Marquette Law School Poll – September 25-28, 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.)

S2. Record Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	278	47.6	47.6	47.6
	Female	306	52.4	52.4	100.0
	Total	585	100.0	100.0	

S3a. Do you currently live in Wisconsin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	585	100.0	100.0	100.0

S3b. In what county in Wisconsin do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adams	2	.3	.3	.3
	Ashland	1	.1	.1	.5
	Barron	6	1.0	1.0	1.4
	Bayfield	1	.2	.2	1.6
	Brown	30	5.2	5.2	6.8
	Buffalo	2	.3	.3	7.1
	Burnett	1	.2	.2	7.3
	Calumet	3	.4	.4	7.8
	Chippewa	3	.5	.5	8.3

County	Frequency	Percent	Valid Percent	Cumulative Percent
Clark	2	.3	.3	8.5
Columbia	8	1.4	1.4	10.0
Crawford	2	.3	.3	10.3
Dane	46	7.9	7.9	18.1
Dodge	6	.9	.9	19.1
Door	6	1.1	1.1	20.2
Douglas	2	.3	.3	20.5
Dunn	6	1.1	1.1	21.6
Eau Claire	10	1.8	1.8	23.3
Fond du Lac	10	1.7	1.7	25.0
Grant	3	.6	.6	25.6
Green	7	1.2	1.2	26.8
Green Lake	2	.4	.4	27.2
Iowa	3	.5	.5	27.7
Jackson	4	.7	.7	28.3
Jefferson	6	1.0	1.0	29.4
Juneau	2	.3	.3	29.7
Kenosha	18	3.1	3.1	32.7
Kewaunee	3	.6	.6	33.3
LaCrosse	8	1.4	1.4	34.7
Lafayette	3	.6	.6	35.3
Langlade	7	1.2	1.2	36.5
Lincoln	3	.5	.5	37.0
Manitowoc	13	2.2	2.2	39.2
Marathon	16	2.8	2.8	42.0
Marinette	6	.9	.9	43.0
Marquette	3	.6	.6	43.6
Menominee	1	.1	.1	43.7
Milwaukee	96	16.4	16.4	60.0
Monroe	9	1.5	1.5	61.5
Oconto	2	.4	.4	61.9
Oneida	5	.8	.8	62.7
Outagamie	6	1.0	1.0	63.7
Ozaukee	11	1.9	1.9	65.6
Pierce	0	.1	.1	65.7
Polk	4	.7	.7	66.4
Portage	7	1.1	1.1	67.5
Price	5	.8	.8	68.3
Racine	11	1.9	1.9	70.3
Richland	1	.2	.2	70.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Rock	16	2.7	2.7	73.2
Rusk	2	.4	.4	73.6
Saint Croix	2	.4	.4	74.0
Sauk	9	1.5	1.5	75.5
Sawyer	4	.6	.6	76.1
Shawano	2	.3	.3	76.3
Sheboygan	6	1.1	1.1	77.4
Taylor	3	.6	.6	78.0
Trempealeau	1	.2	.2	78.3
Vernon	3	.6	.6	78.9
Vilas	2	.3	.3	79.1
Walworth	16	2.7	2.7	81.8
Washington	19	3.3	3.3	85.1
Waukesha	47	8.1	8.1	93.3
Waupaca	9	1.5	1.5	94.8
Waushara	2	.4	.4	95.2
Winnebago	14	2.5	2.5	97.7
Wood	7	1.2	1.2	98.9
Other	6	1.1	1.1	100.0
Total	585	100.0	100.0	

S4. Do you currently live within Milwaukee city limits?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	9.3	56.1	56.1
	No	42	7.3	43.9	100.0
	Total	97	16.5	100.0	
Missing	System	488	83.5		
Total		585	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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, registered to vote	557	95.3	95.3	95.3
	No, not registered to vote	26	4.4	4.4	99.8

		Frequency	Percent	Valid Percent	Cumulative Percent
	No Answer/Don't Know/Refused	1	.2	.2	100.0
	Total	585	100.0	100.0	

S6. Do you plan to register to vote, or is there a chance that you may not register?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Plan to Register	27	4.7	100.0	100.0
Missing	System	557	95.3		
Total		585	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	409	70.0	70.0	70.0
	Some of the time	126	21.6	21.6	91.5
	Only now and then	36	6.1	6.1	97.6
	Hardly at all	14	2.4	2.4	100.0
	Total	585	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	585	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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gotten better	186	31.9	31.9	31.9
	Gotten worse	145	24.8	24.8	56.7
	Stayed the same	247	42.3	42.3	98.9
	Don't know	6	1.0	1.0	99.9
	Refused	1	.1	.1	100.0

					Cumulative
	Total	585	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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Get better	207	35.4	35.4	35.4
	Get worse	87	14.9	14.9	50.3
	Stay the same	250	42.8	42.8	93.2
	Don't know	37	6.4	6.4	99.5
	Refused	3	.5	.5	100.0
	Total	585	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	248	42.4	42.4	42.4
	Disapprove	312	53.4	53.4	95.8
	Don't know	18	3.1	3.1	98.8
	Refused	7	1.2	1.2	100.0
	Total	585	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	301	51.5	51.5	51.5
	Disapprove	275	47.0	47.0	98.5
	Don't know	8	1.3	1.3	99.9
	Refused	1	.1	.1	100.0
	Total	585	100.0	100.0	

7. Favorable/Unfavorable: Barack Obama

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	268	45.9	45.9	45.9
	Unfavorable	298	51.0	51.0	96.9
	Haven't heard enough	9	1.5	1.5	98.4
	Don't know	5	.9	.9	99.3
	Refused	4	.7	.7	100.0
	Total	585	100.0	100.0	

8. Favorable/Unfavorable: Scott Walker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	304	52.1	52.1	52.1
	Unfavorable	268	45.8	45.8	97.9
	Haven't heard enough	9	1.5	1.5	99.4
	Don't know	4	.6	.6	100.0
	Total	585	100.0	100.0	

9. Favorable/Unfavorable: Mary Burke

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	231	39.6	39.6	39.6
	Unfavorable	258	44.2	44.2	83.8
	Haven't heard enough	81	13.8	13.8	97.6
	Don't know	11	1.9	1.9	99.5
	Refused	3	.5	.5	100.0
	Total	585	100.0	100.0	

10. Favorable/Unfavorable: Brad Schimel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	68	11.7	11.7	11.7
	Unfavorable	39	6.7	6.7	18.4
	Haven't heard enough	428	73.2	73.2	91.6
	Don't know	43	7.4	7.4	99.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Refused	6	1.0	1.0	100.0
	Total	585	100.0	100.0	

11. Favorable/Unfavorable: Susan Happ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	66	11.3	11.3	11.3
	Unfavorable	76	13.0	13.0	24.3
	Haven't heard enough	395	67.6	67.6	92.0
	Don't know	43	7.3	7.3	99.3
	Refused	4	.7	.7	100.0
	Total	585	100.0	100.0	

12. Favorable/Unfavorable: Paul Ryan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	302	51.6	51.6	51.6
	Unfavorable	212	36.2	36.2	87.9
	Haven't heard enough	63	10.7	10.7	98.6
	Don't know	8	1.4	1.4	100.0
	Total	585	100.0	100.0	

13. Favorable/Unfavorable: The Tea Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	171	29.3	29.3	29.3
	Unfavorable	284	48.5	48.5	77.8
	Haven't heard enough	102	17.4	17.4	95.3
	Don't know	24	4.1	4.1	99.4
	Refused	4	.6	.6	100.0
	Total	585	100.0	100.0	

14. 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	261	44.7	44.7	44.7
	Walker	295	50.5	50.5	95.2
	Undecided	15	2.5	2.5	97.7
	Would not vote	2	.3	.3	98.0
	Vote for someone else	4	.7	.7	98.7
	Don't know	2	.3	.3	99.0
	Refused	6	1.0	1.0	100.0
	Total	585	100.0	100.0	

15. 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	226	38.7	38.7	38.7
	Schimel	239	40.9	40.9	79.6
	Undecided	64	10.9	10.9	90.5
	Would not vote	1	.1	.1	90.6
	Vote for someone else	7	1.1	1.1	91.8
	Don't know	47	8.0	8.0	99.7
	Refused	2	.3	.3	100.0
	Total	585	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	361	61.8	61.8	61.8
	Oppose	201	34.3	34.3	96.1
	Don't know	20	3.5	3.5	99.6
	Refused	2	.4	.4	100.0
	Total	585	100.0	100.0	

17. Do you support or oppose raising the minimum wage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	331	56.6	56.6	56.6
	Oppose	226	38.6	38.6	95.2
	Don't know	23	4.0	4.0	99.2
	Refused	5	.8	.8	100.0
	Total	585	100.0	100.0	

18. How enthusiastic are you about voting in this November's elections?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very enthusiastic	371	63.5	63.5	63.5
	Somewhat enthusiastic	183	31.2	31.2	94.7
	Not too enthusiastic	23	4.0	4.0	98.7
	Not at all enthusiastic	7	1.2	1.2	99.9
	Don't know	1	.1	.1	100.0
	Total	585	100.0	100.0	

19. 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	328	56.1	56.1	56.1
	Wrong track	245	42.0	42.0	98.0
	Don't know	10	1.7	1.7	99.8
	Refused	1	.2	.2	100.0
	Total	585	100.0	100.0	

20. 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	232	39.8	39.8	39.8
	Unfavorable	285	48.8	48.8	88.5
	Don't know	63	10.7	10.7	99.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	Refused	4	.7	.7	100.0
	Total	585	100.0	100.0	

21. What would you like to see Congress do when it comes to the health care law?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Keep as is	35	6.0	6.0	6.0
	Keep and improve	290	49.6	49.6	55.6
	Repeal and replace	110	18.8	18.8	74.4
	Repeal and not replace	128	21.9	21.9	96.3
	Don't know	20	3.4	3.4	99.7
	Refused	2	.3	.3	100.0
	Total	585	100.0	100.0	

22. 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	269	46.0	46.0	46.0
	About the same	105	17.9	17.9	63.9
	Worse shape now	179	30.6	30.6	94.5
	Don't know	32	5.5	5.5	100.0
	Total	585	100.0	100.0	

23. Should Wisconsin reject federal funds to expand Medicaid or should the state accept the federal funds and expand Medicaid?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reject funds for expansion	183	31.4	31.4	31.4
	Accept funds and expand	327	56.0	56.0	87.4
	Don't know	66	11.3	11.3	98.6
	Refused	8	1.4	1.4	100.0
	Total	585	100.0	100.0	

24. Should recipients of food stamps and unemployment benefits be required to pass drug tests in order to receive those benefits or would drug testing be a waste of money with little impact?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Should pass drug test	322	55.1	55.1	55.1
	Drug testing is a waste of money	240	41.1	41.1	96.1
	Don't know	20	3.5	3.5	99.6
	Refused	2	.4	.4	100.0
	Total	585	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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faster than other states	68	11.7	11.7	11.7
	About the same rate	220	37.7	37.7	49.3
	Lagging behind	252	43.1	43.1	92.4
	Don't know	43	7.3	7.3	99.7
	Refused	2	.3	.3	100.0
	Total	585	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	283	48.4	48.4	48.4
	Does not describe	289	49.4	49.4	97.8
	Don't know	12	2.0	2.0	99.8
	Refused	1	.2	.2	100.0
	Total	585	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	284	48.7	48.7	48.7
	Does not describe	240	41.1	41.1	89.8
	Don't know	54	9.2	9.2	99.0
	Refused	6	1.0	1.0	100.0
	Total	585	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	369	63.1	63.1	63.1
	Does not describe	202	34.6	34.6	97.7
	Don't know	12	2.0	2.0	99.7
	Refused	2	.3	.3	100.0
	Total	585	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	246	42.1	42.1	42.1
	Does not describe	236	40.4	40.4	82.5
	Don't know	98	16.8	16.8	99.3
	Refused	4	.7	.7	100.0
	Total	585	100.0	100.0	

30. Will voters be required to present a government issued photo ID in order to vote this November or will they not have to show a photo ID to vote in this election?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Required to show photo ID	440	75.3	75.3	75.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not required to show photo ID	108	18.4	18.4	93.7
	Don't know	37	6.3	6.3	100.0
	Total	585	100.0	100.0	

31. Do you have a currently valid photo ID, such as a Wisconsin driver's license, U.S. passport or military ID card?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, have ID	582	99.5	99.5	99.5
	No, do not have ID	2	.4	.4	99.9
	Refused	1	.1	.1	100.0
	Total	585	100.0	100.0	

32. Have you heard or read anything about a news report last week that the Burke (BURK) campaign copied parts of her jobs plan from other Democratic candidates?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, have heard	373	63.8	63.8	63.8
	No, have not heard	206	35.3	35.3	99.1
	Don't know	5	.9	.9	100.0
	Total	585	100.0	100.0	

33. Does hearing this make you more likely or less likely to vote for Mary Burke (BURK) or does it make no difference in how you will vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More likely	42	7.2	7.2	7.2
	Less likely	110	18.8	18.8	25.9
	Makes no difference	428	73.3	73.3	99.2
	Don't know	4	.7	.7	99.9
	Refused	1	.1	.1	100.0
	Total	585	100.0	100.0	

34. Have you heard or read anything about a news report last week that the state ranked 33rd out of the 50 states in job creation in the most recent jobs report?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, have heard	357	61.0	61.0	61.0
	No, have not heard	219	37.6	37.6	98.6
	Don't know	7	1.2	1.2	99.8
	Refused	1	.2	.2	100.0
	Total	585	100.0	100.0	

35. Does hearing this make you more likely or less likely to vote for Scott Walker or does it make no difference in how you will vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More likely	51	8.6	8.6	8.6
	Less likely	142	24.2	24.2	32.9
	Makes no difference	387	66.2	66.2	99.1
	Don't know	4	.8	.8	99.9
	Refused	1	.1	.1	100.0
	Total	585	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	183	31.3	31.3	31.3
	Democrat	174	29.7	29.7	61.0
	Independent	217	37.1	37.1	98.1
	Other/No preference	6	1.0	1.0	99.1
	Don't know	2	.4	.4	99.5
	Refused	3	.5	.5	100.0
	Total	585	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	99	16.9	44.0	44.0
	Democratic	80	13.7	35.6	79.6
	Neither/Just Independent	43	7.3	18.9	98.5
	Don't know	2	.4	1.0	99.5
	Refused	1	.2	.5	100.0
	Total	225	38.5	100.0	
Missing	System	360	61.5		
Total		585	100.0		

F3. What is the highest level of education you completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary school only	4	.6	.6	.6
	Some high school but didn't finish	23	4.0	4.0	4.7
	Completed high school	140	24.0	24.0	28.6
	Some college but didn't finish	108	18.5	18.5	47.1
	Two year college degree	83	14.2	14.2	61.3
	Four year college degree	117	20.0	20.0	81.3
	Some graduate work	16	2.7	2.7	84.1
	Completed masters or professional degree	69	11.8	11.8	95.9
	Advanced graduate work or Ph.D.	19	3.3	3.3	99.2
	Don't know	1	.2	.2	99.4
	Refused	4	.6	.6	100.0
	Total	585	100.0	100.0	

F4. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	4	.7	.7	.7
	19	6	1.0	1.0	1.8
	21	2	.3	.3	2.1
	22	3	.6	.6	2.6
	23	1	.2	.2	2.8
	24	13	2.1	2.1	5.0
	25	5	.8	.8	5.8
	26	8	1.4	1.4	7.2
	27	2	.3	.3	7.5
	28	7	1.2	1.2	8.7
	29	7	1.2	1.2	9.9
	30	2	.3	.3	10.2
	31	9	1.5	1.5	11.7
	32	7	1.3	1.3	12.9
	33	2	.4	.4	13.3
	34	2	.3	.3	13.6
	35	1	.2	.2	13.9
	36	3	.5	.5	14.3
	37	12	2.0	2.0	16.4
	38	14	2.5	2.5	18.8
	39	9	1.5	1.5	20.3
	40	19	3.3	3.3	23.6
	41	15	2.5	2.5	26.1
	42	16	2.8	2.8	28.9
	43	17	2.9	2.9	31.8
	44	13	2.2	2.2	34.0
	45	5	.9	.9	34.9
	46	9	1.6	1.6	36.5
	47	14	2.5	2.5	39.0
	48	5	.9	.9	39.8
	49	9	1.5	1.5	41.4
	50	12	2.1	2.1	43.5
	51	9	1.5	1.5	45.0
	52	7	1.2	1.2	46.2
	53	6	1.1	1.1	47.4
	54	14	2.5	2.5	49.8
	55	11	1.9	1.9	51.8
	56	16	2.7	2.7	54.5

	Frequency	Percent	Valid Percent	Cumulative Percent
57	14	2.4	2.4	56.9
58	25	4.2	4.2	61.1
59	18	3.1	3.1	64.3
60	11	1.8	1.8	66.1
61	8	1.4	1.4	67.5
62	9	1.5	1.5	69.0
63	13	2.3	2.3	71.3
64	7	1.2	1.2	72.6
65	10	1.8	1.8	74.3
66	6	1.1	1.1	75.4
67	11	1.8	1.8	77.2
68	9	1.5	1.5	78.7
69	5	.9	.9	79.6
70	5	.8	.8	80.4
71	4	.6	.6	81.1
72	13	2.3	2.3	83.4
73	10	1.7	1.7	85.0
74	9	1.5	1.5	86.5
75	5	.9	.9	87.4
76	4	.7	.7	88.1
77	3	.6	.6	88.7
78	9	1.6	1.6	90.3
79	5	.8	.8	91.1
80	5	.9	.9	92.0
81	5	.9	.9	92.8
82	3	.4	.4	93.3
83	3	.6	.6	93.8
84	4	.7	.7	94.5
85	3	.6	.6	95.1
86	3	.6	.6	95.7
88	5	.8	.8	96.5
89	3	.4	.4	96.9
90	1	.2	.2	97.2
93	0	.1	.1	97.2
95	1	.2	.2	97.4
96	1	.1	.1	97.5
99	14	2.5	2.5	100.0
Total	585	100.0	100.0	

F4a. Age range.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	45-59 years old	8	1.3	53.3	53.3
	60 years old or more	4	.6	24.5	77.8
	Refused	3	.6	22.2	100.0
	Total	14	2.5	100.0	
Missing	System	570	97.5		
Total		585	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	361	61.8	61.8	61.8
	Widowed	48	8.2	8.2	70.0
	Divorced	64	11.0	11.0	80.9
	Separated	6	1.0	1.0	81.9
	Never married	102	17.5	17.5	99.4
	Refused	3	.6	.6	100.0
	Total	585	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	2.9	2.9	2.9
	No	559	95.7	95.7	98.6
	Don't know	1	.2	.2	98.7
	Refused	7	1.3	1.3	100.0
	Total	585	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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	518	88.7	88.7	88.7

		Frequency	Percent	Valid Percent	Cumulative Percent
	African American or Black	26	4.4	4.4	93.1
	Asian, South Asian or Pacific Islander	2	.3	.3	93.4
	Native American or American Indian	4	.7	.7	94.2
	More than one race	17	3.0	3.0	97.1
	Hispanic or Latino	2	.3	.3	97.4
	Other (SPECIFY)	3	.5	.5	97.9
	Don't know	1	.1	.1	98.0
	Refused	11	2.0	2.0	100.0
	Total	585	100.0	100.0	

F8. Aside from weddings and funerals, how often do you attend religious services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a week	56	9.6	9.6	9.6
	Once a week	165	28.3	28.3	37.9
	Once or twice a month	109	18.7	18.7	56.6
	A few times a year	101	17.3	17.3	73.9
	Seldom	72	12.3	12.3	86.2
	Never	73	12.4	12.4	98.6
	Refused	8	1.4	1.4	100.0
	Total	585	100.0	100.0	

F9. What is your religious preference?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant	175	29.9	29.9	29.9
	Roman Catholic	188	32.1	32.1	62.0
	Jewish	8	1.4	1.4	63.4
	Muslim/Islam	1	.2	.2	63.5
	Mormon/Latter-Day Saints	1	.1	.1	63.6
	Other Christian Religion	106	18.1	18.1	81.7

		Frequency	Percent	Valid Percent	Cumulative Percent
	Other Non-Christian Religion	25	4.3	4.3	86.0
	No Religion/Atheist/Agnostic	69	11.8	11.8	97.8
	Don't know	0	.1	.1	97.9
	Refused	12	2.1	2.1	100.0
	Total	585	100.0	100.0	

F11. Last year, that is in 2013, what was your total family income from all sources, before taxes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than $10,000	19	3.3	3.3	3.3
	10 to under $20,000	38	6.5	6.5	9.8
	20 to under $30,000	44	7.5	7.5	17.3
	30 to under $40,000	57	9.7	9.7	27.0
	40 to under $50,000	49	8.4	8.4	35.4
	50 to under $75,000	108	18.5	18.5	53.9
	75 to under $100,000	77	13.2	13.2	67.0
	100 to under $150,000	68	11.6	11.6	78.7
	$150,000 or more	41	7.1	7.1	85.7
	Don't know	10	1.8	1.8	87.5
	Refused	73	12.5	12.5	100.0
	Total	585	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It had a major effect, and your finances have not recovered	153	26.2	26.2	26.2
	It had a major effect, but your finances have mostly recover	206	35.2	35.2	61.4
	It didn't have a major effect on your finances	218	37.2	37.2	98.6
	Don't know	3	.4	.4	99.0
	Refused	6	1.0	1.0	100.0
	Total	585	100.0	100.0	

F13. In general, would you describe your political views as... ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very conservative	65	11.1	11.1	11.1
	Conservative	208	35.5	35.5	46.6
	Moderate	176	30.2	30.2	76.8
	Liberal	77	13.2	13.2	90.0
	Very liberal	43	7.3	7.3	97.3
	Don't know	11	1.9	1.9	99.1
	Refused	5	.9	.9	100.0
	Total	585	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	187	31.9	31.9	31.9
	Conservative	262	44.8	44.8	76.8
	Moderate	54	9.3	9.3	86.1
	Liberal	29	5.0	5.0	91.1
	Very liberal	24	4.2	4.2	95.3
	Don't know	22	3.7	3.7	99.0
	Refused	6	1.0	1.0	100.0

	Total	585	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	2.2	2.2	2.2
	Conservative	37	6.4	6.4	8.6
	Moderate	145	24.9	24.9	33.5
	Liberal	215	36.8	36.8	70.2
	Very liberal	124	21.1	21.1	91.4
	Don't know	47	8.0	8.0	99.4
	Refused	3	.6	.6	100.0
	Total	585	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	R In Union	51	8.7	8.7	8.7
	Other in Union	27	4.7	4.7	13.4
	Non-Union	501	85.7	85.7	99.1
	Don't Know	5	.8	.8	99.9
	Refused	1	.1	.1	100.0
	Total	585	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	145	24.8	24.8	24.8
	No	439	75.1	75.1	99.9
	Refused	1	.1	.1	100.0
	Total	585	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	161	27.5	27.5	27.5
	One day	94	16.2	16.2	43.7
	Two	43	7.4	7.4	51.0
	Three	27	4.7	4.7	55.7
	Four	27	4.5	4.5	60.3
	Five	20	3.4	3.4	63.7
	Six	11	1.8	1.8	65.5
	Seven days or 'every day'	200	34.2	34.2	99.8
	Don't know	1	.2	.2	100.0
	Total	585	100.0	100.0	

F19. Of all the personal telephone calls that you receive, do you get...?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All or almost all on a cell phone	223	38.2	38.2	38.2
	Some on a cell phone and some on a home phone	172	29.4	29.4	67.5
	All or almost all on a regular home phone	187	32.0	32.0	99.6
	Don't know	1	.2	.2	99.8
	Refused	1	.2	.2	100.0
	Total	585	100.0	100.0	

F20. And did I reach you by dialing...?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	575	98.4	98.4	98.4
	No	9	1.6	1.6	100.0
	Total	585	100.0	100.0	

F22. Is this a cell phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	228	39.0	39.0	39.0
	No	357	61.0	61.0	100.0
	Total	585	100.0	100.0	

wave

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25.00	585	100.0	100.0	100.0

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	278	47.6	47.6	47.6
	Female	306	52.4	52.4	100.0
	Total	585	100.0	100.0	

Age 4 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	58	9.9	9.9	9.9
	30-44	141	24.1	24.1	34.0
	45-59	185	31.6	31.6	65.6
	60+	198	33.8	33.8	99.4
	DK/NA/Ref	3	.6	.6	100.0
	Total	585	100.0	100.0	

Age 6 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	58	9.9	9.9	9.9
	30-39	61	10.4	10.4	20.3
	40-49	123	21.1	21.1	41.4
	50-59	142	24.2	24.2	65.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	60-69	93	15.9	15.9	81.5
	70+	105	17.9	17.9	99.4
	DK/NA/Ref	3	.6	.6	100.0
	Total	585	100.0	100.0	

3 race categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	518	88.7	88.7	88.7
	Black	26	4.4	4.4	93.1
	Other	28	4.9	4.9	97.9
	DK/NA/Ref	12	2.1	2.1	100.0
	Total	585	100.0	100.0	

hispanic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	2.9	2.9	2.9
	No	559	95.7	95.7	98.6
	DK/NA/Ref	8	1.4	1.4	100.0
	Total	585	100.0	100.0	

5 education categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	27	4.7	4.7	4.7
	HS	140	24.0	24.0	28.6
	Some Coll	108	18.5	18.5	47.1
	AA	83	14.2	14.2	61.3
	BA or more	221	37.9	37.9	99.2
	DK/NA/Ref	5	.8	.8	100.0
	Total	585	100.0	100.0	

Education 5 with Post-BA

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	27	4.7	4.7	4.7
	HS	140	24.0	24.0	28.6
	Some Coll/AA	191	32.7	32.7	61.3
	BA	117	20.0	20.0	81.3
	Post BA	104	17.9	17.9	99.2
	DK/NA/Ref	5	.8	.8	100.0
	Total	585	100.0	100.0	

Education 5 with BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	27	4.7	4.7	4.7
	HS	140	24.0	24.0	28.6
	Some Coll	108	18.5	18.5	47.1
	AA	83	14.2	14.2	61.3
	BA or more	221	37.9	37.9	99.2
	DK/NA/Ref	5	.8	.8	100.0
	Total	585	100.0	100.0	

Education 6 AA, BA and MA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	27	4.7	4.7	4.7
	HS	140	24.0	24.0	28.6
	Some Coll	108	18.5	18.5	47.1
	AA	83	14.2	14.2	61.3
	BA	117	20.0	20.0	81.3
	Post-BA	104	17.9	17.9	99.2
	DK/NA/Ref	5	.8	.8	100.0
	Total	585	100.0	100.0	

3 category Party ID including leaners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	282	48.2	48.2	48.2
	Democrat	254	43.5	43.5	91.6
	Independent	45	7.8	7.8	99.4

		Frequency	Percent	Valid Percent	Cumulative Percent
	DK/NA/Ref	4	.6	.6	100.0
	Total	585	100.0	100.0	

3 category Party ID no leaners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	183	31.3	31.3	31.3
	Democrat	174	29.7	29.7	61.0
	Independent	224	38.4	38.4	99.4
	DK/NA/Ref	4	.6	.6	100.0
	Total	585	100.0	100.0	

Party ID 5 categories, leaners separate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rep	183	31.3	31.3	31.3
	Lean Rep	99	16.9	16.9	48.2
	Ind	45	7.8	7.8	55.9
	Lean Dem	80	13.7	13.7	69.7
	Dem	174	29.7	29.7	99.4
	DK/NA/Ref	4	.6	.6	100.0
	Total	585	100.0	100.0	

Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	507	86.8	86.8	86.8
	Black	25	4.3	4.3	91.1
	Hispanic	17	2.9	2.9	94.0
	Other	23	3.9	3.9	97.9
	DK/NA/Ref	12	2.1	2.1	100.0
	Total	585	100.0	100.0	

Income Recode

		Frequency	Percent	Valid Percent	Cumulative Percent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $40k	158	27.0	27.0	27.0
	$40k to $74k	157	26.9	26.9	53.9
	$75k up	186	31.8	31.8	85.7
	DK/NA/Ref	83	14.3	14.3	100.0
	Total	585	100.0	100.0	

Newspaper Recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zero days	161	27.5	27.5	27.5
	1-3 days	165	28.2	28.2	55.7
	4-6 days	57	9.8	9.8	65.5
	Every day	200	34.2	34.2	99.8
	DK/NA/Ref	1	.2	.2	100.0
	Total	585	100.0	100.0	

Region/Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	52	9.0	9.0	9.0
	Rest of MKE	200	34.3	34.3	43.3
	MSN	105	17.9	17.9	61.2
	GB/A	105	17.9	17.9	79.1
	Rest of state	122	20.9	20.9	100.0
	Total	585	100.0	100.0	

Region2/MKE,Wow,Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	52	9.0	9.0	9.0
	WOW Counties	72	12.3	12.3	21.3
	Rest of MKE	128	22.0	22.0	43.3
	MSN	105	17.9	17.9	61.2
	GB/A	105	17.9	17.9	79.1
	Rest of state	122	20.9	20.9	100.0
	Total	585	100.0	100.0	

region7/MKE,Wow,Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	52	9.0	9.0	9.0
	WOW Counties	72	12.3	12.3	21.3
	Rest of MKE	128	22.0	22.0	43.3
	MSN	105	17.9	17.9	61.2
	GB/A	105	17.9	17.9	79.1
	Lax/EC	42	7.2	7.2	86.3
	MSP/DS/Wau	80	13.7	13.7	100.0
	Total	585	100.0	100.0	

Religion recoded (6 cat)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant/Christian	281	48.1	48.1	48.1
	Catholic	188	32.1	32.1	80.2
	Jewish	8	1.4	1.4	81.6
	Other	26	4.5	4.5	86.0
	None	69	11.8	11.8	97.8
	DK/NA/Ref	13	2.2	2.2	100.0
	Total	585	100.0	100.0	

qf14 and qf15 - job and union status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public union	30	5.2	5.2	5.2
	Public non-union	113	19.4	19.4	24.6
	Private union	47	8.1	8.1	32.7
	Private non-union	387	66.3	66.3	99.0
	DK/NA/Ref	6	1.0	1.0	100.0
	Total	585	100.0	100.0	

Marital Status, 3 category

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	361	61.8	61.8	61.8
	Widow/Div/Sep	118	20.2	20.2	81.9
	Never Married	102	17.5	17.5	99.4
	NA/Ref	3	.6	.6	100.0
	Total	585	100.0	100.0	

Likely Voter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely Voter	585	100.0	100.0	100.0