

*****PRESS RELEASE*****

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**Poll Shows Doyle Holding Lead in Governor's Race and
Strong Advantage on Health Care Issues**

*Wisconsin Citizens Blame Pharmaceutical and Health Insurance Companies Profits
for Rising Costs*



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Milwaukee -- A new poll commissioned by One Wisconsin Now of 708 likely Wisconsin voters shows Governor Jim Doyle leading Congressman Mark Green by a 47% to 41% margin heading into the final three weeks of the campaign. Doyle's advantage over Green climbs to 7 points (48% to 41%) when the sample is limited to the 583 voters who say that they will "definitely vote" on November 7th.

The survey was conducted October 9-12 with 708 likely Wisconsin voters for One Wisconsin Now by Abacus Associates, a national survey research firm. One Wisconsin Now, Inc. (OWN) is a non-partisan and independent progressive public policy advocacy organization.

Doyle's lead is aided by voters' beliefs that he will do a better job handling a number of health care issues, the concern that Wisconsin voters place as their top priority for state government action. Doyle is viewed as the stronger candidate on all six health care-related issues tested, ranging from a 7-point advantage on holding down health care costs to a 38-point lead on promoting stem cell research to find cures for diseases.

Wisconsin voters were also asked in the survey what are the most important reasons for the rising health care costs in the state. Strong majorities blame the profits of pharmaceutical and health insurance companies for the increasing costs of health care. Other factors such as large companies not providing adequate health insurance, administrative and paperwork costs, and lack of competition receive substantial blame from the voters as well.

Race for Governor

Doyle	44%
Lean Doyle	3%
Green	38%
Lean Green	3%
Eisman	3%
Lean Eisman	0%
Undecided	10%

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Doyle’s current lead over Green is based on his strong showing among women, seniors, moderates and Independent voters. Doyle also greatly benefits from doing much better in his home base than Green does in his. Doyle holds a commanding lead in his home media market of Madison (+34), and edges Green in his home market of Green Bay by 3 points. Doyle trails Green in the Milwaukee media market by 7 points, a market he lost to McCallum in 2002 by 3 points. In the rest of the state, Doyle holds an 8-point advantage.

Comparison on Health Care Issues

The survey also asked voters to compare which candidate for Governor would do a better job on six key health care concerns. Doyle leads Green on all six, ranging from a 7-point edge on working to reduce health care costs to more than double digit advantages on all of the other five issues.



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	Doyle	Green	(Both/ equal)	(Neither)
Decreasing the number of people without health insurance in Wisconsin	47%	29%	3%	6%
Working to reduce the rising costs of health care in Wisconsin	43%	36%	3%	5%
Making prescription drugs more affordable	49%	31%	4%	4%
Making sure all children are covered by health insurance	49%	28%	4%	5%
Making long term care more affordable for seniors.....	49%	30%	2%	4%
Promoting stem cell research as a way to find cures for diseases.....	58%	20%	2%	4%

The closest gap on the six issues is on holding down health care costs. Doyle’s lead is similar to his advantage in the vote preference. Among several key groups the comparison is very close as both Independent and undecided voters split evenly between the two candidates on which candidate would do a better job on this issue.

Doyle has significant leads on the two issues about reducing the number of people without insurance. Doyle has very large advantages on both of these comparisons among voters who rate health care as a top priority (+34 on both covering all children and decreasing the number of uninsured). However, among the 10% of voters who currently lack health insurance, Doyle’s lead is smaller (+8) on which candidate would do a better job reducing the number of uninsured persons.

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Prescription drugs has been a key issue in the campaign as Green has promoted his efforts to secure passage of the Medicare Part D drug benefit and Doyle has touted his work on SeniorCare and advocacy of importing prescription drugs from Canada. Overall, Doyle has an 18-point edge as the candidate who would do best at “making prescription drugs more affordable.” Among voters over 60, Doyle lead on this issue expands to 30 points (54% to 24%).

Doyle’s biggest margin over Green (+38) is on stem cell research, an issue he has made a centerpiece of his campaign. Among key swing voters such as moderates (+40) and independents (+36), he holds commanding leads on the issue. Even Republicans (-3) and Green voters (-2) are almost equally divided whether Doyle or Green would handle the stem cell issue better. In the Madison media market -- the home of stem cell research at the University of Wisconsin -- Doyle is selected by 74% of voters as the candidate best on the issue compared to only 8% who choose Green.

Reasons for Rising Health Care Costs

Nearly two-thirds of Wisconsin voters (63%) blame pharmaceutical companies’ profits as being “very responsible” for rising health care costs and another quarter (24%) call them “somewhat responsible.” Women (72% “very responsible”) are significantly more critical of the drug companies than men (53%). Democrats (73%) and Independents (65%) are more likely than Republicans (48%) to hold the drug companies responsible, but nearly two-thirds of Republican women (64%) fault them for rising health care prices. Voters of all ages agree that the drug companies are a chief culprit.

	Very resp	Smwht resp	Not very resp	Not at all resp
Pharmaceutical companies’ profits.....	63%	24%	7%	5%
Health insurance companies’ profits.....	54%	33%	7%	3%
Large employers who do not provide health insurance for their employees	42%	30%	15%	9%
Administrative costs and paperwork.....	39%	42%	11%	4%
Lack of competition between health care plans because they have become so big.....	39%	39%	14%	6%
New hospital construction and duplication of expensive facilities	34%	39%	16%	7%
Medical errors causing complications and more expensive care	22%	47%	21%	7%

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