

THE WISCONSIN SURVEY-- Spring 2008

Presidential Campaign

Survey Information:

Random Selection, Telephone Survey

Number of Adult Wisconsin Resident Respondents: 400

Interview Period: March 25 – April 5, 2008

Margin of Error: +/- 5% at the 95% confidence level.

Contact:

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∞ *NOTE: Percentages may not add to 100% due to rounding.*

If the presidential election were held today, for whom would you be *more likely* to vote: (NAMES ROTATED)

Barack Obama..... 46%
 John McCain 42%
 Other (VOL)..... 3%
 Probably Would Not Vote (VOL)..... 1%
 Not Sure 6%
 Refused 3%

If the presidential election were held today, for whom would you be *more likely* to vote? (NAMES ROTATED)

Hillary Clinton 42%
 John McCain 46%
 Other (VOL)..... 3%
 Probably Would Not Vote (VOL)..... 2%
 Not Sure 5%
 Refused 2%

For each of the following issues, please tell me whether you think John McCain, Hillary Clinton, or Barack Obama would be better at handling the issue.

	John McCain	Hillary Clinton	Barack Obama	None/Someone Else (VOL)	Not Sure	Refused
The Iraq War	46%	18%	26%	1%	7%	1%
National Security	52%	20%	18%	2%	8%	1%
Iran	42%	17%	26%	1%	13%	1%
Health Care	24%	37%	26%	4%	8%	<1%
International Trade	33%	22%	25%	2%	18%	1%
Immigration	35%	16%	31%	5%	13%	1%
Taxes	33%	20%	31%	5%	11%	1%
The Budget Deficit	31%	23%	27%	7%	11%	1%
Social Security	31%	24%	25%	5%	14%	1%
The Economy	29%	24%	32%	4%	10%	<1%
Energy Policy	29%	21%	27%	6%	16%	1%
Environmental Issues	23%	25%	32%	6%	14%	1%

**What do you think is the most important issue in this year's presidential election?
(Open-ended)**

1. Economy and Jobs	32%
2. Iraq	23%
3. Health Care	12%
4. Personal Characteristics	6%
5. National Security	5%
6. Budget and Taxes	4%
7. Immigration	3%
8. Diplomacy	2.5%
9. Abortion	2.25%
10. End Partisan Bickering	1.75%
10. Gas Prices	1.75%
12. Terrorism	1.5%

Others:

- Change
- Poverty
- Spending on kids so they become good citizens

Not Sure	3%
None	<1%
Too Many	1.25%
Refused	1.75%

Personal Characteristics

The most often-cited personal characteristic was honesty, followed by integrity, experience, and being a true representative of the peoples' views. There were also mentions of leadership, knowledge, taking care of our own people, morality and family values.