



Marquette Law School Poll – August 21-23, 2014 Results for Registered 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	141	17.3	17.3	17.3
	414	143	17.5	17.5	34.8
	608	169	20.7	20.7	55.5
	715	179	22.0	22.0	77.6
	920	183	22.4	22.4	100.0
	Total	815	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	381	46.8	46.8	46.8
	Female	434	53.2	53.2	100.0
	Total	815	100.0	100.0	

S3a. Do you currently live in Wisconsin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	815	100.0	100.0	100.0

S3b. In what county in Wisconsin do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adams	5	.7	.7	.7
	Ashland	6	.7	.7	1.4
	Barron	3	.3	.3	1.7
	Bayfield	2	.2	.2	1.9
	Brown	24	3.0	3.0	4.9
	Buffalo	2	.2	.2	5.1
	Burnett	1	.2	.2	5.3
	Calumet	9	1.1	1.1	6.4
	Chippewa	5	.6	.6	7.0
	Clark	0	.1	.1	7.0
	Columbia	7	.9	.9	7.9
	Crawford	4	.5	.5	8.4
	Dane	78	9.5	9.5	17.9
	Dodge	5	.6	.6	18.6
	Door	7	.9	.9	19.5
	Douglas	3	.4	.4	19.8
	Dunn	2	.3	.3	20.1
	Eau Claire	16	2.0	2.0	22.1
	Fond du Lac	14	1.8	1.8	23.9
	Forest	4	.5	.5	24.4
	Grant	3	.3	.3	24.7
	Green	11	1.4	1.4	26.1
	Green Lake	2	.3	.3	26.4
	Iowa	2	.3	.3	26.6
	Iron	5	.6	.6	27.2
	Jackson	6	.7	.7	27.9
	Jefferson	15	1.9	1.9	29.8
	Juneau	5	.6	.6	30.4
	Kenosha	13	1.6	1.6	32.0
	Kewaunee	9	1.0	1.0	33.0
	LaCrosse	12	1.5	1.5	34.5
	Lafayette	2	.2	.2	34.7
	Langlade	1	.1	.1	34.8
	Lincoln	2	.2	.2	35.0
	Manitowoc	16	1.9	1.9	37.0
	Marathon	12	1.4	1.4	38.4
	Marinette	7	.9	.9	39.2

Marquette	2	.3	.3	39.5
Menominee	2	.2	.2	39.7
Milwaukee	121	14.9	14.9	54.6
Monroe	5	.7	.7	55.3
Oconto	5	.7	.7	55.9
Oneida	6	.7	.7	56.6
Outagamie	20	2.4	2.4	59.0
Ozaukee	11	1.4	1.4	60.4
Pierce	3	.4	.4	60.8
Polk	7	.9	.9	61.7
Portage	21	2.5	2.5	64.2
Price	3	.3	.3	64.5
Racine	30	3.7	3.7	68.3
Richland	0	.0	.0	68.3
Rock	22	2.7	2.7	71.0
Rusk	4	.5	.5	71.5
Saint Croix	7	.8	.8	72.4
Sauk	11	1.4	1.4	73.7
Sawyer	3	.4	.4	74.1
Shawano	4	.5	.5	74.6
Sheboygan	26	3.2	3.2	77.8
Taylor	8	1.0	1.0	78.9
Trempealeau	4	.5	.5	79.3
Vernon	6	.8	.8	80.1
Vilas	10	1.2	1.2	81.3
Walworth	19	2.4	2.4	83.7
Washburn	2	.2	.2	83.9
Washington	17	2.1	2.1	86.1
Waukesha	42	5.1	5.1	91.2
Waupaca	6	.8	.8	91.9
Waushara	15	1.8	1.8	93.7
Winnebago	23	2.8	2.8	96.5
Wood	11	1.3	1.3	97.8
Other	11	1.4	1.4	99.3
Don't Know	6	.7	.7	100.0
Total	815	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	81	9.9	63.6	63.6
	No	46	5.6	36.4	100.0
	Total	127	15.5	100.0	
Missing	System	688	84.5		
Total		815	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	754	92.5	92.5	92.5
	No, not registered to vote	59	7.3	7.3	99.8
	No Answer/Don't Know/Refused	2	.2	.2	100.0
	Total	815	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	61	7.5	100.0	100.0
Missing	System	754	92.5		
Total		815	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	477	58.6	58.6	58.6
	Some of the time	217	26.6	26.6	85.2
	Only now and then	75	9.2	9.2	94.4
	Hardly at all	44	5.4	5.4	99.8
	Refused	2	.2	.2	100.0
	Total	815	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	74.8	74.8	74.8
	Very likely	119	14.6	14.6	89.3
	50-50	63	7.7	7.7	97.1
	Will not vote	24	2.9	2.9	100.0
	Total	815	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	231	28.3	28.3	28.3
	Gotten worse	224	27.5	27.5	55.8
	Stayed the same	347	42.6	42.6	98.4
	Don't know	12	1.5	1.5	99.9
	Refused	1	.1	.1	100.0
	Total	815	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	268	32.8	32.8	32.8
Get worse	163	20.0	20.0	52.9
Stay the same	354	43.4	43.4	96.3
Don't know	28	3.4	3.4	99.6
Refused	3	.4	.4	100.0
Total	815	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	355	43.5	43.5	43.5
Disapprove	394	48.4	48.4	91.9
Don't know	53	6.5	6.5	98.4
Refused	13	1.6	1.6	100.0
Total	815	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	383	47.0	47.0	47.0
Disapprove	385	47.2	47.2	94.2
Don't know	40	5.0	5.0	99.2
Refused	7	.8	.8	100.0
Total	815	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	407	49.9	49.9	49.9
	Unfavorable	371	45.5	45.5	95.4
	Haven't heard enough	13	1.6	1.6	97.0
	Don't know	17	2.1	2.1	99.1
	Refused	7	.9	.9	100.0
	Total	815	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	387	47.5	47.5	47.5
	Unfavorable	390	47.9	47.9	95.4
	Haven't heard enough	26	3.2	3.2	98.6
	Don't know	7	.9	.9	99.5
	Refused	4	.5	.5	100.0
	Total	815	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	271	33.2	33.2	33.2
	Unfavorable	260	31.9	31.9	65.1
	Haven't heard enough	254	31.2	31.2	96.3
	Don't know	29	3.5	3.5	99.8
	Refused	2	.2	.2	100.0
	Total	815	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	66	8.1	8.1	8.1
	Unfavorable	41	5.0	5.0	13.2
	Haven't heard enough	616	75.6	75.6	88.7
	Don't know	87	10.7	10.7	99.4
	Refused	5	.6	.6	100.0
	Total	815	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	95	11.7	11.7	11.7
	Unfavorable	54	6.6	6.6	18.2
	Haven't heard enough	592	72.6	72.6	90.8
	Don't know	71	8.7	8.7	99.5
	Refused	4	.5	.5	100.0
	Total	815	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	318	39.0	39.0	39.0
	Unfavorable	207	25.3	25.3	64.4
	Haven't heard enough	250	30.6	30.6	95.0
	Don't know	35	4.3	4.3	99.3
	Refused	5	.7	.7	100.0
	Total	815	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	318	39.0	39.0	39.0
	Unfavorable	261	32.0	32.0	71.0
	Haven't heard enough	190	23.3	23.3	94.3
	Don't know	42	5.1	5.1	99.4
	Refused	5	.6	.6	100.0
	Total	815	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	265	32.5	32.5	32.5
	Unfavorable	72	8.8	8.8	41.3
	Haven't heard enough	379	46.5	46.5	87.7
	Don't know	91	11.2	11.2	98.9
	Refused	9	1.1	1.1	100.0
	Total	815	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	226	27.8	27.8	27.8
	Unfavorable	363	44.5	44.5	72.3
	Haven't heard enough	166	20.4	20.4	92.7
	Don't know	48	5.9	5.9	98.6
	Refused	11	1.4	1.4	100.0
	Total	815	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	360	44.1	44.1	44.1
	Walker	387	47.5	47.5	91.6
	Undecided	35	4.3	4.3	95.9
	Would not vote	7	.9	.9	96.8
	Vote for someone else	7	.8	.8	97.6
	Don't know	10	1.2	1.2	98.9
	Refused	9	1.1	1.1	100.0
	Total	815	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	322	39.5	39.5	39.5
	Schimel	267	32.8	32.8	72.2
	Undecided	131	16.1	16.1	88.4
	Would not vote	12	1.4	1.4	89.8
	Vote for someone else	5	.7	.7	90.5
	Don't know	68	8.4	8.4	98.8
	Refused	9	1.2	1.2	100.0
	Total	815	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	517	63.4	63.4	63.4
	Oppose	262	32.2	32.2	95.6
	Don't know	29	3.5	3.5	99.1
	Refused	7	.9	.9	100.0
	Total	815	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	464	56.9	56.9	56.9
	Oppose	294	36.1	36.1	93.0
	Don't know	44	5.4	5.4	98.4
	Refused	13	1.6	1.6	100.0
	Total	815	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	433	53.1	53.1	53.1
	Somewhat enthusiastic	280	34.4	34.4	87.5
	Not too enthusiastic	71	8.7	8.7	96.1
	Not at all enthusiastic	28	3.4	3.4	99.5
	Won't vote in November	1	.1	.1	99.7
	Don't know	2	.2	.2	99.9
	Refused	1	.1	.1	100.0
	Total	815	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	438	53.8	53.8	53.8
	Wrong track	341	41.8	41.8	95.6
	Don't know	35	4.3	4.3	99.9
	Refused	1	.1	.1	100.0
	Total	815	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	226	27.7	27.7	27.7
	Some	262	32.1	32.1	59.9
	Just the name	115	14.1	14.1	74.0
	Nothing at all	209	25.6	25.6	99.6
	Don't know	3	.4	.4	100.0
	Total	815	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	44	5.4	7.3	7.3
	Favorable	258	31.6	42.8	50.1
	Unfavorable	133	16.4	22.1	72.2
	Very unfavorable	75	9.2	12.5	84.7
	Don't know	88	10.8	14.6	99.3
	Refused	4	.5	.7	100.0
	Total	603	74.0	100.0	
Missing	System	212	26.0		
Total		815	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	366	44.9	44.9	44.9
	About the same	215	26.4	26.4	71.3
	Worse shape now	184	22.5	22.5	93.9
	Don't know	47	5.7	5.7	99.6
	Refused	3	.4	.4	100.0
	Total	815	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	354	43.5	43.5	43.5
	Keep as it is now	377	46.2	46.2	89.7
	Don't know	82	10.1	10.1	99.8
	Refused	2	.2	.2	100.0
	Total	815	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	64	7.9	7.9	7.9
About the same rate	273	33.5	33.5	41.4
Lagging behind	393	48.2	48.2	89.6
Don't know	83	10.1	10.1	99.7
Refused	2	.3	.3	100.0
Total	815	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	369	45.3	45.3	45.3
Does not describe	406	49.8	49.8	95.2
Don't know	33	4.0	4.0	99.2
Refused	7	.8	.8	100.0
Total	815	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	353	43.3	43.3	43.3
Does not describe	288	35.3	35.3	78.6
Don't know	170	20.8	20.8	99.5
Refused	4	.5	.5	100.0
Total	815	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	552	67.8	67.8	67.8
	Does not describe	232	28.4	28.4	96.2
	Don't know	25	3.1	3.1	99.3
	Refused	6	.7	.7	100.0
	Total	815	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	349	42.8	42.8	42.8
	Does not describe	262	32.2	32.2	75.0
	Don't know	200	24.5	24.5	99.5
	Refused	4	.5	.5	100.0
	Total	815	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	415	50.9	50.9	50.9
	Worse off	350	42.9	42.9	93.8
	Neither/Made no difference	14	1.8	1.8	95.6
	Don't know	34	4.2	4.2	99.8
	Refused	2	.2	.2	100.0
	Total	815	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	65	7.9	7.9	7.9
	More for the middle class	177	21.7	21.7	29.6
	More for the wealthy	481	59.0	59.0	88.6
	Don't know	84	10.3	10.3	98.9
	Refused	9	1.1	1.1	100.0
	Total	815	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	295	36.2	36.2	36.2
	Unfavorable	434	53.2	53.2	89.4
	Don't know	78	9.5	9.5	98.9
	Refused	9	1.1	1.1	100.0
	Total	815	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	238	29.2	29.2	29.2
	Accept funds and expand	469	57.5	57.5	86.7
	Don't know	102	12.5	12.5	99.2
	Refused	7	.8	.8	100.0
	Total	815	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	304	37.3	75.8	75.8
	Oppose	83	10.2	20.7	96.5
	Don't know	13	1.5	3.1	99.6
	Refused	2	.2	.4	100.0
	Total	401	49.2	100.0	
Missing	System	414	50.8		
Total		815	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	344	42.2	83.2	83.2
	Oppose	59	7.3	14.4	97.6
	Don't know	8	1.0	2.0	99.5
	Refused	2	.2	.5	100.0
	Total	414	50.8	100.0	
Missing	System	401	49.2		
Total		815	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	594	72.9	72.9	72.9
	Outsourcing is necessary	165	20.2	20.2	93.1
	Don't know	47	5.8	5.8	98.9
	Refused	9	1.1	1.1	100.0
	Total	815	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	448	54.9	54.9	54.9
Companies have little choice	309	37.9	37.9	92.8
Don't know	55	6.8	6.8	99.6
Refused	3	.4	.4	100.0
Total	815	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	366	44.9	44.9	44.9
Mary Burke	368	45.1	45.1	90.0
Neither can create jobs	23	2.8	2.8	92.8
Both equally able to create jobs	3	.4	.4	93.2
Don't know	46	5.7	5.7	98.8
Refused	9	1.2	1.2	100.0
Total	815	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	403	49.4	49.4	49.4
	Reject	284	34.9	34.9	84.3
	Don't know	114	14.0	14.0	98.3
	Refused	14	1.7	1.7	100.0
	Total	815	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	220	27.0	27.0	27.0
	Democrat	252	30.9	30.9	57.9
	Independent	309	37.9	37.9	95.7
	Other/No preference	22	2.8	2.8	98.5
	Don't know	1	.1	.1	98.6
	Refused	11	1.4	1.4	100.0
	Total	815	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	128	15.7	38.5	38.5
	Democratic	119	14.6	35.8	74.3
	Neither/Just Independent	75	9.2	22.6	96.9
	Don't know	7	.8	2.0	98.9
	Refused	4	.4	1.1	100.0
	Total	332	40.7	100.0	
Missing	System	483	59.3		
Total		815	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	8	1.0	1.0	1.0
	Some high school but didn't finish	39	4.8	4.8	5.8
	Completed high school	236	29.0	29.0	34.8
	Some college but didn't finish	160	19.7	19.7	54.5
	Two year college degree	104	12.7	12.7	67.2
	Four year college degree	144	17.7	17.7	84.9
	Some graduate work	26	3.1	3.1	88.0

Completed masters or professional degree	70	8.6	8.6	96.6
Advanced graduate work or Ph.D.	22	2.7	2.7	99.3
Don't know	2	.2	.2	99.5
Refused	4	.5	.5	100.0
Total	815	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18	10	1.2	1.2	1.2
19	14	1.7	1.7	3.0
20	6	.7	.7	3.7
21	14	1.7	1.7	5.4
22	14	1.7	1.7	7.1
23	7	.9	.9	8.0
24	11	1.4	1.4	9.4
25	18	2.2	2.2	11.6
26	7	.8	.8	12.4
27	12	1.5	1.5	13.9
28	5	.6	.6	14.5
29	12	1.4	1.4	15.9
30	10	1.2	1.2	17.1
31	5	.6	.6	17.8
32	9	1.1	1.1	18.9
33	7	.8	.8	19.8
34	14	1.7	1.7	21.5
35	18	2.2	2.2	23.7
36	17	2.1	2.1	25.8
37	23	2.8	2.8	28.6
38	7	.9	.9	29.5
39	15	1.8	1.8	31.3
40	16	2.0	2.0	33.3
41	12	1.5	1.5	34.8
42	15	1.8	1.8	36.7
43	18	2.2	2.2	38.9
44	8	1.0	1.0	39.9

45	6	.8	.8	40.6
46	8	.9	.9	41.6
47	18	2.2	2.2	43.7
48	14	1.7	1.7	45.5
49	14	1.7	1.7	47.2
50	23	2.8	2.8	50.0
51	10	1.2	1.2	51.2
52	13	1.6	1.6	52.8
53	16	2.0	2.0	54.8
54	14	1.7	1.7	56.5
55	16	2.0	2.0	58.5
56	19	2.4	2.4	60.9
57	18	2.3	2.3	63.2
58	14	1.7	1.7	64.9
59	21	2.5	2.5	67.4
60	17	2.1	2.1	69.5
61	8	1.0	1.0	70.5
62	13	1.6	1.6	72.0
63	9	1.1	1.1	73.1
64	10	1.2	1.2	74.4
65	11	1.4	1.4	75.7
66	18	2.2	2.2	77.9
67	9	1.1	1.1	79.1
68	9	1.1	1.1	80.1
69	7	.9	.9	81.0
70	14	1.7	1.7	82.7
71	4	.5	.5	83.2
72	9	1.1	1.1	84.4
73	9	1.1	1.1	85.4
74	5	.6	.6	86.1
75	8	.9	.9	87.0
76	6	.7	.7	87.7
77	8	1.0	1.0	88.8
78	4	.5	.5	89.3
79	7	.8	.8	90.1
80	5	.7	.7	90.8
81	7	.9	.9	91.7
82	9	1.1	1.1	92.8
83	10	1.2	1.2	94.0
84	4	.5	.5	94.4

85	2	.3	.3	94.7
86	5	.6	.6	95.3
87	2	.3	.3	95.6
88	2	.3	.3	95.9
89	0	.0	.0	95.9
90	2	.3	.3	96.2
91	1	.1	.1	96.4
93	1	.1	.1	96.5
94	1	.1	.1	96.6
95	1	.1	.1	96.7
99	27	3.3	3.3	100.0
Total	815	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 30-44 years old	6	.7	21.4	21.4
45-59 years old	8	1.0	29.8	51.2
60 years old or more	7	.8	24.9	76.0
Don't know	1	.1	3.5	79.5
Refused	5	.7	20.5	100.0
Total	27	3.3	100.0	
Missing System	788	96.7		
Total	815	100.0		

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	467	57.3	57.3	57.3
Widowed	69	8.5	8.5	65.8
Divorced	78	9.6	9.6	75.4
Separated	5	.6	.6	76.0
Never married	188	23.1	23.1	99.1
Refused	8	.9	.9	100.0
Total	815	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	34	4.2	4.2	4.2
No	777	95.3	95.3	99.5
Refused	4	.5	.5	100.0
Total	815	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	687	84.3	84.3	84.3
African American or Black	59	7.2	7.2	91.5
Native American or American Indian	10	1.2	1.2	92.7
More than one race	31	3.7	3.7	96.4
Other (SPECIFY)	17	2.1	2.1	98.5
Don't know	1	.1	.1	98.6
Refused	11	1.4	1.4	100.0
Total	815	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	66	8.1	8.1	8.1
	Once a week	211	25.9	25.9	34.0
	Once or twice a month	164	20.2	20.2	54.1
	A few times a year	153	18.7	18.7	72.9
	Seldom	112	13.8	13.8	86.7
	Never	101	12.4	12.4	99.1
	Don't know	3	.4	.4	99.5
	Refused	4	.5	.5	100.0
	Total	815	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	216	26.5	26.5	26.5
	Roman Catholic	255	31.3	31.3	57.8
	Jewish	2	.3	.3	58.1
	Muslim/Islam	6	.8	.8	58.9
	Mormon/Latter-Day Saints	1	.1	.1	59.0
	Other Christian Religion	166	20.4	20.4	79.4
	Other Non-Christian Religion	33	4.0	4.0	83.4
	No Religion/Atheist/Agnostic	108	13.2	13.2	96.6
	Don't know	14	1.8	1.8	98.4
	Refused	13	1.6	1.6	100.0
	Total	815	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	38	4.6	4.6	4.6
	10 to under \$20,000	52	6.4	6.4	11.0
	20 to under \$30,000	73	8.9	8.9	20.0
	30 to under \$40,000	92	11.3	11.3	31.2
	40 to under \$50,000	87	10.6	10.6	41.9
	50 to under \$75,000	154	18.9	18.9	60.7
	75 to under \$100,000	103	12.6	12.6	73.3
	100 to under \$150,000	79	9.7	9.7	83.0
	\$150,000 or more	44	5.4	5.4	88.4
	Don't know	30	3.7	3.7	92.1
	Refused	64	7.9	7.9	100.0
	Total	815	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	194	23.8	23.8	23.8
	It had a major effect, but your finances have mostly recover	269	33.0	33.0	56.8
	It didn't have a major effect on your finances	338	41.5	41.5	98.3
	Don't know	8	.9	.9	99.2
	Refused	6	.8	.8	100.0
	Total	815	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	62	7.6	7.6	7.6
	Conservative	291	35.7	35.7	43.3
	Moderate	259	31.8	31.8	75.1
	Liberal	142	17.4	17.4	92.5
	Very liberal	39	4.8	4.8	97.3
	Don't know	17	2.1	2.1	99.4
	Refused	5	.6	.6	100.0
	Total	815	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	233	28.6	28.6	28.6
	Conservative	387	47.5	47.5	76.1
	Moderate	70	8.6	8.6	84.7
	Liberal	44	5.4	5.4	90.1
	Very liberal	17	2.1	2.1	92.2
	Don't know	51	6.3	6.3	98.5
	Refused	13	1.5	1.5	100.0
	Total	815	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	13	1.6	1.6	1.6
	Conservative	63	7.8	7.8	9.4
	Moderate	185	22.7	22.7	32.1
	Liberal	277	34.0	34.0	66.1
	Very liberal	130	16.0	16.0	82.1
	Don't know	139	17.1	17.1	99.2
	Refused	7	.8	.8	100.0
	Total	815	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	90	11.0	11.0	11.0
	Other in Union	58	7.1	7.1	18.1
	Non-Union	662	81.2	81.2	99.3
	Don't Know	3	.4	.4	99.8
	Refused	2	.2	.2	100.0
	Total	815	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	176	21.6	21.6	21.6
	No	635	77.9	77.9	99.5
	Don't know	1	.1	.1	99.6
	Refused	3	.4	.4	100.0
	Total	815	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	224	27.5	27.5	27.5
	One day	125	15.4	15.4	42.9
	Two	85	10.4	10.4	53.3
	Three	63	7.8	7.8	61.0
	Four	35	4.3	4.3	65.3
	Five	30	3.7	3.7	69.0
	Six	14	1.7	1.7	70.7
	Seven days or 'every day'	232	28.4	28.4	99.1
	Don't know	5	.7	.7	99.8
	Refused	2	.2	.2	100.0
	Total	815	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	299	36.7	36.7	36.7
	Some on a cell phone and some on a home phone	219	26.9	26.9	63.6
	All or almost all on a regular home phone	290	35.6	35.6	99.2
	Don't know	1	.2	.2	99.4
	Refused	5	.6	.6	100.0
	Total	815	100.0	100.0	

F20. And did I reach you by dialing:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	810	99.3	99.3	99.3
	No	5	.7	.7	100.0
	Total	815	100.0	100.0	

F22. Is this a cell phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	311	38.1	38.1	38.1
	No	504	61.9	61.9	100.0
	Total	815	100.0	100.0	

wave

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	23.00	815	100.0	100.0	100.0

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	381	46.8	46.8	46.8
	Female	434	53.2	53.2	100.0
	Total	815	100.0	100.0	

Age 4 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	130	15.9	15.9	15.9
	30-44	201	24.6	24.6	40.5
	45-59	233	28.5	28.5	69.1
	60+	246	30.1	30.1	99.2
	DK/NA/Ref	6	.8	.8	100.0
	Total	815	100.0	100.0	

Age 6 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	130	15.9	15.9	15.9
	30-39	125	15.4	15.4	31.3
	40-49	135	16.6	16.6	47.9
	50-59	173	21.2	21.2	69.1
	60-69	117	14.4	14.4	83.5
	70+	128	15.7	15.7	99.2
	DK/NA/Ref	6	.8	.8	100.0
	Total	815	100.0	100.0	

3 race categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	687	84.3	84.3	84.3
	Black	59	7.2	7.2	91.5
	Other	57	7.0	7.0	98.5
	DK/NA/Ref	12	1.5	1.5	100.0
	Total	815	100.0	100.0	

hispanic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	4.2	4.2	4.2
	No	777	95.3	95.3	99.5
	DK/NA/Ref	4	.5	.5	100.0
	Total	815	100.0	100.0	

5 education categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	47	5.8	5.8	5.8
	HS	236	29.0	29.0	34.8
	Some Coll	160	19.7	19.7	54.5
	AA	104	12.7	12.7	67.2
	BA or more	261	32.1	32.1	99.3
	DK/NA/Ref	6	.7	.7	100.0
	Total	815	100.0	100.0	

Education 5 with Post-BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	47	5.8	5.8	5.8
	HS	236	29.0	29.0	34.8
	Some Coll/AA	264	32.4	32.4	67.2
	BA	144	17.7	17.7	84.9
	Post BA	117	14.4	14.4	99.3
	DK/NA/Ref	6	.7	.7	100.0
	Total	815	100.0	100.0	

Education 5 with BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	47	5.8	5.8	5.8
	HS	236	29.0	29.0	34.8
	Some Coll	160	19.7	19.7	54.5
	AA	104	12.7	12.7	67.2
	BA or more	261	32.1	32.1	99.3
	DK/NA/Ref	6	.7	.7	100.0
	Total	815	100.0	100.0	

Education 6 AA, BA and MA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	47	5.8	5.8	5.8
	HS	236	29.0	29.0	34.8
	Some Coll	160	19.7	19.7	54.5
	AA	104	12.7	12.7	67.2
	BA	144	17.7	17.7	84.9
	Post-BA	117	14.4	14.4	99.3
	DK/NA/Ref	6	.7	.7	100.0
	Total	815	100.0	100.0	

3 category Party ID including leaners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	348	42.6	42.6	42.6
	Democrat	371	45.5	45.5	88.1
	Independent	82	10.1	10.1	98.2
	DK/NA/Ref	15	1.8	1.8	100.0
	Total	815	100.0	100.0	

3 category Party ID no leaners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	220	27.0	27.0	27.0
	Democrat	252	30.9	30.9	57.9
	Independent	329	40.3	40.3	98.2
	DK/NA/Ref	15	1.8	1.8	100.0
	Total	815	100.0	100.0	

Party ID 5 categories, leaners separate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rep	220	27.0	27.0	27.0
	Lean Rep	128	15.7	15.7	42.6
	Ind	82	10.1	10.1	52.7
	Lean Dem	119	14.6	14.6	67.3
	Dem	252	30.9	30.9	98.2
	DK/NA/Ref	15	1.8	1.8	100.0
	Total	815	100.0	100.0	

Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	677	83.0	83.0	83.0
	Black	52	6.4	6.4	89.4
	Hispanic	34	4.2	4.2	93.6
	Other	40	4.9	4.9	98.5
	DK/NA/Ref	12	1.5	1.5	100.0
	Total	815	100.0	100.0	

Income Recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$40k	255	31.2	31.2	31.2
	\$40k to \$74k	240	29.5	29.5	60.7
	\$75k up	226	27.7	27.7	88.4
	DK/NA/Ref	94	11.6	11.6	100.0
	Total	815	100.0	100.0	

Newspaper Recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zero days	224	27.5	27.5	27.5
	1-3 days	273	33.5	33.5	61.0
	4-6 days	79	9.7	9.7	70.7
	Every day	232	28.4	28.4	99.1
	DK/NA/Ref	7	.9	.9	100.0
	Total	815	100.0	100.0	

Region/Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	77	9.5	9.5	9.5
	Rest of MKE	253	31.0	31.0	40.5
	MSN	145	17.8	17.8	58.3
	GB/A	152	18.7	18.7	76.9
	Rest of state	188	23.1	23.1	100.0
	Total	815	100.0	100.0	

Region2/MKE,Wow,Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	77	9.5	9.5	9.5
	WOW Counties	84	10.2	10.2	19.7
	Rest of MKE	169	20.8	20.8	40.5
	MSN	145	17.8	17.8	58.3
	GB/A	152	18.7	18.7	76.9
	Rest of state	188	23.1	23.1	100.0
	Total	815	100.0	100.0	

Religion recoded (6 cat)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant/Christian	383	47.0	47.0	47.0
	Catholic	255	31.3	31.3	78.3
	Jewish	2	.3	.3	78.6
	Other	39	4.8	4.8	83.4
	None	108	13.2	13.2	96.6
	DK/NA/Ref	27	3.4	3.4	100.0
	Total	815	100.0	100.0	

qf14 and qf15 - job and union status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public union	70	8.6	8.6	8.6
	Public non-union	103	12.6	12.6	21.2
	Private union	77	9.5	9.5	30.7
	Private non-union	557	68.4	68.4	99.1
	DK/NA/Ref	8	.9	.9	100.0
	Total	815	100.0	100.0	

Marital Status, 3 category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	467	57.3	57.3	57.3
	Widow/Div/Sep	152	18.6	18.6	76.0
	Never Married	188	23.1	23.1	99.1
	NA/Ref	8	.9	.9	100.0
	Total	815	100.0	100.0	

Likely Voter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely Voter	609	74.8	74.8	74.8
	Not Likely	206	25.2	25.2	100.0
	Total	815	100.0	100.0	