

## WISCONSIN POLL RESULTS – NOVEMBER 2006

The WISC-TV Poll was conducted from October 30 through November 1, 2006 by Research 2000. 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	278	(48%)
Women	322	(52%)
Democrats	216	(36%)
Republicans	204	(34%)
Independents/Other	180	(30%)

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%	42%	10%
Mark Green	45%	37%	18%
Nelson Eisman	16%	5%	79%

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

	<u>DOYLE</u>	<u>GREEN</u>	<u>EISMAN</u>	<u>UNDECIDED</u>
ALL	50%	44%	2%	4%
MEN	46%	49%	3%	2%
WOMEN	54%	39%	1%	6%
DEMOCRATS	87%	8%	1%	4%
REPUBLICANS	11%	84%	-	5%
INDEPENDENTS	50%	42%	5%	3%
MILWAUKEE/METRO	53%	41%	2%	4%
MADISON	61%	29%	3%	7%
LACROSSE/EAU CLAIRE	51%	41%	2%	6%
GREEN BAY	46%	48%	-	6%