

THE WISCONSIN PUBLIC RADIO- ST. NORBERT COLLEGE SURVEY CENTER POLL

EMBARRGOED FOR RELEASE UNTIL APRIL 26, 2001

"TAXES CONTINUE TO BE CITED AS THE MOST IMPORTANT PROBLEM FACING WISCONSIN"

TOPIC: Most Important Problem/Governor's Race 2002

Release Date: April 26, 2001

Sample: 391 ADULTS Statewide in Wisconsin

MOST IMPORTANT PROBLEM IN WISCONSIN

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

	<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>4/01</u>
Taxes	21	21	14	18	30	29	26	25
Education	5	7	12	11	20	13	14	16
Economy	1	1	5	1	3	5	9	4
Health Care	3	5	2	2	2	4	8	5
Environment	1	2	1	5	2	3	7	6
Welfare Issues	21	14	15	10	6	5	5	4
Farm Issues	1	2	1	2	1	3	4	3
Jobs/Unemployment	6	4	6	4	2	1	4	5
Crime	26	9	10	11	5	7	3	6
Drugs	1	6	6	4	2	2	1	1

"Which Political Party in the State of Wisconsin, the Democrats or the Republicans, do you think would do the best job of handling the problem you just mentioned?"

	10/94	10/95	10/96	10/97	10/98	10/99	10/00	4/01
Democrats	30	33	36	32	--	33	42	33
Republicans	35	35	42	31	--	33	34	34
Neither	11	18	6	17	--	17	8	11
Both	6	3	1	4	--	4	2	3
Not Sure	18	11	15	16	--	13	14	18

GENERAL SATISFACTION WITH WISCONSIN

"In general, are you satisfied or dissatisfied with the way things are going in Wisconsin at this time?"

	10/94	10/95	10/96	10/97	10/98	10/99	10/00	4/01
Satisfied	--	55	73	72	78	73	66	71
Dissatisfied	--	39	23	25	17	23	28	24
Not Sure	--	6	4	4	5	5	6	5

PERSONAL FINANCIAL SITUATION

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

	10/94	10/95	10/96	10/97	10/98	10/99	10/00	4/01
Better Off	38	36	47	47	45	55	57	43
Same	34	31	26	28	30	23	23	23
Worse Off	28	32	25	25	25	21	19	33
Not Sure	1	1	2	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?"

	10/94	10/95	10/96	10/97	10/98	10/99	10/00	4/01
Better Off	50	46	56	54	56	63	64	60
Same	31	21	19	25	21	15	20	15
Worse Off	15	26	15	14	17	20	9	20
Not Sure	5	8	9	7	6	1	7	5

GOVERNOR'S RACE 2002

Name Recognition and Image Appraisal

	Name Recognition	Favorable	Unfavorable	Not Sure
Scott McCallum	82%	43%	39%	19%
Scott Jenson	47	42	43	15
Tom Barrett	40	47	41	12
Jim Doyle	84	51	33	16
Kathleen Falk	27	48	45	7
Gary George	23	24	40	36
Ron Kind	29	42	48	10

Job Performance

	Scott McCallum (current)	Tommy Thompson (March 1987)
Excellent	4%	5%
Good	53	62
Not So Good	13	12
Poor	6	4
Not Sure	24	17

JIM DOYLE

	October 2000	Current
Excellent	7%	7%
Good	49	53
Not So Good	10	12
Poor	4	4
Not Sure	30	24

Confirmation Margaret Farrow as Lt. Governor

Recently Governor McCallum appointed State Senator Margaret Farrow to fill the vacancy of Lieutenant Governor in Wisconsin. Senator Farrow's appointment requires confirmation by the State Legislature. Do you Favor or Oppose having Senator Farrow confirmed to be the next Lieutenant Governor?

Favor	54%
Oppose	10
Not Sure	37

Rating Former Governor Tommy Thompson

Overall, how do you think former Governor Tommy Thompson will be rated as a governor of Wisconsin?

Outstanding	26%
Above Average	44
Average	25
Below Average	3
Poor	3

SUMMARY

Most Important Problem in Wisconsin

Taxes continue to be viewed as the most important problem facing the state of Wisconsin according to the latest Wisconsin Public Radio- St. Norbert College Survey Center Poll released today. A quarter (25%) of Wisconsin citizens identified Taxes as the Most Important Problem, followed by Education (16%), the Environment (6%), Crime (6%) Health Care (5%), Jobs/unemployment (5%), the Economy (4%), Welfare Issues (4%), Farm Issues (3%), and Drugs (1%).

Overall, the Parties are viewed about equally by the public as the party best able to deal with the problems cited by the respondents, 34% say the Republicans, while 33% identified the Democratic Party. On individual issues the Republicans are perceived to be the best party to handle taxes, while the Democrats are perceived to be the best party to handle education issues.

Overall Satisfaction

Overall satisfaction with how things are going in Wisconsin appears to have increased slightly in this most recent survey. Nearly three-fourths (71%) of the respondents say that they are satisfied with how things are going, 24% say they are Dissatisfied and 5% are Not Sure. In the Fall 2000

survey 66% were satisfied, 24% were Dissatisfied and 5% were Not Sure.

Personal Financial Situation

While satisfaction overall is up slightly, optimism regarding personal financial situation appears to be down somewhat. Forty-three percent say their personal financial situation is better now than one year ago and 33% say their personal financial situation is worse now than a year ago. Last fall 57% said they were better off and only 19% said they were worse off.

When asked about their economic future citizens remain generally optimistic with 60% saying they think they will be even better off one year from now. This is down only slightly from last fall when 64% said they thought they'd be better off one year from now.

These slight downturns in perceptions of personal financial situation are no doubt related to the downturn in the national economy overall.

Governor's Race 2002

While the race for Governor is a year and a half a way there is a fair amount of activity on the part of various potential candidates. Many candidates are in the phase of testing the waters to see if a campaign for governor is viable for them.

The WPR-SNC Survey measured the name recognition levels and the image appraisal of some of the individuals being mentioned as possible candidates.

Not surprisingly the candidates probably perceived of as the frontrunners. Republican Governor McCallum and Democratic Attorney General Jim Doyle, have the highest name recognition with McCallum at 82% and Doyle's name recognition at 84%. Both McCallum and Doyle are given favorable image appraisals by the citizens. For McCallum 43% have a favorable image of him, 19% an unfavorable image and 39% are neutral. For Doyle 51% give him a favorable image appraisal, 16% unfavorable and 33% neutral.

Other individuals who have been mentioned as possible candidates include Republican State Assembly Leader Scott Jenson (47% name recognition and 42% favorable image), Wisconsin's 5th District Democrat Congressman Tom Barrett (40% name recognition and 47% favorable image), Wisconsin's 3rd District Democratic Congressman Ron Kind (29% name recognition and 42% favorable image), Wisconsin Democratic State Senator Gary George (23% name recognition and 24% favorable image) and Dane County Executive Kathleen Falk (27% name recognition and 48% favorable image).

In terms of job performance ratings Governor Scott McCallum and Attorney General Jim Doyle are viewed quite similarly by Wisconsin citizens. McCallum has a positive rating of 57% (4% Excellent and 53% Good), a negative rating of 19% (13% Not So Good and 6% Poor), and 24% who are Not Sure how to rate the Governor. Attorney General Jim Doyle has a positive rating of 60% (7% Excellent and 53% Good), a negative rating of 16% (12% Not So Good and 4% Poor) and 24% are Not Sure how to rate the Attorney General.

Confirmation of Margaret Farrow as Lt. Governor

Most Wisconsin citizens favor the confirmation of State Senator Margaret Farrow as the next Lt. Governor for Wisconsin, 54% Favor, 10% Oppose and 37% are Not Sure.

Governor Thompson Rated as Governor

Wisconsin citizens think former Governor Thompson will be rated highly as a governor of Wisconsin. Thompson served as Governor from 1987 until 2001 when he was named to President Bush's cabinet as Secretary of Health and Human Services. About a quarter of Wisconsin citizens (26%) say he will be rated as Outstanding, 44% say Above Average, 25% say Average, 3% say Below Average and 3% say he'll be rated as Poor. Not surprisingly Republicans gave Thompson somewhat higher ratings with 37% Outstanding, 44% Above Average, 17% Average and 1% each Below Average and Poor. Democrats rated Thompson as 15% Outstanding, 44% Above Average, 31% Average, and 5% each for Below Average and Poor.

HOW THE WISCONSIN SURVEY WAS CONDUCTED

The Wisconsin Survey is a statewide survey of Wisconsin residents conducted by the St. Norbert College Survey Center and Wisconsin Public Radio. The Wisconsin Survey has been conducted biannually since 1984. For this survey telephone interviews were conducted with 391 citizens in the state of Wisconsin between March 26 and April 19, 2001. The sample was a random digit dial sample selected in such a way to include both listed and unlisted phone numbers. Respondents at the household level were selected using the Troidahl-Carter random selection procedure. Up to eight attempts were made on each telephone number to reach someone at each household. With this sample size we can be 95% sure that the sample percentages reported will not vary by more than $\pm 5\%$ from the actual percentage in the population. The margin of error will be larger for smaller subgroups.

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