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THE PRE-ELECTION VIEW; FINDINGS FROM THE BADGER POLL™  
by G. Donald Ferree, Jr.

Going into the final days of the election campaign, Attorney General Jim Doyle enjoys a modest lead among probable Wisconsin voters. But the margin is small, flirting with the "margin of error" that would mean one could not be very confident the survey results reflect a real lead among the population. Moreover, various internal dynamics and patterns of support suggest that this lead could well shift, and turnout will be critical to both major party candidates' chances. In short, this race is still up for grabs. These conclusions are based on the most recent Badger Poll™, conducted by the University of Wisconsin (Madison) Survey Center, for which the Capital Times and Milwaukee Journal Sentinel served as media sponsors. Some 501 registered voters who said they were probably going to cast ballots were interviewed by phone from October 24 to 29, inclusive. The "margin of error" is slightly over four percentage points.

After a series of introductory questions, Respondents were reminded of the four principal candidates, along with their party affiliations and asked for whom they would vote. Those who did not come down behind one candidate were asked "if you had to express a preference as of now, which one would you prefer". Combining these answers, Doyle garners 41%, McCallum 34%, Thompson 10%, and Young 2%. One in seven (14%) could not be pushed into a preference at this stage.

As may be seen in the more detailed tables following this summary, Doyle does half again as well among women as McCallum does among men, while the two are neck and neck among men (with the incumbent having a very slight lead). Roughly seven in ten of self-described partisans of either stripe opt for "their candidate", with Independents giving Doyle an advantage. The race is similar if one looks only at the 423 persons who said they were "absolutely certain" to vote: Doyle 41%, McCallum 35%, Thompson 9%, Young 2%. The undecideds (13%) form about as large a percentage among this group as they did overall.

As noted, there are signs that this "lead" does not necessarily mean a solid advantage for the Democratic challenger. First, when respondents were asked the first choice, but given the opportunity to say "haven't you really made up your mind yet", almost half either took this option (44%) or otherwise failed to answer the question (2%). These initial preferences were essentially tied, with both Doyle and McCallum getting the support of one in four (25%) with 4% going to Thompson and 1% to Young.

This margin is small, and does not seem to have increased since our September survey. Moreover, only about half of those who could be pushed into a preference (46%) said they were "strongly for" the person they named. Slightly more (50%) said their support was not strong. Both the McCallum and Doyle camps show some weakness on this question, but if anything the proportion of McCallum's backers who are "strong supporters" is a bit larger than the comparable figure among Doyle's (50% compared to 45%).

A similar pattern is found when the question is whether voters are "more for your candidate or more against the others". Overall, those expressing a preference split evenly 46% to 46% between casting a "positive" or "negative" ballot. McCallum's supporters are about ten points more likely than are Doyle's to say they are "for their candidate".

While two thirds (68%) say they are "pretty sure to vote" in accord with their expressed preference, almost one in three (31%) say they "might change your mind between now and the election". In another piece of good news for the Governor, his backers are ten points LESS likely to say they might switch (or put another way, ten points more likely to say they will probably vote the way they are leaning).

The two "minor party" candidates garner only a small proportion of votes overall, but in a close race, they could make a substantial difference. When those respondents who had chosen NEITHER McCallum nor Doyle were asked to choose between them, overall results had Doyle's "lead" shrink to 51% to 47%, which is small enough that one can have only quite limited confidence that the lead is real, if this were the only evidence available. What this means is that on balance, the presence of Messrs. Thompson and Young works against McCallum to a limited extent.

One further indication of how "stable" these results are likely to be is to look for changes across time. These can reflect trends (a steady shift to one candidate or away from another), stability (which suggests that it may be harder to change preferences) or "bounce" in which candidates move up and down without necessarily a clear trend being evident. There is some sense that we are seeing some "bounce" here. The first two days of polling showed Doyle with a small (roughly two point) lead. This widened to a twelve point advantage in the middle two days, but shrank back to about eight points in the last two days. These shifts COULD reflect the short term impact of events, pushing voters first one way, then the other. Or, rather more likely, a good deal of it could reflect non-systematic bounce among voters who are scarcely "locked in" to any camp.

Part of this may be that McCallum lacks the advantage of a popular incumbent when things are seen as going well. (When an electorate comes to that conclusion, the outlook is bright for an incumbent). But if there are doubts, the question shifts to the kind of alternative the challenger(s) would pose.

To begin with, McCallum is vulnerable when one looks at perceptions of him. His job rating (3% excellent, 26% good, 39% fair, and 25% poor) is relatively weak. When voters were asked to compare the state's situation now to what it was before he became Governor, Only 5% think the state is better off, contrasted with 45% who say it is worse off and almost half (47%) who see little real change. (As might be expected, those who back McCallum take a rosier view: 7% think things are better and only 28% feel they are worse. Comparable numbers for Doyle backers are 60% worse, 35% the same, 2% better.

But this is only part of the story. There is some question as to how much credit or blame can be properly laid at the Governor's feet. Specifically, one in eight (13%) said that "a lot" of the change was due to the Governor and his policies, and four in ten (43%) said "some". But this leaves about four in ten who felt the Governor was responsible for "only a little" (28%) or none at all (10%). Doyle backers were about ten points more likely to ascribe at least "some" of the blame on McCallum.

While the Governor does not enjoy stellar reactions from the public, his challengers fail to do so either. Thus, one in three has a favorable impression of McCallum (32%) compared to four in ten (41%) who view him unfavorably, but almost three in ten will not sum up (or cannot) their impressions.

In the abstract, these are not good perceptions, and they open the way to challengers. But an open door is different from being able to march triumphantly through it. The same favorable/unfavorable question produces decidedly mixed results for Doyle himself. Overall, some 35% view him favorably, but roughly as many 34% take an unfavorable stance. Partisans tend to be mirror images of one another for both men.

Overall, Thompson looks like Doyle, with a lower familiarity. More than half of all probable voters fail to state an impression of him, with views splitting 21% favorable, 22% unfavorable. Young is even less known -- with about one in six able to state an impression, but the balance (11%-6% UNfavorable) is the least positive for any. These questions immediately preceded the initial vote intention question.

September figures, using the same question, found McCallum with a 37%-31% favorable ratio, Doyle with 37%-22%, Thompson with 15%-26%, and Young with 2%-6%. This means that McCallum has slipped slightly, Doyle is more widely known but less liked on balance, Thompson marginally BETTER liked, and Young better known with no sharp shift in balance. The fact that BOTH major party candidates have somewhat sharper, but more negative images in people's minds is evidence of the nature of the campaign so far.

The lack of positive views is not simply a matter of inattention, although this contest seems not to have exactly captured the fascination of the Wisconsin public. Three in ten (30%) say they have paid "a lot" of attention to the candidates running for Governor. Adding in the four in ten (43%) who have paid "some" accounts for roughly three voters in every four. There are only modest differences in attention across the candidate coalitions. The favorable/unfavorable items show an interesting pattern for the different candidates. Three in four McCallum backers have a favorable impression of their candidate. The comparable proportion among Doyle backers is about two thirds. McCallum backers are LESS likely to have an unfavorable impression of Doyle than the latter's backers are to have an unfavorable impression of McCallum.

Voters were asked to rate nine separate issue areas in terms of how important each was to their choice for Governor (using a scale of very important, somewhat important, only a little important, or not important at all). Before examining the results, it would be worthwhile to note that for issues to truly be central voters must care about them, but that is only a first step. They must also perceive a difference between the candidates (including knowing where they stand in the first place) and whatever advantage one candidate might have must not be outweighed by other considerations.

At the top of the list (87% very important, 97% at least somewhat so) is ethics and honesty. This was the single dominant concern. Interestingly while

this is important to both major party camps, McCallum backers are about ten points more likely to cite it than are Doyle supporters.

Four other areas tightly cluster with around seven in ten calling them very important in their gubernatorial choice. Reducing government spending (73% very important, 23% somewhat) and keeping taxes down (a virtually identical 72% very important, 23% somewhat) occupy the minds of residents. Each is more central to McCallum backers than those who at least tentatively prefer his Democratic opponent. The difference is slightly larger when it comes to reducing spending.

Improving access to health care is very important to seven in ten (70%), with one quarter (25%) saying it is somewhat so. This issue is nearer the hearts of those backing Jim Doyle than it is for those behind McCallum, although as was the case previously, the issue has appeal to both constituencies. Improving public education also comes in for mention (68% very important, 27% somewhat). While six in ten of those backing the Governor call this "very important" Doyle's camp puts even more emphasis on this.

Creating jobs (very important 54%, somewhat so 38%) comes next. The issue seems marginally more important to Doyle's backers, but the difference in coalitions is quite muted. Finally, at a bit lower level of "absolute" centrality is helping the cities and towns on the one hand, and abortion on the other. The former is seen as very important by somewhat under one voter in two (46%), the latter by just over four in ten (43%). Helping municipalities is ten points more central to the Doyle camp. The reverse is true of abortion for McCallum, half of whose supporters view this issue as very important.

Many voters have a broad agenda. Counting up the number of areas cited as "very important" yields eight in ten who cite either four or five (33%), six to eight (44%), or even all nine (8%). Doyle's camp tends on average to have a somewhat broader agenda (or muddier focus) than does McCallum's.

Beyond the overall absolute rating, there can be relative importance. All those who named more than one area as very important were asked specifically to choose from among those they had named for the single most important. (If only one area was cited, this question was not asked). Combining them shows a wide array. Keeping taxes down was most often cited as single most important (by 22%), but close behind were ethics and honesty (16%), improving health care (15%), improving education (13%), and creating jobs (11%).

A last question in this series asked voters if the issue they cited as so important that they would choose among candidates just on the basis of that issue. Overall, one in three (36%) said there was such an issue, but when one examines which one it was, answers scatter, with no one single issue being cited by much more than five percent, and the "winners" were taxes, ethics, education, and health care. Neither major party candidate comes close to being a "single issue" candidate.

The somewhat fluid nature of the campaign as it enters the final days may be seen in answers to a series of statements asking voters to differentiate between McCallum and Doyle. To begin with, "has been unfairly attacking his opponent", was seen by four in ten (41%) as applying to both men, roughly equal numbers felt it applied to Doyle but not McCallum (16%) or McCallum but not Doyle (14%). There seems quite enough tar to go around. As would be expected, neither coalition tends to blame their own candidate disproportionately, but within each, the largest single group sees BOTH at fault.

Overall, there is no clear consensus on "understands the problems ordinary people face". Doyle is named alone slightly more often than is McCallum, but similar sized groups also think this applies to both, or that it fits neither. About half of each coalition believes that this statement applies uniquely to their man.

There is some doubt that "can be counted on to keep campaign promises" differentiates. The largest group thinks it applies to neither, fewer than one in ten say it applies to both. Just under one in five picks one man more than the other with no clear advantage. (Half of McCallum backers believe this applies uniquely to their candidate, as do a somewhat smaller proportion of Doyle supporters.)

The related "has a consistent record on the issues" shows four in ten (split pretty evenly) saying this applies to one man only. This seems to be a bit more salient (but only a bit) for McCallum backers than for Doyles). The overall pattern is also similar for "sticks to principles even when it is unpopular". If anything -- an the difference is small -- this seems to provide a very small advantage net to the Governor.

Doyle however is cited twice as often as McCallum as being the only candidate to whom "will improve public education in Wisconsin" applies. While members of each coalition are more likely to think this describes their man than his opponent, six in ten Doyle backers see this as uniquely describing their candidate.

The two coalitions are quite similar (but of course mirror images) on the question of who "will deal well with the state budget". Just about six in ten of each think their man will and the other won't. But "will protect the environment" seems central to neither. Doyle's camp gives him a somewhat clearer leg up on this than does McCallum, but the contrast is rather muted. This reverses again for "will keep taxes down for ordinary Wisconsin residents", where McCallum has a modest net advantage, and this is seen by his backers as an area where their man will be different rather more than the extent to which Doyle backers feel the same.

Just over half of each coalition thinks "will give us a state government to be proud of" applies to their man and to him along. Net this issue gives Doyle, if anyone a very slight advantage, but it seems clear that the image of the crusading challenger does not quite fit.

Several questions dealt specifically with the issue of corruption. This issue seems not clearly to cut in any particular direction, although three in four claim to have paid either a lot (33%) or some (40%) attention to it.

Most (64%) say it has not affected their willingness to vote, one way or the other, although the group claiming to be more willing (22%) outnumbered that which is less willing (11%) by about two to one. This does not seem to have an especial impact on either major party coalition.

Parallel questions asked how much, if at all, either the Governor or Attorney General was to blame "for the ethical problems in state government". Answers overall were quite similar, with fewer than one in ten saying either bore a lot of blame, and somewhat less than half feeling it was "some" or more. Members of each coalition tended to be a bit more critical of their opponent than of their candidate, but neither tended to lay a lot of blame on the opponent, and neither exempted their own side. It is perhaps most remarkable how little this seems to cut.

When it comes to parties, neither has a monopoly. Overall, almost six in ten feel both parties are equally to blame, only one in seven thinks neither is. About one in ten blames one party or the other uniquely. Patterns are what one would expect, but again the most striking feature is how unusual this is. Thus, it is less surprising that one in four of each coalition blames the opposite party than that this is so small, and is dwarfed by the majority feeling each is to blame.

The perceived importance of the campaign has NOT changed much since September. Now, just over half (54%) say it makes "a lot" of difference who gets elected. Counting in the three in ten (29%) who say "some" makes for almost seven in eight voters. One in six downplayed the importance of the victor, with 13% saying it would make only a little difference, and 3% none at all. September figures were 54% a lot, 32% some, 9% only a little and 3% none. The fact that this has not increased may mean that people have not become more convinced of the Governor's importance, or that they have not focused any more on the differences in terms of policy, or both.

Evidence of the latter comes from results when respondents were asked how confident they were that by election day they would have the information they need to decide who would make the best Governor. The level has actually slipped since mid-September. Now, one in four (24%) feel very confident of this; four in ten (40%) feel somewhat so. On the other hand, one in three feel either only a little confident (25%) or not confident at all (8%) that they will be able to make an informed choice. In September, seven in eight felt very (34%) or somewhat (47%) confident, with 15% only a little confident and 4% not confident at all. Those backing Doyle are, if anything, less clear that they will have the information they need than are those in McCallum's camp.

Similarly, when voters were asked to rate the candidates on how well they had done speaking out on the issues, results are mediocre. McCallum is rated excellent by 4%, good by 32%, fair by 40%, and poor by 16%. Two thirds of his own backers, contrasted with one fifth of Doyle's rate him as good or higher, but few in any group call it excellent.

Doyle does no better. Overall his grades are 4% excellent, 33% good, 42% fair, and 11% poor. Moreover, while his backers are more positive to him than McCallum's are, those now supporting Doyle are more critical of "their man" (or less praising of him) than are McCallum backers looking at McCallum.

The key finding for both Thompson and Doyle is the rather large proportion (45% and 66%, respectively) who don't rate their campaigns, presumably because they have not seen or heard enough to do so. But among those who do rate them, neither man does especially well. For Thompson, twice as many call his addressing the issues either fair or poor as rate it good or excellent. For Young this ratio is weaker still.

All this goes together with other indications that, with only a few days to go, the campaign seems more to be focused on what is wrong with the various alternatives, than on what would attract individuals to get behind one or another candidate with enthusiasm as the best choice to lead the state.



ELEC01. Up to now, how much attention have you paid to the candidates running for Governor of Wisconsin this year? A lot, some, only a little, or none at all?

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
A LOT	30%	36%	26%	30%	30%	30%	30%	34%	31%	18%	36%
SOME	43	40	45	41	47	45	46	39	45	44	43
ONLY A LITTLE	22	21	23	21	19	22	21	21	20	28	18
NONE AT ALL	6	4	7	8	5	4	4	6	4	10	4
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--
REFUSED	--	--	--	--	--	--	--	--	--	--	--

ELEC04. For each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind. Scott McCallum

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
FAVORABLE	32%	40%	26%	13%	34%	58%	76%	8%	15%	13%	35%
UNFAVORABLE	41	39	42	55	48	19	6	65	62	33	44
DON'T KNOW ENOUGH	25	21	27	28	18	21	15	24	24	53	19
DON'T KNOW	3	*	4	4	2	2	3	3	--	1	2
REFUSED	--	--	--	--	--	--	--	--	--	--	--

ELEC06. Jim Doyle (Do you have a favorable impression of him, an unfavorable impression or don't you know enough to make up your mind?)

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
FAVORABLE	35%	36%	34%	58%	35%	13%	10%	64%	21%	24%	38%
UNFAVORABLE	34	38	30	11	37	56	59	10	45	31	36
DON'T KNOW ENOUGH	30	25	35	29	27	30	29	24	34	45	25
DON'T KNOW	1	1	1	2	1	1	2	1	--	--	1
REFUSED	*	*	--	--	1	--	*	--	--	--	*

ELEC09. Ed Thompson (Do you have a favorable impression of him, an unfavorable impression or don't you know enough to make up your mind?)

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
FAVORABLE	21%	27%	17%	20%	29%	19%	15%	19%	46%	21%	24%
UNFAVORABLE	22	23	20	21	20	19	22	27	7	18	24
DON'T KNOW ENOUGH	55	49	61	57	49	61	62	52	46	59	52
DON'T KNOW	2	1	2	3	2	1	1	2	2	2	1
REFUSED	*	1	--	--	1	*	*	--	--	1	*

ELEC10. Jim Young (Do you have a favorable impression of him, an unfavorable impression or don't you know enough to make up your mind?)

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
FAVORABLE	6%	7%	5%	5%	9%	3%	3%	7%	8%	3%	6%
UNFAVORABLE	11	13	8	11	8	14	11	9	10	13	12
DON'T KNOW ENOUGH	82	79	84	81	81	81	83	81	82	82	80
DON'T KNOW	2	1	3	3	2	2	3	2	--	1	2
REFUSED	*	*	--	--	--	*	*	--	--	--	*



GOV01. The ballot for Governor has Scott McCallum as the Republican, and Jim Doyle as the Democrat. Also on the ballot are Ed Thompson for the Libertarian Party and Jim Young for the Green Party. Which one will you vote for, or haven't you really made up your mind yet?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
MCCALLUM	25%	32%	19%	3%	13%	61%	73%	--%	--%	--%	27%
DOYLE	25	22	27	53	17	4	--	61	--	--	26
THOMPSON	4	6	2	6	5	2	--	--	35	--	5
YOUNG	1	1	1	2	2	--	--	--	9	--	1
HAVEN'T MADE UP MIND	44	39	48	36	61	33	27	39	54	91	39
OTHER SPECIFIC PERSON	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--
REFUSED	2	1	3	1	2	--	--	1	2	10	2

GOV01A. (IF NO CHOICE) If you had to express a preference as of now, which one would you prefer?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
MCCALLUM	20%	24%	18%	7%	22%	32%	100%	--%	--%	--%	18%
DOYLE	35	41	31	55	36	23	--	100	--	--	35
THOMPSON	13	13	12	14	19	8	--	--	86	--	12
YOUNG	2	3	2	--	4	4	--	--	14	--	3
DON'T KNOW	26	19	31	23	17	30	--	--	--	87	27
REFUSED	4	1	6	1	2	3	--	--	--	13	5

GOV02. Would you say you are strongly for your candidate or not so strongly for him?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
FOR YOUR CANDIDATE	46%	47%	45%	48%	37%	54%	50%	45%	39%	--%	51%
NOT STRONGLY FOR	50	49	51	45	61	42	45	51	58	--	45
NEITHER (VOL.)	2	3	2	3	2	2	3	2	3	--	3
DON'T KNOW	2	2	2	4	--	3	2	3	--	--	1
REFUSED	--	--	--	--	--	--	--	--	--	--	--

GOV03. And are you more FOR your candidate, or more AGAINST the others?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
FOR CANDIDATE	46%	53%	40%	42%	46%	53%	55%	45%	26%	--%	49%
AGAINST OTHERS	46	42	50	50	43	41	37	47	68	--	45
MIXED (VOL.)	3	4	3	4	4	2	4	3	2	--	4
DON'T KNOW	4	2	6	4	5	3	3	4	5	--	2
REFUSED	1	*	1	--	1	1	1	1	--	--	1





## GOV11. Improving access to health care

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
VERY IMPORTANT	70%	62%	77%	80%	73%	55%	59%	73%	80%	77%	69%
SOMEWHAT IMPORTANT	25	32	19	16	22	38	33	23	16	20	25
ONLY A LITTLE IMP.	4	4	4	4	2	6	6	3	2	1	4
NOT IMPORTANT AT ALL	1	1	*	--	2	*	1	*	2	--	1
DON'T KNOW	1	1	--	1	1	--	*	1	--	2	1
REFUSED	*	--	*	--	--	1	1	--	--	--	*

## GOV12. Reducing government spending

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
VERY IMPORTANT	73%	73%	73%	70%	69%	76%	80%	64%	75%	81%	73%
SOMEWHAT IMPORTANT	23	20	25	28	24	20	18	31	15	17	22
ONLY A LITTLE IMP.	3	4	2	2	4	2	1	4	3	2	2
NOT IMPORTANT AT ALL	1	1	*	1	2	1	*	1	4	--	1
DON'T KNOW	1	2	*	1	3	1	1	1	3	--	1
REFUSED	*	--	*	--	--	1	1	--	--	--	*

## GOV13. Ethics and honesty

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
VERY IMPORTANT	87%	86%	88%	83%	84%	90%	90%	81%	89%	97%	88%
SOMEWHAT IMPORTANT	10	11	9	13	14	7	8	14	9	3	9
ONLY A LITTLE IMP.	2	2	2	3	2	3	2	3	--	--	2
NOT IMPORTANT AT ALL	1	1	*	2	--	--	--	2	1	--	1
DON'T KNOW	*	*	--	--	--	--	--	*	--	--	*
REFUSED	--	--	--	--	--	--	--	--	--	--	--

## GOV13X. Abortion

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
VERY IMPORTANT	43%	43%	43%	43%	37%	50%	49%	37%	41%	47%	42%
SOMEWHAT IMPORTANT	28	23	32	28	21	28	27	30	29	25	28
ONLY A LITTLE IMP.	9	11	8	10	13	6	7	12	6	9	10
NOT IMPORTANT AT ALL	15	16	15	15	24	12	14	18	15	13	16
DON'T KNOW	4	6	3	4	4	4	3	4	7	6	4
REFUSED	*	1	--	--	1	--	--	--	2	--	*

## CTISS. (CALCULATED ITEM) Number of issues cited as very important

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
None	1%	1%	1%	1%	2%	1%	1%	1%	--%	--%	1%
One	2	3	2	2	2	5	4	2	1	3	2
Two or three	12	14	10	10	16	13	12	10	15	13	12
Four or five	33	36	31	30	35	35	36	34	33	23	34
Six to eight	44	40	47	48	37	41	41	48	36	46	42
Nine (all)	8	7	9	9	9	7	7	5	14	16	9

GOV13Y. (IF ANY "VERY IMPORTANT") Of these issues, which is the single most important one for you? (READ LIST OF THOSE CALLED VERY IMPORTANT)

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
None named	3%	4%	3%	2%	4%	5%	5%	3%	1%	3%	3%
Creating jobs	10	11	10	13	11	10	10	11	7	10	10
Help cities/towns	2	3	2	2	1	2	*	5	2	--	3
Improve public ed.	13	10	16	19	17	7	9	20	8	9	13
Protect environment	3	4	1	4	2	3	2	2	6	4	3
Keeping taxes down	21	24	19	19	16	28	29	18	14	20	21
Improve health care	15	9	20	23	12	8	8	20	23	12	15
Reduce govt. spending	7	8	6	4	9	8	7	6	11	8	8
Ethics and honesty	16	15	16	11	20	17	18	12	20	19	15
Abortion	6	6	5	2	6	8	7	3	9	7	5
Don't know	4	5	2	2	3	4	5	2	--	8	4
Refused	*	--	*	--	1	--	--	--	--	1	--

GOV13Z. (IF ANY CITED) And would you base your vote on THIS ISSUE regardless of where the candidates stood on the other issues? (name of issue inserted if only one "very important")

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
No single issue	5%	7%	3%	3%	6%	5%	6%	4%	--%	10%	5%
YES	36	38	34	37	34	36	34	40	38	27	35
NO	56	52	60	58	53	57	57	53	59	62	56
DON'T KNOW	3	4	3	2	7	3	3	4	3	2	4
REFUSED	*	--	*	--	--	--	1	--	--	--	*

GOV13YY. SINGLE MOST IMPORTANT (Based on GOV13Y if multiple named, adding in those only naming one issue).

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
None named	1%	1%	1%	1%	2%	1%	1%	1%	--%	--%	1%
Creating jobs	11	12	10	13	11	11	11	11	7	10	11
Help cities/towns	2	3	2	2	1	2	*	5	2	--	3
Improve public ed.	13	10	16	20	17	7	9	20	8	9	13
Protect environment	3	4	1	4	2	3	2	2	6	4	3
Keeping taxes down	22	25	20	19	16	30	31	18	14	20	21
Improve health care	15	9	20	23	12	9	9	20	23	12	15
Reduce govt. spending	7	9	6	4	10	8	7	6	12	8	8
Ethics and honesty	16	15	17	11	21	18	19	12	20	22	16
Abortion	6	6	5	2	6	8	7	3	9	7	5
Don't know	4	5	2	2	3	4	5	2	--	8	4
Refused	*	--	*	--	1	--	--	--	--	1	--

GOV13ZZ. CITED AS VOTING ISSUE (Yes to GOV13Z, combined with which issue named)

	GENDER			PARTISANSHIP			LEAN PREF				VOTE CRT
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	
None named	64%	62%	66%	63%	66%	64%	67%	60%	62%	73%	65%
Creating jobs	4	4	5	7	5	3	3	6	2	3	4
Help cities/towns	2	2	1	2	--	1	*	4	2	--	2
Improve public ed.	5	3	7	6	7	4	3	8	4	4	5
Protect environment	1	1	1	2	--	1	--	1	3	2	1
Keeping taxes down	7	10	5	3	6	10	10	7	5	3	7
Improve health care	5	4	7	11	1	2	1	8	10	3	5
Reduce govt. spending	2	3	1	1	2	3	3	1	4	2	2
Ethics and honesty	6	7	5	5	10	6	7	5	6	7	6
Abortion	3	4	3	1	3	7	6	1	3	3	3

GOV14. I'm going to read you a brief series of phrases. For each, please tell me if you think it accurately describes McCallum, Doyle, both, or neither? "Has been unfairly attacking his opponent" Which one, if either does that accurately describe?

	GENDER			PARTISANSHIP			LEAN PREF				VOTE CRT
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	
MCCALLUM	14%	12%	16%	26%	14%	2%	--%	30%	12%	3%	15%
DOYLE	16	21	11	5	19	27	33	5	10	9	17
BOTH	41	43	39	35	45	40	37	36	59	48	42
NEITHER	11	9	12	16	7	10	11	13	2	11	11
DON'T KNOW	18	15	21	17	16	21	19	15	15	28	15
REFUSED	1	*	1	1	--	--	--	1	2	1	1

GOV15. "Understands the problems ordinary people face" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER			PARTISANSHIP			LEAN PREF				VOTE CRT
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	
MCCALLUM	20%	24%	16%	9%	17%	37%	45%	5%	12%	9%	20%
DOYLE	25	24	26	43	21	8	3	48	17	14	27
BOTH	21	20	21	15	15	27	31	15	14	19	20
NEITHER	20	20	21	19	33	15	12	19	43	28	20
DON'T KNOW	14	12	16	14	12	14	9	14	12	30	13
REFUSED	1	1	1	--	2	1	1	--	3	--	1

GOV16. "Can be counted on to keep campaign promises" (PROBE FOR CATEGORIES AS NECESSARY)

	GENDER			PARTISANSHIP			LEAN PREF				VOTE CRT
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	
MCCALLUM	19%	24%	15%	5%	15%	38%	49%	--%	7%	11%	20%
DOYLE	18	18	17	37	12	5	1	37	12	5	19
BOTH	8	7	9	7	7	9	8	8	8	7	7
NEITHER	38	36	39	36	49	31	28	36	62	44	37
DON'T KNOW	18	16	20	15	17	17	13	19	13	33	17
REFUSED	*	--	*	--	--	--	*	--	--	--	*







GOV25. How about Jim Doyle. How would you rate the job he has done speaking out on the issues so far?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
EXCELLENT	4%	6%	3%	7%	4%	2%	2%	7%	2%	2%	5%
GOOD	33	29	36	41	26	29	22	50	25	16	34
FAIR	42	45	40	38	48	44	48	34	46	51	43
POOR	11	14	9	5	14	16	18	4	16	13	12
DON'T KNOW	9	6	12	9	8	10	10	6	10	19	7
REFUSED	*	--	*	--	--	--	*	--	--	--	*

GOV26. And how about Ed Thompson?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
EXCELLENT	3%	4%	1%	2%	3%	1%	1%	2%	7%	3%	3%
GOOD	15	17	14	13	22	16	11	14	39	8	14
FAIR	22	18	24	23	21	18	19	20	27	27	22
POOR	16	20	12	17	17	15	18	16	7	15	17
DON'T KNOW	45	40	49	44	37	51	51	47	20	46	43
REFUSED	*	*	*	1	1	--	--	*	--	1	*

GOV27. And how about Jim Young?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
EXCELLENT	1%	1%	1%	1%	1%	--%	--%	2%	2%	2%	1%
GOOD	6	8	4	5	12	3	2	7	18	1	6
FAIR	14	13	14	13	14	14	14	13	15	17	14
POOR	14	19	9	18	12	15	17	13	7	12	15
DON'T KNOW	65	58	70	64	60	69	67	65	58	65	64
REFUSED	1	*	1	1	1	--	--	*	--	3	1

GOV32. In the 1998 election for Governor, did you vote for Tommy Thompson, Ed Garvey, someone else, or didn't you happen to vote in that election?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
THOMPSON	58%	55%	60%	42%	55%	79%	82%	40%	54%	56%	60%
GARVEY	12	16	9	23	14	2	--	25	12	3	14
SOMEONE ELSE	4	3	6	7	7	1	*	6	11	2	5
DIDN'T VOTE	18	20	17	19	16	15	14	21	21	19	14
INELIGIBLE (VOL.)	2	3	2	2	3	2	3	2	1	1	2
DON'T KNOW	3	4	3	7	5	--	1	6	1	5	3
REFUSED	2	1	4	1	1	1	*	--	1	14	3

GOV33. (ASK EVERYONE) Is it absolutely certain you will vote in the upcoming election on November 5? (If not) Would you say you probably will vote, probably won't vote, or definitely will not vote?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
CERTAIN TO VOTE	84%	87%	82%	84%	82%	90%	86%	84%	83%	82%	100%
PROBABLY WILL VOTE	15	13	18	16	18	9	14	16	17	16	--
PROBABLY WON'T VOTE	--	--	--	--	--	--	--	--	--	--	--
DEFINITELY WON'T VOTE	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	1	--	1	1	--	*	*	*	--	2	--
REFUSED	--	--	--	--	--	--	--	--	--	--	--

GOV34. When it comes right down to it, how much difference do you think it makes who gets elected Governor of Wisconsin this year? A lot, some, only a little, or none at all?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
A LOT	54%	54%	54%	60%	49%	55%	55%	60%	44%	40%	57%
SOME	29	28	31	29	31	31	29	28	36	28	27
ONLY A LITTLE	13	14	12	10	17	11	12	11	14	20	12
NONE AT ALL	3	4	2	1	2	3	2	1	5	9	2
DON'T KNOW	1	--	1	--	1	1	*	--	--	2	1
REFUSED	*	--	1	--	1	--	1	--	--	--	*

ELEC16. By the time the campaign is over, how confident are you that you will have enough information to really make up your mind about who would make the best Governor for Wisconsin? Are you very confident, somewhat confident, only a little confident, or not confident at all?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
VERY CONFIDENT	27%	31%	24%	25%	25%	37%	36%	27%	17%	17%	32%
SOMEWHAT CONFIDENT	40	39	41	41	42	37	42	43	33	32	40
ONLY A LITTLE CONF.	25	23	27	25	23	23	18	23	38	38	22
NOT CONFIDENT AT ALL	8	7	9	10	9	3	4	7	13	13	7
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--
REFUSED	*	*	--	--	1	--	--	--	--	1	*

WICMP04. Compared to before McCallum became Governor, do you think Wisconsin is now in better shape than it was, worse shape than it was or about as well off as it was?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
BETTER OFF THAN IT WAS	5%	4%	5%	6%	1%	7%	7%	2%	2%	7%	4%
WORSE OFF THAN IT WAS	45	48	43	55	54	29	28	60	62	31	50
ABOUT AS WELL OFF	47	46	48	36	43	61	61	35	33	59	44
DON'T KNOW	2	1	3	3	2	2	2	2	3	3	2
REFUSED	1	1	1	--	--	2	1	--	--	--	1

WICMP05. How much of any change is due to Governor McCallum and his policies?  
A lot, some, only a little, or none at all?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
A LOT	13%	13%	13%	13%	14%	11%	8%	16%	13%	17%	14%
SOME	43	41	45	46	44	44	43	45	37	40	43
ONLY A LITTLE	28	34	24	23	23	34	34	25	24	26	29
NONE AT ALL	10	9	10	11	11	7	10	8	20	6	9
DON'T KNOW	6	3	8	7	8	5	5	6	6	9	5
REFUSED	*	--	*	--	1	--	--	--	--	2	--

TAX01. Right now do you think the level of state taxes in Wisconsin is too high, too low, or just about right?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
TOO HIGH	76%	74%	77%	72%	77%	79%	83%	66%	71%	89%	75%
TOO LOW	1	1	1	--	3	--	--	1	3	--	1
JUST ABOUT RIGHT	22	24	20	27	19	20	16	29	26	10	21
DEPENDS WHICH TAX (VOL)	1	1	1	2	--	--	--	2	--	--	1
DON'T KNOW	1	1	1	--	2	*	--	3	--	1	1
REFUSED	*	--	*	--	--	1	1	--	--	--	*

TAX02. How about the level of state spending, is that too high, too low, or just about right?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
TOO HIGH	71%	74%	69%	66%	71%	76%	76%	70%	63%	72%	72%
TOO LOW	3	3	3	4	2	2	--	3	7	5	3
JUST ABOUT RIGHT	19	20	17	20	22	16	17	21	18	16	18
DEPENDS ON PROG. (VOL)	1	1	2	2	2	--	--	2	3	1	1
DON'T KNOW	6	3	9	8	3	6	7	4	9	7	6
REFUSED	*	--	*	--	--	1	1	--	--	--	*

BUDG02. In order to balance the state budget, do you think a choice will have to be made between serious service cuts and big increases in taxes, or is it possible to both maintain essential services and keep taxes down?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
HAVE TO CHOOSE	29%	34%	25%	28%	27%	36%	32%	28%	31%	26%	31%
POSSIBLE TO DO BOTH	59	59	59	65	63	53	56	62	58	58	58
SOME OF EACH (VOL.)	2	2	2	3	1	1	1	2	--	2	2
DON'T KNOW	9	5	13	4	9	9	10	7	10	14	8
REFUSED	1	*	1	--	--	1	1	*	2	--	1

VAR01. How much attention have you been paying to the recent reports of scandals in Madison, such as state employees campaigning on state time, and the misuse of state resources for personal or political purposes. A lot, some, only a little, or none at all?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
A LOT	33%	38%	28%	29%	38%	33%	32%	31%	49%	22%	37%
SOME	40	39	40	41	44	37	43	41	30	38	39
ONLY A LITTLE	21	17	24	21	12	23	16	21	16	35	17
NONE AT ALL	7	7	8	9	6	7	8	7	5	6	6
DON'T KNOW	*	--	1	--	--	1	1	--	--	--	1
REFUSED	--	--	--	--	--	--	--	--	--	--	--

VAR02. Have the reports of these scandals made you more willing to vote this year, less willing, or not made any real difference?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
MORE WILLING	25%	18%	31%	30%	28%	19%	22%	27%	31%	19%	26%
LESS WILLING	11	9	13	10	13	10	7	9	15	22	9
NOT MADE ANY REAL DIF.	64	73	56	59	58	71	70	64	54	58	65
DON'T KNOW	*	1	*	1	--	1	1	1	--	--	*
REFUSED	*	*	--	--	1	--	--	--	--	1	*

VAR03. How much, if at all, do you think Scott McCallum is to blame for the ethical problems in state government? A lot, some, only a little, or not at all?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
A LOT	7%	7%	6%	11%	7%	1%	--%	11%	7%	9%	7%
SOME	39	30	46	48	43	29	28	43	48	39	36
ONLY A LITTLE	24	24	24	22	21	30	29	21	22	22	24
NONE AT ALL	25	34	18	14	25	35	39	19	19	14	28
DON'T KNOW	6	5	6	6	4	4	4	5	3	13	5
REFUSED	*	--	1	--	--	1	--	--	--	3	*

VAR04. And how much, if at all, do you think Jim Doyle is to blame for these problems? (PROMPT AS NECESSARY)

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
A LOT	9%	11%	6%	1%	10%	16%	17%	1%	11%	7%	10%
SOME	34	29	38	38	40	33	35	31	38	37	31
ONLY A LITTLE	27	28	26	35	23	21	20	32	29	29	28
NONE AT ALL	20	26	15	18	20	17	17	29	10	9	22
DON'T KNOW	10	5	15	8	7	12	12	7	12	16	9
REFUSED	*	--	1	--	--	1	--	--	--	3	*



QD04. How much schooling did you complete?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
Less than HS graduate	5%	4%	6%	6%	4%	4%	4%	5%	3%	8%	4%
High School graduate	31	33	29	33	36	27	30	29	37	36	29
Some College	33	31	34	31	31	34	33	33	34	29	33
College grad	20	18	22	15	16	25	19	20	20	22	21
More than coll.	11	14	9	15	13	8	12	14	6	6	12
DON'T KNOW	*	1	--	--	--	1	1	--	--	--	*
REFUSED	*	1	*	--	--	1	1	--	--	--	*

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

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
Democrat	29%	20%	36%	100%	--%	--%	5%	51%	30%	19%	28%
Republican	32	38	28	--	--	100	68	9	17	26	35
Independent	21	27	17	--	100	--	17	21	37	19	21
Other	9	11	8	--	--	--	7	10	12	11	8
None	6	5	7	--	--	--	2	8	2	13	6
DON'T KNOW	2	--	3	--	--	--	2	1	--	4	1
REFUSED	1	--	2	--	--	--	--	--	2	8	1

QD06. In politics, would you consider yourself a liberal, moderate, or conservative?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
Liberal	18%	15%	21%	31%	21%	7%	10%	27%	19%	14%	17%
Moderate	40	40	40	41	48	30	32	43	47	43	40
Conservative	37	42	32	24	27	61	56	25	28	34	39
Explicitly rej.	1	1	1	1	1	--	*	2	--	1	1
DON'T KNOW	3	1	5	4	3	2	2	4	6	3	3
REFUSED	1	1	1	--	--	1	1	--	--	6	1

QD07. Are there any children, younger than eighteen years of age, living in your household at the present time?

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
Yes	38%	37%	39%	34%	34%	43%	37%	39%	44%	30%	37%
No	62	63	60	66	67	57	63	60	56	67	63
Sometime/shared) (vol)	--	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--
REFUSED	1	*	1	--	--	*	--	*	--	2	1

QD08. Are you employed full time, part time, or don't you have a paid job at the moment?

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
Full time	54%	60%	48%	51%	47%	61%	57%	54%	50%	49%	53%
Part time	12	7	17	10	17	11	11	13	15	14	13
No job at present	31	30	32	37	34	26	30	32	31	30	31
Self-employed (vol.)	3	4	2	2	2	3	2	1	5	5	3
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--
REFUSED	*	--	1	--	--	--	--	--	--	2	*

QD09. What is your marital status? Are you married, single, widowed, divorced, or living with a partner?

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
Married	63%	70%	57%	55%	66%	72%	68%	63%	54%	57%	65%
Single	19	18	19	25	18	12	13	21	27	18	17
Widowed	7	2	11	9	4	6	6	4	12	13	6
Divorced/Separated	8	7	10	8	10	7	10	9	3	5	8
Living with partner	3	3	3	2	2	3	3	4	5	3	3
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--
REFUSED	1	--	1	--	1	--	--	--	--	3	1

QD10. What is your zipcode? (IF ASKED, "this is to be sure we get a good mix of people around the state")

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
Wisconsin Zip Code	99%	99%	99%	100%	97%	100%	100%	99%	98%	98%	99%
DID NOT	1	1	1	--	4	--	--	1	2	2	1

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

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
18-29	17%	15%	19%	21%	11%	16%	14%	21%	17%	13%	14%
30-44	26	26	25	17	21	34	28	22	32	26	26
45-59	29	32	26	34	36	24	27	32	27	22	30
60 and over	25	25	26	27	27	25	30	22	20	27	27
DK/REFUSED	3	2	4	2	5	1	1	3	4	11	3

QD12. What is your race or ethnic background? Are you white, black, Hispanic, or something else?

	TOT	GENDER		PARTISANSHIP			LEAN PREF			VOTE	
		M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
White	93%	96%	90%	89%	96%	96%	97%	92%	91%	86%	93%
Black	3	1	4	4	1	*	1	3	1	8	3
Hispanic	1	1	2	2	--	2	1	1	5	1	1
Other	2	1	3	3	3	*	--	4	1	5	2
DON'T KNOW	--	--	--	--	--	--	--	--	--	--	--
REFUSED	1	1	1	1	--	2	2	*	2	--	1

QD13. About how much was your TOTAL FAMILY INCOME last year before taxes, was it... (READ CATEGORIES AS NECESSARY)

	GENDER			PARTISANSHIP			LEAN PREF			VOTE	
	TOT	M	F	DEM	IND	REP	MCC	DOY	OTR	DK	CRT
Less than \$10,000	5%	4%	5%	9%	3%	3%	4%	5%	9%	3%	4%
\$10,000-\$15,000	6	3	8	9	8	4	4	4	21	4	6
\$15,000-\$20,000	4	3	4	6	4	2	3	5	3	3	4
\$20,000-\$30,000	12	10	14	15	15	10	10	13	16	13	12
\$30,000-\$50,000	19	21	18	14	15	26	23	19	13	18	20
\$50,000-\$75,000	22	23	21	23	19	21	19	26	23	16	23
\$75,000-\$100,000	8	10	6	9	7	8	8	10	5	2	7
Over \$100,000	9	12	6	4	8	17	17	5	3	5	9
DON'T KNOW	4	4	3	5	6	2	4	3	2	7	4
REFUSED	12	10	14	7	15	7	9	11	6	30	12

#### 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 501 "probable voters" (persons now registered or with clear plans to do so, and who said they were either absolutely certain to vote, or would probably vote) were interviewed by telephone from October 24 to 29, 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 about +/- 4.5% for the sample. This means that, had we asked every such 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".