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THE SENATE RACE
by G. Donald Ferree, Jr.

Democratic Senator Feingold enjoys a clear and substantial lead over his Republican challenger Michels among the likely Wisconsin electorate in the most recent Badger Poll, conducted from October 23 to 27, inclusive. When voters were reminded of the names on the ballot and asked how they planned to vote, Feingold enjoys a substantial 51%-36% lead over his Republican challenger. Counting in "leaners" (those who expressed a preference "if you had to make up your mind between these two, as of now, who would you prefer"), the contest stands at Feingold 56%, Michels 39%. Looking at the subset who said they were "absolutely certain to vote" narrows the gap slightly but still gives the incumbent a clear advantage of 55% to 41%. Last month, in a poll conducted from September 15 to 21, just after the primary which gave the nomination to Michels, the margin among registered voters was 53%-38%.

Feingold is further helped by the fact that those now in his camp are at least as likely (73% to 65%) to declare themselves to be "strongly for your candidate". Further, eight in ten of them say that they are more FOR their candidate than against the alternatives. Those now backing Michels also say overall that they are casting a positive vote for him rather than an anti-Feingold vote, but the balance is less clear (58%-38% compared to 81%-14% for those behind Feingold). Members of both camps are equally likely to say they are "pretty sure to vote that way" (88% for each) as opposed to that "you might change your mind between now and the election" (12% for both).

Relatedly, voters were asked to look backwards and say whether there was "ever a time earlier in this campaign when you would have backed the other candidate". On the one hand, only about one in seven for either candidate (Feingold 13%, Michels 15%) said yes. On the other hand, were this volume of voters now to move disproportionately in one direction, it could make a big difference.

Compared to parallel questions for the presidential candidates, this means that the senatorial choices are somewhat less likely to be called strong. They are more likely to be called positive (FOR a candidate as opposed to against alternatives), although as was the case for the Bush/Kerry matchup voters for the challenger were more likely to cite negative motivations. In terms of reported stability of choice, intended votes for the Senate were essentially neither more nor less subject to change than were reported presidential preferences.

Roughly one third of each man's coalition say they made up their minds either after the debates or "in the last few days". Adding in those who decided after the senatorial primaries accounts for about half of voters (just under that for Feingold, just over that for Michels). That left slightly more than one Feingold voter in two who claimed to have decided earlier and slightly below that mark among Michels voters. Of course, since the identity of Feingold's Republican challenger was not known earlier than the primaries, this discrepancy is scarcely surprising.

Especially in off-years, Senate races can be big attention getters, but this year in Wisconsin the race seems overshadowed by both the presidential contest as such and the volume of international news attendant to the war on terror and the situation in Iraq. Only one in four voters (26%) say they have paid a lot of attention to the candidates running for Senate. Bringing in those who are paying "some" (40%) accounts for two voters in three. But for the parallel question about the race for the White House, some 61% were paying a lot of attention, and the 31% paying some accounts for more than nine out of every ten Wisconsin voters. The Feingold and Michels camps have similar attention profiles.

Overall Senator Feingold is in good shape for an incumbent. His job ratings (20% excellent, 26% good, 24% fair, 14% poor) and moderately strong in an absolute sense. They compare favorably to those given President Bush, (15% excellent, 32% good, 21% fair, 31% poor), and are a rough par, albeit a bit lower on balance, compared to those received by Herb Kohl, Feingold's Senate colleague (11% excellent, 38% good, 25% fair, 5% poor).

There is a partisan cast to Feingold's ratings, with the proportion rating him at least good declining from two in three among self-described Democrats to one in five among those calling themselves Republicans. The distinction between those planning to vote for Feingold and those in Michels' camp is even larger, not surprisingly. Views of Kohl are less related to partisanship, those of Bush even more sharply so.

One can also compare the job ratings at the individual level, which is shown in the detailed tables in a series of "constructed items" indicating whether the grade given to Bush is higher (e.g. excellent compared to anything else, good compared to fair or poor) than the grade given to Feingold (e.g., excellent compared to anything else, good compared to fair or poor), higher, the same, or if one or the other rating was not made by an individual. Only one in six failed to rate either Feingold, Bush, or both when it came to job performance. One in seven gave them the same rating, while among those differing in their assessments, those giving Feingold a higher grade outnumbered those putting Bush at a higher level by 41%-28%. The candidate coalitions differed sharply, with two thirds of those backing Feingold giving him a higher grade than the President while two thirds of Michels supporters rated Bush higher than the Senator. Comparing Feingold to Kohl reinforced the similarity of views of the two, although one in four failed to rate either or both. The largest group gave the two identical grades, with those ranking Kohl higher almost exactly balanced by those rating Feingold higher.

The question whether voters have a favorable view, an unfavorable view, or don't know enough about the candidates to have a clear impression provides another gauge of how they stand in voters' minds. Three voters in four are willing to come down on one side or the other when it comes to Feingold, and their views are favorable by more than a two to one margin (50%-23%). Some eight in ten of those now planning to vote for Feingold hold a favorable view of him with fewer than five percent viewing him unfavorable. Michels' voters

display more uncertainty (fewer coming down on one side or the other) but have an unfavorable view of the incumbent by about four to one.

Michels himself is less well known than Feingold. Moreover, his favorability pattern (30%-25%) comes closer to an even balance. While half of Feingold voters don't give Michels a rating, when they do, it is onesidedly unfavorable. His own camp (66% favorable, 6% unfavorable) is a bit less positive to him than Feingold's is to him. Last month, when Michels stood at 31% favorable and 9% unfavorable we noted that he had moved up a good deal since June, and did not yet have an unfavorability problem. The ensuing weeks have seen his favorability rating go up but only a bit, with a large increase in unfavorability.

Voters are somewhat less willing (or able) to state an impression of Feingold's Senate colleague. But, perhaps reflecting the fact that there is no one running commercials raising questions about Herb Kohl, his favorability ratio (48%-18%) is at least as positive as Feingold's. George W. Bush is even more familiar to voters, but opinions on him (52% favorable, 42% unfavorable) are more closely balanced.

At the individual level, among the seven in ten voters who have impressions of both Feingold and Bush, fewer than one in four come down the same on both while those rating Bush favorably and Feingold unfavorably are outnumbered three to two by those rating Feingold favorably and Bush unfavorably. Kohl is a different story. Almost half (43%) failed to rate either or both. Fewer than one in ten gave the two different ratings while half (49% of voters) either viewed both favorably or both unfavorably.

Those backing Michels are overwhelmingly likely to favor Bush (88%) over Kerry (11%). Among those backing Feingold, one in four (24%) favor the incumbent President over his Senate challenger, while just shy of three fourths (72%) favor Kerry. The pattern is similar when looked at the other way. There is greater "defection" among Bush voters (27% to Feingold, 69% to Michels) than among those favoring the Democrat at the presidential level, with 87% of Kerry voters also backing Feingold and 9% crossvoting to Michels. Self-described Democrats are more onesided in their support of Feingold (85%-8%) than Republicans are for Michels (80%-16%). If this difference lessens when voters are actually in the booth, it will tend to increase Michels' voting share. Independents are, at this point, heavily for Feingold (61%-34%).

Voters were also asked about some issues which might relate to the Senate race, especially since Senator Feingold's role in each has been prominent.

Turning first to the USA Patriot act, voters were asked to take one of four positions: it is a good law as it stands; it is basically sound but needs minor changes; it needs major changes; it should be scrapped entirely. Views tend to be favorable but open to some change with one in eight (12%) saying it is fine as it is, and half (51%) taking the view that minor changes are needed. These groups together account for almost two thirds of voters. On the other side, one in five (21%) feel major changes are necessary, while some 6% would scrap it.

There are differences between the camps, but not as large as some might suppose. The single most common answer from both candidate coalitions was that the law was basically sound but needed minor changes, which accounted for half of Feingold supporters and six in ten among Michels voters. Adding in those who find the law basically sound means that half of Feingold backers take a positive view of the Patriot Act, while almost four in ten would either make major changes or scrap the act. This is less positive than were opinions among

Michels backers, eight in ten of whom would like at most minor changes, contrasted with one in ten who would overhaul or scrap the law. It also means that attitudes among Michels supporters are quite similar to (perhaps a bit less positive than) what one finds among Bush backers. The Kerry camp is, by a small margin, the most critical, but even there more are basically positive (no more than minor changes) than negative (at least major revisions).

Voters were reminded both that Feingold was the only Senator originally to oppose the Patriot Act and that others had since criticized it and asked about the impact of this on their vote. Overall, it is a wash. Half (53%) said Feingold's position made no difference in their likelihood of voting for him. The slightly fewer than half of voters who said it DID make a difference broke evenly with 23% saying it made them more likely to vote for Feingold and 22% less likely. The vote was less crucial to Feingold's backers (almost six in ten said it did not make a difference) than to those backing Michels (nearly six in ten of who said it did). Most clearly, the coalitions differ in the direction of impact. Among Feingold supporters voters are onesidedly more likely to say the Senator's vote increases their support for him. On the Michels side, voters are onesidedly likely to say it LESSENS that likelihood. The issue is less salient among Bush voters than Michels voters in its impact on views of the Feingold/Michels matchup, but the direction is the same. It is MORE likely to impact Kerry backers' Senate preference.

Voters were also reminded of Feingold's work with John McCain on campaign finance. Overall, almost six in ten (58%) said THAT did not make much difference in their likelihood of voting for Feingold. Those who did admit an impact tended to say it made them more as opposed to less (30%-11%) to back Feingold.

Half of Feingold's voters say the issue had little or no impact, but they come close to unanimous in saying that any impact was to increase their support for the Senator. Two thirds of those backing Michels say the issue did not make much difference. On balance, those who claimed an impact said it lessened their likelihood of voting for Feingold, but by a lesser margin than was the case for Feingold backers. Kerry backers here look much like Feingold backers on balance. The minor difference between Bush backers and those favoring Michels was that the former were slightly more likely to be balanced in the impact on Senatorial vote.

Overall, then about a week before the election, Feingold enjoyed a large lead in voter preferences. The normal considerations that things could move in the last days are reinforced by the fact that this is a race which has received limited attention and where the candidates are less well known than at the presidential level. There is an additional wildcard in the intense efforts on behalf of both presidential candidates to actually get the vote out using factors which may relate only imperfectly to the campaign for Senate.

Beyond this, as noted above, Republicans are more lukewarm in their declared support for Michels than Democrats are for Feingold and this will likely change. Further, with Michels more of a mystery to voters than Feingold, last minute decisions could easily go in his direction. For these reasons, it is likely the final results will be more favorable to Michels than these soundings are. At the same time, barring major developments, it certainly seems that Feingold is in a very strong position vis a vis his opponent.

Impressions of Candidates and Others

	<-----2004----->					2003
	Sept	Jun	Apr	Mar	Jan	Oct
Impression of Bush						
FAVORABLE	54%	52%	56%	52%	54%	60%
UNFAVORABLE	38	42	36	41	39	34
DON'T KNOW ENOUGH	5	6	7	7	6	5
DK	1	*	1	1	1	2
REFUSED	1	--	*	*	--	--
Impression of Feingold						
FAVORABLE	46%	47%	46%	47%	46%	41%
UNFAVORABLE	25	17	18	19	16	23
DON'T KNOW ENOUGH	27	35	35	34	36	35
DK	1	1	1	*	2	1
REFUSED	*	--	*	*	--	*
Impression of Kohl						
FAVORABLE	47%	52%	57%	54%	58%	50%
UNFAVORABLE	21	17	15	18	16	19
DON'T KNOW ENOUGH	31	31	28	29	25	30
DK	1	1	1	*	1	1
REFUSED	*	--	*	*	--	*
Impression of Michels						
FAVORABLE	31%	7%		3%		2%
UNFAVORABLE	9	4		3		5
DON'T KNOW ENOUGH	58	88		92		92
DK	2	1		1		2
REFUSED	*	--		*		*

Federal Officeholders Across Time

	<-----2004----->					<-----2003----->		
	Sept	June	April	March	Jan'y	Oct	May	Feb
Rating of George W. Bush								
EXCELLENT	18%	14%	15%	16%	11%	15%	25%	19%
GOOD	33	33	35	30	37	35	35	39
FAIR	22	27	25	24	29	27	25	25
POOR	26	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 Herb Kohl								
EXCELLENT	8%	4%	5%	7%	7%	8%	6%	6%
GOOD	39	39	42	43	42	42	39	40
FAIR	30	36	30	28	32	31	32	30
POOR	6	8	5	10	7	9	9	7
DON'T KNOW	15	13	18	12	11	10	14	16
REFUSED	*	--	--	1	*	*	1	1

Rating of Russ Feingold								
EXCELLENT	16%	11%	8%	12%	10%	10%	7%	8%
GOOD	33	34	40	36	36	38	38	40
FAIR	24	31	27	28	31	29	30	27
POOR	14	12	9	11	7	11	11	10
DON'T KNOW	13	12	15	14	15	12	15	15
REFUSED	*	--	--	*	--	--	*	1

Predisposition to Re-Elect Incumbents

	<-----2004----->					<---2003--->	
	Sept	Jun	Apr	Mar	Jan	Oct	May
Like Feingold re-elected							
LIKE TO SEE FEINGOLD	47%	50%	50%	51%	52%	50%	42%
LIKE SOMEONE ELSE	35	32	29	29	26	30	33
DON'T KNOW	17	17	21	19	22	20	24
REFUSED	*	1	*	1	*	*	1
Like to see Bush re-elected							
LIKE TO SEE BUSH	49%	43%	47%	45%	42%	46%	52%
LIKE SOMEONE ELSE	46	51	48	50	49	45	43
DON'T KNOW	4	4	5	4	9	9	4
REFUSED	1	1	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

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
FAVORABLE	52%	56%	49%	13%	47%	99%	53%	55%	95%	9%	29%	88%
UNFAVORABLE	42	39	44	81	44	*	41	41	2	85	63	11
DON'T KNOW ENOUGH	4	3	4	3	7	--	4	3	3	4	5	1
DON'T KNOW	2	1	2	3	1	--	2	1	1	2	2	--
REFUSED	*	--	*	*	*	--	*	*	--	*	*	--

VOTE06. Russ Feingold (PROMPT FOR CATEGORIES AS NECESSARY)

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
FAVORABLE	50%	49%	52%	69%	62%	23%	50%	51%	31%	70%	80%	13%
UNFAVORABLE	23	31	16	5	16	49	23	26	39	7	4	54
DON'T KNOW ENOUGH	24	17	30	25	16	25	24	21	27	22	16	29
DON'T KNOW	3	3	3	1	5	3	2	2	3	*	*	4
REFUSED	*	--	*	--	*	--	*	*	--	--	--	--

VOTE07. Herb Kohl (PROMPT FOR CATEGORIES AS NECESSARY)

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
FAVORABLE	48%	49%	46%	67%	52%	25%	47%	47%	32%	63%	65%	24%
UNFAVORABLE	18	24	13	4	13	42	19	21	33	4	6	39
DON'T KNOW ENOUGH	32	26	37	28	31	31	32	30	33	32	28	35
DON'T KNOW	2	1	3	1	3	1	2	1	2	1	1	2
REFUSED	*	*	1	--	1	1	*	1	1	--	--	1

VOTE18. Tim Michels (MIKE-uls) (PROMPT FOR CATEGORIES AS NECESSARY)

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
FAVORABLE	30%	33%	28%	13%	23%	59%	31%	32%	49%	11%	7%	66%
UNFAVORABLE	25	29	22	38	34	8	25	25	11	40	41	6
DON'T KNOW ENOUGH	42	35	49	48	40	32	43	41	38	47	50	27
DON'T KNOW	2	3	1	1	3	1	2	1	2	2	2	2
REFUSED	*	*	*	--	*	1	*	*	*	--	--	*

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

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
BUSH HIGHER	20%	27%	13%	1%	14%	49%	20%	22%	39%	3%	3%	50%
BOTH SAME	22	21	23	12	26	23	22	23	28	14	28	15
FEINGOLD HIGHER	29	28	29	58	34	*	28	30	1	59	50	1
ONE/BOTH DK	30	24	36	29	26	28	30	26	32	26	22	34

HKRF2. (CONSTRUCTED ITEM) Comparison of Kohl favorability to Feingold

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
KOHL HIGHER	5%	8%	2%	2%	5%	7%	5%	5%	7%	3%	1%	10%
BOTH SAME	49	52	45	57	48	46	49	51	43	55	60	38
FEINGOLD HIGHER	3	5	2	2	5	5	4	4	5	2	4	3
ONE/BOTH DK	43	35	51	39	42	43	43	40	46	40	34	49

VOTE24. This November, the ballot for President will 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? (IF VOTED ABSENTEE, ask "for whom" did you vote, CODE)

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
GEORGE W. BUSH	45%	51%	39%	6%	37%	96%	45%	47%	91%	--%	21%	83%
JOHN KERRY	42	37	46	84	41	*	41	43	--	90	64	11
RALPH NADER	3	3	3	2	5	*	3	2	2	3	3	2
NONE OF THEM	2	1	2	1	4	--	1	1	1	1	1	1
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--
WILL NOT VOTE	*	--	1	--	1	--	--	--	--	--	--	--
DON'T KNOW	7	6	8	7	11	2	7	6	5	5	9	2
REFUSED	2	1	2	1	2	1	2	2	1	1	1	1

VOTE25. If you had to make up your mind among these three, as of now who would you prefer?

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
NOT ASKED	89%	91%	87%	92%	82%	97%	89%	92%	93%	93%	88%	96%
GEORGE W. BUSH	4	2	5	3	6	2	3	2	7	--	3	3
JOHN KERRY	3	3	3	3	3	--	3	2	--	6	5	--
RALPH NADER	*	*	--	--	1	--	*	*	--	--	*	--
NONE OF THEM	1	1	1	--	2	--	1	1	--	--	1	--
INSISTS ON "OTHER"	*	--	*	--	1	--	*	*	--	--	*	--
DON'T KNOW	2	2	2	2	3	1	2	2	--	*	2	1
REFUSED	1	1	2	--	2	1	1	1	*	--	*	*

VOTE26. Suppose you were choosing just between Bush and Kerry? Which would you prefer?

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
NOT ASKED	93%	93%	93%	96%	87%	98%	93%	94%	97%	97%	93%	97%
GEORGE W. BUSH	1	1	1	--	2	*	1	1	3	--	*	2
JOHN KERRY	1	2	1	2	3	--	1	*	--	3	3	--
NONE OF THEM	2	2	1	1	4	--	2	2	--	--	2	*
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	2	2	2	2	3	1	2	1	--	--	2	1
REFUSED	1	*	1	--	1	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

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
GEORGE W. BUSH	48%	53%	44%	9%	43%	98%	49%	49%	97%	--%	24%	86%
JOHN KERRY	45	41	49	87	43	*	44	45	--	97	69	11
RALPH NADER	3	3	3	2	5	*	3	2	2	3	4	2
NONE OF THEM	1	1	1	--	2	--	1	1	--	--	1	--
INSISTS ON "OTHER"	*	--	*	--	1	--	*	*	--	--	*	--
DON'T KNOW	2	2	2	2	3	1	2	2	--	*	2	1
REFUSED	1	1	2	--	2	1	1	1	*	--	*	*

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

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
GEORGE W. BUSH	49%	54%	46%	9%	45%	98%	50%	51%	100%	--%	24%	88%
JOHN KERRY	46	42	50	89	46	*	46	45	--	100	72	11
NONE OF THEM	--	--	--	--	--	--	--	--	--	--	--	--
INSISTS ON "OTHER"	2	2	1	1	4	--	2	2	--	--	2	*
DON'T KNOW	2	2	2	2	3	1	2	1	--	--	2	1
REFUSED	1	*	1	--	1	1	1	1	--	--	*	--

VOTE26A. Would you say you are strongly for your candidate or not so strongly for him?

	WISCONSIN LIKELY VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
NOT ASKED	4%	3%	4%	2%	7%	1%	4%	4%	--%	--%	3%	1%
STRONGLY FOR CAND.	77	79	75	83	61	89	78	80	82	80	73	88
NOT STRONGLY FOR	19	17	20	15	31	8	18	16	17	20	23	10
NEITHER (VOL.)	1	1	1	*	1	1	1	1	1	1	1	1
DON'T KNOW	*	--	*	*	--	--	*	*	--	*	*	--
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--

VOTE26B. And are you more FOR your candidate, or more AGAINST the others?

	WISCONSIN LIKELY VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
NOT ASKED	4%	3%	4%	2%	7%	1%	4%	4%	--%	--%	3%	1%
FOR CANDIDATE	58	58	58	61	43	76	59	60	70	50	49	75
AGAINST OTHERS	32	34	30	28	42	19	32	30	26	40	40	19
MIXED (VOL.)	5	4	6	7	6	3	5	5	3	8	5	4
DON'T KNOW	1	*	1	1	1	1	1	1	1	1	2	--
REFUSED	*	--	*	--	--	*	*	*	*	--	--	*

VOTE26C. Would you say that you are pretty sure to vote that way, or that you might change your mind between now and the election?

	WISCONSIN LIKELY VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
NOT ASKED	4%	3%	4%	2%	7%	1%	4%	4%	--%	--%	3%	1%
PRETTY SURE	85	86	84	88	74	95	86	89	91	87	84	93
MIGHT CHANGE MIND	9	8	9	5	16	2	9	6	8	9	11	3
VOTED ABSENTEE (V)	2	3	2	3	2	2	1	2	1	3	2	1
DON'T KNOW	1	1	1	2	*	--	1	*	1	1	--	2
REFUSED	*	--	*	1	--	--	--	--	--	--	--	--

VOTE26D. Would you say it is absolutely certain you will vote in the upcoming election on November 2, that you probably will vote, probably WON'T vote, or definitely will not vote?

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
CERTAIN TO VOTE	86%	87%	85%	85%	80%	94%	87%	100%	88%	86%	86%	92%
PROBABLY WILL VOTE	12	11	13	13	17	5	13	--	12	14	14	8
PROBABLY WON'T VOTE	1	*	1	1	1	*	--	--	--	--	--	--
DEFINITELY WON'T VOTE	*	--	1	*	1	--	--	--	--	--	--	--
50/50 CHANCE (VOL.)	--	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	1	2	--	1	1	1	--	--	--	--	--	--
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?

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
LIKE BUSH RE-ELECTED	46%	52%	41%	9%	37%	96%	47%	48%	93%	*%	21%	85%
LIKE SOMEONE ELSE	50	44	54	88	58	3	49	49	6	97	75	14
DON'T KNOW	3	3	3	2	5	1	3	2	1	2	4	1
REFUSED	1	1	1	1	1	1	1	1	--	1	*	1

RATE04. How would you rate the job Herb Kohl is doing as US Senator from Wisconsin? (PROMPT FOR CATEGORIES AS NECESSARY)

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
EXCELLENT	11%	14%	8%	18%	11%	3%	11%	12%	4%	18%	17%	3%
GOOD	38	35	41	41	43	30	38	38	33	43	45	28
FAIR	25	26	24	22	17	37	25	25	30	21	19	36
POOR	5	7	4	2	7	8	6	6	8	2	2	11
DON'T KNOW	21	18	24	17	22	22	21	19	24	17	18	22
REFUSED	*	--	*	--	*	--	*	*	--	--	--	--

QD03A. Do you have definite plans to register on or before November 2 so you can vote in this year's election?

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
NOT ASKED	95%	96%	94%	96%	98%	95%	94%	96%	95%	93%	94%	97%
YES	5	4	6	4	2	5	5	3	4	7	5	3
NO	--	--	--	--	--	--	*	--	*	--	*	--
DON'T KNOW	--	--	--	--	--	--	*	*	1	--	1	--
REFUSED	--	--	--	--	--	--	--	--	--	--	--	--

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

	WISCONSIN VOTERS						REPORTED PROBABLE VOTERS					
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK	RF	TM
DEMOCRAT	31%	25%	37%	100%	--%	--%	31%	31%	6%	59%	47%	7%
REPUBLICAN	31	37	27	--	--	100	32	34	62	*	9	65
INDEPENDENT	25	25	26	--	100	--	25	23	23	25	27	22
OTHER	10	10	9	--	--	--	10	9	8	12	13	6
NONE	1	2	1	--	--	--	1	1	1	2	1	1
DON'T KNOW	*	*	*	--	--	--	*	*	*	--	--	*
REFUSED	1	2	--	--	--	--	1	1	*	1	1	--

* 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.

Results shown here are based on 545 persons who were randomly chosen within households from eligible voters planning to vote in the upcoming election. 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 potential voter 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".