S1. May I please speak with the (male/female) adult member of your household, currently at home, age 18 or older, with the most recent birthday?

1 Correct household member on phone (CONTINUE)
2 Will put correct member of household on phone (RE-READ INTRO AND CONTINUE WITH S2.)
3 No household member age 18 or over is currently available (PLACE HOUSEHOLD INTO CALLBACK)
4 No one in household age 18 or older (TERMINATE)

S2. Record Gender: (DO NOT ASK. RECORD ONLY ONE RESPONSE)

1 Male
2 Female

S3a. Do you currently live in Wisconsin?

1 Yes
2 No (TERMINATE)

S3b. In what county in Wisconsin do you live?

___________________________________

S4. Do you currently live within Milwaukee city limits? (RECORD ONE ANSWER)

1 Yes (Milwaukee City quota group)
2 No (Milwaukee DMA quota group)

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 (SKIP TO Q.1)
2 No, Not Registered to Vote (ASK S6)
9 No Answer/Don’t Know/Refused (ASK S6)
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 (TERMINATE)
9 Don’t know/Refused (TERMINATE)

Q1. 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 (DO NOT READ)
8 Don't know
9 Refused

Q2. What are the chances that you will vote in the November 2012 general election for President, 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?

1 Absolutely certain
2 Very Likely
3 50-50
4 Will not vote (DO NOT READ)
8 Don't know
9 Refused

(Q3-Q4 block and Q5-Q6 block were randomly ordered.)

Q3. Over the past year, do you feel the economy has gotten better, gotten worse, or stayed about the same?

1 Gotten better
2 Gotten worse
3 Stayed the same (DO NOT READ)
8 Don’t know
9 Refused
Q4. Looking ahead, over the next year do you expect the economy to get better, get worse, or stay about the same?

1 Get better
2 Get worse
3 Stay the same
   (DO NOT READ)
8 Don’t know
9 Refused

Q5. Overall, do you approve or disapprove of the way Barack Obama (Ba-rock O-bomb-a) is handling his job as president?

1 Approve
2 Disapprove
   (DO NOT READ)
8 Don't know
9 Refused

Q6. Overall, do you approve or disapprove of the way Scott Walker is handling his job as Governor of Wisconsin?

1 Approve
2 Disapprove
   (DO NOT READ)
8 Don't know
9 Refused

I’m going to read you a list of people and organizations. Please tell me if you have a favorable or unfavorable opinion of each of them or if you haven't heard enough about (him/her) yet to have an opinion.

Q7. The first name is Barack Obama

1 Favorable
2 Unfavorable
3 Haven't heard enough
   (DO NOT READ)
8 Don't know
9 Refused
(Q8-Q13 were randomly ordered.)

Q8. Mitt Romney

Q9. Scott Walker

Q10. Tammy Baldwin

Q11. Tommy Thompson

Q12. Joe Biden

Q13. Paul Ryan

The next name is …

Q14. The Tea Party

(Q15 names and political parties were randomly ordered.)

Q15. If the election for U.S. Senate were held today, would you vote for (the Democrat Tammy Baldwin) or for (the Republican Tommy Thompson)?

1 Baldwin
2 Thompson
  (DO NOT READ)
3 Undecided (VOL)
4 Would not vote (VOL)
8 Don't Know
9 Refused

(Q16 names and political parties were randomly ordered.)

Q16. If the election for President were held today, would you vote for (the Democrats Barack Obama and Joe Biden) or for (the Republicans Mitt Romney and Paul Ryan)?

1 Obama-Biden
2 Romney-Ryan
  (DO NOT READ)
3 Undecided (VOL)
4 Would not vote (VOL)
5 Someone else (VOL)
8 Don't Know
9 Refused
(Q17 response categories were randomly ordered.)

Q17. In general, which of the following statements do you agree with more (READ LIST)

1. I’d rather pay higher taxes and have a state government that provides more services

-OR-

2. I’d rather pay lower taxes and have a state government that provides fewer services

(DO NOT READ)

8. Don't know

9. Refused

Q18. Do you approve or disapprove of the health care legislation passed by Barack Obama and Congress in 2010?

1. Approve
2. Disapprove
(DO NOT READ)

8. Don’t Know
9. Refused

Q19. Which comes closest to your view about the tax cuts passed in 2001 and 2003? The tax cuts should be continued for everyone. The tax cuts should only continue for households earning less than $250,000 a year. The tax cuts should expire for everyone.

1. Continue for all
2. Continue for those earning less than $250,000
3. Expire for all
(DO NOT READ)

8. Don’t Know
9. Refused

(Q20-Q22 were randomly ordered.)

Q20. Would you be willing or not willing to cut defense spending in order to reduce the federal budget deficit?

1. Willing
2. Not willing
(DO NOT READ)

8. Don’t Know
9. Refused
Q21. Would you be willing or not willing to cut spending on Medicare in order to reduce the federal budget deficit?

1. Willing
2. Not willing
   (DO NOT READ)
8. Don’t Know
9. Refused

Q22. Would you be willing or not willing to end most tax deductions, such as for child care and home mortgage deductions, in order to reduce the federal budget deficit?

1. Willing
2. Not willing
   (DO NOT READ)
8. Don’t Know
9. Refused

(Q23-Q24 were randomly ordered.)

Q23. Please tell me whether the following statement describes Barack Obama, or not....he is someone who cares about people like me.

1. Describes
2. Does not Describe
   (DO NOT READ)
8. Don’t know
9. Refused

Q24. Please tell me whether the following statement describes Barack Obama, or not....he is a strong leader.

1. Describes
2. Does not Describe
   (DO NOT READ)
8. Don’t know
9. Refused
Q25. Please tell me whether the following statement describes Mitt Romney, or not....he is someone who cares about people like me.

1. Describes
2. Does not Describe
   (DO NOT READ)
8. Don’t know
9. Refused

Q26. Please tell me whether the following statement describes Mitt Romney, or not....he is a strong leader.

1. Describes
2. Does not Describe
   (DO NOT READ)
8. Don’t know
9. Refused

Q27. As you may know, Republican presidential candidate Mitt Romney has selected Wisconsin Congressman Paul Ryan as his vice presidential running mate. How would you rate Romney's choice of Ryan for vice president? Would you rate this choice as excellent, pretty good, only fair, or poor?

1. Excellent
2. Pretty Good
3. Only fair
4. Poor
   (DO NOT READ)
8. Don’t Know
9. Refused

Q28. Which of these two descriptions comes closer to your view of what Medicare should look like in the future? Option A: Medicare should continue as it is today, with the government guaranteeing seniors health insurance and making sure that everyone gets the same defined set of benefits. Option B: Medicare should be changed to a system in which the government would guarantee each senior a fixed amount of money to put toward health insurance. Seniors would purchase that coverage either from traditional Medicare or from a list of private health plans.

1. Option A
2. Option B
   (DO NOT READ)
8. Don’t Know
9. Refused
Q29. Do you think the federal government can find ways to continue to support the current Medicare system as it is today, or that major changes will be required because the current system is too expensive to continue as it is?

1. Can find ways too continue
2. Major changes required
(DO NOT READ)
8. Don’t Know
9. Refused

Q30. Which comes closest to your view about illegal immigrants who are currently working in the U.S.? They should be allowed to stay in their jobs and to eventually apply for U.S. citizenship. OR, They should be allowed to stay in their jobs only as temporary guest workers, but not to apply for U.S. citizenship. OR, They should be required to leave their jobs and leave the U.S.

1. Stay and apply for citizenship
2. Stay as temporary guest workers
3. Required to leave jobs and U.S.
(DO NOT READ)
8. Don’t Know
9. Refused

Q31. Which comes closest to your view? Gay couples should be allowed to legally marry. OR, Gay couples should be allowed to form civil unions but not legally marry. OR, There should be no legal recognition of a gay couple's relationship.

1. Allowed to Legally Marry
2. Civil union
3. No legal recognition
(DO NOT READ)
8. Don’t Know
9. Refused

Q32. Do you think abortion should be legal in all cases, legal in most cases, illegal in most cases, or illegal in all cases?

1. Legal in all cases
2. Legal in most cases
3. Illegal in most cases
4. Illegal in all cases
(DO NOT READ)
8. Don’t Know
9. Refused
(Q33-Q34 were randomly ordered.)

Q33. Would you say you and your family are better off than you were four years ago, or not?

1. Better off
2. Not better off
   (DO NOT READ)
8. Don’t Know
9. Refused

Q34. Would you say the country as a whole is better off than it was four years ago, or not?

1. Better off
2. Not better off
   (DO NOT READ)
8. Don’t Know
9. Refused

Q35. What do you think is the bigger problem in this country: unfairness in the economic system that favors the wealthy, or over-regulation of the free market that interferes with growth and prosperity?

1. Unfairness
2. Over-regulation
   (DO NOT READ)
8. Don’t Know
9. Refused

Q36. Who do you think is more responsible for the country's current economic problems: Barack Obama or George W. Bush?

1. Obama
2. Bush
   (DO NOT READ)
6. Both (VOL)
7. Neither (VOL)
8. Don’t Know
9. Refused
Q37. Thinking just about the county where you live, would you say this summer was hotter than normal, about normal or cooler than normal?

1. Hotter than normal
2. About normal
3. Cooler than normal
   (DO NOT READ)
8. Don’t Know
9. Refused

Q38. Thinking just about the county where you live, would you say this summer your county got more rain than normal, about the normal amount of rain or less rain than normal?

1. More rain than normal
2. About the normal amount of rain
3. Less rain than normal
   (DO NOT READ)
8. Don’t Know
9. Refused

Q39. What is your personal opinion? Do you think that the world's temperature probably has been going up over the past 100 years, or do you think this probably has not been happening?

1. Has been going up  [ASK Q39A]
2. Has not been happening  [ASK Q39B]
   (DO NOT READ)
8. Don’t Know  [SKIP TO Q40]
9. Refused  [SKIP TO Q40]

Q39a. How sure are you that the world's temperature has been going up over the past 100 years--extremely sure, very sure, somewhat sure, or not sure at all?

1. Extremely sure  [SKIP TO Q40]
2. Very sure  [SKIP TO Q40]
3. Somewhat sure  [SKIP TO Q40]
4. Not sure at all  [SKIP TO Q40]
   (DO NOT READ)
8. Don’t Know  [SKIP TO Q40]
9. Refused  [SKIP TO Q40]
Q39b. How sure are you that the world's temperature has NOT been going up over the past 100 years—
   extremely sure, very sure, somewhat sure, or not sure at all?

1. Extremely sure
2. Very sure
3. Somewhat sure
4. Not sure at all
   (DO NOT READ)
8. Don’t Know
9. Refused

Q40. Assuming global warming is happening, to what extent do you believe that human activity is a
   contributor? Do you think human activity is contributing a lot, some, a little or not at all to warming
   temperatures worldwide?

1. A lot
2. Some
3. A little
4. Not at all
   (DO NOT READ)
8. Don't know
9. Refused

Q41. Do you think scientists who report that global warming is happening and is caused by human
   activity make conclusions mainly on the basis of scientific evidence or mainly on the basis of
   their own economic or political interests?

1. Mainly on basis of scientific evidence
2. Mainly on basis of economic or political interests
   (DO NOT READ)
8. Don’t Know
9. Refused

F1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an
    Independent?

1 Republican  [ASK QF3.]
2 Democrat  [ASK QF3.]
3 Independent  [ASK QF2.]
   (DO NOT READ)
4 Other/No preference  [ASK QF2.]
8 Don't Know  [ASK QF2.]
9 Refused  [ASK QF3.]
F2. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

1 Republican
2 Democrat
(DO NOT READ)
3 Neither/Just Independent (VOL)
8 Don’t know
9 Refused

F3. What is the highest level of education you completed? (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
(DO NOT READ)
98 Don’t know
99 Refused

F4. What is your age? (Record actual age in years).

99 Refused [ASK F4A]

F4A. [If Refused] Are you…

1 18-29 years old
2 30-44 years old
3 45-59 years old
4 60 years old or more
(DO NOT READ)
8 Don’t know
9 Refused

F5. Are you currently married, widowed, divorced, separated, or have you never been married?

1 Married
2 Widowed
3 Divorced
4 Separated
5 Never Married
(DO NOT READ)
8 Don’t know
9 Refused
F6. Are you of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

1. Yes
2. No
(DO NOT READ)
8. Don’t know
9. Refused

F7. 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
(DO NOT READ)
06. Hispanic or Latino
98. Don’t know
99. Refused

F8. 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?

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
(DO NOT READ)
8. Don't know
9. Refused
F9. What is your religious preference – are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion?

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?

1 Protestant
2 Roman Catholic
3 Jewish
4 Muslim/Islam
5 Mormon/Latter-Day Saints
6 Other Christian Religion
7 Other Non-Christian Religion
8 No Religion/Atheist/Agnostic
   (DO NOT READ)
98 DON’T KNOW
99 REFUSED

(There is no F10 in this instrument.)

F11. Last year, that is in 2011, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

01 Less than $10,000
02 10 to under $20,000
03 20 to under $30,000
04 30 to under $40,000
05 40 to under $50,000
06 50 to under $75,000
07 75 to under $100,000
08 100 to under $150,000
09 $150,000 or more
   (DO NOT READ)
98 Don't know
99 Refused

F12. Overall, which of the following best describes how the recession affected your own personal financial situation?

1 It had a major effect, and your finances have not recovered
2 It had a major effect, but your finances have mostly recovered
3 It didn’t have a major effect on your finances
   (DO NOT READ)
8 Don't know
9 Refused
F13. In general, would you describe your political views as...

1  Very conservative
2  Conservative
3  Moderate
4  Liberal
5  Very liberal
   (DO NOT READ)
8  Don't know
9  Refused

F14. Are you or any member of your household a member of a local, state or national labor union?

1  Yes, respondent.
2  Yes, another household member
3  No, nobody in household
   (DO NOT READ)
8  Don't know
9  Refused

F15. Do you or any member of your household work for federal, state, or local government—for example, as a public school teacher, police officer, firefighter, or other government job?

1  Yes
2  No
   (DO NOT READ)
8  Don't know
9  Refused

(There is no F16 in this instrument.)

F17. How many days in the past week did you read a daily newspaper?

0  None
1  One day
2  Two
3  Three
4  Four
5  Five
6  Six
7  Seven days or “every day”
   (DO NOT READ)
8  Don't know
9  Refused
F18. How many days in the past week did you watch the local TV news at 5, 6 or 10 o'clock?

0 None
1 One day
2 Two
3 Three
4 Four
5 Five
6 Six
7 Seven days or “every day”
     (DO NOT READ)
8 Don't know
9 Refused

F18b. How many days in the past week did you go online to read about national, state or local news at news websites or political blogs?

0 None
1 One day
2 Two
3 Three
4 Four
5 Five
6 Six
7 Seven days or “every day”
     (DO NOT READ)
8 Don't know
9 Refused

F18c. How many days in the past week did you go online to read about national, state or local news through social media such as Facebook, Twitter or e-mails?

0 None
1 One day
2 Two
3 Three
4 Four
5 Five
6 Six
7 Seven days or “every day”
     (DO NOT READ)
8 Don't know
9 Refused
F19. Of all the personal telephone calls that you receive, do you get…?

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
   (DO NOT READ)
8. Don't know
9. Refused

F20. And did I reach you by dialing (INSERT PHONE NUMBER)?

1. Yes  (SKIP TO QF22)
2. No

F21. For verification purposes, may I have the number where I reached you?

(ENTER 10 DIGIT PHONE NUMBER. VERIFY NUMBER.)

F22. Is this phone a cell phone or not?

1. Yes
2. No

Thank you very much. Have a great day/evening!