

THE WISCONSIN SURVEY

Sponsored by,
Wisconsin Public Radio and St. Norbert College

Part I: The Governor's Race

Survey Information:

- Survey Methodology: Random statewide telephone survey of Wisconsin residents. The random digit dial method selects for both listed and unlisted phone numbers. Eight attempts were made on each telephone number randomly selected to reach an adult in the household.
- Survey History: the survey has been conducted biannually since 1984.
- Data Collection Time Period: 10/16/02 - 10/27/02
- Survey respondents were first asked to rate how likely they were to vote. Only those who responded that they would probably or definitely vote were asked to complete the survey. In other words, respondents in this survey are likely voters.
- N = 382
- Error Rate: 5% at the 95% confidence level. The margin of error will be larger for subgroups.

Who is Ahead?

- Attorney General Jim Doyle leads the polls with 41% of respondents saying they will vote for him, compared to 33% for Governor McCallum, 6% for Ed Thompson, and 3% for Jim Young.

How Certain Are Voters About Their Choice?

- Of people who said they would definitely or probably vote, when asked whom they would vote for, 14% of respondents said they were not sure whom they were going to vote for.
- Respondents who will likely vote, but excluding those who are not sure who they will vote for, were asked how certain they were about their vote choice. Sixty-one percent (61%) said they were definitely certain, 22% were somewhat certain, and 17% said they might change their mind before the election.
- When asked how certain of their vote choice they were, McCallum voters were the most certain.

Sixty-nine percent (69%) of McCallum voters said they would definitely vote for him, 16% they were somewhat certain they would and 15% they might change their vote. For Doyle, 58% said they would definitely vote for him, 26% said they were somewhat certain they would and 17% they might change their vote. Forty-six percent (46%) of Thompson voters were definite, 29% somewhat certain, and 25% said they might change. Forty (40%) of Young voters said they were definite, 20% were somewhat certain, and 40% said they might change their vote prior to the election.

- Of the demographic variables, only age had a statistically significant relationship with certainty in whom one would vote for. Those in the 25-34 age group were the least certain: 46% said they were definite in their vote choice, compared to 53% of 18 to 24 year-olds, 55% of those 35 to 44, 65% of those 45 to 54, 68% of those 55 to 64, and 72% of those over 65.

Handling the Issues

- We asked respondents which candidate they thought would handle a number of issues better: the state budget deficit, education, health care, the economy, the environment, chronic wasting disease and the caucus scandals.
 - Respondents rated Doyle as being the best able to handle 4 of the 7 issues asked about (deficit, education, health care, and the environment), while respondents said that they had more confidence in McCallum for handling the economy and chronic wasting disease. The 2 candidates were rated nearly even on the handling of the caucus scandals.
 - For Ed Thompson, less than 10% of respondents cited Thompson as being the best able to handle any of the issues. He fared best on handling the economy, with just under 10% of respondents saying they felt he would best handle it and fared least well on education with 5%.
 - Green Party nominee Young's highest confidence level was on the environment, with 6% of respondents saying they felt he would handle it best. He fared least well on handling the deficit, with less than 1% saying he would be the best of the four candidates to handle it.
- Responses of "not sure" who would best handle the issues were perhaps the most telling.
 - Respondents were most unsure about who would better handle chronic wasting disease (with 37% saying they were unsure compared to 30% saying McCallum would best handle it and 20% for Doyle).
 - Thirty percent (30%) said they were unsure who would best handle the caucus scandals, compared to 29% saying Doyle would best handle it and 26% for McCallum.
 - Respondents were most confident about education (least unsure), with 46% saying they felt Doyle would be best, followed by 29% for McCallum, while 17% remained unsure.
 - Nineteen percent (19%) were unsure who would best handle the deficit and the economy, compared to 36% for Doyle on the deficit and 33% for McCallum and 36% for McCallum on the economy and 31% for Doyle.
 - Respondents felt Doyle would be best able to hand environmental issues (36%) compared to 25% for McCallum and 23% saying they were unsure.
 - Doyle also was felt to be best able to handle health care (38%) compared to 25% for McCallum and 25% unsure.

Effect of Campaign Ads

- 83% of respondents said they had seen ads on television about the governor's race
- Of those who had seen ads, 76% said the ads had no effect on their vote choice, while nearly 20% said they felt they were helpful and 3% said they were not sure whether they were helpful or not in deciding whom to vote for.
- Also for those who had seen tv ads, 64% said they felt they had a negative impact on their feelings about the election, while 25% said they had no effect and 9% said they had a positive impact on how

they felt about the election.

The Most Important Problem Facing Wisconsin Today

- The most important problem facing Wisconsin according to respondents is taxes and government spending, followed closely by the budget deficit. The economy and jobs ranked third, followed by education and corruption.

	<u>% of Respondents</u>
<i>Taxes and Spending</i>	26%
<i>Budget Deficit</i>	23%
<i>Economy & Jobs</i>	14%
<i>Education</i>	10%
<i>Government Corruption</i>	8%
<i>Seniors and Health Care</i>	6%
<i>Crime</i>	3%
<i>Environment</i>	<1%
<i>Don't Know</i>	3%
<i>Other</i>	5%

- Government corruption is obviously the new issue on the radar screen with voters. Usually a couple of people comment about this, but as the Senate and Assembly leaders' problems came to light just as we began surveying, we see a big jump in mentions.
- Taxes, the economy, and jobs were mentioned slightly more than in past years, while the environment, welfare and farm issues were mentioned somewhat less.

Are You Better Off?

- Half of the respondents said they were the same financially this year as they were last year. Thirty-one percent (31%) said they were better off and 18% said they were worse off.
- Many fewer people thought they were better off this year than last year than in surveys from previous years, but compared to the Spring survey (March 2002) there was a significant change in the number of people who felt they were the same financially as last year rather than worse off. In the spring survey, 28% said they felt they were the same financially as last year compared to 50% in this fall survey. Similarly last spring, 36% said they were worse off this year than last, compared to 18% saying that this fall.
- The majority of respondents felt they would be better off next year than they are this year (56%), while 22% said they would be the same and 13% said they would be worse off.
- People are slightly more optimistic about the future now than they were in the spring, but this is not a statistically significant difference. Compared to fall 1999 and 2000 however, respondents are still significantly less optimistic about their financial futures.

Historical Response Percentage Comparisons

"What is the most important problem facing the State of Wisconsin today?"

10/94	10/95	10/96	10/97	10/98	10/99	10/00	3/02	10/02
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Taxes	21	21	14	18	30	29	26	20	26
Education	5	7	12	11	20	13	14	11	10
Economy	1	1	5	1	3	5	9	3	7
Health Care	3	5	2	2	2	4	8	1	4
Environment	1	2	1	5	2	3	7	2	<1
Welfare Issues	21	14	15	10	6	5	5	3	<1
Farm Issues	1	2	1	2	1	3	4	<1	0
Jobs/Unemployment	6	4	6	4	2	1	4	4	6
Crime	26	9	10	11	5	7	3	1	3
Drugs	1	6	6	4	2	2	1	<1	<1

"Would you say you are financially better off now than you were a year ago, or financially worse of now?"

	<u>10/94</u>	<u>10/95</u>	<u>10/96</u>	<u>10/97</u>	<u>10/98</u>	<u>10/99</u>	<u>10/00</u>	<u>3/02</u>	<u>10/02</u>
Better Off	38	36	47	47	45	55	57	35	31
Same	34	31	26	28	30	23	23	28	50
Worse Off	28	32	25	25	25	21	19	36	18
Not Sure	1	1	2	1	1	1	1	1	1

"Do you expect that at this time next year you will be financially better off than now or worse off than now?"

	<u>10/94</u>	<u>10/95</u>	<u>10/96</u>	<u>10/97</u>	<u>10/98</u>	<u>10/99</u>	<u>10/00</u>	<u>3/02</u>	<u>10/02</u>
Better Off	50	46	56	54	56	63	64	54	56
Same	31	21	19	25	21	15	20	22	22
Worse Off	15	26	15	14	17	20	9	15	13
Not Sure	5	8	9	7	6	1	7	9	9

FREQUENCY

Q1. On November 5th, there will be elections for Congress, the state's governor, state Senate and Assembly, and local offices. Would you say that you will Definitely Vote, Probably Vote, Probably Not Vote, or Definitely Not Vote in these elections?

Definitely Vote 67.5%

Probably Vote 32.5%

Q2. If the election for Governor were held today, for whom would you vote? Republican Scott McCallum,

Democrat Jim Doyle, Independent Ed Thompson, or Green Party Nominee Jim Young? (ROTATE)

<i>Scott McCallum</i>	33%
<i>Jim Doyle</i>	41%
<i>Ed Thompson</i>	6%
<i>Jim Young</i>	3%
<i>Don't Know/Not Sure</i>	14%
<i>Refused</i>	3%

Q3. How certain are you that you will vote for _____ (FILL IN VOTE CHOICE FROM ABOVE). Are you Definitely Certain, Somewhat Certain, or might you change your mind before the elections?

<i>Definitely Certain</i>	61%
<i>Somewhat Certain</i>	22%
<i>Might Change</i>	17%
<i>Don't Know</i>	0
<i>Refused</i>	0

Q5. Regardless of which candidate for governor you prefer right now, which of the gubernatorial candidates McCallum, Doyle, Thompson, or Young do you think would do the best job of handling each of the following? First of all who would do the best job of.....

	McCallum	Doyle	Thompson	Young	Not Sure	Refused/NA
<i>5a. Solving Wisconsin's billion dollar budget deficit</i>	33%	36%	9%	1%	19%	2%
<i>5b. Improving education?</i>	29%	46%	5%	2%	17%	1%
<i>5c. Making health care affordable for all?</i>	25%	38%	8%	2%	25%	2%
<i>5d. Keeping the economy strong?</i>	36%	31%	10%	2%	19%	2%
<i>5e. Protecting our environment?</i>	25%	36%	9%	6%	23%	2%
<i>5f. Solving the Chronic Wasting Disease problem in the state's deer herd?</i>	30%	20%	8%	2%	37%	3%
<i>5g. Handling recent caucus fundraising scandals and related problems?</i>	26%	29%	9%	3%	30%	3%

Q6. Have you seen any ads on television about the governor's race?

<i>Yes</i>	83%
<i>No</i>	16%
<i>Not Sure</i>	1%
<i>Refused</i>	0

Q7. Would you say that these ads have helped you make your decision about who to vote for or did they have no effect on your vote choice?

Helpful 20%

No Effect 76%

Not Sure 3%

Refused 1%

Q8. Does the overall tone of these ads have a positive impact, a negative impact, or have no effect on your feelings about the election?

Positive Impact 9%

Negative Impact 64%

No Effect 25%

Not Sure 2%

Refused <1%

NOW A FEW QUESTIONS ABOUT YOU:

Q19. Generally speaking do you consider yourself to be a Democrat or Republican?

Democrat 36%

Republican 38%

Independent (volunteered) 16%

Other 5%

Not Sure 4%

Refused / NA 1%

Q20. In terms of your views on issues, would you say that you are very conservative, somewhat conservative, somewhat liberal, or very liberal?

Very conservative 13%

Somewhat conservative 53%

Moderate (volunteered) 3%

Somewhat liberal 26%

Very liberal 3%

Not Sure 2%

Refused / NA <1%

Q21. Would you say that you are financially better off now than you were a year ago, or financially worse off now?

Better off now 31%

Worse off now 50%

Same (volunteered) 18%

<i>Not Sure</i>	1%
<i>Refused / NA</i>	<1%

Q22. Do you expect that at this time NEXT year you will be financially better off than now, or worse off than now?

<i>Better off now</i>	56%
<i>Worse off now</i>	22%
<i>Same (volunteered)</i>	13%
<i>Not Sure</i>	9%
<i>Refused / NA</i>	0

Q23. Which of the following age categories would include you?

<i>18 to 24</i>	5%
<i>25 to 34</i>	14%
<i>35 to 44</i>	23%
<i>45 to 54</i>	20%
<i>55 to 64</i>	17%
<i>65 and over</i>	21%
<i>Not Sure</i>	0
<i>Refused / NA</i>	0

Q24. What is the highest level of education you have completed?
{READ LIST}

<i>8th grade or less</i>	1%
<i>Some high school</i>	4%
<i>Graduated from high school or GED</i>	26%
<i>Some college or technical school</i>	33%
<i>Graduated from college</i>	36%
<i>Not Sure</i>	0
<i>Refused / NA</i>	0

Q25. What is your racial heritage? Is it...
{READ LIST}

<i>White</i>	92%
<i>Black</i>	3%
<i>American Indian</i>	2%
<i>Asian</i>	<1%
<i>Hispanic</i>	1%
<i>Arabic</i>	<1%
<i>Other</i>	1%

<i>Not Sure</i>	0
<i>Refused / NA</i>	<1%

Q26. What is your combined TOTAL FAMILY INCOME before taxes? Is it . . .
{READ CATEGORIES} [Remind of confidentiality if needed]

<i>Under \$10,000</i>	5%
<i>\$10 to \$25 thousand</i>	14%
<i>\$26 to \$35 thousand</i>	12%
<i>\$36 to \$50 thousand</i>	18%
<i>\$51 to \$75 thousand</i>	19%
<i>\$76 to \$100 thousand</i>	11%
<i>More than \$100,000</i>	7%
<i>Not Sure</i>	4%
<i>Refused / NA</i>	10%

Q28. Thank you so much for your time. We really appreciate your cooperation.

Respondent's gender.

<i>Male</i>	43.5%
<i>Female</i>	56.5%