



Marquette Law School Poll – July 8-16, 2026

SCREENER SECTION

[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 Z4367]

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 IS NEW]

A2. What are the chances that you will vote in the November 2026 elections for governor, Congress 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 IS NEW]

A3. How enthusiastic are you about voting in the November 2026 elections for governor, Congress 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]

[A4 IS NEW]

A4. What are the chances that you will vote in the August 11th primary elections for governor, Congress 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, or have you already voted by absentee ballot?

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

- 1 Absolutely certain
- 2 Very likely
- 3 Chances 50-50
- 4 Don't think will vote
- 5 Already voted by absentee ballot
- 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 A4 NOT EQUAL TO 5; ASK IF NOT ALREADY VOTED BY ABSENTEE BALLOT]

[A5 IS NEW]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-2/2-1]

A5. If you vote in the primary election in August, will you vote in the (Republican) primary or the (Democratic) primary for governor?

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

- 1 Republican primary
- 2 Democratic primary
- 997 [PN: IF CATI:] (DO NOT READ) Would vote in both
- 998 [PN: IF CATI:] (DO NOT READ) Would not vote in either primary
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF A4 EQUAL TO 5; ASK IF ALREADY VOTED BY ABSENTEE BALLOT]

[A5B IS NEW]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-2/2-1]

A5B. Did you vote in the (Republican) primary or the (Democratic) primary for governor?

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

- 1 Republican primary
- 2 Democratic primary
- 997 [PN: IF CATI:] (DO NOT READ) Voted in both
- 998 [PN: IF CATI:] (DO NOT READ) Did not vote in either primary
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

[B1 WAS B1 IN Z4367]

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 Z4367]

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 Z4367]

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 Z4367]

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 Z4367, 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?)

[C1-C8 were C1-C8 in Z4367]

[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 C8]

- C6 The Make America Great Again (MAGA) movement
- C7 The Democratic Party
- C8 The Republican Party

[PN: CREATE VARIABLE HALFSAMPC9 AND STORE IN DATA]

[PN: SET SO HALF OF RESPONDENTS ARE HALFSAMPC9=1 AND THE OTHER HALF ARE HALFSAMPC9=2]

[C9A/B ARE NEW]

[ASK C9A IF HALFSAMPC9=1]

- C9A Democratic Socialists of America

[ASK C9B IF HALFSAMPC9=2]

- C9B Democratic socialists

[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: C10-C17 WERE C12-C22 WITH 3 DELETIONS SINCE Z4367]

[PN: IF WEB:] Do you have a favorable or unfavorable opinion of <<INSERT NAME C10-C17>> 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 C17]

- C10 Mandela Barnes
- C11 Joel Brennan
- C13 Francesca Hong
- C14 Sara Rodriguez
- C15 Kelda Roys
- C16 Tom Tiffany
- C17 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: C18-C19 WERE C23-C24 IN Z4367]

[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 C18-C19>> 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 C18 TO C19]

- C18 Josh Kaul [PN: IF CATI:] (PRONO: Call)
- C19 Eric Toney [PN: IF CATI:] (PRONO: Tony)

[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 A5=1 OR [(A5=997, 998, or 999) AND (Z1=1 OR Z2=1)]; ASK IF PLANNING TO VOTE IN R PRIMARY OR IF REPUBLICAN, LEAN R]

[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 Z4367]

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 A5B=1; ASK IF ALREADY VOTED 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_2 IS NEW]

PRIMARY2_2 In the Republican primary for Governor, did 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)
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF A5=2 OR [(A5=997, 998, or 999) AND (Z1=2 OR Z2=2)]; ASK IF PLANNING TO VOTE IN D PRIMARY OR IF DEMOCRAT, LEAN D]

[PN: RANDOMIZE ORDER OF CODES 1-6; ANCHOR CODE 7 AS LAST; STORE AS VAR IN DATA]

[PRIMARY3 WAS PRIMARY3 IN Z4367 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 5 candidates]...

[PN: IF CATI:] (READ LIST)

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

[ASK IF A5B=2; ASK IF ALREADY VOTED IN D PRIMARY]

[PN: RANDOMIZE ORDER OF CODES 1-6; ANCHOR CODE 7 AS LAST; STORE AS VAR IN DATA]

[PN: PRIMARY3_2 IS NEW]

PRIMARY3_2. In the Democratic primary for Governor, did you vote for [PN: IF CATI:], and please bear with me as I read the 5 candidates]...

[PN: IF CATI:] (READ LIST)

- 1 Mandela Barnes
- 2 Joel Brennan
- 4 Francesca Hong
- 5 Sara Rodriguez
- 6 Kelda Roys
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF PRIMARY3=1-6; ASK IF HAVE DECIDED ON CHOICE FOR DEM PRIMARY CANDIDATE

[PN: RANDOMIZE ORDER OF CODES 1-6; ANCHOR CODE 7 AS LAST; STORE AS VAR IN DATA]

[PN: Exclude choice in PRIMARY3]

[PRIMARY3B IS NEW]

PRIMARY3B. Who would be your second choice in the Democratic primary for governor?

[PN: IF CATI:] (READ LIST)

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

[ASK IF PRIMARY3=1-6; ASK IF HAVE DECIDED ON CHOICE FOR DEM PRIMARY CANDIDATE

[PRIMARY3C IS NEW]

PRIMARY3C. Are you certain to support (PN: INSERT candidate named in PRIMARY3) for the gubernatorial nomination, or is there a chance you may change your mind?

- 1. Certain to support
- 2. May change mind
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF A5=2 OR A5B=2 OR [(A5=997, 998, or 999) AND (Z1=2 OR Z2=2)]; ASK IF PLANNING TO VOTE OR ALREADY VOTED IN D PRIMARY OR IF DEMOCRAT, LEAN D]

[PRIMARY3D IS NEW]

PRIMARY3D. In deciding your vote in the Democratic primary for governor, how important is it that the candidate can win against the Republican in November?

[PN: IF CATI:] (READ LIST)

- 1. Extremely important
- 2. Very important
- 3. Somewhat important
- 4. Not at all important
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

PN: Randomize order of D1-D6.

PN: Randomize asking either (the Democrat) or (the Republican) candidate first, and keep that order for all of D1-D6.

PN: Record D1-D6 order and Democrat/Republican order as variables.

[DINTRO AND D1-D6 ARE NEW]

SHOW ALL

DINTRO. Here are some of the potential candidates for Governor in the November elections.

ASK ALL

D1. If the candidates for governor were (Mandela Barnes, the Democrat) and (Tom Tiffany, the Republican), for whom would you vote?

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

1. Mandela Barnes, the Democrat
2. Tom Tiffany, the Republican
3. Haven't decided

997 [PN: IF CATI:] (DO NOT READ) Someone else

998 [PN: IF CATI:] (DO NOT READ) Would not vote

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

ASK ALL

D2. If the candidates for governor were (Joel Brennan, the Democrat) and (Tom Tiffany, the Republican), for whom would you vote?

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

1. Joel Brennan, the Democrat
2. Tom Tiffany, the Republican
3. Haven't decided

997 [PN: IF CATI:] (DO NOT READ) Someone else

998 [PN: IF CATI:] (DO NOT READ) Would not vote

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

ASK ALL

D4. If the candidates for governor were (Francesca Hong, the Democrat) and (Tom Tiffany, the Republican), for whom would you vote?

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

1. Francesca Hong, the Democrat
2. Tom Tiffany, the Republican
3. Haven't decided

997 [PN: IF CATI:] (DO NOT READ) Someone else

998 [PN: IF CATI:] (DO NOT READ) Would not vote

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

ASK ALL

D5. If the candidates for governor were (Sara Rodriguez, the Democrat) and (Tom Tiffany, the Republican), for whom would you vote?

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

1. Sara Rodriguez, the Democrat
2. Tom Tiffany, the Republican
3. Haven't decided

997 [PN: IF CATI:] (DO NOT READ) Someone else

998 [PN: IF CATI:] (DO NOT READ) Would not vote

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

ASK ALL

D6. If the candidates for governor were (Kelda Roys, the Democrat) and (Tom Tiffany, the Republican), for whom would you vote?

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

1. Kelda Roys, the Democrat
2. Tom Tiffany, the Republican
3. Haven't decided

997 [PN: IF CATI:] (DO NOT READ) Someone else

998 [PN: IF CATI:] (DO NOT READ) Would not vote

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

PN: ASK D7 FIRST, THEN Randomize order of D8-D13 in same order as D1-D6; Store order of D7-D13 as var in data

[D7-D13 ARE NEW]

[ASK ALL]

D7. In general, would you describe Tom Tiffany as...?

[PN: IF CATI:] (READ LIST)

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal
- 6 Haven't heard enough

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

[ASK ALL]

D8. In general, would you describe Mandela Barnes as...?

[PN: IF CATI:] (READ LIST)

- 1 Very conservative
- 2 Conservative
- 3 Moderate

- 4 Liberal
- 5 Very liberal
- 6 Haven't heard enough
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

D9. In general, would you describe Joel Brennan as...?

[PN: IF CATI:] (READ LIST)

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal
- 6 Haven't heard enough
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

D11. In general, would you describe Francesca Hong as...?

[PN: IF CATI:] (READ LIST)

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal
- 6 Haven't heard enough
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

D12. In general, would you describe Sara Rodriguez as...?

[PN: IF CATI:] (READ LIST)

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal
- 6 Haven't heard enough
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK ALL]

D13. In general, would you describe Kelda Roys as...?

[PN: IF CATI:] (READ LIST)

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal
- 6 Haven't heard enough
- 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, keep 3 last]

[D14 IS NEW]

D14. If the election for the Wisconsin state legislature were held today, would you vote for the (Democratic) candidate in your district or the (Republican) candidate in your district?

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

1. Democratic candidate
2. Republican candidate
3. Haven't decided
- 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]

[D15 IS NEW]

D15. Which is more important in a governor: (someone who is uncompromising in their principles) or (someone willing to compromise in order to achieve some of their goals)?

1. Uncompromising in their principles
2. Willing to compromise in order to achieve some of their goals
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: RANDOMIZE ORDER OF D16 AND D17; STORE ORDER OF D16-D17 AS VAR IN DATA]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-3/3-1. Keep option 4 last. Use same order in D16 and D17]

[ASK ALL]

[D16 IS NEW]

D16. Over the last 10 years, would you say the Democratic party in Wisconsin has become (more conservative), more moderate, or (more liberal), or hasn't it changed much at all?

1. More conservative
 2. More moderate
 3. More liberal
 4. Hasn't changed much
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-3/3-1. Keep option 4 last. Use same order in D16 and D17]

[ASK ALL]

[D17 IS NEW]

D17. Over the last 10 years, would you say the Republican party in Wisconsin has become (more conservative), more moderate, or (more liberal), or hasn't it changed much at all?

1. More conservative
 2. More moderate
 3. More liberal
 4. Hasn't changed much
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: RANDOMIZE ORDER OF D18-D19 IN SAME ORDER AS D16-D17; STORE ORDER OF D18-D19 AS VAR IN DATA]

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-3/3-1. Keep option 4 last]. Use same order in D18 and D19]

[ASK ALL]

[D18 IS NEW]

D18. As far as you are concerned, is the Democratic party in Wisconsin (too conservative), too moderate, or (too liberal) or is it about right for you?

1. Too conservative
 2. Too moderate
 3. Too liberal
 4. About right for me
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-3/3-1. Keep option 4 last]. Use same order in D18 and D19]

[ASK ALL]

[D19 IS NEW]

D19. As far as you are concerned, is the Republican party in Wisconsin (too conservative), too moderate, or (too liberal) or is it about right for you?

1. Too conservative
 2. Too moderate
 3. Too liberal
 4. About right for me
- 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 Z4367]

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 Z4367]

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]

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

[G1 WAS G1 IN Z4367]

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

ASK ALL

[G2 IS NEW]

G2. In 2021, Congress increased tax credits that help reduce the cost of health insurance purchased through the Affordable Care Act's marketplace. Those increased credits expired at the end of 2025. Do you think Congress should extend the increased credits, or should not extend them?

- 1 Extend the increased credits
- 2 Should not extend them
- 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 HALFSAMPG3G6 AND STORE IN DATA]

[PN: SET SO HALF OF RESPONDENTS ARE HALFSAMPG3G6=1 AND THE OTHER HALF ARE HALFSAMPG3G6=2]

[ASK IF HALFSAMPG3G6=1]

[G3A WAS G2A IN Z4367]

G3a. 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 HALFSAMPG3G6=1]

[G4A WAS G3A IN Z4367]

G4a. 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 HALFSAMPG3G6=1]

[G5a IS NEW]

G5a. Do you think your local public schools are receiving enough funding from the state to maintain quality education, receiving more funding than is needed, or receiving too little funding from the state?

1. Receiving enough funding
 2. Receiving more than is needed
 3. Receiving too little funding
- 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 HALFSAMPG3G6=1]

[G6a IS NEW]

G6a. As you may know, in 2011, a law known as Act 10 eliminated most collective bargaining for public employees in Wisconsin. Would you like to see collective bargaining for public employees returned to what it was before Act 10 was passed or keep the current law that eliminated most collective bargaining?

1. Return collective bargaining to before Act 10
 2. Keep the current law that eliminated most collective bargaining
- 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 HALFSAMPG3G6=2]

[G3B WAS G2B IN Z4367]

G3b. 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 HALFSAMPG3G6=2]

[G4B WAS G3B IN Z4367]

G4b. 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 HALFSAMPG3G6=2]

[G5B WAS G4B IN Z4367]

G5b. 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 HALFSAMPG3G6=2]

[G6b WAS G5B IN Z4367]

G6b. 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 ALL]

[G7 WAS G6B IN Z4367]

G7. 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 ALL

[G8 IS NEW]

G8. Has the U.S. achieved its goals in the Iran war?

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

1 Has achieved its goals

2 Has not achieved its goals

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

[G9 IS NEW]

G9. Has the Iran war been worth the cost?

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

1 Worth the cost

2 Not worth the cost

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]

[G9B IS NEW]

G9b. Compared to before the war with Iran began, do you think Iran now has (more) control over shipping through the Strait of Hormuz [PN: IF CATI:] (PRONO: hor-mooz), or (less) control over shipping or hasn't there been any change?

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

1 More control

2 Less control

3 Hasn't been any change

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]

[G10 WAS G9 IN Z4367 BUT CHANGED CODE 7 TO "Data centers"]

G10. 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 Data centers
- 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 IF G10=1-10; ASK IF SELECTED AN ISSUE THAT MATTERS MOST TO THEM]

[PN: Use same order as in D10, excluding answer from D10]

[G10b IS NEW]

G10b. And which is the second most important issue to you right now?

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

- 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 Data centers
- 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 ORDER OF QUESTION TEXT IN PARENS AND RESPONSE OPTIONS 1-2/2-1; STORE AS VAR IN DATA]

[G11 IS NEW]

G11. On May 11, Democratic Governor Tony Evers [PN: IF CATI:] (EE-vers) and Republican legislative leaders announced an agreement on a bill that would have used \$1.8 billion of the projected \$2.5 billion state budget surplus to increase funding for special education, reduce school property taxes by about 5%, and send rebate checks of \$300 to individuals, \$600 to married couples, who paid state income taxes. It would also have eliminated taxes on tips and overtime.

Do you think the state legislature should (have passed the bill), or should it (have defeated the bill)?

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

1. Should have passed the bill
2. Should have defeated the bill
3. Don't know

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

ASK ALL

[G12 IS NEW]

G12. Some have argued that the bill was fiscally irresponsible for spending a projected surplus now that might lead to a deficit in future budgets. Would it be better to delay providing special education funding, property tax reductions, and rebate checks until next year, or would it be better to provide them now, even if it might affect the budget next year?

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

1. Better to delay special education funding, property tax reductions, and rebate checks until next year
2. Better to provide special education funding, property tax reductions, and rebate checks now
3. Don't know

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

[ASK ALL]

[G13 WAS G15 IN Z4367]

G13. 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

[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 2025, 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]

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]