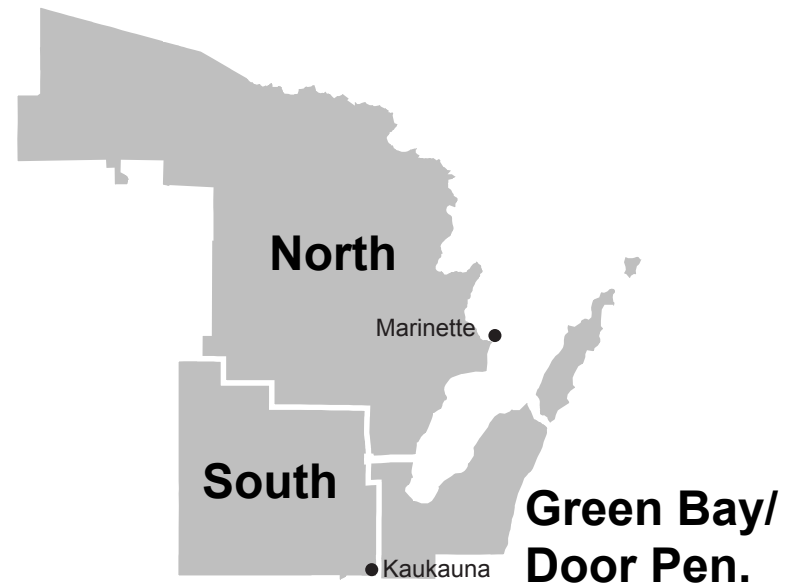


Wisconsin 8th



Wisconsin 8th

October 8-10, 2006		Likely Voters	Certain Voters	Party Identification			Geography			Hierarchical Vote					Bush Job Approval	
1,000 Target Respondents				Republican	Democrat	Independent	Bay/ Door Co. Per	North	South	Strong Gard	Weak/Lean Gard	Undecided/Other	Weak/Lean Kagen	Strong Kagen	Approve	Disapprove
Weighted Interviews	983	771	290	273	420	564	204	215	355	96	59	90	383	328	577	
Weighted Proportion	100%	78%	30%	28%	43%	57%	21%	22%	36%	10%	6%	9%	39%	33%	59%	
1. Voter Motivation Index																
Mean	7.72	9.00	7.62	8.24	7.46	7.64	8.22	7.47	7.55	8.10	6.54	7.18	8.10	7.83	7.68	
2. Preference																
Republican Gard	43%	43%	89%	8%	34%	43%	49%	37%	100%	74%	0%	0%	0%	88%	14%	
Other-Consider Gard	1%	1%	0%	0%	1%	0%	0%	2%	0%	6%	0%	0%	0%	0%	1%	
Undecided-Lean Gard	2%	2%	1%	0%	4%	1%	5%	1%	0%	20%	0%	0%	0%	2%	2%	
Democrat Kagen	46%	48%	6%	90%	45%	47%	42%	48%	0%	0%	0%	78%	100%	4%	74%	
Other-Consider Kagen	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	7%	0%	0%	1%	
Undecided-Lean Kagen	1%	1%	1%	0%	3%	2%	2%	0%	0%	0%	0%	16%	0%	1%	2%	
Other	2%	1%	1%	0%	3%	1%	0%	4%	0%	0%	29%	0%	0%	1%	2%	
Undecided	4%	3%	2%	0%	9%	3%	3%	8%	0%	0%	71%	0%	0%	4%	4%	
Total Gard	46%	46%	90%	9%	40%	45%	54%	40%	100%	100%	0%	0%	0%	90%	17%	
Total Kagen	48%	50%	7%	91%	49%	50%	43%	48%	0%	0%	0%	100%	100%	5%	76%	
3. Certainty																
Certain	81%	82%	91%	86%	71%	85%	79%	74%	100%	0%	100%	0%	100%	87%	79%	
May Vote for Opponent	19%	18%	9%	14%	29%	15%	21%	26%	0%	100%	0%	100%	0%	13%	21%	
Hierarchical Vote																
Strong Gard	36%	36%	85%	3%	24%	38%	39%	28%	100%	0%	0%	0%	0%	80%	9%	
Weak/Lean Gard	10%	10%	5%	6%	15%	7%	15%	12%	0%	100%	0%	0%	0%	10%	9%	
Undecided/Other	6%	4%	3%	1%	12%	5%	3%	12%	0%	0%	100%	0%	0%	5%	6%	
Weak/Lean Kagen	9%	8%	4%	8%	14%	9%	6%	14%	0%	0%	0%	100%	0%	4%	13%	
Strong Kagen	39%	41%	3%	83%	35%	41%	37%	34%	0%	0%	0%	0%	100%	2%	64%	

Wisconsin 8th

October 8-10, 2006
1,000 Target Respondents

Likely Voters
Weighted Interviews 983
Weighted Proportion 100%

Certain Voters
771
78%

Party Identification

Republican 290 30%
Democrat 273 28%
Independent 420 43%

Geography

Bay/ Door Co. Per 564 57%
North 204 21%
South 215 22%

Hierarchical Vote

Strong Gard 355 36%
Weak/Lean Gard 96 10%
Undecided/Other 59 6%
Weak/Lean Kagen 90 9%
Strong Kagen 383 39%

Bush Job Approval

Approve 328 33%
Disapprove 577 59%

4. Bush Job Approval

Approve 33%
Disapprove 59%
Not Sure 8%

35%
57%
8%

73% 3% 26%
13% 94% 67%
14% 3% 7%

36% 33% 27%
59% 54% 64%
6% 13% 9%

74% 33% 27% 13% 1%
14% 52% 62% 80% 96%
12% 15% 11% 6% 2%

100% 0%
0% 100%
0% 0%

5. Gender

Female 51%
Male 49%

51%
49%

55% 58% 45%
45% 42% 55%

52% 39% 61%
48% 61% 39%

54% 43% 37% 49% 54%
46% 57% 63% 51% 46%

50% 52%
50% 48%

6. Age (from voter file match)

18-44 33%
45-64 42%
65-74 15%
75+ 11%

32%
42%
16%
10%

38% 32% 30%
31% 42% 49%
18% 15% 13%
13% 12% 8%

27% 35% 46%
40% 45% 43%
16% 20% 7%
17% 0% 4%

36% 34% 39% 31% 29%
33% 55% 36% 57% 43%
18% 7% 12% 4% 17%
13% 5% 13% 8% 11%

37% 30%
34% 46%
15% 14%
14% 10%

7/8a. Race

Hispanic/Latino 0%
White 98%
Black 0%
Asian/Other 2%

0%
98%
0%
2%

0% 0% 0%
98% 98% 98%
0% 0% 0%
2% 2% 2%

0% 0% 0%
98% 98% 97%
0% 0% 0%
2% 2% 3%

0% 0% 0% 0% 0%
99% 99% 94% 97% 97%
0% 0% 0% 0% 0%
1% 1% 6% 3% 3%

0% 0%
99% 97%
0% 0%
1% 3%

9. Party Identification

Republican 30%
Democrat 28%
Independent/Other 43%

30%
30%
40%

100% 0% 0%
0% 100% 0%
0% 0% 100%

30% 29% 28%
31% 15% 32%
39% 56% 40%

69% 16% 14% 13% 3%
2% 17% 3% 24% 59%
29% 67% 83% 63% 39%

65% 7%
3% 44%
33% 49%

Wisconsin 8th

		Gender		Age						Gender/Age			
October 8-10, 2006	Likely Voters	Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
1,000 Target Respondents													
Weighted Interviews	983	506	477	321	410	147	105	962	21	301	205	306	171
Weighted Proportion	100%	51%	49%	33%	42%	15%	11%	98%	2%	31%	21%	31%	17%
1. Voter Motivation Index													
Mean	7.72	7.63	7.82	7.68	7.75	8.15	7.15	7.73	7.47	7.58	7.71	7.71	8.01
2. Preference													
Republican Gard	43%	44%	43%	49%	36%	47%	48%	44%	22%	43%	45%	44%	41%
Other-Consider Gard	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%
Undecided-Lean Gard	2%	1%	3%	1%	4%	1%	0%	2%	0%	1%	1%	1%	6%
Democrat Kagen	46%	49%	44%	42%	50%	45%	43%	46%	58%	49%	48%	43%	44%
Other-Consider Kagen	1%	0%	1%	0%	1%	1%	0%	1%	2%	1%	0%	1%	1%
Undecided-Lean Kagen	1%	1%	2%	1%	2%	1%	2%	1%	0%	1%	0%	2%	2%
Other	2%	2%	2%	2%	1%	3%	1%	2%	11%	2%	1%	1%	2%
Undecided	4%	3%	6%	5%	4%	2%	6%	4%	8%	2%	3%	8%	3%
Total Gard	46%	46%	46%	50%	42%	48%	48%	46%	22%	45%	47%	45%	47%
Total Kagen	48%	50%	47%	43%	53%	47%	45%	48%	60%	50%	48%	46%	47%
3. Certainty													
Certain	81%	83%	79%	81%	75%	93%	89%	81%	81%	82%	85%	77%	83%
May Vote for Opponent	19%	17%	21%	19%	25%	7%	11%	19%	19%	18%	15%	23%	17%
Hierarchical Vote													
Strong Gard	36%	38%	34%	40%	29%	44%	43%	37%	15%	38%	37%	32%	38%
Weak/Lean Gard	10%	8%	11%	10%	13%	4%	4%	10%	7%	7%	10%	13%	9%
Undecided/Other	6%	4%	8%	7%	5%	5%	7%	6%	18%	4%	4%	9%	6%
Weak/Lean Kagen	9%	9%	10%	9%	13%	3%	7%	9%	12%	11%	5%	10%	8%
Strong Kagen	39%	41%	37%	35%	41%	44%	39%	39%	48%	39%	44%	36%	39%

Wisconsin 8th

October 8-10, 2006
1,000 Target Respondents

Likely Voters

		Gender		Age						Gender/Age			
		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
Weighted Interviews	983	506	477	321	410	147	105	962	21	301	205	306	171
Weighted Proportion	100%	51%	49%	33%	42%	15%	11%	98%	2%	31%	21%	31%	17%
4. Bush Job Approval													
Approve	33%	32%	34%	38%	27%	34%	43%	34%	16%	32%	33%	34%	35%
Disapprove	59%	59%	58%	55%	65%	53%	53%	58%	73%	61%	57%	60%	55%
Not Sure	8%	8%	8%	7%	8%	12%	4%	8%	10%	7%	10%	6%	10%
5. Gender													
Female	51%	100%	0%	48%	51%	59%	54%	51%	54%	100%	100%	0%	0%
Male	49%	0%	100%	52%	49%	41%	46%	49%	46%	0%	0%	100%	100%
6. Age (from voter file match)													
18-44	33%	30%	35%	100%	0%	0%	0%	32%	45%	51%	0%	54%	1%
45-64	42%	41%	42%	0%	100%	0%	0%	41%	53%	49%	30%	46%	36%
65-74	15%	17%	13%	0%	0%	100%	0%	15%	2%	0%	43%	0%	35%
75+	11%	11%	10%	0%	0%	0%	100%	11%	0%	0%	28%	0%	28%
7/8a. Race													
Hispanic/Latino	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
White	98%	98%	98%	97%	97%	100%	100%	100%	0%	97%	99%	97%	100%
Black	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asian/Other	2%	2%	2%	3%	3%	0%	0%	0%	100%	3%	1%	3%	0%
9. Party Identification													
Republican	30%	31%	28%	34%	22%	36%	36%	30%	23%	31%	32%	25%	32%
Democrat	28%	31%	24%	27%	28%	27%	32%	28%	28%	29%	34%	24%	25%
Independent/Other	43%	37%	48%	39%	50%	37%	32%	43%	49%	40%	34%	51%	43%