

THE WISCONSIN SURVEY
The Wisconsin Senate Race

Survey Information:

Number of Wisconsin likely voter respondents: 401
Interview Period: October 4-13, 2004
Margin of Error: +/- 5% at the 95% confidence level

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Survey Highlights

Russ Feingold	56%
Tim Michels	33%
Other Party (volunteered)	0%
Probably Won't Vote (volunteered)	0%
Not Sure	10%
Refused	1%

- Incumbent Russ Feingold leads the state's senate race by 23%. This is a statistically significant difference between the candidates, and thus we can generalize to the voting age population as a whole that Feingold leads the race.
- Among the undecideds Feingold also leads over Michels 26% to 18% respectively, though fully 50% of the undecideds said they do not lean toward one candidate or the other. See table below.

Among the Undecideds

Russ Feingold	26%
Tim Michels	18%
Other Party (volunteered)	5%
Probably Won't Vote (volunteered)	0%
Not Sure	50%
Refused	0%

Decideds + Undecided Leaners

Russ Feingold	59%
Tim Michels	35%
Other Party (volunteered)	<1%
Probably Won't Vote (volunteered)	0%
Not Sure	5%
Refused	1%

Likelihood of changing vote for senator before the November election

Very Likely	3%
Somewhat Likely	15%
Somewhat Unlikely	10%
Very Unlikely	68%
Not Sure	5%
Refused	<1%

Feingold / Michels Matchups on the Issues. Who do you think would handle the following issues better....

	Feingold	Michels	Not Sure	Refused/ NA
The situation in Iraq	51%	30%	19%	1%
Policies to protect us at home against terrorism	52%	31%	16%	1%
The Economy	55%	29%	16%	1%
Health care/prescription drugs	57%	24%	18%	1%
Taxes	52%	30%	18%	1%
Education	56%	24%	19%	1%
Environmental Issues	58%	22%	20%	1%

- As seen in the table above, respondents felt Feingold would do a better job than Michels on each of the issues presented.
- Among all respondents, Michels fared fairly evenly between foreign policy issues and domestic issues like the economy and taxes and fared relatively less well on health care, education and the environment.

Demographic Differences in Support

Party Identification

Support for Candidates within Parties

	Democrats	Republicans	Independents	Other	Not Sure of Party ID
Feingold	88%	18%	67%	47%	44%
Michels	6%	74%	22%	20%	11%
Not Sure who voting for	6%	8%	10%	33%	44%

** the table should be read for example, 8% of Republicans said they were not sure for whom they were going to vote, or 44% of those unsure what their party identification is said they will vote for Feingold.

- 18% of Republicans said they would vote for Feingold, whereas 6% of Democrats said they would vote for Michels.
- Two-thirds of Independents said they supported Feingold.

Age

- Michels has relatively more support among the 35-44 and 55-64 age categories than the other age groups. For example, Michels received 38% of each of the 35-44 and 55-64 age categories compared to 15% among 18 to 24 years olds, 26% among 35 to 39 year olds, 29% in the 45 to 54 range and 35% among seniors.

Educational Attainment and Income of Respondent

Support for Candidates within Education Categories

	Feingold	Michels	Not Sure
< High School	20%	60%	20%
High School / GED	46%	37%	17%
Some College/ Tech. Degree	59%	33%	7%
College Graduate	53%	35%	11%
Graduate or Professional Degree	73%	24%	3%

Support for Candidates within Income Categories

	Feingold	Michels	Not Sure
<\$15,000	61%	30%	9%
\$15-\$25,000	69%	23%	9%
\$26-\$35,000	56%	32%	12%
\$36-\$50,000	62%	32%	7%
\$51-\$75,000	59%	33%	8%
\$76-\$100,000	46%	42%	12%
Over \$100,000	47%	42%	9%

Gender

- The majority of both men and women support Feingold; 55% of men and 57% of women support Feingold.
- 11% of women and 7% of men were not sure for whom they were going to vote