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STATE FISCAL SITUATION  
 by G. Donald Ferree, Jr.

Overall, Governor Doyle's job ratings are mediocre. Just over a third rate his performance as either excellent (4%) or good (30%), contrasted with somewhat over half who call it either fair (39%) or poor (16%). As may be seen in the detailed tables following this summary, women tend to regard him a bit more highly than men. But the clearest pattern is by self-described partisanship. Roughly half of Democrats rate him good or higher. Two thirds of GOP adherents give him a grade of fair or lower.

Gubernatorial performance is a staple question on Badger Polls™, and the accompanying chart reveals that his current rating is similar to, but slightly weaker than it was last May, which in turn was lower than in previous surveys going back to January. Doyle's current standing with the public (in terms of the overall numbers) now is quite similar to where Scott McCallum stood in September of 2002.

Ratings of Governor

	8/03	5/03	4/03	3/03	2/03	1/03	9/02	6/02	3/02
Incumbent Governor Rating									
EXCELLENT	4%	4%	4%	7%	5%	10%	5%	3%	3%
GOOD	30	32	33	36	34	44	29	32	23
FAIR	39	42	35	31	27	31	39	35	40
POOR	16	10	10	10	5	3	17	19	23
TOO SOON TO TELL (VOL)	5	5	9	10	22	n/a	2	4	4
DON'T KNOW	6	7	10	6	7	9	8	7	7
REFUSED	--	*	*	*	*	2	*	*	2

+Rating was of job Doyle was expected to do, previous were McCallum

Going along with this, in a question asked somewhat later in the survey, only about one in four residents (27%) feels that Doyle "will be able to solve Wisconsin's budget problems". Democrats tend to split evenly, while Independents and even more clearly Republicans tend to think he cannot. This question has also been asked since January of 2002. After a rebound from January to February and March, belief that the Governor can fix the fiscal

situation has declined, although not substantially, and the best he ever did was a roughly even split among those who clearly answered the question.

#### Short-Run Fiscal Expectations

	8/03	5/03	4/03	3/03	2/03	1/03
Doyle and fiscal problem						
CAN SOLVE	27%	30%	37%	41%	41%	25%
CAN'T SOLVE	58	52	43	39	40	54
HELP, NOT SOLVE (VOL.)	4	6	6	9	4	5
DON'T KNOW	11	12	14	11	14	15
REFUSED	*	1	1	*	1	1

One component of public opinion on fiscal matters is the general perception of the level of taxation and spending. Overall, when asked to characterize the present level of state taxes as "too high, too low, or just about right", seven in ten (70%) say it is too high. Another one in four (25%) calls it about right, but only a handful (2%) say taxes are now too low. Partisan differences are scarcely evident, with about two thirds of Democrats agreeing with the three in four among Republicans and Independents who say taxes are now "too high". This perception is nothing new, as the accompanying chart makes clear. The present level is close to where it was last January with the intervening measurements only somewhat lower. During the summer of 2002, this sentiment was at least as common as it is now.

When it comes to spending, six in ten (61%) now label that as too high. Again a quarter (24%) feels it is about right and a handful wants to see spending increase. There is a bit more of a partisan cast to these views with Republicans almost twenty points more likely to call spending excessive than are Democrats, and Independents fall in the middle. Resistance to spending in the abstract has also been slightly less common than the corresponding feeling about taxes in the past, with perceptions showing even less poll to poll "bounce" than is the case for taxes. The "gap" between the two now is among the largest, although since one is speaking about relatively small percentage point shifts, this should not be overinterpreted.

Taxes of course come in varieties, and are paid by different groups of people. Overall there is no clear sentiment to "soak business" here in Wisconsin. Asked whether business pays more, less, or about its fair share of state taxes, the largest group (42%) feels businesses are paying about what they should. This holds across all partisan groups as well.

Where there is some difference is the pattern among those who believe business is paying either more or less than it should. Among residents overall, opinion is closely divided, with only a few more (24% compared to 17%) saying business pays MORE than it should. There is something of a partisan cast to this. Among Republicans unhappy with what business now pays, sentiment is onesided that business taxes are too high. Independents split pretty evenly. Democrats tend (by about 2-1) to think business should pay more.

There is some more evidence of a "soak the rich" sentiment. While (narrowly) the largest single group (39%) feels "upper income people" pay about their fair share, those who feel they are paying less than they should (36%) clearly outnumber those who feel they pay more than is appropriate. Independents and

## General Budget-Related Perceptions Across Time

	8/03	5/03	4/03	3/03	2/03	1/03	9/02	6/02	3/02
Current level of taxes									
TOO HIGH	70%	63%	66%	62%	68%	71%	74%	77%	71%
TOO LOW	2	2	2	1	1	1	2	1	2
JUST ABOUT RIGHT	25	32	30	36	29	26	22	19	24
DEPENDS ON TAX (VOL.)	1	--	1	2	1	*	*	1	1
DON'T KNOW	2	2	1	1	1	1	2	2	2
REFUSED	--	*	--	--	--	1	--	*	*
Current level of spending									
TOO HIGH	61%	62%	61%	61%	66%	63%	63%	58%	61%
TOO LOW	4	4	2	2	2	3	3	5	5
JUST ABOUT RIGHT	24	20	26	24	21	22	23	25	25
DEPENDS ON PROG. (VOL.)	2	4	3	4	2	3	2	3	5
DON'T KNOW	9	10	8	9	9	8	9	9	5
REFUSED	--	1	--	*	*	1	1	1	*
Serious budget choices									
HAVE TO CHOOSE	39%	47%	43%	50%	46%	41%	30%	34%	28%
DOESN'T HAVE TO	48	43	43	41	42	46	56	55	56
SOME OF EACH (VOL.)	4	5	5	3	5	4	3	5	6
DON'T KNOW	7	6	8	4	6	9	10	6	8
REFUSED	1	*	1	1	1	1	1	--	2

Republicans are broadly similar to one another, with the most common view being that the levy on those with upper incomes is appropriate, but the balance among those who feel it is not tilts toward believing the well off could pay more than they do (more clearly among self-described Independents). Half of all Democrats, however take this stance.

The relative tax burden of "people like you" shows some similarity to this. Just over half, overall and in all groups examined, feel they and their unspecified peers pay about their fair share. But virtually no one feels undertaxed -- that is thinking they pay less than they ought to. Some four in ten (more or less constant across groups) think they bear more of the tax burden than is just.

These questions were also put last January and March of the previous year. Attitudes to business have not moved much, but its present situation is as favorable as it was on either of the two earlier surveys. Views of the wealthy ("upper income people") are about where they were last March and perhaps a bit less critical than they were this past January. The sense of the relative tax burden of "people like you" is even more stable.

Residents were also asked about the relative reliance on three major legs of Wisconsin's fiscal stool (income, sales, and property tax), and especially whether the state should depend more, less or the same amount it now does on each.

When it comes to the income tax, the plurality (40%) would leave its role about the same relative to others. Among those hoping for a shift, those who would rely on it less outnumber those who take the opposite stance (at least "somewhat") by more than two to one (40% to 17%). Democrats are modestly least

anti-income tax.

Sentiment that the sales tax bears appropriate emphasis is at least as clear. Just under half (48%) would keep this about the same. Here, however, those who would shift emphases were about twice as likely to say the state should depend at least somewhat more on it (33%) than to believe the tax should be less depended on. Again Independents and Republicans differed (but only slightly from Democrats).

And then there is the property tax. While, overall, one third (32%) feel the property tax should be relied on about the same, six in ten residents think it should be counted on either somewhat or a lot less. Only about one in twenty would place any greater emphasis on it. This holds pretty much across the partisan spectrum, and is especially telling as state cutbacks may cause a greater relative reliance on property levies, even if the actual rate does not change.

These questions also occurred on several earlier Badger Polls™. The present survey is broadly similar to the two earlier askings (in March of both 2002 and 2003), The sales tax also shows little sharp movement, although the balance is a bit more towards placing greater reliance on it now than was the case earlier (with emphasis on "a bit"). Patterns also show a general similarity when it comes to the property tax. If there is a shift, however, the reading in August 2003 is at least as anti-property tax as the earlier surveys, particularly compared to the March 2003 study.

Another key attitude relevant to fiscal debate is the extent to which the public believes that it comes down to a choice between taxes and losing wanted services (or new taxes and new, desired, programs), or whether the choice can be avoided -- presumably by "efficiency". Overall the public now is split.

"The question was In order to balance the state budget, do you think a choice will have to be made between serious service cuts and big increases in taxes, or is it possible to both maintain essential services and keep taxes down?". Among those clearly answering the question, a narrow plurality (48%-39%) believes that hard choices are NOT necessary. Democrats come closest to being split, but in no group is there clear conviction that difficult choices are unavoidable.

It is also noteworthy that this sentiment, which earlier (up to last spring) showed some signs of being on the increase, has not continued to gain ground. Indeed as the trend table shows, the present opinion profile is quite similar to what was found last January before the current debate got underway in earnest. Still, it remains higher than was found last year during the campaign.

A new question posed this same query with regard to local budgets and property taxes. Overall, if there is skepticism at the state level, it is even stronger at the local one where by a 58%-31% margin, residents feel it IS possible to maintain essential services and keep property taxes down. On this issue, Independents are quite close to Democrats, but Republicans differ in being only slightly less convinced of the necessity of hard choices.

Perhaps because of this skepticism, perhaps because of competing items on the agenda, the public seems less than fixated on the fiscal debate. Thus, only about one in eight said they had paid "a lot" of attention to the Governor's tax and spending plan. Even adding in those who claimed to pay "some" attention (39%) only brought us to one resident in two.

## Selected Tax Questions over Time

	8/03	3/03	1/03	3/02
Taxes paid by business				
MORE THAN FAIR SHARE	24%		19%	20%
LESS THAN FAIR SHARE	17		22	21
ABOUT FAIR SHARE	42		45	48
DON'T KNOW	16		14	11
REFUSED	1		*	*
Taxes paid by upper income				
MORE THAN FAIR SHARE	10%		11%	10%
LESS THAN FAIR SHARE	36		44	39
ABOUT FAIR SHARE	39		33	41
DON'T KNOW	14		11	9
REFUSED	*		1	1
Taxes paid by "people like you"				
MORE THAN FAIR SHARE	41%		43%	39%
LESS THAN FAIR SHARE	2		3	3
ABOUT FAIR SHARE	55		53	56
DON'T KNOW	2		2	2
REFUSED	1		1	1
Preferred emphasis on income tax				
MUCH MORE	4%	1%		3%
SOMEWHAT MORE	13	10		11
SOMEWHAT LESS	26	27		28
MUCH LESS	14	12		9
ABOUT THE SAME	40	47		44
DEPENDS ON AREA (VOL.)	--	--		*
DON'T KNOW	3	3		4
REFUSED	1	*		1
Preferred emphasis on sales tax				
MUCH MORE	7%	5%		4%
SOMEWHAT MORE	26	26		22
SOMEWHAT LESS	13	12		15
MUCH LESS	4	5		5
ABOUT THE SAME	48	50		52
DEPENDS ON AREA (VOL.)	--	1		*
DON'T KNOW	2	1		1
REFUSED	*	1		*
Preferred emphasis on property tax				
MUCH MORE	1%	2%		1%
SOMEWHAT MORE	5	5		5
SOMEWHAT LESS	35	31		37
MUCH LESS	24	17		18
ABOUT THE SAME	32	43		35
DEPENDS ON AREA (VOL.)	1	--		1
DON'T KNOW	3	3		3
REFUSED	*	1		*

To be sure, when respondents had the plan described to them and were asked their opinion, six in ten favored it (usually somewhat as opposed to strongly, 49% to 11%). On the other side, one in three were either strongly opposed (11%) or somewhat so (25%). Interestingly, this was NOT much of a partisan issue, with the profile very similar among self-described Republicans, Democrats, and Independents.

Attention/Reaction to Governor's Budget

	8/03	5/03	4/03	3/03	6/02	3/02
Attention paid to Gov. Plan						
A LOT	13%	14%	11%	16%	15%	16%
SOME	39	40	38	44	36	43
ONLY A LITTLE	21	23	27	23	23	19
NOT MUCH AT ALL	25	23	24	16	26	20
DON'T KNOW	1	*	*	1	--	1
REFUSED	*	--	*	--	--	*
General Reaction to it						
FAVOR STRONGLY	11%	9%	9%	16%	7%	7%
FAVOR SOMEWHAT	49	51	45	47	33	34
OPPOSE SOMEWHAT	25	26	29	23	33	33
OPPOSE STRONGLY	11	11	14	10	20	21
DON'T KNOW	3	4	3	4	8	4
REFUSED	1	--	1	1	--	1

Reference to then current Governor by name

Over time, the level of attention has not moved materially, nor has sentiment shifted markedly about Doyle's plan. It should be noted however, that last year, when the focus was on then Governor McCallum's budget, the balance of opinion was in the opposite direction, although views were more evenly split.

This year, the legislature passed a budget, whose main feature was the three year property tax freeze. On balance, this plan also received backing. The balance was a bit more favorable for the legislative plan (almost four in five at least somewhat in favor, about one in five at least somewhat opposed). This was also not a strong partisan divide although the party-to-party differences were less murky with opposition slowly rising as one moved across the spectrum from self-described Republican to Democrat.

Earlier we noted the general resistance to taxes, and the lack of conviction that really hard choices need to be made. Another piece of the puzzle comes in with regard to the basic idea of referenda being necessary to raise taxes. Specifically, when respondents were asked whether the Governor and legislature should be able to raise state taxes or whether voter should have to approve, the notion of referenda was backed by an 80%-18% margin. This held across the partisan spectrum, with Democrats and Republicans in general accord, and Independents if anything slightly more willing to let elected politicians decide.

A parallel sentiment is visible at the local level. When it comes to local elected officials being able to raise local taxes versus voter approval in a referendum being required, the latter "won" by an 83%-16% majority. Again

partisan patterns are more noteworthy for agreement than for any clear distinctions.

The resistance to property tax levies has been pretty clear on this and earlier Badger Poll™ surveys. When respondents were asked to choose between an increase in their property taxes and reductions in local services, the latter was preferred by five to three (51%-33%). Democrats came closest to being split, Republicans opted for service reductions by about five to two.

Such questions cannot anticipate how a referendum might come out, and opinions could certainly differ depending on the size and nature of both tax increases and service cuts, but this does show a basic predisposition and that the case for higher taxes to fund services must still be made in the minds of many.

The status quo seems to have some appeal. A related choice was offered of "a reduction in your local property taxes even if that meant services had to be reduced more than if taxes stayed where they are now". Here, opinion split evenly (44%-44%). Democrats and Republicans have five to three majorities on opposite sides of this choice, while Independents -- like the population overall -- split evenly.

There is sentiment that the state role in funding local education should continue. When respondents were reminded of the present mix, and asked whether the state should pay more of local school expenses, less, or about the same, one resident in two (49%) wanted to keep things as they are. Four in ten, however, (41%) would increase the state role, and only a handful (6%) would cut it. There was backing for increased state role among all partisan groups, with only a modest increase as one moved from Republican to Democrat.

Despite the fact that a majority looked favorably on the legislative plan with its freeze, there are concerns about its impact. Only about one in four (27%) said that a three year freeze would not make much difference in the quality of local services. This left seven in ten who expected either major cuts in quality (27%) or minor cuts (43%), so perhaps "real but measured" might summarize it. Again, there are only modest party differences at most.

Focusing specifically on schools, a parallel question about the impact on "the quality of your local public schools" found similar sentiment. Overall, three in ten (30%) expected no real difference. Two thirds anticipated either major cuts in quality (26%) or minor cuts (40%). Partisan differences were somewhat bigger (though scarcely overwhelming) here with Republicans twice as likely as Democrats to anticipate no cuts in quality and Democrats twice as likely as Republicans to expect major quality cuts. Still, for all groups, there is a general sense that a freeze might have at least some real local impact.

What all this suggests is that the public manifests resistance to taxes, and special sensitivity to local levies. They are hopeful ("foolishly optimistic"?) in doubting the necessity of tough choices. Especially when one realizes that for most people, taxes are at best an unfortunate necessity rather than a positive end in themselves, it is clear that the present sentiment could shift sharply if there were a sense that one really had to choose and that added taxes might "purchase" desired outcomes. But it is also clear that this has NOT yet taken place.





TAX05. Overall, do you think business in Wisconsin pays more than its fair share of state taxes, less than its fair share, or about its fair share?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MORE THAN FAIR SHARE	24%	27%	21%	15%	22%	33%	29%	24%	21%	21%
LESS THAN FAIR SHARE	17	18	16	26	18	9	8	15	22	21
ABOUT FAIR SHARE	42	43	42	46	46	40	50	41	38	44
DON'T KNOW	16	12	21	14	14	16	13	20	18	13
REFUSED	1	1	1	--	--	2	--	1	1	1

TAX06. How about upper income people in Wisconsin, do they pay more than their fair share of state taxes, less than their fair share, or about their fair share?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MORE THAN FAIR SHARE	10%	10%	10%	8%	8%	15%	6%	16%	4%	11%
LESS THAN FAIR SHARE	36	36	36	49	37	26	32	28	45	34
ABOUT FAIR SHARE	39	42	37	27	45	45	36	42	39	40
DON'T KNOW	14	12	17	16	10	14	26	13	11	15
REFUSED	*	1	*	1	--	1	--	1	--	1

TAX07. How about people like you? (PROBE FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MORE THAN FAIR SHARE	41%	38%	44%	39%	38%	42%	44%	47%	41%	31%
LESS THAN FAIR SHARE	2	2	1	2	3	*	5	--	2	1
ABOUT FAIR SHARE	55	57	53	57	56	55	50	51	56	61
DON'T KNOW	2	1	2	2	1	2	2	2	1	2
REFUSED	1	2	1	1	2	1	--	--	--	5

TAXTYP01. Government in Wisconsin gets its money primarily from the state income tax, the sales tax, and the property tax. Compared to other taxes, would you like to see Wisconsin depend much more on the income tax than it now does, somewhat more, somewhat less, much less, or about the same?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MUCH MORE	4%	4%	3%	5%	5%	2%	3%	5%	2%	4%
SOMEWHAT MORE	13	13	12	19	10	14	11	12	14	13
SOMEWHAT LESS	26	25	27	25	27	26	30	27	25	23
MUCH LESS	14	18	9	11	14	13	10	15	11	14
ABOUT THE SAME	40	37	44	38	41	40	44	36	45	41
DEPENDS ON AREA (VOL.)	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	3	2	4	2	4	2	2	5	2	2
REFUSED	1	1	1	--	*	3	--	--	*	3

TAXTYP02. How about the sales tax. Should Wisconsin depend much more on that than it now does, somewhat more, somewhat less, much less, or about the same?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MUCH MORE	7%	11%	4%	5%	9%	7%	4%	4%	9%	11%
SOMEWHAT MORE	26	29	23	19	27	28	20	31	29	16
SOMEWHAT LESS	13	11	15	16	15	10	12	15	11	13
MUCH LESS	4	5	4	5	3	4	8	3	2	7
ABOUT THE SAME	48	41	53	51	44	49	56	42	50	50
DEPENDS ON AREA (VOL.)	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	2	3	2	3	4	1	--	5	--	3
REFUSED	*	1	--	--	--	1	--	--	--	1

TAXTYP03. How about the property tax? (PROMPT FOR CATS AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MUCH MORE	1%	1%	1%	2%	1%	1%	3%	1%	1%	--%
SOMEWHAT MORE	5	5	5	8	3	4	3	8	5	2
SOMEWHAT LESS	35	32	38	37	34	36	22	37	38	35
MUCH LESS	24	31	17	20	27	23	34	25	19	26
ABOUT THE SAME	32	27	36	32	33	32	32	27	34	33
DEPENDS ON AREA (VOL.)	1	1	1	*	2	1	--	--	2	2
DON'T KNOW	3	3	3	1	1	2	7	3	2	2
REFUSED	*	1	--	--	--	1	--	--	--	1

DOYLE06. Do you think Doyle will be able to solve Wisconsin's budget problems, or don't you think so?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
CAN SOLVE	27%	28%	25%	40%	23%	17%	15%	30%	22%	32%
CAN'T SOLVE	58	59	57	44	60	70	69	55	62	53
HELP, NOT SOLVE (VOL.)	4	4	4	5	6	2	2	3	6	5
DON'T KNOW	11	8	13	10	11	10	14	12	10	11
REFUSED	*	1	*	1	--	1	--	1	1	--

BUDG02. In order to balance the state budget, do you think a choice will have to be made between serious service cuts and big increases in taxes, or is it possible to both maintain essential services and keep taxes down?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
HAVE TO CHOOSE	39%	40%	38%	42%	38%	36%	36%	36%	44%	40%
DOESN'T HAVE TO CHOOSE	48	47	49	46	49	49	59	54	43	41
SOME OF EACH (VOL.)	4	4	4	2	3	8	--	4	5	6
DON'T KNOW	7	6	9	9	8	6	5	5	7	11
REFUSED	1	3	--	1	2	2	--	2	1	3

BUDG02A. How about in your local community. In order to balance the local budget, do you think a choice will have to be made between serious service cuts and big increases in taxes, or is it possible to both maintain essential services and keep property taxes down?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
HAVE TO CHOOSE	31%	34%	29%	33%	34%	26%	32%	31%	35%	25%
DOESN'T HAVE TO CHOOSE	58	56	61	59	58	59	62	61	54	60
SOME OF EACH (VOL.)	5	4	5	3	3	10	3	4	6	7
DON'T KNOW	4	4	5	5	3	5	4	4	4	7
REFUSED	1	2	1	--	3	1	--	1	1	2

BUDG06. How much attention have you been paying to Governor Doyle's tax and spending plan? A lot, some, only a little, or not much at all?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
A LOT	13%	19%	8%	12%	17%	14%	8%	7%	14%	24%
SOME	39	40	39	41	40	42	27	44	42	37
ONLY A LITTLE	21	20	22	22	19	20	24	23	21	20
NOT MUCH AT ALL	25	20	30	23	24	23	41	26	23	16
DON'T KNOW	1	1	1	1	1	1	--	--	--	4
REFUSED	*	--	*	*	--	--	--	--	--	*

BUDG07. To make up the deficit, the Governor proposed holding taxes where they are, but sharply cutting a number of programs, eliminating more than 1000 state jobs, and counting on extra money from Indian gambling casinos and the Federal government. In general, did you strongly favor the plan, somewhat favor it, somewhat oppose it, or strongly oppose it?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVOR STRONGLY	11%	14%	7%	12%	14%	8%	6%	8%	12%	17%
FAVOR SOMEWHAT	49	47	51	52	44	55	35	49	55	48
OPPOSE SOMEWHAT	25	23	26	23	22	25	36	26	21	19
OPPOSE STRONGLY	11	11	12	7	17	7	24	13	9	8
DON'T KNOW	3	3	3	3	1	5	--	3	3	5
REFUSED	1	3	*	3	2	*	--	1	*	4

FREEZE01. The legislature passed a budget with many of the same plans, but it also included a three year freeze on local property taxes so they could not be increased unless local voters approved in a referendum. In general, did you strongly favor that plan, somewhat favor it, somewhat oppose it, or strongly oppose it?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVOR STRONGLY	34%	40%	29%	28%	33%	37%	22%	30%	35%	47%
FAVOR SOMEWHAT	43	40	45	37	43	52	54	52	39	29
OPPOSE SOMEWHAT	12	8	16	20	13	6	15	12	15	8
OPPOSE STRONGLY	7	8	6	10	11	2	6	1	9	12
DON'T KNOW	3	2	4	4	--	3	4	4	3	2
REFUSED	1	1	--	--	1	1	--	--	--	2

FREEZE02. In general, do you think the Governor and legislature should be able to increase state taxes, or should voters have to approve in a referendum?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
LEADERS SHOULD BE ABLE	18%	22%	14%	19%	23%	13%	8%	17%	24%	18%
VOTERS SHOULD APPROVE	80	77	83	80	75	83	92	81	74	79
DON'T KNOW	2	2	3	1	2	4	--	2	2	4
REFUSED	*	--	*	--	--	--	--	--	1	--

FREEZE03. And when it comes to local taxes, do you think local elected officials should be able to increase local taxes, or should voters have to approve in a referendum?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
LEADERS SHOULD BE ABLE	16%	20%	12%	19%	20%	13%	3%	12%	20%	18%
VOTERS SHOULD APPROVE	83	79	86	81	79	84	96	87	79	76
DON'T KNOW	1	1	2	1	--	3	1	1	*	3
REFUSED	1	1	1	--	2	--	--	--	1	2

FREEZE04. If you had to choose between an increase in your local property taxes or a reduction in local services, which one would you prefer?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
INCREASE IN PROP TAX	33%	29%	36%	40%	35%	24%	38%	33%	38%	24%
REDUCE IN LOCAL SERV.	51	56	46	46	48	58	54	50	45	55
SOME OF EACH (VOL.)	1	1	1	*	2	--	--	*	1	*
DEP. ON PROG./AMT(V)	10	10	10	7	11	12	6	11	10	11
DON'T KNOW	4	3	5	6	2	5	2	4	3	6
REFUSED	2	2	2	1	2	2	--	1	3	4

FREEZE05. Looked at a little differently, would you favor a reduction in your local property taxes even if that meant services had to be reduced more than if taxes stayed where they are?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVOR REDUCTION	44%	49%	40%	37%	44%	52%	42%	45%	42%	47%
OPPOSE REDUCTION	44	39	49	54	46	33	52	45	47	36
SOME OF EACH (VOL.)	2	3	*	--	2	3	--	1	3	4
DEP. ON PROG./AMT(VOL)	4	4	4	2	4	4	3	4	4	4
DON'T KNOW	5	4	6	6	3	4	2	3	4	9
REFUSED	2	2	2	1	*	4	2	3	1	1

FREEZE06. Right now, local education expenses are paid for by a combination of money from state taxes and money from local property taxes. Do you think the state should pay more of the bill than it now does, less, or about the same proportion for local public schools.

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
STATE SHOULD PAY MORE	41%	38%	44%	47%	43%	35%	55%	39%	37%	39%
STATE SHOULD PAY LESS	6	9	4	5	5	10	4	3	6	12
STATE SHOULD PAY SAME	49	50	47	46	48	51	39	55	53	42
DON'T KNOW	3	2	4	2	3	3	2	3	3	4
REFUSED	1	1	1	*	2	1	--	--	1	3

FREEZE08. If there was a three year freeze on local taxes in Wisconsin, do you think this would mean major cuts in the quality of local services, minor cuts, or not really make much difference at all?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MAJOR CUTS IN SERVICES	27%	20%	34%	32%	27%	20%	32%	33%	31%	16%
MINOR CUTS IN SERVICES	43	46	41	42	44	47	38	40	45	48
NOT REALLY MUCH DIFF.	27	31	24	24	26	31	28	25	23	33
DON'T KNOW	2	3	2	2	3	2	2	2	2	3
REFUSED	--	--	--	--	--	--	--	--	--	--

FREEZE09. How about in the quality of your public schools. If there was a three year property tax freeze, do you think this would mean major cuts in the quality of your local public schools, minor cuts, or not really make much difference at all?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MAJOR CUTS IN SCHOOLS	26%	20%	31%	34%	25%	19%	36%	29%	30%	13%
MINOR CUTS IN SCHOOLS	40	43	37	44	38	41	29	38	42	44
NOT REALLY MUCH DIFF.	30	34	27	19	34	36	31	29	24	38
DON'T KNOW	4	3	4	3	3	3	4	3	3	5
REFUSED	1	--	1	--	--	1	--	1	1	--

QD05. Generally speaking, do you consider yourself a Democrat, a Republican, an Independent, or something else?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
DEMOCRAT	29%	23%	35%	100%	--%	--%	25%	20%	36%	33%
REPUBLICAN	30	30	30	--	--	100	23	31	26	35
INDEPENDENT	29	35	23	--	100	--	34	30	27	26
OTHER	9	12	7	--	--	--	16	16	6	4
NONE	2	1	2	--	--	--	3	2	2	1
DON'T KNOW	1	*	2	--	--	--	--	1	2	1
REFUSED	*	--	1	--	--	--	--	--	1	--

QD11. In what year were you born? (ENTER FOUR-DIGIT YEAR) (Calculated and grouped as below)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
18-29	12%	9%	14%	10%	14%	9%	100%	--%	--%	--%
30-44	29	32	26	21	31	30	--	100	--	--
45-59	31	29	33	39	30	27	--	--	100	--
60 and over	24	25	23	27	22	28	--	--	--	100
DK/REFUSED	4	5	4	3	4	7	--	--	--	--

\* denotes less than .5%

-- denotes 0%

#### 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, under the direction of G. Donald Ferree, Jr., Associate Director for Public Opinion Research of the Center. The media sponsors of the survey are the (Madison) Capital Times, and the Milwaukee Journal-Sentinel. 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.

A total of 511 randomly chosen state residents were interviewed for this survey by telephone between August 18 and 27, inclusive. Telephone numbers were generated by computer in proportion to the number of adults living in each area of the state. Theoretically, results from this survey have a "margin of error" of a little over +/- 4%. This means that, had we asked every eligible 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".