



Badger Poll™ #26, Release #2  
University of Wisconsin Survey Center  
University of Wisconsin Madison  
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## PUBLIC OPINION IN WISCONSIN ON THE ECONOMY

The findings from the most recent Badger Poll show that most Wisconsinites now think that the state is in bad times economically and they are not optimistic about the economy over the next 12 months. A quick run down of the findings shows that:

- The economy and jobs are the most important problem facing the state, according to Wisconsinites. 23% of residents mentioned this issue as the most important problem, double the proportion that said so last December.
- **66%** of Wisconsinites think the state is in bad times economically and nearly half of those think the economy in Wisconsin will get worse over the next 12 months.
- Only 21% of state residents think the state is in good times economically, with one in five of those respondents believing that the economy will get worse over the next 12 year.
- **55%** of state residents think that **the national economy will get worse** over the next 12 months. Only 19% think it will get better.
- While 17% of Badger State residents overall said they are either extremely or quite worried about paying their bills, 31% of residents who live in households with incomes less than \$40,000 a year said they are either extremely or quite worried about being able to pay their bills.
- **91%** of all respondents said the price of gasoline is extremely or quite problematic.
- **75%** of all respondents said the costs of Health Care are extremely or quite problematic.
- **67%** of state residents said that the home heating and energy prices are extremely or quite problematic.

Additional results and analysis follow.

## The Most Important Problems Facing Wisconsin Today

The latest Badger Poll finds that nearly one-quarter of Badger State residents cited the economy and/or jobs as the most important problem facing the state today. That proportion has doubled since early December 2007. Taxes were the most mentioned problem facing Wisconsin in the both June and December of 2007, but they have fallen into the second spot.

### Top 5 Most Important Problems Facing the State of Wisconsin

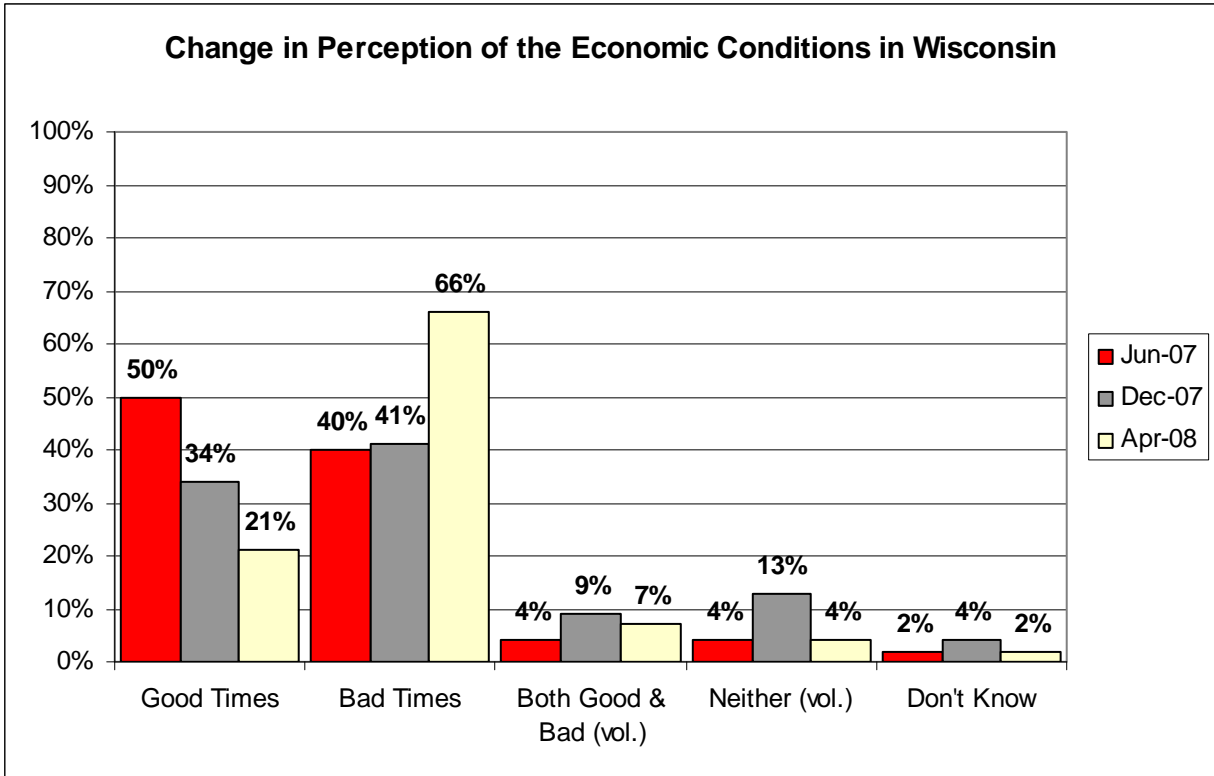
<i>Issue Areas (as coded from open-end question)</i>	<b>Dec. 2007</b>	<b>April 2008</b>
<b>1</b> The economy and jobs	11%	23%
<b>2</b> Taxes	23%	19%
<b>3</b> Oil and Gas Prices	4%	12%
<b>4</b> Health Care	18%	11%
<b>5</b> State Budget Issues	4%	6%
	<b>(N=507)</b>	<b>(N=521)</b>

In the previous two Badger Polls, Health Care ranked as the second most mentioned problem facing the state. It has now dropped to the fourth most mentioned problem with 11% of residents mentioning it. The prices of gas and oil moved up the list to the third spot in the most recent Badger Poll at 12%. Also moving up into the top five problems are issues relating to the state budget – most of those respondents mentioned something about the need to balance the state’s budget.

## Economic Conditions in Wisconsin and the Economic Outlook over the Next 12 Months

The latest Badger Poll shows that there has been a significant decline in the proportion of Wisconsinites who think that economic conditions in the state are in “good times” over the past year (see chart on the next page). In the past five months the level of residents who think the state is in “bad times” economically has significantly increased to 66%. There is a fairly universal view in Wisconsin that the state is in bad times economically -- at least 58% of respondents across all key sub-groups said we are in bad times economically (see the appendix for tables with key sub-groups).

<b>Wisconsinites' Views on the Current Economic Conditions in Wisconsin</b>	
Good Times	21%
Bad Times	66%
Both Good & Bad (Vol.)	7%
Neither (Vol.)	4%
Don't Know	2%
Refused	--
	<b>(N=521)</b>



Looking ahead over the next 12 months, Wisconsinites are split about whether the economy in the state will stay about the same as now (44%) or get worse (40%). Only 15% expect the state's economy to get better. Most residents expect nearly the same for the economy of their local area as they do for the state. However, 55% expect that the economic situation in the U.S. as a whole will continue to get worse.

**Economic Outlook Over the Next 12 Months**

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	United States	Wisconsin	Local
Get Better	19%	15%	15%
Stay about the same	25%	44%	54%
Get worse	55%	40%	31%
Don't Know	1%	2%	<1%
Refused	<1%	--	--

**(N=521)**

The 55% of Wisconsinites that expect the U.S. economy to get worse over the next 12 months is the highest percentage since the Badger Poll began asking the question in March of 2002 (see the table on the next page). The percent thinking that the U.S. economy will get worse has increased since last asked in early December 2007 by seven percentage points. The percent of respondents who think the national economy will get better also increased by seven percentage points in the same time period.

**Trend in Wisconsinites' National Economic Outlook for the Next 12 Months**

	Get Better	About the Same	Get Worse	Don't Know	Refused	(N)
April '08	19%	25%	55%	1%	<1%	(521)
December '07	12%	40%	48%	<1%	--	(507)
June '07	16%	45%	37%	1%	<1%	(502)
May '05	31%	42%	24%	3%	<1%	(509)
October '04	46%	33%	11%	9%	<1%	(545)
September '04	41%	38%	13%	7%	1%	(508)
April '04	44%	36%	17%	3%	--	(511)
March '04	43%	39%	18%	--	--	(500)
Jan./Feb. '04	50%	34%	13%	3%	--	(502)
August '03	44%	37%	17%	2%	--	(511)
February '03	33%	42%	23%	2%	<1%	(504)
January '03	33%	42%	23%	2%	1%	(514)
September '02	37%	41%	18%	4%	--	(539)
June '02	43%	46%	9%	2%	--	(524)
March '02	56%	31%	12%	1%	<1%	(597)

The table below shows that the 40% of Wisconsinites who think that the state's economic situation will get worse over the next 12 months is the highest proportion since the Badger Poll began. There was also an increase in the number of respondents who thought that the state's economy would get better over the next 12 months compared to December 2007. However, still more than twice as many respondents feel the economy in Wisconsin will continue to get worse.

**Trend in Economic Outlook for Wisconsin over the Next 12 Months**

	Get Better	About the Same	Get Worse	Don't Know	Refused	(N)
April '08	15%	44%	40%	2%	--	(521)
December '07	9%	57%	33%	--	--	(507)
June '07	16%	69%	15%	--	--	(502)
March '05	28%	44%	27%	1%	--	(501)
September '04	33%	47%	13%	5%	1%	(508)
Jan./Feb. '04	35%	48%	14%	3%	--	(502)
May '03	44%	40%	14%	2%	--	(503)
February '03	28%	47%	23%	2%	--	(504)
September '02	28%	49%	18%	5%	--	(539)
March '02	33%	41%	24%	2%	--	(597)

One-third of Badger State residents said that the state is currently in bad times economically and they expect things to get worse over the next 12 months. Additionally, approximately one-quarter said the state is currently in bad times and they do not expect much change over the next 12

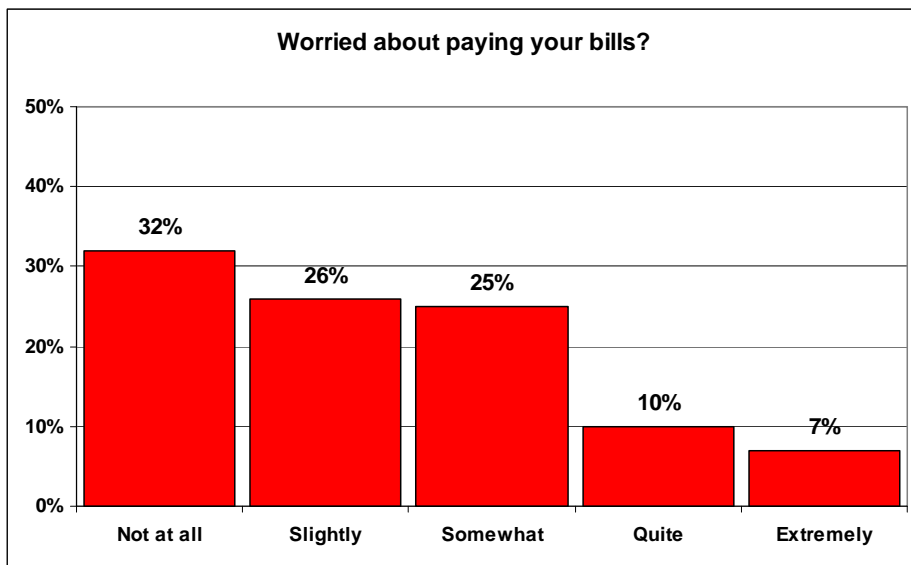
months. Overall, Wisconsin residents are not optimistic about much improvement in the economy in the next year.

<b>Current WI Economic Conditions</b>	<b>Economic WI Outlook for next 12 Months</b>			
	Get Better	Stay About Same	Get Worse	Don't Know
Good	6%	11%	4%	--
Both	1%	4%	2%	<1%
Bad	7%	26%	32%	1%
Neither	1%	2%	1%	--
Don't Know	1%	1%	<1%	--

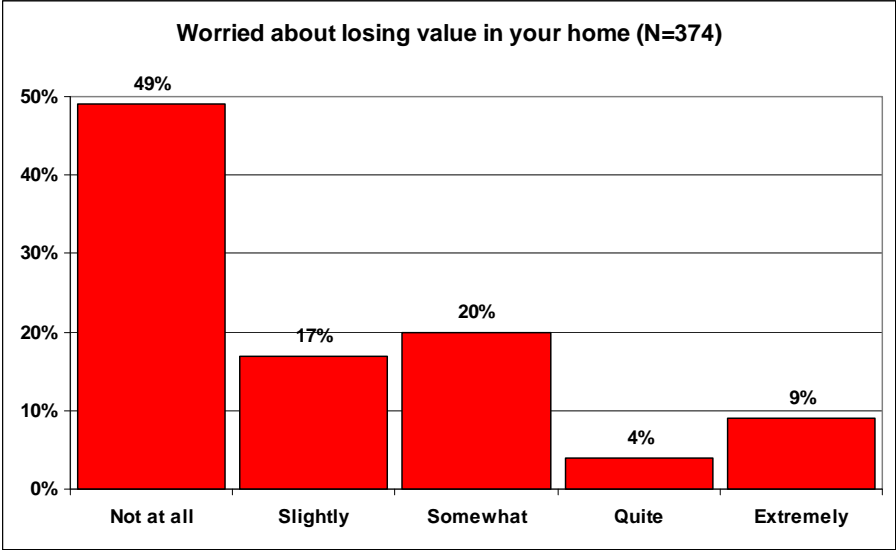
**(N=521)**

**Wisconsinites’ worries about paying bills, home values and their employment**

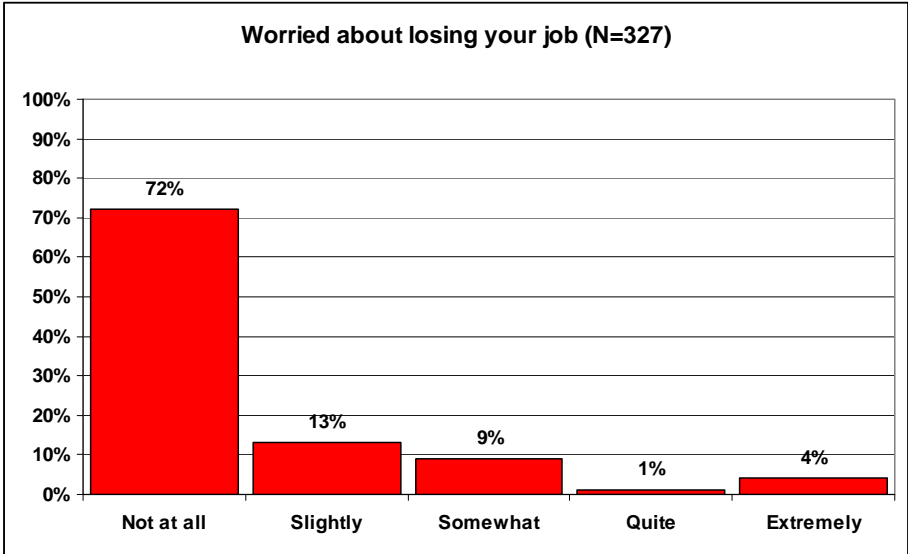
The chart below shows about 32% of Wisconsin residents are not at all worried about paying their bills, while about 17% are either extremely or quite worried about paying bills. The amount of household income also affects the way that Wisconsinites’ perceive of the economy. Residents in households with incomes less than \$40,000 a year were twice as likely to say that they are either extremely or quite worried about being able to pay their bills (31%) than those in households making more than \$40,000 (12%) (see the appendix for tables with results for key sub-groups).



Further, when the latest Badger Poll asked home owners about how worried they are that their home may lose value over the next 12 months, only 13% said they were either extremely or quite worried about that and 49% said they were not at all worried. This pattern holds for all but two of the key sub-groups of residents – Democrats and respondents living in the western portion of Wisconsin. Although over 40% of each of these two groups of respondents said they are not at all worried about their home losing value in the next 12 months, these two groups also had the most respondents saying they were extremely worried about losing value in their home (22% among Democrats and 19% among those living in western and northwestern Wisconsin).

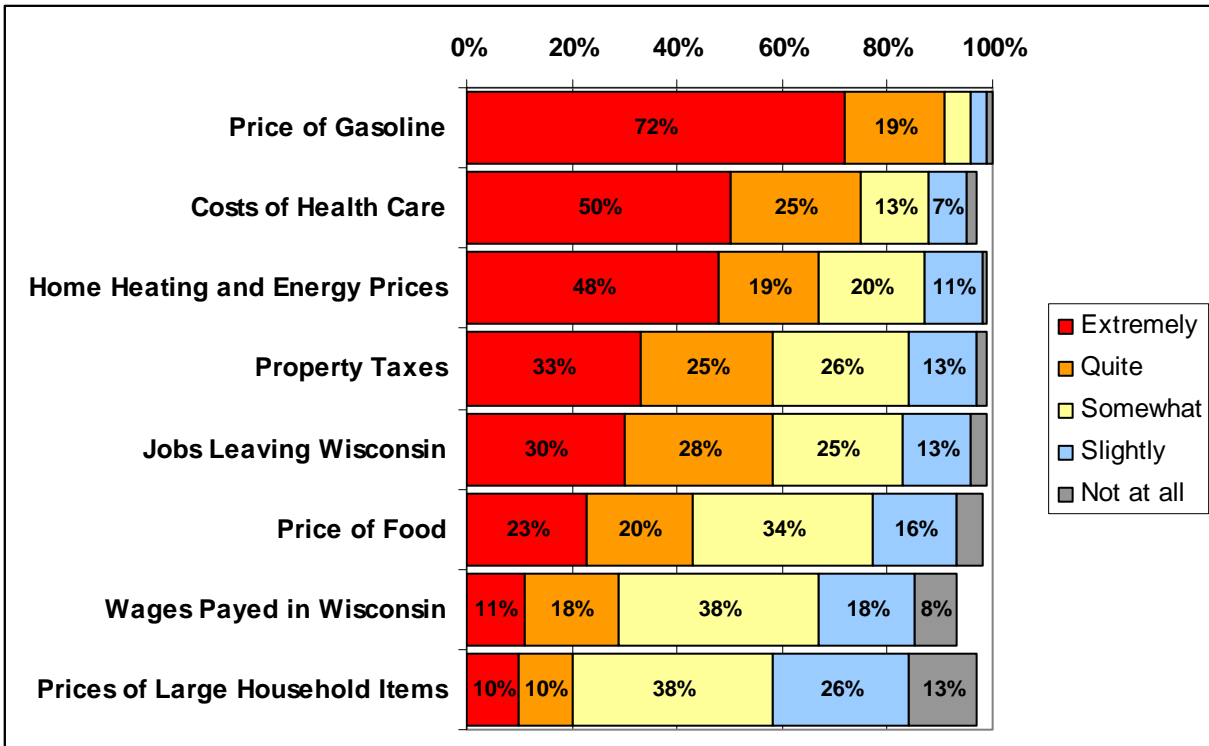


Additionally, when asked about how worried they are about losing their jobs, most Wisconsinites, (among those employed), were not at all worried about losing their job (72%). Respondents with less than \$40,000 a year in household income were much more likely to say that they were extremely worried about losing their job (17% versus 1 to 2% of those with household incomes above \$40,000 a year).



## Problematic Economic Concerns for Badger State Residents

Although not many Badger State residents said that they were personally worried about losing their jobs, many respondents are anxious about the economy overall and some find specific sections of the economy extremely problematic. The latest Badger Poll asked state residents how problematic eight items are for the people of the state. The chart below displays the results ranked in order from the item with the most responses of extremely problematic to the least.



As the chart above demonstrates over 90% of Wisconsinites said that the price of gasoline was either extremely or quite problematic. That is followed by 75% who said that the costs of health care were either extremely or quite problematic. Two-thirds of state residents also said the price of home heating and energy prices also were either extremely or quite problematic.

The level of property taxes and the fact that jobs are leaving Wisconsin were considered either extremely or quite problematic by 58% of residents, with just slightly more residents saying property taxes were extremely problematic than the loss of jobs.

Respondents who live in households with incomes under \$40,000 a year were also more likely to say that the loss of jobs in Wisconsin was either extremely or quite problematic (68% versus 52% in households with more than \$40,000). A similar pattern of difference exists for how problematic respondents thought the wages employers in Wisconsin pay, the price of food, and the price of large household items (see the table on the following page).

**Percent of Respondents Answering Extremely or Quite Problematic by Household Income**

<b><i>Issue</i></b>	<b>Under \$40,000</b>	<b>\$40,000 or more</b>
Price of Gasoline	94%	90%
Health Care Costs	77%	76%
Lose of Jobs*	68%	52%
Property Taxes	61%	57%
Energy Costs*	58%	71%
Price of Food**	49%	43%
Wages Paid in WI*	41%	26%
Price of Large Household Items*	36%	12%
	(N=185)	(N=275)

(\* indicates the difference between two groups of respondents are statistically significant.

\*\* the difference between the two groups falls just short of statistical significance.)

**APPENDIX:**

<b>Current Economic Conditions in Wisconsin</b>								
		Good Times	Bad Times	Both Good & Bad (Vol.)	Neither (Vol.)	Don't Know	Refused	(N)
<b>Overall</b>		<b>21%</b>	<b>66%</b>	<b>7%</b>	<b>4%</b>	<b>2%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	22%	65%	7%	4%	2%	--	(218)
	Women	20%	67%	8%	3%	1%	--	(303)
Party ID	Democrats	20%	69%	5%	3%	3%	--	(185)
	Independents & Others	17%	68%	11%	3%	1%	--	(204)
	Republicans	28%	59%	6%	6%	1%	--	(127)
Ages	18 to 29*	15%	74%	7%	--	4%	--	(28)
	30 to 44	24%	60%	10%	6%	--	--	(91)
	45 to 59	21%	69%	6%	3%	1%	--	(191)
	60 and over	23%	63%	7%	4%	3%	--	(211)
Education	High school graduate or less	24%	65%	4%	3%	4%	--	(224)
	Some college	16%	73%	8%	3%	--	--	(160)
	College graduate or more	21%	62%	10%	6%	1%	--	(160)
Income	Under \$40,000	18%	67%	9%	3%	3%	--	(185)
	\$40,000 to \$80,000	23%	67%	7%	3%	<1%	--	(188)
	Over \$80,000	25%	63%	6%	4%	2%	--	(87)
Region	Milwaukee County*	15%	79%	4%	2%	--	--	(47)
	SE WI, w/o Mil. Co.	20%	73%	4%	2%	--	--	(92)
	SC WI, Madison Area	20%	65%	8%	3%	4%	--	(94)
	NE WI, Fox Valley	22%	66%	8%	4%	--	--	(96)
	NC Wisconsin	22%	62%	9%	6%	1%	--	(82)
	Western & NW Wisconsin	26%	58%	8%	4%	4%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

Economic Outlook for the State of Wisconsin in the Next 12 Months							
		Get Better	Get Worse	Stay about the same	Don't Know	Refused	(N)
<b>Overall</b>		<b>15%</b>	<b>40%</b>	<b>44%</b>	<b>2%</b>	--	<b>(521)</b>
Gender	Men	15%	39%	45%	1%	--	(218)
	Women	15%	40%	42%	2%	--	(303)
Party ID	Democrats	13%	47%	39%	1%	--	(185)
	Independents & Others	12%	43%	42%	3%	--	(204)
	Republicans	24%	28%	48%	--	--	(127)
Ages	18 to 29*	19%	46%	35%	--	--	(28)
	30 to 44	16%	41%	41%	2%	--	(91)
	45 to 59	15%	40%	43%	2%	--	(191)
	60 and over	12%	32%	55%	1%	--	(211)
Education	High school graduate or less	20%	35%	44%	1%	--	(224)
	Some college	12%	46%	39%	3%	--	(160)
	College graduate or more	12%	40%	46%	2%	--	(160)
Income	Under \$40,000	18%	41%	40%	1%	--	(185)
	\$40,000 to \$80,000	16%	40%	43%	1%	--	(188)
	Over \$80,000	11%	41%	48%	--	--	(87)
Region	Milwaukee County*	23%	29%	44%	4%	--	(47)
	SE WI, w/o Mil. Co.	14%	43%	43%	--	--	(92)
	SC WI, Madison Area	16%	44%	38%	2%	--	(94)
	NE WI, Fox Valley	17%	44%	39%	--	--	(96)
	NC Wisconsin	11%	44%	44%	1%	--	(82)
	Western & NW Wisconsin	14%	30%	54%	2%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

<b>Economic Outlook for the United States in the Next 12 Months</b>							
		Get Better	Get Worse	Stay about the same	Don't Know	Refused	(N)
<b>Overall</b>		<b>19%</b>	<b>55%</b>	<b>25%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>(521)</b>
Gender	Men	22%	52%	23%	2%	--	(218)
	Women	16%	57%	26%	1%	--	(303)
Party ID	Democrats	18%	67%	13%	1%	1%	(185)
	Independents & Others	14%	53%	30%	3%	--	(204)
	Republicans	27%	38%	34%	1%	--	(127)
Ages	18 to 29*	17%	59%	24%	--	--	(28)
	30 to 44	20%	53%	25%	1%	1%	(91)
	45 to 59	19%	55%	23%	3%	--	(191)
	60 and over	18%	52%	29%	1%	--	(211)
Education	High school graduate or less	23%	52%	24%	<1%	<1%	(224)
	Some college	15%	52%	30%	3%	--	(160)
	College graduate or more	15%	62%	21%	2%	--	(160)
Income	Under \$40,000	20%	58%	21%	1%	<1%	(185)
	\$40,000 to \$80,000	18%	52%	29%	1%	--	(188)
	Over \$80,000	17%	58%	25%	--	--	(87)
Region	Milwaukee County*	15%	39%	42%	4%	--	(47)
	SE WI, w/o Mil. Co.	23%	47%	27%	2%	1%	(92)
	SC WI, Madison Area	16%	65%	17%	1%	--	(94)
	NE WI, Fox Valley	16%	53%	31%	--	--	(96)
	NC Wisconsin	17%	61%	20%	2%	--	(82)
	Western & NW Wisconsin	23%	57%	19%	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

<b>Economic Outlook for Your Town and Surrounding Area in the Next 12 Months</b>							
		Get Better	Get Worse	Stay about the same	Don't Know	Refused	(N)
<b>Overall</b>		<b>15%</b>	<b>31%</b>	<b>54%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	11%	29%	60%	--	--	(218)
	Women	18%	33%	49%	1%	--	(303)
Party ID	Democrats	11%	38%	50%	1%	--	(185)
	Independents & Others	12%	28%	60%	<1%	--	(204)
	Republicans	23%	27%	50%	--	--	(127)
Ages	18 to 29*	22%	33%	45%	--	--	(28)
	30 to 44	16%	32%	51%	--	--	(91)
	45 to 59	10%	30%	59%	1%	--	(191)
	60 and over	11%	28%	60%	1%	--	(211)
Education	High school graduate or less	16%	25%	59%	<1%	--	(224)
	Some college	10%	35%	54%	1%	--	(160)
	College graduate or more	17%	34%	48%	1%	--	(160)
Income	Under \$40,000	14%	34%	51%	1%	--	(185)
	\$40,000 to \$80,000	16%	31%	53%	--	--	(188)
	Over \$80,000	9%	28%	63%	--	--	(87)
Region	Milwaukee County*	17%	31%	52%	--	--	(47)
	SE WI, w/o Mil. Co.	15%	30%	55%	--	--	(92)
	SC WI, Madison Area	14%	29%	56%	1%	--	(94)
	NE WI, Fox Valley	17%	37%	46%	--	--	(96)
	NC Wisconsin	11%	31%	58%	--	--	(82)
	Western & NW Wisconsin	14%	26%	59%	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Worried are You About Being Able to Pay Your Bills?**

		Extremely	Quite	Some- what	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>7%</b>	<b>10%</b>	<b>25%</b>	<b>26%</b>	<b>32%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	4%	4%	25%	28%	39%	--	--	(218)
	Women	9%	17%	24%	24%	25%	<1%	--	(303)
Party ID	Democrats	6%	14%	27%	24%	28%	1%	--	(185)
	Independents & Others	12%	13%	21%	22%	32%	--	--	(204)
	Republicans	1%	3%	27%	32%	37%	--	--	(127)
Age	18-29*	12%	19%	19%	30%	20%	--	--	(28)
	30-44	7%	11%	29%	23%	30%	--	--	(91)
	45-59	4%	7%	22%	29%	38%	--	--	(191)
	60 plus	3%	7%	26%	23%	40%	1%	--	(211)
Education	Never attended college	6%	12%	31%	27%	23%	<1%	--	(224)
	Some college	11%	16%	22%	24%	27%	--	--	(136)
	College graduate	2%	3%	18%	27%	50%	--	--	(160)
Income	Under \$40,000	17%	15%	28%	19%	21%	--	--	(185)
	\$40,000 to \$80,000	2%	9%	27%	34%	27%	--	--	(188)
	Over \$80,000	2%	10%	19%	14%	55%	--	--	(87)
Region	Milwaukee County*	4%	25%	24%	16%	31%	--	--	(47)
	SE WI, w/o Milwaukee Co.	3%	7%	27%	19%	44%	--	--	(92)
	SC WI, Madison Area	7%	7%	24%	29%	33%	--	--	(94)
	NE WI, Fox Valley	2%	17%	23%	35%	23%	--	--	(96)
	North Central WI	21%	3%	13%	33%	30%	--	--	(82)
	Western & NW WI	1%	9%	35%	22%	32%	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Worried are You About Seeing the Value of Your Home Drop Over the Next 12 Months?**

		Extremely	Quite	Some- what	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>9%</b>	<b>4%</b>	<b>20%</b>	<b>17%</b>	<b>49%</b>	<b>1%</b>	--	<b>(374)</b>
Gender	Men	9%	3%	20%	19%	49%	<1%	--	(191)
	Women	8%	6%	19%	16%	49%	2%	--	(183)
Party ID	Democrats	17%	5%	21%	14%	41%	2%	--	(112)
	Independents & Others	5%	6%	20%	18%	50%	1%	--	(146)
	Republicans	5%	1%	18%	21%	55%	--	--	(112)
Age	18-29**	n/a	n/a	n/a	n/a	n/a	n/a	n/a	(5)
	30-44*	14%	3%	17%	18%	46%	2%	--	(76)
	45-59	6%	6%	17%	18%	52%	1%	--	(167)
	60 plus	6%	5%	25%	13%	50%	1%	--	(178)
Education	Never attended college	13%	4%	22%	12%	48%	1%	--	(141)
	Some college	3%	4%	15%	19%	56%	3%	--	(92)
	College graduate	7%	6%	21%	22%	44%	--	--	(140)
Income	Under \$40,000	9%	5%	23%	13%	48%	1%	--	(90)
	\$40,000 to \$80,000	9%	4%	16%	14%	57%	<1%	--	(147)
	Over \$80,000	9%	6%	22%	26%	37%	--	--	(82)
Region	Milwaukee County*	4%	8%	28%	36%	20%	4%	--	(23)
	SE WI, w/o Milwaukee	5%	4%	24%	16%	50%	1%	--	(78)
	SC WI, Madison Area*	9%	3%	11%	20%	54%	3%	--	(63)
	NE WI, Fox Valley*	10%	4%	14%	15%	56%	--	--	(71)
	North Central WI*	7%	2%	23%	16%	52%	--	--	(54)
	Western & NW WI	10%	9%	24%	13%	43%	1%	--	(85)

[This question was only asked to the 374 respondents who reported that they owned their home. The margin of error for this group of 374 respondents is +/- 5.1%]

(\*\* only 5 respondents in this group, too small for analysis)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Worried are You About Losing Your Job?**

		Extremely	Quite	Some- what	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>4%</b>	<b>1%</b>	<b>9%</b>	<b>13%</b>	<b>72%</b>	<b>1%</b>	<b>--</b>	<b>(327)</b>
Gender	Men	5%	--	7%	13%	74%	1%	--	(183)
	Women	3%	1%	12%	12%	71%	1%	--	(144)
Party ID	Democrats	13%	1%	14%	13%	67%	2%	--	(103)
	Independents & Others	1%	--	11%	13%	75%	--	--	(113)
	Republicans	--	--	3%	13%	83%	1%	--	(99)
Age	18-29*	11%	--	--	7%	82%	--	--	(25)
	30-44	2%	--	11%	15%	69%	2%	--	(81)
	45-59	2%	1%	11%	15%	69%	1%	--	(161)
	60 plus*	3%	3%	12%	6%	76%	--	--	(60)
Education	Never attended college	8%	1%	9%	11%	69%	2%	--	(132)
	Some college	--	--	10%	13%	77%	--	--	(88)
	College graduate	3%	--	7%	16%	74%	--	--	(106)
Income	Under \$40,000	17%	--	9%	6%	68%	--	--	(77)
	\$40,000 to \$80,000	<1%	<1%	11%	17%	70%	1%	--	(133)
	Over \$80,000	3%	--	6%	10%	81%	--	--	(74)
Region	Milwaukee County*	3%	--	3%	18%	76%	--	--	(30)
	SE WI, w/o Milwaukee*	3%	--	13%	8%	76%	--	--	(64)
	SC WI, Madison Area*	12%	2%	12%	14%	60%	--	--	(55)
	NE WI, Fox Valley*	1%	1%	1%	20%	76%	--	--	(63)
	North Central WI*	4%	--	6%	4%	81%	4%	--	(46)
	Western & NW WI*	2%	--	16%	14%	68%	--	--	(69)

[These results are based on the 327 respondents who reported that they are employed either part-time or full-time. The margin of error for this group of 327 respondents is +/- 5.4%]

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic is it that Wisconsin is losing jobs?**

		<b>Extremely</b>	<b>Quite</b>	<b>Some- what</b>	<b>Slightly</b>	<b>Not at all</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
<b>Overall</b>		<b>30%</b>	<b>28%</b>	<b>26%</b>	<b>13%</b>	<b>2%</b>	<b>1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	29%	26%	27%	15%	2%	<1%	--	(218)
	Women	32%	30%	24%	11%	1%	1%	--	(303)
Party ID	Democrats	29%	37%	22%	10%	1%	1%	--	(185)
	Independents & Others	31%	34%	19%	12%	3%	1%	--	(204)
	Republicans	27%	11%	40%	20%	1%	1%	--	(127)
Age	18-29*	50%	19%	19%	12%	--	--	--	(28)
	30-44	19%	32%	30%	16%	2%	--	--	(91)
	45-59	28%	26%	28%	14%	3%	1%	--	(191)
	60 plus	29%	34%	23%	10%	2%	2%	--	(211)
Education	Never attended college	31%	31%	22%	13%	2%	1%	--	(224)
	Some college	35%	21%	25%	16%	2%	1%	--	(136)
	College graduate	24%	32%	31%	11%	--	1%	--	(160)
Income	Under \$40,000	38%	30%	17%	12%	2%	1%	--	(185)
	\$40,000 to \$80,000	22%	29%	33%	13%	2%	1%	--	(188)
	Over \$80,000	36%	19%	28%	16%	--	1%	--	(87)
Region	Milwaukee County*	50%	17%	25%	6%	--	2%	--	(47)
	SE WI, w/o Milwaukee	32%	29%	26%	13%	--	--	--	(92)
	SC WI, Madison Area	30%	28%	28%	12%	1%	1%	--	(94)
	NE WI, Fox Valley	33%	24%	27%	15%	--	1%	--	(96)
	North Central WI	34%	29%	18%	13%	5%	1%	--	(82)
	Western & NW WI	10%	40%	28%	18%	2%	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic are the Wages that Employers in Wisconsin Pay Their Employees?**

		<b>Extremely</b>	<b>Quite</b>	<b>Some- what</b>	<b>Slightly</b>	<b>Not at all</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
<b>Overall</b>		<b>11%</b>	<b>18%</b>	<b>38%</b>	<b>18%</b>	<b>8%</b>	<b>4%</b>	<b>1%</b>	<b>(521)</b>
Gender	Men	11%	13%	35%	27%	9%	3%	2%	(218)
	Women	11%	24%	42%	11%	7%	5%	--	(303)
Party ID	Democrats	16%	23%	41%	13%	4%	3%	--	(185)
	Independents & Others	10%	18%	43%	13%	10%	5%	<1%	(204)
	Republicans	8%	14%	30%	32%	11%	5%	--	(127)
Age	18-29*	15%	19%	33%	20%	8%	--	4%	(28)
	30-44	10%	13%	46%	16%	10%	5%	--	(91)
	45-59	11%	24%	38%	18%	6%	2%	--	(191)
	60 plus	9%	17%	33%	20%	9%	12%	--	(211)
Education	Never attended college	16%	12%	36%	22%	8%	3%	2%	(224)
	Some college	10%	25%	41%	9%	7%	7%	1%	(136)
	College graduate	5%	20%	39%	22%	10%	4%	--	(160)
Income	Under \$40,000	16%	25%	33%	16%	6%	4%	--	(185)
	\$40,000 to \$80,000	9%	15%	41%	18%	12%	4%	1%	(188)
	Over \$80,000	10%	21%	40%	22%	5%	2%	--	(87)
Region	Milwaukee County*	17%	18%	45%	8%	6%	6%	--	(47)
	SE WI, w/o Milwaukee	9%	17%	40%	19%	7%	8%	--	(92)
	SC WI, Madison Area	12%	9%	43%	19%	7%	4%	5%	(94)
	NE WI, Fox Valley	11%	20%	36%	13%	17%	2%	1%	(96)
	North Central WI	11%	25%	35%	19%	9%	1%	--	(82)
	Western & NW WI	9%	23%	32%	29%	--	7%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic are the Costs of Health Care?**

		<b>Extremely</b>	<b>Quite</b>	<b>Some- what</b>	<b>Slightly</b>	<b>Not at all</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
<b>Overall</b>		<b>50%</b>	<b>25%</b>	<b>13%</b>	<b>7%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>(521)</b>
Gender	Men	44%	24%	15%	11%	1%	3%	2%	(218)
	Women	56%	26%	11%	4%	3%	<1%	--	(303)
Party ID	Democrats	54%	28%	9%	4%	1%	4%	--	(185)
	Independents & Others	48%	29%	13%	5%	4%	<1%	--	(204)
	Republicans	48%	19%	17%	15%	1%	--	--	(127)
Age	18-29*	42%	23%	11%	16%	--	4%	4%	(28)
	30-44	50%	25%	15%	6%	4%	--	--	(91)
	45-59	53%	29%	12%	4%	1%	1%	--	(191)
	60 plus	53%	23%	13%	6%	4%	1%	--	(211)
Education	Never attended college	52%	20%	13%	11%	2%	--	2%	(224)
	Some college	50%	28%	12%	5%	3%	1%	--	(136)
	College graduate	47%	30%	14%	4%	1%	4%	--	(160)
Income	Under \$40,000	55%	21%	9%	9%	2%	4%	--	(185)
	\$40,000 to \$80,000	47%	25%	17%	8%	2%	1%	--	(188)
	Over \$80,000	52%	32%	12%	2%	2%	--	--	(87)
Region	Milwaukee County*	46%	32%	18%	2%	2%	--	--	(47)
	SE WI, w/o Milwaukee	53%	27%	11%	6%	1%	2%	--	(92)
	SC WI, Madison Area	48%	23%	10%	6%	2%	5%	5%	(94)
	NE WI, Fox Valley	53%	21%	15%	8%	3%	--	--	(96)
	North Central WI	50%	23%	9%	13%	5%	--	--	(82)
	Western & NW WI	48%	30%	14%	7%	--	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic is the Price of Gasoline?**

		<b>Extremely</b>	<b>Quite</b>	<b>Some- what</b>	<b>Slightly</b>	<b>Not at all</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
<b>Overall</b>		<b>72%</b>	<b>19%</b>	<b>5%</b>	<b>3%</b>	<b>&lt;1%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	63%	24%	7%	6%	--	--	--	(218)
	Women	81%	15%	3%	1%	<1%	<1%	--	(303)
Party ID	Democrats	77%	17%	4%	1%	1%	--	--	(185)
	Independents & Others	71%	22%	5%	2%	--	<1%	--	(204)
	Republicans	67%	17%	7%	8%	1%	--	--	(127)
Age	18-29*	73%	19%	--	8%	--	-	--	(28)
	30-44	73%	18%	7%	2%	--	-	--	(91)
	45-59	72%	20%	6%	1%	1%	-	--	(191)
	60 plus	72%	20%	5%	2%	--	1%	--	(211)
Education	Never attended college	76%	15%	3%	5%	--	1%	--	(224)
	Some college	78%	15%	3%	3%	1%	--	--	(136)
	College graduate	60%	30%	8%	1%	1%	--	--	(160)
Income	Under \$40,000	77%	18%	1%	4%	--	<1%	--	(185)
	\$40,000 to \$80,000	70%	19%	6%	5%	--	--	--	(188)
	Over \$80,000	70%	22%	6%	1%	1%	--	--	(87)
Region	Milwaukee County*	69%	29%	2%	--	--	--	--	(47)
	SE WI, w/o Milwaukee	72%	19%	4%	3%	1%	--	--	(92)
	SC WI, Madison Area	76%	16	6%	1%	--	1%	--	(94)
	NE WI, Fox Valley	78%	8%	8%	6%	--	--	--	(96)
	North Central WI	67%	22%	4%	7%	--	--	--	(82)
	Western & NW WI	67%	28%	3%	1%	1%	--	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic are Home Heating and Energy Prices?**

		<b>Extremely</b>	<b>Quite</b>	<b>Some- what</b>	<b>Slightly</b>	<b>Not at all</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
<b>Overall</b>		<b>48%</b>	<b>19%</b>	<b>20%</b>	<b>11%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	46%	16%	23%	14%	1%	<1%	--	(218)
	Women	50%	23%	17%	8%	1%	<1%	--	(303)
Party ID	Democrats	41%	22%	23%	11%	2%	--	--	(185)
	Independents & Others	52%	24%	17%	6%	--	<1%	--	(204)
	Republicans	50%	10%	22%	17%	1%	--	--	(127)
Age	18-29*	43%	7%	23%	27%	--	--	--	(28)
	30-44	45%	21%	27%	6%	1%	--	--	(91)
	45-59	51%	25%	18%	5%	1%	--	--	(191)
	60 plus	54%	22%	13%	8%	2%	1%	--	(211)
Education	Never attended college	53%	14%	16%	15%	2%	<1%	--	(224)
	Some college	57%	18%	11%	13%	--	1%	--	(136)
	College graduate	31%	28%	36%	5%	--	--	--	(160)
Income	Under \$40,000	41%	16%	23%	17%	2%	1%	--	(185)
	\$40,000 to \$80,000	53%	18%	16%	11%	1%	1%	--	(188)
	Over \$80,000	47%	23%	26%	2%	1%	--	--	(87)
Region	Milwaukee County*	51%	16%	27%	6%	--	--	--	(47)
	SE WI, w/o Milwaukee	46%	17%	27%	10%	--	--	--	(92)
	SC WI, Madison Area	40%	21%	28%	9%	1%	1%	--	(94)
	NE WI, Fox Valley	48%	18%	14%	19%	1%	--	--	(96)
	North Central WI	56%	20%	12%	11%	1%	--	--	(82)
	Western & NW WI	50%	22%	18%	7%	3%	--	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic is the Price of Food?**

		<b>Extremely</b>	<b>Quite</b>	<b>Some- what</b>	<b>Slightly</b>	<b>Not at all</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
<b>Overall</b>		<b>23%</b>	<b>20%</b>	<b>34%</b>	<b>16%</b>	<b>5%</b>	<b>&lt;1%</b>	<b>1%</b>	<b>(521)</b>
Gender	Men	20%	13%	41%	16%	8%	2%	--	(218)
	Women	26%	27%	28%	17%	2%	--	--	(303)
Party ID	Democrats	24%	21%	36%	15%	3%	1%	--	(185)
	Independents & Others	20%	22%	35%	16%	6%	1%	--	(204)
	Republicans	26%	15%	32%	20%	7%	--	--	(127)
Age	18-29*	21%	12%	29%	29%	4%	--	5%	(28)
	30-44	20%	17%	39%	16%	6%	1%	--	(91)
	45-59	24%	29%	34%	6%	7%	--	--	(191)
	60 plus	26%	20%	33%	18%	2%	1%	--	(211)
Education	Never attended college	28%	18%	27%	18%	7%	--	2%	(224)
	Some college	23%	21%	31%	20%	4%	1%	--	(160)
	College graduate	16%	21%	47%	11%	4%	1%	--	(160)
Income	Under \$40,000	29%	20%	28%	20%	3%	--	--	(185)
	\$40,000 to \$80,000	21%	21%	36%	16%	6%	<1%	--	(188)
	Over \$80,000	21%	22%	39%	8%	10%	--	--	(87)
Region	Milwaukee County*	21%	23%	29%	13%	10%	4%	--	(47)
	SE WI, w/o Milwaukee	21%	17%	43%	16%	3%	--	--	(92)
	SC WI, Madison Area	21%	17%	38%	16%	2%	--	5%	(94)
	NE WI, Fox Valley	26%	22%	30%	21%	1%	--	--	(96)
	North Central WI	28%	13%	29%	18%	12%	--	--	(82)
	Western & NW WI	19%	27%	33%	13%	7%	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic are the Prices of Large Household Items Like Appliances and Furniture?**

		Extremely	Quite	Some- what	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>10%</b>	<b>10%</b>	<b>38%</b>	<b>26%</b>	<b>13%</b>	<b>3%</b>	--	<b>(521)</b>
Gender	Men	5%	9%	35%	32%	17%	2%	--	(218)
	Women	14%	12%	41%	20%	10%	4%	--	(303)
Party ID	Democrats	11%	11%	39%	23%	11%	5%	--	(185)
	Independents & Others	11%	10%	39%	22%	15%	2%	--	(204)
	Republicans	7%	10%	36%	35%	11%	1%	--	(127)
Age	18-29*	6%	12%	48%	21%	12%	--	--	(28)
	30-44	11%	5%	29%	36%	19%	--	--	(91)
	45-59	5%	15%	42%	23%	13%	2%	--	(191)
	60 plus	17%	9%	33%	23%	8%	10%	--	(211)
Education	Never attended college	10%	13%	39%	25%	9%	3%	--	(224)
	Some college	13%	9%	39%	23%	13%	3%	--	(160)
	College graduate	5%	6%	35%	31%	20%	3%	--	(160)
Income	Under \$40,000	15%	21%	35%	17%	8%	4%	--	(185)
	\$40,000 to \$80,000	7%	7%	43%	29%	13%	1%	--	(188)
	Over \$80,000	6%	4%	37%	35%	15%	3%	--	(87)
Region	Milwaukee County*	10%	2%	49%	21%	16%	2%	--	(47)
	SE WI, w/o Milwaukee	7%	7%	32%	30%	21%	3%	--	(92)
	SC WI, Madison Area	11%	10%	28%	32%	18%	1%	--	(94)
	NE WI, Fox Valley	9%	9%	45%	25%	9%	3%	--	(96)
	North Central WI	14%	11%	33%	29%	12%	1%	--	(82)
	Western & NW WI	8%	19%	45%	16%	7%	5%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic are the Amount of Property Taxes Home Owners Pay in Wisconsin?**

		<b>Extremely</b>	<b>Quite</b>	<b>Some- what</b>	<b>Slightly</b>	<b>Not at all</b>	<b>Don't Know</b>	<b>Refused</b>	<b>(N)</b>
<b>Overall</b>		<b>33%</b>	<b>25%</b>	<b>25%</b>	<b>13%</b>	<b>2%</b>	<b>2%</b>	<b>&lt;1%</b>	<b>(521)</b>
Gender	Men	32%	21%	26%	19%	1%	<1%	<1%	(218)
	Women	34%	28%	24%	7%	4%	3%	--	(303)
Party ID	Democrats	30%	26%	27%	11%	3%	3%	--	(185)
	Independents & Others	37%	29%	20%	10%	3%	1%	--	(204)
	Republicans	34%	20%	28%	15%	1%	1%	1%	(127)
Age	18-29*	16%	38%	24%	20%	--	2%	--	(28)
	30-44	32%	22%	24%	13%	6%	2%	--	(91)
	45-59	38%	22%	24%	12%	1%	2%	<1%	(191)
	60 plus	44%	19%	26%	7%	2%	2%	--	(211)
Education	Never attended college	39%	19%	23%	15%	1%	3%	--	(224)
	Some college	26%	33%	26%	10%	4%	1%	--	(160)
	College graduate	32%	26%	26%	12%	2%	1%	1%	(160)
Income	Under \$40,000	30%	31%	20%	11%	4%	5%	--	(185)
	\$40,000 to \$80,000	33%	22%	32%	11%	2%	--	--	(188)
	Over \$80,000	37%	25%	23%	13%	1%	--	1%	(87)
Region	Milwaukee County*	48%	27%	11%	4%	4%	6%	--	(47)
	SE WI, w/o Milwaukee	37%	20%	24%	14%	1%	3%	--	(92)
	SC WI, Madison Area	34%	19%	28%	16%	2%	1%	--	(94)
	NE WI, Fox Valley	30%	27%	26%	12%	2%	1%	1%	(96)
	North Central WI	26%	30%	27%	12%	5%	--	--	(82)
	Western & NW WI	31%	25%	24%	15%	2%	2%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

## SURVEY QUESTION WORDING

MIPWI	What would you say, if anything, is the <b>most</b> important problem facing Wisconsin today? [INTERVIEWER: RECORD VERBATIM RESPONSE, READ BACK TO R AND VERIFY]
ECON01	Thinking about the current economic conditions in the state of Wisconsin, would you say that economically, Wisconsin is in good times or bad times right now?
ECON04	In the next 12 months or so, do you expect economic conditions in the state of Wisconsin to get better, get worse or stay about the same?
ECON05	In the next 12 months or so, do you expect economic conditions in your town and the surrounding region to get better, get worse or stay about the same?
ECON03A	In the next 12 months or so, do you expect economic conditions in the United States to get better, get worse or stay about the same?
ECON11	How worried are you about being able to pay your bills? Would you say, not at all worried, slightly worried, moderately worried, quite worried, or extremely worried?
ECON13A	Do you currently own your home or do you rent from someone else?
ECON13	[#Note: asked only to home owners.] How worried are you about seeing the value of your home drop? (INT: IF NECESSARY: "Would you say not at all worried, slightly worried, moderately worried, quite worried, or extremely worried?")
ECON14	How worried are you about losing your job or are you not currently employed for wages? (INT: IF NECESSARY: "Would you say not at all worried, slightly worried, moderately worried, quite worried, or extremely worried?")
ECON10_intro	Now, I am going to read you a list of some economic issues. For each issue please tell me how problematic it is for residents of Wisconsin.
ECON10A	How problematic is it that Wisconsin is losing jobs? Would you say it is not at all problematic, a little problematic, somewhat problematic, quite problematic, or extremely problematic?
ECON10B	How problematic are the wages that employers in Wisconsin pay their employees? Would you say it is not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?
ECON10C	How problematic are the costs of health care? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
ECON10D	How problematic is the price of gasoline? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
ECON10E	How problematic are home heating and energy prices? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
ECON10F	How problematic is the price of food? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")

- ECON10G How problematic are the prices of large household items like appliances and furniture? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?)
- ECON10H How problematic are the amount of property taxes home owners pay in Wisconsin? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?)

### DEFINITION OF REGIONS

Region	Counties Included in Region
<b>Milwaukee County:</b>	only Milwaukee County
<b>SE WI, without Milwaukee County:</b>	Kenosha, Ozaukee, Racine, Walworth, Washington, Waukesha
<b>SC WI, Madison area:</b>	Columbia, Dane, Dodge, Green, Iowa, Jefferson, Lafayette, Rock, Sauk
<b>NE WI, Fox Valley &amp; Green Bay:</b>	Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Outagamie, Sheboygan, Winnebago
<b>North Central WI:</b>	Adams, Florence, Forest, Green Lake, Iron, Juneau, Langlade, Lincoln, Marathon, Marinette, Marquette, Menominee, Oconto, Oneida, Portage, Shawano, Vilas, Waupaca, Waushara, Wood
<b>Western &amp; North Western WI:</b>	Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Crawford, Douglas, Dunn, Eau Claire, Grant, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Price, Richland, Rusk, Sawyer, St. Croix, Taylor, Trempealeau, Vernon, Washburn

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Data sources: (1) question asked to respondents "In which county do you live?", (2) question asked to respondents "What is your zip code?", and (3) the county that the telephone number is assigned to by SSI (by plurality of listed telephone numbers known to be in a county).

## HOW THE POLL WAS DONE

This BADGER POLL™ was conducted by the University of Wisconsin Survey Center as part of its ongoing program of research designed to benefit the research community and the people of Wisconsin. The Director of the poll operations is Chad J. Kniss, UW Survey Center. The Faculty Director of the Poll content is Professor Katherine Cramer Walsh, Department of Political Science, UW-Madison. The BADGER POLL™ is intended to be a "poll of record" for the state, investigating matters of concern to Wisconsinites including politics, culture, and their daily lives, adhering to the highest standards of polling methodology and rigorous independence.

Results shown here are based on 521 persons who were randomly chosen within households with working landline telephone numbers and interviewed between April 15 and April 24, 2008, inclusive. During this time period, the UWSC made just under 12,900 phone calls to 2,860 telephone numbers. Calls were made between 9AM and 9PM Monday through Friday and between 10AM and 5PM on Saturday and from 12 noon to 9PM on Sunday. All telephone numbers were randomly generated by computer. The UWSC made up to 10 attempts on each number in order to confirm if it was a residential number, select an eligible respondent and/or to convert first time refusals. Approximately 66% of the 521 interviews were completed in the first five days of calling.

Theoretically, results from this survey have a "margin of error" of a little over +/- 4%. This means that, had we asked every resident in Wisconsin, exactly these questions at the time the survey was conducted, there is only a one in twenty chance that the answers would differ by more than that in either direction from what we report here. There could be differences because of changes in question wording, events occurring in the meantime, or any of the practical difficulties involved in taking a scientific survey. Results based on subgroups are subject to a larger "margin of error". Results reported here are based on weighted data (weighted to reflect statewide gender and age groups).