



UW Badger Poll™ #30, Release #3  
University of Wisconsin Survey Center  
University of Wisconsin Madison  
FOR RELEASE ON JULY 16, 2010

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](mailto:ckniss@ssc.wisc.edu) (office phone: 608.262.4157)

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

## **PERCEPTIONS OF STATE AND NATIONAL 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. There were very small improvements in Wisconsinites' general satisfaction at both the state and national levels.

- 55% of Wisconsin residents said they are generally satisfied with the way things are going in the state today. The vast majority (85%) of those who said they are satisfied were only slightly or somewhat satisfied rather than very or extremely satisfied.
- On the other hand, only 35% of Wisconsinites are generally satisfied with the way things are going in the United States today.

We also asked about Wisconsinites' perceptions of economic conditions in the state and the nation. The results are strikingly similar to those we found seven months ago.

- 85% said that the state of Wisconsin is currently in bad times economically.
- 95% thought the United States was in bad times economically
- When it comes to the economic outlook for the next 12 months, less than a third of Wisconsinites are optimistic that the state or national economic conditions will get better. Majorities of Badger State residents said that economically things will stay about the same as they are now -- bad.

When asked whether we need a strong government to handle today's complex economic problems or the free market should handle the problems without government involvement, 52% of Wisconsinites said that a strong government was needed to handle the economic problems and only 40% said the free market should handle them.

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

---

	<b>Satisfied</b>	<b>Mixed (vol.)</b>	<b>Dissatisfied</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
June '10	55%	5%	40%	<1%	0%	(500)
Nov. '09	51%	3%	44%	1%	1%	(507)
Spring '09	42%	2%	56%	<1%	0%	(593)
Oct. '08	45%	5%	49%	1%	<1%	(538)
April '08	54%	4%	41%	1%	<1%	(521)
Dec. '07	48%	6%	45%	<1%	0%	(507)
June '07	60%	2%	37%	1%	0%	(502)
Oct. '06	51%	5%	41%	3%	<1%	(508)

---

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

---

	<b>Satisfied</b>	<b>Mixed (vol.)</b>	<b>Dissatisfied</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
June '10	35%	4%	61%	<1%	<1%	(500)
Nov. '09	33%	4%	62%	<1%	<1%	(507)
Spring '09	24%	3%	73%	<1%	0%	(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%	0%	(502)
Oct. '06	32%	5%	61%	2%	0%	(508)

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

<b>Trend of Perceptions of Economic Conditions in the State of Wisconsin</b>							
	<b>Good Times</b>	<b>Both Good &amp; Bad (vol.)</b>	<b>Bad Times</b>	<b>Neither Good nor Bad (vol.)</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
June '10	9%	3%	85%	2%	1%	<1%	(500)
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)

<b>Trend of Perceptions of Economic Conditions in the United States</b>							
	<b>Good Times</b>	<b>Both Good &amp; Bad (vol.)</b>	<b>Bad Times</b>	<b>Neither Good nor Bad (vol.)</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
June '10	4%	1%	95%	<1%	<1%	0%	(500)
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

<b>Trend for the Economic Outlook for Wisconsin over the Next 12 Months</b>						
	<b>Get Better</b>	<b>About the Same</b>	<b>Get Worse</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
June '10	29%	56%	14%	1%	0%	(500)
November '09	36%	46%	17%	<1%	<1%	(507)
Spring '09	31%	43%	25%	<1%	0%	(593)
October '08	28%	42%	28%	2%	<1%	(538)
April '08	15%	44%	40%	2%	0%	(521)
December '07	9%	57%	33%	0%	0%	(507)
June '07	16%	69%	15%	0%	0%	(502)
March '05	28%	44%	27%	1%	0%	(501)
September '04	33%	47%	13%	5%	1%	(508)
Jan./Feb. '04	35%	48%	14%	3%	0%	(502)
May '03	44%	40%	14%	2%	0%	(503)
February '03	28%	47%	23%	2%	0%	(504)
September '02	28%	49%	18%	5%	0%	(539)
March '02	33%	41%	24%	2%	0%	(597)

<b>Trend for the National Economic Outlook for the Next 12 Months</b>						
	<b>Get Better</b>	<b>About the Same</b>	<b>Get Worse</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
June '10	28%	50%	21%	1%	0%	(500)
November '09	38%	41%	21%	<1%	<1%	(507)
Spring '09	36%	37%	27%	<1%	0%	(593)
October '08	28%	29%	42%	2%	0%	(538)
April '08	19%	25%	55%	1%	<1%	(521)
December '07	12%	40%	48%	<1%	0%	(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%	0%	(511)
March '04	43%	39%	18%	0%	0%	(500)
Jan./Feb. '04	50%	34%	13%	3%	0%	(502)
August '03	44%	37%	17%	2%	0%	(511)
February '03	33%	42%	23%	2%	<1%	(504)
January '03	33%	42%	23%	2%	1%	(514)
September '02	37%	41%	18%	4%	0%	(539)
June '02	43%	46%	9%	2%	0%	(524)
March '02	56%	31%	12%	1%	<1%	(597)

**Who Should Handle Today's Complex Economic Problems?**

---

A Strong Government	52%
The Free Market without Government Involvement	40%
Something Else (vol.)	5%
Don't Know	2%
Refused	1%
<b>(N)</b>	<b>500</b>

---

**APPENDIX:**

		<b>Satisfaction with the Way Things are Going in Wisconsin Today</b>					
		Dissatisfied	Mixed (Vol.)	Satisfied	Don't Know	Refused	(N)
<b>Overall</b>		<b>40%</b>	<b>5%</b>	<b>55%</b>	<b>&lt;1%</b>	<b>0%</b>	<b>(500)</b>
Likely Voters		53%	7%	39%	<1%	0%	(297)
Gender	Men	45%	5%	50%	<1%	0%	(228)
	Women	35%	4%	60%	1%	0%	(272)
Party ID	Democrats	27%	7%	66%	0%	0%	(157)
	Independents & Others	38%	4%	57%	<1%	0%	(198)
	Republicans	55%	3%	41%	1%	0%	(143)
TEA Party	Supporter	58%	2%	39%	1%	0%	(121)
Ages	18 to 29*	12%	0%	88%	0%	0%	(17)
	30 to 44	39%	4%	57%	0%	0%	(90)
	45 to 59	54%	9%	37%	0%	0%	(159)
	60 and over	49%	5%	44%	2%	0%	(224)
Education	Never attended college	46%	3%	51%	0%	0%	(183)
	Some college	35%	3%	62%	0%	0%	(154)
	College graduate	40%	7%	52%	1%	0%	(193)
Income	Under \$40,000	32%	4%	64%	0%	0%	(180)
	\$40,000 to \$80,000	35%	3%	61%	1%	0%	(154)
	Over \$80,000	51%	7%	42%	0%	0%	(93)
Region	Southern Wisconsin	37%	5%	57%	<1%	0%	(247)
	Northern Wisconsin	43%	3%	53%	<1%	0%	(253)

\* 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.

**Satisfaction with the Way Things are Going in the United States Today**

		Dissatisfied	Mixed (Vol.)	Satisfied	Don't Know	Refused	(N)
<b>Overall</b>		<b>61%</b>	<b>4%</b>	<b>35%</b>	<b>&lt;1%</b>	<b>&lt;1%</b>	<b>(500)</b>
Likely Voters		69%	5%	26%	0%	<1%	(297)
Gender	Men	63%	3%	34%	0%	<1%	(228)
	Women	59%	4%	36%	<1%	0%	(272)
Party ID	Democrats	51%	5%	44%	0%	0%	(157)
	Independents & Others	59%	5%	36%	<1%	<1%	(198)
	Republicans	74%	1%	25%	0%	0%	(143)
TEA Party	Supporter	77%	0%	23%	0%	0%	(121)
Ages	18 to 29*	37%	0%	63%	0%	0%	(17)
	30 to 44	67%	1%	31%	1%	0%	(90)
	45 to 59	70%	8%	22%	0%	0%	(159)
	60 and over	66%	5%	28%	0%	1%	(224)
Education	Never attended college	70%	4%	26%	0%	0%	(183)
	Some college	52%	4%	44%	0%	0%	(154)
	College graduate	61%	4%	35%	<1%	<1%	(193)
Income	Under \$40,000	59%	3%	37%	1%	0%	(180)
	\$40,000 to \$80,000	54%	3%	43%	0%	0%	(154)
	Over \$80,000	75%	4%	21%	0%	0%	(93)
Region	Southern Wisconsin	61%	4%	34%	<1%	0%	(247)
	Northern Wisconsin	62%	4%	34%	0%	<1%	(253)

\* 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.

**Who Should Handle Today's Complex Economic Problems?**

		A Strong Government	The Free Market	Other (vol.)	Don't Know	Refused	(N)
<b>Overall</b>		<b>52%</b>	<b>40%</b>	<b>5%</b>	<b>2%</b>	<b>1%</b>	<b>(500)</b>
Likely Voters		47%	48%	3%	2%	<1%	(297)
Gender	Men	44%	49%	4%	<1%	2%	(228)
	Women	60%	30%	6%	3%	1%	(272)
Party ID	Democrats	72%	24%	1%	2%	1%	(157)
	Independents & Others	51%	37%	9%	2%	1%	(198)
	Republicans	33%	60%	3%	1%	3%	(143)
TEA Party	Supporter	30%	67%	2%	1%	0%	(121)
Ages	18 to 29*	53%	33%	10%	0%	4%	(17)
	30 to 44	49%	42%	6%	3%	0%	(90)
	45 to 59	49%	45%	2%	2%	2%	(159)
	60 and over	59%	37%	3%	1%	0%	(224)
Education	Never attended college	55%	38%	4%	2%	1%	(183)
	Some college	55%	35%	9%	1%	0%	(154)
	College graduate	47%	44%	4%	2%	3%	(193)
Income	Under \$40,000	64%	29%	2%	2%	3%	(180)
	\$40,000 to \$80,000	48%	46%	4%	2%	0%	(154)
	Over \$80,000	48%	43%	7%	1%	1%	(93)
Region	Southern Wisconsin	58%	34%	6%	2%	<1%	(247)
	Northern Wisconsin	46%	47%	3%	2%	2%	(253)

\* 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 extremely, very, somewhat 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 extremely, very, somewhat 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?
- GT\_14 Please tell me which of the following two statements come closer to your thoughts. We need a strong government to handle today's complex economic problems; OR the free market can handle these problems without government being involved.

## DEFINITION OF REGIONS

<b>Region</b>	<b>Counties Included in Region</b>
<b>Southern Wisconsin</b>	Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Kenosha, Lafayette, Milwaukee, Ozaukee, Racine, Rock, Sauk, Walworth, Washington, Waukesha
<b>Northern Wisconsin</b>	Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Outagamie, Sheboygan, Winnebago, Adams, Florence, Forest, Green Lake, Iron, Juneau, Langlade, Lincoln, Marathon, Marinette, Marquette, Menominee, Oconto, Oneida, Portage, Shawano, Vilas, Waupaca, Waushara, Wood, Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Crawford, Douglas, Dunn, Eau Claire, 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 500 persons who were randomly chosen within households with working landline telephone numbers and interviewed between June 9th and July 10th, 2010, inclusive. During this time period, the UWSC made 12,889 phone calls to 2,245 telephone numbers. Additionally, advance letters describing the survey and its procedures were sent to 800 households whose randomly chosen telephone numbers were matched to a known listed address. The response rate for this survey was 38.2%, 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 51% of the 500 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).