



UW Badger Poll™ #29, Release #2
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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PUBLIC PERCEPTIONS OF NATIONAL AND STATE ECONOMICS

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

- 51% of Wisconsin residents said they are generally satisfied with the way things are going in the state today. That is an increase of nine percentage points since the Spring of 2009. The majority of those who said they are satisfied also said that they are only slightly or somewhat satisfied rather than very or extremely satisfied.
- On the other hand, only 33% of Wisconsinites are generally satisfied with the way things are going in the United States today. However, this represents an increase of nine percentage points since this past spring and is more than twice the proportion that felt satisfied in October of 2008 (14%).

We also asked about Wisconsinites' perceptions of economic conditions in the state and the nation.

- Nearly 9 of 10 said that the state of Wisconsin is currently in bad times economically – roughly the same proportion as said so last spring.
- 95% thought the United States was in bad times economically, a 17 percentage point increase since October of 2008.
- When it comes to the economic outlook for the next 12 months, less than 40% of Wisconsinites think that the state or national economic conditions will get better. However, fewer people think that economic conditions in Wisconsin and the nation will get worse than thought so this past spring.

For additional data and analysis see the following pages.

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

Trend of Satisfaction with the Way Things are Going in Wisconsin

	Satisfied	Mixed (vol.)	Dissatisfied	Don't Know	Refused	(N)
Nov. '09	51%	3%	44%	1%	1%	(507)
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)

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

	Satisfied	Mixed (vol.)	Dissatisfied	Don't Know	Refused	(N)
Nov. '09	33%	4%	62%	<1%	<1%	(507)
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)

Wisconsinites' Impressions on Current Economic Conditions in the State and the Nation

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)
Nov. '09	9%	1%	88%	1%	<1%	<1%	(507)
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 of Perceptions of Economic Conditions in the United States							
	Good Times	Both Good & Bad (vol.)	Bad Times	Neither Good nor Bad (vol.)	Don't Know	Refused	(N)
Nov. '09	3%	1%	95%	1%	<1%	<1%	(507)
Oct. '08	12%	5%	78%	3%	2%	<1%	(538)

The Public's Economic Outlook for Wisconsin and the Nation

Trend for the Economic Outlook for Wisconsin over the Next 12 Months						
	Get Better	About the Same	Get Worse	Don't Know	Refused	(N)
November '09	36%	46%	17%	<1%	<1%	(507)
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)
November '09	38%	41%	21%	<1%	<1%	(507)
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)

APPENDIX:

Satisfaction with the Way Things are Going in Wisconsin Today							
		Dissatisfied	Mixed (Vol.)	Satisfied	Don't Know	Refused	(N)
Overall		44%	3%	51%	1%	1%	(507)
Likely Voters		46%	4%	48%	1%	1%	(299)
Gender	Men	42%	3%	54%	--	1%	(213)
	Women	46%	4%	49%	1%	<1%	(294)
Party ID	Democrats	27%	5%	67%	1%	--	(172)
	Independents & Others	50%	4%	44%	<1%	2%	(203)
	Republicans	55%	2%	43%	--	--	(113)
Ages	18 to 29*	34%	--	63%	--	3%	(28)
	30 to 44	39%	2%	59%	--	--	(76)
	45 to 59	49%	4%	45%	2%	--	(157)
	60 and over	52%	7%	39%	1%	1%	(246)
Education	No college	42%	3%	54%	1%	--	(197)
	Some college	50%	3%	47%	--	--	(146)
	College graduate	40%	6%	52%	<1%	2%	(164)
Income	Under \$40,000	37%	3%	57%	1%	2%	(194)
	\$40,000 to \$80,000	45%	4%	50%	1%	--	(164)
	Over \$80,000	47%	1%	51%	1%	--	(90)
Region	Milwaukee County*	37%	3%	58%	2%	--	(62)
	SE WI, w/o Mil. Co.	57%	3%	37%	--	3%	(96)
	SC WI, inc. Madison	43%	4%	53%	--	--	(81)
	NE WI, Fox Valley	40%	5%	54%	1%	--	(88)
	NC Wisconsin	39%	4%	57%	--	--	(78)
	Western & NW Wisconsin	40%	4%	55%	1%	--	(102)

* 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.

Current Economic Conditions in Wisconsin								
		Good Times	Bad Times	Both Good & Bad (Vol.)	Neither (Vol.)	Don't Know	Refused	(N)
Overall		9%	88%	1%	1%	--	--	(507)
Likely Voters		9%	89%	1%	<1%	--	--	(299)
Gender	Men	10%	88%	1%	1%	--	--	(213)
	Women	8%	89%	2%	1%	--	--	(294)
Party ID	Democrats	10%	86%	3%	1%	--	---	(172)
	Independents & Others	6%	91%	<1%	2%	--	--	(203)
	Republicans	10%	88%	2%	--	--	--	(113)
Ages	18 to 29*	3%	97%	--	--	--	--	(28)
	30 to 44	17%	80%	2%	1%	--	--	(76)
	45 to 59	8%	90%	1%	1%	--	--	(157)
	60 and over	7%	87%	4%	2%	--	--	(246)
Education	No college	8%	89%	2%	1%	--	--	(197)
	Some college	7%	91%	1%	1%	--	--	(146)
	College graduate	12%	85%	1%	2%	--	--	(164)
Income	Under \$40,000	6%	92%	2%	<1%	--	--	(194)
	\$40,000 to \$80,000	9%	88%	1%	2%	--	--	(164)
	Over \$80,000	12%	86%	1%	1%	--	--	(90)
Region	Milwaukee County*	19%	81%	--	--	--	--	(62)
	SE WI, w/o Mil. Co.	6%	92%	--	2%	--	--	(96)
	SC WI, inc. Madison	10%	87%	2%	1%	--	--	(81)
	NE WI, Fox Valley	10%	87%	1%	2%	--	--	(88)
	NC Wisconsin	5%	94%	1%	--	--	--	(78)
	Western & NW WI	9%	84%	4%	3%	--	--	(102)

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

SURVEY QUESTION WORDING

- 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]?
- 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]?
- 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?
- ECON15 And now thinking about the current economic conditions in **the United States**, would you say that economically the U.S. 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?

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 Associate 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 507 persons who were randomly chosen within households with working landline telephone numbers and interviewed between October 29 and November 20, 2009, inclusive. During this time period, the UWSC made 10,847 phone calls to 2,026 telephone numbers. Additionally, advance letters describing the survey and its procedures were sent to 841 households whose randomly chosen telephone numbers were matched to a known listed address. The response rate for this survey was 38.3%, 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 11 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 73% of the 507 interviews were completed in the first two weeks 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).