2007	June 2007
Favorable	47%	45%	35%
Unfavorable	27%	29%	29%
Don't know	25%	26%	36%
Refused	1%	<1%	<1%
	(N = 521)	(N = 507)	(N = 502)

Impression of Barack Obama			
	April 2008	December 2007	June 2007
Favorable	45%	45%	39%
Unfavorable	35%	29%	18%
Don't know	20%	26%	43%
Refused	<1%	--	--
	(N = 521)	(N = 507)	(N = 502)

Impression of Hillary Clinton			
	April 2008	December 2007	June 2007
Favorable	39%	43%	44%
Unfavorable	46%	48%	46%
Don't know	14%	9%	10%
Refused	<1%	<1%	--
	(N = 521)	(N = 507)	(N = 502)

Election Match-ups between John McCain and both Hillary Clinton and Barack Obama

According to the most recent Badger Poll if the general election for President were held in mid-April then the outcome would be very close regardless of which Democrat faces John McCain. In head-to-head match-ups with both Senator Hillary Clinton and Senator Barack Obama, none of the three candidates currently receives a majority of the vote.

In a possible general election match-up between Senator John McCain and Senator Hillary Clinton, Badger State residents are split 47% for McCain and 44% for Clinton, with 6% undecided. Looking at the results just among the residents who are most likely to cast a ballot in November, McCain's margin over Clinton grows from 3% to 6%, but that is well within the margin of error.

John McCain (R) vs. Hillary Clinton (D)			
	All Residents	Registered Voters	Likely Voters
John McCain (R)	47%	48%	47%
Hillary Clinton (D)	44%	43%	41%
Neither	3%	3%	3%
Undecided	6%	6%	8%
Refused	<1%	<1%	1%
(N)	(521)	(472)	(345)
Margin of Error	+/- 4.3%	+/- 4.5	+/- 5.3%

In a possible general election match-up between Senator John McCain and Senator Barack Obama, Wisconsin residents are split 48% for Obama and 41% for McCain, with 6% undecided. Looking at just those most likely to cast a ballot in November, Obama's margin over McCain shrinks from 7% to 4%. However both results are within the margin of error.

John McCain (R) vs. Barack Obama (D)			
	All Residents	Registered Voters	Likely Voters
Barack Obama (D)	48%	46%	47%
John McCain (R)	41%	42%	43%
Neither	4%	4%	3%
Undecided	6%	7%	6%
Refused	1%	1%	1%
(N)	(N=521)	(N=472)	(N=345)
Margin of Error	+/-4.3%	+/- 4.5%	+/- 5.3%

Since the margins between either McCain and Clinton or McCain and Obama are inside of the margin of error, there is no statistical significance about which candidate is leading.

The table below shows how all respondents answered both of the potential vote match-ups. The result of pairing the respondents' two vote choices is that approximately one-third of Wisconsinites would vote for John McCain regardless of who is the Democratic nominee, while another one-third of state residents would vote for the Democratic nominee regardless of whether it is Senator Hillary Clinton or Senator Barack Obama. There are approximately 19% of Wisconsin adults who changed the partisan nature of their vote depending on the outcome of the Democratic nominating contest.

Percentage of All Respondents Paired Choices for President

	Barack Obama	John McCain	Neither	Undecided	Refused
Hillary Clinton	33%	7%	2%	1%	--
John McCain	12%	33%	--	1%	--
Neither	1%	--	2%	--	--
Undecided	1%	1%	--	3%	--
Refused	--	--	--	--	1%

(N=521)

Whether the Democrats eventually nominate Hillary Clinton or Barack Obama, the base of support for either is similar however they are not exactly the same. While 75% of Hillary Clinton's voters said they would vote for Barack Obama if he was the Democratic nominee, 17% switched their vote to John McCain, 5% said they would not vote for either McCain or Obama and 3% said they were undecided. If Hillary Clinton is the Democratic nominee, 69% of Barack Obama's voters said they would vote for her over John McCain, while 25% switched votes to McCain, 3% said they would not vote for either McCain or Clinton and 3% said they were undecided.

APPENDIX:

		Impression of Senator Barack Obama				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		45%	35%	20%	<1%	(521)
Voters	Registered voters	45%	34%	20%	<1%	(472)
	Likely voters	47%	36%	16%	1%	(345)
Gender	Men	40%	38%	22%	--	(218)
	Women	50%	31%	18%	1%	(303)
Party ID	Democrats	64%	15%	21%	<1%	(185)
	Independents & Others	45%	31%	24%	<1%	(204)
	Republicans	25%	65%	10%	--	(127)
Age	18-29*	48%	38%	14%	--	(28)
	30-44	51%	27%	22%	--	(91)
	45-59	43%	36%	20%	1%	(191)
	60 and over	37%	40%	23%	<1%	(211)
Education	Never attended college	37%	33%	30%	--	(224)
	Some college	48%	35%	16%	1%	(136)
	College graduate	53%	37%	10%	<1%	(160)

		Impression of Senator Hillary Clinton				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		39%	46%	14%	<1%	(521)
Voters	Registered voters	39%	49%	11%	<1%	(472)
	Likely voters	41%	51%	7%	1%	(345)
Gender	Men	33%	53%	14%	--	(218)
	Women	45%	40%	14%	1%	(303)
Party ID	Democrats	63%	24%	12%	1%	(185)
	Independents & Others	36%	48%	16%	<1%	(204)
	Republicans	12%	73%	15%	--	(127)
Age	18-29*	52%	32%	16%	--	(28)
	30-44	30%	54%	16%	--	(91)
	45-59	36%	50%	13%	1%	(191)
	60 and over	40%	48%	11%	1%	(211)
Education	Never attended college	42%	35%	23%	--	(224)
	Some college	39%	49%	11%	1%	(136)
	College graduate	35%	60%	4%	1%	(160)

(*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 John McCain				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		47%	27%	25%	1%	(521)
Voters	Registered voters	48%	29%	22%	<1%	(472)
	Likely voters	55%	28%	16%	1%	(345)
Gender	Men	52%	26%	22%	--	(218)
	Women	42%	28%	29%	1%	(303)
Party ID	Democrats	25%	50%	24%	1%	(185)
	Independents & Others	42%	24%	34%	<1%	(204)
	Republicans	81%	5%	13%	--	(127)
Age	18-29*	43%	25%	32%	--	(28)
	30-44	49%	23%	28%	--	(91)
	45-59	46%	31%	21%	1%	(191)
	60 and over	49%	28%	22%	1%	(211)
Education	Never attended college	35%	31%	34%	--	(224)
	Some college	42%	26%	31%	1%	(136)
	College graduate	69%	23%	8%	<1%	(160)

		Impression of Ralph Nader				
		Favorable	Unfavorable	Don't Know	Refused	(N)
Overall		18%	31%	50%	1%	(521)
Voters	Registered voters	19%	33%	47%	1%	(472)
	Likely voters	23%	43%	33%	1%	(345)
Gender	Men	19%	36%	45%	<1%	(218)
	Women	18%	26%	55%	1%	(303)
Party ID	Democrats	14%	31%	52%	1%	(185)
	Independents & Others	22%	31%	47%	<1%	(204)
	Republicans	19%	33%	47%	1%	(127)
Age	18-29*	11%	21%	68%	--	(28)
	30-44	19%	21%	60%	--	(91)
	45-59	27%	32%	40%	1%	(191)
	60 and over	15%	50%	33%	2%	(211)
Education	Never attended college	12%	24%	64%	--	(224)
	Some college	20%	27%	52%	1%	(136)
	College graduate	25%	45%	29%	1%	(160)

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

Which party do you trust to do a better job handling...the situation in Iraq?

		Democrats	Both (vol.)	Republicans	Neither (vol.)	Don't Know	Refused	(N)
Overall		49%	1%	35%	8%	6%	1%	(521)
Voters	Registered voters	49%	1%	35%	9%	5%	1%	(472)
	Likely voters	49%	1%	36%	10%	3%	<1%	(345)
Gender	Men	48%	2%	39%	7%	3%	1%	(218)
	Women	49%	<1%	31%	9%	9%	1%	(303)
Party ID	Democrats	88%	--	4%	1%	6%	1%	(185)
	Independents & Others	41%	2%	28%	19%	8%	2%	(204)
	Republicans	14%	1%	81%	3%	--	1%	(127)
Age	18-29*	61%	--	25%	--	10%	4%	(28)
	30-44	42%	1%	43%	7%	6%	--	(91)
	45-59	46%	3%	37%	10%	4%	1%	(191)
	60 plus	47%	1%	32%	14%	4%	2%	(211)
Education	Never attended college	57%	2%	25%	6%	8%	1%	(224)
	Some college	45%	1%	37%	10%	5%	2%	(136)
	College graduate	40%	1%	45%	8%	5%	1%	(160)

Which party do you trust to do a better job handling ...the economy?

		Democrats	Both (vol.)	Republicans	Neither (vol.)	Don't Know	Refused	(N)
Overall		53%	1%	32%	8%	5%	1%	(521)
Voters	Registered voters	53%	1%	33%	8%	4%	1%	(472)
	Likely voters	48%	2%	36%	10%	4%	<1%	(345)
Gender	Men	52%	1%	36%	8%	3%	<1%	(218)
	Women	54%	1%	29%	7%	8%	1%	(303)
Party ID	Democrats	94%	--	2%	1%	3%	--	(185)
	Independents & Others	44%	2%	26%	19%	7%	1%	(204)
	Republicans	19%	2%	77%	1%	1%	--	(127)
Age	18-29*	60%	--	29%	--	11%	--	(28)
	30-44	50%	2%	40%	5%	3%	--	(91)
	45-59	49%	1%	33%	12%	4%	1%	(191)
	60 plus	55%	2%	26%	12%	3%	2%	(211)
Education	Never attended college	62%	1%	24%	7%	5%	1%	(224)
	Some college	53%	1%	34%	7%	5%	--	(136)
	College graduate	40%	2%	44%	8%	5%	1%	(160)

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

Which party do you trust to do a better job handling ...immigration?

		Democrats	Both (vol.)	Republicans	Neither (vol.)	Don't Know	Refused	(N)
Overall		38%	2%	41%	11%	7%	1%	(521)
Voters	Registered voters	37%	3%	41%	12%	6%	1%	(472)
	Likely voters	49%	3%	40%	13%	5%	<1%	(345)
Gender	Men	41%	1%	41%	12%	5%	<1%	(218)
	Women	36%	3%	40%	11%	9%	1%	(303)
Party ID	Democrats	70%	2%	20%	2%	5%	1%	(185)
	Independents & Others	30%	1%	37%	22%	9%	1%	(204)
	Republicans	13%	3%	72%	10%	2%	--	(127)
Age	18-29*	33%	--	54%	3%	10%	--	(28)
	30-44	39%	5%	44%	8%	4%	--	(91)
	45-59	41%	1%	36%	15%	6%	1%	(191)
	60 plus	40%	2%	29%	19%	8%	2%	(211)
Education	Never attended college	46%	3%	33%	9%	8%	1%	(224)
	Some college	26%	2%	52%	14%	6%	--	(136)
	College graduate	38%	2%	41%	12%	6%	1%	(160)

Which party do you trust to do a better job handling ...U.S. campaign on terrorism?

		Democrats	Both (vol.)	Republicans	Neither (vol.)	Don't Know	Refused	(N)
Overall		41%	3%	42%	7%	6%	1%	(521)
Voters	Registered voters	41%	3%	42%	7%	6%	1%	(472)
	Likely voters	38%	3%	45%	8%	4%	1%	(345)
Gender	Men	38%	2%	49%	7%	4%	<1%	(218)
	Women	44%	3%	36%	7%	9%	<1%	(303)
Party ID	Democrats	81%	2%	8%	3%	5%	--	(185)
	Independents & Others	29%	4%	41%	16%	9%	1%	(204)
	Republicans	11%	2%	86%	--	1%	--	(127)
Age	18-29*	61%	--	29%	--	10%	--	(28)
	30-44	36%	3%	52%	6%	3%	--	(91)
	45-59	35%	3%	47%	9%	5%	1%	(191)
	60 plus	39%	3%	38%	12%	7%	1%	(211)
Education	Never attended college	49%	4%	33%	5%	8%	1%	(224)
	Some college	34%	1%	52%	8%	5%	--	(136)
	College graduate	36%	3%	46%	8%	6%	1%	(160)

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

Which party do you trust to do a better job handling ...corruption in Washington D.C.?

		Democrats	Both (vol.)	Republicans	Neither (vol.)	Don't Know	Refused	(N)
Overall		45%	3%	25%	19%	7%	1%	(521)
Voters	Registered voters	45%	3%	24%	20%	7%	1%	(472)
	Likely voters	42%	5%	22%	25%	5%	1%	(345)
Gender	Men	44%	4%	26%	21%	5%	<1%	(218)
	Women	45%	3%	24%	17%	10%	1%	(303)
Party ID	Democrats	82%	1%	2%	9%	6%	--	(185)
	Independents & Others	32%	5%	19%	33%	10%	2%	(204)
	Republicans	20%	3%	60%	15%	3%	--	(127)
Age	18-29*	59%	--	27%	3%	11%	--	(28)
	30-44	43%	2%	29%	20%	6%	--	(91)
	45-59	40%	4%	23%	24%	8%	1%	(191)
	60 plus	39%	6%	18%	28%	7%	2%	(211)
Education	Never attended college	50%	4%	25%	11%	9%	1%	(224)
	Some college	42%	1%	28%	21%	7%	1%	(136)
	College graduate	39%	4%	20%	29%	7%	1%	(160)

Which party do you trust to do a better job handling ...foreign relations?

		Democrats	Both (vol.)	Republicans	Neither (vol.)	Don't Know	Refused	(N)
Overall		52%	3%	31%	7%	6%	1%	(521)
Voters	Registered voters	53%	4%	29%	8%	6%	1%	(472)
	Likely voters	52%	5%	30%	9%	4%	<1%	(345)
Gender	Men	54%	3%	30%	9%	4%	<1%	(218)
	Women	50%	4%	32%	5%	9%	<1%	(303)
Party ID	Democrats	87%	2%	6%	1%	5%	--	(185)
	Independents & Others	48%	4%	21%	17%	9%	1%	(204)
	Republicans	18%	4%	74%	3%	1%	--	(127)
Age	18-29*	62%	--	27%	--	11%	--	(28)
	30-44	47%	2%	38%	7%	6%	--	(91)
	45-59	51%	5%	28%	10%	5%	1%	(191)
	60 plus	47%	6%	29%	11%	6%	1%	(211)
Education	Never attended college	53%	4%	29%	6%	7%	1%	(224)
	Some college	51%	2%	32%	9%	6%	--	(136)
	College graduate	50%	3%	32%	8%	6%	1%	(160)

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

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		65%	25%	6%	4%	--	--	(521)
Voters	Registered to Vote	67%	25%	5%	3%	--	--	(472)
	Likely voters in November	79%	18%	2%	1%	--	--	(345)
Gender	Men	64%	25%	6%	5%	--	--	(218)
	Women	67%	26%	5%	2%	--	--	(303)
Party ID	Democrats	71%	20%	4%	5%	--	--	(185)
	Independents & Others	63%	26%	8%	3%	--	--	(204)
	Republicans	64%	28%	5%	3%	--	--	(127)
Age	18-29*	60%	34%	--	6%	--	--	(28)
	30-44	56%	27%	13%	3%	--	--	(91)
	45-59	72%	22%	3%	3%	--	--	(191)
	60 and over	74%	17%	6%	3%	--	--	(211)
Education	Never attended college	0%	0%	0%	0%	--	--	(224)
	Some college	0%	0%	0%	0%	--	--	(136)
	College graduate	0%	0%	0%	0%	--	--	(160)

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		74%	18%	4%	3%	<1%	--	(521)
Voters	Registered to Vote	75%	18%	4%	3%	<1%	--	(472)
	Likely voters in November	78%	16%	3%	2%	<1%	--	(345)
Gender	Men	70%	23%	4%	3%	<1%	--	(218)
	Women	78%	14%	4%	4%	<1%	--	(303)
Party ID	Democrats	81%	14%	2%	3%	--	--	(185)
	Independents & Others	65%	24%	5%	6%	<1%	--	(204)
	Republicans	76%	18%	4%	1%	--	--	(127)
Age	18-29*	89%	11%	--	--	--	--	(28)
	30-44	69%	24%	4%	3%	--	--	(91)
	45-59	70%	22%	3%	5%	--	--	(191)
	60 and over	72%	15%	8%	4%	1%	--	(211)
Education	Never attended college	0%	0%	0%	0%	0%	--	(224)
	Some college	0%	0%	0%	0%	0%	--	(136)
	College graduate	0%	0%	0%	0%	0%	--	(160)

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

Vote Choice if it is John McCain (R) vs. Hillary Clinton (D)

		John McCain	Hillary Clinton	Neither	Undecided	Don't Know	Refused	(N)
Overall		47%	44%	3%	5%	1%	<1%	(521)
Voters	Registered voters	48%	43%	3%	5%	1%	<1%	(472)
	Likely voters	47%	41%	3%	7%	1%	1%	(345)
Gender	Men	52%	39%	4%	4%	1%	<1%	(218)
	Women	41%	48%	2%	7%	1%	1%	(303)
Party ID	Democrats	16%	77%	1%	5%	1%	--	(185)
	Independents & Others	44%	38%	7%	9%	2%	<1%	(204)
	Republicans	89%	9%	--	1%	--	1%	(127)
Age	18-29*	43%	54%	--	3%	--	--	(28)
	30-44	52%	37%	3%	7%	1%	--	(91)
	45-59	45%	41%	5%	6%	2%	1%	(191)
	60 plus	45%	44%	3%	4%	2%	2%	(211)
Education	Never attended college	40%	52%	1%	5%	1%	1%	(224)
	Some college	50%	41%	5%	2%	1%	--	(136)
	College graduate	52%	35%	3%	8%	1%	1%	(160)

Vote Choice if it is John McCain (R) vs. Barack Obama (D)

		John McCain	Barack Obama	Neither	Undecided	Don't Know	Refused	(N)
Overall		41%	48%	4%	4%	2%	1%	(521)
Voters	Registered voters	42%	46%	4%	5%	2%	1%	(472)
	Likely voters	43%	47%	3%	6%	<1%	1%	(345)
Gender	Men	44%	47%	3%	3%	2%	<1%	(218)
	Women	38%	49%	5%	6%	1%	1%	(303)
Party ID	Democrats	15%	80%	2%	2%	--	1%	(185)
	Independents & Others	28%	52%	8%	10%	1%	1%	(204)
	Republicans	89%	9%	--	1%	--	1%	(127)
Age	18-29*	37%	56%	3%	--	4%	--	(28)
	30-44	45%	45%	1%	8%	1%	--	(91)
	45-59	36%	48%	8%	6%	1%	1%	(191)
	60 plus	47%	44%	2%	3%	1%	2%	(211)
Education	Never attended college	38%	50%	3%	4%	4%	1%	(224)
	Some college	38%	49%	6%	5%	1%	1%	(136)
	College graduate	48%	44%	2%	5%	--	1%	(160)

(*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

- GNS01A In general, are you satisfied or dissatisfied with the way things are going in the United States today?
- GNS01B [#NOTE: only asked if 'GNS01A' is satisfied or dissatisfied] Would you say you are very [satisfied/dissatisfied] or are you only somewhat [satisfied/dissatisfied]?
- [Questions FAVR01 through FAVR12 were asked in random order]
- 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**
- 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**
- FAVR12 [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.] **Ralph Nader**
- APP_01 Overall, do you approve or disapprove of the way George W. Bush is handling his job as president?
- APP_01A [#NOTE: only asked if 'APP_01' is satisfied or dissatisfied] Would you say you strongly [approve/disapprove] or do you only somewhat [approve/disapprove] of the way George W. Bush is handling his job as president?
- P20_intro For each of the following issues please tell me, whether you trust the [Democrats / Republicans] or the [Democrats / Republicans] to do a better job handling each. [#NOTE: The two political parties' names presented in random order]
- P20_1 The situation in Iraq?
P20_3 The economy?
P20_4 Immigration issues?
P20_5 The U.S. campaign against terrorism?
P20_7 Corruption in Washington D.C.?
P20_10 Relations with other countries.?
- 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?
- Q2008LV How likely is it that you will vote in the general election this coming November? Would you say it is not at all likely, only a little likely, somewhat likely, quite likely, or extremely likely?
- 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?
- 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?
- VOTE30_intro Thinking about the general election coming up in November of this year, the Republican nominee will be John McCain and the Democratic nominee has not yet been decided – it looks like either Senator Hillary Clinton or Senator Barack Obama will be the Democratic nominee. I will ask you about two possibilities for the general election in November.

[Questions VOTE30_A1 and VOTE30_A2 were asked in random order]

VOTE30_A1 [If Hillary Clinton were the Democratic nominee, and John McCain the Republican nominee / John McCain is the Republican nominee and if Hillary Clinton were the Democratic nominee] for whom would you vote for President of the United States if the election were held today? [#NOTE: Candidate names asked in random order]

VOTE30_A2 [If Barack Obama were the Democratic nominee, and John McCain the Republican nominee / John McCain is the Republican nominee and if Barack Obama were the Democratic nominee] for whom would you vote for President of the United States if the election were held today? [#NOTE: Candidate names asked in random order]

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 521 persons who were randomly chosen within households with working landline telephone numbers and interviewed between April 15 and April 24, 2008, inclusive. During this time period, the UWSC made just under 12,900 phone calls to 2,860 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 66% of the 521 interviews were completed in the first five 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).