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DOYLE LEADS REPUBLICAN CANDIDATES IN GOVERNOR'S RACE

Residents Are Very Concerned About The Direction Of The State

Thirteen months before the next gubernatorial election, Jim Doyle has substantial leads over both potential Republican candidates. In a head-to-head race, Jim Doyle leads Mark Green 46% to 33%. Against Scott Walker, Doyle's lead is 50% to 31%. These are among the key findings about politics from the most recent survey of 600 Wisconsin residents conducted by the Wisconsin Policy Research Institute, Inc. and Diversified Research between October 2 and October 4, 2005.

Jim Doyle has a substantial lead over Scott Walker in almost all regions of the state. He only trails Walker in the Milwaukee suburbs by 55% to 32%, in Waukesha County by 64% to 21%. The base of Doyle's support is Democrats (85%) and Liberals (87%). Another sizable spread is among women where Doyle beats Walker 54% to 27%. Among men, Doyle's lead drops to 45% to 36%.

Doyle's lead over Green changes in some regions of the state. Green carries the Green Bay area 53% to 31%, barely beats Doyle in the Milwaukee suburbs 39% to 34%, and carries Waukesha County 58% to 25%. While Doyle beats Green among women 50% to 28%, his lead among men is only 41% to 39%. The core of Doyle's support continues to be Democrats (75%) and Liberals (83%).

Doyle leads because he is much better known at this time among Wisconsin residents. When residents were asked favorable/unfavorable opinions of the three candidates, Jim Doyle had a favorable rating of 46% and an unfavorable rating of 38%.

Doyle's favorable strength lies among residents in LaCrosse (60%), Southeast Wisconsin (56%), and Madison (50%). Doyle's weakness appears to be in metropolitan Milwaukee. In the city of Milwaukee his unfavorability is 43%; in the Milwaukee suburbs it rises to 54% and rises to 75% in Waukesha County. His strongest favorable base consists of Democrats (68%) and Liberals (64%). There is also a slight gender gap in Doyle's favorable ratings. Only 45% of men have a favorable rating of Doyle, while 43% have an unfavorable rating. Among women, it is 46% favorable while only 32% have an unfavorable opinion. Doyle's current advantage is that 84% of the residents of the state could identify him with an opinion. For the Republican candidates the numbers were much lower: for Scott Walker 22% had a favorable rating, while 15% gave him an unfavorable rating. Mark Green had a favorable rating of 24% and an unfavorable rating of 10%. Doyle had a ratio of over 2:1 in name recognition over his opponents. This is one of the reasons for his current lead.

Another finding in this survey, however, was how these head-to-heads would be among residents who had an opinion of both candidates. Among residents who had an opinion of both Scott Walker and Jim Doyle, Walker actually leads Doyle 47% to 45%. Among residents who had an opinion of both candidates, Mark Green leads Jim Doyle 55% to 39%. These numbers seem to be at cross purposes, until one examines issues and long term trends in the state.

Jim Doyle's Favorability Ratings

In this survey, Jim Doyle's favorable/unfavorable ratings are similar to the last several years. He is viewed 46% favorably by Wisconsin residents and unfavorably by 38%, a slight rise in his unfavorables, which are up from the last several years. (See chart on page 4.)

What is interesting is that Doyle's favorable/unfavorables are not strong as other incumbents such as Herb Kohl who is at 54% to 25%, or Russ Feingold, who is at 55% favorable to 32% unfavorable. In our surveys going back to 1993, Jim Doyle has never been able to climb over a 46% favorable rating. This is a potential problem for him in a two-way race for governor. His opponents, especially Mark Green, raise another potential long-term problem. While Doyle is well known, his total favorability number (subtracting unfavorables from favorables) is a + 8. For Mark Green, his favorables being 24% and his unfavorables being 10% is an overall positive number of +14. For Scott Walker, having a favorable of 22% and an unfavorable of 15% leaves Walker with a +7. Over the next year as both Republicans get better known throughout the state, the real question will be how their favorable/unfavorable ratio compares to Jim Doyle's.

Wisconsin Residents Very Negative about the Direction of the State

Wisconsin residents are more negative about the direction of the state than at any time we have polled since November 1993. Only 40% believe the state is heading in the right direction, while 51% believe the state has gotten off track. (See chart on page 5.) The areas of the state that most believe the state is off on the wrong track are Southeast Wisconsin (59%), City of Milwaukee (61%), the Milwaukee suburbs (62%) and Waukesha County (68%). Other groups who believe the state is off on the wrong track are Republicans (58%), Independents (53%), and Liberals (50%). In past election years this data has been very important in state races. In 1994, 53% thought the state was going in the right direction; in 1998 74% thought the state was going in the right direction. In September 2002 only 45% thought the state was going in the right direction. Last year this number had risen to 51% and now it sits at 40%.

Wisconsin Residents Very Pessimistic about the State Economy and Their Family's Economic Circumstances.

Since 1988 we have asked two questions about state and family economic circumstances in every poll. The results from this survey are the lowest we have ever seen. Only 14% of the residents expect the state's economy to improve over the next year, while 45% expect it to get worse. These numbers are down sharply from last year, where 29% thought the state's economy would improve and only 21% thought it would get worse. (See chart on page 5.) Again, returning to previous election years in September 2002, 23% thought the economy would improve and 27% thought it would get worse.

When asked about the residents' own family's economic circumstances, only 23% expected it to improve over the next year, while 26% expected it to get worse. This is the first time in any of our polls that people were more pessimistic than optimistic about their family's economic circumstances for the upcoming year. (See chart on page 6.)

United States Seen as On Wrong Track – Bush Popularity Down

Over the last year Wisconsin residents have also become very pessimistic about the direction of the nation. Only 23% see our country moving in the right direction, compared to 44% who saw it moving in the right direction a year ago. While 72% think things are off on the wrong track, compared to 52% last year. (See chart on page 6.)

For the first time residents give President Bush a less than 50% favorable rating. In this poll, Bush's favorability rating dropped to 43%, with 51% saying they had an unfavorable view of the President.

Summary

While Jim Doyle has a substantial lead over either Mark Green or Scott Walker, the long-term trends do not necessarily look good for his reelection. There is a substantial growing nervousness about the state's economy and its impact on the state's families. Combining the historic data on whether the state is moving in the right direction, the direction of the state's economy, and individual family circumstances points to a serious problem for Jim Doyle unless these numbers become more positive over the next year.

ABOUT THE STUDY

This study of 600 Wisconsin residents was conducted by telephone between October 2 and October 4, 2005. A total of 600 Wisconsin residents were interviewed. The survey has a margin of error of plus or minus 4% for percentages of the whole sample. For a percentage near 50%, for example, this means that repeated samples would produce results between 47% and 53%, 95 times out of 100.

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.

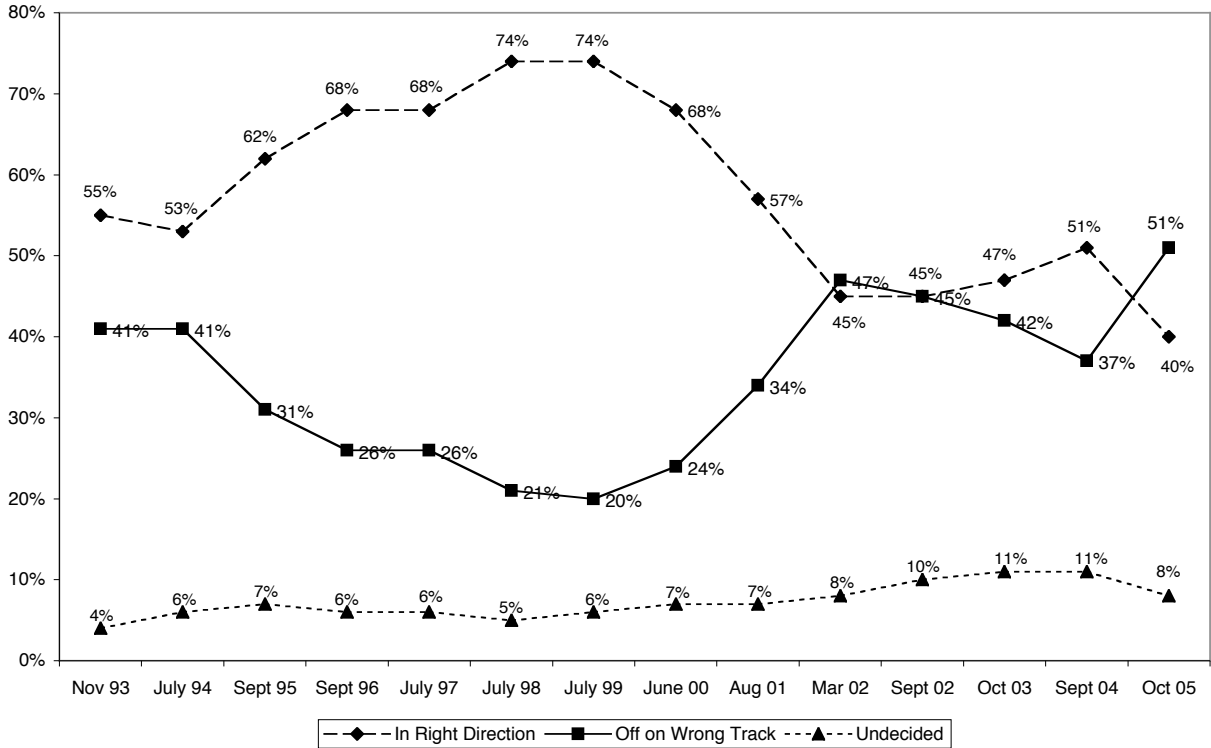
Dr. Michael LaVelle, President of Diversified Research, a nationally known survey research company supervised the project. Dr. LaVelle has a Ph.D. and has taught statistics and social research methods at the university level. He has been President of Diversified Research since 1982 and has over thirty years experience in survey research.

Residents' Views Of Major Public Figures 1993-2005

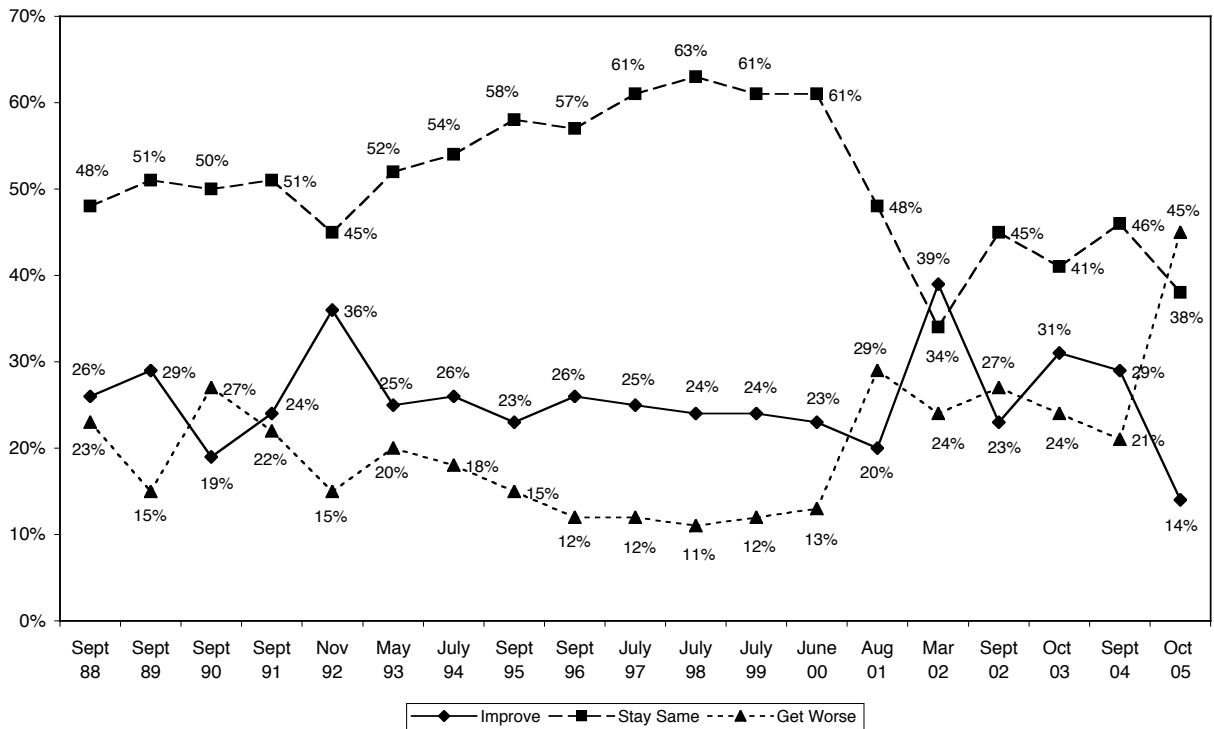
	May 1993	Nov 1993	Sept 1995	Sept 1996	July 1997	July 1998	July 1999	June 2000	Aug 2001	March 2002	Sept 2002	Oct 2003	Sept 2004	Oct 2005
George W. Bush														
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	56%	50%	50%	75%	59%	50%	53%	43%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	22%	36%	43%	20%	35%	45%	42%	51%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	22%	14%	7%	5%	6%	4%	4%	6%
Jim Doyle														
Favorable	30%	29%	37%	29%	35%	40%	36%	37%	33%	32%	41%	45%	46%	46%
Unfavorable	11%	10%	18%	17%	17%	12%	13%	15%	16%	20%	28%	32%	33%	38%
Neutral/Did Not Recognize Name	59%	61%	45%	54%	48%	48%	51%	48%	51%	48%	31%	22%	21%	13%
Herb Kohl														
Favorable	57%	50%	65%	60%	61%	64%	58%	63%	66%	N.A.	N.A.	56%	52%	54%
Unfavorable	16%	23%	19%	17%	24%	16%	20%	16%	16%	N.A.	N.A.	21%	24%	25%
Neutral/Did Not Recognize Name	27%	27%	16%	23%	15%	20%	22%	21%	18%	N.A.	N.A.	23%	24%	15%
Russ Feingold														
Favorable	47%	47%	44%	42%	46%	51%	49%	52%	53%	N.A.	N.A.	49%	51%	55%
Unfavorable	19%	21%	20%	18%	25%	18%	24%	20%	19%	N.A.	N.A.	24%	33%	32%
Neutral/Did Not Recognize Name	34%	32%	36%	40%	29%	31%	27%	28%	28%	N.A.	N.A.	27%	15%	9%
Tommy Thompson														
Favorable	59%	65%	62%	66%	67%	68%	68%	64%	63%	61%	N.A.	56%	56%	52%
Unfavorable	28%	22%	31%	25%	26%	25%	23%	25%	28%	32%	N.A.	33%	32%	34%
Neutral/Did Not Recognize Name	13%	13%	7%	9%	7%	7%	9%	11%	9%	7%	N.A.	11%	12%	9%
Scott Walker														
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	22%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	15%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	58%
Mark Green														
Favorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	24%
Unfavorable	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	10%
Neutral/Did Not Recognize Name	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	61%

N.A.: Not asked

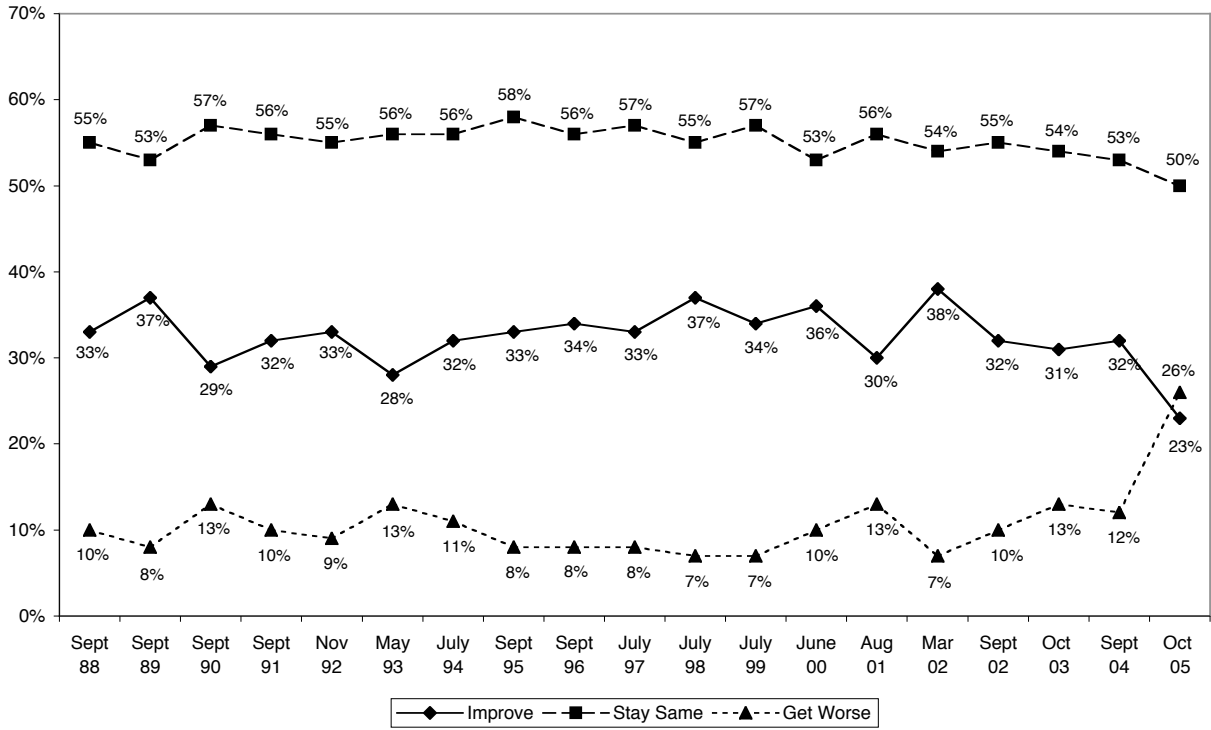
Wisconsin Residents' Views About Direction of State 1993-2005



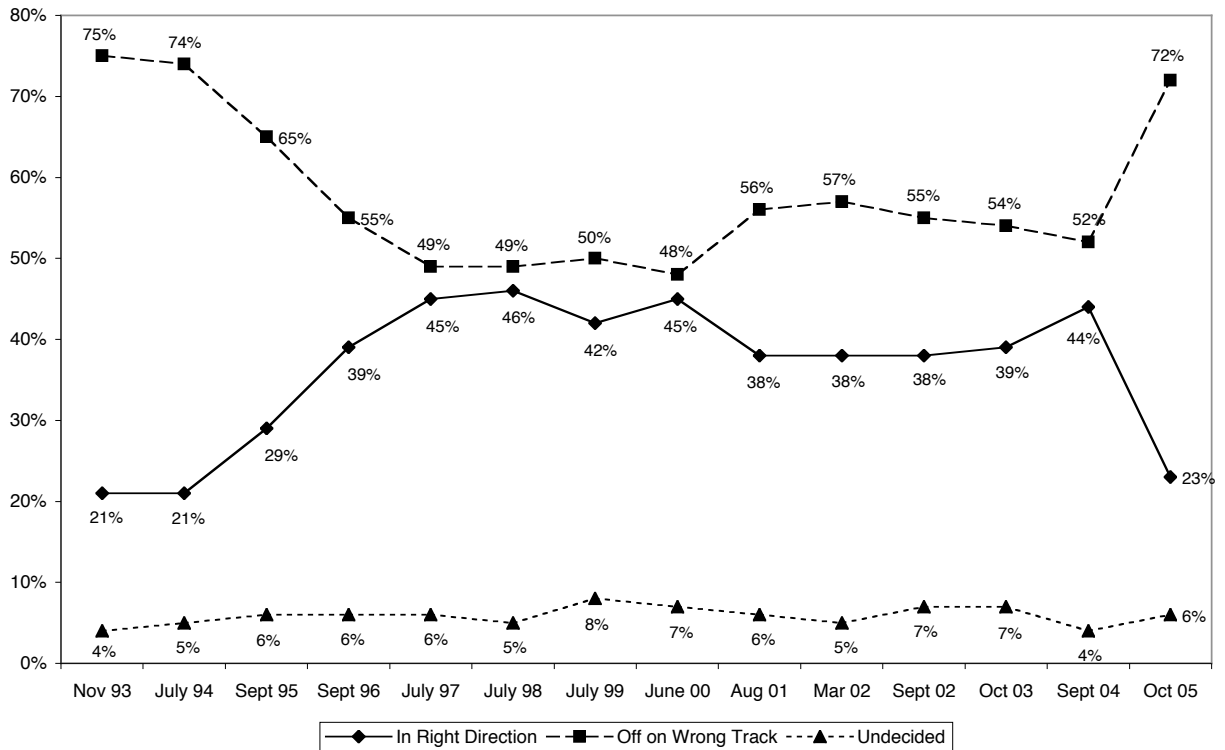
**Wisconsin Residents Attitudes Towards the Economy
~ Expected Trend in State Economy ~**



**Wisconsin Residents Attitudes Towards the Economy
~ Expected Trend in Family Circumstances ~**



Wisconsin Residents' Views About Direction of Nation 1993-2005



If the election for Wisconsin governor were held today between Mark Green for the Republicans and Jim Doyle for the Democrats, for whom would you likely vote?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Green	33%	24%	39%	58%	53%	25%	11%	14%	31%
Doyle	46%	61%	34%	25%	31%	54%	59%	65%	46%
Undecided	21%	15%	27%	17%	16%	21%	30%	20%	23%

If the election for Wisconsin governor were held today between Scott Walker for the Republicans and Jim Doyle for the Democrats, for whom would you likely vote?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Walker	31%	34%	55%	64%	25%	25%	15%	16%	26%
Doyle	50%	60%	32%	21%	49%	55%	63%	68%	46%
Undecided	19%	6%	13%	15%	26%	19%	22%	16%	28%

Would you say that things in Wisconsin are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Right Direction	40%	36%	33%	29%	50%	36%	43%	32%	49%
Wrong Track	51%	61%	62%	68%	43%	49%	43%	59%	41%
Don't Know	8%	3%	5%	3%	7%	15%	14%	9%	10%

Based on what you know or have heard about the economy of Wisconsin, do you expect state economic conditions to improve, stay the same, or get worse during the next year?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Improve	14%	11%	9%	13%	17%	7%	16%	27%	12%
Stay Same	38%	29%	43%	41%	39%	30%	50%	32%	38%
Get Worse	45%	60%	46%	47%	41%	63%	29%	41%	43%
Don't Know	3%	10%	2%	0%	3%	0%	6%	1%	7%

What about your own family's economic circumstances? Do you expect them to improve, stay the same, or get worse during the next year?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Improve	23%	39%	22%	28%	18%	23%	20%	28%	17%
Stay Same	50%	33%	56%	47%	54%	46%	53%	40%	57%
Get Worse	26%	28%	21%	24%	28%	30%	19%	33%	25%
Don't Know	1%	1%	1%	0%	1%	1%	8%	0%	1%

Would you say that things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Total	City of Milwaukee	Milwaukee Suburb	Waukesha County	Green Bay Area	La Crosse Eau Claire	Madison	South East	Rest of State
Right Direction	23%	21%	28%	42%	20%	23%	14%	19%	23%
Wrong Track	72%	77%	66%	48%	72%	76%	80%	73%	75%
Don't Know	6%	2%	6%	10%	8%	1%	6%	9%	2%