

*PUBLIC OPINION STRATEGIES*

# WISCONSIN pulse


*WISCONSIN MANUFACTURERS  
AND COMMERCE*

Key findings from a survey of 500 adults in Wisconsin conducted  
October 19-20, 2003.

#03437



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*PARTNER*

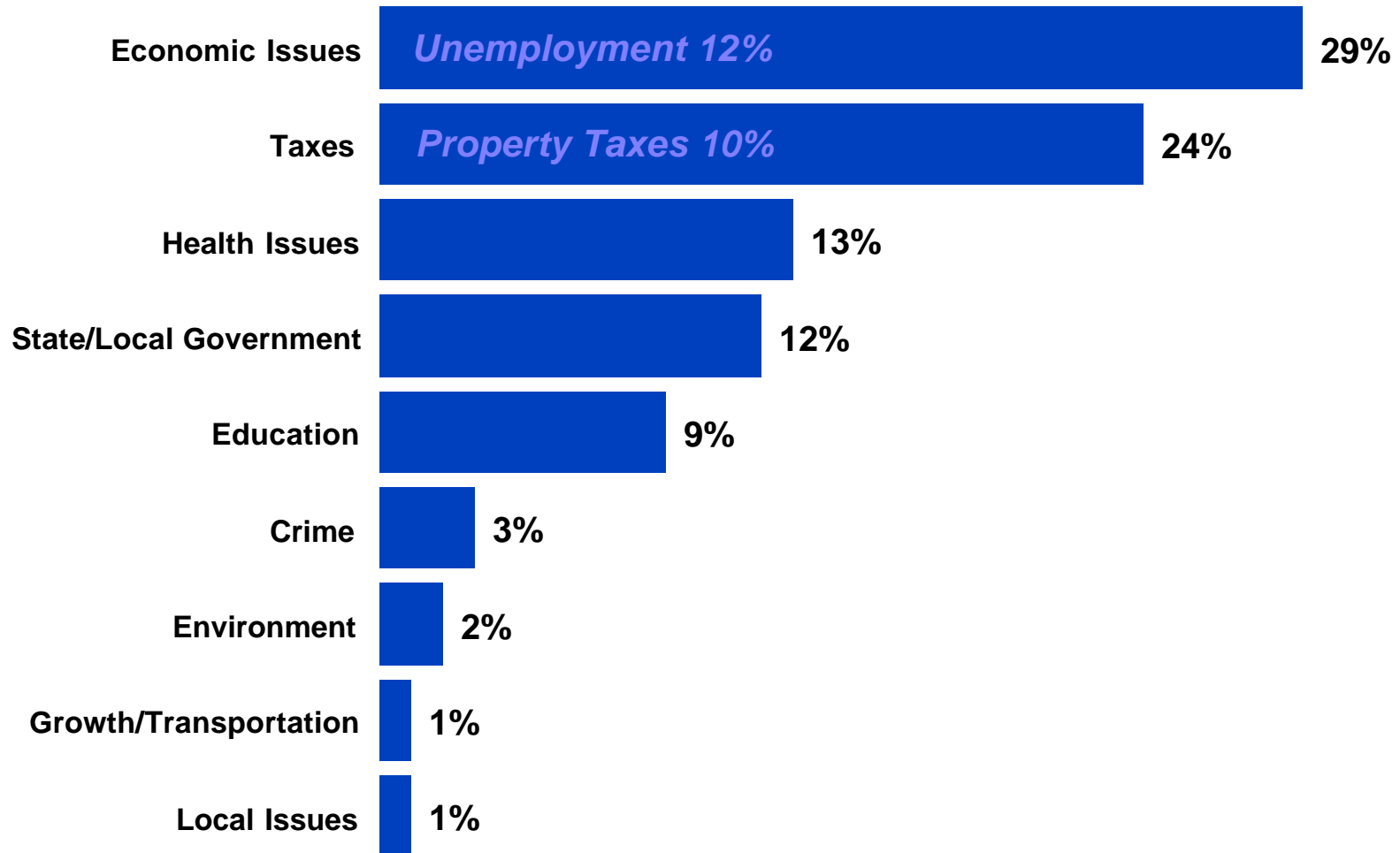


**The following summary and analysis is based on a survey of 500 registered voters in Wisconsin completed by Public Opinion Strategies. The survey was in the field for two nights, beginning October 19<sup>th</sup> and ending October 20<sup>th</sup>, 2003. The margin of error for this survey is plus or 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 issues driven by unemployment concerns are the most important problems in Wisconsin.

*"And, what would you say is the most important problem facing Wisconsin today, that is, the one that you, yourself, are most concerned about?"*



## ***There is overwhelming support for an amendment limiting government spending.***

Almost three-quarters of Wisconsin voters support an amendment to the state constitution that would limit government spending increases to the rate of inflation. Seventy-three percent say they would support this amendment, with 41% saying that they would “definitely support” this amendment.

Support for the amendment is not only driven by Republicans, but also by key swing voting coalitions including: soft Democrats (78% support), voters ages 18-44 (81% support), and conservative Independents (79% support).

Voters are divided between believing that these spending limits will help the economy (46%), and believing that it will help prevent property, income and other taxes from increasing (44%).

In more Democratic regions (Madison & Milwaukee), we see the economic growth argument winning more support, while in more typically Republican areas, voters give more weight to preventing tax increases.

Voters who are undecided about the ballot amendment are more likely to agree that the best outcome would be limiting taxes (42% agree) rather than helping the economy (29%).

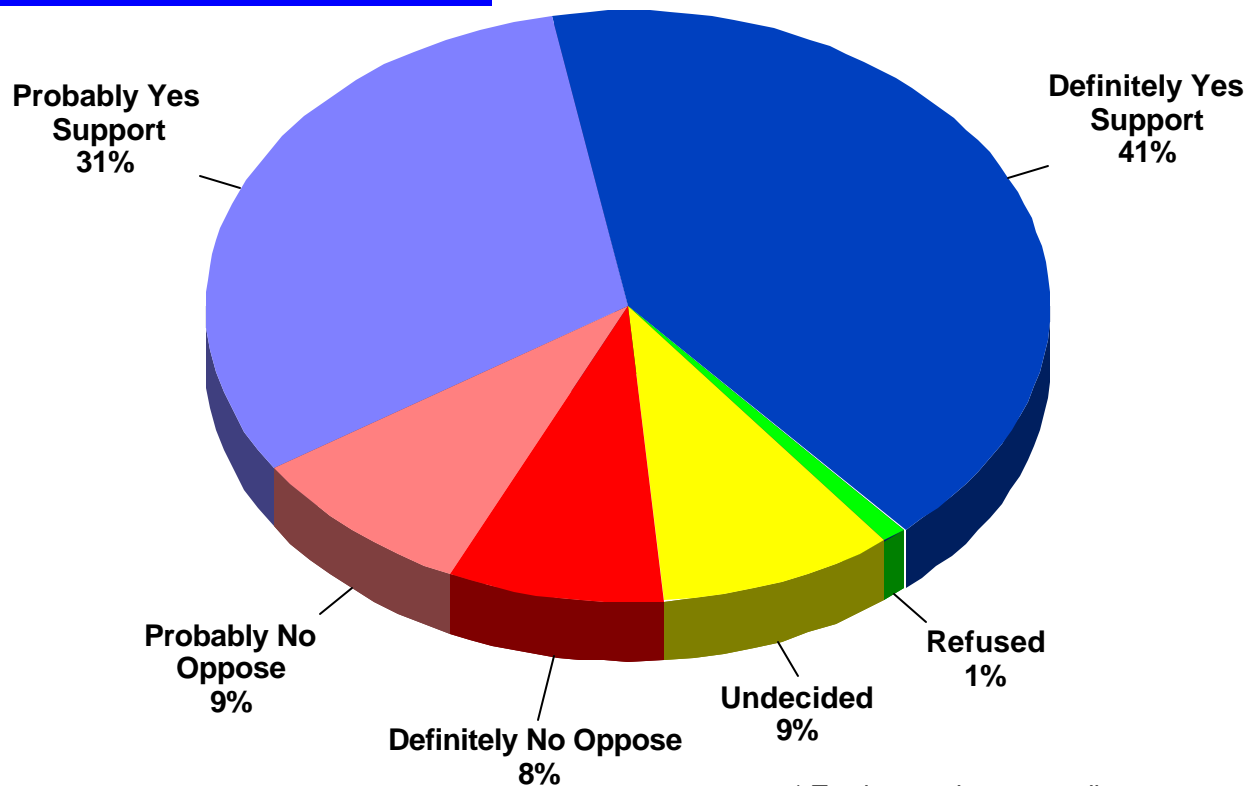
# Wisconsinites strongly support limiting government spending.

*"Now, I am going to read (A/ANOTHER) proposed amendment to the State Constitution, and 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 level of inflation.*

*In addition, if government revenues are more than 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, would you vote YES, IN SUPPORT of this amendment or NO, AGAINST this amendment?"*

**Total Support 73%**  
**Total Oppose 17%**



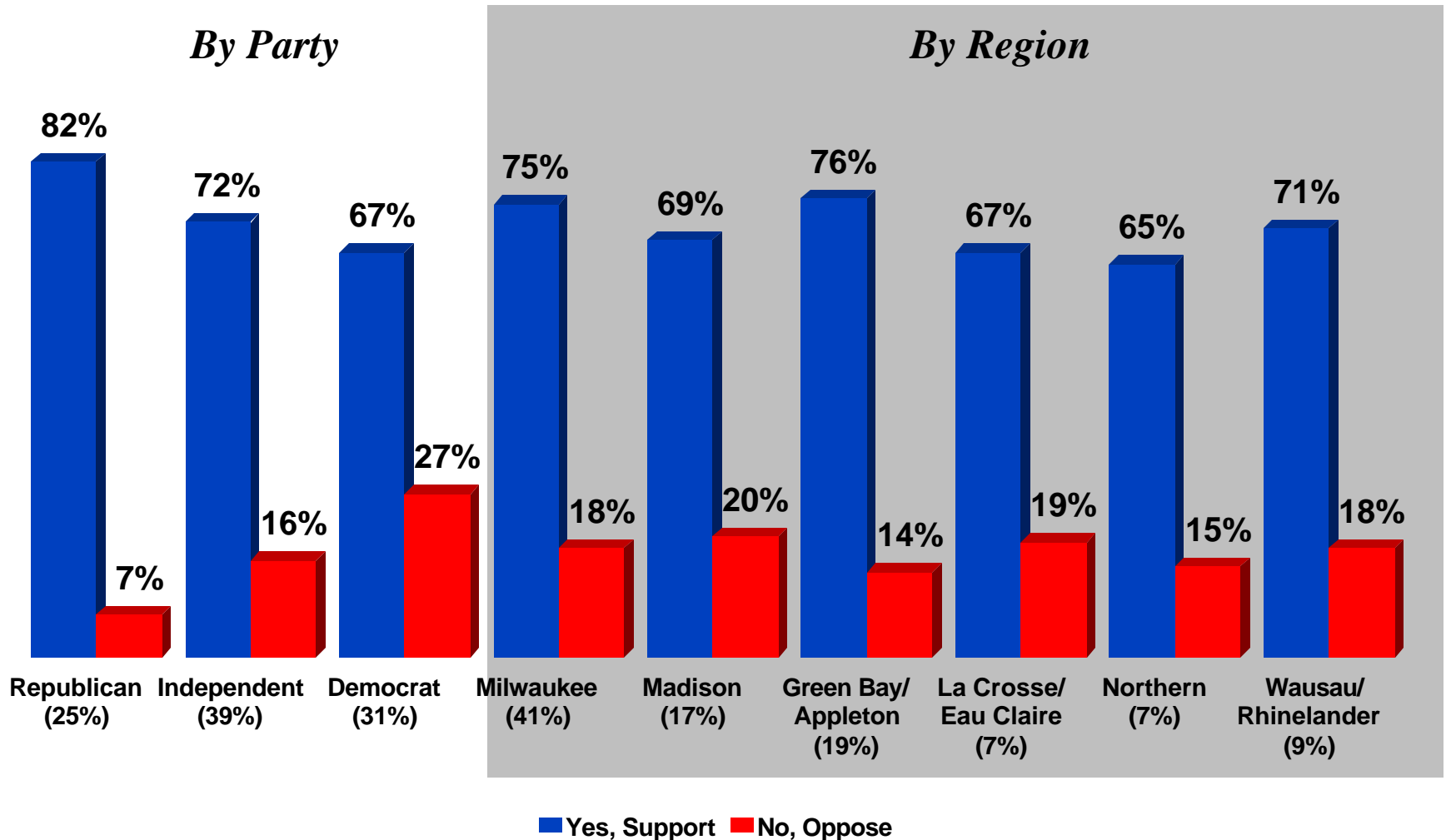
Top Groups - Support	
Strong Republicans	79%
Soft Republicans	88%
Total Republicans	82%
Soft Democrats	78%
Ages 18-44	81%
Men Ages 18-54	79%
GOP Ages 18-44	91%
GOP Men	88%
GOP Milwaukee	85%
Conservative GOP	78%
Moderate GOP	91%
Conservative IND	79%
<b>Total Respondents</b>	<b>73%</b>

Top Groups - Oppose	
Total Democrats	27%
Strong Democrats	33%
Women Ages 55+	24%
Democrat MEN	30%
DEM Milwaukee	32%
Liberals	365%
Liberal Democrats	45%
<b>Total Respondents</b>	<b>17%</b>

\* Totals vary due to rounding.

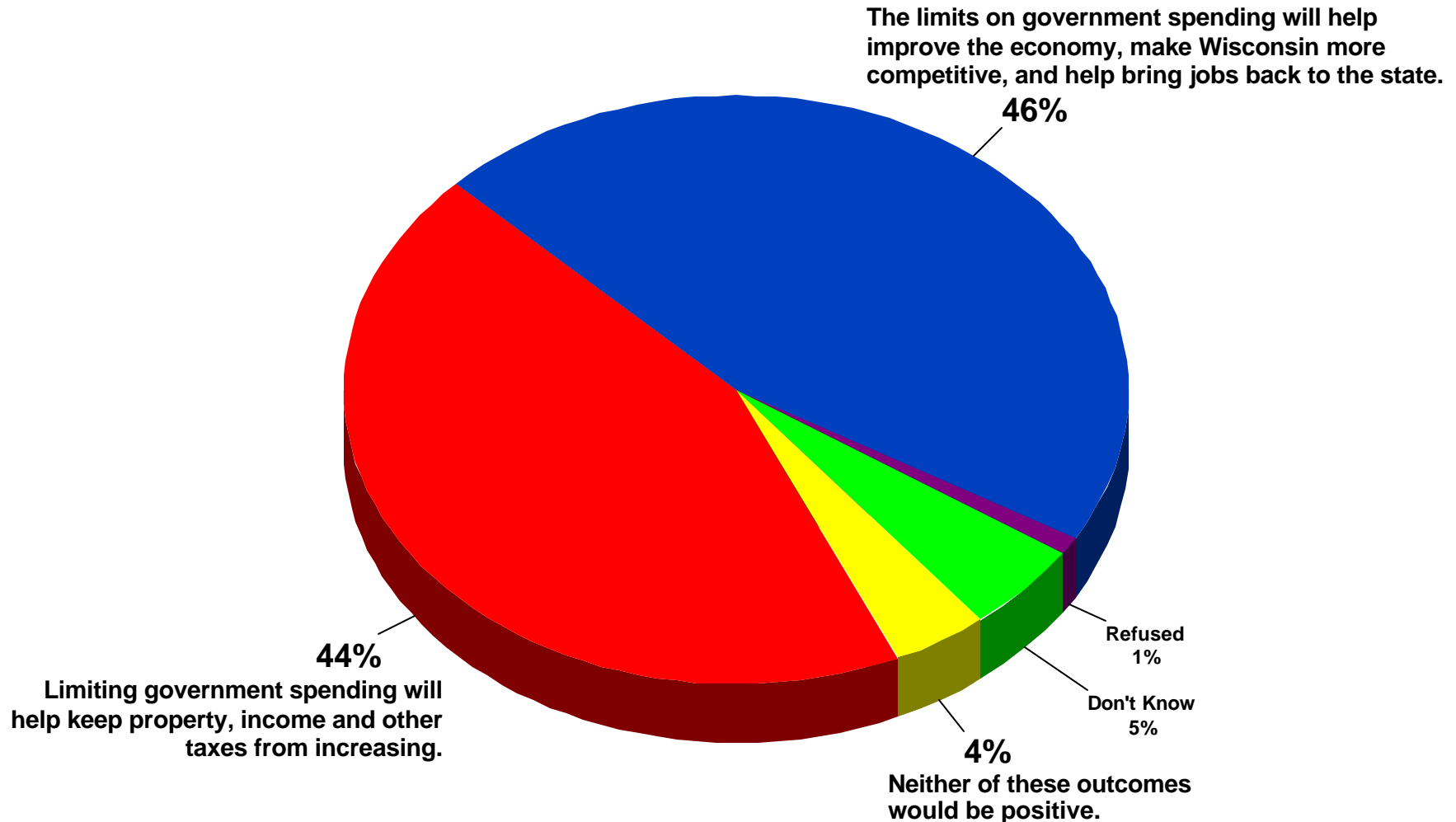
# Limitations are accepted across the board.

## *Limiting Government Spending - Support vs. Oppose*



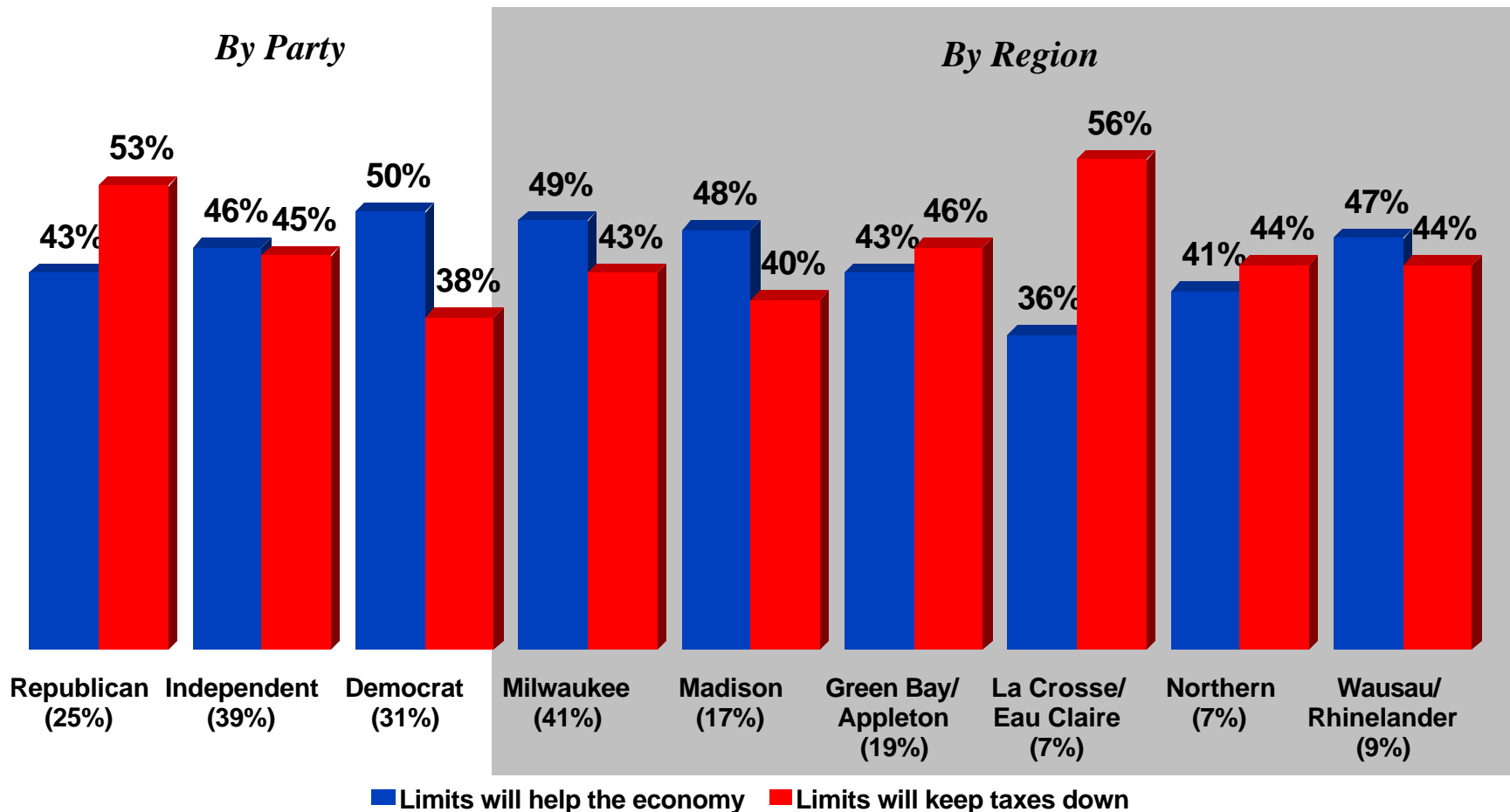
# However, Wisconsinites are divided as to what the best outcome of the amendment would be.

*"And if this amendment passes, which of the following do you think would be the best possible outcome for you and your family..."*



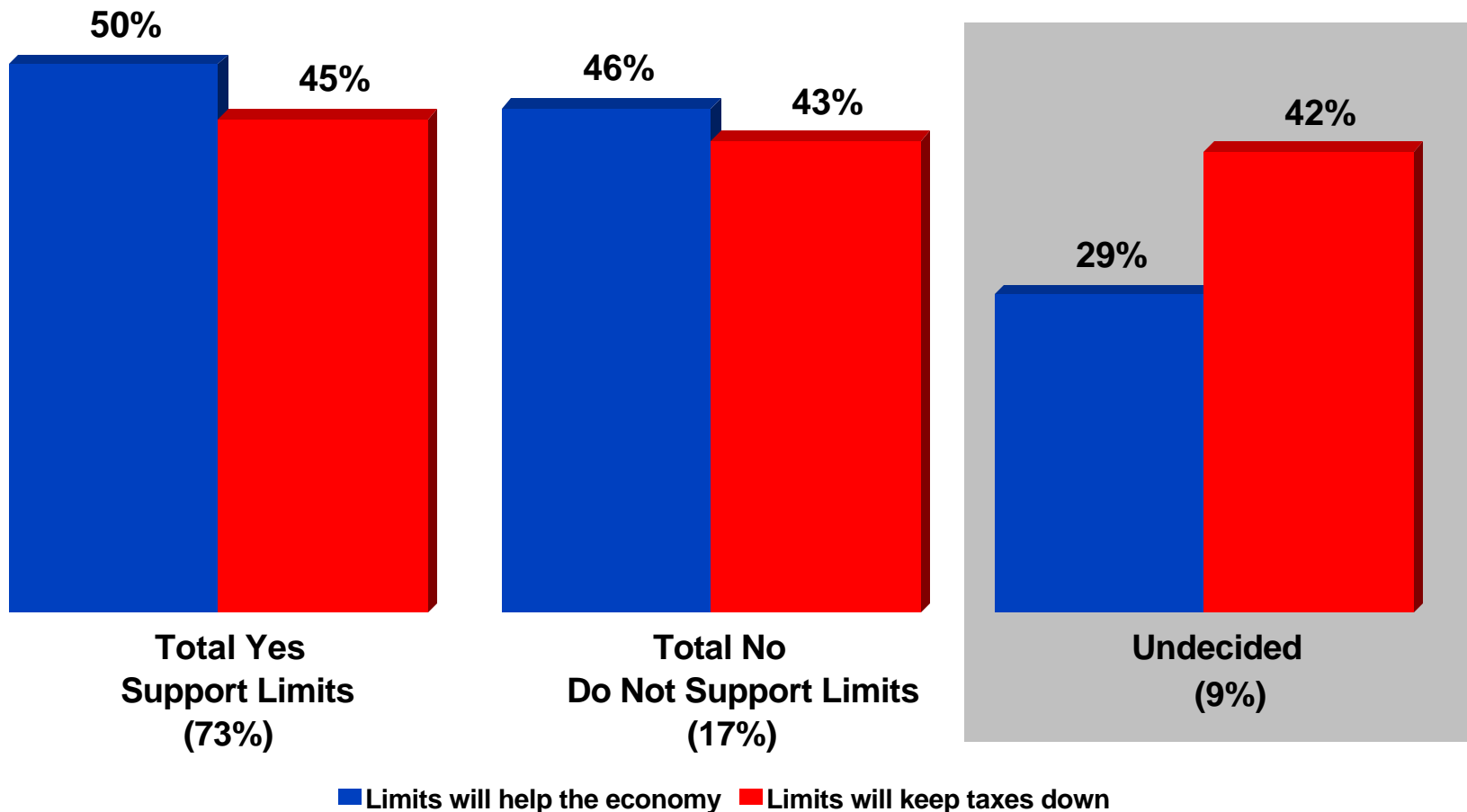
# There are partisan and regional divides as to what the best possible outcome would be.

## *Limiting Government Spending - Support vs. Oppose*



# Undecided voters believe the best outcome would be keeping taxes down.

*Outcomes of Limitations by Support or Oppose Limiting Government Spending*



For more information about this presentation or about  
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