

A Survey of Voter Attitudes in Wisconsin

May 16-17, 2010

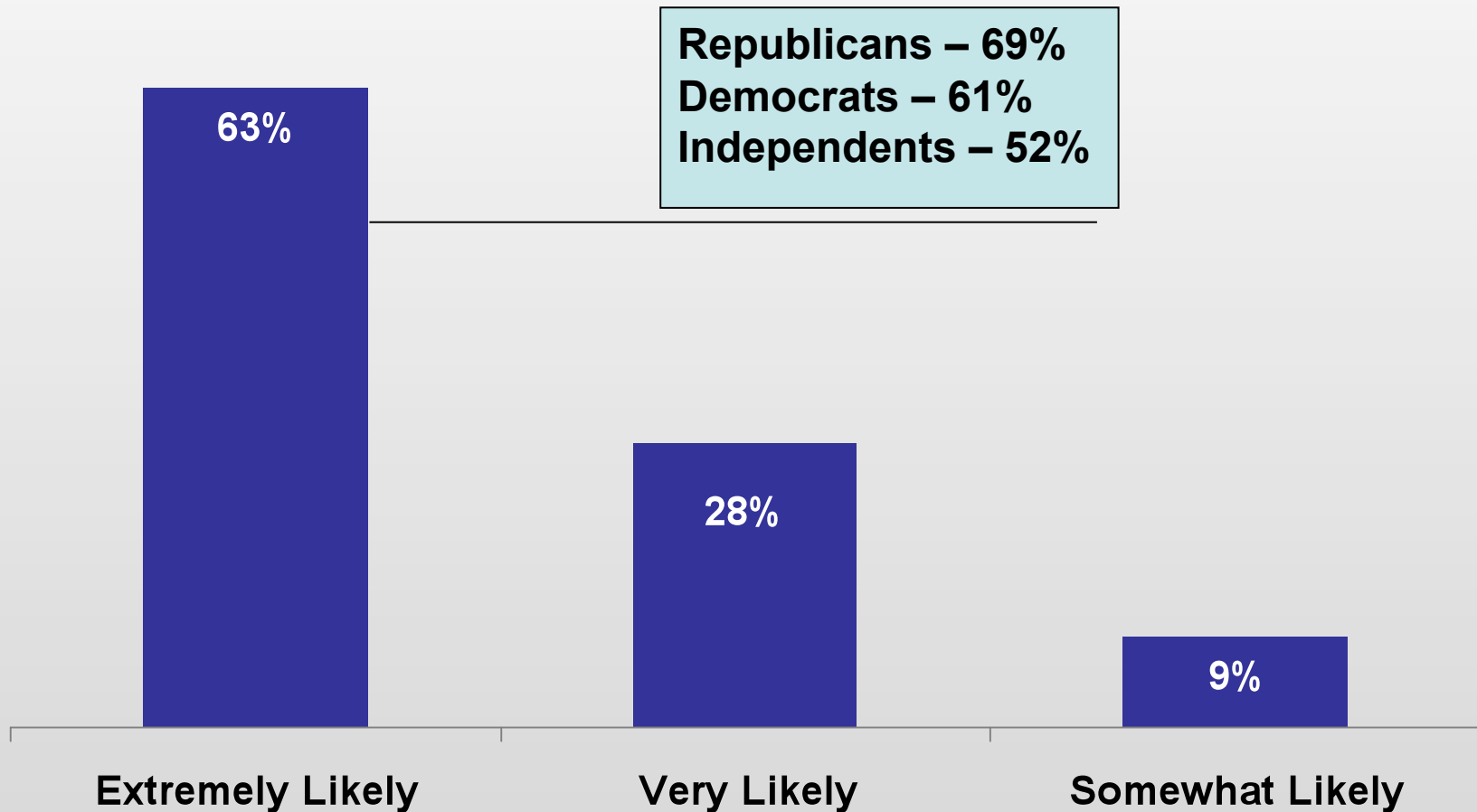
N=600 likely voters / +/- 4.1% Margin of Error



THE TARRANCE GROUP

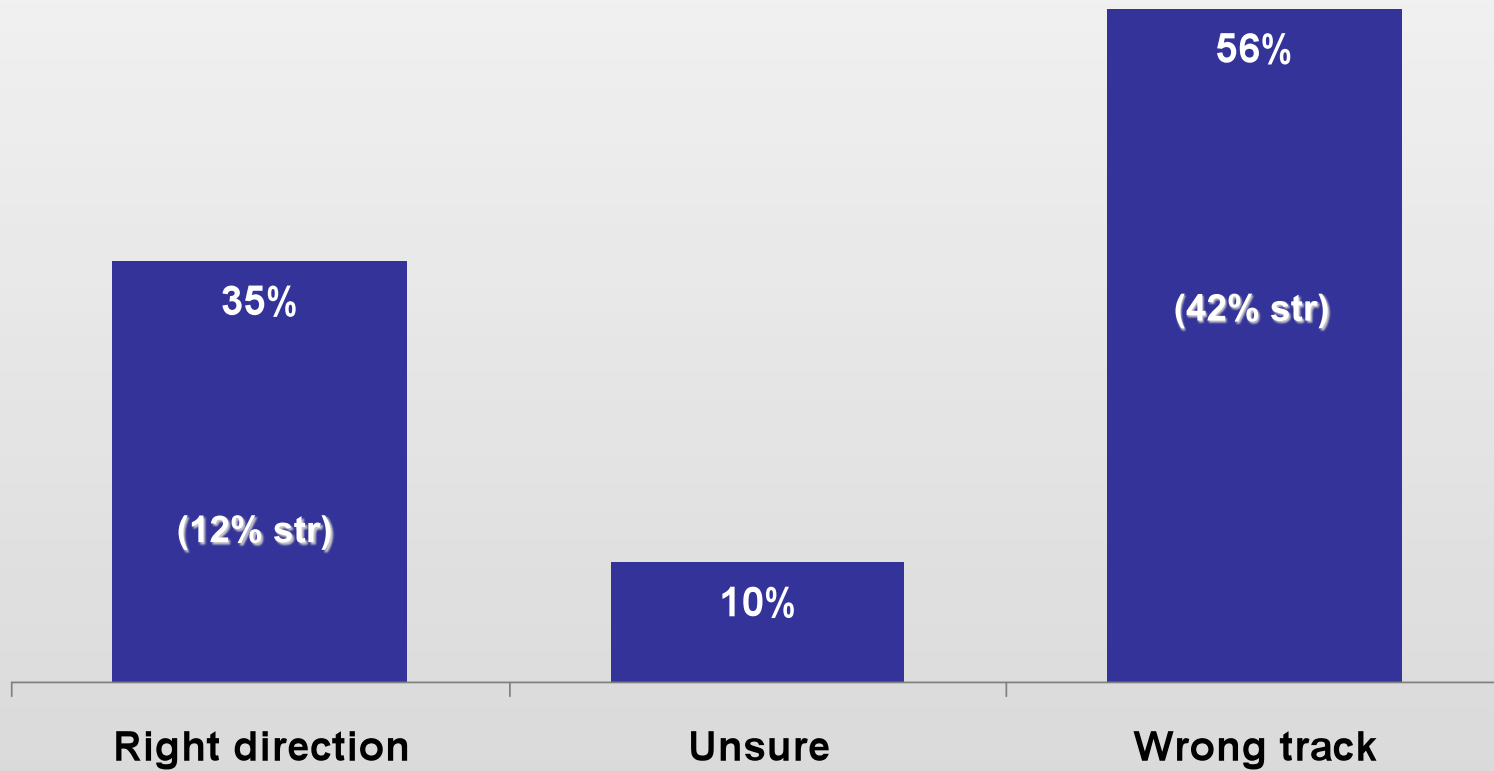


Likelihood to Vote in November Elections



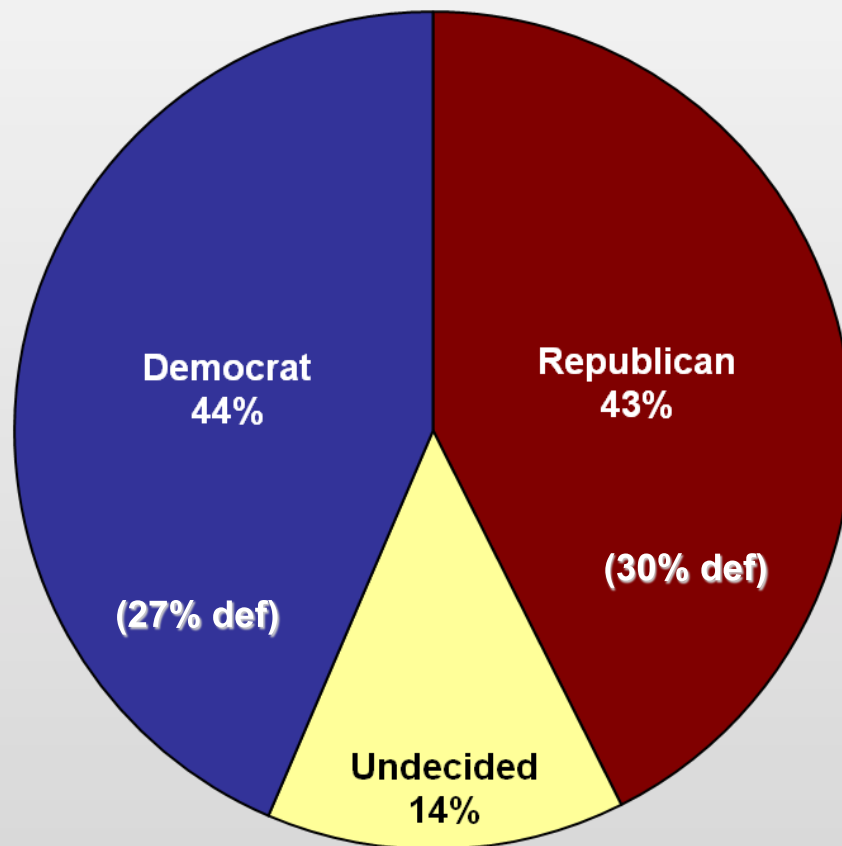


Direction of The State





Generic State Legislative Ballot



Extremely likely to vote-- GOP +4

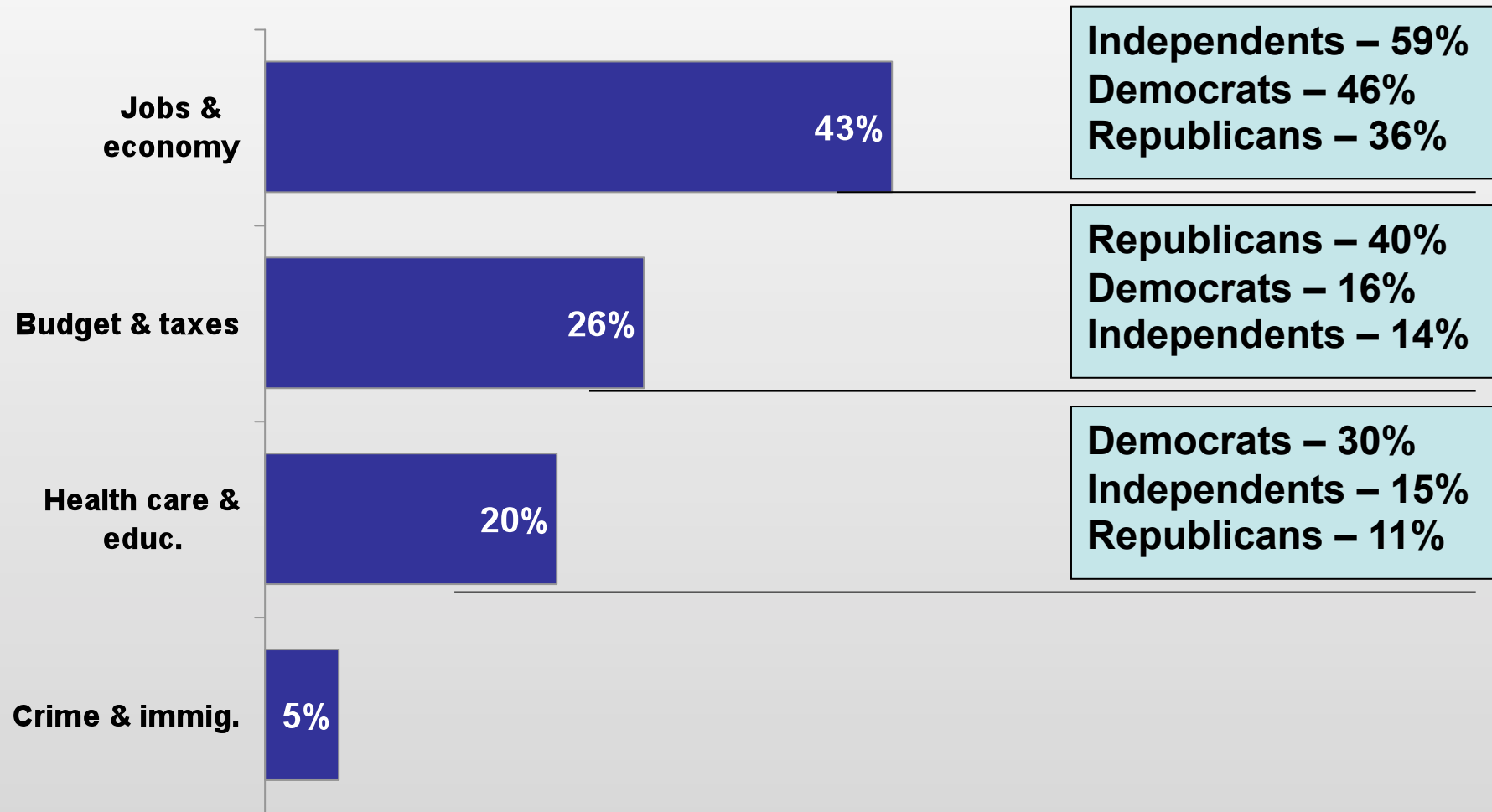
Jobs & Econ-- DEM +11

Budget & Taxes-- GOP +53

H.C. & Educ-- DEM +47

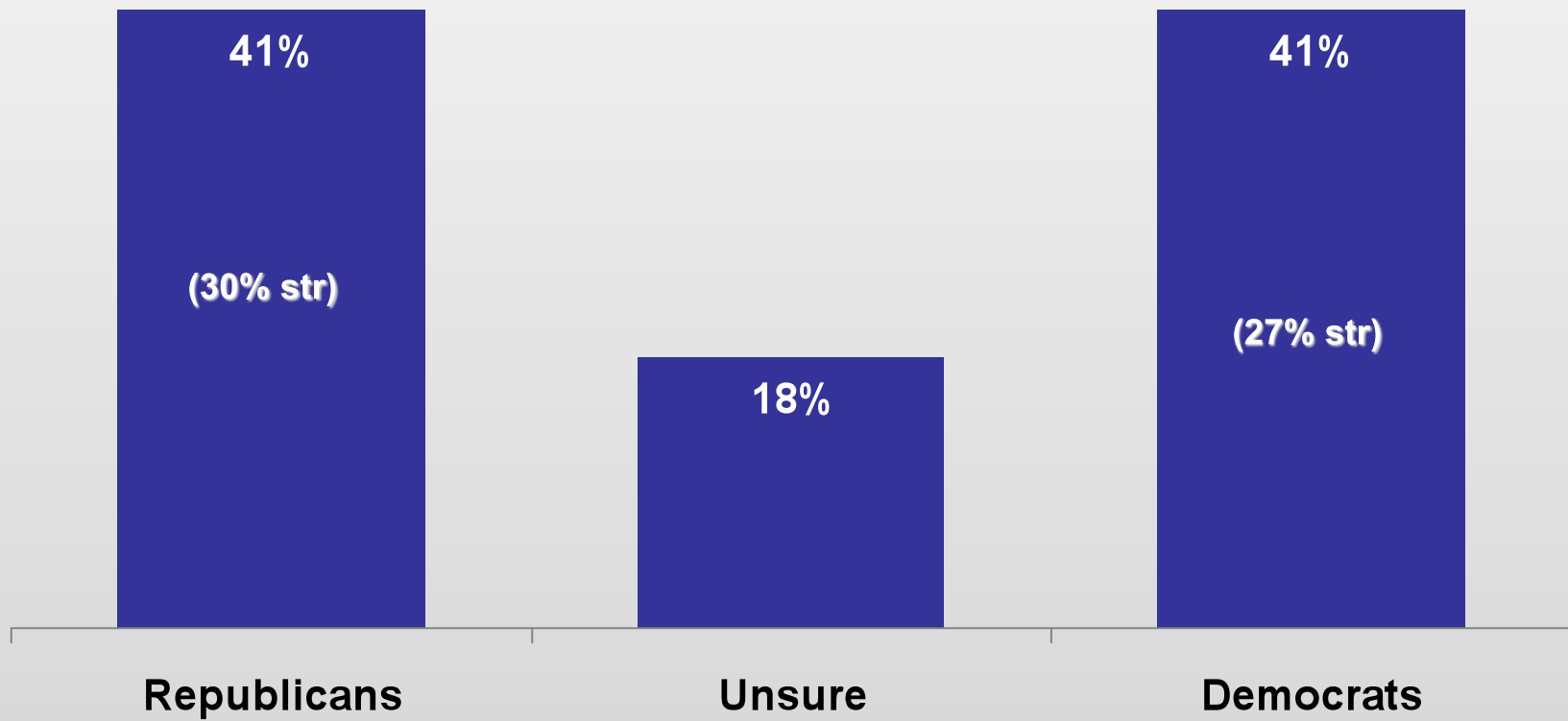


Issue Matrix



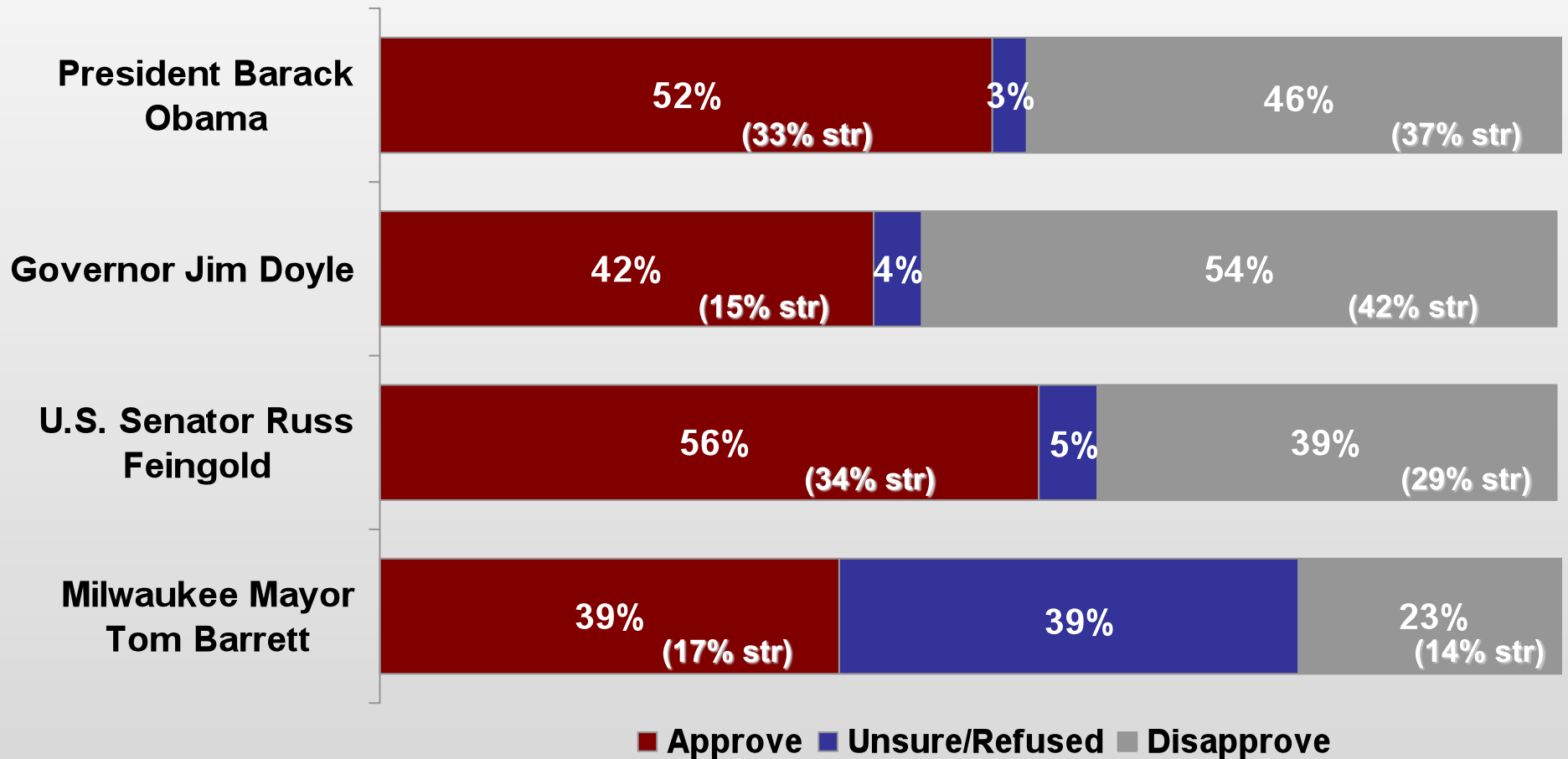


Who do you trust more on the issue of creating jobs and improving the economic climate in Wisconsin the Republicans, or the Democrats, in the state legislature?



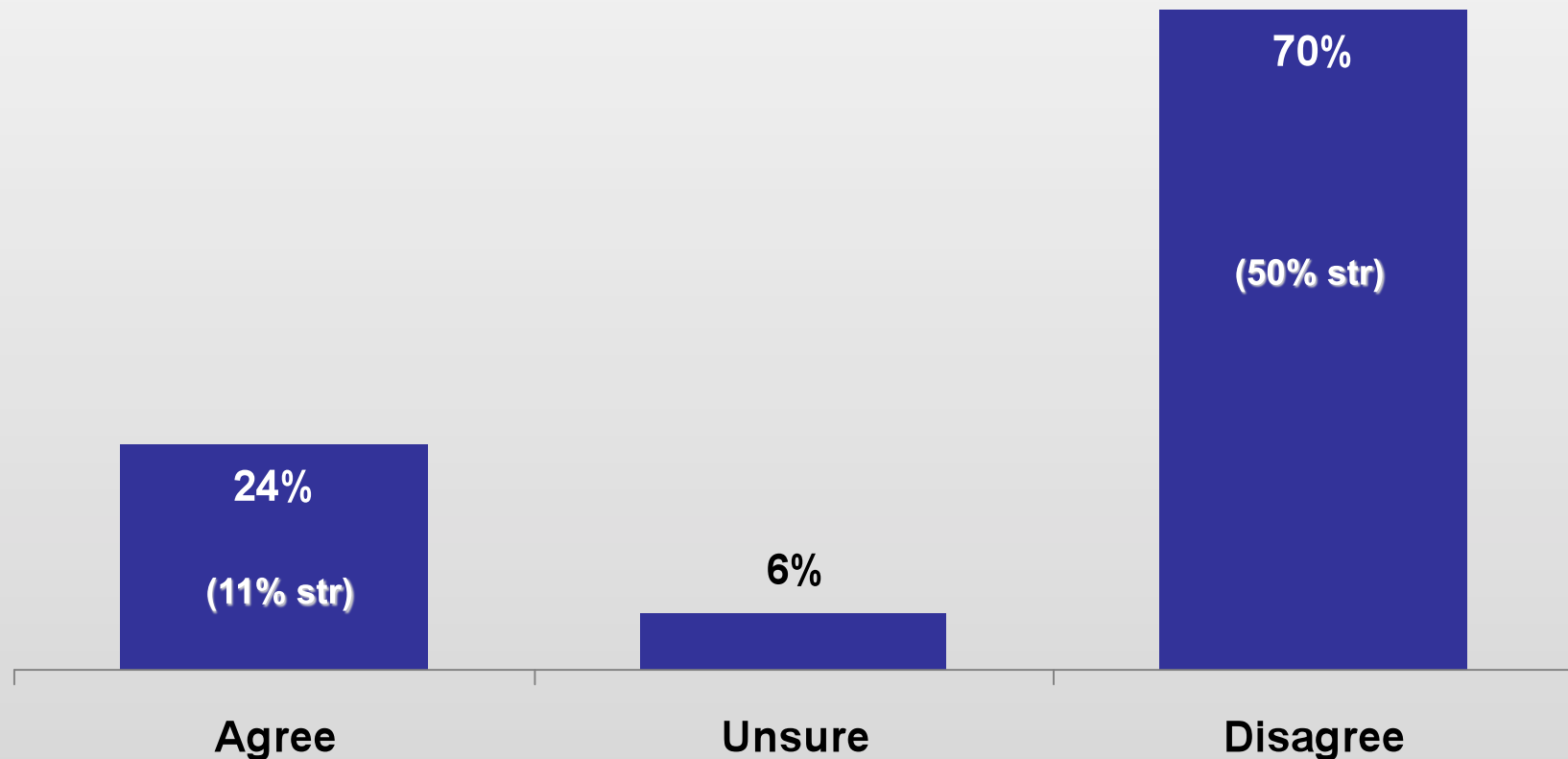


Job Approvals



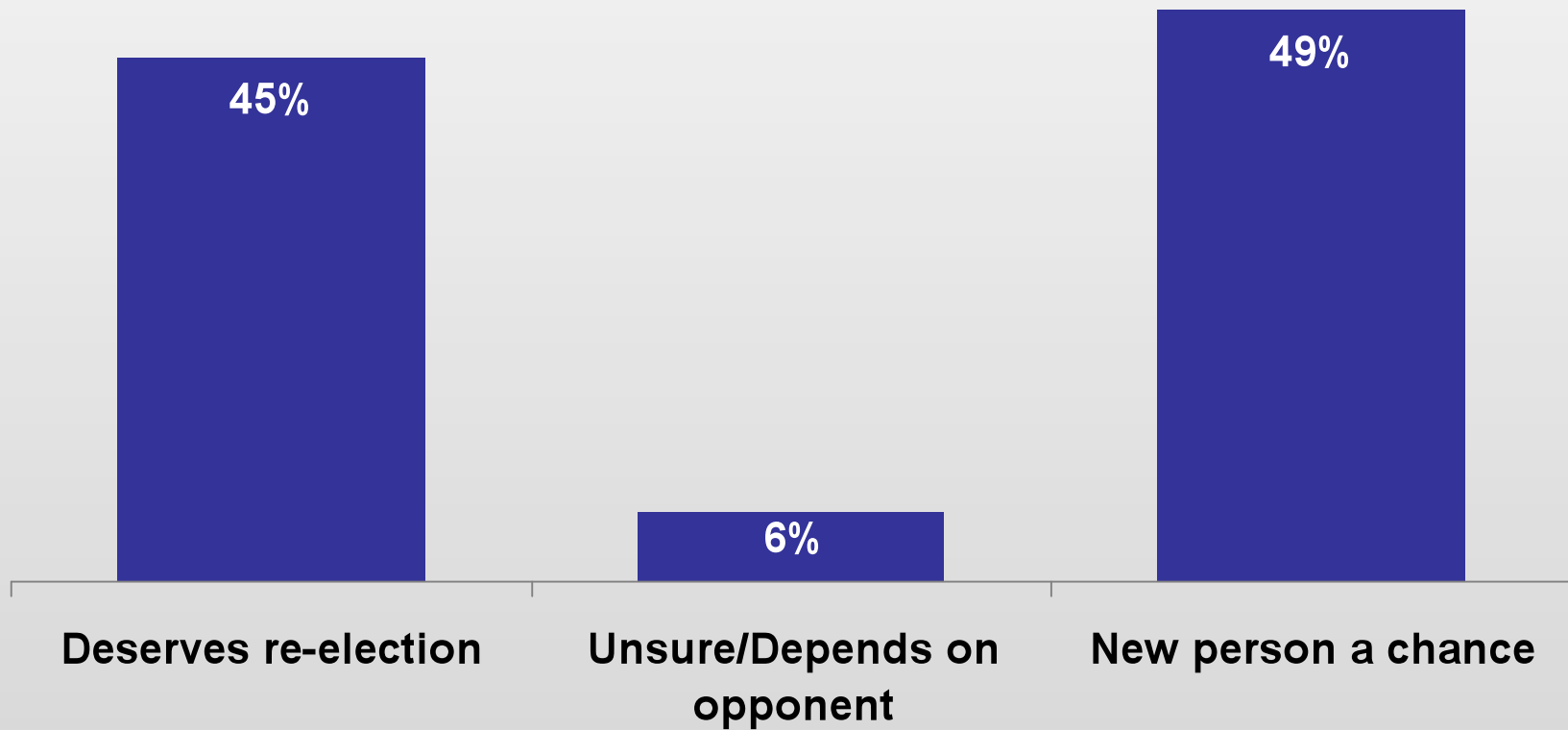


Some people say that the next Governor of Wisconsin should be as much like retiring Governor Doyle as possible. Do you agree or disagree with this statement?



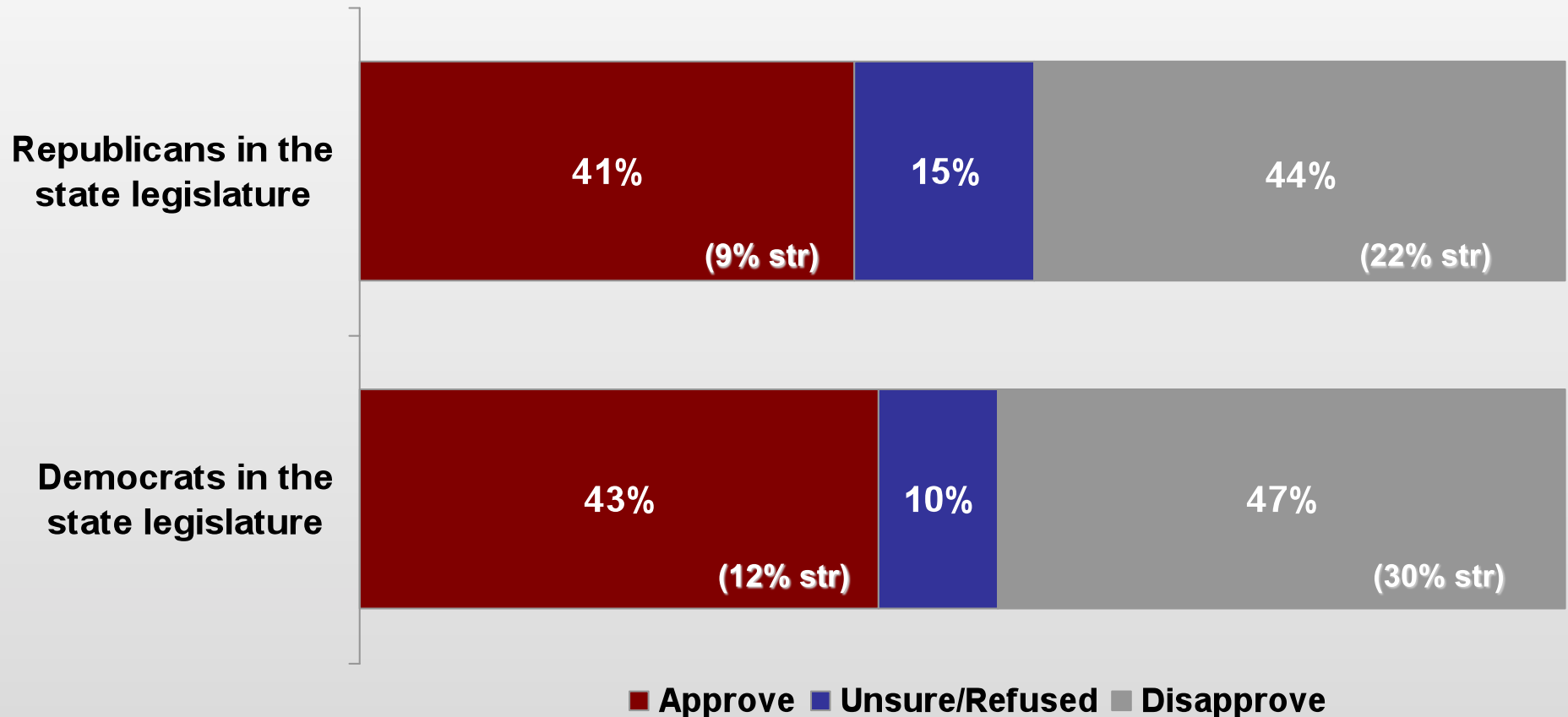


Russ Feingold- Soft Re-Elect





Job Approvals



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...new taxes on business, passed by Governor Doyle and the Democratically controlled state legislature. The law increased taxes on multi-state companies that do business in Wisconsin. Please tell me which viewpoint comes closest to your own.

The Republican candidate says the new tax laws are a job killer. It makes businesses less likely to create new jobs in Wisconsin, and in fact drives jobs out of state. The law should be repealed to encourage businesses to keep and create jobs in the state.

OR

The Democratic candidate says the combined reporting law closed the so-called "Las Vegas Loophole," that allowed out-of-state businesses to get away without paying taxes. We should keep the law, to make sure Wisconsin gets its fair share of taxes.

51%

(38% str)

Republican, repeal law

41%

(28% str)

Democrat, keep law

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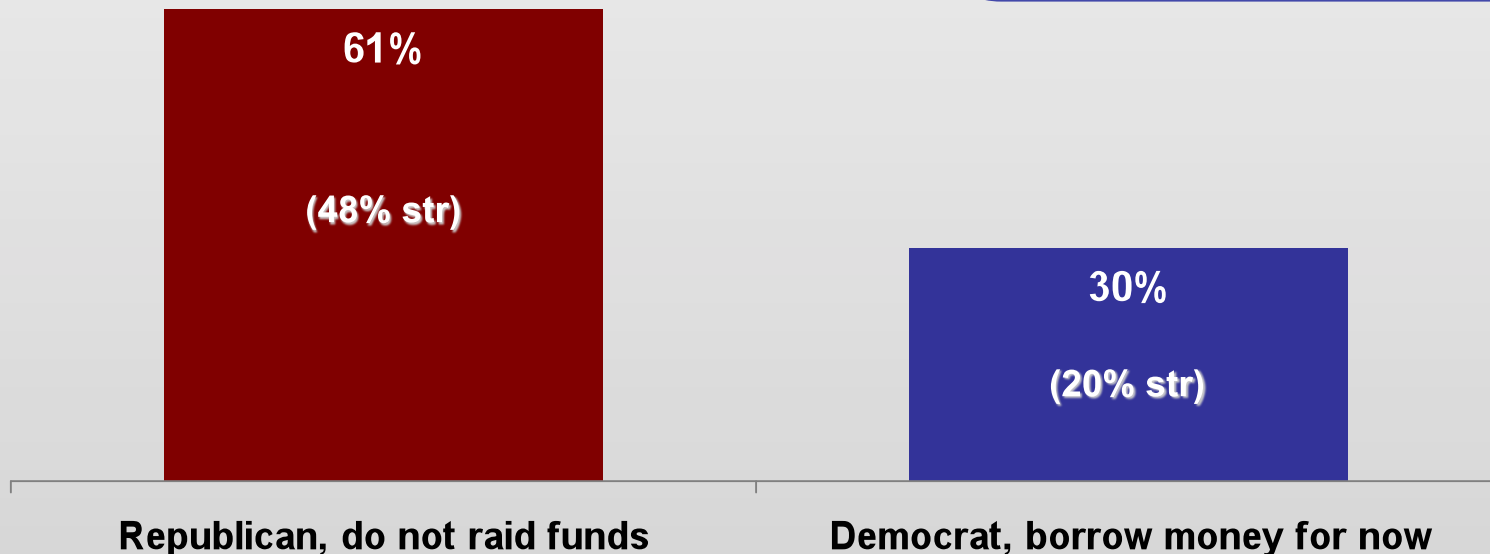


Now I'd like to read you two viewpoints about state budget spending priorities.
Please tell me which one comes closest to your own.

The Republican candidate says we should not raid transportation and health care funding in order to increase education spending. We should instead cut waste and bureaucracy from the education budget, putting more money in the classroom.

OR

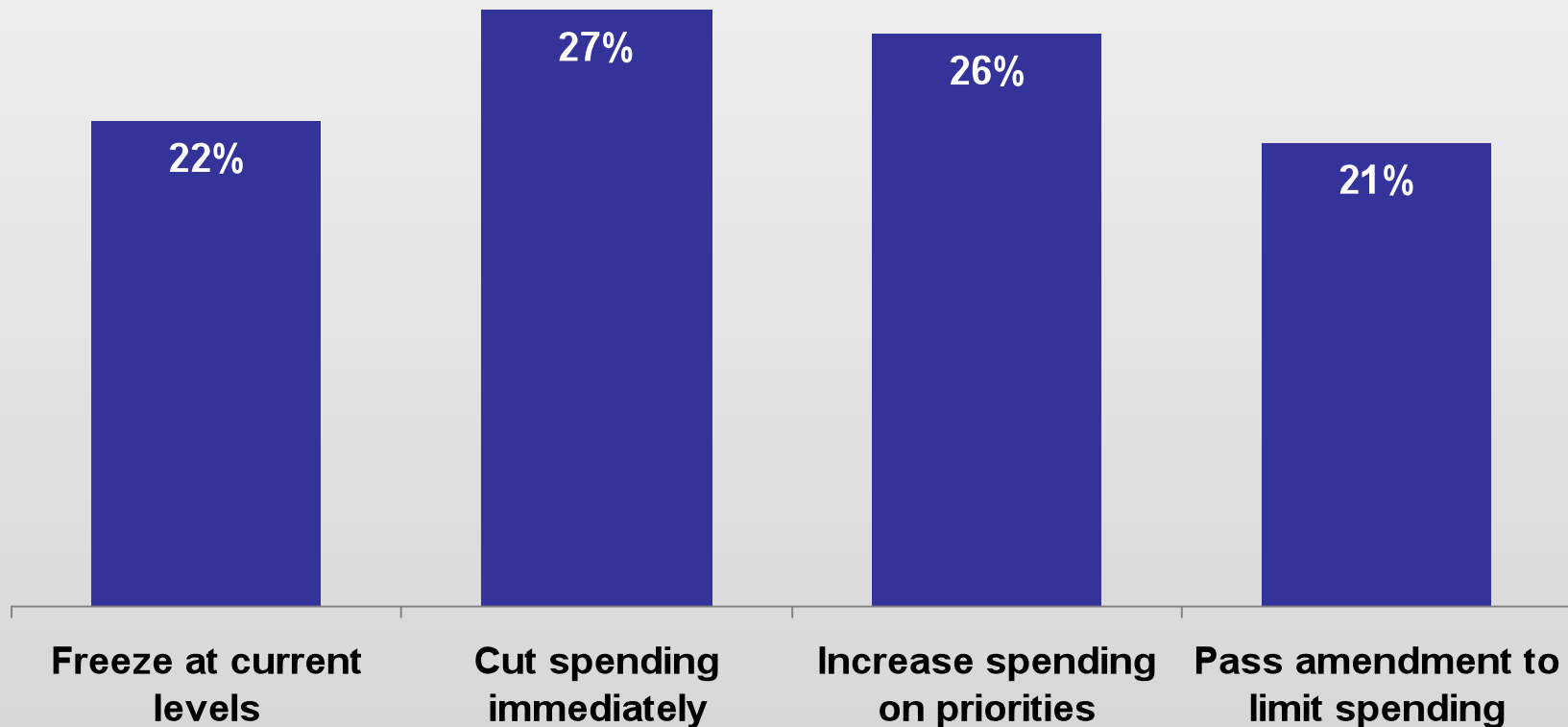
The Democratic candidate says spending more on education is the only way to make sure our students graduate with the skills necessary to get a job. We can borrow money from other funds for now, and pay it back when the economy improves.





Now I'd like to read you four proposals for dealing with Wisconsin's state budget. Please tell me which one proposal you support most.

- Freeze state spending at current levels for the next few years
 - Cut state spending immediately to eliminate the state deficit
- Increase state spending on priorities like K-12 education and health care, or
- Pass a constitutional amendment to limit state spending and build a rainy day fund

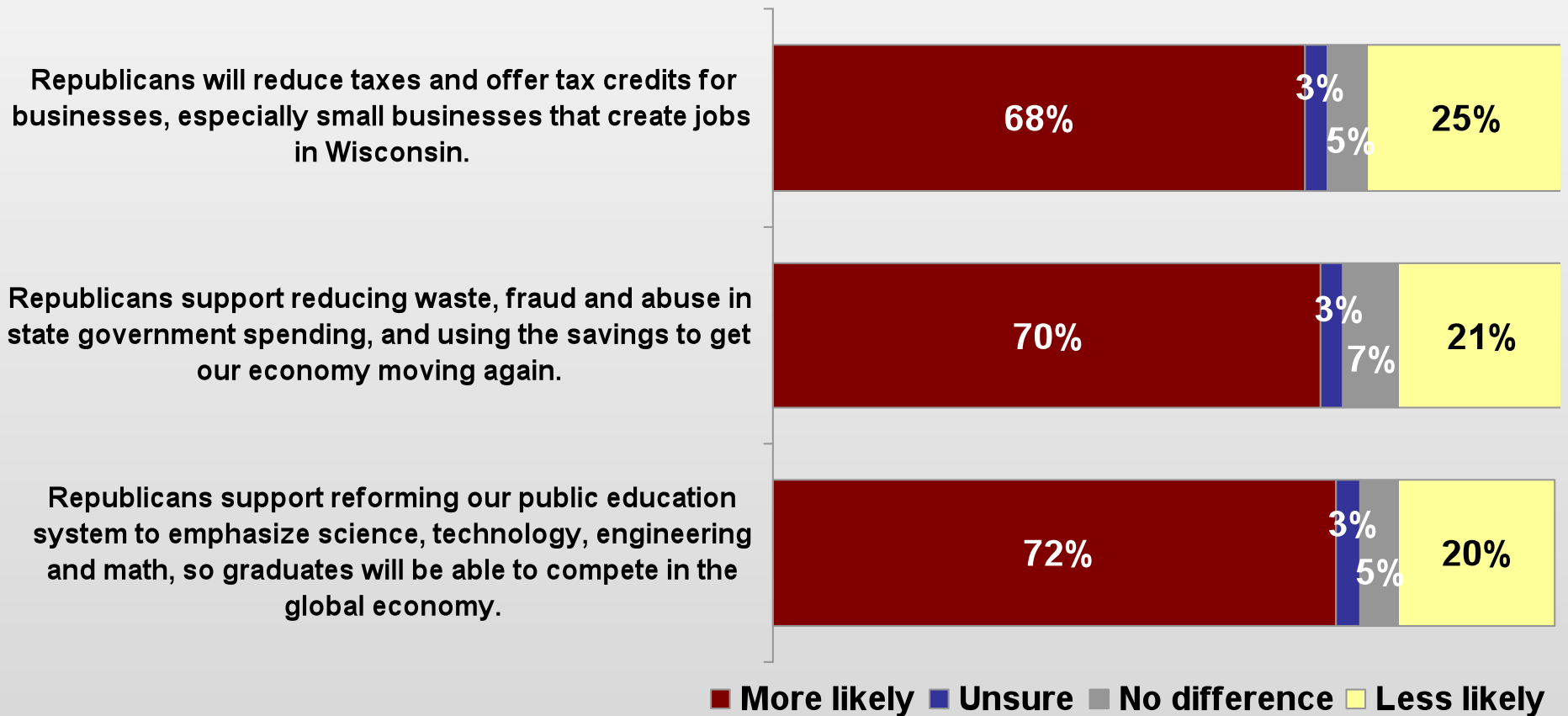


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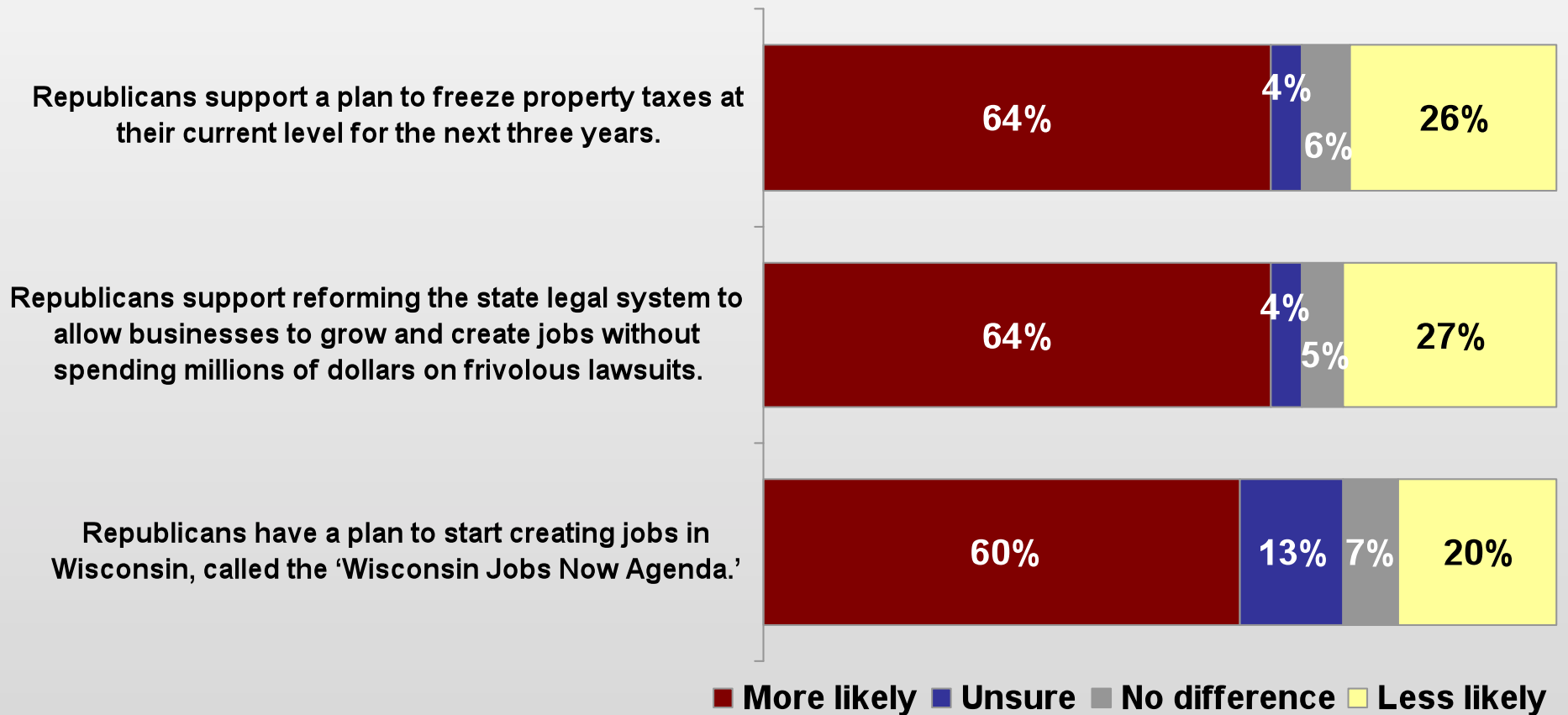


Does knowing about this characteristic or issue position would make you more likely or less likely to vote for a Republican for state legislature.





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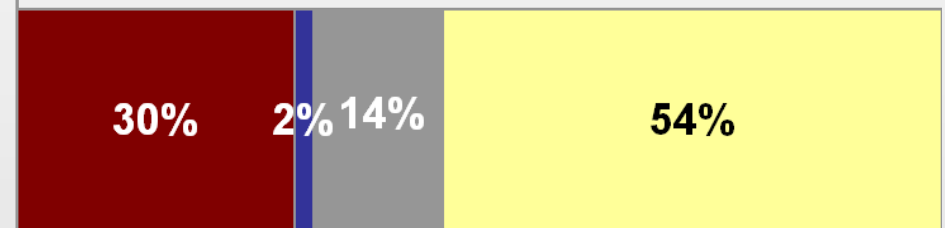
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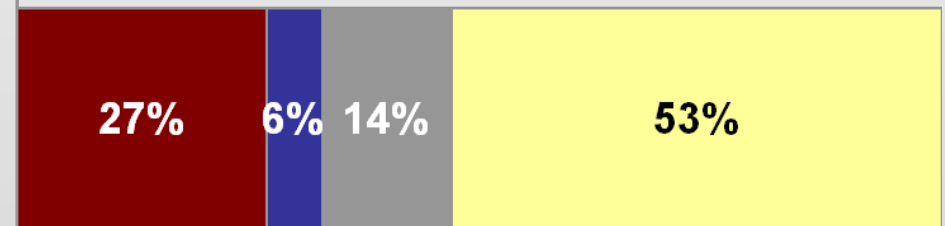


Does knowing about this characteristic or issue position would make you more likely or less likely to vote for a Democrat for state legislature.

Democrats have controlled both bodies of the Wisconsin state legislature for the past two years.



Wisconsin has lost nearly 170,000 jobs since the month before Democrats took over control of the legislature.



■ More likely ■ Unsure ■ No difference ■ Less likely



Conclusions

- The generic ballot is essentially tied, with a GOP edge in intensity, driving by the “wrong track” sentiments.
- Voters strongly driven to make a change from Doyle. Democrats on the ballot must be lashed to his legacy.
- Jobs and the economy still the most important issue overall.
 - For the GOP base, spending and taxes as important as jobs.
- Republican priority is job creation. Cutting waste, fraud and abuse from spending to focus on job creation. Cut taxes, to drive job creation.
- Contrast is on priorities. Democrats are for more spending at any cost: Cost to taxpayers, cost to other funding, cost to jobs.
- A unified message can improve the generic environment, not only changing generic preference, but building on existing intensity.