



UW Badger Poll™ #28, 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 UW 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)

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BADGER STATE VIEWS ON THE NATION AND ON WISCONSIN

The most recent UW Badger Poll asked Wisconsin Residents about their general views on the way things are going in the nation and in Wisconsin and on the economy.

- Overall, 73% of Wisconsinites are dissatisfied with the way things are going in the U.S. today – only 24% are satisfied. However, the measure of satisfaction has increased 10 percentage points since the last UW Badger Poll in October 2008.
- 56% of state residents said they are dissatisfied with the way things are going in Wisconsin and 42% are satisfied. That is a near reversal since the UW Badger Poll in April of 2008 and a continued decline since last October.
- 86% of Wisconsin residents also said that the state is currently in bad times, a slight increase from the 78% who said the same last October.
- However, Wisconsinites are on the whole more optimistic about the economy of the state and the nation over the next 12 months than they were in April of 2008. 31% said they expected the economy in Wisconsin to improve and 36% said they expected the national economy to improve over the next 12 months. Both measures of economic expectations have improved since April of 2008, but the numbers for the state have only minimally increased since last October.

The recent UW Badger Poll also asked Badger State residents about their approval of the way Barack Obama is handling his job as President of the United States for the first time since taking office in January 2009. Overall, 63% of state residents approve of the job Barack Obama is doing (with 32% strongly approving and 31% only somewhat approving).

For trends of these questions see the tables on pages 2-5. For breakdowns by key sub-groups of respondents for (1) satisfaction in Wisconsin, (2) current economic conditions or (3) presidential approval see the three tables in the Appendix (pages 6-8). For more information about how this UW Badger Poll was conducted see the last page.

Satisfaction with the Way Things are Going in the Nation and in Wisconsin

Trend of Satisfaction with the Way Things are Going in the U.S. Today

	Satisfied	Mixed (vol.)	Dissatisfied	Don't Know	Refused	(N)
Spring '09	24%	3%	73%	<1%	--	(593)
Oct. '08	14%	5%	81%	<1%	<1%	(538)
April '08	23%	9%	67%	<1%	<1%	(521)
Dec. '07	29%	6%	65%	<1%	<1%	(507)
June '07	33%	4%	63%	<1%	--	(502)
Oct. '06	32%	5%	61%	2%	--	(508)

Trend of Satisfaction with the Way Things are Going in Wisconsin

	Satisfied	Mixed (vol.)	Dissatisfied	Don't Know	Refused	(N)
Spring '09	42%	2%	56%	<1%	--	(593)
Oct. '08	45%	5%	49%	1%	<1%	(538)
April '08	54%	4%	41%	1%	<1%	(521)
Dec. '07	48%	6%	45%	<1%	--	(507)
June '07	60%	2%	37%	1%	--	(502)
Oct. '06	51%	5%	41%	3%	<1%	(508)

Wisconsinites' Impressions on Economic Conditions

Trend of Perceptions of Economic Conditions in the State of Wisconsin							
	Good Times	Both Good & Bad (vol.)	Bad Times	Neither Good nor Bad (vol.)	Don't Know	Refused	(N)
Spring '09	10%	1%	86%	3%	<1%	0%	(593)
Oct. '08	12%	5%	78%	3%	2%	<1%	(538)
April '08	21%	7%	66%	4%	2%	0%	(521)
Dec. '07	34%	9%	41%	13%	4%	0%	(507)
June '07	50%	4%	40%	4%	2%	<1%	(502)

Trend for the Economic Outlook for Wisconsin over the Next 12 Months							
	Get Better	About the Same	Get Worse	Don't Know	Refused	(N)	
Spring '09	31%	43%	25%	<1%	--	(593)	
October '08	28%	42%	28%	2%	<1%	(538)	
April '08	15%	44%	40%	2%	--	(521)	
December '07	9%	57%	33%	--	--	(507)	
June '07	16%	69%	15%	--	--	(502)	
March '05	28%	44%	27%	1%	--	(501)	
September '04	33%	47%	13%	5%	1%	(508)	
Jan./Feb. '04	35%	48%	14%	3%	--	(502)	
May '03	44%	40%	14%	2%	--	(503)	
February '03	28%	47%	23%	2%	--	(504)	
September '02	28%	49%	18%	5%	--	(539)	
March '02	33%	41%	24%	2%	--	(597)	

Trend for the National Economic Outlook for the Next 12 Months						
	Get Better	About the Same	Get Worse	Don't Know	Refused	(N)
Spring '09	36%	37%	27%	<1%	--	(593)
October '08	28%	29%	42%	2%	--	(538)
April '08	19%	25%	55%	1%	<1%	(521)
December '07	12%	40%	48%	<1%	--	(507)
June '07	16%	45%	37%	1%	<1%	(502)
May '05	31%	42%	24%	3%	<1%	(509)
October '04	46%	33%	11%	9%	<1%	(545)
September '04	41%	38%	13%	7%	1%	(508)
April '04	44%	36%	17%	3%	--	(511)
March '04	43%	39%	18%	--	--	(500)
Jan./Feb. '04	50%	34%	13%	3%	--	(502)
August '03	44%	37%	17%	2%	--	(511)
February '03	33%	42%	23%	2%	<1%	(504)
January '03	33%	42%	23%	2%	1%	(514)
September '02	37%	41%	18%	4%	--	(539)
June '02	43%	46%	9%	2%	--	(524)
March '02	56%	31%	12%	1%	<1%	(597)

Badger State Residents' Approval of President Barack Obama

Approval Rating for President Barack H. Obama						
	Approve	Neither (vol.)	Disapprove	Don't Know	Refused	(N)
Spring '09	63%	4%	32%	<1%	1%	(593)

Trend in the Approval Rating for President George W. Bush						
	Approve	Neither (vol.)	Disapprove	Don't Know	Refused	(N)
Oct. '08	20%	2%	75%	1%	2%	(538)
April '08	29%	2%	68%	1%	<1%	(521)
Dec. '07	23%	3%	73%	1%	<1%	(507)
June '07	30%	1%	69%	<1%	--	(502)
Oct. '06	36%	2%	61%	<1%	1%	(508)

APPENDIX:

Satisfaction with the Way Things are Going in Wisconsin Today							
		Dissatisfied	Mixed (Vol.)	Satisfied	Don't Know	Refused	(N)
Overall		56%	2%	42%	<1%	--	(593)
Gender**	Men	65%	1%	34%	--	--	(251)
	Women	49%	2%	49%	<1%	--	(342)
Party ID**	Democrats	47%	2%	51%	--	--	(191)
	Independents & Others	61%	2%	37%	--	--	(228)
	Republicans	59%	2%	39%	--	--	(162)
Ages**	18 to 29*	41%	--	59%	--	--	(31)
	30 to 44	55%	1%	44%	--	--	(92)
	45 to 59	68%	2%	29%	1%	--	(204)
	60 and over	57%	4%	39%	--	--	(266)
Education	No college	57%	1%	42%	--	--	(241)
	Some college	52%	2%	46%	<1%	--	(176)
	College graduate	59%	2%	37%	--	--	(173)
Income	Under \$40,000	54%	1%	45%	--	--	(224)
	\$40,000 to \$80,000	56%	2%	42%	<1%	--	(187)
	Over \$80,000	61%	--	39%	--	--	(115)
Region**	Milwaukee County*	56%	--	44%	--	--	(64)
	SE WI, w/o Mil. Co.	58%	2%	40%	--	--	(94)
	SC WI, inc. Madison	49%	--	50%	1%	--	(113)
	NE WI, Fox Valley	72%	3%	25%	--	--	(112)
	NC Wisconsin	60%	1%	39%	--	--	(89)
	Western & NW Wisconsin	45%	2%	53%	--	--	(121)
Completion Dates	Before May 26th	52%	1%	47%	--	--	(182)
	May 26th to June 5th	58%	1%	41%	1%	--	(217)
	June 5th to 18th	60%	2%	38%	--	--	(194)

* 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.

** Notes statistically significant differences between groups of respondents.

Current Economic Conditions in Wisconsin								
		Good Times	Bad Times	Both Good & Bad (Vol.)	Neither (Vol.)	Don't Know	Refused	(N)
Overall		10%	86%	1%	3%	<1%	--	(593)
Gender	Men	11%	85%	1%	3%	<1%	--	(251)
	Women	9%	87%	2%	2%	<1%	--	(342)
Party ID	Democrats	7%	88%	1%	4%	--	---	(191)
	Independents & Others	12%	85%	1%	2%	--	--	(228)
	Republicans	11%	86%	2%	1%	<1%	--	(162)
Ages	18 to 29*	20%	74%	--	5%	--	--	(31)
	30 to 44	7%	88%	2%	3%	--	--	(92)
	45 to 59	7%	92%	<1%	1%	--	--	(204)
	60 and over	8%	87%	1%	2%	1%	--	(266)
Education	No college	11%	86%	1%	2%	<1%	--	(241)
	Some college	11%	88%	<1%	<1%	--	--	(176)
	College graduate	9%	84%	2%	5%	<1%	--	(173)
Income	Under \$40,000	9%	88%	1%	<1%	1%	--	(224)
	\$40,000 to \$80,000	8%	86%	1%	4%	--	--	(187)
	Over \$80,000	9%	89%	1%	1%	--	--	(115)
Region	Milwaukee County*	5%	91%	2%	2%	--	--	(64)
	SE WI, w/o Mil. Co.	11%	82%	1%	5%	--	--	(94)
	SC WI, inc. Madison	11%	88%	1%	--	--	--	(113)
	NE WI, Fox Valley	10%	87%	--	2%	1%	--	(112)
	NC Wisconsin	5%	94%	1%	--	--	--	(89)
	Western & NW WI	15%	76%	3%	5%	1%	--	(121)
Completion Dates	Before May 26th	11%	85%	2%	2%	<1%	--	(182)
	May 26th to June 5th	10%	86%	1%	3%	--	--	(217)
	June 5th to 18th	10%	87%	1%	2%	<1%	--	(194)

* 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.

** Notes statistically significant differences between groups of respondents.

Approval Rating for President Barack H. Obama

		Approve	Neither (vol.)	Disapprove	Don't Know	Refused	(N)
Overall		63%	4%	32%	<1%	1%	(593)
Gender**	Men	58%	4%	37%	--	1%	(251)
	Women	68%	4%	27%	1%	--	(342)
Party ID**	Democrats	97%	1%	2%	--	--	(191)
	Independents & Others	64%	7%	28%	--	1%	(228)
	Republicans	29%	3%	67%	1%	--	(162)
Ages	18 to 29*	80%	3%	17%	--	--	(31)
	30 to 44	56%	2%	41%	--	1%	(92)
	45 to 59	61%	5%	32%	1%	1%	(204)
	60 and over	60%	5%	34%	1%	--	(266)
Education**	No college	69%	6%	24%	--	1%	(241)
	Some college	62%	2%	35%	1%	--	(176)
	College graduate	57%	3%	38%	1%	1%	(173)
Income**	Under \$40,000	74%	5%	20%	1%	--	(224)
	\$40,000 to \$80,000	61%	2%	35%	1%	1%	(187)
	Over \$80,000	61%	3%	35%	--	1%	(115)
Region**	Milwaukee County*	66%	4%	30%	--	--	(64)
	SE WI, w/o Mil. Co.	57%	2%	41%	--	--	(94)
	SC WI, inc. Madison	79%	1%	19%	1%	--	(113)
	NE WI, Fox Valley	62%	6%	31%	--	1%	(112)
	NC Wisconsin	63%	6%	31%	--	--	(89)
	Western & NW WI	50%	6%	41%	1%	2%	(121)
Completion Dates	Before May 26th	63%	4%	31%	--	2%	(182)
	May 26th to June 5th	63%	5%	31%	1%	--	(217)
	June 5th to 18th	64%	2%	34%	--	--	(194)

* 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.

** Notes statistically significant differences between groups of respondents.

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]?
GWS01A	In general, are you satisfied or dissatisfied with the way things are going in the state of Wisconsin today?
GWS01B	[#NOTE: only asked if 'GWS01A' is satisfied or dissatisfied] Would you say you are very [satisfied/dissatisfied] or are you only somewhat [satisfied/dissatisfied]?
ECON01	Thinking about the current economic conditions in the state of Wisconsin, would you say that economically, Wisconsin is in good times or bad times right now?
ECON04	In the next 12 months or so, do you expect economic conditions in the state of Wisconsin to get better, get worse or stay about the same?
ECON03A	In the next 12 months or so, do you expect economic conditions in the United States to get better, get worse or stay about the same?
APP_01	Overall, do you approve or disapprove of the way Barack H. Obama 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 Barack H. Obama is handling his job as president?

DEFINITION OF REGIONS

Region	Counties Included in Region
Milwaukee County:	only Milwaukee County
SE WI, without Milwaukee County:	Kenosha, Ozaukee, Racine, Walworth, Washington, Waukesha
SC WI, including Madison:	Columbia, Dane, Dodge, Green, Iowa, Jefferson, Lafayette, Rock, Sauk
NE WI, Fox Valley & Green Bay:	Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Outagamie, Sheboygan, Winnebago
North Central WI:	Adams, Florence, Forest, Green Lake, Iron, Juneau, Langlade, Lincoln, Marathon, Marinette, Marquette, Menominee, Oconto, Oneida, Portage, Shawano, Vilas, Waupaca, Waushara, Wood
Western & North Western WI:	Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Crawford, Douglas, Dunn, Eau Claire, Grant, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Price, Richland, Rusk, Sawyer, St. Croix, Taylor, Trempealeau, Vernon, Washburn

Data sources: (1) question asked to respondents "In which county do you live?", (2) question asked to respondents "What is your zip code?", and (3) the county that the telephone number is assigned to by SSI (by plurality of listed telephone numbers known to be in a county).

HOW THE POLL WAS DONE

This UW 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 UW 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 593 persons who were randomly chosen within households with working landline telephone numbers and interviewed between April 12 and June 18, 2009, inclusive. During this time period, the UWSC made 12,404 phone calls to 2,258 telephone numbers. Additionally, advance letters describing the survey and its procedures was sent to 948 households whose randomly chosen telephone numbers were matched to a known listed address. The response rate for this survey was 38.8%, as defined by the American Association of Public Opinion Research Response Rate 3.

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 one-half of the 593 interviews were completed before the 1st of June and the other one-half were completed between June 1st and June 18th.

The longer field period for this UW Badger Poll is a result of the fact that the majority of questions placed on this poll were sponsored by clients who were interested in collecting opinions from Wisconsinites over a longer period of time than traditionally used by the UW Badger Poll.

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).