

**THE ST. NORBERT COLLEGE/WISCONSIN PUBLIC RADIO
WISCONSIN SURVEY – Fall 2010**

National Issues

Senate Race

Generic House Race

Most Important Problem

Direction of the Country

Presidential Approval Ratings

Congressional Approval Ratings

State of the Economy

Which Party Would Handle Better

Personal Financial Outlook

Survey Information:

Random Selection, Landline Telephone Survey

Number of Adult Wisconsin Registered Likely Voters: 402

Interview Period: 10/12/10 – 10/15/10

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

Contact:

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

Senate Race

If the election were held today, would you be more likely to vote for Democrat Russ Feingold or Republican Ron Johnson? (Candidate names were rotated)

Ron Johnson	49%
Russ Feingold	47%
Other Party (Volunteered).....	<1%
Not Sure	4%
Refused	<1%

OF THOSE “NOT SURE” in the previous question:

As of today, do you lean more toward Feingold or Johnson? (candidate names were rotated)

Russ Feingold	15%
Ron Johnson	9%
Other	0%
Don't Know	74%
Refused	3%

ALL RESPONDENTS:

How likely are you to change your vote for senator before the November election?

Very Likely	1%
Somewhat Likely	7%
Somewhat Unlikely	9%
Very Unlikely.....	81%
Not Sure	2%
Refused	0%

House of Representatives

Regarding the race for the U.S. House of Representatives in your Congressional District, will you be voting for the Republican candidate, the Democratic candidate, or an independent/third party candidate for your district?

Republican	48%
Democrat	36%
Independent/Third Party	3%
Not Sure	12%
Refused	1%

Most Important Problem Facing the Country

What is the most important problem facing the country today? (Open-ended)

- 1. Economy and Jobs56%
- 2. Budget, Deficit, Debt17%
- 3. Politics and Elections6%
- 4. Health Care5%
- 5. Foreign Policy4%

- Education3%
- Poverty3%
- Immigration and Borders2%
- Abortion1%

Other (each is less than 1% of responses)

Social Security, Fear, Climate Change, Alternative Fuel Programs, Lack of Family Values, Lack of cooperation

	Sp '03	Fall '04*	Fall '05	Fall '06	Sp '07	Fall '07	Sp '08*	Fall '08*	Fall '10
War - Iraq/Afghanistan***	53%	21%	28%	29%	42%	25%	23%	6%	3%
Terrorism	8%	15%	7%	10%	3%	7%	7%	4%	<1%
Economy	17%	23%	11%	9%	8%	16%	32%	61%	56%
Health Care	2%	16%	9%	9%	12%	11%	12%	7%	5%
Morality	1%	3%	8%	5%	4%	5%	2%	6%	1%
Government Budget & Taxes	4%	4%	7%	6%	3%	3%	4%	4%	17%
Gas Prices	0%	1%	5%	2%	4%	5%	2%	2%	0%
Politics	7%	7%	5%	6%	2%	6%	8%	3%	6%
Poverty & Soc Security	1%	2%	6%	1%	2%	2%	1%	0%**	4%
Education	1%	<1%	2%	2%	3%	2%	0%	1%	3%
Crime	0%	0%	2%	5%	1%	2%	0%	0%	0%
Environment	<1%	1%	1%	1%	3%	2%	0%	1%	<1%

* Question was Issue Important to Vote Choice

** Worry about retirement accounts and hard times for all are included in the Economy category

*** Afghanistan was not part of this category until Fall '10

Direction of the Country

Generally speaking, would you say that things in the country are going in the right direction, or are they going in the wrong direction?

Right Direction.....	37%
Wrong Direction	55%
Not Sure	7%
Refused	1%

Percentage “Right Direction”

Fall '02	47%
Sp '03	36%
Fall '03	41%
Sp '04	32%
Sp '05	40%
Fall '05	29%
Sp '06	24%
Fall '06	30%
Sp '07	21%
Fall '07	22%
Sp '08	18%
Fall '08	8%
Sp '09	41%
Fall '09	38%
Sp '10	38%
Fall '10	37%



Presidential Approval Rating

Do you approve or disapprove of the way Barack Obama is handling his job as president?

Approve.....42%
 Disapprove52%
 Not Sure6%
 Refused0%

Approval Rating

Sp '09	60%
Fall '09	50%
Sp '10	44%
Fall '10	42%

Congressional Approval Rating

Do you approve or disapprove of the way Congress is handling its job?

Approve.....18%
 Disapprove74%
 Not Sure8%
 Refused<1%

Approval Rating

Spring '07	37%
Fall '07	26%
Spring '08	27%
Fall '08	16%
Spring '09	39%
Spring '10	14%
Fall '10	18%

Assessment of the Economy

Compared to a year ago, do you think the national economy has gotten better, stayed the same, or gotten worse?

Better	35%
Same	25%
Worse	39%
Not Sure	1%
Refused	0%

	Better	Same	Worse
Fall '04	32%	28%	40%
Fall '06	27%	32%	38%
Fall '08	1%	5%	93%
Sp '10	42%	23%	34%
Fall '10	35%	25%	39%

Which Party Would Do Better Handling.....

For the following issues, please tell me which party, Democrats or Republicans, would do a better job handling the issues.

	Democrats	Republicans	Both – No Difference (vol)	Neither (vol.)	Not Sure	Refu sed/ NA
a. The Economy	37%	49%	1%	9%	4%	<1%
b. Health care/ prescription drugs	42%	38%	2%	12%	5%	<1%
c. The Budget Deficit	30%	51%	2%	11%	6%	<1%
d. Education	47%	34%	4%	8%	7%	<1%
e. Immigration	30%	43%	3%	12%	12%	<1%
f. Issues important to people like you	39%	46%	2%	7%	6%	1%

g. Ethical issues of its own members	30%	27%	7%	23%	12%	1%
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Personal Financial Outlook

Compared to a year ago, do you feel that you are financially better off now, or worse off now than a year ago?

Better off now29%
Worse off now.....39%
Same (volunteered)32%
Not Sure<1%
Refused / NA.....<1%

	Better	Same	Worse
Fall '94	38%	34%	28%
Fall '95	36%	31%	32%
Fall '96	47%	26%	25%
Fall '97	47%	28%	25%
Fall '98	45%	30%	25%
Fall '99	55%	23%	21%
Fall '00	57%	23%	19%
Sp '02	35%	28%	36%
Fall '02	31%	18%	50%
Sp '03	36%	20%	43%
Fall '03	37%	24%	38%
Sp '04	41%	26%	32%
Sp '05			
Fall '05			
Sp '06			
Fall '06			
Sp '07			
Fall '07			
Sp '08			
Fall '08	20%	20%	60%
Sp '09	20%	16%	63%
Fall '09	21%	25%	53%
Sp '10	28%	23%	47%
Fall '10	29%	32%	39%
Median	36%	25%	36%

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

Better off now55%
 Worse off now.....18%
 Same (volunteered)17%
 Not Sure9%
 Refused / NA.....<1%

	Better	Same	Worse
Fall '94	50%	31%	15%
Fall '95	46%	21%	26%
Fall '96	56%	19%	15%
Fall '97	54%	25%	14%
Fall '98	56%	21%	17%
Fall '99	63%	15%	20%
Fall '00	64%	20%	9%
Sp '02	54%	22%	15%
Fall '02	56%	13%	22%
Sp '03	53%	17%	26%
Fall '03	57%	14%	22%
Sp '04	57%	19%	16%
Sp '05	42%	25%	29%
Fall '05	40%	18%	38%
Sp '06	45%	24%	25%
Fall '06	56%	25%	16%
Sp '07	44%	27%	25%
Fall '07	44%	21%	28%
Sp '08	47%	17%	30%
Fall '08	51%	17%	20%
Sp '09	47%	14%	33%
Fall '09	53%	12%	25%
Sp '10	49%	15%	27%
Fall '10	55%	17%	18%
Median	53%	19%	22%