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PERCEPTIONS OF THE MAJOR PARTY CANDIDATES  
by G. Donald Ferree, Jr.

As the party nominations were conclusively settled, Wisconsin seemed quite divided in its (at least tentative) choice for President. In an attempt to get beyond considerations of the horserace, the most recent Badger Poll™ presented state residents with a series of descriptions and asked respondents whether each applied to Bush alone, Kerry alone, both or neither. Results help to paint a portrait of the way candidates are viewed early in the campaign and in the evolving coalitions.

Before considering the individual descriptions, it is worth noting that residents do seem to be distinguishing. On each of the nine areas, at least half of all respondents say the description applies either to Bush but not Kerry or to Kerry but not Bush. As would be expected, members of the public vary, but which candidate if either has an advantage depends on the issue under consideration. The issues are discussed in the order in which they were presented to respondents, with an overview at the end of this summary. Distinctions are also examined based on partisanship, whether one favors Bush's re-election or not, and which of the two men respondents chose when pushed to make a choice between them.

Much has been made of "negative campaigning", although it should be noted that what one person regards as an unfair personal attack may strike another as "just setting the record straight". Still, it can disadvantage a candidate if he or she is perceived as engaged in negative campaigning. Overall, when asked which if either major party candidate is best described by "has been unfairly attacking his opponent", one in four (26%) say it applies to both Bush and Kerry. One in six (15%) feel neither man is fairly described in this way. The one resident in two who feel it applies especially to only one of them feel by about a three to two margin (32%-20%) that Kerry is the one to whom it applies rather than Bush.

As one might expect, the balance of views shifts as one moves from self-described Democrat to Republican, but it is worth noting that Republicans more onesidedly feel this description fits Kerry alone than Democrats feel that Bush alone has been engaging in this tactic (about one third of them feel the statement applies to both). A similar pattern applies if one looks at those who say that as of now, they want to see Bush elected, and those who want someone else in the White House. Six in ten think this applies to Kerry alone, whereas among those who would like to see "someone else" in the Oval Office, almost four

in ten say this applies to Bush alone, one in three to Kerry alone. (Because one in three say it applies to both, this means that on balance, eight in ten of those wanting Bush re-elected see Kerry as campaigning negatively, while seven in ten of those want BUSH to be replaced think HE is unfairly attacking his opponent.) The distinction between those favoring Bush over Kerry and those favoring Kerry over Bush is similar in magnitude.

Turning to empathy, all things being equal a candidate who "feels the pain" of others will come off well, while someone who seems out of touch may have difficulty attracting support. Overall, one in seven (14%) feel that BOTH Kerry and Bush "understands the problems ordinary people face". One in five (19%) feel neither does. This leaves almost two residents in three who feel it applies to one but not the other. Kerry enjoys a very slight (35%-27%) edge for this group.

Three Democrats in four (73%) believe this description applies uniquely to Kerry, dwarfing the size of the groups thinking it applies only to Bush (7%), both men (6%), or neither (9%). Just over half of all Republicans (54%) think Bush alone understands ordinary people's problems, with relatively larger proportions thinking it applies to both or neither than was the case among Democrats. About half of Independents believe this attribute distinguishes the two, and they give the edge to Kerry by about three to two. Relatedly, half of those who want Bush re-elected think he understands ordinary people's problems but Kerry does not. On the other hand, of those who want Bush replaced, almost two thirds think Kerry has this understanding but the President does not. This distinction is, if anything, stronger if one considers those backing Bush over Kerry contrasted with those backing Kerry over Bush.

One measure of a candidate's basic credibility is whether or not he (or she) "can be counted on to keep campaign promises". Roughly one resident in three thinks this applies either to both (5%) or neither (30%) of the major party candidates, leaving just over half who think this distinguishes between Bush and Kerry. Among all residents, Bush has a slight edge on this score (30%-23%). Majorities (54% among Democrats, 60% among Republicans) among both parties think "their" candidate will keep his promises while his opponent will not, about half of Independents think either or both will keep his promises, giving Bush about the same edge as was evident for the population overall. It is tempting to see this as a glass "half full" in which the critical group of Independents has doubts about whether either man's promises can be relied on. Again, predisposition to be either for or against re-electing Bush related clearly to this perception, with the distinction somewhat stronger for those wanting Bush re-elected than for those who would replace him. Comparing those making different choices between the two major party candidates shows a similar, if slightly tempered pattern.

Bush's advantage is somewhat larger when it comes to whether either "has a consistent record on the issues". Overall, just over half see this as being a difference between the two men, with Bush being cited alone twice as often as Kerry alone (37%-17%). This may be a potential difficulty for the Massachusetts Senator, and not just because only one fourth believe he has been consistent (17% by himself and 7% along with Bush), just shy of half think this applies to Bush (by himself or with Kerry).

There is an asymmetry on party lines. To be sure, Democrats are more likely to say Kerry alone is consistent, but they are much less convinced about him than Republicans are about their candidate. This also holds up if one looks at predisposition about Bush's re-election. Seven in ten of those favoring that think Bush alone is consistent. The corresponding figure for Kerry is one in

three among persons who want to see a replacement for Bush as President. Explicit choice between the two men displays a pattern broadly consistent with this, with Bush backers making a stronger distinction than those who prefer Kerry at this stage.

One of Bush's strong points is the perception that he "will protect the United States from terrorism". Half of all respondents (50%) believe this applies uniquely to Bush, adding in those who said it applied to both brings us to two thirds of respondents. Conversely, only one in three feels this applies to Kerry, either alone (16%) or in company with Bush (17%). Self-described Democrats give Kerry only a slight edge here, Republicans onesidedly think this description applies solely to "their" man.

Almost six in ten Independents believe Bush will protect the US, fewer than one in three say Kerry will. Close to nine in ten of those who want Bush to have another term believe his is the only major party candidate who will accomplish this. Those wanting Bush replaced give Kerry a relatively modest edge here, certainly smaller than the one Bush enjoys among the general public. This pattern is also found when one examines the camps in the twoway "forced" choice, which each side giving its man an advantage, but far more clear among the pro-Bush side than the anti-Bush group. This is in fact the single most pronounced instance of the asymmetry whereby one "camp" makes a distinction much more clearly than does the other.

The economy has not been a strong area for Bush, but it is not clear that right now at least that "absolute" weakness translates to a disadvantage vis a vis Kerry. Specifically, one in four thinks either both candidates or neither will "improve the US economy". The two thirds who do distinguish between them on this dimension split pretty evenly between whether Bush (31%) or Kerry (36%) is the more likely to improve the economy.

Democrats and Republicans are pretty much mirror images of one another. About seven in ten of each thinks "their" candidate will improve the economy. The just over one in two Independents who think this distinguishes Bush from Kerry are about twice as likely to say that Kerry alone will improve the economy than to say Bush alone will. Those favoring and opposing Bush's reelection are likewise mirror images of one another, with two thirds taking the stand that their preferred candidate will improve the economy but his opponent will not. Looking to the explicit choice, a somewhat stronger distinction applies

The issue of who "will deal well with the federal budget" seems to cut to Kerry's advantage. About two thirds think either or both of the major party candidates will do this (and fewer than one in ten think both will), Kerry has about a three to two edge (34%-24%) in terms of those thinking he will be able to do this but Bush will not, compared to those making the opposite distinction. Democrats are somewhat more likely to think this applies uniquely to their candidate than are Republicans, while among the half of Independents who think this distinguishes the candidates, the sense that Kerry will and Bush won't is more than twice as common as the alternative. Both in terms of wanting Bush re-elected or not and the forced twoway choice, this issue seems to be clearer among those taking the anti-Bush stance than those on his side, with the distinction a bit clearer for the choice between the men. (Thus, just under half of those backing Bush in the major party choice think he will uniquely handle the budget well, while the comparable figure for Kerry backers is seven in ten).

When it comes to whether either man "will protect the environment", Kerry does relatively a bit better. Overall, two thirds think at least one of the

major party candidates fits this distinction, with just over one in ten (11%) saying both do. Those seeing a distinction are more likely by 39%-18% to say Kerry will protect the environment and Bush will not than vice versa.

As has often been the case, Democrats tend to think Kerry will do this and Republicans say Bush will, but the distinction is markedly stronger for Democrats, two thirds of whom give Kerry an edge on this issue, while four in ten Republicans feel Bush will do this and Kerry won't. Those opposing Bush's re-election are almost twice as likely to say Kerry will protect the environment and Bush will not as those favoring returning Bush are to say it is HE who will protect the environment. The same pattern, but if anything a bit more clear, is seen if one compares those preferring Bush over Kerry compared to those preferring Kerry over Bush.

Bush does modestly better than Kerry on the final description, "will make the US respected in the world." Overall, just under two thirds say one or the other will do this, with one in ten saying both will. Those making a distinction are somewhat more likely (35%-29%) to say this applies uniquely to Bush than to say it is Kerry who will accomplish this.

Republicans are somewhat more likely to single out Bush than Democrats are to single out Kerry, but Independents if anything are narrowly more likely to say Kerry will do this (and are also more likely to say neither will). The distinction is stronger in the minds of those backing Bush's re-election than those who wish to see him replaced, and also for those opting for Bush over Kerry compared to those making the other twoway choice. The latter distinction however, is quite small.

Overall then, different perceptions cut different ways. It is noteworthy that overall, more than half, and sometimes as many as two thirds, believe that each of the nine descriptions applies to one man but not the other. One also notes that a certain asymmetry in the issues, with those on one side of the political divide (whether partisan, wanting Bush re-elected, or "forced twoway choice") often seeing distinctions not mirrored by those on the other, suggesting a different issue agenda.

The area which seem to operate most strongly for Bush are protecting the country from terrorism. This also presents the sharpest "asymmetry" between camps, with those on the pro-Bush sides making a much sharper distinction than those on the more pro-Kerry sides. He also enjoys a clear advantage on being consistent on the issues and a lesser one attacking his opponent (here Bush is seen as LESS likely to fit an unflattering description). Keeping campaign promises and making the US respected in the world provide a mild pro-Bush advantage.

On the other hand, the area presenting the biggest advantage to Kerry is the environment, which is also a much clearer distinction in the minds of those inclined to Kerry than to those inclined to Bush. Handling the budget, understanding the problems ordinary people face, and improving the economy all show a modest advantage for Kerry over Bush, and each presents a distinction between the two men which is clearer for those inclined to Kerry than those inclined to Bush.

## 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. The final four columns separate respondents into "camps" using two measures. The first shows those who say they want Bush re-elected versus those saying they would like to see someone else in the White House instead. The second is the "forced" major party choice, showing those who favored Bush or Kerry when preferences were sought among Bush, Kerry or Nader, or when asked to choose among those three, or when those who gave any answer other than Bush or Kerry were asked explicitly to choose between the two men.

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

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
MALE	49%	100%	--%	37%	60%	47%	45%	54%	52%	44%	53%	46%	53%	45%
FEMALE	51	--	100	63	40	53	55	46	48	56	47	54	47	55

VOTE24. This November, the ballot for President will probably be George W. Bush as a Republican, John Kerry as a Democrat, and Ralph Nader as an Independent. As of now, which one, if any, do you plan to vote for?

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
GEORGE W. BUSH	42%	46%	39%	4%	35%	86%	41%	43%	41%	44%	89%	4%	86%	--%
JOHN KERRY	36	36	37	81	33	3	38	32	36	40	1	71	--	80
RALPH NADER	3	4	3	1	10	1	7	6	2	--	1	5	1	4
NONE OF THEM	4	3	5	1	8	1	5	6	4	2	1	5	1	4
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--	--	--
WILL NOT VOTE	2	2	2	3	1	1	2	2	3	*	2	2	2	3
DON'T KNOW	9	9	10	6	11	7	8	8	11	10	5	9	8	8
REFUSED	3	2	4	4	3	1	--	3	3	4	2	2	1	1

VOTE25. (IF DID NOT NAME ONE OF THREE) If you had to make up your mind among these three, as of now who would you prefer?

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
NOT ASKED	82%	85%	79%	86%	78%	90%	86%	82%	80%	84%	91%	81%	87%	84%
GEORGE W. BUSH	5	5	5	4	2	7	5	6	6	4	7	2	10	--
JOHN KERRY	4	4	4	4	6	--	2	2	7	3	1	8	--	9
RALPH NADER	2	1	2	1	3	1	1	3	1	2	*	3	*	2
NONE OF THEM	1	1	1	--	4	--	2	2	1	1	*	2	1	1
INSISTS ON "OTHER"	*	--	1	--	1	--	3	--	--	--	--	--	--	--
DON'T KNOW	4	2	5	1	2	2	1	4	4	3	*	3	*	3
REFUSED	2	1	3	3	3	*	--	*	2	3	1	1	1	1

VOTE26. (UNLESS NAMED BUSH/KERRY IN VOTE24. OR VOTE25.) Suppose you were choosing just between Bush and Kerry? Which would you prefer?

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
NOT ASKED	88%	91%	85%	94%	77%	96%	87%	83%	90%	91%	97%	85%	97%	89%
GEORGE W. BUSH	2	2	1	--	5	1	--	4	--	3	2	1	3	--
JOHN KERRY	5	2	8	3	8	1	6	8	5	1	--	9	--	11
NONE OF THEM	--	--	--	--	--	--	--	--	--	--	--	--	--	--
INSISTS ON "OTHER"	2	2	2	1	6	--	7	2	1	1	--	3	--	--
DON'T KNOW	2	2	2	*	2	2	--	2	3	3	1	1	--	--
REFUSED	1	1	1	3	2	*	--	1	2	2	*	1	--	--

PUSH3WAY. (CONSTRUCTED ITEM FROM VOTE24, VOTE25) ADDING IN LEANERS If you had to make up your mind among these three, as of now

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
GEORGE W. BUSH	47%	51%	44%	8%	37%	93%	47%	49%	47%	48%	95%	7%	97%	--%
JOHN KERRY	41	40	41	85	39	3	40	34	43	43	2	79	--	89
RALPH NADER	5	5	5	2	13	1	8	9	3	2	1	8	1	6
NONE OF THEM	1	1	1	--	4	--	2	2	1	1	*	2	1	1
INSISTS ON "OTHER"	*	--	1	--	1	--	3	--	--	--	--	--	--	--
DON'T KNOW	4	2	5	1	2	2	1	4	4	3	*	3	*	3
REFUSED	2	1	3	3	3	*	--	*	2	3	1	1	1	1

PUSH2WAY. (CONSTRUCTED ITEM, COMBINING VOTE24-25) Choice between Bush and Kerry

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
GEORGE W. BUSH	49%	53%	45%	8%	42%	94%	47%	53%	47%	50%	98%	7%	100%	--%
JOHN KERRY	45	42	49	88	48	4	46	42	47	44	2	88	--	100
NONE OF THEM	--	--	--	--	--	--	--	--	--	--	--	--	--	--
INSISTS ON "OTHER"	2	2	2	1	6	--	7	2	1	1	--	3	--	--
DON'T KNOW	2	2	2	*	2	2	--	2	3	3	1	1	--	--
REFUSED	1	1	1	3	2	*	--	1	2	2	*	1	--	--

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?

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
LIKE BUSH RE-ELECTED	45%	49%	42%	9%	38%	89%	43%	44%	45%	49%	100%	--%	90%	2%
LIKE SOMEONE ELSE	50	47	52	86	59	7	52	50	51	47	--	100	7	96
DON'T KNOW	4	3	5	3	3	4	5	6	3	3	--	--	3	3
REFUSED	1	1	1	2	1	*	--	1	1	1	--	--	--	--

CAND01. I'm going to read you a brief series of phrases. For each, please tell me if you think it accurately describes George W. Bush, John Kerry, both or neither? "Has been unfairly attacking his opponent" Which one, if either does that accurately describe?

	GENDER			PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	20%	21%	19%	39%	24%	3%	13%	20%	22%	22%	2%	38%	2%	40%
KERRY	32	31	32	7	21	64	34	28	32	33	61	5	58	3
BOTH	26	30	21	31	27	18	29	21	25	29	18	32	20	31
NEITHER	15	14	16	14	21	8	17	22	14	9	13	16	14	17
DON'T KNOW	8	4	11	8	6	6	8	9	7	6	5	8	5	8
REFUSED	*	1	*	--	*	1	--	--	--	1	1	--	1	--

CAND02. "Understands the problems ordinary people face" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER			PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	27%	29%	25%	7%	22%	54%	23%	25%	29%	28%	53%	4%	51%	3%
KERRY	35	31	38	73	34	7	29	33	38	35	5	63	6	69
BOTH	14	16	13	6	13	17	20	14	15	11	21	8	21	7
NEITHER	19	20	19	9	24	20	21	21	16	19	18	19	20	16
DON'T KNOW	5	5	5	4	7	2	6	7	2	5	2	5	2	5
REFUSED	*	1	*	1	*	--	--	--	--	1	*	--	*	--

CAND03. "Can be counted on to keep campaign promises" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER			PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	30%	33%	26%	5%	26%	60%	23%	26%	36%	30%	61%	4%	58%	3%
KERRY	23	22	24	54	19	2	25	17	22	30	2	45	1	49
BOTH	5	5	6	2	5	6	12	2	4	4	7	3	7	4
NEITHER	30	32	29	27	38	24	28	38	28	28	21	37	24	32
DON'T KNOW	11	9	14	11	12	7	12	17	10	7	9	11	9	12
REFUSED	*	--	1	1	*	*	--	--	--	1	1	--	1	--

CAND04. "Has a consistent record on the issues" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER			PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	37%	41%	33%	10%	34%	69%	28%	36%	37%	43%	71%	8%	69%	7%
KERRY	17	16	18	39	14	1	16	13	18	21	*	33	1	36
BOTH	7	6	8	9	5	6	17	7	7	2	7	7	7	8
NEITHER	23	27	20	23	35	14	26	28	21	21	12	34	13	33
DON'T KNOW	15	8	21	18	10	11	13	16	15	11	8	16	9	16
REFUSED	1	2	1	2	2	--	--	--	1	3	1	*	1	1

CAND05. "Will protect the United States from terrorism" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	50%	55%	45%	22%	42%	82%	55%	56%	47%	46%	85%	18%	82%	17%
KERRY	16	14	18	35	16	1	15	4	21	21	1	32	1	34
BOTH	17	20	13	21	15	8	13	21	18	11	9	23	8	25
NEITHER	13	9	17	13	21	7	13	15	11	14	4	22	7	19
DON'T KNOW	4	1	6	7	4	1	3	4	3	5	1	4	2	5
REFUSED	1	1	1	2	*	--	--	--	--	3	1	*	1	--

CAND06. "Will improve the US economy" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	31%	34%	29%	6%	19%	68%	26%	32%	32%	33%	65%	4%	62%	2%
KERRY	36	37	36	70	37	4	36	27	40	40	4	69	3	74
BOTH	9	9	9	8	14	8	11	10	9	7	12	6	12	7
NEITHER	15	15	14	8	22	14	16	23	13	10	14	14	17	11
DON'T KNOW	7	4	10	7	8	6	11	8	5	8	4	7	5	6
REFUSED	1	1	1	2	*	--	--	1	--	2	1	--	1	--

CAND07. "Will deal well with the federal budget" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	24%	25%	24%	4%	16%	53%	17%	17%	29%	30%	51%	2%	48%	1%
KERRY	34	33	36	66	37	6	37	27	37	37	4	63	4	70
BOTH	8	9	8	5	7	10	15	7	8	6	12	5	12	4
NEITHER	23	28	18	14	34	22	23	33	19	19	24	21	26	16
DON'T KNOW	9	5	14	9	6	8	8	15	7	6	7	9	7	9
REFUSED	1	1	1	2	*	1	--	1	1	2	2	--	1	--

CAND08. "Will protect the environment" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	18%	19%	18%	3%	12%	42%	15%	14%	19%	23%	38%	2%	36%	1%
KERRY	39	42	37	67	44	13	41	33	45	37	12	68	13	71
BOTH	11	9	13	7	7	17	14	12	11	8	15	7	15	7
NEITHER	17	21	14	7	27	19	16	21	16	17	23	12	23	9
DON'T KNOW	13	8	18	14	10	9	14	19	9	11	11	11	11	12
REFUSED	1	1	1	2	*	--	--	1	--	2	1	--	1	--

CAND09. "Will make the US respected in the world" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
BUSH	35%	40%	30%	8%	29%	69%	29%	35%	35%	39%	72%	4%	66%	4%
KERRY	29	27	31	58	35	2	23	18	33	40	1	57	2	60
BOTH	10	10	11	12	6	11	13	13	11	4	11	9	11	9
NEITHER	18	17	18	14	22	15	23	25	15	11	12	21	15	17
DON'T KNOW	8	6	9	8	8	3	11	9	7	5	3	9	4	9
REFUSED	1	1	1	1	1	*	--	1	-	2	1	--	1	-



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

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
DEMOCRAT	27%	21%	34%	100%	--%	--%	20%	27%	27%	32%	5%	48%	5%	53%
REPUBLICAN	30	29	32	--	--	100	32	27	29	33	60	4	58	3
INDEPENDENT	27	33	21	--	100	--	29	27	26	27	22	32	23	28
OTHER	11	15	7	--	--	--	9	14	14	4	8	12	9	12
NONE	3	2	4	--	--	--	4	4	2	2	3	2	4	2
DON'T KNOW	1	1	2	--	--	--	5	--	1	*	1	1	1	2
REFUSED	1	--	1	--	--	--	--	1	--	1	1	*	*	*

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

	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
18-29	15%	14%	16%	11%	16%	16%	100%	--%	--%	--%	14%	16%	14%	15%
30-44	23	26	21	23	24	21	--	100	--	--	23	24	25	22
45-59	34	36	31	34	33	33	--	--	100	--	34	35	33	35
60 and over	26	24	29	31	27	29	--	--	--	100	29	25	27	26
DK/REFUSED	1	--	3	1	*	2	--	--	--	--	1	1	1	2

\* 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 500 randomly chosen state residents were interviewed for this survey by telephone between March 23 and 31, 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".