



To: Jim Haney  
From: Gene Ulm, Sarah Simmons  
Date: February 10, 2004  
Re: Survey Results, Voter support for limited government spending

*The following is taken from a statewide survey of 500 likely voters in Wisconsin conducted February 8-9, 2004, the margin of error on this survey is  $\pm 4.38\%$*

***Seventy-four percent of voters support a Constitutional Amendment to limit government spending increases.***

- Support for a proposed Constitutional Amendment to limit government spending is very high. Seventy-four percent support the proposed amendment, and the support is very strong. Forty-four percent of those surveyed would “definitely” support this amendment.
- Support crosses traditional partisan divides. Republicans support the proposed amendment by almost a nine-to-one margin, Independent voters support it by almost a five-to-one margin, and even Democrats support the amendment to limit government spending by a better than two-to-one margin.
- Even Governor Doyle’s own supporters (those who approve of the job he is doing as Governor) support this amendment 71% to 20%.

***We took the opportunity to test some of the rhetoric being used against this Constitutional Amendment. Conclusion: it does little to sway voters.***

***Messages Tested***

- “Limiting government spending will prevent Wisconsin from investing in the programs needed to help underprivileged citizens, like the programs that provide subsidized health care and put more police on the street.”
- “Limiting government spending will prevent Wisconsin from hiring good teachers, keeping classroom sizes small and preparing children so they have a chance to get a good job.”

***Even after hearing this negative rhetoric, voters still support the Constitutional Amendment 65% to 21%.***

- Support remains very strong, with 33% of voters saying they would “definitely support” the amendment and 32% saying they would “probably support” the amendment.

Please do not hesitate to call us with your questions regarding this survey. (703) 836 -7655.