



Marquette Law School Poll – March 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]

[A1 WAS A1 IN Z4366]

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 Z4366]

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 Z4366]

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 Z4366]

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 Z4366]

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 Z4366]

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 Z4366]

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

[ASK ALL]

[B5 IS A NEW QUESTION]

B5. Overall, do you approve or disapprove of the way the United States 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 Z4366, 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 Hulse
- C18 Sara Rodriguez
- C19 Zachary Roper
- C20 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 [PN: IF CATI:] (PRONO: Call)
- C24 Eric Toney [PN: IF CATI:] (PRONO: Tony)

[PN: RANDOMIZE ORDER OF D1-D2]

[ASK ALL]

[D1 WAS D1 IN Z4366]

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 Z4366]

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 Z4366]

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 Z4366]

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]

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

[D5 WAS D6 IN Z4366]

D5. 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 [PN: IF CATI: PRONO: (La-zar)]
- 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

[ASK ALL]

[D6 IS A NEW QUESTION]

D6. Do you follow any of the candidates for the state Supreme Court or for governor on social media, such as Facebook, YouTube, Instagram, X (Twitter) or similar sites?

- 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]

[D7 IS A NEW QUESTION]

D7. How often do you get political news or political news headlines on social media, such as Facebook, YouTube, Instagram, X (Twitter) or similar sites?

[PN: IF CATI:] (READ LIST)

- 1 Frequently
- 2 Just now and then
- 3 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]

[D8 IS A NEW QUESTION]

D8. How important is the outcome of the Wisconsin Supreme Court election to you?

[PN: IF CATI:] (READ LIST)

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not at all important
- 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]

[D9 IS A NEW QUESTION]

D9. Do you think this Wisconsin Supreme Court election can tip the ideological balance of the Court?

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

- 1 Yes, can tip the balance
- 2 No, will not affect the balance
- 998 [PN: IF CATI:] (DO NOT READ) 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 [INS HERE](#)]

[ASK ALL]

[E1 WAS E1 IN Z4366]

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 Z4366]

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

[ASK ALL]

[E3 IS A NEW QUESTION]

E3. As you may have heard, on February 20, the U.S. Supreme Court ruled that President Trump did not have the authority to impose tariffs under the International Emergency Economic Powers Act (IEEPA). Do you favor or oppose this decision?

- 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]

[E4 IS A NEW QUESTION]

E4. President Trump has said he will reimpose tariffs under a different set of laws. Do you favor him restoring tariffs this way or do you oppose restoring the tariffs?

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

- 1 Favor restoring tariffs
- 2 Oppose restoring tariffs
- 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. In general, do you support or oppose President Trump using the U.S. military to force changes in other countries?

- 1 Support
- 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

[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-E9A WERE E6A-E9A IN Z4366; E10A IS A DIFFERENT ITEM]

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. Public schools	1	2	3	4	998	999

[ASK IF HALFSAMPE6E10=2]

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

[E6B-E8B WERE E6B-E8B IN Z4366; E9B AND E10B ARE DIFFERENT ITEMS]

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. Crime in your community	1	2	3	4	998	999
E10b. Affordability of housing	1	2	3	4	998	999

[ASK ALL]

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

[G1 WAS G3 IN Z4366]

G1. 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

[PN: CREATE VARIABLE HALFSAMPG2G7 AND STORE IN DATA]

[PN: SET SO HALF OF RESPONDENTS ARE HALFSAMPG2G7=1 AND THE OTHER HALF ARE HALFSAMPG2G7=2]

[ASK IF HALFSAMPG2G7=1]

[G2A WAS G6A IN Z4366]

G2a. 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 HALFSAMPG2G7=1]

[G3A WAS G7A IN Z4366]

G3a. 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 HALFSAMPG2G7=1]

[G4A WAS G8A IN Z4366]

G4a. 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 HALFSAMPG2G7=1]

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

[G5A IS A NEW QUESTION]

G5a. Which of these would you prefer - (a one-time payment directly to tax payers to offset property taxes) or (an increase in ongoing state aid to school districts statewide to reduce property taxes required for schools)?

[PN: IF CATI:] (READ LIST)

- 1 One-time payment to tax payers
- 2 Increase in state aid to school districts
- 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 HALFSAMPG2G7=1]

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

[G6A WAS G10A IN Z4366]

G6a. In 2024, Governor Tony Evers [PN: IF CATI:] PRONO: (EE-vers) 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 HALFSAMPG2G7=1]

[G7A IS A NEW QUESTION]

G7a. Do you approve or disapprove of the U.S. military attacks on Iran?

- 1 Approve
- 2 Disapprove
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF HALFSAMPG2G7=2]

[G2B WAS G6B IN Z4366]

G2b. 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 HALFSAMPG2G7=2]

[G3B WAS G7B IN Z4366]

G3b. 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 HALFSAMPG2G7=2]

[G4B IS A NEW QUESTION]

G4b. In general, do you think imposing tariffs or fees on products imported from other countries helps the U.S. economy, hurts the economy, or doesn't make much of a difference either way?

- 1 Helps U.S. economy
- 2 Hurts U.S. economy
- 3 Doesn't make much 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 HALFSAMPG2G7=2]

[G5B WAS G9B IN Z4366]

G5b. 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 HALFSAMPG2G7=2]

[G6B WAS G10B IN Z4366]

G6b. 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 HALFSAMPG2G7=2]

[G7B IS A NEW QUESTION]

G7b. Do you approve or disapprove of President Trump ordering the U.S. military attacks on Iran?

- 1 Approve
2 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]

[G8 IS A NEW QUESTION]

G8. Wisconsin governors have long had the power to cast a partial veto of budget legislation. This allows them to strike out individual words or sentences, in some cases significantly changing the effect of the legislation. Do you think this is an appropriate power for governors to have, or does it give too much power to governors to change the intent of the legislature?

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

- 1 Appropriate power
2 Gives too much power
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]

[G9 WAS G17 IN Z4366 BUT CHANGED CODE 9 TO "PROPERTY TAXES"]

G9. 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 Property 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]

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

[G10 WAS G4B IN Z4366]

G10. 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]

[G11 IS A NEW QUESTION]

G11. How confident are you that, here in Wisconsin, the votes in this November's election will be accurately cast and counted?

[PN: IF CATI:] (READ LIST)

- 1 Very confident
- 2 Somewhat confident
- 3 Not very confident
- 4 Not at all confident
- 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 G12-G13]

[ASK ALL]

[PN: ROTATE RESPONSE OPTIONS 1-4/4-1; STORE AS VAR IN DATA]

[G12 IS A NEW QUESTION]

G12. In Wisconsin, how often do you think election officials submit false vote counts?

[PN: IF CATI:] (READ LIST)

- 1 Never
- 2 Hardly ever
- 3 Sometimes
- 4 Often
- 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 1-4/4-1; STORE AS VAR IN DATA]

[G13 IS A NEW QUESTION]

G13. In Wisconsin, how often do you think non-citizens or non-Wisconsin residents illegally vote?

[PN: IF CATI:] (READ LIST)

- 1 Never
- 2 Hardly ever
- 3 Sometimes
- 4 Often
- 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]

[G14 IS A NEW QUESTION]

G14. Whom do you trust more to ensure that elections in Wisconsin are conducted fairly and accurately?

[PN: IF CATI:] (READ LIST)

- 1 Wisconsin state and local election officials
- 2 The federal government
- 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 WAS G18 IN Z4366]

G15. 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

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 PRIMARY1 IN Z4366]

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 1-3 AND MATCH ORDER IN QUESTION TEXT; ANCHOR CODE 4 AS LAST STORE AS VAR IN DATA]

[PRIMARY2 WAS PRIMARY2 IN Z4366]

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 1-9; ANCHOR CODE 10 AS LAST; STORE AS VAR IN DATA]

[PRIMARY3 WAS PRIMARY3 IN Z4366 BUT WITH UPDATED CANDIDATE LIST]

PRIMARY3. In the Democratic primary for Governor, will you vote for [PN: IF CATI:]; and please bear with me as I read the 9 candidates] ...

[PN: IF CATI:] (READ LIST)

- 1 Mandela Barnes
- 2 Joel Brennan
- 3 David Crowley
- 4 Francesca Hong
- 5 Missy Hughes
- 6 Brett Hulseley
- 7 Sara Rodriguez
- 8 Zachary Roper
- 9 Kelda Roys
- 10 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]