



Marquette Law School Poll – February 11-18, 2026

[START TIMING MODULE]

[ASK ALL]

[ACCEPTABLE RANGE IS 0-98]

[FORCE RESPONSE]

[SHELL QUESTION]

F4. What is your age? [PN: IF CATI:] (RECORD ACTUAL AGE IN YEARS)

999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] Refused

[IF USERDATA=23 & F4<18 (RBS AND LESS THAN 18 Y/O), SKIP TO NAMEVER1 THEN THANK AND TERMINATE "Thank you for your time. Have a good day/evening."]

[IF SAMPSOURCE=2 & F4<18 (PANEL AND LESS THAN 18 Y/O), THANK AND TERMINATE "Thank you for your time. Have a good day/evening."]

[ASK IF F4 = 999/REFUSED]

[FORCE RESPONSE]

[SHELL QUESTION]

F4a. Are you...

[PN: IF CATI:] (READ LIST)

- 0 Under 18
- 1 18-29 years old
- 2 30-44 years old
- 3 45-59 years old
- 4 60 years old or more

999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] Refused

[IF USERDATA=23 & F4a = 0,999 (RBS AND UNDER 18) SKIP TO NAMEVER1 THEN THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."]

[IF SAMPSOURCE=2 & F4a = 0,999 (PANEL AND UNDER 18) THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."]

[ASK ALL]

[FORCE RESPONSE]

[SHELL QUESTION]

S3a. Do you currently live in Wisconsin?

1 Yes
2 No
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] Refused

[IF USERDATA=23 & S3a=2,999 (RBS AND NOT LIVING IN WI/REFUSED) SKIP TO NAMEVER1 THEN THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."]

[IF SAMPSOURCE=2 & S3a=2,999 (PANEL AND NOT LIVING IN WI/REFUSED) THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."]

[ASK IF S3a=1/CURRENTLY LIVE IN WISCONSIN]

[FORCE RESPONSE]

[SHELL QUESTION]

S3b. In what county in Wisconsin do you live?

[PN: IF CATI:] (READ IF NECESSARY)

[PN: INSERT COUNTY LIST FOUND [HERE](#) AS A DROP-DOWN]

998 [PN: IF CATI:] (DO NOT READ) Don't know / [PN: IF WEB:] Don't know

999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] Refused

[PN: IF S3B = 079, 997, 998 CONTINUE TO S4.

IF USERDATA=23 & S3B=999 (RBS AND REFUSED COUNTY), SKIP TO NAMEVER1 THEN THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."]

IF SAMPSOURCE=2 & S3B = 999 (PANEL AND REFUSED COUNTY), THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."]

IF S3B ≠ 079, 997, 998 ASSIGN APPROPRIATE QUOTA GROUP AND SKIP TO S5.

[ASK IF S3b=079 (MILWAUKEE COUNTY) OR S3b = 997, 998 (OTHER/DK)]

[FORCE RESPONSE]

[SHELL QUESTION]

S4. Do you currently live within the Milwaukee city limits?

1 Yes

2 No

999 [PN: IF CATI:] (DO NOT READ) No Answer/Don't know/Refused / [PN: IF WEB:] Prefer not to say

[PN: IF S3B=079 AND S4=1 (YES, LIVES W/IN MWKE CITY LIMITS), GEOSTRATA=1 (MILWAUKEE DMA).

IF S3B=079 AND S4=2 (NO, DOES NOT LIVE W/IN MWKE CITY LIMITS), GEOSTRATA=2 (REST OF MWKE DMA).

IF S3B=997,998 AND S4=1 (YES, LIVES W/IN MWKE CITY LIMITS), GEOSTRATA=1 (MILWAUKEE DMA).

IF S3B=997,998 AND S4=2 (NO, DOES NOT LIVE W/IN MWKE CITY LIMITS) AND USERDATA=39,50 (PROB PANEL), FETCH THE COUNTY INFO FROM PFIPS AND USE IT TO ASSIGN GEOSTRATA. IF PFIPS = 999, THANK AND TERMINATE.

IF S3B=997,998 AND S4=2 (NO, DOES NOT LIVE W/IN MWKE CITY LIMITS) AND USERDATA=23 (RBS), FETCH THE COUNTY INFO FROM BCENSUSFIPS AND USE IT TO ASSIGN GEOSTRATA. IF BCENSUSFIPS = 999, SKIP TO NAMEVER1 THEN THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."

IF USERDATA=23 & S4=999 (RBS AND PREFER NOT TO SAY IF LIVING IN MKE CITY LIMITS), SKIP TO NAMEVER1 THEN THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."

IF SAMPSOURCE=2 & S4=999 (PANEL AND PREFER NOT TO SAY IF LIVING IN MKE CITY LIMITS), THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."

[ASK ALL]

[FORCE RESPONSE]

[SHELL QUESTION]

S5. Some people are registered to vote, and others are not. Are you registered to vote in the precinct or ward where you now live, or aren't you?

- 1 Yes, registered to vote in the precinct
- 2 No, not registered to vote
- 999 [PN: IF CATI:] (DO NOT READ) No Answer/Don't know/Refused / [PN: IF WEB:] Prefer not to say

[PN: IF S5=1, SKIP TO TRAP]

[ASK IF S5=2,999]

[FORCE RESPONSE]

[SHELL QUESTION]

S6. Do you plan to register to vote, or is there a chance that you may not register?

- 1 Plan to register
- 2 Chance may not register
- 999 [PN: IF CATI:] (DO NOT READ) No Answer/Don't know/Refused / [PN: IF WEB:] Prefer not to say

[PN: IF USERDATA=23 & S6=2,999 (RBS AND NO CHANCE OR N/A TO REGISTER TO VOTE) SKIP TO NAMEVER1 THEN THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."]

[PN: IF SAMPSOURCE=2 & S6=2,999 (PANEL AND NO CHANCE OR N/A TO REGISTER TO VOTE) THANK AND TERMINATE "Thank you for your time. Unfortunately, you do not qualify for this study."]

[ASK IF USERDATA=23 AND XCHANNEL=1 (RBS AND WEB ONLY)]

[FORCE RESPONSE]

[SHELL QUESTION]

TRAP. To ensure the program is working properly, please select the number "3" below.

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5

BEGIN PROGRAMMING MAIN QUESTIONNAIRE

MAIN QUESTIONNAIRE

[START TIMING MODULE]

[PN: INCLUDE RANDOMIZATION VARIABLE IN DATASET]

[ASK ALL]c

[A1 WAS A1 IN Y4373]

A1. Some people seem to follow what's going on in politics most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all?

- 1 Most of the time
- 2 Some of the time
- 3 Only now and then
- 4 Hardly at all
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[A2 WAS A2 IN Y4373]

A2. What are the chances that you will vote in the April 2026 elections for Wisconsin Supreme Court and other offices-- are you absolutely certain to vote, very likely to vote, are the chances 50-50, or don't you think you will vote?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Absolutely certain
- 2 Very likely
- 3 Chances 50-50
- 4 Don't think will vote
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[A3 WAS A3 IN Y4373]

A3. How enthusiastic are you about voting in the April 2026 elections for Wisconsin Supreme Court and other offices? Would you say you are very, somewhat, not too, or not at all enthusiastic?

- 1 Very enthusiastic
- 2 Somewhat enthusiastic
- 3 Not too enthusiastic
- 4 Not at all enthusiastic
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[B1 WAS B1 IN Y4373]

B1. Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?

[PN: IF CATI:] (INTERVIEWER INSTRUCTION: GET ANSWER, THEN ASK: "Do you strongly or somewhat (approve/disapprove)?")

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Strongly approve
- 2 Somewhat approve
- 3 Somewhat disapprove
- 4 Strongly disapprove
- 998 [PN: IF CATI:] (DO NOT READ) Don't know / [PN: IF WEB:] Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[B2 WAS B2 IN Y4373]

B2. Overall, do you approve or disapprove of the way Tony Evers [PN: IF CATI:] (EE-vers) is handling his job as Governor of Wisconsin?

[PN: IF CATI:] (INTERVIEWER INSTRUCTION: GET ANSWER, THEN ASK: "Do you strongly or somewhat (approve/disapprove)?")

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Strongly approve
- 2 Somewhat approve
- 3 Somewhat disapprove
- 4 Strongly disapprove
- 998 [PN: IF CATI:] (DO NOT READ) Don't know / [PN: IF WEB:] Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[B3 WAS B3 IN Y4373]

B3. Overall, do you approve or disapprove of the way the Wisconsin legislature is handling its job?

[PN: IF CATI:] (INTERVIEWER INSTRUCTION: GET ANSWER, THEN ASK: "Do you strongly or somewhat (approve/disapprove)?")

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Strongly approve
- 2 Somewhat approve
- 3 Somewhat disapprove
- 4 Strongly disapprove
- 998 [PN: IF CATI:] (DO NOT READ) Don't know / [PN: IF WEB:] Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[B4 WAS B4 IN Y4373]

B4. Overall, do you approve or disapprove of the way the Wisconsin state Supreme Court is handling its job?

[PN: IF CATI:] (INTERVIEWER INSTRUCTION: GET ANSWER, THEN ASK: "Do you strongly or somewhat (approve/disapprove)?")

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Strongly approve
- 2 Somewhat approve
- 3 Somewhat disapprove
- 4 Strongly disapprove
- 998 [PN: IF CATI:] (DO NOT READ) Don't know / [PN: IF WEB:] Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: IF SAMPSOURCE=2 AND USERDATA=50 (PROB PANEL WEB), INSERT QUALITY CONTROL PROGRAMMING BLOCK TRAP HERE]

[SHOW TO ALL]

[SECTION C IS THE SAME STRUCTURE AS IN Y4373, BUT WITH SOME DIFFERENT ITEMS AND RANDOMIZATIONS]

TRANSITION1. Next, we'd like to get your opinion of some people you may or may not be familiar with. For each name, please indicate if you have a favorable or unfavorable opinion of them or if you haven't heard enough about them yet to have an opinion.

[PN: IF WEB:] Please click Next to continue.

[PN: IF CATI:] (NOTE TO INTERVIEWER: Click Next to continue.)

[ASK ALL]

[PRESENT EACH ON OWN SCREEN]

[PN: IF CATI:] <<SHOW "First ..." FOR THE FIRST NAME/ITEM, THEN USE "Next..." FOR THE SUCCEEDING NAMES>>
<<INSERT NAME>>

[PN: IF CATI:] (READ IF NECESSARY: Do you have a favorable or unfavorable opinion of [INSERT NAME] or haven't you heard enough about them yet?)

[PN: IF WEB:] Do you have a favorable or unfavorable opinion of <<INSERT NAME C1-C9>> or haven't you heard enough about them yet?

- 1 Favorable
- 2 Unfavorable
- 3 Haven't heard enough
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: RANDOMIZE C1 TO C3]

- C1 Tony Evers [PN: IF CATI:] PRONO: (EE-vers)
- C2 Tammy Baldwin
- C3 Ron Johnson

[PN: RANDOMIZE C4 TO C5]

- C4 Donald Trump
- C5 JD Vance

[PN: RANDOMIZE C6 TO C9]

- C6 The Make America Great Again (MAGA) movement
- C7 The Democratic Party
- C8 The Republican Party
- C9 Immigration and Customs Enforcement (ICE)

[ASK ALL]

[PRESENT EACH ON OWN SCREEN]

Here are some people running for Wisconsin Supreme Court.

[PN: IF CATI:] <<SHOW "First ..." FOR THE FIRST NAME/ITEM, THEN USE "Next..." FOR THE SUCCEEDING NAMES>>
<<INSERT NAME>>

[PN: IF CATI:] (READ IF NECESSARY: Do you have a favorable or unfavorable opinion of [INSERT NAME] or haven't you heard enough about them yet?)

[PN: IF WEB:] Do you have a favorable or unfavorable opinion of <<INSERT NAME C10-C11>> or haven't you heard enough about them yet?

- 1 Favorable
- 2 Unfavorable
- 3 Haven't heard enough
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: RANDOMIZE C10 TO C11]

- C10. Maria Lazar [PN: IF CATI:] PRONO: (La-zar)
- C11. Chris Taylor

[ASK ALL]

[PRESENT EACH ON OWN SCREEN]

Here are some people running for governor.

[PN: IF CATI:] <<SHOW "First ..." FOR THE FIRST NAME/ITEM, THEN USE "Next..." FOR THE SUCCEEDING NAMES>>
<<INSERT NAME>>

[PN: IF CATI:] (READ IF NECESSARY: Do you have a favorable or unfavorable opinion of [INSERT NAME] or haven't you heard enough about them yet?)

[PN: IF WEB:] Do you have a favorable or unfavorable opinion of <<INSERT NAME C12-C22>> or haven't you heard enough about them yet?

- 1 Favorable
- 2 Unfavorable
- 3 Haven't heard enough
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: RANDOMIZE C12 TO C22]

- C12. Mandela Barnes
- C13. Joel Brennan
- C14. David Crowley
- C15. Francesca Hong
- C16. Missy Hughes
- C17. Brett Hulsey
- C18. Sara Rodriguez
- C19. Kelda Roys
- C21. Tom Tiffany
- C22. Andy Manske [PN: IF CATI:] (PRONO: Man-ski)

[ASK ALL]

[PRESENT EACH ON OWN SCREEN]

Here are some people running for Wisconsin Attorney General.

[PN: IF CATI:] <<SHOW "First ..." FOR THE FIRST NAME/ITEM, THEN USE "Next..." FOR THE SUCCEEDING NAMES>>
<<INSERT NAME>>

[PN: IF CATI:] (READ IF NECESSARY: Do you have a favorable or unfavorable opinion of [INSERT NAME] or haven't you heard enough about them yet?)

[PN: IF WEB:] Do you have a favorable or unfavorable opinion of <<INSERT NAME C23-C24>> or haven't you heard enough about them yet?

- 1 Favorable
- 2 Unfavorable
- 3 Haven't heard enough
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: RANDOMIZE C23 TO C24]

- C23. Josh Kaul
- C24. Eric Toney

[PN: RANDOMIZE ORDER OF D1-D2]

[ASK ALL]

[D1 WAS D1 IN Y4373]

D1. How much have you heard or read about the campaigns for Wisconsin Supreme Court election on April 7, 2026?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 A lot
- 2 A little
- 3 Nothing at all
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[D2 WAS D2 IN Y4373]

D2. How much have you heard or read about the campaigns for governor in the Democratic and Republican primaries on August 11, 2026?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 A lot
- 2 A little
- 3 Nothing at all
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: RANDOMIZE ORDER OF D3-D4]

[ASK ALL]

[D3 WAS D3 IN Y4373]

D3. In the election for the Wisconsin Supreme Court, do you have a clear idea of what Maria Lazar [PN: IF CATI: PRONO: (La-zar)] stands for, or are you not clear about what she stands for, or have you not heard enough about her yet?

- 1 Have a clear idea
- 2 Not clear what she stands for
- 3 Haven't heard enough
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[D4 WAS D4 IN Y4373]

D4. In the election for the Wisconsin Supreme Court, do you have a clear idea of what Chris Taylor stands for, or are you not clear about what she stands for, or have you not heard enough about her yet?

- 1 Have a clear idea
- 2 Not clear what she stands for
- 3 Haven't heard enough
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[D5 WAS D5 IN Y4373]

D5. Should judicial candidates discuss during the campaign issues likely to come before them if elected so voters know what the candidates stand for, or should they avoid talking about such issues in order not to seem to be pre-judging the issues?

- 1 Discuss issues
- 2 Avoid discussing issues
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS WITH 1-2/2-1; STORE AS VAR IN DATA]

[D6 IS A NEW QUESTION]

D6. If the April 7 election for Wisconsin Supreme Court were being held today and the candidates were (Maria Lazar [PN: IF CATI: PRONO: (La-zar)]) and (Chris Taylor) for whom would you vote, or haven't you decided yet, or will you not vote in that election?

[PN: IF CATI:] (REPEAT LIST IF NECESSARY)

1. Maria Lazar
 2. Chris Taylor
 3. Haven't decided
 4. Will not vote in that election
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: IF SAMPSOURCE=2 AND USERDATA=50 (PROB PANEL WEB), INSERT QUALITY CONTROL PROGRAMMING BLOCK INS HERE]

[ASK ALL]

[E1 WAS E1 IN Y4373]

E1. Would you say you personally are better off, about the same, or worse off than you were a year ago?

- 1 Better off
 - 2 About the same
 - 3 Worse off
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[E2 WAS E2 IN Y4373]

E2. Thinking just about the state of Wisconsin, do you feel things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

- 1 Right direction
 - 2 Wrong track
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: Randomize order of E3 AND E4 and save order as a variable]

[ASK ALL]

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1; STORE AS VAR IN DATA]

[E3 WAS E3 IN Y4373 – ADDED BOLDING FOR “GROCERIES”]

E3. How has the price you pay for **groceries** changed over the last six months?

[PN: IF CATI:] (READ LIST)

- 1 Gone down a lot
 - 2 Gone down a little
 - 3 Stayed about the same
 - 4 Gone up a little
 - 5 Gone up a lot
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1; STORE AS VAR IN DATA]

[E4 IS A NEW QUESTION]

E4. How has the price you pay for **gasoline** changed over the last six months?

[PN: IF CATI:] (READ LIST)

- 1 Gone down a lot
- 2 Gone down a little
- 3 Stayed about the same
- 4 Gone up a little
- 5 Gone up a lot
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[E5 IS A NEW QUESTION]

E5. Who does most of the grocery shopping for your household?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 [PN: IF WEB: I] [PN: IF CATI: You] do
- 2 Someone else does
- 3 [PN: IF WEB: We] [PN: IF CATI: You] split the grocery shopping about equally
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: CREATE VARIABLE HALFSAMPE6E10 AND STORE IN DATA]

[PN: SET SO HALF OF RESPONDENTS ARE HALFSAMPE6E10=1 AND THE OTHER HALF ARE HALFSAMPE6E10=2]

[ASK IF HALFSAMPE6E10=1]

[PN: RANDOMIZE ORDER OF E6A-E10A; STORE AS VAR IN DATA]

[E6A-E8A WERE E4A-E6A in Y4373; E9A AND E10A ARE NEW]

E6A-E10A. How concerned are you about each of the following?

[PN: IF WEB:] (Please select one response for each.)

[PN: IF CATI:] (INSERT ITEM)

[PN: IF CATI:] (READ IF NECESSARY: Are you very concerned, somewhat concerned, not too concerned, or not at all concerned with (INSERT ITEM)?)

	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	[PN: IF CATI:] (DO NOT READ) Don't know	[PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK
E6a. Jobs and the economy	1	2	3	4	998	999

E7a. Inflation and the cost of living	1	2	3	4	998	999
E8a. Illegal immigration and border security	1	2	3	4	998	999
E9a. Property taxes	1	2	3	4	998	999
E10a. The cost of electricity	1	2	3	4	998	999

[ASK IF HALFSAMPE6E10=2]

[PN: RANDOMIZE ORDER OF E6B-E10B; STORE AS VAR IN DATA]

[E6B-E9B WERE E4B-E7B IN Y4373; E10B IS A NEW QUESTION]

E6B-E10B. How concerned are you about each of the following?

[PN: IF WEB:] (Please select one response for each.)

[PN: IF CATI:] (INSERT ITEM)

[PN: IF CATI:] (READ IF NECESSARY: Are you very concerned, somewhat concerned, not too concerned, or not at all concerned with (INSERT ITEM)?)

	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	[PN: IF CATI:] (DO NOT READ) Don't know	[PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK
E6b. Abortion policy	1	2	3	4	998	999
E7b. Gun violence	1	2	3	4	998	999
E8b. Health insurance	1	2	3	4	998	999
E9b. Taxes	1	2	3	4	998	999
E10b. The cost of electricity	1	2	3	4	998	999

[ASK ALL]

[PN: SET UP AS MULTIPLE RESPONSE QUESTION AND ALLOW UP TO TWO RESPONSES]

[PN: RANDOMIZE RESPONSE OPTIONS 1-5 KEEPING 6 LAST; STORE AS VAR IN DATA]

[G1 IS A NEW QUESTION]

G1. A number of new data centers are proposed or under construction around the state. These come with both costs and benefits.

Which **TWO** of the following do you think are the **most** important benefits of data centers?

[PN: IF CATI:] (READ LIST)

- 1 Provide construction jobs
- 2 Create new jobs for technical workers and others
- 3 Establish a new industry in the state
- 4 Help the U.S. lead the world in artificial intelligence (AI)
- 5 Provide new tax revenue for local communities

- 6 No benefits or no additional benefits
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: SET UP AS MULTIPLE RESPONSE QUESTION AND ALLOW UP TO TWO RESPONSES]

[PN: RANDOMIZE RESPONSE OPTIONS 1-5 KEEPING 6 LAST; STORE AS VAR IN DATA]

[G2 IS A NEW QUESTION]

G2. Which **TWO** of the following do you think are the **most** important costs of data centers?

[PN: IF CATI:] (READ LIST)

- 1 High use of electricity requires building new power plants
- 2 Drives up the cost of electricity for everyone else
- 3 High water use strains local water resources
- 4 Artificial intelligence (AI) is not something we should develop
- 5 They replace agricultural or rural land with large industrial buildings
- 6 No costs or no additional costs
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: ROTATE RESPONSE OPTIONS 1-2/2-1; STORE AS VAR IN DATA]

[G3 IS A NEW QUESTION]

G3. There are several large data centers being proposed or under construction in Wisconsin. Which comes closer to your opinion, even if neither is exactly right:

[PN: IF CATI:] (READ LIST)

- 1 The **benefits** of the data centers **outweigh** the costs
- 2 The **costs** of the data centers **outweigh** the benefits
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: ROTATE RESPONSE OPTIONS 1-3/3-1; STORE AS VAR IN DATA]

[G4 IS A NEW QUESTION]

G4. How much have you read or heard about the construction of data centers in Wisconsin?

[PN: IF CATI:] (READ LIST)

- 1 A lot
- 2 A little
- 3 Nothing at all
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-2/2-1; STORE AS VAR IN DATA]

[G4B IS A NEW QUESTION]

G4b. Do you think the use of artificial intelligence is moving (too quickly), (too slowly), or at about the right pace in the United States?

- 1 Too quickly
- 2 Too slowly
- 3 About the right pace
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: ALLOW MULTIPLE RESPONSES]

[G5 IS A NEW QUESTION]

G5. The legislature is debating who should be responsible for paying to clean up past discharges of the long-lasting chemicals known as PFAS that have contaminated a number of water supplies around the state. Which of the following do you think should pay for cleanup?

[PN: IF WEB:] **Select all that apply.**

[PN: IF CATI:] (READ LIST, PAUSING AFTER EACH ITEM TO ALLOW RESPONDENT TO INDICATE YES OR NO)

- 1 The manufacturers of PFAS
- 2 Those who used PFAS in their business, leading to contamination
- 3 Those who unknowingly received and discharged PFAS, spreading the chemical
- 4 Those whose land or water is contaminated even if by someone else
- 5 The state should pay for cleaning up PFAS regardless of the source
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: CREATE VARIABLE HALFSAMPG6G11 AND STORE IN DATA]

[PN: SET SO HALF OF RESPONDENTS ARE HALFSAMPG6G11=1 AND THE OTHER HALF ARE HALFSAMPG6G11=2]

[ASK IF HALFSAMPG6G11=1]

[G6A WAS G3A IN Y4373]

G6a. How satisfied are you with the job the public schools are doing in your community?

[PN: IF CATI:] (READ LIST)

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=1]

[G7A WAS G4A IN Y4373]

G7a. Which is more important to you: reduce property taxes or increase spending on public schools?

- 1 Reduce property taxes
- 2 Increase spending on public schools
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=1]

[G8A WAS G5A IN Y4373]

G8a. If your local school board proposed a referendum to increase taxes for schools, would you be more inclined to vote for or to vote against that referendum?

- 1 Vote for
- 2 Vote against
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=1]

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1; STORE AS VAR IN DATA]

[G9A IS A NEW QUESTION]

G9a. Wisconsin currently has about a \$2 billion dollar budget surplus. How much of that, if any, would you like to see given back to taxpayers through a property tax cut?

[PN: IF CATI:] (READ LIST)

- 1 All of it used for a property tax cut
- 2 About three-quarters used for a property tax cut
- 3 About half used for a property tax cut
- 4 About one-quarter used for a property tax cut
- 5 None of it used for a property tax cut
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=1]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-2/2-1; STORE AS VAR IN DATA]

[G10A IS A NEW QUESTION]

G10a. In 2024, Governor Tony Evers used his partial veto power to change legislation to require increases in school spending limits for the next 400 years. (Supporters say this was necessary to support public schools.) (Opponents say it will require tax increases each year to provide money for spending increases.) What is your opinion of this?

[PN: IF CATI:] (READ LIST)

- 1 His veto was necessary to support public schools in the long run
- 2 His veto will mean tax increases each year for centuries
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=1]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-2/2-1; STORE AS VAR IN DATA]

[G11A IS A NEW QUESTION]

G11a. Some people say (the legislature has failed to provide enough state funding for public schools, and this has required school districts to increase property taxes for the schools.) Others say (public schools must live within their budget limits and school boards should not increase property taxes for the schools.) What is your opinion on this?

[PN: IF CATI:] (READ LIST)

- 1 The legislature has failed to provide enough funding
- 2 Schools must live within their budget limits
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=2]

[G6B IS A NEW QUESTION]

G6b. Do you favor or oppose deporting immigrants who are living in the United States illegally back to their home countries?

[PN: IF CATI:] (READ LIST)

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=2]

[G7B IS A NEW QUESTION]

G7b. Do you favor or oppose deporting immigrants who are living in the United States illegally back to their home countries even if they have lived here for a number of years, have jobs and no criminal record?

[PN: IF CATI:] (READ LIST)

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=2]

[PN: RANDOMIZE QUESTION TEXT IN PARENS ALONG WITH ANSWER CHOICES 1-2/2-1]

[G8B IS A NEW QUESTION]

G8B. Do you think the U.S. is (mostly deporting immigrants with criminal records) or (mostly deporting immigrants who have no criminal records)?

- 1 Mostly deporting immigrants with criminal records
- 2 Mostly deporting immigrants who have no criminal records
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=2]

[G9B WAS E10 IN Y4373]

G9b. Do you think tariffs are helping or hurting Wisconsin farmers, or not making much of a difference either way?

- 1 Helping Wisconsin farmers
- 2 Hurting Wisconsin farmers
- 3 Not making much of a difference
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=2]

[G10B WAS E11 IN Y4373]

G10b. Do you think Trump's policy proposals will decrease inflation, increase inflation, or have no effect on inflation?

- 1 Decrease inflation
- 2 Increase inflation
- 3 Have no effect on inflation
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG6G11=2]

[G11B IS A NEW QUESTION]

G11b. Do you favor or oppose legalizing online sports betting in Wisconsin?

- 1 Favor
- 2 Oppose
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[G12 IS A NEW QUESTION]

G12. How much do you approve or disapprove of the way U.S. Immigration and Customs Enforcement, known as ICE, is enforcing immigration laws?

[PN: IF CATI:] (READ LIST)

- 1 Strongly approve
- 2 Somewhat approve
- 3 Somewhat disapprove
- 4 Strongly disapprove
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[G14 IS A NEW QUESTION]

G14. As you may know, a man in Minneapolis, Alex Pretti, was recently fatally shot by two U.S. Border Patrol agents. So far as you can tell, do you think this shooting was justified by the circumstances or was it not justified?

- 1 Justified
- 2 Not justified
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[G15 IS A NEW QUESTION]

G15. Do you think Alex Pretti had a constitutional right to have a gun with him when protesting against immigration agents or should it be illegal to possess a gun at a protest?

- 1 Had a constitutional right to have a gun
- 2 Should be illegal to possess a gun at a protest
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-2/2-1; STORE AS VAR IN DATA]

[G16 IS A NEW QUESTION]

G16. Has the conflict between immigration enforcement agents and the Minneapolis community (decreased), (increased) or stayed about the same since the shooting of Pretti?

- 1 Decreased
- 2 Increased
- 3 Stayed about the same
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: RANDOMIZE ORDER OF RESPONSE OPTIONS 1-10; STORE AS VAR IN DATA]

[G17 WAS G8 IN Y4373]

G17. Which one of the following issues matters MOST to you right now?

[PN: IF CATI:] (READ LIST)

- 1 Jobs and the economy
 - 2 Inflation and the cost of living
 - 3 Public schools
 - 4 Illegal immigration and border security
 - 5 Abortion policy
 - 6 Crime in your community
 - 7 Gun violence
 - 8 Health insurance
 - 9 Taxes
 - 10 Affordability of housing
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[G18 WAS G9 IN Y4373]

G18. Thinking about your family's financial situation, would you say you are living comfortably, just getting by, or struggling to make ends meet?

- 1 Living comfortably
 - 2 Just getting by
 - 3 Struggling
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

END PROGRAMMING MAIN QUESTIONNAIRE

DEMOGRAPHICS

[ASK ALL]

[SHELL QUESTION]

Z1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an Independent?

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 [PN: IF WEB:] Other/No preference / [PN: IF CATI:] (DO NOT READ) Other/No preference
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF Z1 = 3 (INDEPENDENT) OR Z1 = 4 (OTHER) OR Z1 = 998 (DON'T KNOW PARTY ID)]

[SHELL QUESTION]

Z2. Do you think of yourself as closer to the Republican Party or to the Democratic Party or closer to neither?

- 1 Republican
- 2 Democrat
- 3 Neither/Just Independent
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF Z2=3; ASK INDEPENDENTS ONLY (INDICATE IN LEAN QUESTION THAT THEY ARE NEITHER/INDEPENDENT)]

[PN: RANDOMIZE ORDER OF CODES 1-2/2-1 AND MATCH ORDER IN QUESTION TEXT; STORE AS VAR IN DATA]

[PRIMARY1 WAS PRIMARY 1 IN Y4373]

PRIMARY1. Do you think you will vote in the (Republican) primary in August or in the (Democratic) primary in August?

- 1 Republican primary
- 2 Democratic primary
- 3 Neither
- 4 [PN: IF CATI:] (DO NOT READ) Both
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF Z1=1 OR Z2=1 OR PRIMARY1=1; ASK IF REPUBLICAN, LEAN R, OR PLANNING TO VOTE IN R PRIMARY]

[PN: RANDOMIZE ORDER OF CODES 1-2 AND MATCH ORDER IN QUESTION TEXT; ANCHOR CODE 3 AS LAST; STORE AS VAR IN DATA]

[PRIMARY2 WAS PRIMARY2 IN Y4373]

PRIMARY2. In the Republican primary for Governor, will you vote for (Tom Tiffany) or (Andy Manske [PN: IF CATI:] (PRONO: Man-ski))?

- 1 Tom Tiffany
- 2 Andy Manske [PN: IF CATI:] (PRONO: Man-ski)
- 3 Haven't decided
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF Z1=2 OR Z2=2 OR PRIMARY1=2; ASK IF DEMOCRAT, LEAN D, OR PLANNING TO VOTE IN D PRIMARY]

[PN: RANDOMIZE ORDER OF CODES 1-7; ANCHOR CODE 9 AS LAST; STORE AS VAR IN DATA]

[PRIMARY3 IS PRIMARY3 IN Y4373 BUT WITH NEW ANSWER CHOICES]

PRIMARY3. In the Democratic primary for Governor, will you vote for [PN: IF CATI:], and please bear with me as I read the 8 candidates] ...

[PN: IF CATI:] (READ LIST)

- 1 Mandela Barnes
- 2 Joel Brennan
- 3 David Crowley
- 4 Francesca Hong
- 5 Missy Hughes
- 6 Brett Hulsey
- 7 Sara Rodriguez
- 8 Kelda Roys
- 9 Haven't decided
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

S2. [PN: IF WEB:] Do you describe yourself as a man, a woman, or in some other way?

[PN: IF CATI:] Record Gender: (DO NOT ASK. RECORD ONLY ONE RESPONSE)

- 1 Man
- 2 Woman
- 3 [PN: IF WEB:] Some other way
- 999 [PN: IF CATI:] (DO NOT READ) Don't know/Refused / [PN: IF WEB:] Web blank

[ASK ALL]

[SHELL QUESTION]

Z3. What is the highest level of education you completed?

[PN: IF CATI:] (READ LIST)

- 01 Elementary school only
- 02 Some high school but did not finish
- 03 Completed high school
- 04 Some college but didn't finish
- 05 Two year college degree
- 06 Four year college degree
- 07 Some graduate work
- 08 Completed masters or professional degree
- 09 Advanced graduate work or PhD
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z5. Are you currently married, living with a partner but not married, widowed, divorced, separated, or have you never been married?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Married
- 2 Living with a partner but not married
- 3 Widowed
- 4 Divorced
- 5 Separated
- 6 Never Married
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: IF CATI (XCHANNEL=2), PROVIDE INPUT BOX WITH ALLOWED RANGE 1-9]

[PN: IF WEB (XCHANNEL=1), DISPLAY A DROP-DOWN LIST OF 1 TO 9 (CODED AS 1-9) WITH INCREMENTS OF 1, THEN "10 OR MORE" CODED AS 10]

[SHELL QUESTION]

Z6. How many adults who currently live with you are 18 years old or older? Please be sure to include yourself.

[PN: IF CATI:] (READ IF NECESSARY: "This does not include college students living away from home or military who are deployed and living somewhere else.")

_____ [PN: IF CATI:] (RECORD EXACT NUMBER 1-9) / [PN: IF WEB: INSERT DROP-DOWN OF 1-9]

- 10 [PN: IF CATI:] (DO NOT READ) 10 or more (VOL) / [PN: IF WEB:] 10 or more
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z7. How many children under 18 are currently living with you, if any?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 0 None
- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z8. Are you of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

- 1 Yes
- 2 No
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: PROVIDE AN INPUT BOX FOR 97 (OTHER-SPECIFY)]

[SHELL QUESTION]

Z9. Would you describe yourself as White, African American or Black, Asian, Native American, of more than one race or some other race?

- 01 White
- 02 African American or Black
- 03 Asian, South Asian, or Pacific Islander
- 04 Native American or American Indian
- 05 More than one race
- 97 Other, Specify _____
- 06 [PN: IF CATI:] (DO NOT READ) Hispanic or Latino (VOL)
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z10. Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 More than once a week
- 2 Once a week
- 3 Once or twice a month
- 4 A few times a year
- 5 Seldom
- 6 Never
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z11. What is your religious preference – are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion?

[PN: IF CATI:] (READ LIST IF NECESSARY)

[PN: IF CATI:] (IF RESPONDENT NAMES ANYTHING ELSE, ASK: Would that fall under the general category of Protestant religions, is it a Christian religion, but not Protestant, or is it something else?)

- 01 Protestant
- 02 Roman Catholic
- 03 Jewish
- 04 Muslim/Islam
- 05 Mormon/Latter-Day Saints
- 06 Other Christian Religion
- 07 Other Non-Christian Religion
- 08 No Religion/Atheist/Agnostic
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF Z11=01, 06; PROTESTANT OR OTHER CHRISTIAN RELIGION]

[SHELL QUESTION]

Z12. Would you describe yourself as a "born-again" or evangelical Christian, or not?

- 1 Yes, would
- 2 No, would not
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z13. Last year, that is in 2024, what was your total household income from all sources, before taxes?

<<DISPLAY ONLY IF CATI: "Just stop me when I get to the right category.">>

[PN: IF CATI:] (READ LIST)

- 01 [PN: IF WEB:] Less than \$10,000 [PN: IF CATI:] Less than \$10,000
- 02 [PN: IF WEB:] \$10,000 to less than \$20,000 [PN: IF CATI:] 10 to under \$20,000
- 03 [PN: IF WEB:] \$20,000 to less than \$30,000 [PN: IF CATI:] 20 to under \$30,000
- 04 [PN: IF WEB:] \$30,000 to less than \$40,000 [PN: IF CATI:] 30 to less than \$40,000
- 05 [PN: IF WEB:] \$40,000 to less than \$50,000 [PN: IF CATI:] 40 to less than \$50,000
- 06 [PN: IF WEB:] \$50,000 to less than \$75,000 [PN: IF CATI:] 50 to less than \$75,000
- 07 [PN: IF WEB:] \$75,000 to less than \$100,000 [PN: IF CATI:] 75 to less than \$100,000
- 08 [PN: IF WEB:] \$100,000 to less than \$150,000 [PN: IF CATI:] 100 to less than \$150,000
- 09 [PN: IF WEB:] \$150,000 to less than \$200,000 [PN: IF CATI:] 150 to less than \$200,000
- 10 [PN: IF WEB:] \$200,000 and over [PN: IF CATI:] Over \$200,000
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z14. Would you describe the place where you live as urban, suburban or rural?

[PN: IF CATI:] (INTERVIEWER, IF NECESSARY: "Urban is a big city like Milwaukee, Madison, or Green Bay. Suburban is a built-up place close to a big city and rural is less built up with fewer people and further away from a big city")

- 1 Urban
- 2 Suburban
- 3 Rural
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z15. In general, would you describe your political views as...

[PN: IF CATI:] (READ LIST)

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal

- 5 Very liberal
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z16. Are you or any member of your household a member of a local, state or national labor union?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Yes, respondent
- 2 Yes, another household member
- 3 Yes, both respondent and another household member
- 4 No, nobody in household
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[PN: REQUIRE 5-DIGIT RESPONSE.]

[SHELL QUESTION]

Z17. What is your zip code?

[PN: IF CATI:] (INTERVIEWER: READ BACK AND CONFIRM CORRECT ZIP CODE)

_____ (Enter 5-digit zip code.)

99999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

GE2024. Did you vote in the general election in 2024?

- 1 Yes, did vote in the 2024 general election
- 2 No, did not vote in the 2024 general election
- 999 [PN: IF CATI:] (DO NOT READ) Don't know/Refused / [PN: IF WEB:] WEB BLANK

[ASK IF GE2024 = 1 (REGISTERED VOTERS WHO VOTED FOR PRESIDENT IN 2024)]

[PN: ROTATE RESPONSES 1-2/2-1 AND INCLUDE ORDER IN DATA FILE]

[PN: RANDOMIZE RESPONSES 3-5 AND INCLUDE ORDER IN DATA FILE]

[PN: IF THE WEB RESPONDENT INITIALLY TRIES TO SKIP, PROMPT ONCE FOR COMPLETION: "Your answers are important to us, and we don't want someone else to speak for you. Keeping in mind that this is a confidential survey, we'd really appreciate it if you would tell us who you voted for in 2024."; ALLOW THE WEB RESPONDENT TO CONTINUE IF THEY SKIP AGAIN]

[PN: ADD VARIABLE "SKIP_Z18B" TO FLAG IF THE R INITIALLY TRIED TO SKIP THIS QUESTION (SKIP_Z18B=1)]

[SHELL QUESTION]

Z18B. Which presidential candidate did you vote for in 2024?

[[PN: IF CATI:] (IF DON'T KNOW/REFUSED, PROBE ONCE: "Your answers are important to us, and we don't want someone else to speak for you. Keeping in mind that this is a confidential survey, we'd really appreciate it if you would tell us who you voted for in 2024.")

- 1 Donald Trump

- 2 Kamala [PN: IF CATI: PRONO: "KAH-ma-la"] Harris
- 3 Chase Oliver
- 4 Jill Stein
- 5 Robert F. Kennedy, Jr.
- 6 Another candidate
- 7 I did not vote in the 2024 presidential election
- 999 [PN: IF CATI:] (DO NOT READ) Don't know/Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[SHELL QUESTION]

Z19. Of all the personal telephone calls that you receive, do you get...?

[PN: IF CATI:] (READ LIST)

- 1 All or almost all on a cell phone
- 2 Some on a cell phone and some on a home phone
- 3 All or almost all on a regular home phone
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF CATI]

[SHELL QUESTION]

Z20. Is this phone a cell phone?

- 1 Yes
- 2 No
- 999 [PN: IF CATI:] (DO NOT READ) Refused

[ASK IF SOME COLLEGE OR MORE]

[PN: IF Z3=04-09, ASK SCHOOLVER1. OTHERWISE, SKIP TO NAMEVER1]

[SHELL QUESTION]

SCHOOLVER1. Have you ever attended or are currently attending Marquette University?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Yes, currently attending/a student
- 2 Yes, attended in past
- 3 Never attended Marquette University
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[CODE RESPONDENT AS COMPLETE AFTER SCHOOLVER1]