



**UWSC**



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CAMPAIGN IN JUNE 2004  
by G. Donald Ferree, Jr.

As summer begins, and we near the Democratic Convention, the 2000 presidential contest in Wisconsin remains tight, reflecting the fact that two different aspects of a campaign involving an incumbent -- whether he or she has done a good enough job simply to deserve another term, and whether, if not, the challenger presents a "safe" alternative who would not be any worse, are pulling in different directions. Of course, there is plenty of time for major developments. Neither party has held its convention, there is much advertising to come, and there could be major shifts in the public's perception of two key areas (Iraq and the economy) which could sharply impact on voters' perceptions.

Though the public's attention to the campaign has been marginally increasing, it still has not captured center stage. Overall, about one in three (36%) claims to have paid "a lot" of attention to the candidates. If one includes those who say they have paid "some" (43%), one accounts for eight residents in ten. Both figures have been tending upwards for the past several polls, although the rate of increase is very modest. (An accompanying chart shows cross-time trends, while detailed tables following this summary report results for the sample overall and key subgroups within it.)

One measure of the lack of commitment to candidates at this point is found when respondents were asked (without names being suggested) if there was anyone they especially wanted to see elected President this year. One third said explicitly that there was no one, including those who failed to answer the question brings one to four in ten. Three in ten named Bush, one in five (20%) named Kerry, the remaining one in ten scattered, including those who gave answers like "anyone but Bush."

In terms of actual choice, when respondents were reminded that the likely composition of the ballot would be Bush, Kerry, and Nader and asked for their preferences, Bush narrowly leads (Bush 42%, Kerry 38%, Nader 4%). While this means it is more likely that Bush "leads" among the population as a whole than that Kerry does, granted the "margin of error", one may not have much confidence that this result could not be a result of the chance selection of respondents.

Those who did not choose any of the three, were asked for their preferences if they had to make up their minds. This "pushed" preference added support to all three, but did not change their relative positions much (Bush 46%, Kerry 42%, Nader 5%), again indicating that Bush would probably be ahead if everyone in the state had been asked this question, but not presenting strong enough evidence to say with the standard degree of confidence that he has a "real"

## Trends since October 2003

	JUN	APR	MAR	JAN	DEC	OCT
Attention to candidates						
A LOT	36%	33%	32%	20%	13%	8%
SOME	43	39	40	44	31	28
ONLY A LITTLE	13	20	18	26	35	40
NONE AT ALL	7	8	11	11	20	24
Anyone in mind for President						
NO NAME MENTIONED	35%	37%	31%	38%	53%	59%
GEORGE W. BUSH	30	33	30	28	27	22
GENERAL WESLEY CLARK	*	1	1	3	2	*
FRMR GOV HOWARD DEAN	*	1	1	2	3	2
SENATOR JOHN EDWARDS	2	2	2	1	*	*
REP. DICK GEPHARDT	*	*	--	--	*	--
SENATOR JOHN KERRY	20	16	18	8	*	1
REP. DENNIS KUCINICH	*	*	1	1	*	*
SENATOR JOE LIEBERMAN	--	--	--	*	*	*
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
HILLARY CLINTON	*	--	*	1	1	1
JOHN MCCAIN	1	--	*	--	*	*
ARNOLD SCHWARZENEGGER	--	--	--	--	--	1
OTHER	3	3	3	1	3	1
"REPUBLICAN"	*	--	--	*	*	--
"DEMOCRAT"	*	1	1	3	1	2
ANYBODY BUT BUSH	2	1	4	4	1	*
COMBINATION	--	*	--	1	*	--
DON'T KNOW	4	5	5	8	7	7
REFUSED	1	1	1	*	*	1

lead.

Those who had given any answer other than one of the two major party candidates were asked to pick between them and results showed a narrowing to Bush 49%, Kerry 46%. This is best summarized as "up for grabs" with a slight advantage for Bush at this point. As might be expected, both Democrats and Republicans break quite onesidedly for "their" man -- the latter a bit closer to unanimously. Independents tend to be split, perhaps giving Kerry a small edge.

This is the third time these preference questions have been put. In March, the overall results were very similar to what we find now. In April, Bush had modestly gained vis a vis Kerry, but this did not represent a trend, since the race is once again extremely close.

As noted, races with incumbents are at least in major part a referendum on the officeholder's performance. On this basis, Bush seems to show some potential problems that make his position vis a vis Kerry somewhat surprising.

## Trends in Preferences

	JUN	APR	MAR
PROMPTED THREEWAY			
GEORGE W. BUSH	42%	45%	42%
JOHN KERRY	38	33	36
RALPH NADER	4	4	3
NONE OF THEM	4	5	4
INSISTS ON "OTHER"	--	--	--
WILL NOT VOTE	2	1	2
DON'T KNOW	10	10	9
REFUSED	1	2	3
PUSHED THREEWAY			
GEORGE W. BUSH	46%	50%	47%
JOHN KERRY	42	38	41
RALPH NADER	5	6	5
NONE OF THEM	*	--	1
INSISTS ON "OTHER"	--	1	*
DON'T KNOW	4	3	4
REFUSED	1	1	2
PUSHED TOWAY			
GEORGE W. BUSH	49%	53%	49%
JOHN KERRY	46	43	45
NONE OF THEM	1	2	--
INSISTS ON "OTHER"	--	*	2
DON'T KNOW	3	2	2
REFUSED	1	*	1

His overall job rating cannot fairly be called strong. Specifically, just under half call his performance either excellent (14%) or good (33%), which group is outnumbered by those opting for a lower grade of fair (27%) or poor (25%). He has been far higher in the past. These views have a strong partisan cast with more than eight in ten Democrats allowing Bush no higher than fair, and more than eight in ten Republicans willing to go no lower than good.

Ratings of Bush on more specific areas also call into question how well he would now do in a straightforward referendum on his presidency. Four in ten give him ratings of good or excellent in foreign policy while six in ten limit him to fair or lower. But when it comes to domestic problems "dealing with problems here at home", only one in three are willing to call his performance excellent or good, while two thirds go with poor or fair.

Making the focus more clearly "handling the economy" produces very similar results, one in three calling it good or better, two thirds fair or worse. He does better, although still not overwhelmingly strongly, when one looks at "dealing with terrorism". There, just over half rate him excellent or good, with under half opting for fair or poor. But dealing with Iraq is viewed on balance relatively similarly to foreign policy (with some tendency for views to be more "extreme", that is excellent compared to good, and poor compared to fair).

All this is coupled with the fact that while Bush is widely familiar to Wisconsinites he is viewed only relatively narrowly positively on balance

(52%-42%). This is (modestly) down from April, although that was up compared to January and (even more) March. There has also been something of a falloff since last October, when people with favorable impressions of Bush outnumbered those who had an unfavorable view by almost two to one. (There is a strong partisan cast to all these items, as may be seen in the detailed tables.)

Putting this all together, it is no wonder that when asked about their general predilection about Bush getting a second term, "as of now would you like to see President Bush re-elected in 2004", the public is divided with those who would return him (43%) somewhat outnumbered by those (51%) who would "rather see someone else in the White House". Compared to earlier askings, back to last May, Bush's present standing is relatively weak (last August was similar to now), other readings on this item has often been mods have been more evenly split or had a small majority favoring re-election. Of course, those favoring re-election represent a probably solid base whom it may be very hard for a challenger -- who has the dual task of raising doubts about the incumbent while making a positive case for why the public should turn to him or her as an alternative -- actually to advance the opposition cause.

#### Inclination to Give Bush Another Term

	JUN	APR	MAR	JAN	DEC	OCT	AUG	MAY
Basic stance on Bush								
LIKE BUSH RE-ELECTED	43%	47%	45%	42%	46%	46%	43%	53%
LIKE SOMEONE ELSE	51	48	50	49%	47	45	50	42

If this poll suggests continuing (potential) problem areas for the incumbent, it also indicates that Kerry has a long way to go to capitalize on what doubts there may be and convert them to a positive groundswell for himself, recalling that only one in five said without prompting that they would like to see him elected.

One begins with favorability. Kerry is not as well known as Bush, AND views toward him divide almost perfectly between favorable and unfavorable impressions. (Democrats and Republicans are similar in the proportion taking a stand but opposite in their onesided views of Kerry, while Independents split almost exactly).

There has been almost no net movement at all on the last three surveys, each of which has shown three in four holding a view of Kerry, split almost precisely down the middle. In October, only one in three took a stance on the Massachusetts Senator, with views split as evenly as is now the case. He slipped modestly in December (when Dean looked to many like the almost inevitable nominee), and moved back up after his strong showings in early primaries, but then fell back some as the level of familiarity grew but the balance did not further improve.

Thus, if Bush has not been able to garner and hold a strongly positive place in the minds of Wisconsinites, neither has Kerry.

His failure, so far, to turn questions about Bush into support for a Kerry presidency is borne out in the answers to a series of question asking respondents whether various descriptions apply to Bush, to Kerry, to both, or to neither. These enable one to examine nuances of images and the extent to which candidates project a clear image in contrast to their opponents.

	Awareness of Candidates					
	JUN	APR	MAR	JAN	DEC	OCT
George W. Bush						
FAVORABLE	52%	56%	52%	54%	57%	60%
UNFAVORABLE	42	36	41	39	34	34
John Kerry						
FAVORABLE	36%	36%	37%	42%	17%	15%
UNFAVORABLE	36%	36%	34	18	23	16

Kerry does best overall when it comes to protecting the environment. More than twice as many people (44%-20%) feel that this applies uniquely to him as believe it applies uniquely to Bush, meaning that two thirds feel this description distinguishes between the two. As shown in the detailed tables, which separate those in Bush's camp from those in Kerry's, backers of each man think on balance the statement applies to their candidate, but Kerry's supporters are clearly more onesided.

Kerry also has a modest advantage in terms of "understanding the problems" ordinary people face, where one in three think this applies to Kerry but not Bush and one in four say it applies to Bush but not Kerry. Again, Kerry supporters are more likely than Bush's to see this as applying especially to their candidate, but the distinction is less clear than it is on the environment. Results are similar. both overall and comparing the coalitions, when it comes to "he will deal well with the federal budget". But the advantages Kerry enjoys here are relatively modest, and perhaps much weaker than might be expected if one considered only Bush's ratings on the economy, and general domestic policy, for instance.

On balance, the two men are very close on a number of areas, some of which may be surprising and emphasize the point made above that Kerry has a long way to go to convert doubts about Bush to support for him. Thus, when it comes to "he will improve the US economy", two thirds feel it applies uniquely to one candidate, but they split almost evenly on which one it is (33% Bush not Kerry, 32% Kerry not Bush). Moreover, two thirds of EACH coalition think it applies to their candidate but not the other.

Another even split is evident on one of the issues Kerry's ads have been emphasizing, "will make the US respected in the world". The patterns for the coalitions (two thirds of each saying it applies solely to the man they back) is similar as well.

There are areas where Bush now has a net advantage. He modestly outpaces Kerry on what could be a key area, is he unfairly attacking his opponent. One in five say this applies to Bush but not Kerry (20%), but three in ten (29%) say it applies to Kerry but not Bush. This can be a crucial area, since not only does the public not like what is sees as "negative campaigning", but it may constitute a lens through which arguments are seen, and which can make certain criticisms backfire. Bush's advantage here is scarcely overwhelming, but the results are in a different direction than a challenger would like. (Backers of Bush are somewhat more likely to think Kerry is attacking their candidate unfairly than are Kerry's backers to have the opposite perception).

Bush also enjoys at least something of an advantage on several other areas which may affect the campaign's capacity for getting their message out. Half feel that "can be counted on to keep campaign promises" applies uniquely to one man, but it is Bush who has the advantage (31%-18%), with his backers half again as likely as Kerry's to believe this uniquely of their candidate.

Somewhat more clearly, "has a consistent record on the issues" favors the incumbent. Four in ten (39%) apply this uniquely to Bush, almost three times as many as think it applies more than to Kerry alone (14%). Going along with this, seven in ten of Bush's backers feel this (uniquely) about their candidate, while only about three in ten of Kerry's do.

Bush's strongest area among those explored comes as no surprise, except perhaps in its persistence. Roughly six in ten think the candidates are distinguished by whether they "will protect the US from terrorism", but Wisconsinites are three times as likely to think this applies uniquely to Bush as to take the contrary position. Fully eight in ten of those at least tentatively backing Bush feel this applies uniquely to him, the highest such number for either coalition for any issue. Kerry's backers are more likely to say that he will advance this and Bush will not than to take the opposite stance, but they clearly see this issue distinguishing the candidates much less sharply than Bush's backers do.

The accompanying chart shows results for these issues each time they have been asked since March. Little clear movement is evident. Bush did move up some from March to April, but things seem to have moved back some. But the main point is that these perceptions have a lot of good news for the incumbent and help to explain why he looks much better in the Bush/Kerry comparison than might have been expected just from considering how the public views him in the abstract.

In any event, as noted earlier, much time remains. But it would seem that Wisconsin remains very much "in play" and that a good deal depends not merely on the effectiveness of the campaigns, but on events which could sharply alter perceptions of either the incumbent or his major party challenger.

	Perceptions of Candidates		
	JUN	APR	MAR
Unfairly attacking			
BUSH	20%	16%	20%
KERRY	29	26	32
BOTH	26	31	26
NEITHER	18	19	15
Understands problems			
BUSH	25%	29%	27%
KERRY	34	28	35
BOTH	14	14	14
NEITHER	22	24	19
Keeps campaign promises			
BUSH	31%	32%	30%
KERRY	18	17	23
BOTH	6	6	5
NEITHER	36	36	30
Consistent on issues			
BUSH	39%	43%	37%
KERRY	14	13	17
BOTH	8	7	7
NEITHER	25	25	23
Protect US from terror			
BUSH	44%	56%	50%
KERRY	14	11	16
BOTH	20	17	17
NEITHER	15	12	13
Improve US Economy			
BUSH	33%	36%	31%
KERRY	32	30	36
BOTH	11	10	9
NEITHER	17	17	15
DON'T KNOW	6	7	7
REFUSED	*	*	1
Deal well with budget			
BUSH	24%	25%	24%
KERRY	33	30	34
BOTH	8	8	8
NEITHER	26	27	23
Protect the environment			
BUSH	20%	18%	18%
KERRY	44	40	39
BOTH	10	14	11
NEITHER	14	17	17
Make US respected			
BUSH	33%	33%	35%
KERRY	31	25	29
BOTH	12	14	10
NEITHER	16	20	18





VOTE02. Is there any person you would especially like to see elected President this year?(NAMES WERE NOT READ)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY	
		M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
NO NAME MENTIONED	35%	27%	42%	30%	38%	25%	39%	44%	33%	23%	28%	36%	31%	33%
GEORGE W. BUSH	30	38	22	2	19	68	26	26	34	31	68	1	61	--
GENERAL WESLEY CLARK	*	1	*	1	--	--	--	--	1	*	--	1	--	1
FRMR GOV HOWARD DEAN	*	--	1	1	1	--	1	1	--	--	--	1	--	1
SENATOR JOHN EDWARDS	2	2	1	1	4	1	--	1	4	1	*	3	1	2
REP. DICK GEPHARDT	*	*	--	1	--	--	--	--	--	1	--	*	--	*
SENATOR JOHN KERRY	20	18	21	47	22	--	25	15	18	24	--	38	--	42
REP. DENNIS KUCINICH	*	*	*	1	--	--	--	--	1	--	--	1	--	1
SENATOR JOE LIEBERMAN	--	--	--	--	--	--	--	--	--	--	--	--	--	--
CAROL MOSELEY-BRAUN	--	--	--	--	--	--	--	--	--	--	--	--	--	--
THE REV. AL SHARPTON	--	--	--	--	--	--	--	--	--	--	--	--	--	--
SENATOR RUSS FEINGOLD	*	1	--	1	1	--	--	1	1	--	--	1	--	1
SENATOR HERB KOHL	--	--	--	--	--	--	--	--	--	--	--	--	--	--
GOVERNOR JIM DOYLE	--	--	--	--	--	--	--	--	--	--	--	--	--	--
GOV. TOMMY THOMPSON	--	--	--	--	--	--	--	--	--	--	--	--	--	--
TOM BARRETT	--	--	--	--	--	--	--	--	--	--	--	--	--	--
BILL CLINTON	*	--	1	1	--	--	--	1	--	1	--	1	--	1
HILLARY CLINTON	*	*	*	1	1	--	--	1	--	1	--	1	--	1
JOHN MCCAIN	1	2	*	1	2	1	--	*	1	3	1	1	1	1
ARNOLD SCHWARZENEGGER	--	--	--	--	--	--	--	--	--	--	--	--	--	--
OTHER (SPECIFY)	3	4	3	3	4	1	3	4	3	3	*	6	2	6
"REPUBLICAN"	*	*	--	--	1	--	--	--	--	1	*	--	*	--
"DEMOCRAT"	*	--	1	1	1	--	1	--	1	--	--	1	--	1
ANYBODY BUT BUSH	2	1	2	3	--	--	3	1	--	3	--	3	--	3
COMBINATION (SPECIFY)	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	4	4	4	4	5	4	2	4	3	7	2	5	3	4
REFUSED	1	1	1	2	1	--	--	1	--	*	--	*	*	1

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				RE-ELEC		TWOWAY	
		M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
FAVORABLE	52%	59%	46%	16%	46%	91%	52%	56%	53%	48%	97%	15%	92%	13%
UNFAVORABLE	42	38	46	79	49	5	42	38	43	45	2	78	4	82
DON'T KNOW ENOUGH	6	4	7	4	5	3	7	6	4	6	1	6	4	4
DON'T KNOW	*	--	1	*	--	1	--	1	--	1	*	1	*	1
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--	--	--

VOTE12. John Kerry (PROMPT FOR CATEGORIES AS NECESSARY)

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY	
		M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
FAVORABLE	36%	35%	38%	73%	36%	7%	42%	36%	33%	37%	7%	61%	6%	69%
UNFAVORABLE	36	43	30	9	35	67	35	36	40	33	69	11	68	6
DON'T KNOW ENOUGH	26	22	31	18	26	25	21	28	26	29	22	28	25	24
DON'T KNOW	1	1	1	*	2	--	1	--	1	1	1	1	1	1
REFUSED	*	--	*	--	--	1	--	1	--	--	--	*	--	*

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%	50%	34%	6%	32%	87%	37%	42%	44%	42%	90%	5%	85%	--%
JOHN KERRY	38	37	39	83	43	4	51	31	33	43	1	72	--	82
RALPH NADER	4	5	2	2	8	3	1	5	5	2	*	6	3	4
NONE OF THEM	4	2	5	2	3	*	5	5	2	3	2	5	2	4
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--	--	--
WILL NOT VOTE	2	*	3	1	2	--	--	4	2	1	1	1	2	1
DON'T KNOW	10	4	15	5	10	5	6	12	13	6	6	9	9	7
REFUSED	1	1	2	1	2	1	--	2	1	3	--	2	--	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	83%	92%	75%	92%	82%	94%	90%	78%	82%	87%	91%	83%	87%	87%
GEORGE W. BUSH	5	3	6	2	2	2	3	9	5	1	8	2	10	--
JOHN KERRY	4	2	6	2	5	2	3	5	3	7	--	8	--	9
RALPH NADER	2	*	3	2	2	--	3	1	4	*	--	3	1	3
NONE OF THEM	*	--	1	--	*	--	--	1	--	*	*	--	--	--
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	4	2	7	2	5	2	3	5	5	3	1	3	2	1
REFUSED	1	*	2	*	2	1	--	1	1	2	--	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	89%	92%	85%	94%	82%	95%	93%	87%	85%	93%	98%	86%	94%	91%
GEORGE W. BUSH	3	3	3	*	6	3	--	3	5	2	1	3	6	--
JOHN KERRY	4	3	4	4	7	*	3	5	6	2	--	7	--	9
NONE OF THEM	1	*	1	--	1	--	1	1	--	*	*	*	--	--
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	3	1	5	2	3	1	2	4	4	1	--	2	--	--
REFUSED	1	--	2	--	1	1	--	1	1	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	46%	53%	40%	9%	34%	90%	39%	51%	49%	43%	98%	6%	94%	--%
JOHN KERRY	42	39	45	85	48	6	54	35	36	50	1	80	--	91
RALPH NADER	5	6	5	4	10	3	4	6	9	2	*	9	4	7
NONE OF THEM	*	--	1	--	*	--	--	1	--	*	*	--	--	--
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	4	2	7	2	5	2	3	5	5	3	1	3	2	1
REFUSED	1	*	2	*	2	1	--	1	1	2	--	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	25%	30%	20%	4%	18%	50%	20%	20%	27%	31%	53%	2%	48%	2%
KERRY	34	32	37	69	34	13	38	35	28	38	9	57	10	61
BOTH	14	12	17	7	18	17	19	18	16	7	18	11	18	9
NEITHER	22	24	20	15	28	18	16	22	27	19	17	25	21	23
DON'T KNOW	4	2	7	5	2	3	7	4	2	6	3	4	3	5
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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	31%	38%	24%	7%	24%	64%	29%	31%	34%	29%	63%	6%	60%	3%
KERRY	18	18	18	41	19	2	28	13	16	22	--	35	--	39
BOTH	6	5	6	4	6	6	5	8	5	4	6	6	6	6
NEITHER	36	33	39	40	40	24	33	37	37	35	25	44	29	43
DON'T KNOW	9	6	12	8	10	5	5	10	7	9	5	9	5	10
REFUSED	*	--	*	--	--	--	--	--	--	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	39%	45%	33%	9%	31%	78%	31%	44%	39%	38%	76%	9%	71%	7%
KERRY	14	14	14	31	12	2	19	11	11	15	*	25	*	29
BOTH	8	6	10	10	9	3	17	6	8	4	5	11	5	11
NEITHER	25	26	24	33	33	10	20	23	28	29	10	40	13	38
DON'T KNOW	14	9	19	17	15	7	13	15	14	15	9	15	10	15
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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	44%	53%	36%	14%	39%	77%	34%	48%	47%	42%	83%	14%	80%	10%
KERRY	14	14	15	32	14	1	16	11	14	19	--	28	--	30
BOTH	20	17	23	24	31	12	26	21	18	19	10	28	10	30
NEITHER	15	12	18	20	15	7	19	16	17	11	5	24	7	22
DON'T KNOW	6	4	8	10	2	3	5	3	4	9	2	7	2	8
REFUSED	*	--	*	--	--	--	--	--	--	1	*	--	*	--



GWB05. How would you rate the job George W. Bush is doing dealing with problems here at home? (PROMPT 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
EXCELLENT	6%	8%	4%	2%	4%	15%	7%	4%	8%	5%	14%	--%	13%	--%
GOOD	28	30	26	7	26	52	26	29	27	30	52	7	48	8
FAIR	34	32	35	33	38	27	37	35	32	29	30	34	32	34
POOR	31	30	33	58	32	6	31	29	33	33	3	59	7	58
DON'T KNOW	1	--	1	*	--	--	--	2	--	1	--	1	--	1
REFUSED	*	--	*	--	--	--	--	--	--	1	*	--	*	--

GWB06. Handling the economy? (PROMPT 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
EXCELLENT	7%	11%	4%	1%	2%	20%	8%	6%	8%	7%	17%	*%	15%	*%
GOOD	26	29	24	7	23	45	27	30	23	27	51	7	47	6
FAIR	31	26	35	25	40	27	27	32	35	28	29	29	30	30
POOR	34	33	34	66	34	6	38	30	32	36	3	62	7	62
DON'T KNOW	2	1	2	1	--	2	--	1	2	1	1	1	1	1
REFUSED	*	--	*	--	--	--	--	--	--	1	*	--	*	--

GWB07. Dealing with terrorism? (PROMPT 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
EXCELLENT	17%	23%	12%	4%	8%	39%	13%	17%	19%	20%	39%	1%	34%	1%
GOOD	37	38	35	18	43	47	40	41	37	26	52	22	53	20
FAIR	24	20	28	35	29	11	22	24	27	22	8	37	11	37
POOR	21	18	24	42	21	3	25	17	15	31	1	40	1	41
DON'T KNOW	1	1	2	*	--	1	--	1	1	2	--	1	*	1
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--	--	--

GWB08. Dealing with Iraq? (PROMPT 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
EXCELLENT	12%	16%	8%	2%	6%	26%	11%	10%	11%	14%	26%	1%	23%	1%
GOOD	27	28	26	8	20	48	25	32	30	20	51	6	50	4
FAIR	22	19	24	20	33	16	23	24	22	16	20	21	21	21
POOR	38	36	41	70	41	9	40	32	35	48	3	71	5	73
DON'T KNOW	1	*	2	1	--	1	--	1	2	2	*	1	1	1
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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	30%	26%	33%	100%	--%	--%	37%	27%	25%	33%	5%	52%	5%	57%
REPUBLICAN	31	37	25	--	--	100	24	37	31	30	62	7	58	4
INDEPENDENT	21	23	20	--	100	--	21	17	24	23	15	25	17	25
OTHER	13	11	15	--	--	--	13	16	16	7	14	11	15	9
NONE	3	3	3	--	--	--	4	2	3	3	2	3	2	3
DON'T KNOW	1	1	1	--	--	--	1	--	2	1	*	1	*	2
REFUSED	1	--	3	--	--	--	--	1	*	3	2	1	2	*

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

	TOT	GENDER		PARTISANSHIP			AGE IN YEARS				RE-ELEC		TWOWAY	
		M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	GWB	JK
18-29	16%	16%	15%	19%	15%	12%	100%	--%	--%	--%	13%	18%	12%	19%
30-44	28	26	29	25	22	33	--	100	--	--	30	25	30	24
45-59	31	31	31	26	35	31	--	--	100	--	32	30	34	28
60 and over	23	25	22	26	26	22	--	--	--	100	23	25	21	26
DK/REFUSED	2	2	3	3	2	2	--	--	--	--	2	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 504 randomly chosen state residents were interviewed for this survey by telephone between June 15 and 23, 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".