



## Marquette Law School Poll – August 21-23, 2014 Results for Likely Voters

(Percentages are rounded to whole numbers for reporting of results. Values ending in .5 are rounded to even whole numbers. Frequencies have been rounded to whole numbers but percentages are calculated based on non-integer weighted sample sizes.)

### areacode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	262	103	16.9	16.9	16.9
	414	103	16.9	16.9	33.8
	608	130	21.4	21.4	55.1
	715	133	21.8	21.8	76.9
	920	141	23.1	23.1	100.0
	Total	609	100.0	100.0	

### S2. Record Gender: (INTERVIEWER NOTE: DO NOT ASK, JUST RECORD)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	284	46.5	46.5	46.5
	Female	326	53.5	53.5	100.0
	Total	609	100.0	100.0	

### S3a. Do you currently live in Wisconsin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	609	100.0	100.0	100.0

**S3b. In what county in Wisconsin do you live?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adams	5	.9	.9	.9
	Ashland	6	1.0	1.0	1.8
	Barron	1	.2	.2	2.0
	Bayfield	1	.2	.2	2.2
	Brown	22	3.6	3.6	5.8
	Buffalo	1	.1	.1	5.9
	Burnett	1	.2	.2	6.1
	Calumet	8	1.4	1.4	7.5
	Chippewa	5	.8	.8	8.3
	Clark	0	.1	.1	8.4
	Columbia	3	.5	.5	8.9
	Crawford	4	.6	.6	9.5
	Dane	57	9.4	9.4	18.9
	Dodge	4	.7	.7	19.6
	Door	4	.6	.6	20.2
	Douglas	3	.5	.5	20.7
	Dunn	2	.4	.4	21.0
	Eau Claire	10	1.6	1.6	22.7
	Fond du Lac	6	1.0	1.0	23.7
	Forest	4	.7	.7	24.3
	Grant	2	.3	.3	24.7
	Green	8	1.3	1.3	26.0
	Green Lake	2	.3	.3	26.3
	Iowa	2	.4	.4	26.6
	Iron	5	.8	.8	27.4
	Jackson	6	.9	.9	28.3
	Jefferson	14	2.3	2.3	30.6
	Juneau	5	.8	.8	31.4
	Kenosha	10	1.7	1.7	33.2
	Kewaunee	9	1.4	1.4	34.6
	LaCrosse	8	1.3	1.3	35.8
	Lafayette	1	.2	.2	36.0
	Langlade	1	.1	.1	36.1
	Lincoln	2	.3	.3	36.4
	Manitowoc	11	1.8	1.8	38.2
	Marathon	8	1.4	1.4	39.6
	Marinette	5	.9	.9	40.5

Marquette	2	.4	.4	40.8
Menominee	2	.3	.3	41.1
Milwaukee	88	14.5	14.5	55.6
Monroe	5	.9	.9	56.5
Oconto	5	.8	.8	57.3
Oneida	4	.7	.7	57.9
Outagamie	18	2.9	2.9	60.9
Ozaukee	7	1.2	1.2	62.1
Pierce	1	.1	.1	62.2
Polk	3	.5	.5	62.7
Portage	12	2.0	2.0	64.7
Price	3	.4	.4	65.1
Racine	23	3.7	3.7	68.9
Richland	0	.1	.1	68.9
Rock	19	3.1	3.1	72.0
Rusk	3	.5	.5	72.5
Saint Croix	5	.8	.8	73.4
Sauk	7	1.1	1.1	74.5
Sawyer	1	.2	.2	74.7
Shawano	4	.7	.7	75.5
Sheboygan	21	3.5	3.5	78.9
Taylor	3	.6	.6	79.5
Trempealeau	2	.4	.4	79.9
Vernon	4	.7	.7	80.5
Vilas	9	1.5	1.5	82.0
Walworth	6	1.1	1.1	83.1
Washburn	2	.3	.3	83.4
Washington	14	2.3	2.3	85.6
Waukesha	33	5.4	5.4	91.0
Waupaca	3	.6	.6	91.6
Waushara	15	2.4	2.4	94.0
Winnebago	14	2.3	2.3	96.3
Wood	8	1.4	1.4	97.7
Other	11	1.8	1.8	99.5
Don't Know	3	.5	.5	100.0
Total	609	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	58	9.4	63.5	63.5
	No	33	5.4	36.5	100.0
	Total	91	14.9	100.0	
Missing	System	519	85.1		
Total		609	100.0		

**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? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, registered to vote	595	97.7	97.7	97.7
	No, not registered to vote	14	2.3	2.3	100.0
	Total	609	100.0	100.0	

**S6. Do you plan to register to vote, or is there a chance that you may not register? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Plan to Register	14	2.3	100.0	100.0
Missing	System	595	97.7		
Total		609	100.0		

**1. 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?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	423	69.4	69.4	69.4
	Some of the time	140	23.0	23.0	92.4
	Only now and then	36	5.9	5.9	98.3
	Hardly at all	9	1.4	1.4	99.7
	Refused	2	.3	.3	100.0
	Total	609	100.0	100.0	

**2. What are the chances that you will vote in the November 2014 general election for Governor, Congress, and other offices?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Absolutely certain	609	100.0	100.0	100.0

**3. Over the past year, do you feel the economy has gotten better, gotten worse, or stayed about the same? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gotten better	185	30.4	30.4	30.4
	Gotten worse	177	29.1	29.1	59.4
	Stayed the same	240	39.4	39.4	98.8
	Don't know	6	1.0	1.0	99.8
	Refused	1	.2	.2	100.0
	Total	609	100.0	100.0	

**4. Looking ahead, over the next year do you expect the economy to get better, get worse, or stay about the same? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Get better	208	34.1	34.1	34.1
	Get worse	120	19.6	19.6	53.7
	Stay the same	258	42.3	42.3	96.1
	Don't know	21	3.5	3.5	99.5
	Refused	3	.5	.5	100.0
	Total	609	100.0	100.0	

**5. Overall, do you approve or disapprove of the way Barack Obama is handling his job as President?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Approve	274	45.0	45.0	45.0
	Disapprove	303	49.8	49.8	94.8
	Don't know	22	3.7	3.7	98.5
	Refused	9	1.5	1.5	100.0
	Total	609	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Approve	286	47.0	47.0	47.0
	Disapprove	297	48.8	48.8	95.8
	Don't know	20	3.3	3.3	99.1
	Refused	6	.9	.9	100.0
	Total	609	100.0	100.0	

**7. The first name is Barack Obama (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of Barack Obama or haven't you heard enough about him yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	297	48.8	48.8	48.8
	Unfavorable	296	48.5	48.5	97.3
	Haven't heard enough	3	.5	.5	97.8
	Don't know	11	1.8	1.8	99.6
	Refused	2	.4	.4	100.0
	Total	609	100.0	100.0	

**8. The next name is Scott Walker (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of Scott Walker or haven't you heard enough about him yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	285	46.8	46.8	46.8
	Unfavorable	304	50.0	50.0	96.8
	Haven't heard enough	11	1.9	1.9	98.6
	Don't know	6	1.0	1.0	99.6
	Refused	2	.4	.4	100.0
	Total	609	100.0	100.0	

**9. The next name is Mary Burke (BURK) (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of Mary Burke (BURK) or haven't you heard enough about her yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	232	38.1	38.1	38.1
	Unfavorable	217	35.7	35.7	73.8
	Haven't heard enough	142	23.4	23.4	97.2
	Don't know	15	2.5	2.5	99.7
	Refused	2	.3	.3	100.0
	Total	609	100.0	100.0	

**10. The next name is Brad Schimel (SHIM-el) (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of Brad Schimel (SHIM-el) or haven't you heard enough about him yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	58	9.6	9.6	9.6
	Unfavorable	31	5.1	5.1	14.6
	Haven't heard enough	459	75.4	75.4	90.0
	Don't know	57	9.4	9.4	99.4
	Refused	4	.6	.6	100.0
	Total	609	100.0	100.0	

**11. The next name is Susan Happ (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of Susan Happ or haven't you heard enough about her yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	77	12.7	12.7	12.7
	Unfavorable	42	7.0	7.0	19.6
	Haven't heard enough	429	70.5	70.5	90.1
	Don't know	57	9.4	9.4	99.5
	Refused	3	.5	.5	100.0
	Total	609	100.0	100.0	

**12. The next name is Ron Johnson (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of Ron Johnson or haven't you heard enough about him yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	255	41.9	41.9	41.9
	Unfavorable	179	29.4	29.4	71.3
	Haven't heard enough	152	25.0	25.0	96.3
	Don't know	18	3.0	3.0	99.3
	Refused	4	.7	.7	100.0
	Total	609	100.0	100.0	



**13. The next name is Tammy Baldwin (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of Tammy Baldwin or haven't you heard enough about her yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	252	41.4	41.4	41.4
	Unfavorable	218	35.8	35.8	77.2
	Haven't heard enough	111	18.1	18.1	95.4
	Don't know	25	4.1	4.1	99.4
	Refused	4	.6	.6	100.0
	Total	609	100.0	100.0	

**13b. The next name is Trek Bicycle (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of Trek Bicycle or haven't you heard enough about them yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	215	35.3	35.3	35.3
	Unfavorable	59	9.7	9.7	45.0
	Haven't heard enough	259	42.5	42.5	87.5
	Don't know	69	11.3	11.3	98.8
	Refused	7	1.2	1.2	100.0
	Total	609	100.0	100.0	

**14. The next name is The Tea Party (INTERVIEWER: PROMPT IF NECESSARY) Do you have a favorable or unfavorable opinion of The Tea Party or haven't you heard enough about them yet? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	180	29.6	29.6	29.6
	Unfavorable	299	49.1	49.1	78.7
	Haven't heard enough	88	14.4	14.4	93.1
	Don't know	33	5.4	5.4	98.5
	Refused	9	1.5	1.5	100.0
	Total	609	100.0	100.0	

**15. If the 2014 election for Governor were held today, would you vote for Mary Burke (BURK), the Democrat or for Scott Walker, the Republican?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Burke	296	48.6	48.6	48.6
	Walker	283	46.5	46.5	95.1
	Undecided	12	1.9	1.9	97.0
	Would not vote	4	.7	.7	97.7
	Vote for someone else	4	.6	.6	98.4
	Don't know	4	.6	.6	99.0
	Refused	6	1.0	1.0	100.0
	Total	609	100.0	100.0	

**16. If the 2014 election for Attorney General were held today, would you vote for Susan Happ, the Democrat or for Brad Schimel (SHIM-el), the Republican?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Happ	259	42.5	42.5	42.5
	Schimel	195	32.0	32.0	74.5
	Undecided	89	14.7	14.7	89.2
	Would not vote	7	1.1	1.1	90.3
	Vote for someone else	3	.6	.6	90.8
	Don't know	50	8.1	8.1	99.0
	Refused	6	1.0	1.0	100.0
	Total	609	100.0	100.0	

**17. Do you favor or oppose requiring a government issued photo ID to vote?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	380	62.4	62.4	62.4
	Oppose	208	34.2	34.2	96.6
	Don't know	19	3.2	3.2	99.8
	Refused	1	.2	.2	100.0
	Total	609	100.0	100.0	

**18. Some people say the minimum wage should be raised to help low-income workers get by. Others say raising the minimum wage will lead some businesses to cut jobs. Given these arguments, do you support or oppose raising the minimum wage?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	332	54.5	54.5	54.5
	Oppose	241	39.5	39.5	94.0
	Don't know	31	5.0	5.0	99.0
	Refused	6	1.0	1.0	100.0
	Total	609	100.0	100.0	

**19. How enthusiastic are you about voting in this November's elections? Would you say you are very, somewhat, not too, or not at all enthusiastic? (READ LIST IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very enthusiastic	403	66.2	66.2	66.2
	Somewhat enthusiastic	160	26.3	26.3	92.5
	Not too enthusiastic	37	6.1	6.1	98.6
	Not at all enthusiastic	6	.9	.9	99.5
	Don't know	2	.3	.3	99.8
	Refused	1	.2	.2	100.0
	Total	609	100.0	100.0	

**20. 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?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Right direction	307	50.4	50.4	50.4
	Wrong track	286	46.9	46.9	97.4
	Don't know	15	2.5	2.5	99.9
	Refused	1	.1	.1	100.0
	Total	609	100.0	100.0	

**21. How much have you heard about the Common Core Standards? Quite a bit, some, just the name, or nothing at all?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite a bit	201	33.0	33.0	33.0
	Some	209	34.4	34.4	67.4
	Just the name	75	12.3	12.3	79.7
	Nothing at all	120	19.8	19.8	99.5
	Don't know	3	.5	.5	100.0
	Total	609	100.0	100.0	

**22. What's your general opinion of the Common Core? Is it very favorable, favorable, unfavorable or very unfavorable?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorable	38	6.3	7.9	7.9
	Favorable	198	32.5	40.8	48.7
	Unfavorable	113	18.5	23.2	71.9
	Very unfavorable	64	10.6	13.3	85.2
	Don't know	69	11.3	14.2	99.4
	Refused	3	.5	.6	100.0
	Total	486	79.7	100.0	
Missing	System	124	20.3		
Total		609	100.0		

**23. Would you say the state's budget is in better shape now than it was a few years ago, about the same or in worse shape now?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better shape now	294	48.2	48.2	48.2
	About the same	132	21.7	21.7	69.9
	Worse shape now	156	25.6	25.6	95.4
	Don't know	24	4.0	4.0	99.4
	Refused	3	.6	.6	100.0
	Total	609	100.0	100.0	

**24. 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?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Return collective bargaining	271	44.5	44.5	44.5
Keep as it is now	289	47.5	47.5	92.0
Don't know	47	7.7	7.7	99.7
Refused	2	.3	.3	100.0
Total	609	100.0	100.0	

**25. Do you think Wisconsin is creating jobs at a faster rate than most other states, at about the same rate, or is Wisconsin lagging behind other states in job creation? (READ IF NECESSARY)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Faster than other states	54	8.8	8.8	8.8
About the same rate	193	31.7	31.7	40.5
Lagging behind	309	50.7	50.7	91.2
Don't know	51	8.4	8.4	99.6
Refused	2	.4	.4	100.0
Total	609	100.0	100.0	

**26. Please tell me whether the following statement describes Scott Walker, or not....he is someone who cares about people like me.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Describes	270	44.3	44.3	44.3
Does not describe	322	52.8	52.8	97.1
Don't know	12	2.0	2.0	99.1
Refused	5	.9	.9	100.0
Total	609	100.0	100.0	

**27. Please tell me whether the following statement describes Mary Burke (BURK), or not....she is someone who cares about people like me.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Describes	283	46.4	46.4	46.4
	Does not describe	223	36.6	36.6	83.1
	Don't know	100	16.4	16.4	99.4
	Refused	3	.6	.6	100.0
	Total	609	100.0	100.0	

**28. Please tell me whether the following statement describes Scott Walker, or not....he is someone who is able to get things done.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Describes	417	68.4	68.4	68.4
	Does not describe	178	29.3	29.3	97.7
	Don't know	10	1.7	1.7	99.3
	Refused	4	.7	.7	100.0
	Total	609	100.0	100.0	

**29. Please tell me whether the following statement describes Mary Burke (BURK), or not....she is someone who is able to get things done.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Describes	284	46.6	46.6	46.6
	Does not describe	200	32.9	32.9	79.5
	Don't know	121	19.9	19.9	99.4
	Refused	3	.6	.6	100.0
	Total	609	100.0	100.0	

**30. Thinking about all the changes in state government over the past four years, do you think Wisconsin is better off in the long run because of these changes or worse off in the long run?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better off	302	49.5	49.5	49.5
	Worse off	283	46.5	46.5	96.0
	Neither/Made no difference	10	1.7	1.7	97.7
	Don't know	12	2.0	2.0	99.7
	Refused	2	.3	.3	100.0
	Total	609	100.0	100.0	

**31. Now, on a different subject, do tax cuts generally do more for the poor, more for the middle class or more for the wealthy?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More for the poor	39	6.4	6.4	6.4
	More for the middle class	146	23.9	23.9	30.3
	More for the wealthy	355	58.3	58.3	88.6
	Don't know	60	9.9	9.9	98.5
	Refused	9	1.5	1.5	100.0
	Total	609	100.0	100.0	

**32. As you may know, a health reform bill was signed into law in 2010. Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	229	37.5	37.5	37.5
	Unfavorable	316	51.9	51.9	89.5
	Don't know	58	9.5	9.5	99.0
	Refused	6	1.0	1.0	100.0
	Total	609	100.0	100.0	

**33. Should Wisconsin reject federal funds to expand Medicaid for those just over the poverty line or should the state accept the federal funds and expand Medicaid to cover those up to 133 percent of the poverty line?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reject funds for expansion	187	30.7	30.7	30.7
	Accept funds and expand	343	56.3	56.3	87.1
	Don't know	73	12.0	12.0	99.1
	Refused	6	.9	.9	100.0
	Total	609	100.0	100.0	

**34a. Many groups air political advertisements during elections.... Would you support or oppose Wisconsin requiring groups to also list their top donors in their ads?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	216	35.4	75.4	75.4
	Oppose	63	10.3	22.0	97.4
	Don't know	6	1.0	2.0	99.4
	Refused	2	.3	.6	100.0
	Total	286	47.0	100.0	
Missing	System	323	53.0		
Total		609	100.0		

**34b. Many out-of-state groups air political advertisements during elections.... Would you support or oppose Wisconsin requiring groups to also list their top donors in their ads?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	270	44.4	83.7	83.7
	Oppose	45	7.4	13.9	97.6
	Don't know	6	1.0	1.8	99.4
	Refused	2	.3	.6	100.0
	Total	323	53.0	100.0	
Missing	System	286	47.0		
Total		609	100.0		



**35. Which comes closer to your view on this issue? (Outsourcing reduces jobs and wages of American workers) or (Outsourcing is necessary for American companies to remain competitive.)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Outsourcing reduces jobs and wages	437	71.7	71.7	71.7
Outsourcing is necessary	129	21.2	21.2	92.9
Don't know	37	6.1	6.1	99.0
Refused	6	1.0	1.0	100.0
Total	609	100.0	100.0	

**36. Do you think Wisconsin government can provide economic incentives that would persuade companies not to outsource work overseas or do you think outsourcing is a decision driven by business pressures that leave companies little choice?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Incentives can persuade not to outsource	349	57.3	57.3	57.3
Companies have little choice	215	35.3	35.3	92.6
Don't know	42	6.8	6.8	99.4
Refused	3	.6	.6	100.0
Total	609	100.0	100.0	

**37. All things considered, who as governor do you think would be best at helping the state create jobs, Scott Walker or Mary Burke (BURK)?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Scott Walker	274	45.0	45.0	45.0
	Mary Burke	290	47.6	47.6	92.6
	Neither can create jobs	15	2.4	2.4	95.0
	Both equally able to create jobs	2	.4	.4	95.4
	Don't know	20	3.2	3.2	98.6
	Refused	8	1.4	1.4	100.0
	Total	609	100.0	100.0	

**38. Do you think the governor should approve or reject a proposed new casino in Kenosha (KEN-o-sha)?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Approve	288	47.3	47.3	47.3
	Reject	221	36.2	36.2	83.5
	Don't know	87	14.2	14.2	97.8
	Refused	14	2.2	2.2	100.0
	Total	609	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	170	27.9	27.9	27.9
	Democrat	207	33.9	33.9	61.8
	Independent	210	34.4	34.4	96.2
	Other/No preference	14	2.2	2.2	98.5
	Don't know	1	.1	.1	98.6
	Refused	8	1.4	1.4	100.0
	Total	609	100.0	100.0	

**F2. Do you think of yourself as closer to the Republican Party or to the Democratic Party?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	93	15.3	41.6	41.6
	Democratic	86	14.2	38.6	80.2
	Neither/Just Independent	38	6.3	17.1	97.3
	Don't know	4	.6	1.7	98.9
	Refused	2	.4	1.1	100.0
	Total	224	36.8	100.0	
	Missing System	385	63.2		
Total	609	100.0			

**F3. What is the highest level of education you completed? (READ LIST) (RECORD ONE ANSWER)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary school only	7	1.2	1.2	1.2
	Some high school but didn't finish	24	4.0	4.0	5.2
	Completed high school	161	26.5	26.5	31.7
	Some college but didn't finish	109	17.9	17.9	49.6
	Two year college degree	76	12.5	12.5	62.1
	Four year college degree	127	20.8	20.8	82.9
	Some graduate work	22	3.6	3.6	86.6
	Completed masters or professional degree	59	9.7	9.7	96.2
	Advanced graduate work or Ph.D.	17	2.9	2.9	99.1
	Don't know	2	.3	.3	99.3
	Refused	4	.7	.7	100.0
	Total	609	100.0	100.0	

**F4. What is your age? (RECORD ACTUAL AGE IN YEARS)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18	8	1.3	1.3	1.3
19	2	.3	.3	1.6
21	3	.4	.4	2.0
22	4	.6	.6	2.6
23	5	.8	.8	3.5
24	5	.9	.9	4.3
25	15	2.4	2.4	6.8
26	5	.9	.9	7.6
27	8	1.3	1.3	8.9
28	5	.8	.8	9.8
29	7	1.1	1.1	10.9
30	6	1.0	1.0	11.9
31	5	.9	.9	12.7
32	9	1.5	1.5	14.2
33	3	.6	.6	14.8
34	8	1.2	1.2	16.0
35	9	1.5	1.5	17.6
36	9	1.5	1.5	19.1
37	18	2.9	2.9	22.0
38	7	1.2	1.2	23.2
39	11	1.8	1.8	25.1
40	9	1.4	1.4	26.5
41	10	1.6	1.6	28.1
42	12	1.9	1.9	30.0
43	16	2.6	2.6	32.6
44	8	1.3	1.3	33.9
45	5	.8	.8	34.7
46	6	1.0	1.0	35.8
47	14	2.2	2.2	38.0
48	13	2.1	2.1	40.1
49	13	2.2	2.2	42.3
50	15	2.4	2.4	44.7
51	6	.9	.9	45.6
52	12	2.0	2.0	47.6
53	14	2.3	2.3	49.9
54	13	2.1	2.1	52.0

55	16	2.6	2.6	54.6
56	11	1.8	1.8	56.4
57	16	2.6	2.6	59.0
58	13	2.1	2.1	61.1
59	15	2.5	2.5	63.6
60	13	2.1	2.1	65.7
61	7	1.1	1.1	66.8
62	12	2.0	2.0	68.8
63	8	1.3	1.3	70.1
64	9	1.5	1.5	71.5
65	11	1.9	1.9	73.4
66	16	2.6	2.6	76.0
67	8	1.4	1.4	77.4
68	9	1.4	1.4	78.8
69	5	.8	.8	79.6
70	12	2.0	2.0	81.6
71	3	.5	.5	82.1
72	7	1.2	1.2	83.3
73	9	1.5	1.5	84.8
74	5	.8	.8	85.6
75	6	1.1	1.1	86.6
76	4	.7	.7	87.3
77	8	1.3	1.3	88.5
78	4	.6	.6	89.1
79	6	1.0	1.0	90.1
80	4	.7	.7	90.8
81	5	.9	.9	91.7
82	6	1.0	1.0	92.7
83	8	1.3	1.3	94.0
84	3	.5	.5	94.5
85	2	.3	.3	94.8
86	3	.6	.6	95.4
87	1	.2	.2	95.6
88	2	.3	.3	95.9
89	0	.1	.1	96.0
90	2	.3	.3	96.2
93	1	.2	.2	96.4
95	1	.2	.2	96.6
99	21	3.4	3.4	100.0
Total	609	100.0	100.0	

**F4a. Are you ... ? (READ LIST) (RECORD ONE ANSWER)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30-44 years old	3	.5	15.6	15.6
	45-59 years old	7	1.2	33.7	49.2
	60 years old or more	6	1.0	28.5	77.8
	Don't know	1	.2	4.5	82.3
	Refused	4	.6	17.7	100.0
	Total	21	3.4	100.0	
Missing	System	588	96.6		
Total		609	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	391	64.2	64.2	64.2
	Widowed	55	9.0	9.0	73.2
	Divorced	59	9.7	9.7	82.8
	Separated	3	.5	.5	83.3
	Never married	97	15.9	15.9	99.2
	Refused	5	.8	.8	100.0
	Total	609	100.0	100.0	

**F6. Are you of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	2.7	2.7	2.7
	No	589	96.7	96.7	99.4
	Refused	4	.6	.6	100.0
	Total	609	100.0	100.0	

**F7. Would you describe yourself as White, African American or Black, Asian, Native American, of more than one race or some other race? (READ IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	522	85.6	85.6	85.6
	African American or Black	36	5.9	5.9	91.6
	Native American or American Indian	7	1.1	1.1	92.7
	More than one race	25	4.0	4.0	96.8
	Other (SPECIFY)	10	1.7	1.7	98.5
	Don't know	1	.1	.1	98.6
	Refused	9	1.4	1.4	100.0
	Total	609	100.0	100.0	

**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? (READ IF NECESSARY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a week	53	8.8	8.8	8.8
	Once a week	162	26.6	26.6	35.4
	Once or twice a month	117	19.2	19.2	54.6
	A few times a year	113	18.6	18.6	73.3
	Seldom	88	14.5	14.5	87.8
	Never	69	11.3	11.3	99.1
	Don't know	2	.4	.4	99.5
	Refused	3	.5	.5	100.0
	Total	609	100.0	100.0	

**F9. What is your religious preference - are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant	174	28.6	28.6	28.6
	Roman Catholic	195	32.0	32.0	60.6
	Jewish	2	.4	.4	61.0
	Muslim/Islam	6	.9	.9	61.9
	Other Christian Religion	109	17.9	17.9	79.8
	Other Non-Christian Religion	25	4.0	4.0	83.8
	No Religion/Atheist/Agnostic	76	12.5	12.5	96.3
	Don't know	12	2.0	2.0	98.3
	Refused	10	1.7	1.7	100.0
	Total	609	100.0	100.0	



**F11. Last year, that is in 2013, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. (READ LIST. RECORD ONE ANSWER)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$10,000	24	4.0	4.0	4.0
	10 to under \$20,000	32	5.3	5.3	9.3
	20 to under \$30,000	48	7.8	7.8	17.1
	30 to under \$40,000	65	10.6	10.6	27.7
	40 to under \$50,000	64	10.5	10.5	38.2
	50 to under \$75,000	123	20.2	20.2	58.4
	75 to under \$100,000	86	14.1	14.1	72.6
	100 to under \$150,000	63	10.4	10.4	82.9
	\$150,000 or more	35	5.8	5.8	88.7
	Don't know	22	3.5	3.5	92.3
	Refused	47	7.7	7.7	100.0
	Total	609	100.0	100.0	

**F12. Overall, which of the following best describes how the recession affected your own personal financial situation? (READ LIST)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It had a major effect, and your finances have not recovered	151	24.8	24.8	24.8
	It had a major effect, but your finances have mostly recover	210	34.4	34.4	59.2
	It didn't have a major effect on your finances	238	39.1	39.1	98.3
	Don't know	6	1.0	1.0	99.2
	Refused	5	.8	.8	100.0
	Total	609	100.0	100.0	

**F13. In general, would you describe your political views as... ? (READ LIST)  
(RECORD ONE ANSWER)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very conservative	53	8.7	8.7	8.7
	Conservative	209	34.3	34.3	42.9
	Moderate	183	30.1	30.1	73.0
	Liberal	115	18.9	18.9	91.9
	Very liberal	32	5.2	5.2	97.1
	Don't know	14	2.3	2.3	99.4
	Refused	4	.6	.6	100.0
	Total	609	100.0	100.0	

**F13b. Thinking about the political positions of Scott Walker, from what you've read and heard, would you say he is very conservative, conservative, moderate, liberal, or very liberal?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very conservative	204	33.5	33.5	33.5
	Conservative	271	44.6	44.6	78.1
	Moderate	45	7.5	7.5	85.5
	Liberal	31	5.0	5.0	90.5
	Very liberal	13	2.2	2.2	92.7
	Don't know	34	5.6	5.6	98.4
	Refused	10	1.6	1.6	100.0
	Total	609	100.0	100.0	

**F13c. Thinking about the political positions of Mary Burke (BURK), from what you've read and heard, would you say she is very conservative, conservative, moderate, liberal, or very liberal?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very conservative	10	1.6	1.6	1.6
	Conservative	40	6.5	6.5	8.1
	Moderate	152	25.0	25.0	33.1
	Liberal	211	34.7	34.7	67.8
	Very liberal	106	17.3	17.3	85.1
	Don't know	87	14.2	14.2	99.3
	Refused	4	.7	.7	100.0
	Total	609	100.0	100.0	

**F14. Are you or any member of your household a member of a local, state or national labor union? (RECORD ONE ANSWER)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	R In Union	71	11.7	11.7	11.7
	Other in Union	48	8.0	8.0	19.6
	Non-Union	484	79.5	79.5	99.1
	Don't Know	3	.6	.6	99.7
	Refused	2	.3	.3	100.0
	Total	609	100.0	100.0	

**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?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	137	22.5	22.5	22.5
No	468	76.8	76.8	99.3
Don't know	1	.1	.1	99.5
Refused	3	.5	.5	100.0
Total	609	100.0	100.0	

**F17. How many days in the past week did you read a daily newspaper? (READ LIST IF NECESSARY)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	148	24.3	24.3	24.3
One day	85	13.9	13.9	38.2
Two	58	9.5	9.5	47.8
Three	46	7.5	7.5	55.3
Four	25	4.1	4.1	59.4
Five	28	4.6	4.6	64.0
Six	11	1.7	1.7	65.7
Seven days or 'every day'	201	33.1	33.1	98.8
Don't know	5	.9	.9	99.7
Refused	2	.3	.3	100.0
Total	609	100.0	100.0	

**F19. Of all the personal telephone calls that you receive, do you get...? (READ LIST) (RECORD ONE ANSWER)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All or almost all on a cell phone	205	33.7	33.7	33.7
	Some on a cell phone and some on a home phone	167	27.4	27.4	61.1
	All or almost all on a regular home phone	233	38.3	38.3	99.4
	Don't know	1	.2	.2	99.6
	Refused	2	.4	.4	100.0
	Total	609	100.0	100.0	

**F20. And did I reach you by dialing:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	607	99.7	99.7	99.7
	No	2	.3	.3	100.0
	Total	609	100.0	100.0	

**F22. Is this a cell phone?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	222	36.5	36.5	36.5
	No	387	63.5	63.5	100.0
	Total	609	100.0	100.0	

**wave**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	23.00	609	100.0	100.0	100.0

**Sex**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	284	46.5	46.5	46.5
	Female	326	53.5	53.5	100.0
	Total	609	100.0	100.0	

**Age 4 categories**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	66	10.9	10.9	10.9
	30-44	144	23.6	23.6	34.5
	45-59	188	30.8	30.8	65.3
	60+	207	33.9	33.9	99.2
	DK/NA/Ref	5	.8	.8	100.0
	Total	609	100.0	100.0	

**Age 6 categories**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	66	10.9	10.9	10.9
	30-39	86	14.2	14.2	25.1
	40-49	108	17.8	17.8	42.8
	50-59	137	22.5	22.5	65.3
	60-69	104	17.0	17.0	82.3
	70+	103	16.9	16.9	99.2
	DK/NA/Ref	5	.8	.8	100.0
	Total	609	100.0	100.0	

**3 race categories**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	522	85.6	85.6	85.6
	Black	36	5.9	5.9	91.6
	Other	42	6.9	6.9	98.5
	DK/NA/Ref	9	1.5	1.5	100.0
	Total	609	100.0	100.0	

**hispanic**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	2.7	2.7	2.7
	No	589	96.7	96.7	99.4
	DK/NA/Ref	4	.6	.6	100.0
	Total	609	100.0	100.0	

**5 education categories**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	32	5.2	5.2	5.2
	HS	161	26.5	26.5	31.7
	Some Coll	109	17.9	17.9	49.6
	AA	76	12.5	12.5	62.1
	BA or more	225	36.9	36.9	99.1
	DK/NA/Ref	6	.9	.9	100.0
	Total	609	100.0	100.0	

**Education 5 with Post-BA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	32	5.2	5.2	5.2
	HS	161	26.5	26.5	31.7
	Some Coll/AA	186	30.5	30.5	62.1
	BA	127	20.8	20.8	82.9
	Post BA	98	16.1	16.1	99.1
	DK/NA/Ref	6	.9	.9	100.0
	Total	609	100.0	100.0	

**Education 5 with BA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	32	5.2	5.2	5.2
	HS	161	26.5	26.5	31.7
	Some Coll	109	17.9	17.9	49.6
	AA	76	12.5	12.5	62.1
	BA or more	225	36.9	36.9	99.1
	DK/NA/Ref	6	.9	.9	100.0
	Total	609	100.0	100.0	

**Education 6 AA, BA and MA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	32	5.2	5.2	5.2
	HS	161	26.5	26.5	31.7
	Some Coll	109	17.9	17.9	49.6
	AA	76	12.5	12.5	62.1
	BA	127	20.8	20.8	82.9
	Post-BA	98	16.1	16.1	99.1
	DK/NA/Ref	6	.9	.9	100.0
	Total	609	100.0	100.0	



**3 category Party ID including leaners**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	263	43.2	43.2	43.2
	Democrat	293	48.1	48.1	91.3
	Independent	42	6.9	6.9	98.2
	DK/NA/Ref	11	1.8	1.8	100.0
	Total	609	100.0	100.0	

**3 category Party ID no leaners**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	170	27.9	27.9	27.9
	Democrat	207	33.9	33.9	61.8
	Independent	222	36.4	36.4	98.2
	DK/NA/Ref	11	1.8	1.8	100.0
	Total	609	100.0	100.0	

**Party ID 5 categories, leaners separate**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rep	170	27.9	27.9	27.9
	Lean Rep	93	15.3	15.3	43.2
	Ind	42	6.9	6.9	50.1
	Lean Dem	86	14.2	14.2	64.3
	Dem	207	33.9	33.9	98.2
	DK/NA/Ref	11	1.8	1.8	100.0
	Total	609	100.0	100.0	

**Race/Ethnicity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	513	84.1	84.1	84.1
	Black	35	5.7	5.7	89.8
	Hispanic	17	2.7	2.7	92.6
	Other	36	5.9	5.9	98.5
	DK/NA/Ref	9	1.5	1.5	100.0
	Total	609	100.0	100.0	

### Income Recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$40k	169	27.7	27.7	27.7
	\$40k to \$74k	187	30.7	30.7	58.4
	\$75k up	185	30.3	30.3	88.7
	DK/NA/Ref	69	11.3	11.3	100.0
	Total	609	100.0	100.0	

### Newspaper Recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zero days	148	24.3	24.3	24.3
	1-3 days	189	31.0	31.0	55.3
	4-6 days	64	10.4	10.4	65.7
	Every day	201	33.1	33.1	98.8
	DK/NA/Ref	7	1.2	1.2	100.0
	Total	609	100.0	100.0	

### Region/Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	54	8.9	8.9	8.9
	Rest of MKE	188	30.9	30.9	39.8
	MSN	113	18.5	18.5	58.2
	GB/A	115	18.9	18.9	77.2
	Rest of state	139	22.8	22.8	100.0
	Total	609	100.0	100.0	

**Region2/MKE,Wow,Media Market**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	54	8.9	8.9	8.9
	WOW Counties	61	10.1	10.1	19.0
	Rest of MKE	127	20.8	20.8	39.8
	MSN	113	18.5	18.5	58.2
	GB/A	115	18.9	18.9	77.2
	Rest of state	139	22.8	22.8	100.0
	Total	609	100.0	100.0	

**Religion recoded (6 cat)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant/Christian	283	46.5	46.5	46.5
	Catholic	195	32.0	32.0	78.4
	Jewish	2	.4	.4	78.8
	Other	30	5.0	5.0	83.8
	None	76	12.5	12.5	96.3
	DK/NA/Ref	22	3.7	3.7	100.0
	Total	609	100.0	100.0	

**qf14 and qf15 - job and union status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public union	66	10.8	10.8	10.8
	Public non-union	68	11.2	11.2	22.0
	Private union	54	8.9	8.9	30.8
	Private non-union	414	67.9	67.9	98.8
	DK/NA/Ref	7	1.2	1.2	100.0
	Total	609	100.0	100.0	

**Marital Status, 3 category**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	391	64.2	64.2	64.2
	Widow/Div/Sep	116	19.1	19.1	83.3
	Never Married	97	15.9	15.9	99.2
	NA/Ref	5	.8	.8	100.0
	Total	609	100.0	100.0	

**Likely Voter**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely Voter	609	100.0	100.0	100.0