

THE WISCONSIN SURVEY – Spring 2011

Economy

Survey Information:

Random Selection, Landline Telephone Survey
Number of Adult Wisconsin Resident Respondents: 400
Interview Period: 4/5/11 – 4/18/11
Margin of Error: +/- 5% at the 95% confidence level.

Contact:

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

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

Better	30%
Same	31%
Worse	38%
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%
Sp '11	30%	31%	38%

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

Better	18%
Same	36%
Worse	45%
Not Sure	1%
Refused	0%

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 now 25%
 Worse off now 44%
 Same (volunteered) 31%
 Not Sure..... 1%
 Refused / NA..... 0%

	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%
Sp '11	25%	31%	44%
Median	36%	26%	37%

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

Better off than now41%
 Worse off than now35%
 Same (volunteered)17%
 Not Sure7%
 Refused / NA0%

	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%
Sp '11	41%	17%	35%
Median	53%	19%	22%