

*PUBLIC OPINION STRATEGIES*

# WISCONSIN pulse

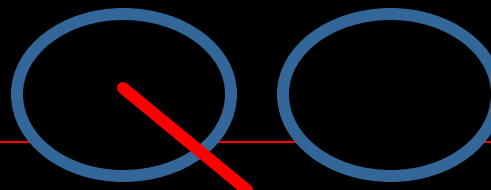
*WISCONSIN MANUFACTURERS  
AND COMMERCE*


Key findings from a survey of 500 adults in Wisconsin conducted  
November 23-24 , 2003.

#03519



**GENE ULM**  
*PARTNER*





**The following summary and analysis is based on a survey of 500 adults in Wisconsin completed by Public Opinion Strategies. The survey was in the field for two nights: November 23-24, 2003. The margin of error for this survey is plus or minus 4.38%.**

**Gene Ulm was the primary researcher on the project and Sarah Simmons was the project director. Lizabeth Mann provided analytical assistance.**

***Economic worries top the list of concerns.***

**With less media attention on tax issues, economic worries have come to the forefront of concern for Wisconsinites. All other issues pale in comparison. Wisconsinites want the economy fixed, then they will worry about other issues.**

*Initial support for the constitutional amendment is very strong.*

Thirty-six percent of voters say they would “definitely vote yes” on the constitutional amendment to limit spending. Total support for the measure is 68% - before hearing any messages about the amendment.

Support is strong across party and regional lines, with even 57% of Democrats supporting the amendment. Swing voting coalitions are very supportive:

<i>Conservative Independents</i>	<i>77% vote Yes</i>
<i>Moderate Independents</i>	<i>68% vote Yes</i>
<i>Conservative Democrats</i>	<i>64% vote Yes</i>
<i>Moderate Democrats</i>	<i>74% vote Yes</i>



- **Values arguments, like forcing officials to live within their means and limiting government spending have significant support with Wisconsin voters. More than 70% say that making local government cut waste would make them more likely to support this amendment. Sixty-nine percent say they would be more likely to support the amendment knowing that it would make local government live within its means.**
- **We are likely to lose some support when we are attacked. Our position is most vulnerable to two attacks: one, these limitations hurt education (42% would be less likely to support) and two, these limitations hurt programs for Wisconsin's most vulnerable populations (45% would be less likely).**
- **However, neither message surpasses 30% much less likely (education - 21% much less likely, vulnerable populations - 26% much less likely) - the threshold we use to determine how significant a message will be. Since both fall below this mark, they are unlikely to move large groups of voters.**
- **That being said, after hearing all of these messages, 59% still would vote yes, in support of the amendment.**

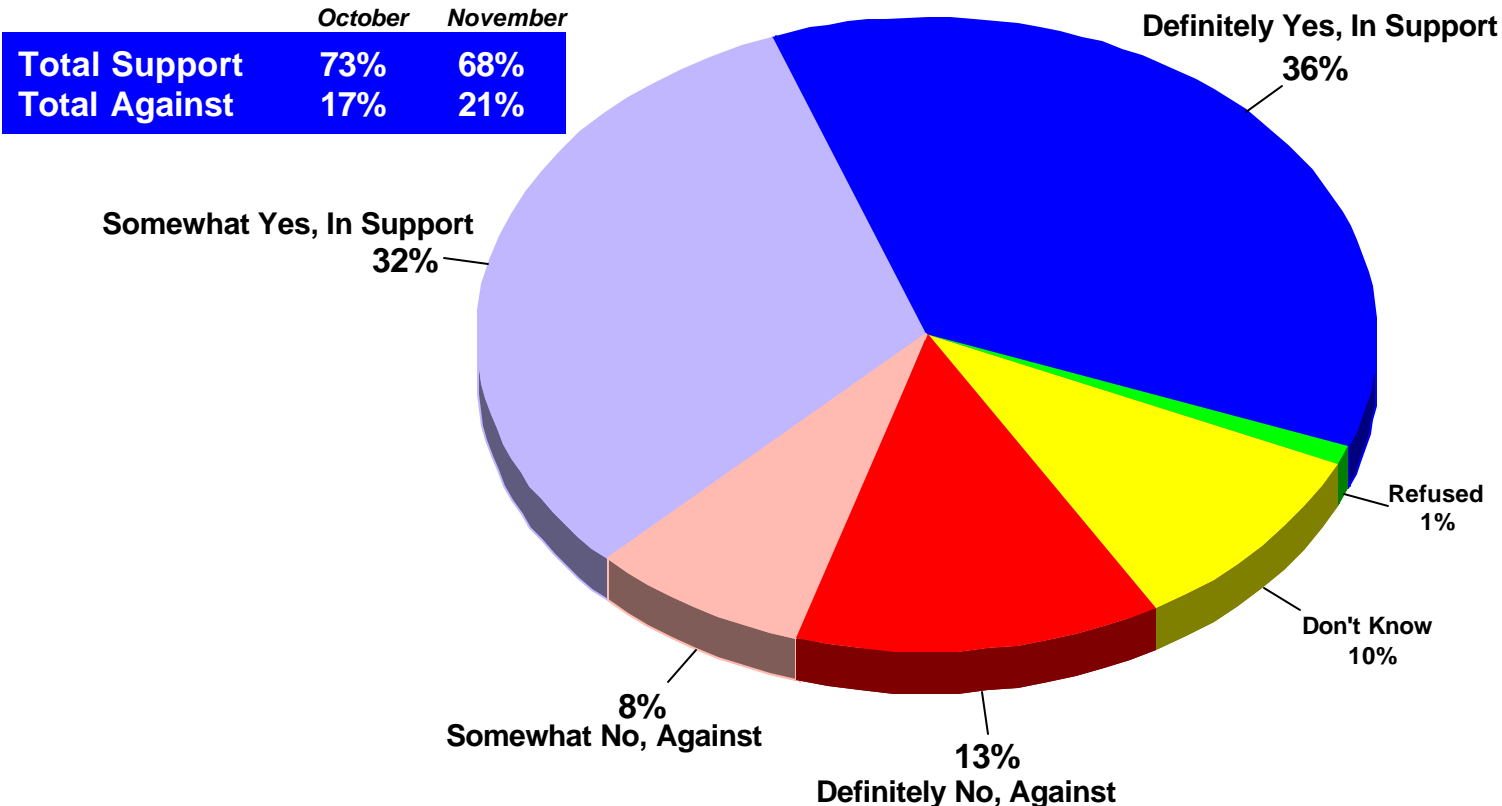
# Wisconsinites firmly support a constitutional amendment to limit government spending increases.

*"Now, I am going to read a proposed amendment to the State Constitution. After I read it, please tell me, if the election were held today, would you vote YES, IN SUPPORT of the amendment or NO, AGAINST the amendment. This amendment would permanently limit government spending increases to no more than the rate of inflation for counties, cities, villages, towns, school districts AND the state government.*

*Voter approval would be required to increase government spending more than the rate of inflation.*

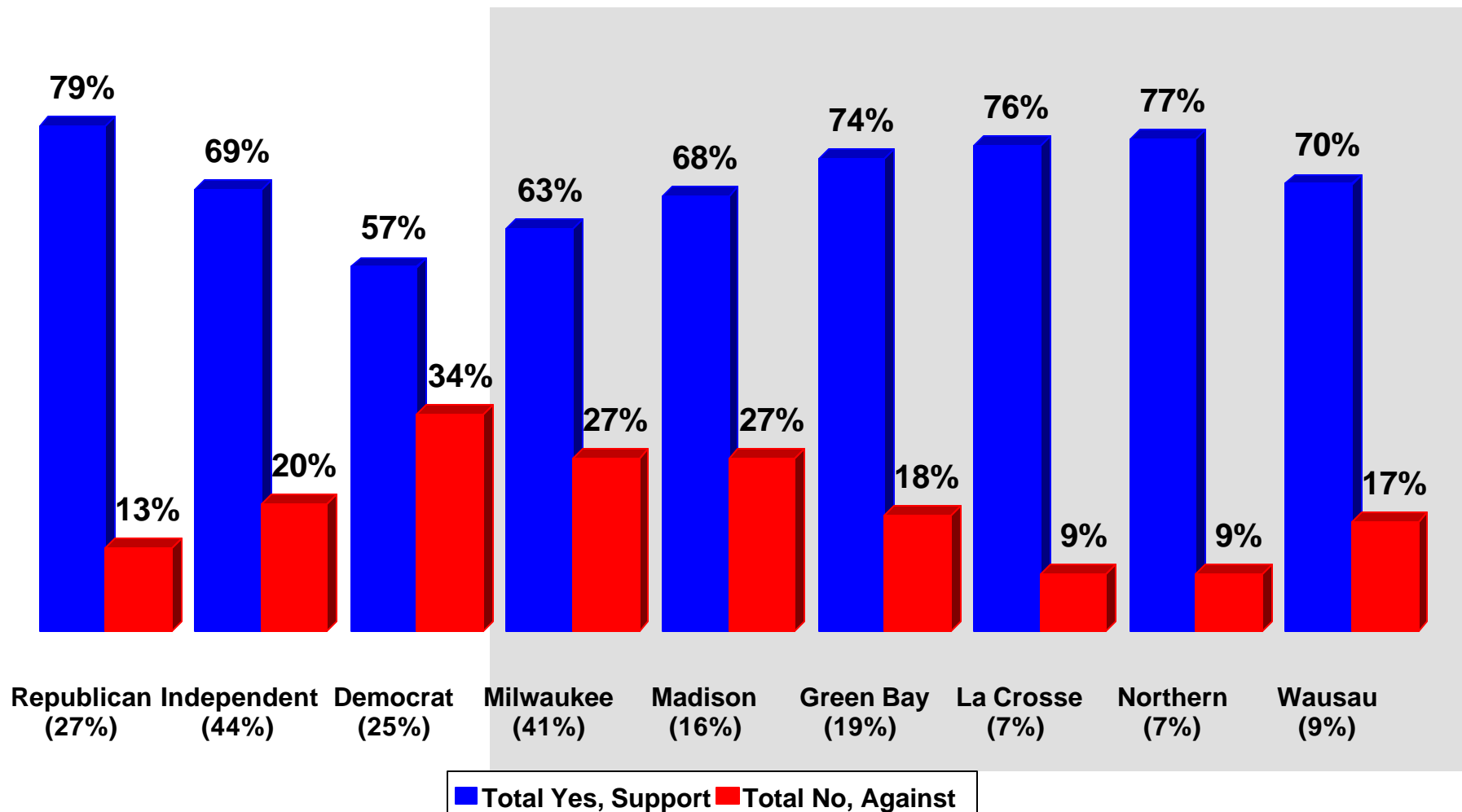
*In addition, if government revenues are higher than the rate of inflation, a portion of the extra money would be set aside for a rainy day fund and the rest would be returned to taxpayers in the form of tax cuts.*

*Now, if the election were held today, would you vote YES, IN SUPPORT of this amendment or NO, AGAINST this amendment?"*



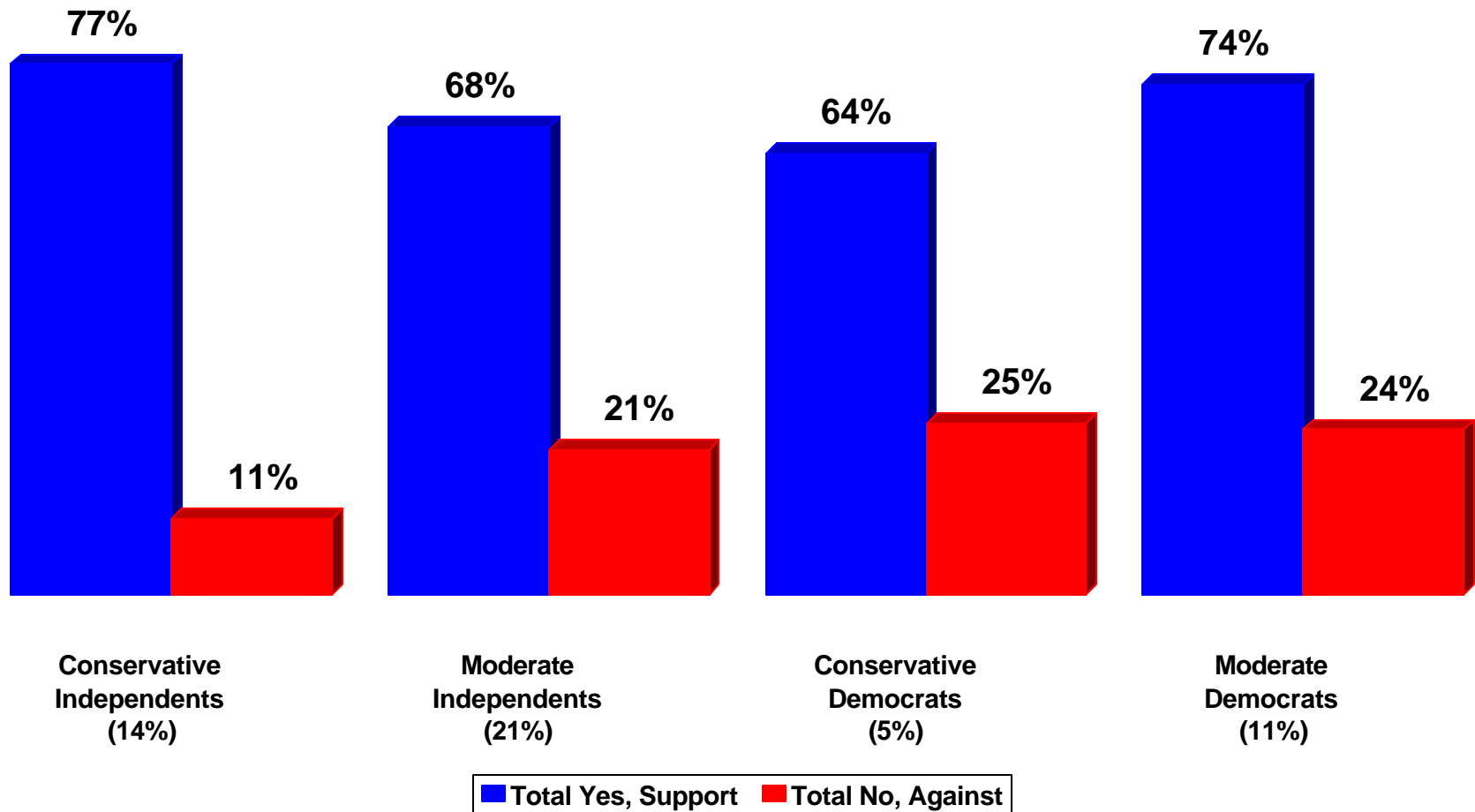
# Spending limitations are supported across party and regional divides.

*Proposed Amendment by Party and Region*



# “Swing” voters also support the proposal.

*Proposed Amendment by Swing Voter Blocks*



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Public Opinion Strategies, please give us a call at (703) 836-7655.

***GENE ULM***

gene@pos.org



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STRATEGIES

***277 South Washington Street / Suite 320  
Alexandria, Virginia 22314***

***Phone: (703) 836-7655 / Fax: (703) 836-8117***