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UNEMPLOYMENT EMERGES AS IMPORTANT CONCERN OF RESIDENTS

Taxes, State Budget, Health Care Also Major Concerns

-- 62% of Residents Support Freeze in Local Property Taxes --

Unemployment has emerged as a major concern of Wisconsin residents for the first time in a decade, with 16% of state residents saying it is the most important problem facing Wisconsin. This is up sharply from only 6% a year ago. This is just one of the major findings about issues of concern to state residents from the most recent Wisconsin Policy Research Institute Inc. survey of Wisconsin residents. The survey was conducted for the Institute by Harris Interactive[®] between October 6 and October 12, 2003.

The chart below shows how Wisconsin residents have answered an open-ended question about the single most important problem facing Wisconsin that the state government should be doing something about since 1988. This question measures those issues residents are most intensely concerned about. As can be seen from the chart, the last year has seen a sharp increase in concern about unemployment and jobs. It has been more than a decade since concern about unemployment approached these levels.

Concern about unemployment is more widespread than the incidence of unemployment among participants in our survey. Overall, 5% of survey respondents said they were unemployed and looking for work, and 5% said they were unemployed and not looking for work.

MOST IMPORTANT STATE PROBLEM 1988 – 2003																
	Jan 1988	Jan 1989	Jan 1990	Jan 1991	Jan 1992	May 1993	July 1994	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug. 2001	Sept 2002	Oct 2003
Taxes	33%	28%	28%	33%	26%	30%	19%	20%	16%	21%	18%	24%	17%	24%	25%	22%
Unemployment/Jobs	11%	8%	4%	6%	13%	6%	5%	4%	5%	3%	3%	2%	2%	4%	6%	16%
Government Issues/State Budget															15%	13%
Health Issues	0%	2%	2%	2%	8%	8%	10%	3%	3%	2%	4%	5%	6%	9%	8%	9%
Schools/Education	4%	3%	4%	7%	7%	11%	6%	10%	10%	10%	10%	11%	8%	12%	10%	7%
Crime	5%	6%	21%	15%	13%	10%	22%	19%	22%	17%	16%	12%	9%	9%	6%	6%
Environment/Recycling	4%	9%	9%	7%	4%	4%	2%	2%	2%	5%	5%	3%	4%	6%	2%	1%
Welfare/Social Issues	14%	19%	9%	8%	10%	13%	18%	19%	17%	16%	11%	11%	6%	5%	4%	6%
Loss of Business/Economy	9%	6%	3%	5%	7%	4%	2%	1%	1%	1%	1%	1%	1%	2%	4%	5%
Gasoline Prices/Gasoline Taxes	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	25%	2%	0%	1%
Note: Prior to 2002 the percentage of respondents giving Government Issues or the State Budget as the most important problem was under 5% and not reported by us.																

Concern about unemployment is highest in the Green Bay area (22%) and in the City of Milwaukee (20%) and is lowest in Madison (8%). Anxiety about unemployment is also higher among those 35-44 (20%), 45-54 (17%) and 55-64 (19%) than it is among those under 35 (11%) or those 65 or older (15%).

Low income residents earning \$15,000 or less are most concerned about unemployment (25%), with the percentage concerned decreasing steadily with increasing income. Among those earning more than \$75,000, only 9% are most concerned about unemployment. Finally, Blacks are more likely to express concern about unemployment (23%) than Whites (15%).

We also measured the issue concerns of residents by reading them a list of six issues and asking them to choose the single issue that they thought needed the most attention from the Wisconsin state government. The results are shown below and clearly indicate the importance to residents of health care, taxes, and the state's economy.

ISSUE NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT			
	March 2002	Sept 2002	Oct 2003
Controlling Health Care and Prescription Costs	28%	29%	33%
Reforming the Tax System	20%	21%	17%
Improving the State's Economy	18%	20%	23%
Improving Public Education	16%	18%	18%
Ethics of Wisconsin's State and Local Officials	6%	7%	4%
Security from Terrorist Attacks	4%	5%	3%

Apart from concern about unemployment, analysis indicates that the issues of concern to residents vary considerably across the state and among demographic groups. We describe here some of the more interesting findings:

- Residents of the City of Milwaukee are more concerned about Crime (15% most important problem) than are other residents.
- Government Issues/State Budget, by contrast, are more salient in the Madison area (24% most important problem) than in other parts of the state.
- Taxes are especially important in the Milwaukee suburbs (34% most important problem).
- Concern about health care increases steadily with age. Among those 18-24, only 3% chose it as the most important problem facing Wisconsin, as compared to 7% of those 25-34, 9% of those 35-44, 10% of those 45-54, 11% of those 55-64, and 13% of those 65 and older.
- Controlling health care and prescription drug costs in particular also increases with age. Among those 18-34, only 26% said it was the issue needing most attention from Wisconsin state government. Among those 35-44, 30% said it was the issue needing most attention as did 32% of those 45-54, 41% of those 55-64 and 44% of those 65 or older.
- Concern about taxes increases steadily with income. Among those earning \$15,000 or less, only 8% said it was the most important problem facing Wisconsin, as compared to 20% of those earning \$15,001-\$30,000, 23% of those earning \$30,001-\$50,000, 26% of those earning \$50,001-\$75,000, and 28% of those earning more than \$75,000.

RESIDENTS FAVOR FREEZE ON LOCAL PROPERTY TAXES
-- Majority Also Believes Taxes and Spending Are Too High --

Nearly two-thirds (62%) of Wisconsin residents favor a freeze on local property tax rates, with only 28% opposed and the balance (10%) undecided. Only in the Madison area is public opinion relatively evenly divided between those who favor a freeze and those opposed. Even in Madison 46% favor a freeze, as compared with 41% opposed. Support for a freeze is not new; in May 1993 65% of residents also favored a freeze.

Support for a freeze is widespread across the political spectrum, although it is higher among Republicans and conservatives than among Democrats and liberals. Specifically, 75% of Republicans and 62% of conservatives favor a freeze, as compared to 57% of Democrats and 45% of liberals. Among Independents, 55% favor a freeze, as do 64% of middle-of-the-road residents.

As the chart below shows, residents continue to believe that local taxes are too high, that local governments spend too much, and that residents voting in a special referendum on budgets should have the final say on the size of budgets for local governments and school districts. In a change from previous years, residents think that the primary reason for increases in local property taxes is lack of adequate state funding.

Residents' Attitudes Towards Local Spending and Taxes									
	Jan 1988	Sept 1988	Jan 1989	Sept 1990	Sept 1991	Jan 1992	Nov 1992	May 1993	Oct 2003
Local Government Spending of Tax Dollars									
Too Much	43%	45%	44%	47%	N.A.	N.A.	N.A.	N.A.	50%
About Right	43%	41%	39%	37%	N.A.	N.A.	N.A.	N.A.	33%
Too Little	8%	8%	8%	7%	N.A.	N.A.	N.A.	N.A.	7%
Local Property Taxes in Your Community									
Too High	N.A.	N.A.	N.A.	N.A.	67%	70%	63%	72%	65%
About Right	N.A.	N.A.	N.A.	N.A.	25%	23%	29%	21%	29%
Too Low	N.A.	N.A.	N.A.	N.A.	1%	1%	1%	1%	1%
Why Property Taxes Increase									
Increased Spending	N.A.	N.A.	N.A.	N.A.	42%	N.A.	N.A.	48%	39%
Lack of adequate state funding	N.A.	N.A.	N.A.	N.A.	45%	N.A.	N.A.	37%	48%
Who Should Have Final Say on Budgets									
Officials	N.A.	N.A.	N.A.	N.A.	16%	N.A.	N.A.	16%	19%
Residents	N.A.	N.A.	N.A.	N.A.	81%	N.A.	N.A.	78%	77%
N.A.: Not asked									

CANADIAN STYLE HEALTH PLAN FAVORED AS LONG AS TAXES DO NOT RISE

A majority (62%) of Wisconsin residents favor a Canadian style program in which the government pays for all the costs of health care out of taxes and negotiates directly with doctors and hospitals to set their fees and the type of care they offer. This represents an increase from 57% in September 2002 and from 52% in November 1993 during the national debate about health care during the Clinton administration. Among those favoring a Canadian style plan, 71% would continue to favor the plan if their state taxes had to increase to pay for it.

Support in principle for a Canadian style plan varies considerably across demographic and political groups in the state:

- 80% of those without health insurance favor it, as compared to 60% of those with health insurance.
- Support is higher in La Crosse/Eau Claire (74%), the City of Milwaukee (68%) and Madison (66%) than in other parts of the state.

- Support is lower (49%) among those 65 years of age or older than among other age groups.
- Residents earning \$15,000 or less are most likely (76%) to be in favor of a Canadian style plan, while those earning more than \$75,000 are least likely (54%).
- Among Democrats, 77% are in favor, as compared to 63% of Independents and 46% of Republicans. Among liberals, 82% favor the plan, as do 67% of middle-of-the-road voters and 41% of conservatives.
- Those with investments in stocks, mutual funds or pension are less likely (58%) than those without investments (72%) to favor a Canadian style plan.
- Women (66%) are more likely to favor a Canadian style plan than men (58%).
- Blacks (83%) are more likely to be in favor than are Whites (59%).
- Renters (77%) are more supportive than homeowners (57%).

The last decade has seen relatively little change in the percentage of residents in our survey reporting they have health insurance. In the latest survey, 88% said they had health insurance, as did 92% in September 2002 and 91% in November 1993.

Among those with health insurance, the overwhelming majority (82%) say they are satisfied with their plan. This is essentially identical with the 80% who were satisfied in September 2002 and the 83% who were satisfied in November 1993. The cost of insurance was cited by 78% of those dissatisfied as a reason for dissatisfaction, as compared to 27% who mentioned quality of care and 36% who mentioned the number of physicians they could choose from as reasons for dissatisfaction.

Compared to May 1993, the last time we asked these questions, a slightly higher percentage of respondents report that their behavior has been affected by health care costs or the availability of health insurance through work:

- 23% said they or a member of their household postponed going to the doctor in the past year because they couldn't afford to go. The percentage in 1993 was 19%.
- 19% said they had taken one job rather than another at some point in their life mainly because it had better health coverage, as compared to 17% in 1993.

- 29% said that at some point in their life they had stayed in a job they wanted to quit mainly because they didn't want to lose health insurance. In 1993 the percentage was 24%.

Those without insurance are consistently more likely to report engaging in these behaviors than are those with insurance:

- Among those without insurance, 61% had postponed going to the doctor, as compared to 18% for those with insurance.
- 41% of those without insurance had taken a job at some point in their life because of its health coverage, as compared to only 16% of those with insurance.
- 43% of those without insurance had stayed in a job they wanted to quit, as compared to 27% of those with insurance.

Income plays a strong role in shaping the health insurance experience of Wisconsin residents. In general, as income increases residents are more likely to have insurance and not to have had their behavior affected by concerns about it. The chart below provides the detailed information.

Health Insurance Experience and Income Among Wisconsin Residents in 2003					
	\$15,000 or Less	\$15,001- \$30,000	\$30,001- \$50,000	\$50,001 to \$75,000	Over \$75,000
Have Insurance	71%	80%	89%	93%	100%
Postponed Going to Doctor Because Couldn't Afford To	46%	43%	21%	20%	8%
Taken A Job Because of Health Coverage	22%	24%	24%	16%	14%
Stayed in a Job to Keep Health Insurance	37%	35%	34%	30%	20%

Age is also associated with health insurance experience in interesting ways.

- Only 79% of those 18-24, 81% of those 25-34, and 88% of those 35-44 report having health insurance, as opposed to over 90% of older Wisconsin residents.
- Those 65 and older are most likely (92%) to report satisfaction with their health plan.
- Only 7% of those 65 and older postponed going to the doctor in the last year because they couldn't afford to go, as compared to 26% for younger residents.
- Only 3% of those 65 and over reported ever taking one job over another because it offered better health coverage, as compared to 22% for younger residents.
- 12% of those 65 and older reported staying in a job they wanted to quit because they didn't want to lose health insurance, as compared to nearly a third (32%) for younger residents.

MARKET REBOUND LEADS TO SLIGHTLY DIFFERENT ASSESSMENT OF RISK OF INVESTING

The rebound of stock prices in 2003 has apparently led some Wisconsin residents to conclude that investment in the stock market is safer than they thought a year ago, as the percentage who say the stock market is a safe investment grew from 21% in September 2002 to 28% in this year's survey. As the table below shows, however, perceptions about the risks of investing in stock have not returned to levels pre-dating the 2001-2002 decline in stock prices. The table also shows that the percentage of Wisconsin residents with investments remains somewhat below the levels of a few years ago.

Wisconsin Residents and Investing Behavior 1998-2003						
Stock Market Is Generally A:	Aug 1998	July 1999	June 2000	Aug 2001	Sept 2002	Oct 2003
Safe Investment	41%	38%	41%	36%	21%	28%
Risky Investment	53%	56%	50%	59%	73%	64%
Not Sure/Decline to Answer	6%	6%	9%	5%	6%	7%
Wisconsin Residents With Money Invested in Mutual Funds, Individual Stocks, or Pension Plans	71%	71%	71%	72%	69%	67%

Perceiving the stock market as risky does not mean that individuals do not have investments. Among those who think the stock market is risky, 64% have investments in mutual funds, individual stocks and/or pension plans, as compared to 82% of those who think the stock market is safe.

As one might expect, having investments and perceptions of risk tend to be associated with a variety of demographic and social characteristics:

- **Income** 93% of those with incomes over \$75,000 have investments, as compared to 89% of those earning \$50,001-\$75,000, 65% of those earning \$30,001-\$50,000, 44% of those earning \$15,001-\$30,000, and 32% of those earning \$15,000 or less. Among those earning more than \$75,000, 37% think the stock market is safe, compared to 33% of those earning \$50,001-75,000, 30% of those earning \$30,001-\$50,000, 20% of those earning \$15,001-\$30,000, and 14% of those earning \$15,000 or less.
- **Education** 83% of college graduates have investments, compared to 67% of those who have attended college, 59% of high school graduates, and only 31% of those who did not graduate high school. Among college graduates, 39% think the stock market is a safe investment, as compared to 26% for those who attended college, 23% of high school graduates, and 13% of those who did not graduate high school.
- **Age** Among those 18-24, 45% have investments, as do 68% of those 25-34, 72% of those 35-44, 81% of those 45-54, 74% of those 55-64 and only 59% of those 65 or older. Only 29% of those 18-24 think the stock market is safe, compared to 31% of those 25-34, 34% of those 35-44, 30% of those 45-54, 23% of those 55-64, and 21% of those 65 or older.
- **Marital Status** 78% of married residents have investments, compared to 53% of divorced or widowed residents and 51% of singles. Among married residents, 29% think the stock market is a safe investment, compared to 22% of Divorced/Widowed and 33% of Single residents.
- **Race** 71% of Whites have investments, as compared to only 35% of Blacks; and 30% of Whites think the stock market is safe, compared to only 18% of Blacks.
- **Homeownership** 76% of homeowners have investments, as compared to only 44% of renters. Among homeowners, 30% think the stock market is safe, compared to only 25% of renters.

Gender is not a major factor affecting investment activity or perceptions of risk. Seventy percent (70%) of men have investments, but so do 64% of women. Similarly, 31% of men perceive the stock market as safe, as do 26% of women.

Our data also suggest that Democrats and Republicans differ to a modest degree in their investment behavior. Republicans (75%) and Independents (67%) are somewhat more likely to have investments than Democrats (63%). Republicans are also more likely (38%) to perceive the stock market as safe, compared to either Independents (25%) or Democrats (27%).

SUMMARY

Unemployment has emerged as a key concern of Wisconsin residents in the past year. Taxes, the state budget, and health care are the other issues of most concern to residents. Security from terrorism remains a relatively minor concern.

As they have in the past, Wisconsin residents support a freeze on local property tax rates. They also believe that their local government spends too much and that local property taxes are too high. Respondents would also like to have residents have the final say over local government and school budgets by voting in budget referenda.

Wisconsin residents continue to support a Canadian style health insurance system, although support declines significantly if taxes would have to be increased to pay for it. Most residents continue to be satisfied with their health insurance plans.

The rebound in stock prices in the past year has led somewhat more Wisconsin residents to perceive the stock market as a safe investment, though confidence has not returned to the levels of the late 1990s or 2000. Most Wisconsin residents also continue to have at least some investments in stocks, mutual funds, and/or pensions.

ABOUT THE STUDY

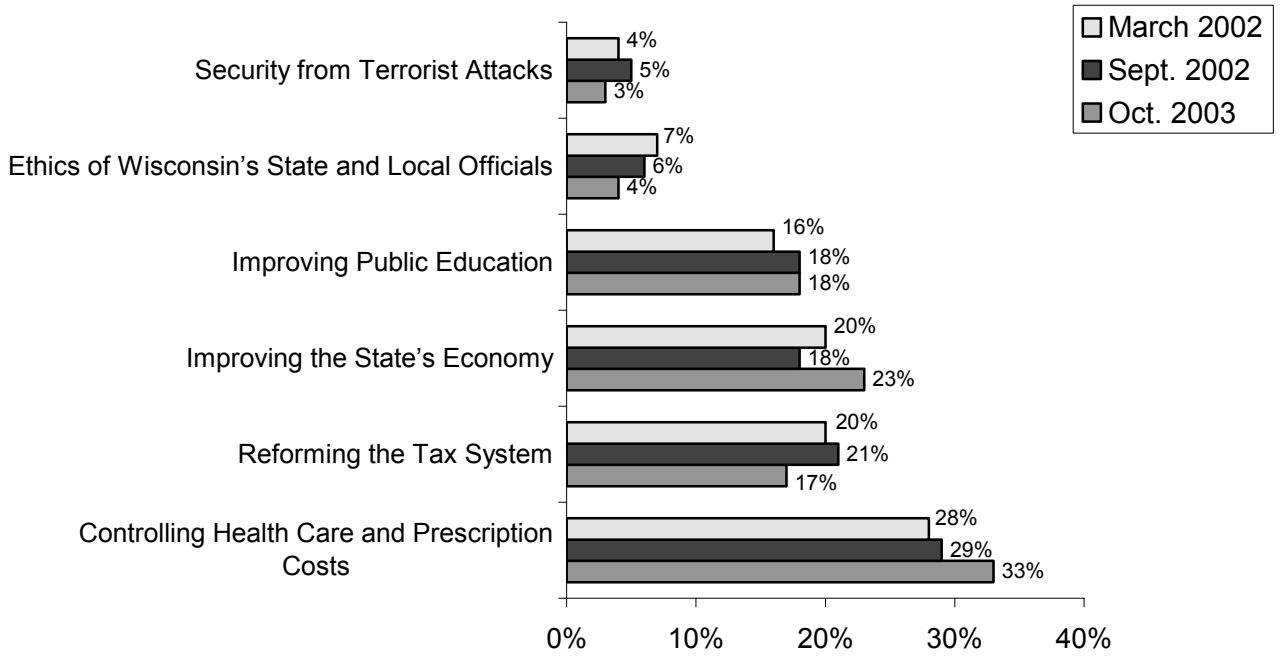
This study of 1,000 Wisconsin residents was conducted by telephone between October 6 and October 12, 2003. A survey of 1,000 randomly selected residents has a margin of error of plus or minus 3 percent for percentages of the whole sample. For a percentage near 50 percent, for example, this means that repeated samples would produce results between 47 percent and 53 percent 95 times out of 100. All interviewing was conducted from the Harris Interactive telephone center.

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.

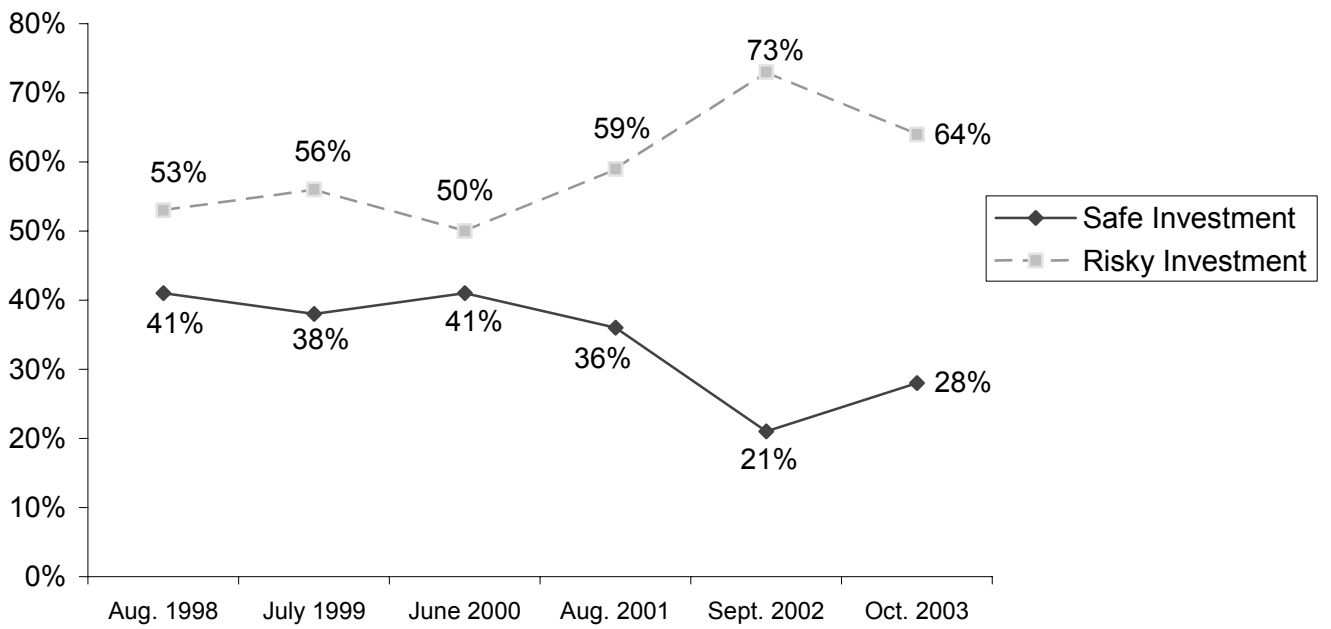
Dr. Gordon S. Black, Chairman and CEO of Harris Interactive, is the author of the survey. Dr. Black has his Doctorate in Political Science from Stanford University and is a widely known authority on public opinion, voting behavior, and opinion research methods.

Harris Interactive® (www.harrisinteractive.com) is a worldwide market research and consulting firm best known for *The Harris Poll.*®

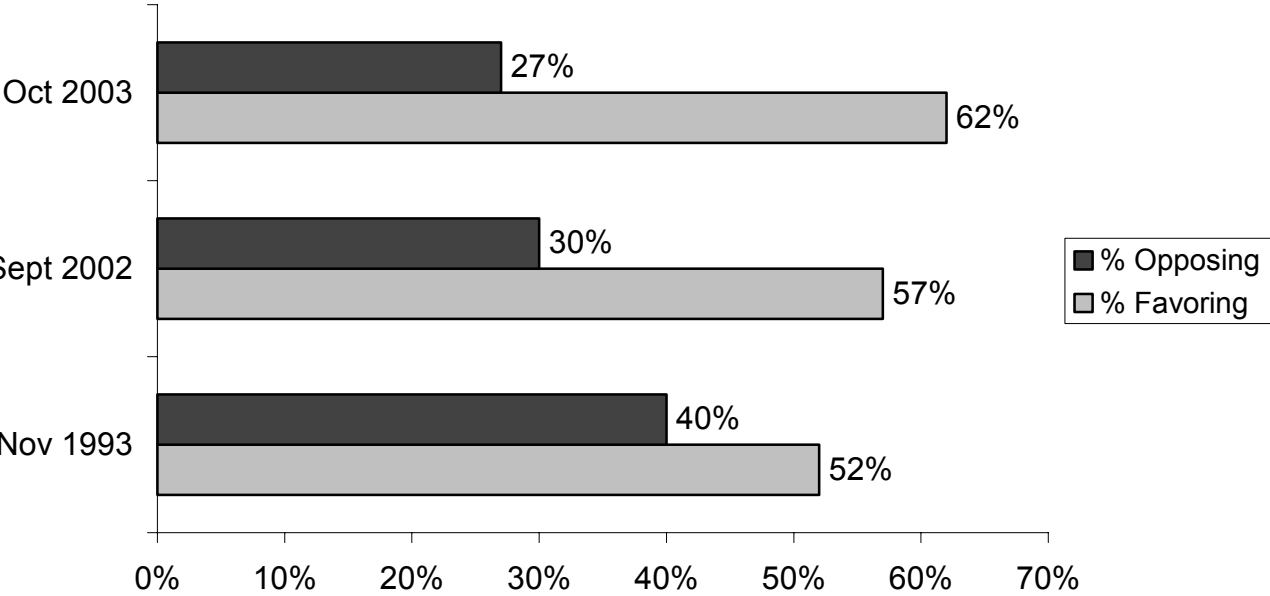
ISSUES NEEDING MOST ATTENTION FROM WISCONSIN STATE GOVERNMENT



RESIDENTS' PERCEPTION OF STOCK MARKET AS AN INVESTMENT 1998-2003



SUPPORT FOR A CANADIAN-STYLE HEALTH INSURANCE PROGRAM



The Wisconsin Poll -
October 2003

All Residents

	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
Taxes	22%	26%	17%	14%	22%	15%	34%	20%	23%	24%
Unemployment/jobs/wages	16%	16%	22%	14%	8%	20%	13%	18%	15%	15%
Government issues	13%	10%	14%	12%	24%	7%	8%	17%	12%	14%
Health care issues	9%	7%	10%	10%	8%	5%	10%	10%	10%	12%
Schools/education	7%	7%	6%	9%	9%	5%	11%	7%	9%	9%
Criminal justice system/problems with laws	6%	9%	5%	11%	3%	15%	8%	10%	-	1%
Welfare/poverty/social	6%	6%	4%	5%	3%	8%	4%	5%	7%	6%
Loss of business/economy	5%	4%	9%	6%	5%	3%	3%	2%	5%	4%
Environmental issues	1%	1%	1%	1%	3%	1%	-	2%	-	1%
Gasoline/oil/home heating oil	1%	2%	-	-	1%	1%	-	7%	1%	1%
Farming	*	-	*	1%	-	-	-	-	1%	-
Other	5%	5%	4%	4%	4%	4%	5%	2%	4%	6%
Nothing	1%	1%	-	-	2%	-	3%	-	2%	2%
Don't know	8%	8%	8%	13%	8%	13%	1%	-	11%	6%
Total N	1000	364	186	69	114	127	102	40	88	220

What do you think is the SINGLE MOST important problem facing Wisconsin that the government should be doing something about?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Security from terrorist attacks	3%	3%	2%	2%	4%	6%	1%	6%	--	1%
Ethics of Wisconsin's state and local officials	4%	4%	4%	6%	6%	2%	5%	--	5%	5%
Reforming the tax system	17%	18%	14%	20%	14%	15%	22%	24%	21%	18%
Improving public education	18%	23%	10%	15%	27%	29%	24%	16%	15%	14%
Controlling healthcare and prescription drug costs	33%	31%	35%	35%	25%	26%	26%	38%	36%	37%
Improving the state's economy	23%	21%	32%	17%	21%	22%	22%	17%	19%	25%
None of these	1%	*	1%	4%	1%	--	1%	--	2%	1%
Not sure	1%	*	2%	1%	1%	1%	1%	--	1%	1%
Decline to answer	*	*	*	--	1%	1%	--	--	--	--
Total N	1000	364	186	69	114	127	102	40	88	220

Which ONE of the following six issues do you think needs the most attention from the Wisconsin state government at the present time?

* Less than 1%

-- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Favor	62%	63%	65%	71%	46%	60%	67%	61%	59%	65%
Oppose	28%	28%	24%	26%	41%	30%	29%	31%	28%	22%
Not sure	10%	9%	11%	3%	10%	10%	4%	5%	13%	11%
Decline to answer	1%	*	--	--	3%	--	--	4%	--	2%
Total N	1000	364	186	69	114	127	102	40	88	220

Do you favor or oppose a freeze on your local property tax rates?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Too much	50%	51%	48%	48%	49%	56%	51%	48%	47%	52%
Too little	7%	10%	4%	7%	4%	12%	10%	4%	6%	7%
The right amount	33%	30%	38%	30%	38%	18%	37%	46%	35%	33%
Not sure	9%	9%	8%	15%	7%	14%	3%	2%	13%	7%
Decline to answer	1%	*	1%	--	3%	1%	--	--	--	*
Total N	1000	364	186	69	114	127	102	40	88	220

Overall, do you think YOUR LOCAL government spends too much, too little, or just about the right amount of tax dollars?

* Less than 1%

-- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Too high	65%	63%	61%	70%	66%	68%	59%	57%	66%	71%
Too low	1%	2%	1%	--	2%	4%	3%	2%	--	*
About right	29%	29%	34%	26%	26%	23%	34%	37%	26%	26%
Not sure	5%	5%	4%	5%	6%	6%	4%	3%	7%	3%
Decline to answer	*	*	--	--	1%	--	--	2%	1%	--
Total N	1000	364	186	69	114	127	102	40	88	220

Overall, do you think that local property taxes in your community are too high, too low, or just about right?

* Less than 1%

-- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Increased spending	39%	41%	40%	40%	32%	34%	46%	47%	41%	39%
Lack of adequate state funding	48%	45%	47%	53%	54%	46%	45%	49%	41%	50%
Neither	4%	4%	3%	--	6%	3%	6%	4%	3%	3%
Both	3%	2%	4%	3%	1%	2%	1%	--	7%	3%
Not Sure	7%	8%	5%	4%	7%	15%	3%	--	7%	6%
Decline to answer	*	--	1%	--	1%	--	--	--	2%	--
Total N	1000	364	186	69	114	127	102	40	88	220

Which do you think is the PRIMARY reason for increases in local property taxes:
Increased spending by local government and school districts OR lack of adequate state funding for
local government and school districts?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Officials	19%	18%	22%	19%	22%	14%	21%	11%	18%	19%
Residents	77%	80%	72%	80%	72%	83%	77%	89%	79%	78%
Both	2%	1%	3%	--	2%	2%	1%	--	1%	2%
Not sure	1%	1%	3%	1%	3%	1%	--	--	2%	1%
Decline to answer	*	--	1%	--	2%	--	--	--	--	*
Total N	1000	364	186	69	114	127	102	40	88	220

Which do you think should have the FINAL say on the size of budgets for local government and school districts supported by property taxes:

elected officials OR residents of the community voting in a special referendum on the budgets?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Favor	62%	57%	64%	74%	66%	68%	51%	58%	52%	65%
Oppose	27%	31%	26%	19%	25%	17%	41%	40%	35%	24%
Not sure	11%	12%	10%	8%	9%	16%	7%	2%	11%	11%
Decline to answer	*	1%	--	--	1%	--	1%	--	2%	--
Total N	1000	364	186	69	114	127	102	40	88	220

In Canada the government pays for all the costs of health care out of taxes and negotiates directly with doctors and hospitals to set fees and the type of care they offer. If a similar plan were proposed for Wisconsin, would you favor or oppose it?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Favor	71%	68%	74%	69%	82%	65%	79%	83%	59%	72%
Oppose	22%	25%	21%	25%	14%	28%	14%	11%	34%	19%
Not sure	7%	8%	5%	7%	4%	7%	7%	7%	7%	9%
Total N	1000	364	186	69	114	127	102	40	88	220

Would you favor or oppose this plan if your state taxes had to increase to pay for it?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Yes	88%	88%	87%	79%	95%	80%	91%	98%	82%	90%
No	12%	12%	13%	16%	5%	20%	9%	2%	17%	10%
Not sure	*	--	--	4%	--	--	--	--	--	--
Decline to answer	*	*	--	--	--	--	--	--	1%	--
Total N	1000	364	186	69	114	127	102	40	88	220

Do you yourself currently have health insurance or not? This could be insurance that you yourself have of that another member of your household has that covers you. Any forms of insurance, whether you purchase it or receive it from the government, such as Medicaid, or receive it from some other source, would count as health insurance.

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Satisfied	82%	81%	83%	84%	83%	77%	81%	79%	91%	81%
Not satisfied	16%	18%	15%	12%	15%	23%	19%	21%	9%	16%
Not sure	1%	1%	1%	5%	1%	1%	--	--	--	2%
Decline to answer	*	--	--	--	--	--	--	--	--	1%
Total N	1000	364	186	69	114	127	102	40	88	220

Are you satisfied with your current health insurance plan or not?

* Less than 1%

-- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Quality	27%	24%	23%	13%	36%	39%	14%	--	11%	36%
Cost	78%	87%	78%	76%	46%	88%	95%	89%	70%	82%
Choice	36%	35%	22%	48%	40%	44%	30%	11%	14%	45%
Other	34%	34%	26%	15%	39%	34%	26%	46%	60%	36%
Not sure	1%	2%	--	--	--	--	--	--	--	--
Total N	1000	364	186	69	114	127	102	40	88	220

Are you dissatisfied with your current health insurance plan because of the quality of care you receive, the cost of the care, the number of physicians you can choose from, or for some other reason?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Yes	23%	25%	20%	26%	22%	27%	27%	23%	21%	22%
No	76%	75%	80%	74%	78%	73%	73%	77%	78%	77%
Not sure	*	*	--	--	--	--	--	--	1%	1%
Total N	1000	364	186	69	114	127	102	40	88	220

Have you or anyone in your household POSTPONED going to the doctor in the past year because you couldn't afford to go?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Yes	29%	28%	25%	35%	29%	30%	30%	35%	26%	29%
No	70%	71%	73%	64%	68%	68%	70%	63%	73%	69%
Not sure	1%	1%	1%	1%	3%	2%	--	--	1%	2%
Decline to answer	*	*	*	--	--	--	--	2%	--	*
Total N	1000	364	186	69	114	127	102	40	88	220

Have you ever decided to stay in a job you wanted to quit mainly because you didn't want to lose health insurance?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Yes	19%	23%	14%	30%	13%	28%	22%	31%	17%	17%
No	80%	77%	86%	67%	87%	72%	78%	67%	81%	80%
Not sure	1%	*	*	--	--	--	--	2%	1%	3%
Decline to answer	*	--	--	1%	--	--	--	--	--	*
Total N	1000	364	186	69	114	127	102	40	88	220

Have you ever taken one rather than another job mainly because it had better health coverage?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Safe	28%	29%	23%	29%	37%	23%	33%	32%	30%	27%
Risky	64%	63%	70%	66%	57%	62%	62%	66%	62%	66%
Not sure	7%	8%	7%	6%	6%	14%	5%	2%	6%	7%
Decline to answer	*	1%	1%	--	--	1%	--	--	2%	--
Total N	1000	364	186	69	114	127	102	40	88	220

Do you think of investment in the stock market as generally a Safe investment or as generally a Risky investment?

* Less than 1% -- No responses

The Wisconsin Poll -
October 2003

All Residents

	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
Yes	67%	63%	71%	82%	77%	46%	74%	85%	60%	64%
No	30%	34%	26%	17%	19%	51%	24%	15%	37%	31%
Not sure	2%	*	2%	--	4%	1%	--	--	--	3%
Decline to Answer	1%	2%	1%	1%	--	3%	1%	--	3%	1%
Total N	1000	364	186	69	114	127	102	40	88	220

Do you personally, or jointly with a spouse, have any money invested in mutual funds, individual stocks, or pension plans?

* Less than 1% -- No responses