



UW Badger Poll™ #32, Release #3  
University of Wisconsin Survey Center  
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## **LOOKING ACROSS URBAN, SUBURBAN & RURAL WISCONSIN**

The latest UW Badger Poll asked Wisconsinites about several issues regarding how residents in urban, suburban and rural areas feel about residents in the other parts of the state. The findings summarized below and on the following pages show that while there are some divisions among residents across the different areas of the state, we have much in common.

- Among the findings, majorities of residents in all three types of areas are dissatisfied with the way things are going in the state today including: 52% dissatisfaction among rural residents, 55% dissatisfaction among suburban residents, and 59% dissatisfaction among urban residents.
- Only 8% of residents said the state does very well or extremely well equally distributing its resources across urban, suburban and rural areas of the state
- 55% of residents statewide said that rural areas of Wisconsin receive less than their fair share of resources from the state, with 66% of rural residents feeling their areas received less than their fair share.
- Nearly 6 in 10 Wisconsinites said that the state government pays only a small amount of attention to people in their communities or it pays no attention at all when it decides what to do.
  - 69% of rural residents gave one of these response, as did 54% of urban residents.
- Large majorities of residents in all three areas of the state think that big business has too much influence on Wisconsin life & politics and large majorities in each area also think that residents of rural areas have too little influence.

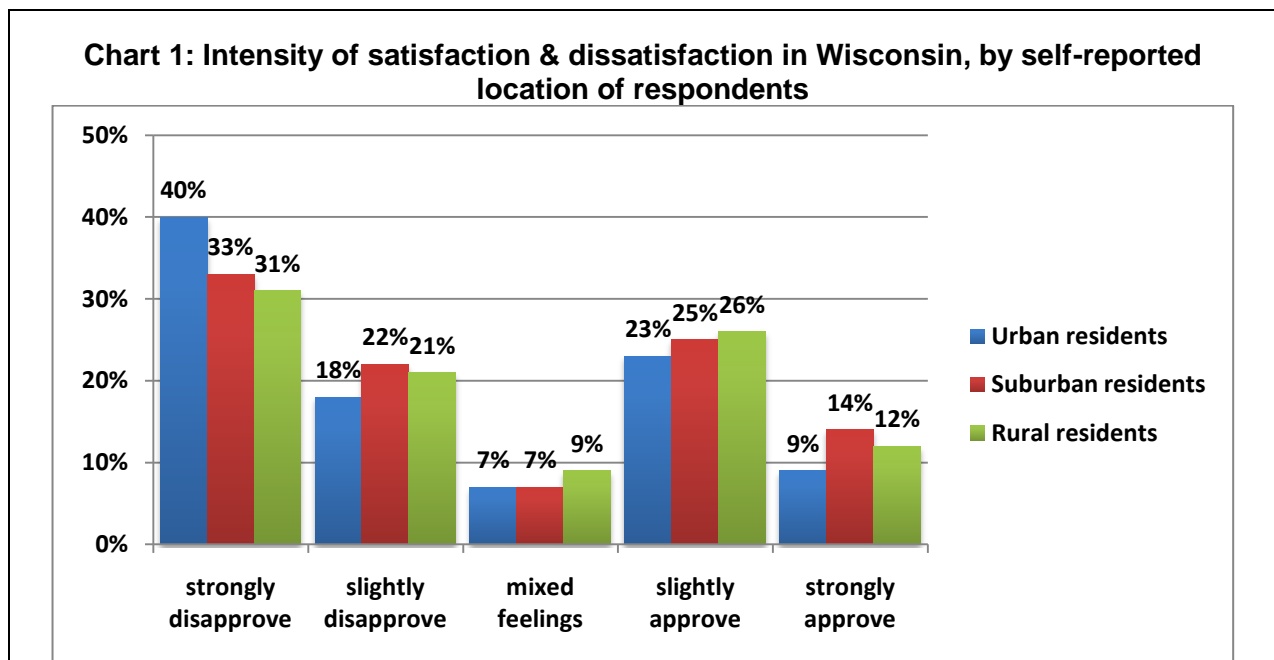
For additional data and analysis see the following pages.

## Urban, Suburban & Rural Residents' Satisfaction in Wisconsin

Overall, 55% of Wisconsinites reported that they were dissatisfied with the way things are going in the state today (36% said they were satisfied). The table below shows a very similar pattern of dissatisfaction regardless of the area respondents said they lived in.

<b>Satisfaction with the way things are going in Wisconsin today by self-reported location of respondents</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
Satisfied	32%	37%	38%
Mixed feelings	7%	7%	9%
Dissatisfied	59%	55%	52%
Don't Know	1%	<1%	1%
Refused	1%	<1%	0%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>

Respondents who reported that they lived in urban areas (who account for just 23% of the overall sample) were more likely than respondents from suburban and rural areas to say that they were either very much or extremely dissatisfied (strongly dissatisfied) with the way things are going in Wisconsin. However, the table above and the chart below demonstrate that dissatisfaction with the ways things are going in Wisconsin is relatively high across the state.



## Distribution of Wisconsin State Resources across Urban, Suburban & Rural Areas

In June 2011, 3 out of 10 Wisconsinites said that the state does “only a little well” in distributing state government resources across urban, suburban and rural areas of the state. Compared to the results from the same question one year ago more people feel that the state is doing less well at equally distributing resources across Wisconsin.

<b>How well does the state of Wisconsin distribute government resources equally across rural, urban and suburban areas of the state?</b>		
	<b>2010</b>	<b>2011</b>
Extremely	4%	1%
Very	7%	7%
Somewhat	58%	51%
Only a little	20%	30%
Not at all	6%	5%
Don't Know	5%	6%
Refused	<1%	<1%
	<b>(N=500)</b>	<b>(N=556)</b>

The table below compares how residents of the three areas – urban, suburban and rural – feel about the equality of state resource distribution. The results show that, regardless of what type of area people said they lived in, most people think the state does a somewhat well job of distributing its resources equally. At least one-third of residents in all three areas said the state does only a little well or not at all well distributing resources equally.

<b>How well does Wisconsin distribute state resources by self-reported location of respondents</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
Extremely	3%	1%	0%
Very	7%	7%	6%
Somewhat	47%	51%	53%
Only a little	29%	32%	29%
Not at all	7%	3%	5%
Don't Know	7%	5%	6%
Refused	0%	1%	<1%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>

How well do rural areas of Wisconsin fare?

55% of all respondents said that rural areas of the state received less than their fair share of state resources. A year earlier 44% of residents reported the same, as the first table below shows.

<b>How close do rural areas of Wisconsin come to receiving their fair share?</b>		
	<b>2010</b>	<b>2011</b>
Much more than fair	1%	1%
Somewhat more than fair	6%	3%
About fair	40%	36%
Somewhat less than fair	29%	39%
Much less than fair	15%	16%
Don't Know	9%	5%
Refused	<1%	<1%
	<b>(N=500)</b>	<b>(N=556)</b>

Further, when we compared how people who reported living in different areas of the state feel about how rural areas fare, two-third of residents in rural areas said they receive less than their fair share and a majority of respondents who said they lived in suburban areas also thought rural areas received less than their fair share. Even 40% of responders who live in urban areas said that rural areas receive less than their fair share.

<b>Level of resources rural areas receive by self-reported location of respondents</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
Much more	1%	<1%	1%
Somewhat more	7%	2%	2%
About fair	44%	41%	28%
Somewhat less	31%	41%	42%
Much less	9%	11%	24%
Don't Know	8%	5%	3%
Refused	0%	<1%	<1%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>

How well do urban areas of Wisconsin fare?

When it comes to urban areas of Wisconsin, residents are more likely to report that they either receive about their fair share (37%) or more than their fair share (37%). The findings from the most recent UW Badger Poll are very similar to those from June 2010.

<b>How close do urban areas of Wisconsin come to receiving their fair share?</b>		
	<b>2010</b>	<b>2011</b>
Much more than fair	8%	8%
Somewhat more than fair	31%	29%
About fair	34%	37%
Somewhat less than fair	17%	15%
Much less than fair	2%	6%
Don't Know	8%	4%
Refused	<1%	1%
	<b>(N=500)</b>	<b>(N=556)</b>

Looking at how people in these three areas of the state view urban areas, there is more agreement that urban areas receive their fair share or more: 73% of urbanites, 78% of suburbanites, and 73% of rural residents.

<b>Level of resources urban areas receive by self-reported location of respondents</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
Much more	6%	8%	10%
Somewhat more	29%	28%	30%
About fair	38%	42%	33%
Somewhat less	19%	15%	14%
Much less	6%	4%	8%
Don't Know	2%	3%	4%
Refused	0%	<1%	1%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>

How well do suburban areas of Wisconsin fare?

Just under half of all Wisconsin residents said that suburban areas of the state receive about their fair share in June 2011, while one-third said suburban areas receive more than their fair share. Compared to the results of June 2010, there is some slight shift from less than their fair share to about their fair share, but the overall findings are very similar over the last year.

<b>How close do suburban areas of Wisconsin come to receiving their fair share?</b>		
	<b>2010</b>	<b>2011</b>
Much more than fair	7%	7%
Somewhat more than fair	23%	26%
About fair	43%	49%
Somewhat less than fair	16%	11%
Much less than fair	2%	3%
Don't Know	9%	3%
Refused	<1%	1%
	<b>(N=500)</b>	<b>(N=556)</b>

Looking at how respondents in each of these three areas of the state view the resources that suburban areas get, the pattern is very similar to that of the urban areas mentioned above – most people in all three areas think suburban areas get their fair share or more. Less than 20% of respondents in urban, suburban and rural areas said suburban areas get less than their fair share.

<b>Level of resources suburban areas receive by self-reported location of respondents</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
Much more	8%	1%	11%
Somewhat more	24%	29%	25%
About fair	52%	55%	44%
Somewhat less	11%	11%	11%
Much less	1%	1%	5%
Don't Know	4%	3%	3%
Refused	0%	<1%	1%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>

## Attention to and Representation of Local Communities in State Government

### Level of attention Wisconsin state government pays to people in your community

Nearly 6 in 10 Wisconsinites said they thought that the state government pays only a small amount of attention to people in their communities or it pays no attention at all. Only 6% of residents said that the state pays a large amount or very large amount of attention to the people in their community.

<b>Amount of attention that Wisconsin state government pays to people in your community when it decides what to do?</b>	
A very large amount	1%
A large amount	5%
A moderate amount	33%
Only a small amount	47%
None at all	12%
Don't Know	2%
Refused	<1%
<b>(N=556)</b>	

Majorities of respondents who reported that they lived in urban and rural areas of the state said that the state pays a small amount or no attention at all to people in their community – 69% for rural residents and 54% for urban residents. 47% of suburban residents feel the same way.

<b>Level of attention state government pays to people in your community by self-reported location of respondents</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
A very large amount	1%	1%	<1%
A large amount	3%	7%	4%
A moderate amount	41%	42%	23%
Only a small amount	46%	34%	57%
None at all	8%	13%	12%
Don't Know	1%	3%	3%
Refused	0%	0%	0%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>

### Representation of local values in state government

46% of Wisconsinites said that state government represents the values of people in their local community somewhat well. Only 10% thought it represents their values very or extremely well, while 13% said state government does not at all represent their values.

<b>How well does Wisconsin state government represent the values of people in your community?</b>	
Extremely well	1%
Very well	9%
Somewhat well	46%
Only slightly well	29%
Not at all	13%
Don't Know	1%
Refused	<1%
<b>(N=556)</b>	

When comparing how residents across the state think about how their values are represented in state government the results are similar across urban, suburban and rural areas. The main difference was that people who said they lived in suburban areas of Wisconsin were more likely to say the values of people in their communities are either very well and extremely well represented (17% versus 1% for urban residents and 10% for rural residents) and much less likely to say they were not at all represented (only 8%, versus 14% for urban residents and 16% for rural residents).

<b>Representation of the values of the people in your community in state government by self-reported location of respondents</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
Extremely well	0%	2%	2%
Very well	1%	15%	8%
Somewhat well	52%	47%	44%
Only slightly well	32%	27%	30%
Not at all	14%	8%	16%
Don't Know	1%	1%	1%
Refused	0%	0%	0%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>



## Level of Influence of Various Groups of People across Wisconsin

We also asked Wisconsinites if they thought that each of seven groups in the state had too much, too little, or about the right amount of influence on life and politics in the state. As the table below shows, across Wisconsin a large majority (71%) thinks that residents of rural areas of the state have too little influence and that big business has too much influence (77%). Pluralities of residents think that residents of the state's two largest cities and their suburbs have about the right amount of influence (Madison area (43%) and Milwaukee area (36%)).

	<b>Too Much</b>	<b>About Right</b>	<b>Too Little</b>	<b>Don't Know</b>	<b>Refused</b>
Big business	77%	16%	3%	4%	<1%
Labor unions	45%	24%	28%	3%	<1%
Residents of Madison & its suburbs	30%	43%	19%	7%	1%
Residents of Milwaukee & its suburbs	29%	36%	26%	8%	1%
Public employees	27%	29%	40%	4%	<1%
Racial minorities	12%	29%	53%	5%	1%
Residents of rural areas	3%	23%	71%	3%	<1%

The three tables below show how these same groups are seen by people who reported they live in each type of area within Wisconsin. What stands out the most about these findings is how similar the lists of influence looks regardless of where respondents said they lived in the state. Large majorities of residents in all three areas -- urban, suburban and rural -- of the state think that big business has too much influence on Wisconsin life & politics and large majorities in each area think that residents of rural areas have too little influence.

	<b>Too Much</b>	<b>About Right</b>	<b>Too Little</b>	<b>Don't Know</b>	<b>Refused</b>
Big business	81%	12%	1%	5%	<1%
Labor unions	49%	22%	26%	3%	<1%
Residents of Milwaukee & its suburbs	40%	33%	17%	9%	1%
Residents of Madison & its suburbs	33%	41%	15%	9%	2%
Public employees	29%	27%	39%	5%	<1%
Racial minorities	17%	33%	45%	5%	<1%
Residents of rural areas	1%	19%	76%	3%	1%

**Urban residents' views on the level of influence of various groups in Wisconsin (N=128)**

	<b>Too Much</b>	<b>About Right</b>	<b>Too Little</b>	<b>Don't Know</b>	<b>Refused</b>
Big business	66%	21%	7%	6%	0%
Labor unions	37%	25%	36%	2%	0%
Residents of Milwaukee & its suburbs	28%	36%	29%	7%	0%
Public employees	28%	25%	44%	3%	0%
Residents of Madison & its suburbs	25%	48%	16%	11%	0%
Racial minorities	14%	30%	50%	6%	<1%
Residents of rural areas	6%	23%	68%	3%	0%

**Suburban residents' views on the level of influence of various groups in Wisconsin (N=202)**

	<b>Too Much</b>	<b>About Right</b>	<b>Too Little</b>	<b>Don't Know</b>	<b>Refused</b>
Big business	76%	19%	2%	4%	0%
Labor unions	43%	27%	28%	2%	0%
Residents of Madison & its suburbs	27%	44%	23%	4%	2%
Public employees	25%	34%	38%	3%	0%
Residents of Milwaukee & its suburbs	18%	41%	34%	6%	1%
Racial minorities	7%	25%	63%	4%	1%
Residents of rural areas	3%	28%	67%	2%	<1%

## Closeness to People Living in the Other Areas of Wisconsin

### How much do others share your values?

The latest UW Badger Poll also asked residents about their views on how much they thought people in urban and rural areas of the state share their values. The first table below shows the results. Over 40% of respondents said people in rural areas of the state either shared their values quite a bit or a lot, while only 26% said the same about people in urban areas of the state.

<b>How much do people who live in ____ areas of Wisconsin share your values?</b>		
	<b>Urban</b>	<b>Rural</b>
A lot	4%	11%
Quite a bit	22%	32%
Somewhat	36%	33%
A little bit	28%	19%
Not at all	8%	3%
Don't Know	1%	2%
Refused	1%	<1%
	<b>(N=556)</b>	<b>(N=556)</b>

The table below shows the results of the question about how much people who live in urban areas share the respondents' values broken down the by respondents' self-reported. The big difference between the groups of respondents is that 47% rural residents said that people living in urban areas share their values either a little bit or not at all – and less than half as many said urban residents share their values quite a bit or a lot (19%).

<b>How much do people who live in <u>urban</u> areas of Wisconsin share your values, by location of respondent</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
A lot	6%	6%	2%
Quite a bit	22%	28%	17%
Somewhat	39%	39%	32%
A little bit	17%	21%	37%
Not at all	15%	3%	10%
Don't Know	0%	2%	1%
Refused	1%	1%	<1%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>

The table below shows the results of the question about how much people who live in rural areas share the respondents' values broken down by the self-reported location of respondents.

<b>How much do people who live in <u>rural</u> areas of Wisconsin share your values, by location of respondent</b>			
	<b>Urban residents</b>	<b>Suburban residents</b>	<b>Rural residents</b>
A lot	4%	5%	19%
Quite a bit	20%	31%	38%
Somewhat	36%	38%	27%
A little bit	25%	22%	14%
Not at all	9%	2%	1%
Don't Know	5%	2%	<1%
Refused	1%	0%	0%
	<b>(N=128)</b>	<b>(N=202)</b>	<b>(N=226)</b>

The results in the table above and the table immediate before it (on the previous page), show that residents of rural areas of Wisconsin are slightly less likely to say that people who live in urban areas share their values, than are residents of urban and suburban areas to feel that way about people in rural areas.

How close do you feel to people in other areas of Wisconsin?

We also asked residents how close they feel to people in urban, suburban and rural areas of Wisconsin. The following four tables display the results of these items. The results show a similar pattern as with the previous questions about how well values are shared.

57% of rural residents said they feel either only a little close or not at all close to people in urban areas, while 42% of urban residents said they feel the same level of closeness toward people in rural areas.

<b>Wisconsinites' closeness to people who live in urban, suburban and rural areas of the state.</b>			
	<b>Urban areas</b>	<b>Suburban areas</b>	<b>Rural areas</b>
Extremely close	3%	7%	11%
Very close	12%	22%	32%
Somewhat close	40%	46%	33%
Only a little close	22%	13%	19%
Not at all close	21%	10%	3%
Don't Know	1%	1%	2%
Refused	1%	1%	<1%
	<b>(N=556)</b>	<b>(N=556)</b>	<b>(N=556)</b>

<b>Self-reported rural residents' closeness to people in urban and suburban areas of the state.</b>		
	<b>Urban areas</b>	<b>Suburban areas</b>
Extremely close	1%	<1%
Very close	4%	9%
Somewhat close	38%	55%
Only a little close	25%	20%
Not at all close	32%	16%
Don't Know	<1%	<1%
Refused	<1%	0%
	<b>(N=226)</b>	<b>(N=226)</b>

**Self-reported urban residents' closeness to people in suburban and rural areas of the state.**

	<b>Suburban areas</b>	<b>Rural areas</b>
Extremely	2%	1%
Very	6%	5%
Somewhat	57%	50%
Only a little	18%	21%
Not at all	13%	21%
Don't Know	4%	2%
Refused	0%	0%
	<b>(N=128)</b>	<b>(N=128)</b>

**Self-reported suburban residents' closeness to people in urban and rural areas of the state.**

	<b>Urban areas</b>	<b>Rural areas</b>
Extremely	5%	3%
Very	20%	11%
Somewhat	41%	50%
Only a little	23%	22%
Not at all	9%	11%
Don't Know	1%	2%
Refused	1%	1%
	<b>(N=202)</b>	<b>(N=202)</b>

## APPENDIX

The latest UW Badger Poll spoke with 556 adult residents of Wisconsin. The completed interviews came from residents in 66 of the state's 72 counties.

County of Residence	Number of Completed Interviews	County of Residence	Number of Completed Interviews
Adams	4	Manitowoc	10
Ashland	3	Marathon	14
Barron	4	Marinette	4
Bayfield	3	Marquette	1
Brown	13	Milwaukee	73
Burnett	2	Monroe	4
Calumet	9	Oconto	3
Chippewa	3	Oneida	5
Clark	6	Outagamie	11
Columbia	4	Ozaukee	13
Crawford	2	Pepin	1
Dane	45	Pierce	1
Dodge	9	Polk	9
Door	4	Portage	8
Douglas	4	Price	3
Dunn	4	Racine	18
Eau Claire	15	Richland	3
Fond du Lac	15	Rock	20
Forest	2	Rusk	2
Grant	7	Sauk	4
Green	7	Shawano	3
Green Lake	3	Sheboygan	10
Iowa	2	St. Croix	11
Iron	1	Taylor	5
Jackson	1	Vernon	4
Jefferson	7	Walworth	9
Juneau	3	Washburn	3
Kenosha	9	Washington	15
Kewaunee	2	Waukesha	39
La Crosse	15	Waupaca	4
Lafayette	4	Waushara	3
Langlade	2	Winnebago	17
Lincoln	5	Wood	7
<b>Total Statewide</b>			<b>556</b>

## SURVEY QUESTION WORDING

- GWS01A We would like to start with your thoughts on some general questions. 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 above is satisfied or dissatisfied]  
Would you say you are extremely, very, somewhat or are you only slightly [satisfied/dissatisfied]?
- INF\_intro Some people think that certain groups have too much influence in Wisconsin life and politics, while other people feel that certain groups don't have as much influence as they deserve. For each of the groups that I read to you, tell me whether you think this group has too much influence, just about the right amount of influence, or too little influence.
- [NOTE: INF\_01 through INF\_07 below were asked in random order, so that no groups was always first or last]
- INF\_01 Do residents of the City of Madison and its surrounding suburbs have too much influence, just about the right amount of influence, or too little influence?
- INF\_02 Do residents of the City of Milwaukee and its surrounding suburbs have too much influence, just about the right amount of influence, or too little influence?
- INF\_03 Do residents rural areas of Wisconsin have too much influence, just about the right amount of influence, or too little influence?
- INF\_04 Do racial minorities have too much influence, just about the right amount of influence, or too little influence?
- INF\_05 Do public employees have too much influence, just about the right amount of influence, or too little influence?
- INF\_06 Do labor unions have too much influence, just about the right amount of influence, or too little influence?
- INF\_07 Does big business have too much influence, just about the right amount of influence, or too little influence?
- GR\_01 Now we would like to ask you several questions about how well the government represents people in your community. How much attention do you feel the state government in Wisconsin pays to what the people in your community think when it decides what to do: none at all, only a small amount of attention, a moderate amount of attention, a large amount of attention, or a very large amount of attention?
- GR\_03 How well does the state government in Wisconsin represent the values of the people in your community: not at all, only slightly well, somewhat well, very well or extremely well?



- WISDIS\_1 How well does the state of Wisconsin distribute government resources equally across rural, urban and suburban areas of the state; not at all, only a little, somewhat, very, or extremely well?
- WISDIS\_2a Are rural areas of Wisconsin given much more than their fair share, somewhat more, somewhat less, much less than their fair share, or about their fair share?
- WISDIS\_3a Are urban areas of Wisconsin given much more than their fair share, somewhat more, somewhat less, much less than their fair share, or about their fair share?
- WISDIS\_4a Are suburban areas of Wisconsin given much more than their fair share, somewhat more, somewhat less, much less than their fair share, or about their fair share?
- SV\_01 When you think about people living in the urban areas of the state today, how much do you think they share your values: not at all, a little bit, somewhat, quite a bit, or a lot?
- SV\_02 When you think about people living in the rural areas of the state today, how much do you think they share your values: not at all, a little bit, somewhat, quite a bit, or a lot?
- QD20 Would you describe the place where you live as urban, suburban or rural?
- QD21\_A For each of the following groups of people, please tell me how close you feel to each with the following scale: not at all close, only a little close, somewhat close, very close, or extremely close. First, what about people who live in urban areas like Milwaukee, Madison, and Green Bay?
- QD21\_B What about people who live in suburban areas?
- QD21\_C And what about people who live in rural areas?

## 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 556 persons who were randomly chosen within households with working landline telephone numbers and interviewed between June 17th and July 10th, 2011, inclusive. During this time period, the UWSC made 12,552 phone calls to 2,123 telephone numbers. Additionally, advance letters describing the survey and its procedures were sent to 856 households whose randomly chosen telephone numbers were matched to a known listed address. The response rate for this survey was 39.6%, 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 15 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 (adding another 50 completes). Approximately 89% of the 556 interviews were completed in the first two weeks of calling.

Theoretically, results from this survey have a "margin of error" of a +/- 4.2%. 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).