

WISCONSIN STATE
LEGISLATURE
COMMITTEE HEARING
RECORDS

2005-06

(session year)

Assembly

(Assembly, Senate or Joint)

Committee on
Insurance
(AC-In)

(Form Updated: 11/20/2008)

COMMITTEE NOTICES ...

➤ Committee Reports ... CR
**

➤ Executive Sessions ... ES
**

➤ Public Hearings ... PH
**

➤ Record of Comm. Proceedings ... RCP
**

**INFORMATION COLLECTED BY COMMITTEE
FOR AND AGAINST PROPOSAL ...**

➤ Appointments ... Appt
**

Name:

➤ Clearinghouse Rules ... CRule
**

➤ Hearing Records ... HR (bills and resolutions)
**

➤ Miscellaneous ... Misc

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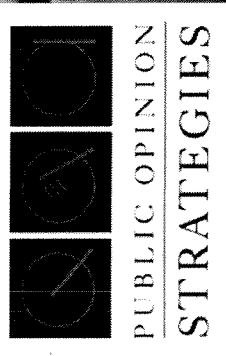
(misc. 2004 documents)

PUBLIC OPINION STRATEGIES

**Presents The Key Findings From a Survey of 400 Voters in
Winnebago, Outagamie, and Brown Counties in Wisconsin.**

The **FOX RIVER VALLEY** **Survey**

PID# 04650



GENE ULM

PARTNER

August 23-24, 2004

Methodology

Public Opinion Strategies is pleased to present the key findings from a survey of 400 voters in Winnebago, Outagamie, and Brown Counties in Wisconsin. The telephone study was completed August 23-24, 2004 and has a margin of error of plus or minus 4.9%.

Gene Ulm was the pollster and primary researcher on the project. Sarah Simmons was the project director and Amanda Bajkowski and Christopher Sells provided analytical assistance.

**The Fox River Valley:
The GOP Heart of a Swing State**

The Fox River Valley: The GOP Heart of a Swing State

In a state where the presidential contest was decided by only 5,000 votes in 2000, EVERY vote counts. And, in the Republican vote-rich Fox River Valley, any issue that can shift votes could be the deciding factor.

The Fox River Valley represents the most Republican part of the state, and an area where the Bush campaign will need to drive every last possible voter to the polls if they are to be successful this year.

Additionally, the Fox River cleanup has the potential to be a useful tool to move key voting blocks to the Bush camp on election day. The components of the plan are potentially useful tools with base Republican voters and with key right-leaning Independents.

Political Environment

The Political Environment

This area of the state generally has an optimistic view of the political environment. More than half of the voters surveyed say they believe things are heading in the right direction (51% right direction) and they give relatively high (though soft) approval of the job the Governor is doing (65% say they approve of the job he is doing as Governor, though only 19% say they “strongly approve”).

Congressman Mark Green also gets high approval from voters, with 59% of respondents saying they approve of the job he is doing as a Congressman, and only 16% saying they disapprove.

The Political Environment

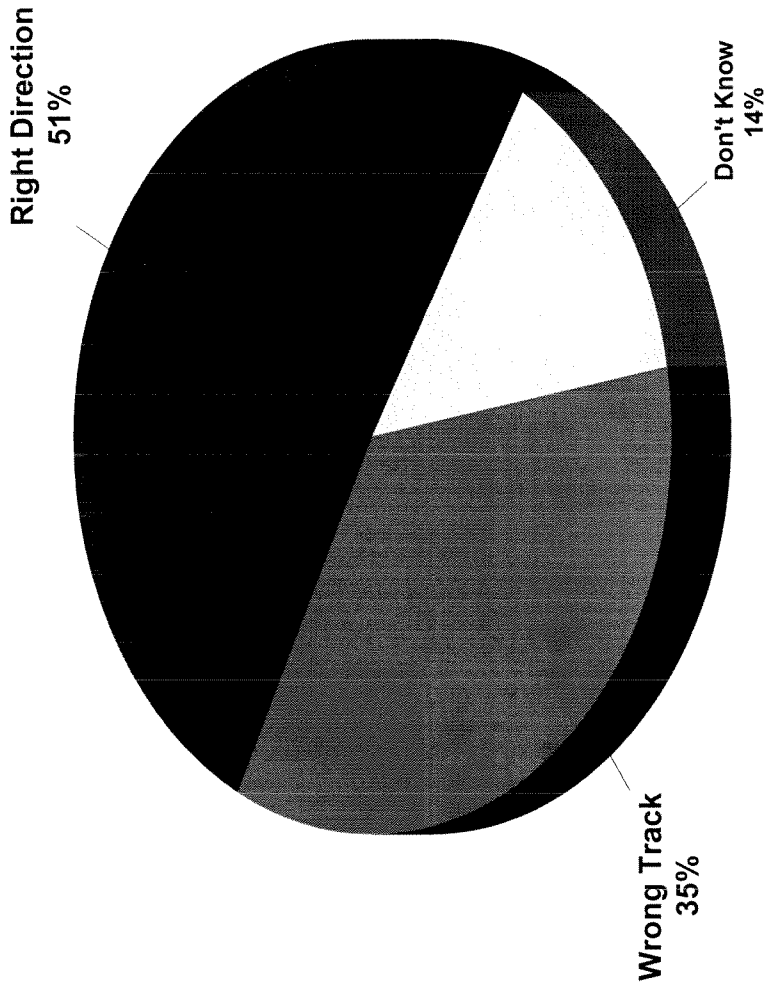
And, President Bush has relatively high job approval in the area, where 53% say they approve of the job he is doing as President.

However, intensity against him is quite strong. Forty-three percent say they disapprove, with 31% saying that they “strongly” disapprove of the job he is doing as President.

This job approval rating reflects the polarized sentiment of the voters in Wisconsin - and re-enforces our earlier point - the margins in this election will be small and voters' decisions could hinge on unexpected issues.

Voters in the Fox River Valley are more optimistic than voters in the rest of the state.

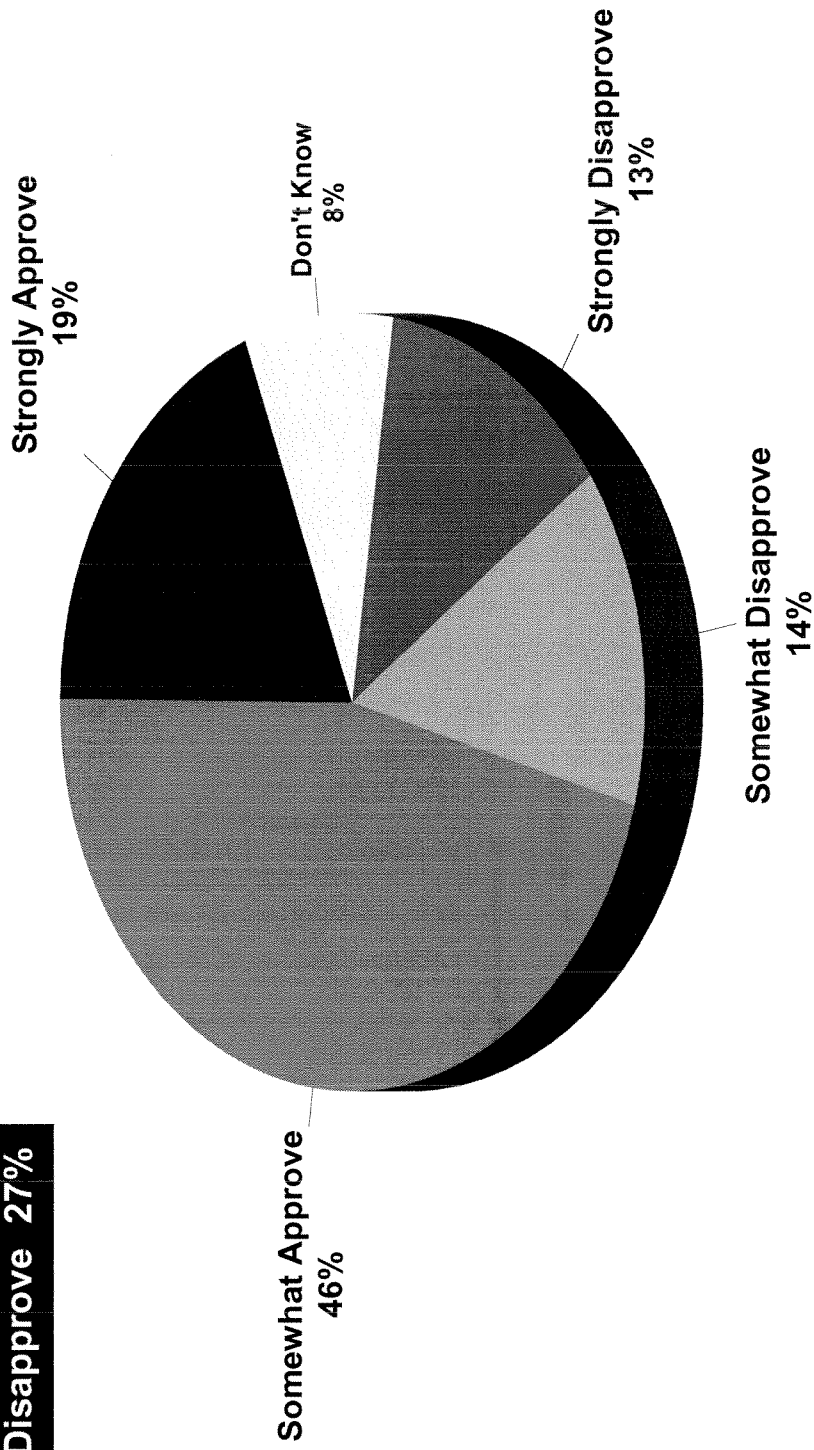
"And, would you say that things here in Wisconsin are going in the right direction, or have they pretty seriously gotten off on the wrong track?"



Doyle has soft but very positive job approval.

"And thinking about things here in Wisconsin, do you approve or disapprove of the job Jim Doyle is doing as Governor?"

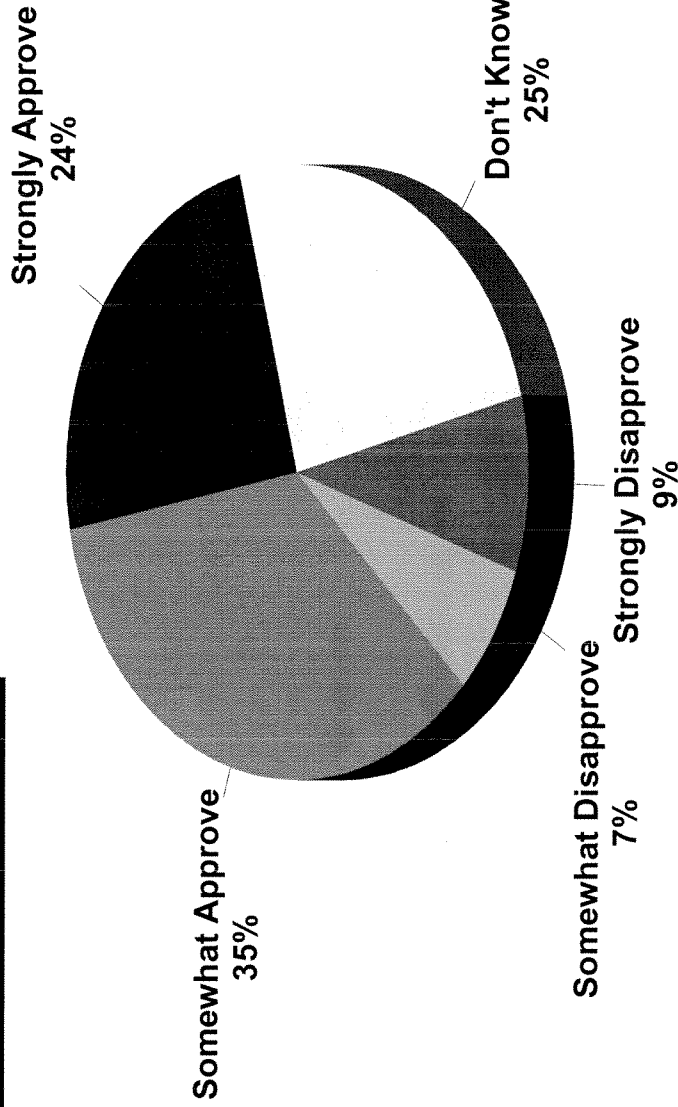
Total Approve 65%
Total Disapprove 27%



Mark Green has good job approval.

"And, what about Congressman Mark Green, do you approve or disapprove of the job Mark Green is doing as your member of Congress?"

Total Approve 59%
Total Disapprove 16%



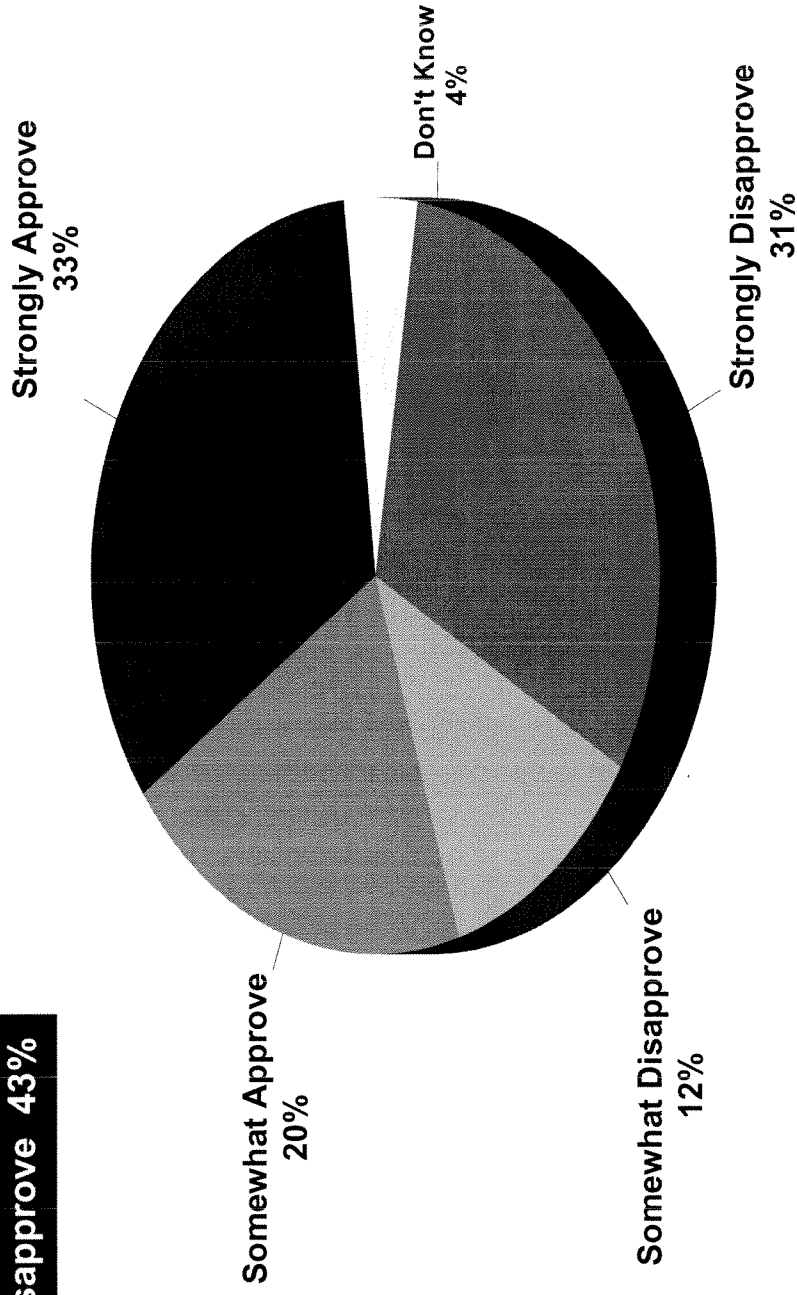
Total Approve	Percent
Strong Republican	84%
Republican Men	84%
Republican Ages 45+	83%
Total Republican	79%
Republican Women	74%
Ages 45-54	72%
Republican Ages 18-44	72%
Soft Republican	70%
Outagamie	67%
Income \$60K-\$80K	65%
Income \$80K+	65%
Brown	64%
Men Ages 18-54	64%
All Respondents	59%

Total Disapprove	Percent
Strong Democrat	28%
Independent Men	26%
Democrat Men	26%
Ages 55-64	24%
Democrat Ages 45+	24%
Total Democrat	23%
Independent Ages 45+	22%
Democrat Ages 18-44	22%
Independent/Lean	21%
Women Ages 55+	21%
All Respondents	16%

And, Bush – even compared to the rest of the state has high job approval.

"And thinking about things in the country, do you approve or disapprove of the job George W. Bush is doing as President?"

Total Approve 53%
Total Disapprove 43%



The Race for the White House

The Race for the White House

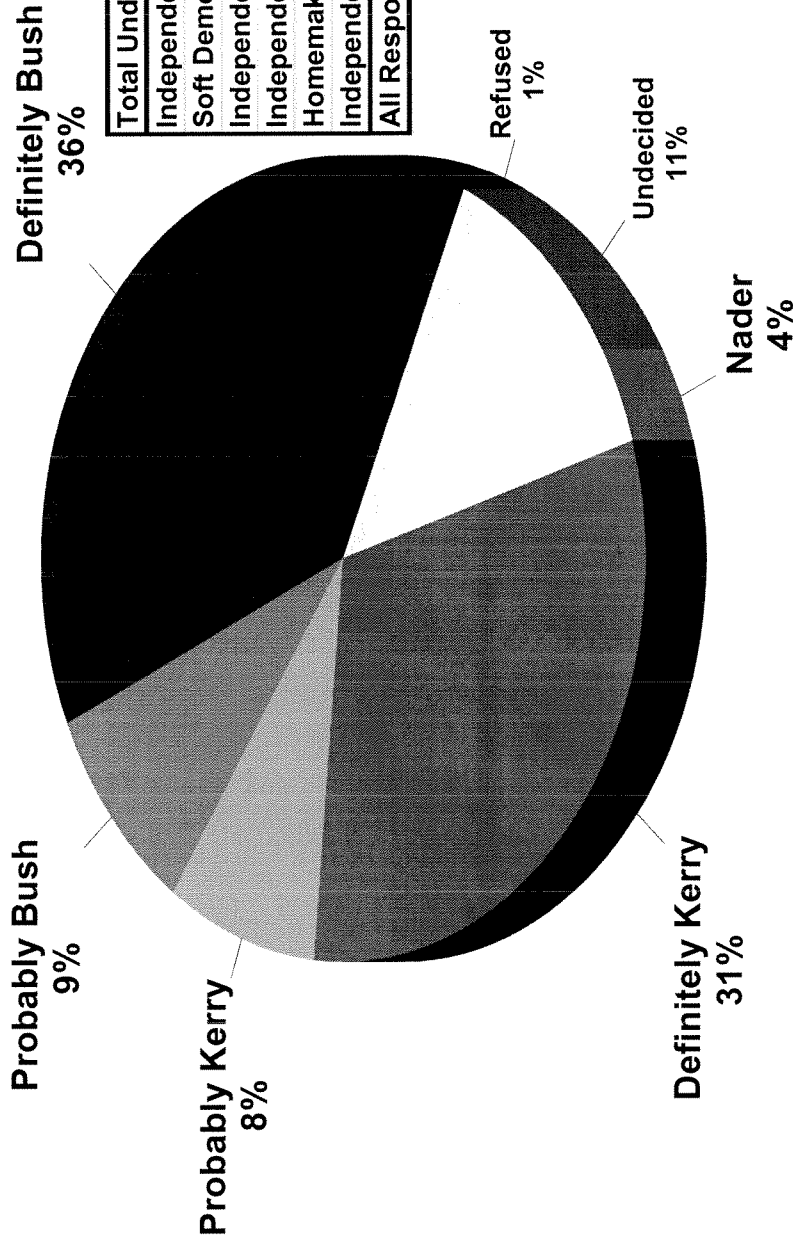
Bush leads the race against Kerry by a six point margin, with 45% of voters saying they would vote for President Bush if the election were held today, and only 39% saying they would vote for Kerry. As we've seen across the state, the number of undecided voters is very small, with only 10% of voters saying they do not know how they would cast their ballot.

Voters in the Fox River Valley trust Bush just a little bit more than Kerry when it comes to the economy. Forty-six percent say they trust Bush to do a better job and 44% say they trust Kerry. Again, this split demonstrates how close the election will likely be and how important this region is to a Bush victory.

Bush leads by a six point margin in the Fox Valley.

"And, if the election for PRESIDENT were being held today, for whom would you vote between: GEORGE W. BUSH, REPUBLICAN, JOHN KERRY, DEMOCRAT ... and ... RALPH NADER, INDEPENDENT?"

Total Bush 45%
Total Kerry 39%



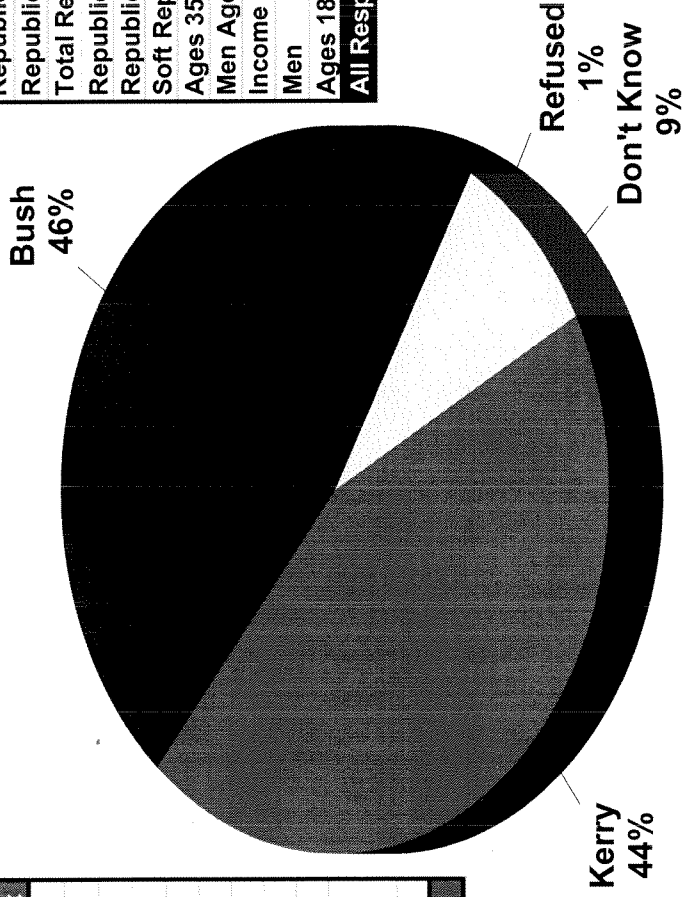
Category	Percent
Total Undecided/Lean	24%
Independent Women	22%
Soft Democrats	19%
Independent 45+	18%
Independent/Lean	16%
Homemakers	16%
Independent 18-44	16%
All Respondents	11%

Bush is seen as more trustworthy on economic issues.

"And, thinking a bit more about the upcoming presidential election... Who do you trust to do a better job handling the economy... would you say that... GEORGE W. BUSH... OR... JOHN KERRY... would do a better job handling the economy?"

Total Kerry	Percent
Democrat Ages 18-44	96%
Strong Democrat	94%
Total Democrat	93%
Democrat Women	93%
Democrat Men	92%
Democrat Ages 45+	91%
Soft Democrat	87%
Ages 55-64	51%
Women Ages 55+	51%
Independent Women	51%
Winnebago	49%
Independent Ages 18-44	49%
All Respondents	44%

Total Bush	Percent
Strong Republican	97%
Republican Ages 18-44	94%
Republican Women	94%
Total Republican	92%
Republican Ages 45+	91%
Republican Men	91%
Soft Republican	83%
Ages 35-44	53%
Men Ages 18-54	53%
Income \$80K+	53%
Men	51%
Ages 18-34	51%
All Respondents	46%



How the FOX River Cleanup Impacts the Race

How the Fox River Cleanup Impacts the Race

Almost three-quarters of those surveyed say that they have heard “a lot” or “some” about the Fox River cleanup plans. And, more than 30% say they have heard “a lot.” This demonstrates that the voters in the region are very informed about this issue – and more importantly that it is VERY relevant to their lives.

And, there are key elements of the plan that will move key voting blocks. The most popular elements of the plan are job protection, protecting the environment and the fact that taxpayer money would not be used. And, more important than their impact on the entire voting population is the impact these issues have on key voting blocks.

How the Fox River Cleanup Impacts the Race

■ This survey reveals very typical results for a Fox River Valley survey:

1. Voters want their jobs protected
2. Voters do not want higher taxes

These are historically the key issues in the Fox River Valley.

How the Fox River Cleanup Impacts the Race

The jobs message is very effective with our base of Republican voters (41% say this makes them “much more likely”) and with Independent voters (29% say this makes them “much more likely”).

The environmental protection message is effective with base Republican voters (29%) and with Independent voters (25%).

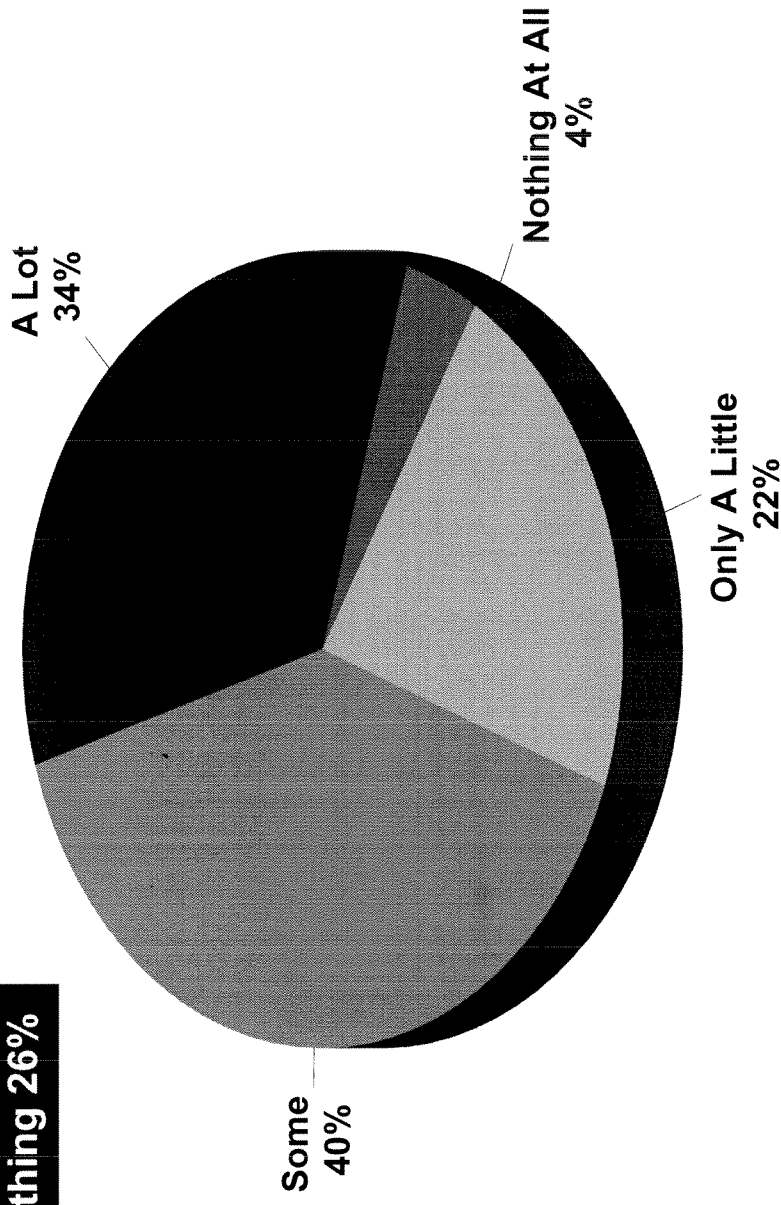
The “no tax” dollar message is very effective with base Republican voters (37%) and with Independent voters (30%).

Our messages move three percent of voters to vote for President Bush on the ballot - and in a race where 3% is three times the margin of defeat in the last election - these voters may be essential to a Bush victory in November.

Almost three - quarters of Fox Valley voters have heard about the issue.

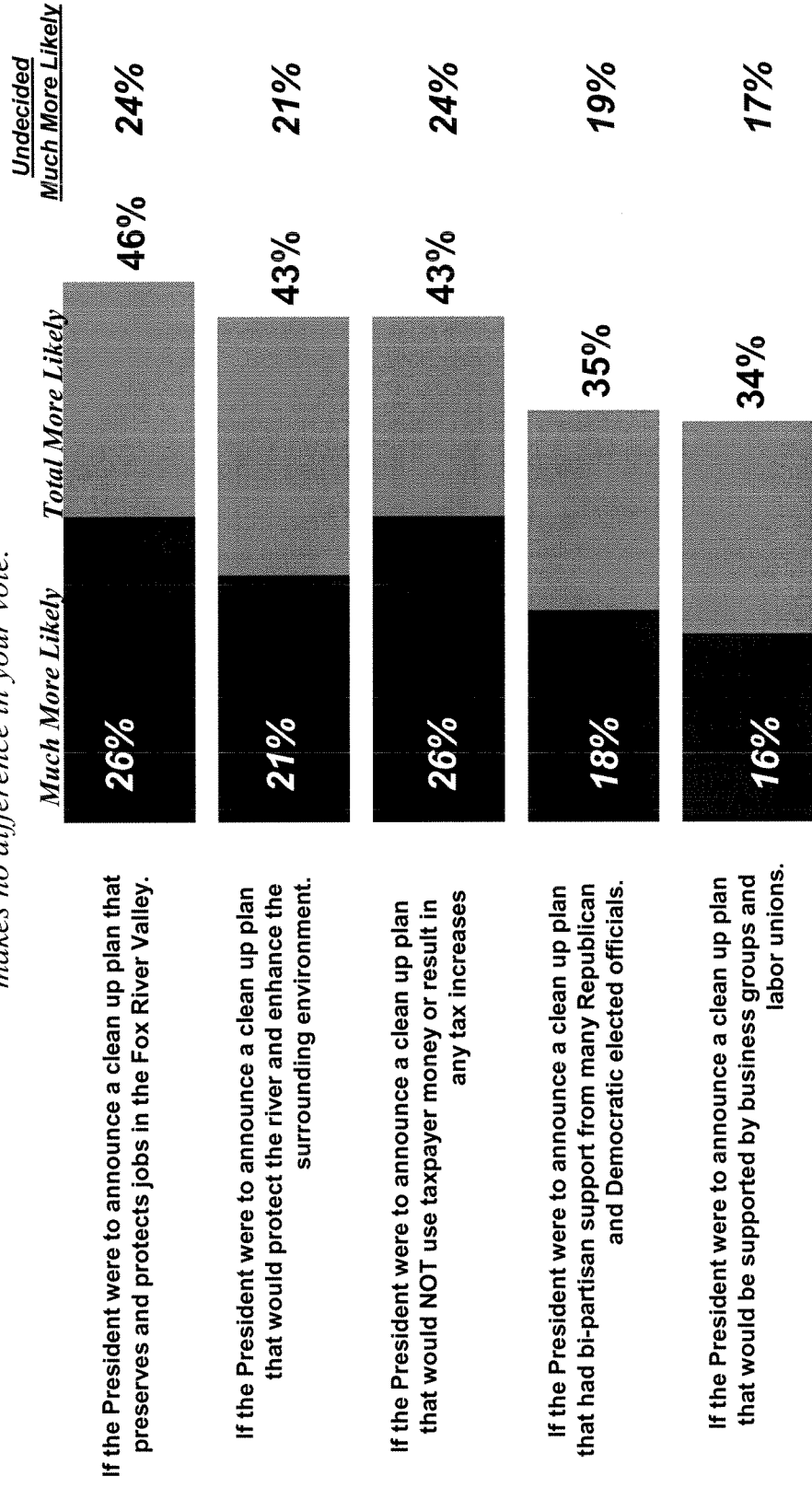
"For the last two decades, the government, businesses, community leaders and citizens have been trying to find a way to clean up the polluted Fox River. Thinking some more about that issue...How much would you say that you have you seen, read, or heard about that specific issue..."

Total A Lot/Some 74%
Total A Little/ Nothing 26%



The clean – up plan messages are well received.

"Now thinking more about the plan to clean up the Fox River, I am going to read you a series of statements about the proposed Fox River clean up plan. After you hear each statement about this clean up plan, please tell me if hearing that statement AND knowing that the clean up plan will be agreed to BEFORE the elections in November makes you MORE likely to vote for President Bush, LESS likely to vote for President Bush, or if it makes no difference in your vote."

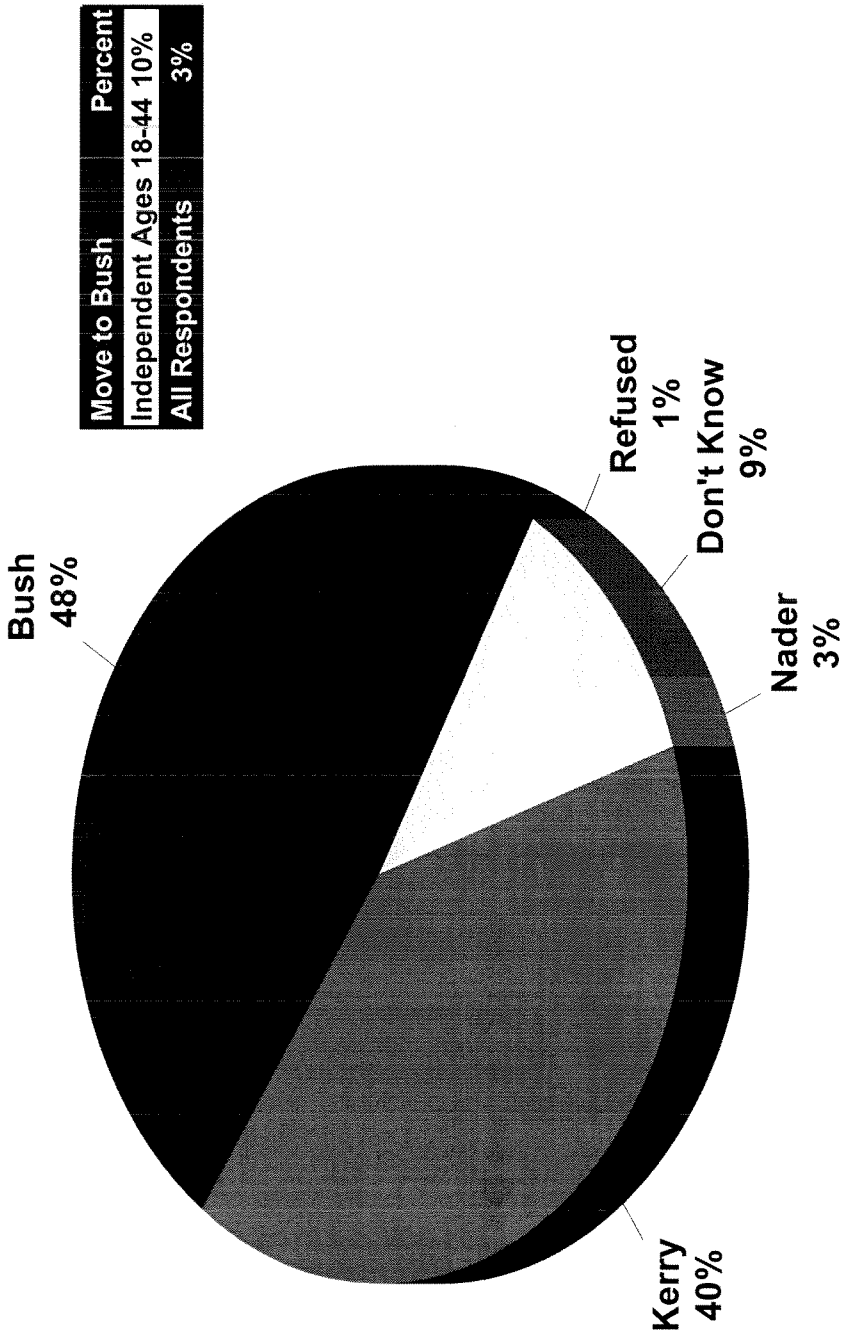


Our messages are more relevant to key voting blocks.

By Percent More Likely	Republicans	Move to Bush	Paper Industry	Independent/Leaners
If the President were to announce a clean up plan that preserves and protects jobs in the Fox River Valley.	41%	31%	20%	29%
If the President were to announce a clean up plan that would protect the river and enhance the surrounding environment.	29%	23%	13%	25%
If the President were to announce a clean up plan that would NOT use taxpayer money or result in any tax increases.	37%	46%	26%	30%
If the President were to announce a clean up plan that had bi-partisan support from many Republican and Democratic elected officials.	28%	31%	20%	18%
If the President were to announce a clean up plan that would be supported by business groups and labor unions.	24%	23%	11%	19%

In the Republican rich Fox River Valley – a three percent shift in support may be a deciding factor.

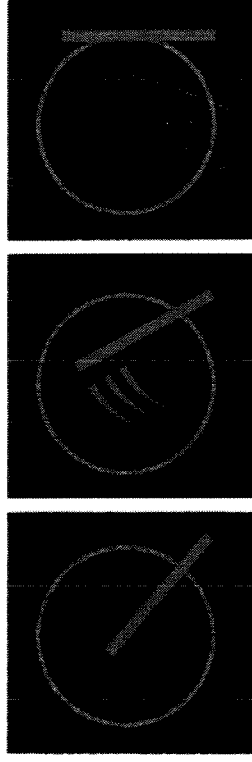
"Now, that you have heard more about the elements of this clean up plan, if this plan was enacted prior to the election and, if the election for PRESIDENT were being held today, for whom would you vote between...?"



For more information about this presentation or about
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