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TEXAS GOVERNOR GEORGE W. BUSH MAINTAINS LEAD OVER VICE PRESIDENT GORE IN RACE FOR PRESIDENT

-- Nader Candidacy has Potential to Increase Bush Lead Over Gore --

Among Wisconsin residents who expect to vote in the 2000 general election, Texas Governor George W. Bush holds a 47% to 41% lead over Vice President Al Gore. In a four-person race with Ralph Nader and Pat Buchanan, Bush leads with 43% of the vote, with Gore receiving 35%, Nader 9%, and Buchanan 3%, and the balance (10%) undecided. The sharp drop in Gore's share of the vote in a four-man race shows the strong impact Nader's candidacy may have on the race. These are some of the key findings about politics from the most recent survey of Wisconsin residents conducted by the Wisconsin Policy Research Institute, Inc., and Harris Interactive, Inc. between June 26 and June 29, 2000.

The poll results clearly indicate that Bush is the early favorite as the race heads into the fall. But as the table below shows, the race is substantially tighter, at least in a two-person campaign, than a year ago. Evidently the primary campaign led to a modest increase in Gore's support at the expense of Bush. Thus, with months to go until election day, it is too early to say that Bush holds a secure lead. There is still potential for change as the campaign heats up.

**WISCONSIN RESIDENTS' PREFERENCES IN
YEAR 2000 PRESIDENTIAL RACE**

Residents Who Expect to Vote

	June 2000	July 1999
Bush	47%	54%
Gore	41%	33%
Undecided	11%	13%

Note: Some percentages may not sum to 100 due to rounding

The following are some key additional findings about the four-man presidential race for key voter groups. Results for a two-person race are similar.

- **Gender:** The gender gap lives, but not as strongly as in past campaigns. Bush draws 49% of the vote among men, Gore 29%, Nader 10% and Buchanan 4%. Among women, Gore registers at 40%, Bush 37%, Nader 7% and Buchanan 3%.
- **Age:** Bush leads in every age group but his lead is wider among those 18-44 than among older voters. Results by age group are as follows:

	18-24	25-34	35-44	45-54	55-64	65+
Bush	44%	46%	44%	43%	45%	36%
Gore	34%	36%	32%	37%	38%	33%
Nader	7%	5%	12%	9%	6%	11%
Buchanan	8%	4%	3%	3%	1%	3%
Undecided	7%	8%	9%	8%	10%	18%

Note: Some percentages may not sum to 100 due to rounding

- **Geography:** At this point in the campaign, Bush holds strong leads in traditionally Republican parts of the state and does better than most Republicans in Democratic areas. Nader also causes Gore significant problems in Madison.

In the city of Milwaukee, traditionally a Democratic stronghold, Bush garners a surprisingly high 24% of the vote to 51% for Gore, 8% for Ralph Nader, and 3% for Pat Buchanan. In the Madison area, Gore leads Bush

45% to 30% but Ralph Nader garners 17% of the vote, with Buchanan at 4%.

In the Milwaukee suburbs, Bush leads Gore 50% to 29% with 9% for Nader and 3% for Buchanan. In the Republican stronghold of Waukesha county, Bush earns fully 69% of the vote.

In the Green Bay area, Bush leads by 48% to 31% for Gore, 7% for Nader, and 3% for Buchanan. In La Crosse/Eau Claire area, the race is tighter with Bush at 42%, Gore at 39%, Nader at 9%, and Buchanan at 4%.

- **Political Party:** Nader's impact on the campaign shows clearly in the fact that fully 12% of Democrats would vote for him as compared to 74% for Gore, 7% for Bush, and 2% for Buchanan. Among Republicans by contrast, only 4% expect to vote for Buchanan, 83% for Bush, 4% for Gore, and 3% for Nader. Among Independents, Bush leads 46% to 27% over Gore with Nader at 12% and Buchanan at 4%.

- **Ideology:** Nader also impacts Gore among liberals. Overall, 59% of Liberals expect to vote for Gore, 16% for Nader, 16% for Bush, and 2% for Buchanan. Among conservatives, 69% expect to vote for Bush, 13% for Gore, 6% for Buchanan, and 5% for Nader. Among middle-of-the-road voters, Gore would earn 39%, Bush 38%, Nader 9%, and Buchanan 3%.
- **Religion:** Although Gore is supported almost equally by both Protestants and Catholics, 35% and 34% respectively, Bush finds more support among Protestants (48%) than Catholics (40%). Buchanan receives 4% of the Catholic vote with 2% from Protestants. Nader receives 8% from both Catholics and Protestants.
- **Race:** For a Republican, Bush does well among African-Americans, earning 16% of their vote compared to 64% for Gore, 2% for Nader, and 2% for Buchanan. Among Whites, Bush leads with 45% to 33% for Gore, 9% for Nader, and 3% for Buchanan.
- **Marital Status:** Among married voters, Bush holds a 47% to 33% advantage over Gore with Nader at 8% and Buchanan at 3%. Singles give Gore a 42% to 35% lead over Bush, with Nader at 9% and Buchanan at 6%.
- **Labor Unions:** The impact of the flirtation of some labor unions with Ralph Nader is also clear in our results. Among members of a labor union, Nader earns 14%, Bush 37%, Gore 36%, and Buchanan 3%.

Overall, these results demonstrate the success George W. Bush has had in obtaining the support of traditionally Democratic constituencies to this point in the campaign and the significant negative impact that the Nader campaign is having on Al Gore. The race this fall will likely depend on whether these factors remain in play under the intense partisan pressures of a presidential campaign.

GORE'S 'NEGATIVES' SUBSTANTIALLY HIGHER THAN BUSH'S

-- Views of Other Public Figures Remain Highly Positive --

One reason that George W. Bush leads is that people simply like him more. At least that is what the results shown on the following page would suggest. Overall, 51% have a favorable opinion of Bush as compared to 41% for Gore.

Opinions of both the Vice President and the Governor have declined in the past year: Bush's 'positive' rating has dropped from 56% favorable to 51% favorable while Gore's rating has dropped from 43% to 41%. Perhaps one reason for the Vice President's low ratings is Bill Clinton. It is striking how negative voter opinion about the President is in Wisconsin (49% unfavorable). Such low ratings for the incumbent President, that he is seeking to succeed, can not help but be a burden on the Vice President's campaign.

It is also striking how positively voters view Ralph Nader. Overall, 39% have a positive opinion of him and 25% a negative view. With 19% of residents indicating they "don't recognize" him, there is potential room for an increase in positive opinions about Nader.

This stands in sharp contrast to Buchanan. While only 10% do not recognize who he is, 50% have a negative opinion as compared to only 20% with a positive impression. Buchanan clearly faces a difficult path in seeking to improve his standing with the public.

Both the Governor and the two U.S. Senators from Wisconsin are viewed positively by most voters. It is particularly noteworthy that with an election ahead of him 64% have a favorable opinion of Senator Kohl. Governor Thompson is also viewed positively by 64% and Senator Feingold is viewed positively by 54%.

Most other office holders in the state are simply not familiar to most voters, though those who do have an opinion tend to be positively disposed on balance. These results suggest that challengers to the Governor and Senator Feingold, should they decide to run for re-election, will have first to develop name recognition before they can mount an effective campaign.

VIEWS ABOUT PUBLIC FIGURES

	June 00	July 99
Bill Clinton		
Favorable	44%	45%
Unfavorable	49%	49%
Neutral/Did Not Recognize Name	7%	6%
Al Gore		
Favorable	41%	43%
Unfavorable	43%	41%
Neutral/Did Not Recognize Name	16%	15%
George W. Bush		
Favorable	51%	56%
Unfavorable	36%	22%
Neutral/Did Not Recognize Name	11%	22%
Ralph Nader		
Favorable	39%	
Unfavorable	25%	NA
Neutral/Did Not Recognize Name	36%	
Pat Buchanan		
Favorable	20%	
Unfavorable	50%	NA
Neutral/Did Not Recognize Name	30%	
Tommy Thompson		
Favorable	64%	68%
Unfavorable	26%	24%
Neutral/Did Not Recognize Name	10%	7%
Herb Kohl		
Favorable	64%	60%
Unfavorable	17%	19%
Neutral/Did Not Recognize Name	19%	20%
Russ Feingold		
Favorable	54%	52%
Unfavorable	20%	24%
Neutral/Did Not Recognize Name	26%	22%
Scott McCallum		
Favorable	15%	12%
Unfavorable	7%	5%
Neutral/Did Not Recognize Name	77%	81%
Jim Doyle		
Favorable	38%	36%
Unfavorable	16%	14%
Neutral/Did Not Recognize Name	46%	48%
John Norquist		
Favorable	24%	
Unfavorable	18%	NA
Neutral/Did Not Recognize Name	57%	
Scott Jensen		
Favorable	14%	
Unfavorable	5%	NA
Neutral/Did Not Recognize Name	81%	
Tom Barrett		
Favorable	17%	
Unfavorable	6%	NA
Neutral/Did Not Recognize Name	78%	

Note: N.A. means the public figure was not asked about in the poll.

**WISCONSIN VOTERS REMAIN OPTIMISTIC ABOUT
DIRECTION OF STATE**

-- View of National Direction Declines --

Over two-thirds (69%) of Wisconsin residents continue to think that the state is heading in the right direction, however, there has been a slight downturn in economic optimism since last year when 74% felt the state was moving in the right direction. Likewise, residents' satisfaction with the direction of the nation has also reversed direction such that more people (47%) now believe that the country is headed off the wrong track rather than moving in the right direction (46%).

DIRECTION OF STATE AND NATION		
	June 00	July 99
Direction of the State:		
Moving in Right Direction	69%	74%
Pretty Seriously Off on the Wrong Track	23%	19%
Undecided	7%	4%
Direction of the Nation:		
Moving in Right Direction	47%	50%
Pretty Seriously Off on the Wrong Track	46%	42%
Undecided	6%	6%

High levels of satisfaction with the direction of the state are expressed among nearly all groups. However, city of Milwaukee residents (36%), Blacks (54%) and those with income less than \$30,000 (34%) are more likely to perceive the state as pretty seriously off on the wrong track. Despite a Republican governor leading the state, 70% of Democrats think the state is moving in the right direction.

Views about the country's direction seem to be shaped primarily by political viewpoints:

- Among Democrats, 64% think the country is moving in the right direction, as compared to 42% of Independents, and only 37% of Republicans.
- Among liberals, 65% think the country is moving in the right direction, as do 49% of middle-of-the-road voters. Only 35% of conservatives think the country is moving in the right direction.

- While 47% of Whites think the country is heading in the right direction, only 43% of Blacks feel this way.

These results suggest one possible reason why Vice President Gore is trailing Governor Bush. The Vice President may be hurt by the increased number of people who think the country is headed in the wrong direction. Gore (24%) trails Governor Bush (51%) among this group in a four-person race (with Nader earning 9% and Buchanan 4%). By contrast, among those who think the country is headed in the right direction, Gore leads Bush, 46% to 35%, with Nader at 8% and Buchanan at 3%.

SUMMARY

Texas Governor George Bush maintains a lead over Vice President Al Gore in Wisconsin, which is a result that is consistent with national trends. It is possible that the unfavorable perception of President Clinton could be one factor affecting Al Gore's competitiveness in the state. The candidacy of Ralph Nader is a secondary factor limiting the appeal of the Vice President and may have a significant impact on the campaign.

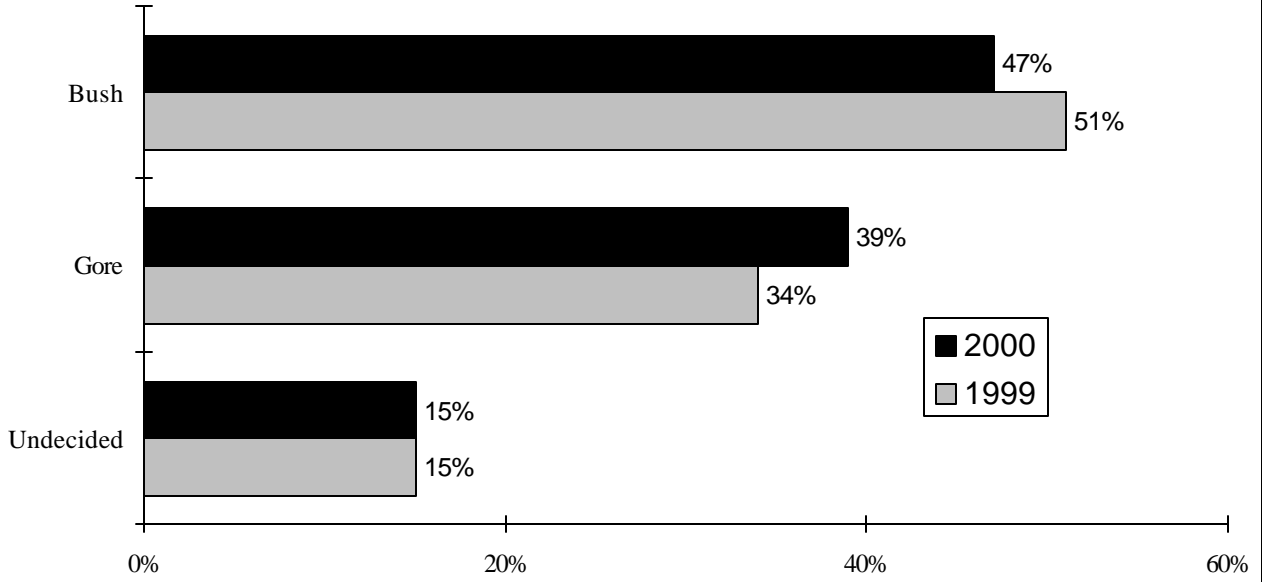
ABOUT THE STUDY

This study of 863 Wisconsin residents who expect to vote was conducted by telephone between June 26 and 29, 2000. A survey of 863 randomly selected residents has a margin of error of plus or minus 3.3 percent for percentages of the whole sample. For a percentage near 50 percent, for example, this means that repeated samples would produce results between 47 percent and 53 percent 95 times out of 100. All interviewing was conducted from the telephone centers of Harris Interactive, Inc.

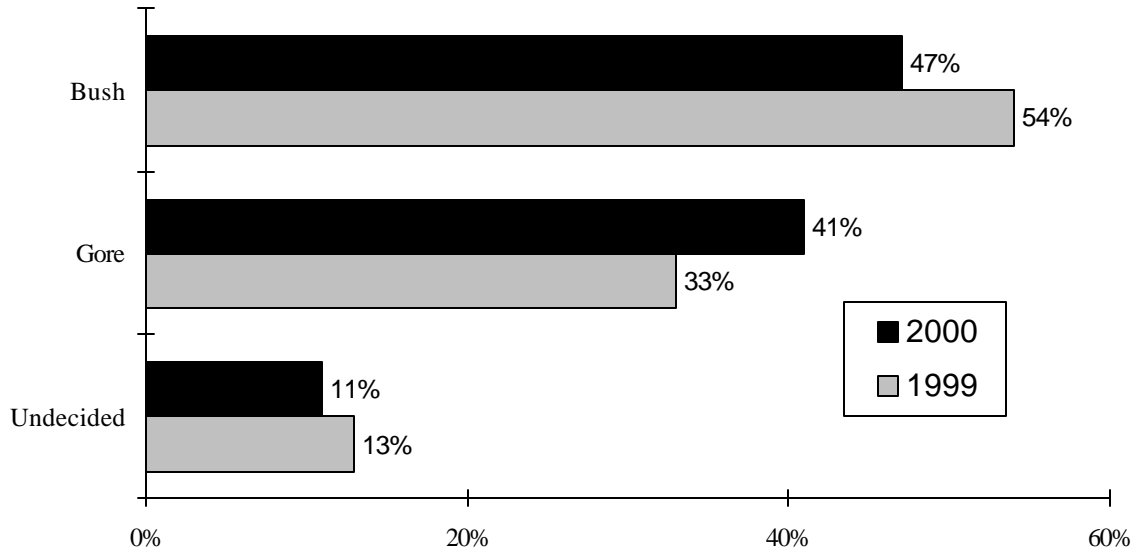
This study was commissioned by the Wisconsin Policy Research Institute, Inc. The Institute was founded in 1987 and its mandate is to examine issues of public policy facing Wisconsin, using a nonpartisan approach.

Harris Interactive, Inc. is a firm specializing in market research and public opinion polling, headquartered in Rochester, New York. Dr. Gordon S. Black is the author of the survey. Dr. Black has his Doctorate in Political Science from Stanford University and is a widely known authority on public opinion, voting behavior and opinion research methods.

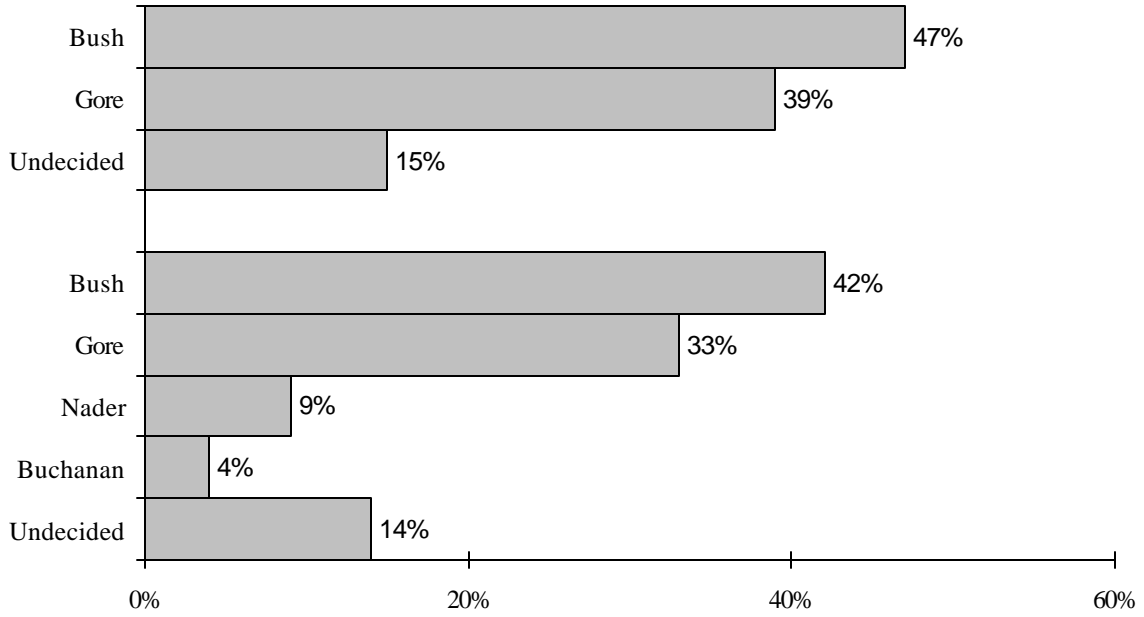
Wisconsin Residents' Preferences in the Year 2000 Presidential Race
~ All Residents ~



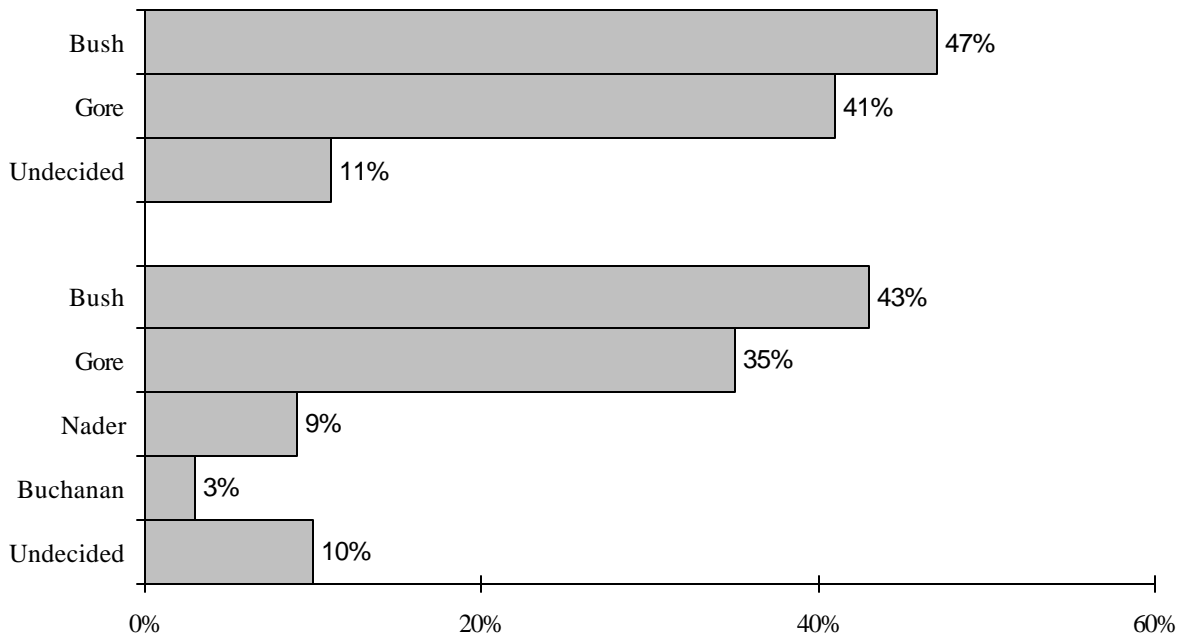
Wisconsin Residents' Preferences in the Year 2000 Presidential Race
~ Residents Who Expect to Vote~



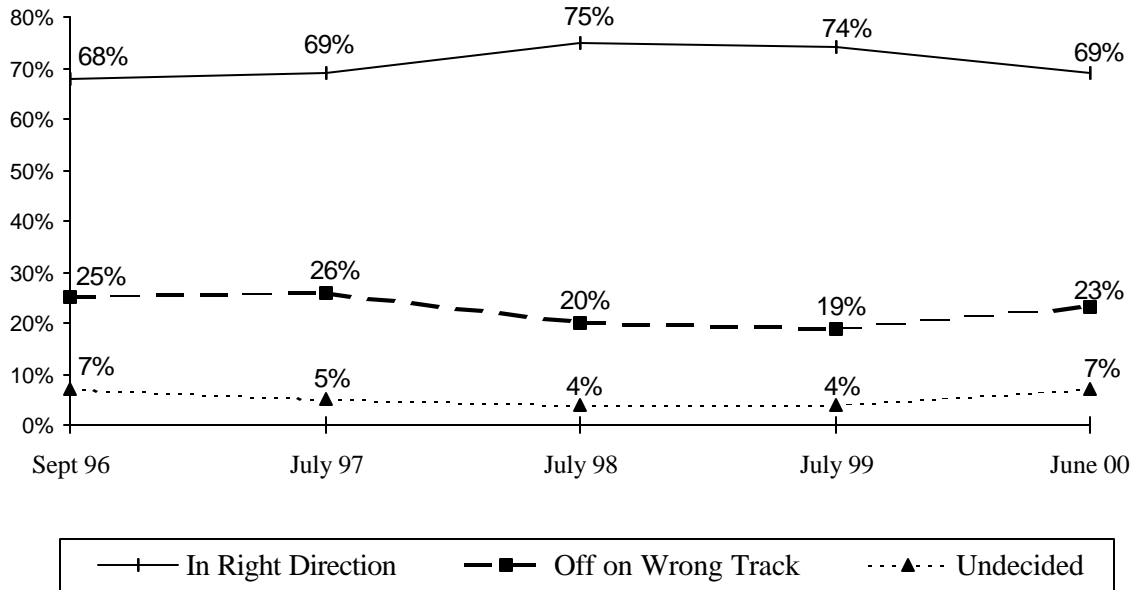
Wisconsin Residents' Preferences in the Year 2000 Presidential Race
 ~ All Residents ~



Wisconsin Residents' Preferences in the Year 2000 Presidential Race
 ~ Residents Who Expect to Vote ~



Wisconsin Residents' Views About Direction of the State
Residents Who Expect To Vote



Wisconsin Residents' Views About Direction of the Nation
Residents Who Expect To Vote

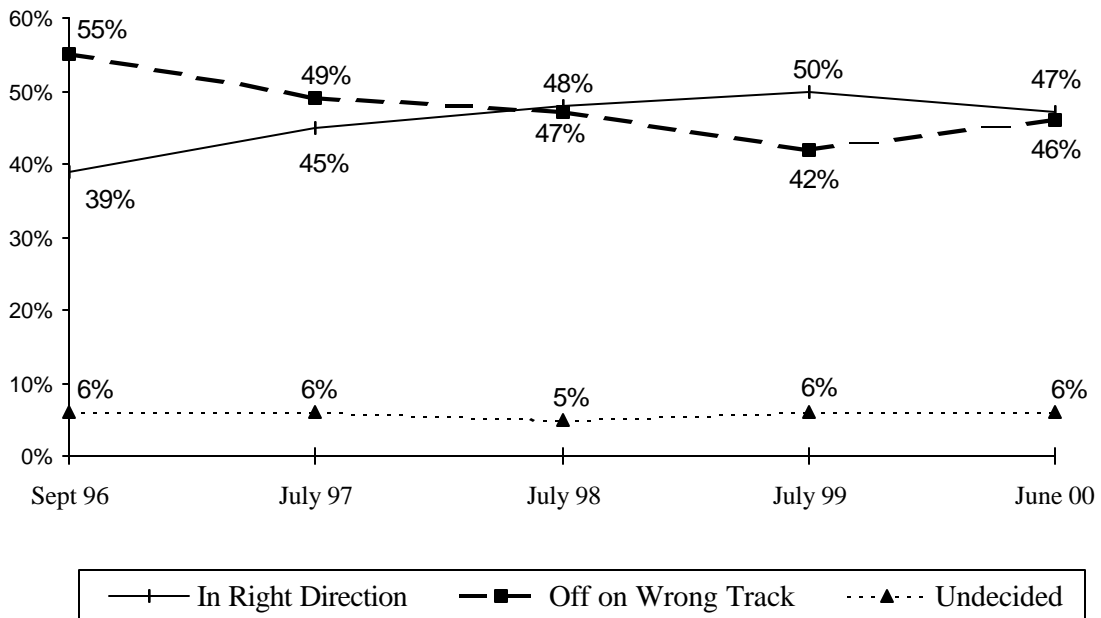


Table 1

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
George W. Bush	47%	47%	54%	51%	32%	27%	53%	68%	50%	48%
Al Gore	41%	39%	37%	40%	59%	55%	32%	18%	43%	39%
None of these	3%	5%	3%	2%	3%	3%	6%	6%	2%	2%
Not sure	6%	7%	4%	6%	5%	10%	7%	5%	5%	6%
Decline to answer	2%	2%	2%	1%	1%	4%	2%	2%	--	4%
Total N	863	321	179	76	80	96	103	45	89	156

If the presidential election were held today between George W. Bush for the Republicans and Al Gore for the Democrats [ROTATE], who would you most likely vote for?

Table 2

	Total	Milwaukee Area	Green Bay Area	La Crosse/Eau Claire Area	Madison Area	Milwaukee City	Milwaukee Suburbs	Waukesha County	South East Wisconsin	Rest of State
Al Gore	35%	35%	31%	39%	45%	51%	29%	12%	35%	29%
George W. Bush	43%	43%	48%	42%	30%	24%	50%	69%	43%	45%
Pat Buchanan	3%	3%	3%	4%	4%	3%	3%	--	5%	4%
Ralph Nader	9%	7%	7%	9%	17%	8%	9%	14%	4%	10%
None of these	1%	1%	1%	1%	2%	--	3%	2%	2%	1%
Not sure	7%	8%	8%	5%	1%	10%	5%	2%	10%	8%
Decline to answer	2%	2%	2%	1%	1%	4%	1%	--	--	4%
Total N	863	321	179	76	80	96	103	45	89	156

If the presidential election were held today between George W. Bush for the Republicans, Al Gore for the Democrats, Pat Buchanan for the Reform Party and Ralph Nader for the Green Party [ROTATE], for whom would you vote?