



**WISCONSIN**

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from September 14 through September 16, 2004. A total of 625 registered Wisconsin voters were interviewed statewide by telephone. All stated they were likely to vote in the November general election.

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 voter turn-out 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 a gender or regional grouping.

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**STATEWIDE NAME RECOGNITION**

Do you recognize the name \_\_\_\_\_?  
 (IF YES) Do you have a favorable, unfavorable or neutral opinion of \_\_\_\_\_?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
George W. Bush	48%	41%	11%	-
John Kerry	37%	39%	24%	-

**QUESTION: If the 2004 presidential election were held today, would you vote for:**

- 44% - the Democratic ticket of John Kerry & John Edwards,
- 46% - the Republican ticket of George W. Bush & Dick Cheney,
- 1% - the independent ticket of Ralph Nader & Peter Camejo

\* - or another party ticket?  
9% - Undecided (NOT READ)

**QUESTION: Do you approve or disapprove of George W. Bush's overall job performance as President?**

Approve	50%
Disapprove	43%
Undecided	7%

**(KERRY SUPPORTERS ONLY n=273) QUESTION: Do you support John Kerry because you like him very much, or do you like him but with reservations, or do you support him because you dislike the other candidates?**

Like him	39%
Like him w/reservations	27%
Dislike other candidates	33%
Other/Not Sure (NOT READ)	1%

**(BUSH SUPPORTERS ONLY n=286) QUESTION: Do you support George W. Bush because you like him very much, or do you like him but with reservations, or do you support him because you dislike the other candidates?**

Like him	71%
Like him w/reservations	24%
Dislike other candidates	4%
Other/Not Sure (NOT READ)	1%

**QUESTION: Do you feel things in the country are on the right track, or do you feel they are on the wrong track?**

Right Track	44%
Wrong Track	44%
Not Sure	12%

**QUESTION: Which ONE of the following issues will be MOST important in determining your vote for president this year: (ORDER ROTATED)**

The Economy	23%
Terrorism and Homeland Security	20%
Iraq	14%
Moral issues & Family values	14%
Health care, including Medicare	14%
Jobs	9%
Taxes	2%
Other (NOT READ)	1%
Not Sure (NOT READ)	2%

**QUESTION: Do you favor or oppose amending your State Constitution to recognize only the union between one man and one woman as a valid marriage under state law? (Is that strongly favor/oppose or somewhat favor/oppose?)**

ST Favor	48%
SW Favor	8%
SW Oppose	8%
ST Oppose	24%
Not Sure	12%

**QUESTION: Regardless of which presidential candidate you support, whom do you trust to handle jobs and the economy? (CHOICES ROTATED)**

Only George W. Bush	33%
Only John Kerry	34%
Do you trust both	9%
Or, do you trust neither?	15%
Not Sure/Refused (NOT READ)	9%

**QUESTION: Do you approve or disapprove of the decision to go to war in Iraq? (Is that strongly approve/disapprove or somewhat approve/disapprove?)**

ST Approve	29%
SW Approve	19%
SW Disapprove	10%
ST Disapprove	36%
Not Sure	7%

**QUESTION: Thinking about the likelihood of terrorist attacks against the U.S., do you think the chances of terrorist attacks will be less: (CHOICES ROTATED)**

30% - if George W. Bush is re-elected president,

10% - if John Kerry is elected president,

55% - or, will the outcome of the presidential race this year not have any effect on the chances of additional terrorist attacks?

5% - Not Sure (NOT READ)

**QUESTION: There has been a lot of discussion about the activities of George W. Bush and John Kerry during the Vietnam War era. Will the activities of either candidate during that period matter to your decision about whom to vote for?**

Yes	19%
No	79%
Not Sure	2%

**QUESTION: Thinking about job opportunities where you live, would you say there are jobs generally available in your community, or are jobs generally hard to find?**

Available	40%
Hard	46%
Not Sure	14%

**QUESTION: How often do you attend religious services?**

More than once a week	4%
Once a week	45%
A few times a month	13%
A few times a year	14%
Rarely or never	20%
DK/Refused (DO NOT READ)	5%

**QUESTION: Would you describe yourself as a "born again" or evangelical Christian, or not?**

Yes	33%
No	64%
Refused	3%

**QUESTION: In terms of your political party identification, do you generally consider yourself a:**

Democrat	208 (33%)
Republican	201 (32%)
Independent or Other	216 (35%)

**QUESTION: Would you describe your personal political views as very liberal, somewhat liberal, moderate, somewhat conservative or very conservative?**

Very Liberal	25 (4%)
Somewhat Liberal	98 (16%)
Moderate	221 (35%)
Somewhat Conservative	182 (29%)
Very Conservative	91 (15%)
Other/Not Sure/Refused	8 (1%)

**QUESTION: What is your age?**

18-34	92 (15%)
35-49	178 (29%)
50-64	189 (30%)
65+	161 (26%)
Refused	5 (1%)

**QUESTION: Which of the following best describes your race or ethnicity?**

White/Caucasian	584 (93%)
Black/African American	33 (5%)
Hispanic/Latino	1
Asian/Middle Eastern or Other	4 (1%)
Refused	3 (1%)

**SEX:**

Male	301 (48%)
Female	324 (52%)

**REGION:**

Milwaukee County	103 (17%)
Milwaukee Suburbs	70 (11%)
Madison Metro	90 (14%)
Southern Wisconsin	70 (11%)
Central Wisconsin	70 (11%)
Northeast Wisconsin	75 (12%)
Western Wisconsin	77 (12%)
Northwest Wisconsin	70 (11%)