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THE PRESIDENTIAL ELECTION AT THE CLOSE OF THE YEAR
 by G. Donald Ferree, Jr.

Overall, President Bush's job ratings have been holding steady or increasing over the past months and are now about where they were before the beginning of the Iraq War. Those rating him either excellent (17%) or good (35%) now outnumber those choosing either fair (26%) or poor (19%) by about seven points. As shown in the detailed tables following this summary, there continues to be a strong partisan cast to these ratings. Almost nine in ten self-described Republicans rate him good or better, while eight in ten self-described Democrats will go no higher than fair. Independents tend to fall in the middle, and are about half again as likely to give Bush one of the two lower grades than to give him either of the two higher ones for his overall performance.

We are now within one year of the election, and, though there are signs of increased awareness, the campaign seems scarcely to have captured the electorate. One in eight (13%) now say they have been paying "a lot" of attention to the candidates. Even if one includes the group (31%) who have been paying "some", one only begins to approach the one in two level. Interestingly, for Bush the self-reported level of awareness is at least as high among his fellow partisans as among Democrats, and Independents are lowest of the three groups. Nonetheless, this level of awareness is somewhat higher than at the last measurement in October, when 8% were been paying "a lot" of attention and 28% "some".

Overall Presidential Rating
 Polls from March 2002 to December 2003

	DEC03	OCT03	AUG03	MAY03	APR03	MAR03	FEB03	JAN03	SPT02	JUN02	MAR02
Overall rating											
Excellent	17%	15%	14%	27%	31%	18%	19%	16%	19%	25%	28%
Good	35	35	38	35	38	35	39	38	45	44	40
Fair	26	27	28	24	21	30	25	29	23	22	22
Poor	19	21	19	13	10	16	16	14	12	8	7

Answers such as don't know, or refused, omitted for space

Respondents were asked -- without being prompted with a list of names -- "is there any person you would especially like to see elected President next year". Just over half (53%) named no one, which proportion is down only slightly from the 59% level it had in October. If one includes those who claimed some

preference but did not come up with an answer when pressed, six residents in ten are accounted for.

Overall Bush is cited by just over one in four (27%), twice as many as came up with any other name at all, While he clearly enjoys the name recognition of being President, and this question followed the standard presidential rating question, this is still a measure of how little close attention is being paid to the alternatives. Bush was named by 22% in October. Bush's mentions are -- not surprisingly -- concentrated among GOP partisans, two thirds of whom named him. He gets just under half of the specific mentions among Independents, but only a handful among Democrats.

Overall each of the Democrats except Mosley-Brown and Sharpton was named by someone (in October, it was all but Gephardt and Sharpton). Dean's name is most often mentioned, but this is still a minority among Democrats, only about three in ten of whom named anyone at all. In addition to the names shown in the detailed tables below, other mentions (only by one or two people, typically) included Colin Powell, Ralph Nader, Ted Kennedy, both Elizabeth and Robert Dole, Ross Perot, and Jesse Ventura.

Respondents were presented with a list comprising the President and all the declared Democrats and asked, for each, if they had a favorable impression, an unfavorable impression or did not know enough to make up their minds (presumably either because of lack of knowledge, or cross-cutting factors which made it difficult to come down on one side or the other).

Bush is clearly a familiar figure. Overall, more than nine in ten have a view of him, which tends to be favorable (57%-34%). Despite the fact that his job ratings have, if anything, improved modestly recently, his favorability ratio (which was 60%-34%) in October has scarcely moved -- the actual difference is small enough that it could easily be due simply to chance factors rather than a systematic shift in views among the population as a whole.

Partisanship is a major factor, not surprisingly. Some 95% of Republicans have a favorable opinion of Bush. Independents split evenly, and by about three to one, Democrats come down on the unfavorable side. This partisan pattern is at least as strong as it was in October.

Joseph Lieberman has already appeared on a national ticket -- although his erstwhile running mate endorsed Dean at the very end of the field period. Six in ten have an impression of him, which splits right down the middle (30%-31%). This is essentially the same as was found in October (31% favorable, 29% unfavorable). Views of Lieberman follow partisan lines a good deal less clearly than they do for Bush. Although the balance does become more negative as one moves from Democrat to Republican, it is much less onesided for the Connecticut Senator.

About half rate Gephardt, with the balance mildly negative (20%-29%). Since October (21% favorable, 22% unfavorable) he has gained some in familiarity, but suffered a bit in balance. Republicans are especially clear (in a negative direction) about the former House leader.

Sharpton is familiar to four in ten, but has major unfavorability difficulties here (5% favorable, 35% unfavorable). While GOP adherents are most critical, he garners little favorable mentions from any group.

John Kerry has about the same level of familiarity -- four in ten, but opinion on him is more evenly split. Overall, in December, he stood at 17%

December and October Comparisons		
	DEC	OCT
Attention to candidates		
A LOT	13%	8%
SOME	31	28
ONLY A LITTLE	35	40
NONE AT ALL	20	24
Anyone in mind for President		
NO NAME MENTIONED	53%	59%
GEORGE W. BUSH	27	22
GENERAL WESLEY CLARK	2	*
FRMR GOV HOWARD DEAN	3	2
SENATOR JOHN EDWARDS	*	*
REP. DICK GEPHARDT	*	--
SENATOR JOHN KERRY	*	1
REP. DENNIS KUCINICH	*	*
SENATOR JOE LIEBERMAN	*	*
CAROL MOSELEY-BRAUN	--	*
SENATOR RUSS FEINGOLD	*	--
TOM BARRETT	--	*
BILL CLINTON	1	1
HILLARY CLINTON	1	1
JOHN MCCAIN	*	*
ARNOLD SCHWARZENEGGER	--	1
OTHER	3	1
"REPUBLICAN"	*	--
"DEMOCRAT"	1	2
ANYBODY BUT BUSH	1	*
COMBINATION	*	--
DON'T KNOW	7	7
REFUSED	*	1

favorable, 23% unfavorable, up a bit in awareness, and little changed in balance since October's results (15% favorable, 16% unfavorable). Views of him range from three to one favorable (if an impression holds at all) among Democrats to six to one unfavorable among Republicans.

Despite all the focus on him, Dean still presents a clear picture to about the same four in ten as is common. Views of him split right down the middle now (20%-20%). Republicans on balance view him unfavorably, but not as onesidedly as we have sometimes seen. He does not stand out especially favorably compared to the others among Democrats. Since October, Dean has moved up in awareness while holding the even balance he had then (12% favorable, 13% unfavorable).

Former Senator Mosely-Brown has not moved up as much in familiarity, and has also not improved her balance of impressions. Now, three in ten are willing to rate her, but the balance is more than two to one negative (9%-20%). October found her about as well known, but the public was -- if anything -- more evenly split.

Wesley Clark is on a rough par with Mosely-Brown in terms of awareness, but has an advantage in favorability balance (16%-13% in December). In October, he stood at 8% favorable and 11% unfavorable, so he has gained (albeit modestly) on both grounds of familiarity and balance. Clark's "appeal" is markedly less partisan than most; while Democrats view him more positively than Republicans the distinction is nowhere near overwhelming.

Only one in five rate John Edwards (8%-13%) and even fewer state an impression of Dennis Kucinich (6%-9%) rounding out the list of nine. Neither has gained strongly on either front since October, when the North Carolinian was evenly balanced (7%-8%) and Kucinich was known to few but not favorably viewed (4%-8%). Differences from the earlier survey for both men are relatively small, and give only limited evidence of any clear movement in the population overall, as opposed to random shifts poll to poll based on who happened to be interviewed.

These results overall suggest that the past two months has seen some increase (albeit a modest one) in the attention paid to the candidates, but few very sharp shifts. The fact that Dean has so clearly emerged as the favorite according to the pundits finds only quite limited echoes among the Wisconsin public, and the incumbent -- about whom views should provide openings for potential challengers -- continues to dominate in terms of awareness. Overall, it still appears to be quite early.

It should be pointed out that respondents are well aware that there is still a lot to happen before this nine person field narrows. And there are signs that, even if the election has not yet moved to center stage, residents expect things to change. When respondents were explicitly asked how confident they were that they ultimately ("by the time the campaign is over") have "enough information to really make up your mind about who would make the best President in 2004", just shy of four in ten (37%) say they are "very confident" about this. Another similar sized group (38%) is "somewhat confident", which together accounts for three residents in four. This figure is higher than the proportion willing to come down clearly as having either a favorable or unfavorably view of any single Democrat to this point).

On the one hand, this level of confidence is quite high and contrasts with actual awareness. On the other, it has moved virtually not at all in the two months since October (when 36% were very confident and 38% somewhat so). This lack of change in expected familiarity contrasts some with the increase -- at least for some candidates -- in familiarity and with the now somewhat greater declared amount of attention.

This same sort of perception that the future of the campaign will see changes in awareness is echoed when respondents were asked if it was absolutely certain that they would vote in the primary, and if not, were asked to characterize the probability that they would. Overall, two thirds (68%) claimed it was certain. Even if the fact that this question followed a number of items on the campaign, which might have focused respondents' attention on the coming vote, the contrast between the intent to cast a ballot in the abstract and the basic awareness of the alternatives is quite striking.

The final question directly on this topic asked residents, "as of now, do you think you would like to see President Bush re-elected in 2004, or would you rather see someone else in the White House". This is not a vote choice as such, but does indicate the strength with which an incumbent comes into comparisons with challengers, and can act as an incentive or disincentive to familiarize oneself with potential alternatives. Overall views are now split pretty evenly: 46% of residents want Bush re-elected, 47% would like to see someone else. The fraction wanting him re-elected approaches nine in ten among Republicans, while eight in ten Democrats would like to see "someone" (not necessarily "anyone") else in his place. Independents by about two to one are open to a change in principle.

	Awareness of Candidates	
	DEC	OCT
George W. Bush		
FAVORABLE	57%	60%
UNFAVORABLE	34	34
Wesley Clark		
FAVORABLE	16%	8%
UNFAVORABLE	13	11
Howard Dean		
FAVORABLE	20%	12%
UNFAVORABLE	20	13
John Edwards		
FAVORABLE	8%	7%
UNFAVORABLE	13	8
Dick Gephardt		
FAVORABLE	20%	21%
UNFAVORABLE	29	22
John Kerry		
FAVORABLE	17%	15%
UNFAVORABLE	23	16
Dennis Kucinich		
FAVORABLE	6%	4%
UNFAVORABLE	9	8
Joe Lieberman		
FAVORABLE	30%	31%
UNFAVORABLE	31	29
Carol Mosely-Braun		
FAVORABLE	9%	11%
UNFAVORABLE	20	16
Al Sharpton		
FAVORABLE	5%	7%
UNFAVORABLE	35	31
Will have enough info by election		
VERY CONFIDENT	37%	36%
SOMEWHAT CONFIDENT	38	38
ONLY A LITTLE CONF.	16	17
NOT CONFIDENT AT ALL	8	8

Overall, these results are quite similar to what was found in October (46% wanted Bush re-elected; 45% preferred someone else). That means that the fact that the President's job ratings are -- if anything -- modestly up, has not put

him in a stronger abstract position. It also means that the (modestly) increased awareness of the candidates in general, and of familiarity with at least some of the Democrats specifically, have not moved this overall inclination much at all. There is indication that things are a bit more organized along partisan lines. Democrats fell at 79%-15% against re-election then, and at least as much now (80%-13%). Republicans then were for a second term by 84%-11%, compared to 88%-9% now. (By itself, neither difference would be large enough to produce much confidence that a real change had occurred). The shift is clearest among Independents, who now are open to an alternative by a margin of 63%-29%, which in October was an even split 45%-44%.

Inclination to Give Bush Another Term

	12/03	10/03	8/03	5/03
Basic stance on Bush				
LIKE BUSH RE-ELECTED	46%	46%	43%	53%
LIKE SOMEONE ELSE	47	45	50	42
DON'T KNOW	7	9	6	4
REFUSED	*	*	*	1

If overall results are similar now to what they were in October on this question, relatively recent askings have found him both worse off (specifically in May when a margin of 53%-42% wanted him re-elected) and better (compared to August when by 50%-43% a plurality preferred "someone else").

Statewide Marginals and Percentages for Key Groups

What follows is the exact question wording for each of the items referred to in the release. All results shown are for the basic sample of state residents. The first column is the percentage of the entire sample giving each response. The second and third reports the percentages for men and women separately. The fourth, fifth, and sixth columns show self-described Democrats, Independents, and Republicans. Columns seven through ten group respondents by age.

Q01. INTERVIEWER: (DO NOT ASK) Enter respondent's gender

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
MALE	49%	100%	--%	47%	50%	50%	48%	48%	49%	48%
FEMALE	51	--	100	53	50	50	52	52	51	52

Q02. How would you rate the job George W. Bush is doing as President?
Excellent, good, fair or poor?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
EXCELLENT	17%	18%	16%	--%	7%	41%	15%	19%	14%	20%
GOOD	35	39	32	18	33	47	43	37	35	29
FAIR	26	24	29	41	30	10	29	23	26	28
POOR	19	18	21	38	29	--	9	19	24	20
TOO SOON TO TELL (VOL.)	*	*	*	--	*	*	1	--	*	--
DON'T KNOW	2	1	2	3	1	1	4	1	*	2
REFUSED	1	*	1	1	--	--	--	1	1	1

VOTE01. Up to now, how much attention have you paid to the candidates running for President in 2004? A lot, some, only a little, or none at all?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
A LOT	13%	15%	12%	14%	9%	16%	9%	10%	14%	18%
SOME	31	30	32	32	30	37	25	30	31	37
ONLY A LITTLE	35	34	37	37	37	29	39	39	36	31
NONE AT ALL	20	21	20	17	23	18	27	22	19	14
DON'T KNOW	--	--	--	--	--	--	--	--	--	--
REFUSED	--	--	--	--	--	--	--	--	--	--

VOTE02. Is there any person you would especially like to see elected President next year?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
NO NAME MENTIONED	53%	47%	59%	61%	61%	31%	52%	56%	52%	51%
GEORGE W. BUSH	27	32	22	3	11	65	36	23	23	29
GENERAL WESLEY CLARK	2	2	2	5	3	--	2	--	3	2
FRMR GOV HOWARD DEAN	3	4	2	7	5	--	1	4	3	3
SENATOR JOHN EDWARDS	*	--	*	1	--	--	--	1	--	--
REP. DICK GEPHARDT	*	*	--	1	--	--	--	--	1	--
SENATOR JOHN KERRY	*	*	--	--	1	--	--	--	--	1
REP. DENNIS KUCINICH	*	*	*	--	1	--	--	--	1	--
SENATOR JOE LIEBERMAN	*	*	*	*	1	--	--	--	1	*
CAROL MOSELEY-BRAUN	--	--	--	--	--	--	--	--	--	--
THE REV. AL SHARPTON	--	--	--	--	--	--	--	--	--	--
SENATOR RUSS FEINGOLD	*	*	--	*	--	--	--	--	*	--
SENATOR HERB KOHL	--	--	--	--	--	--	--	--	--	--
GOVERNOR JIM DOYLE	--	--	--	--	--	--	--	--	--	--
GOV. TOMMY THOMPSON	--	--	--	--	--	--	--	--	--	--
TOM BARRETT	--	--	--	--	--	--	--	--	--	--
BILL CLINTON	1	*	1	2	--	--	1	1	*	--
HILLARY CLINTON	1	1	1	3	--	--	1	2	*	1
JOHN MCCAIN	*	--	1	--	*	--	--	--	1	*
ARNOLD SCHWARZENEGGER	--	--	--	--	--	--	--	--	--	--
OTHER (SPECIFY)	3	5	2	4	3	2	2	5	3	2
"REPUBLICAN"	*	--	*	--	--	1	--	1	--	--
"DEMOCRAT"	1	*	1	3	*	--	1	*	2	--
ANYBODY BUT BUSH	1	1	*	1	*	--	--	1	--	2
COMBINATION (SPECIFY)	*	*	--	*	--	--	--	*	--	1
DON'T KNOW	7	5	8	8	14	2	5	5	9	8
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE03. I'm going to read you a list of people in public life. For each of them, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind. George W. Bush

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	57%	61%	53%	21%	43%	95%	58%	65%	51%	54%
UNFAVORABLE	34	31	37	63	46	3	33	31	38	33
DON'T KNOW ENOUGH	7	6	9	12	9	2	7	5	8	9
DON'T KNOW	2	2	1	3	2	1	1	--	2	3
REFUSED	*	--	*	*	*	--	--	--	--	1

VOTE08. Wesley Clark (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	16%	17%	14%	23%	20%	10%	12%	13%	20%	15%
UNFAVORABLE	13	18	9	8	7	26	12	13	11	17
DON'T KNOW ENOUGH	70	64	76	67	74	63	74	73	68	66
DON'T KNOW	1	1	1	2	--	1	1	1	*	2
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE09. Howard Dean (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	20%	20%	21%	31%	22%	13%	16%	23%	20%	21%
UNFAVORABLE	20	23	16	6	12	40	20	19	18	21
DON'T KNOW ENOUGH	59	56	62	64	65	47	63	58	61	57
DON'T KNOW	1	*	1	--	1	1	1	1	1	--
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE10. John Edwards (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	8%	10%	5%	9%	9%	3%	12%	10%	5%	4%
UNFAVORABLE	13	17	9	5	8	27	16	14	12	11
DON'T KNOW ENOUGH	79	73	84	85	82	69	70	76	82	83
DON'T KNOW	1	--	1	1	1	1	1	--	1	1
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE11. Dick Gephardt (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	20%	23%	18%	30%	24%	12%	15%	21%	20%	25%
UNFAVORABLE	29	37	21	15	19	53	19	29	30	34
DON'T KNOW ENOUGH	49	38	60	52	56	35	65	50	50	37
DON'T KNOW	1	1	1	3	1	1	1	*	1	3
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE12. John Kerry (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	17%	20%	15%	26%	21%	8%	14%	19%	21%	13%
UNFAVORABLE	23	29	17	9	11	48	16	21	21	32
DON'T KNOW ENOUGH	58	50	67	63	67	43	69	59	57	52
DON'T KNOW	1	1	1	2	1	1	1	*	1	2
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE13. Dennis Kucinich (koo-SIN-ich) (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	6%	9%	4%	11%	5%	2%	10%	7%	3%	6%
UNFAVORABLE	9	14	5	6	7	16	12	9	5	14
DON'T KNOW ENOUGH	84	77	90	83	88	80	77	83	90	80
DON'T KNOW	1	1	1	*	1	2	1	*	2	*
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE14. Joe Lieberman (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	30%	30%	29%	38%	34%	24%	23%	30%	33%	31%
UNFAVORABLE	31	40	22	19	23	50	32	31	28	32
DON'T KNOW ENOUGH	38	29	47	42	43	24	43	39	38	36
DON'T KNOW	1	*	1	--	--	1	2	1	--	1
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE15. Carol Mosely-Braun (MOHZ-lee Braun) (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	9%	8%	10%	10%	15%	4%	10%	10%	7%	9%
UNFAVORABLE	20	28	13	10	17	35	14	20	21	24
DON'T KNOW ENOUGH	69	63	76	78	67	60	74	68	72	65
DON'T KNOW	1	2	1	2	1	2	1	2	--	2
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE16. Al Sharpton (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
FAVORABLE	5%	6%	4%	10%	3%	3%	9%	6%	4%	3%
UNFAVORABLE	35	45	26	32	24	52	22	42	32	39
DON'T KNOW ENOUGH	59	49	68	58	71	44	68	52	63	56
DON'T KNOW	1	*	2	1	2	1	1	1	1	2
REFUSED	*	--	*	*	--	--	--	--	--	*

VOTE20. By the time the campaign is over, how confident are you that you will have enough information to really make up your mind about who would make the best President in 2004? Are you very confident, somewhat confident, only a little confident, or not confident at all?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
VERY CONFIDENT	37%	44%	31%	29%	27%	55%	30%	35%	37%	43%
SOMEWHAT CONFIDENT	38	35	42	41	38	30	37	42	41	30
ONLY A LITTLE CONF.	16	15	17	18	25	10	25	16	12	15
NOT CONFIDENT AT ALL	8	6	9	10	9	4	7	6	9	9
DON'T KNOW	1	*	1	2	--	1	--	--	1	2
REFUSED	--	--	--	--	--	--	--	--	--	--

VOTE21. (ASK EVERYONE) Is it absolutely certain you will vote in the upcoming primary February 17? (If not) Would you say you probably will vote, probably won't vote, or definitely will not vote?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
CERTAIN TO VOTE	68%	72%	64%	65%	69%	73%	55%	62%	71%	81%
PROBABLY WILL VOTE	17	14	19	19	17	15	25	16	16	13
PROBABLY WON'T VOTE	10	10	9	7	9	10	15	14	8	2
DEFINITELY WON'T VOTE	4	4	5	7	3	2	5	6	3	2
50/50 CHANCE (VOL.)	1	*	1	1	1	--	--	2	*	1
DON'T KNOW	1	*	1	1	*	--	--	*	2	*
REFUSED	*	--	*	*	--	--	--	--	--	*

BUSH06. As of now, do you think you would like to see President Bush reelected in 2004, or would you rather see someone else in the White House?

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS			
		M	F	DEM	IND	REP	<30	<45	<60	60+
LIKE BUSH RE-ELECTED	46%	51%	41%	13%	29%	88%	45%	50%	43%	44%
LIKE SOMEONE ELSE	47	42	51	80	63	9	46	44	49	46
DON'T KNOW	7	6	8	6	7	3	8	6	7	9
REFUSED	*	*	*	*	*	--	--	--	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	26%	25%	27%	100%	--%	--%	23%	22%	30%	30%
REPUBLICAN	34	34	33	--	--	100	38	36	27	35
INDEPENDENT	25	25	24	--	100	--	25	25	25	26
OTHER	10	11	9	--	--	--	10	13	10	5
NONE	3	2	4	--	--	--	4	2	5	1
DON'T KNOW	1	1	1	--	--	--	--	*	2	2
REFUSED	1	1	1	--	--	--	--	1	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	14%	14%	15%	13%	14%	16%	100%	--%	--%	--%
30-44	30	30	31	25	30	32	--	100	--	--
45-59	32	32	32	37	32	26	--	--	100	--
60 and over	22	22	22	25	23	23	--	--	--	100
DK/REFUSED	1	2	*	--	--	3	--	--	--	--

* 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 510 randomly chosen state residents were interviewed for this survey by telephone between December 2 and 9, 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".