

WISCONSIN POLL RESULTS – AUGUST 2006

The WISC-TV Poll was conducted from August 14 through August 16, 2006 by Research 2000. It was paid for by WISC-TV (CBS, Madison). A total of 600 likely voters who vote regularly in state elections were interviewed statewide by telephone.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect the voter registration of distribution by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4% percentage points. This means that there is a 95 percent probability that the “true” figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as for gender or party affiliation.

SAMPLE FIGURES:

Men	282	(48%)
Women	318	(52%)
Democrats	223	(37%)
Republicans	215	(36%)
Independents/Other	162	(27%)

DOYLE JOB PERFORMANCE:

QUESTION: How would you rate the performance of Jim Doyle as Governor; excellent, good, only fair, or poor?

	EXCELLENT	GOOD	FAIR	POOR	NOT SURE
ALL	8%	40%	33%	7%	12%
MEN	6%	39%	36%	9%	10%
WOMEN	10%	41%	30%	5%	14%
DEMOCRATS	14%	59%	14%	2%	11%
REPUBLICANS	3%	21%	55%	15%	6%
INDEPENDENTS	7%	40%	31%	4%	18%
MILWAUKEE/METRO	10%	42%	31%	5%	12%
MADISON	14%	46%	27%	4%	9%
LACROSSE/EAU CLAIRE	9%	41%	33%	6%	11%
GREEN BAY	7%	38%	36%	6%	13%

2006 GOVERNOR RACE:

I am going to list the names of a few individuals who are active in public life. After I mention each one, I would simply like for you to tell me if you recognize that individual. If you do recognize the individual, I will then ask you if you have a favorable or unfavorable opinion of that individual.

A. The first name is _____. Do you recognize that name?

B. (IF YES) Do you have a favorable or unfavorable opinion of _____?

	<u>FAV</u>	<u>UNFAV</u>	<u>NO OPINION</u>
Jim Doyle	48%	36%	16%
Mark Green	37%	25%	38%

QUESTION: If the 2006 election for Governor were held today, would you vote for Jim Doyle, the Democrat, or Mark Green, the Republican?

	<u>DOYLE</u>	<u>GREEN</u>	<u>UNDECIDED</u>
ALL	48%	38%	14%
MEN	44%	43%	13%
WOMEN	52%	33%	15%
DEMOCRATS	84%	5%	11%
REPUBLICANS	11%	76%	13%
INDEPENDENTS	48%	33%	19%
MILWAUKEE/METRO	52%	34%	14%
MADISON	57%	28%	15%
LACROSSE/EAU CLAIRE	50%	36%	14%
GREEN BAY	45%	39%	16%