



Badger Poll™ #16, Release #3
University of Wisconsin Survey Center
University of Wisconsin Madison
July 5, 2004

NOTE: When using material from this release please cite the Badger Poll™ conducted by the University of Wisconsin Survey Center, paid for by private funds at the University. The Capital Times (Madison) and the Milwaukee Journal-Sentinel are the poll's media sponsors.

SENATOR FEINGOLD AND THE RACE FOR RE-ELECTION
by G. Donald Ferree, Jr.

The race for Senate appears still to be at a very early stage. The incumbent is widely known, and enjoys moderate job performance ratings. But attention to the candidates is low, and awareness of potential GOP challengers is quite limited, leaving the race in a relatively preliminary state. These conclusions are based on results of the most recent Badger Poll™, conducted by the University of Wisconsin Survey Center, which interviewed 504 randomly chosen state residents by telephone between June 15 and 23, 2004.

When respondents were asked to rate the job Senator Feingold is doing as US Senator, they were roughly equally likely to give him one of the two higher scores (excellent 11% or good 34%) as to assign him a lower score (fair 31% or poor 12%). This puts him on a rough par with his Senate colleague Herb Kohl (excellent 4%, good 39%, fair 36%, poor 8%), although residents are a bit more likely to choose an "extreme" rating for Feingold (excellent vs. good, poor vs. fair).

Self-described partisanship relates to assessments of Feingold's performance, with Democrats almost twice as likely to rate him good or better than to call him fair or worse. Republicans, by contrast, were twice as likely to grade Feingold no higher than fair as they were to award him a rating of good or better. Kohl shows a more muted partisan pattern (that is, the distinctions between adherents of the two parties do not differ as much).

Feingold's ratings can be compared to those of George W. Bush and of "Congress" as well. When it comes to the former, the public on balance is more critical of the President than of the Senator, with those rating Bush fair (27%) or poor (25%) outnumbering those choosing a rating of good (33%) or excellent (14%). The partisan pattern, which was stronger for Feingold than Kohl, is even more sharply defined for Bush.

As often happens when one asks about collectivities (e.g. Congress as opposed to "my Congressman"), the Congress fares less positively than any of the individuals. Only about a quarter rate Congress good (24%) or excellent (less than one half percent).

Another measure of general attitudes comes from the favorability series, where respondents were asked -- for a number of people -- whether they had a favorable impression of each, an unfavorable impression, or if they did not "know enough to make up your mind". Combining the first two gives an indication of how clear an image the candidates are projecting (how many are willing to

come down on one side or the other). Comparing them indicates the balance of views.

Senator Feingold is known to about two in three, and the balance is favorable by almost three to one (47%-17%). Democrats onesidedly see him favorably, Independents somewhat less so, and Republicans come close to being split. Women are less likely than men to have a clear sense one way or the other (under six in ten of them have EITHER a favorable or unfavorable impression, compared to almost three quarters of men). But among those willing or able to come down on one side or the other, the balance is more positive among women.

Impressions of Kohl (52%-17% overall) are generally similar on balance to those of Feingold. The Senior Senator enjoys, if anything, a very slight advantage. Both do better than Bush. The President is better known, with more than nine in ten stating an impression. But the balance is much closer to even at 52% favorable and 42% unfavorable. Favorability ratings for both Senators show a much more muted pattern than is the case for the President, for whom unfavorable impressions predominated among Democrats, while Republicans very onesidedly come down on the favorable side.

At the individual level, Feingold's favorability ratings tend to differ sharply from Bush's. A bit over one in three failed to rate either or both, and fewer than one in four (23%) rated both favorably or both unfavorably. Among those who DID rate both men, those who saw Feingold favorably and Bush unfavorably outnumbered those with the opposite pattern almost two to one. By contrast, while almost half failed to rate either Feingold or Kohl, the vast bulk rated them identically, only about one in twenty rated Kohl favorably and Feingold unfavorably or vice versa.

Turning to the four point job ratings, about one in six failed to score either Bush or Feingold or both. Among those who did, respondents were more than twice as likely to rate Bush and Feingold differently (with no clear tendency to be higher or lower) than to assign each man the same grade. By contrast, while about the same proportion failed to rate either or both Senators, those who did were twice as likely to assign them the same grade as to rate them differently.

The questions so far discussed have appeared on earlier Badger Polls™ as well, and the accompanying chart shows results going back to February 2003 for job ratings and October of that year for favorability ratings.

When it comes to the former, the current ratings of all three individuals (and Congress) are modestly lower than they have been, but differences from the April survey tend to be a small in absolute terms. But what HAS persisted across time is the rough parity for both Senators, the fact that fewer rate them than rate the President, and that ratings for the Senators tend to be a bit higher than those for Bush, among those rating performance. (The proportion doing this is a bit lower for the Senators than the Chief Executive.)

When it comes to favorability scores, the Senators are a good deal less well known than the President. Roughly one third of residents can't or won't state a clear impression of them, contrasted with fewer than one in ten for Bush. Looking at ratings, Feingold tends to do modestly less well than Kohl, while except for last October, the BALANCE of impressions is more positive for Feingold than for Bush.

Feingold is, of course, up for election this year, and the generic re-elect question finds half again as many (50% compared to 32%) saying they would like

Federal Officeholders Across Time

	<-----2004----->				<-----2003----->		
	June	April	March	Jan'y	Oct	May	Feb
Rating of George W. Bush							
EXCELLENT	14%	15%	16%	11%	15%	25%	19%
GOOD	33	35	30	37	35	35	39
FAIR	27	25	24	29	27	25	25
POOR	25	23	30	22	21	14	16
TOO SOON TO TELL (vol)	--	--	--	--	--	*	--
DON'T KNOW	1	1	1	1	1	1	1
REFUSED	*	1	*	--	*	1	1
Rating of US Congress							
EXCELLENT	*%	2%	1%	1%	1%	1%	1%
GOOD	24	29	25	31	34	34	37
FAIR	56	52	56	52	48	46	45
POOR	17	12	14	14	15	15	12
DON'T KNOW	3	5	4	2	2	4	5
REFUSED	--	*	*	--	--	1	*
Rating of Herb Kohl							
EXCELLENT	4%	5%	7%	7%	8%	6%	6%
GOOD	39	42	43	42	42	39	40
FAIR	36	30	28	32	31	32	30
POOR	8	5	10	7	9	9	7
DON'T KNOW	13	18	12	11	10	14	16
REFUSED	--	--	1	*	*	1	1
Rating of Russ Feingold							
EXCELLENT	11%	8%	12%	10%	10%	7%	8%
GOOD	34	40	36	36	38	38	40
FAIR	31	27	28	31	29	30	27
POOR	12	9	11	7	11	11	10
DON'T KNOW	12	15	14	15	12	15	15
REFUSED	--	--	*	--	--	*	1

to see him re-elected than to say they would "rather see someone else in the Senate instead". Self-described Democrats more onesidedly want Feingold re-elected than self-described Republicans want to see him replaced. (Independents come closer to being the mirror image of Republicans than do Democrats.)

This is better than Bush does on the same survey. Overall, half (51%) wanted to see someone else in the White House, which group modestly outnumbers those (43%) who want Bush returned. For neither candidate is this the same as a vote intention, since those who in the abstract might want someone else might well find no challenger as acceptable to them as the incumbent. But it does say something about the task before both incumbents and challengers. Each time the question has been asked for both offices, with the exception of the first time in May 2003 when among those stating an impression, the balance was similar, Feingold has bested Bush on this dimension.

There is a relationship, albeit not a perfect one, between these items. Among those favoring Bush's re-election in the abstract, there is opposition to Feingold's (50%-30%) while those opposed to returning Bush tend to favor giving Feingold another term (69%-18%). Looked at the other way, those wanting Feingold to have another term would deny Bush a second chance at the White House

Predisposition to Re-Elect Incumbents

	<-----2004----->				<---2003--->	
	Jun	Apr	Mar	Jan	Oct	May
Like Feingold re-elected						
LIKE TO SEE FEINGOLD	50%	50%	51%	52%	50%	42%
LIKE SOMEONE ELSE	32	29	29	26	30	33
DON'T KNOW	17	21	19	22	20	24
REFUSED	1	*	1	*	*	1
Like to see Bush re-elected						
LIKE TO SEE BUSH	43%	47%	45%	42%	46%	52%
LIKE SOMEONE ELSE	51	48	50	49	45	43
DON'T KNOW	4	5	4	9	9	4
REFUSED	1	1	1	*	*	1

(70%-26%). Those against Feingold WOULD return Bush (by 68%-29%). Thus, the two candidates clearly have different constituencies, but ones that overlap to some limited extent.

Of course, it remains relatively early in the race. This is true not only by the calendar, but in terms of attention. When respondents were asked how much attention they had paid to the candidates running for Senate only four in ten said they were paying either a lot (6%) or some (34%) attention. By contrast, one in three (35%) report paying only a little, and 25% none at all. The corresponding item for the presidential candidates found eight in ten paying either a lot (36%) or some (43%) attention.

Moreover, while the major party candidates for President have been known for some time, the GOP race is still very much up in the air. Favorability ratings were asked for each of the four active candidates on the Republican side. None is known to many. One in four have a clear enough sense of Darrow to come down on one side or the other, and the balance of opinion on him is 9% favorable, 14% unfavorable. Welch is known to roughly as many, but in his case favorable impressions outnumber unfavorable ones by a 15%-8% margin.

The other two are known to fewer (roughly one in ten have either a favorable or unfavorable impression). In Lorge's case, unfavorable impressions outnumber favorable by 6% to 2%. In Michels' 7% view him favorably and 4% unfavorably. For both men, and to a lesser extent the others as well, however, the key is how few people have paid enough attention to the campaign to have an impression.

Earlier askings of this question for three of the candidates show only modest gains in awareness emphasizing just how early it is.

That said, runoffs pitted Feingold against each of the four active Republicans, asking respondents whether "as of now would you prefer Feingold, Darrow (Lorge, Michels, or Welch), or haven't you really formed an opinion?" Overall, Feingold "wins" each runoff. He outpolls Darrow by 40%-16%, Lorge by 35%-6%, Michels by 34%-8%, and Welch by 36%-10%. Just under half in Darrow's case, and more than that for the other three do not yet have an opinion.

The GOP contenders do not do identically. Three fourths of self-identified Democrats opt for Feingold over Darrow, while roughly two thirds of them do for each of the other three. Independents opt for Feingold over Darrow and Welch

Impressions of Candidates and Others

	<-----2004----->				2003
	Jun	Apr	Mar	Jan	Oct
Impression of Bush					
FAVORABLE	52%	56%	52%	54%	60%
UNFAVORABLE	42	36	41	39	34
DON'T KNOW ENOUGH	6	7	7	6	5
DK	*	1	1	1	2
REFUSED	--	*	*	--	--
Impression of Feingold					
FAVORABLE	47%	46%	47%	46%	41%
UNFAVORABLE	17	18	19	16	23
DON'T KNOW ENOUGH	35	35	34	36	35
DK	1	1	*	2	1
REFUSED	--	*	*	--	*
Impression of Kohl					
FAVORABLE	52%	57%	54%	58%	50%
UNFAVORABLE	17	15	18	16	19
DON'T KNOW ENOUGH	31	28	29	25	30
DK	1	1	*	1	1
REFUSED	--	*	*	--	*
Impression of Darrow					
FAVORABLE	9%		7%		8%
UNFAVORABLE	14		11		14
DON'T KNOW ENOUGH	76		80		76
DK	1		2		2
REFUSED	--		*		*
Impression of Lorge					
FAVORABLE	2%				
UNFAVORABLE	6				
DON'T KNOW ENOUGH	90				
DK	2				
REFUSED	--				
Impression of Michels					
FAVORABLE	7%		3%		2%
UNFAVORABLE	4		3		5
DON'T KNOW ENOUGH	88		92		92
DK	1		1		2
REFUSED	--		*		*
Impression of Welch					
FAVORABLE	15%		10%		9%
UNFAVORABLE	8		8		8
DON'T KNOW ENOUGH	75		80		81
DK	1		1		2
REFUSED	--		*		*

roughly equivalently and for Feingold over Lorge and Michels a bit more strongly. In each case roughly half state no opinion. Among Republicans, most of whom could be counted on to vote for whomever the nominee is, half state no

opinion when Darrow is named, which figure is about two thirds for Welch and seven in ten for both Lorge and Michels. Among those with an intention at this point, Darrow does best, followed by Michels, followed closely by Welch. Lorge splits with Feingold among Republicans.

As noted, these questions indicate that the race is very early. None of the challengers has broken out in terms of familiarity, and the public is not yet paying very much attention. This not only can but WILL change, particularly once the GOP candidate is known, and it is perfectly possible that with four relatively unknown challengers, the typical resident figures it may make sense to wait to find out who Feingold's opponent will be rather than investing effort to compare him to each of four men, three of whom will not be on the ticket. In absolute terms, Feingold's ratings, favorability scores, and the public's predisposition to return him to office suggest neither overwhelming strength nor weakness. And the saturation of the airwaves with presidential commercials (by campaigns and advocacy groups) along with the attention paid to foreign policy matters has so far left little room for public engagement with the Senatorial alternatives.

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

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
MALE	49%	100%	--%	42%	52%	59%	51%	46%	49%	52%	56%	45%	48%	58%
FEMALE	51	--	100	58	48	41	49	54	51	48	44	55	52	42

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

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
EXCELLENT	14%	17%	11%	3%	7%	34%	11%	9%	17%	18%	30%	1%	5%	28%
GOOD	33	34	32	11	32	47	30	43	32	22	55	13	26	39
FAIR	27	25	29	35	34	16	27	30	27	27	14	37	30	24
POOR	25	24	26	50	26	3	31	17	24	31	*	48	39	9
TOO SOON TO TELL (VOL.)	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	1	--	2	1	--	--	2	1	--	1	--	1	1	--
REFUSED	*	--	*	--	--	--	--	--	--	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?

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
A LOT	36%	39%	34%	36%	37%	43%	24%	28%	44%	46%	40%	34%	38%	45%
SOME	43	41	46	46	45	36	48	47	44	34	41	46	45	33
ONLY A LITTLE	13	13	13	10	13	15	14	15	12	11	14	11	13	12
NONE AT ALL	7	7	7	8	5	6	13	10	1	8	4	9	4	10
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--	--	--	--
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

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
FAVORABLE	52%	59%	46%	16%	46%	91%	52%	56%	53%	48%	97%	15%	35%	76%
UNFAVORABLE	42	38	46	79	49	5	42	38	43	45	2	78	62	18
DON'T KNOW ENOUGH	6	4	7	4	5	3	7	6	4	6	1	6	4	6
DON'T KNOW	*	--	1	*	--	1	--	1	--	1	*	1	*	--
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--	--	--

VOTE06. Russ Feingold (PROMPT FOR CATEGORIES AS NECESSARY)

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
FAVORABLE	47%	51%	44%	59%	56%	33%	37%	46%	48%	56%	33%	61%	76%	16%
UNFAVORABLE	17	21	14	9	18	29	11	15	19	23	29	9	2	48
DON'T KNOW ENOUGH	35	27	42	31	25	38	53	39	32	20	38	30	21	34
DON'T KNOW	1	1	1	1	1	*	--	*	1	1	*	1	*	2
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--	--	--

VOTE07. Herb Kohl (PROMPT FOR CATEGORIES AS NECESSARY)

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
FAVORABLE	52%	53%	52%	65%	58%	39%	42%	48%	58%	59%	41%	61%	71%	37%
UNFAVORABLE	17	24	9	8	13	31	17	16	15	17	26	9	6	37
DON'T KNOW ENOUGH	31	22	38	26	27	30	41	37	26	22	32	29	23	25
DON'T KNOW	1	1	1	*	2	*	--	--	1	2	1	*	*	1
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--	--	--

GBRF2. (CONSTRUCTED ITEM) Comparison of Bush favorability to Feingold

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
BUSH HIGHER	14%	18%	10%	3%	15%	28%	7%	14%	15%	18%	28%	3%	1%	41%
BOTH SAME	23	26	20	14	22	32	24	22	22	24	32	15	27	19
FEINGOLD HIGHER	27	27	26	51	34	1	17	24	30	33	*	50	51	3
ONE/BOTH DK	37	29	45	33	28	39	53	41	33	26	39	32	22	38

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				GB-ELEC		RF-ELEC	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
GEORGE W. BUSH	42%	50%	34%	6%	32%	87%	37%	42%	44%	42%	90%	5%	23%	72%
JOHN KERRY	38	37	39	83	43	4	51	31	33	43	1	72	56	16
RALPH NADER	4	5	2	2	8	3	1	5	5	2	*	6	5	3
NONE OF THEM	4	2	5	2	3	*	5	5	2	3	2	5	3	4
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--	--	--
WILL NOT VOTE	2	*	3	1	2	--	--	4	2	1	1	1	2	--
DON'T KNOW	10	4	15	5	10	5	6	12	13	6	6	9	9	5
REFUSED	1	1	2	1	2	1	--	2	1	3	--	2	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				GB-ELEC		RF-ELEC	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
NOT ASKED	83%	92%	75%	92%	82%	94%	90%	78%	82%	87%	91%	83%	84%	90%
GEORGE W. BUSH	5	3	6	2	2	2	3	9	5	1	8	2	4	5
JOHN KERRY	4	2	6	2	5	2	3	5	3	7	--	8	5	2
RALPH NADER	2	*	3	2	2	--	3	1	4	*	--	3	2	1
NONE OF THEM	*	--	1	--	*	--	--	1	--	*	*	--	*	--
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	4	2	7	2	5	2	3	5	5	3	1	3	4	1
REFUSED	1	*	2	*	2	1	--	1	1	2	--	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				GB-ELEC		RF-ELEC	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
NOT ASKED	89%	92%	85%	94%	82%	95%	93%	87%	85%	93%	98%	86%	88%	94%
GEORGE W. BUSH	3	3	3	*	6	3	--	3	5	2	1	3	3	2
JOHN KERRY	4	3	4	4	7	*	3	5	6	2	--	7	5	3
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	3	1
REFUSED	1	--	2	--	1	1	--	1	1	2	--	1	1	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				GB-ELEC		RF-ELEC	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
GEORGE W. BUSH	46%	53%	40%	9%	34%	90%	39%	51%	49%	43%	98%	6%	27%	77%
JOHN KERRY	42	39	45	85	48	6	54	35	36	50	1	80	61	17
RALPH NADER	5	6	5	4	10	3	4	6	9	2	*	9	6	4
NONE OF THEM	*	--	1	--	*	--	--	1	--	*	*	--	*	--
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	4	2	7	2	5	2	3	5	5	3	1	3	4	1
REFUSED	1	*	2	*	2	1	--	1	1	2	--	1	1	1

SEN02. Russ Feingold will be the Democratic candidate for US Senator this year, but it is unclear who will be on the ballot for the Republicans. Suppose the final choice in November came down to Feingold for the Democrats and Russ Darrow for the Republicans. As of now, would you prefer Feingold, Darrow, or haven't you really formed an opinion?

	GENDER			PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
FEINGOLD	40%	41%	39%	73%	44%	11%	26%	36%	44%	48%	13%	63%	67%	9%
DARROW	16	21	11	3	12	36	6	15	17	21	32	3	1	44
HAVEN'T FORMED OPINION	44	38	49	23	45	52	68	49	38	30	55	34	32	47
EITHER IS OK (VOL.)	--	--	--	--	--	--	--	--	--	--	--	--	--	--
NEITHER IS OK (VOL.)	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	*	--	1	--	--	--	--	--	1	--	--	1	--	--
REFUSED	*	--	*	--	--	--	--	--	1	--	--	--	--	--

SEN03. Now suppose Robert Gerard Lorge is the Republican candidate. As of now, would you prefer Feingold, Lorge, or haven't you formed an opinion?

	GENDER			PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
FEINGOLD	35%	39%	31%	63%	40%	13%	31%	29%	38%	41%	13%	54%	59%	9%
LORGE	6	10	3	1	6	15	7	6	5	7	13	1	1	17
HAVEN'T FORMED OPINION	57	51	64	35	53	70	61	65	54	49	73	43	40	72
EITHER IS OK (VOL.)	*	*	--	--	1	--	--	--	1	--	--	*	--	1
NEITHER IS OK (VOL.)	--	--	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	1	*	2	1	1	1	--	--	2	2	1	2	*	2
REFUSED	*	--	*	--	--	--	--	--	--	1	--	--	--	--

SEN04. What if Tim Michels is the Republican candidate. As of now, would you prefer Feingold, Michels, or haven't you formed an opinion?

	GENDER			PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
FEINGOLD	34%	36%	32%	66%	39%	9%	30%	27%	38%	39%	10%	54%	60%	5%
MICHELS	8	12	5	--	3	21	7	5	9	12	17	1	1	23
HAVEN'T FORMED OPINION	57	51	62	34	56	70	63	67	52	47	72	44	39	70
EITHER IS OK (VOL.)	--	--	--	--	--	--	--	--	--	--	--	--	--	--
NEITHER IS OK (VOL.)	*	*	--	--	1	--	--	1	--	--	*	--	--	1
DON'T KNOW	1	*	1	*	1	1	--	--	2	1	*	1	*	1
REFUSED	*	--	*	--	--	--	--	--	--	1	--	--	--	--

SEN05. Suppose Bob Welch is the Republican candidate. As of now, would you prefer Feingold, Welch, or haven't you formed an opinion?

	GENDER			PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC	
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
FEINGOLD	36%	39%	33%	67%	39%	12%	27%	30%	40%	43%	12%	57%	62%	7%
WELCH	10	14	6	1	11	23	8	10	9	13	20	2	1	28
HAVEN'T FORMED OPINION	53	47	59	33	49	64	64	60	49	42	67	40	36	64
EITHER IS OK (VOL.)	*	*	--	--	--	1	--	--	1	--	*	--	*	--
NEITHER IS OK (VOL.)	*	*	--	--	--	1	--	--	--	1	*	--	--	1
DON'T KNOW	1	--	1	--	1	1	1	--	2	--	*	1	*	1
REFUSED	*	--	*	--	--	--	--	--	--	1	--	--	--	--

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

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
DEMOCRAT	30%	26%	33%	100%	--%	--%	37%	27%	25%	33%	5%	52%	43%	13%
REPUBLICAN	31	37	25	--	--	100	24	37	31	30	62	7	17	54
INDEPENDENT	21	23	20	--	100	--	21	17	24	23	15	25	22	19
OTHER	13	11	15	--	--	--	13	16	16	7	14	11	14	9
NONE	3	3	3	--	--	--	4	2	3	3	2	3	3	3
DON'T KNOW	1	1	1	--	--	--	1	--	2	1	*	1	1	*
REFUSED	1	--	3	--	--	--	--	1	*	3	2	1	*	2

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

	GENDER		PARTISANSHIP			AGE IN YEARS				GB-ELEC		RF-ELEC		
	TOT	M	F	DEM	IND	REP	<30	<45	<60	60+	YES	NO	YES	NO
18-29	16%	16%	15%	19%	15%	12%	100%	--%	--%	--%	13%	18%	17%	11%
30-44	28	26	29	25	22	33	--	100	--	--	30	25	26	31
45-59	31	31	31	26	35	31	--	--	100	--	32	30	30	32
60 and over	23	25	22	26	26	22	--	--	--	100	23	25	26	22
DK/REFUSED	2	2	3	3	2	2	--	--	--	--	2	1	1	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".