



Marquette Law School Poll – October 9-12, 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. Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	385	47.9	47.9	47.9
Female	418	52.1	52.1	100.0
Total	803	100.0	100.0	

S3a. Do you currently live in Wisconsin?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	803	100.0	100.0	100.0

S3b. In what county in Wisconsin do you live?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Adams	9	1.2	1.2	1.2
Ashland	1	.1	.1	1.3
Barron	2	.2	.2	1.5
Bayfield	9	1.1	1.1	2.6
Brown	29	3.6	3.6	6.2
Buffalo	7	.8	.8	7.0
Burnett	2	.2	.2	7.2
Calumet	6	.7	.7	8.0
Chippewa	10	1.2	1.2	9.2
Clark	2	.3	.3	9.5

Columbia	7	.9	.9	10.3
Crawford	6	.7	.7	11.0
Dane	76	9.5	9.5	20.5
Dodge	6	.7	.7	21.2
Door	4	.5	.5	21.7
Douglas	6	.8	.8	22.5
Dunn	3	.3	.3	22.8
Eau Claire	11	1.3	1.3	24.2
Florence	1	.1	.1	24.3
Fond du Lac	20	2.4	2.4	26.7
Forest	3	.3	.3	27.0
Grant	2	.3	.3	27.3
Green	8	1.0	1.0	28.3
Green Lake	6	.8	.8	29.1
Iowa	1	.1	.1	29.3
Jackson	1	.1	.1	29.3
Jefferson	13	1.6	1.6	31.0
Juneau	6	.8	.8	31.7
Kenosha	16	2.0	2.0	33.8
Kewaunee	2	.2	.2	34.0
LaCrosse	7	.9	.9	34.9
Lafayette	2	.3	.3	35.2
Langlade	3	.4	.4	35.6
Lincoln	7	.9	.9	36.5
Manitowoc	13	1.6	1.6	38.2
Marathon	14	1.8	1.8	39.9
Marinette	5	.6	.6	40.5
Marquette	12	1.4	1.4	42.0
Menominee	4	.5	.5	42.4
Milwaukee	120	14.9	14.9	57.3
Monroe	4	.5	.5	57.9
Oconto	6	.7	.7	58.6
Oneida	10	1.2	1.2	59.8
Outagamie	22	2.7	2.7	62.5
Ozaukee	11	1.4	1.4	63.9
Pierce	6	.7	.7	64.6
Polk	4	.5	.5	65.1
Portage	11	1.3	1.3	66.4
Price	6	.7	.7	67.1
Racine	21	2.6	2.6	69.7

Richland	2	.3	.3	70.0
Rock	17	2.1	2.1	72.1
Rusk	4	.5	.5	72.6
Saint Croix	8	1.0	1.0	73.5
Sauk	4	.4	.4	74.0
Sawyer	1	.1	.1	74.1
Shawano	3	.3	.3	74.4
Sheboygan	9	1.1	1.1	75.6
Taylor	3	.3	.3	75.9
Trempealeau	3	.4	.4	76.3
Vernon	1	.1	.1	76.4
Vilas	8	1.0	1.0	77.4
Walworth	22	2.8	2.8	80.2
Washburn	7	.9	.9	81.0
Washington	15	1.8	1.8	82.9
Waukesha	69	8.6	8.6	91.5
Waupaca	9	1.1	1.1	92.6
Waushara	11	1.3	1.3	93.9
Winnebago	23	2.9	2.9	96.9
Wood	8	1.0	1.0	97.9
Other	15	1.9	1.9	99.8
Don't Know	2	.2	.2	100.0
Total	803	100.0	100.0	

S4. Do you currently live within Milwaukee city limits?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	8.0	50.7	50.7
	No	63	7.8	49.3	100.0
	Total	127	15.8	100.0	
Missing	System	676	84.2		
Total		803	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	762	94.9	94.9	94.9
	No, not registered to vote	39	4.8	4.8	99.8
	No Answer/Don't Know/Refused	2	.2	.2	100.0
	Total	803	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	41	5.1	100.0	100.0
Missing	System	762	94.9		
Total		803	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	602	74.9	74.9	74.9
	Some of the time	159	19.8	19.8	94.8
	Only now and then	28	3.4	3.4	98.2
	Hardly at all	12	1.4	1.4	99.6
	Don't know	3	.4	.4	100.0
	Total	803	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	803	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	270	33.6	33.6	33.6
Gotten worse	215	26.8	26.8	60.4
Stayed the same	312	38.9	38.9	99.2
Don't know	4	.5	.5	99.7
Refused	3	.3	.3	100.0
Total	803	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	331	41.2	41.2	41.2
Get worse	123	15.3	15.3	56.5
Stay the same	304	37.9	37.9	94.4
Don't know	43	5.3	5.3	99.7
Refused	2	.3	.3	100.0
Total	803	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	376	46.8	46.8	46.8
	Disapprove	397	49.4	49.4	96.2
	Don't know	24	3.0	3.0	99.2
	Refused	7	.8	.8	100.0
	Total	803	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	400	49.8	49.8	49.8
	Disapprove	390	48.5	48.5	98.3
	Don't know	9	1.2	1.2	99.5
	Refused	4	.5	.5	100.0
	Total	803	100.0	100.0	

7. Favorable/Unfavorable: Barack Obama

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	406	50.6	50.6	50.6
	Unfavorable	387	48.2	48.2	98.8
	Haven't heard enough	3	.3	.3	99.1
	Don't know	3	.4	.4	99.5
	Refused	4	.5	.5	100.0
	Total	803	100.0	100.0	

8. Favorable/Unfavorable: Scott Walker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	400	49.8	49.8	49.8
	Unfavorable	388	48.3	48.3	98.1
	Haven't heard enough	8	1.0	1.0	99.1
	Don't know	3	.4	.4	99.5
	Refused	4	.5	.5	100.0
	Total	803	100.0	100.0	

9. Favorable/Unfavorable: Mary Burke

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	351	43.7	43.7	43.7
	Unfavorable	355	44.3	44.3	87.9
	Haven't heard enough	83	10.3	10.3	98.3
	Don't know	9	1.1	1.1	99.3
	Refused	5	.7	.7	100.0
	Total	803	100.0	100.0	

10. Favorable/Unfavorable: Brad Schimel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	119	14.8	14.8	14.8
	Unfavorable	80	10.0	10.0	24.8
	Haven't heard enough	550	68.5	68.5	93.3
	Don't know	48	5.9	5.9	99.2
	Refused	6	.8	.8	100.0
	Total	803	100.0	100.0	

11. Favorable/Unfavorable: Susan Happ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	111	13.8	13.8	13.8
	Unfavorable	112	14.0	14.0	27.8
	Haven't heard enough	513	63.9	63.9	91.7
	Don't know	62	7.8	7.8	99.5
	Refused	4	.5	.5	100.0
	Total	803	100.0	100.0	

12. Favorable/Unfavorable: Paul Ryan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	382	47.6	47.6	47.6
	Unfavorable	312	38.9	38.9	86.5
	Haven't heard enough	92	11.5	11.5	98.0
	Don't know	12	1.5	1.5	99.5
	Refused	4	.5	.5	100.0
	Total	803	100.0	100.0	

13. Favorable/Unfavorable: Rebecca Kleefisch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	264	32.9	32.9	32.9
	Unfavorable	233	29.0	29.0	61.9
	Haven't heard enough	264	32.9	32.9	94.8
	Don't know	36	4.5	4.5	99.3
	Refused	5	.7	.7	100.0
	Total	803	100.0	100.0	

14. Favorable/Unfavorable: John Lehman

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	56	6.9	6.9	6.9
	Unfavorable	61	7.6	7.6	14.5
	Haven't heard enough	615	76.6	76.6	91.2
	Don't know	65	8.1	8.1	99.3
	Refused	6	.7	.7	100.0
	Total	803	100.0	100.0	

15. Favorable/Unfavorable: The Tea Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	221	27.5	27.5	27.5
	Unfavorable	428	53.3	53.3	80.8
	Haven't heard enough	110	13.7	13.7	94.5
	Don't know	36	4.5	4.5	99.0
	Refused	8	1.0	1.0	100.0
	Total	803	100.0	100.0	

16. 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	380	47.3	47.3	47.3
	Walker	380	47.4	47.4	94.7
	Undecided	26	3.3	3.3	97.9
	Would not vote	2	.2	.2	98.2
	Vote for someone else	3	.4	.4	98.6
	Don't know	3	.3	.3	98.9
	Refused	9	1.1	1.1	100.0
	Total	803	100.0	100.0	

17. 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	333	41.5	41.5	41.5
	Schimel	333	41.5	41.5	83.0
	Undecided	63	7.9	7.9	90.9
	Would not vote	4	.5	.5	91.4
	Vote for someone else	0	.0	.0	91.4
	Don't know	62	7.8	7.8	99.2
	Refused	6	.8	.8	100.0
	Total	803	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	467	58.2	58.2	58.2
	Oppose	316	39.4	39.4	97.6
	Don't know	15	1.9	1.9	99.5
	Refused	4	.5	.5	100.0
	Total	803	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	492	61.3	61.3	61.3
	Oppose	284	35.4	35.4	96.7
	Don't know	23	2.8	2.8	99.6
	Refused	4	.4	.4	100.0
	Total	803	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very enthusiastic	610	75.9	75.9	75.9
	Somewhat enthusiastic	152	18.9	18.9	94.8
	Not too enthusiastic	25	3.1	3.1	98.0
	Not at all enthusiastic	15	1.9	1.9	99.9
	Don't know	1	.1	.1	99.9
	Refused	0	.1	.1	100.0
	Total	803	100.0	100.0	

21. 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	429	53.4	53.4	53.4
	Wrong track	344	42.8	42.8	96.2
	Don't know	22	2.8	2.8	99.0
	Refused	8	1.0	1.0	100.0
	Total	803	100.0	100.0	

22. 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	337	41.9	41.9	41.9
	Unfavorable	408	50.8	50.8	92.8
	Don't know	57	7.1	7.1	99.8
	Refused	1	.2	.2	100.0
	Total	803	100.0	100.0	

22b. Do you favor or oppose allowing gays and lesbians to marry legally?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	505	63.0	63.0	63.0
	Oppose	240	29.9	29.9	92.8
	Don't know	43	5.4	5.4	98.2
	Refused	14	1.8	1.8	100.0
	Total	803	100.0	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	364	45.4	45.4	45.4
	About the same	192	24.0	24.0	69.3
	Worse shape now	223	27.8	27.8	97.1
	Don't know	22	2.8	2.8	99.8
	Refused	1	.2	.2	100.0
	Total	803	100.0	100.0	

24. 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	238	29.6	29.6	29.6
	Accept funds and expand	472	58.8	58.8	88.4
	Don't know	87	10.8	10.8	99.2
	Refused	6	.8	.8	100.0
	Total	803	100.0	100.0	

25. 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	421	52.4	52.4	52.4
Not required to show photo ID	337	42.0	42.0	94.4
Don't know	45	5.6	5.6	100.0
Total	803	100.0	100.0	

26. Job creation: Is Wisconsin at a faster rate than most other states, the same or is Wisconsin lagging behind?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Faster than other states	81	10.1	10.1	10.1
About the same rate	294	36.6	36.6	46.6
Lagging behind	399	49.7	49.7	96.3
Don't know	28	3.5	3.5	99.8
Refused	2	.2	.2	100.0
Total	803	100.0	100.0	

27. 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	382	47.6	47.6	47.6
Does not describe	398	49.5	49.5	97.1
Don't know	17	2.2	2.2	99.3
Refused	6	.7	.7	100.0
Total	803	100.0	100.0	

28. 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	419	52.2	52.2	52.2
	Does not describe	297	36.9	36.9	89.1
	Don't know	80	10.0	10.0	99.1
	Refused	7	.9	.9	100.0
	Total	803	100.0	100.0	

29. 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	537	66.9	66.9	66.9
	Does not describe	242	30.2	30.2	97.1
	Don't know	18	2.2	2.2	99.3
	Refused	6	.7	.7	100.0
	Total	803	100.0	100.0	

30. 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	366	45.6	45.6	45.6
	Does not describe	314	39.1	39.1	84.6
	Don't know	121	15.0	15.0	99.7
	Refused	3	.3	.3	100.0
	Total	803	100.0	100.0	

October 9-10 questions/October 11-12 questions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FRI	209	26.1	26.1	26.1
	SAT	150	18.7	18.7	44.8
	SUN	66	8.2	8.2	53.0
	THU	378	47.0	47.0	100.0
	Total	803	100.0	100.0	

31. Did you happen to watch or listen to the debate Friday night between candidates for governor Mary Burke and Scott Walker?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, watched or listened	68	8.5	31.6	31.6
	No, did not watch or listen	148	18.4	68.4	100.0
	Total	216	26.9	100.0	
Missing	System	587	73.1		
Total		803	100.0		

32. Even though you didn't see the debate, have you read or heard anything about it since the debate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	6.4	34.7	34.7
	No	96	12.0	65.3	100.0
	Total	148	18.4	100.0	
Missing	System	655	81.6		
Total		803	100.0		

33. Regardless of which candidate you happen to support, who do you think did the best job in the debate: Burke or Walker?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Burke	40	4.9	33.1	33.1
	Walker	51	6.4	43.1	76.2
	Neither, a tie	14	1.7	11.5	87.7
	Don't know	13	1.6	10.8	98.5
	Refused	2	.2	1.5	100.0
	Total	119	14.9	100.0	
Missing	System	683	85.1		
Total		803	100.0		

34a. Since July 1st have you: Talked to people and tried to show them why they should vote for or against a candidate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, have done	380	47.4	47.4	47.4
	No, have not done	421	52.4	52.4	99.8
	Don't know	1	.2	.2	100.0
	Total	803	100.0	100.0	

34b. Since July 1st have you: Put up a yard sign or bumper sticker to express your political views?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, have done	137	17.0	17.0	17.0
	No, have not done	664	82.7	82.7	99.8
	Don't know	2	.2	.2	100.0
	Total	803	100.0	100.0	

34c. Since July 1st have you: Donated money to a campaign, candidate, party or other political group?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, have done	141	17.5	17.5	17.5
	No, have not done	658	81.9	81.9	99.5
	Don't know	3	.4	.4	99.8
	Refused	1	.2	.2	100.0
	Total	803	100.0	100.0	

34d. Since July 1st have you: Been contacted by a campaign by phone, in person or by mail?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, have done	515	64.1	64.1	64.1
	No, have not done	276	34.4	34.4	98.5
	Don't know	11	1.4	1.4	99.9
	Refused	1	.1	.1	100.0
	Total	803	100.0	100.0	

35. Have you been contacted by a campaign either by phone, in person or by mail in the last week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, have been contacted	354	44.1	44.1	44.1
	No, have not been contacted	437	54.4	54.4	98.6
	Don't know	12	1.4	1.4	100.0
	Total	803	100.0	100.0	

36. Was that someone supporting Democrats, Republicans or were you contacted by both parties?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrats	54	6.7	15.2	15.2
	Republicans	107	13.3	30.2	45.4
	Both	181	22.6	51.1	96.5
	Someone else	1	.1	.2	96.7
	Don't know	12	1.5	3.3	100.0
	Total	354	44.1	100.0	
Missing	System	448	55.9		
Total		803	100.0		

37a. How often do you talk about politics with family and friends?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a week	330	41.2	41.2	41.2
	About once a week	171	21.3	21.3	62.5
	Once or twice a month	133	16.5	16.5	79.0
	A few times a year	96	12.0	12.0	91.0
	Never	69	8.6	8.6	99.6
	Don't know	2	.3	.3	99.9
	Refused	1	.1	.1	100.0
	Total	803	100.0	100.0	

37b. How often do you talk about politics with co-workers?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More than once a week	149	18.5	18.5	18.5
About once a week	128	16.0	16.0	34.5
Once or twice a month	110	13.7	13.7	48.3
A few times a year	85	10.6	10.6	58.8
Never	316	39.3	39.3	98.2
Don't know	8	1.0	1.0	99.2
Refused	7	.8	.8	100.0
Total	803	100.0	100.0	

38. Is there anyone you have stopped talking with about politics due to disagreements over the election for governor?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	247	30.7	30.7	30.7
No	556	69.3	69.3	100.0
Total	803	100.0	100.0	

39. Would you personally like to see Scott Walker run for president in 2016?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	201	25.0	25.0	25.0
No	561	69.8	69.8	94.8
Don't know	35	4.3	4.3	99.1
Refused	7	.9	.9	100.0
Total	803	100.0	100.0	

40. Would you personally like to see Paul Ryan run for president in 2016?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	320	39.8	39.8	39.8
	No	416	51.8	51.8	91.6
	Don't know	58	7.2	7.2	98.8
	Refused	9	1.2	1.2	100.0
	Total	803	100.0	100.0	

41. Do you know if the US Supreme Court has issued a ruling this week about the requirement to show a photo ID to vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, has issued a ruling	287	35.8	67.0	67.0
	No, has not issued a ruling	87	10.8	20.2	87.2
	Don't know	55	6.8	12.8	100.0
	Total	429	53.4	100.0	
Missing	System	374	46.6		
Total		803	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	234	29.2	29.2	29.2
	Democrat	248	30.9	30.9	60.1
	Independent	296	36.8	36.8	96.9
	Other/No preference	12	1.5	1.5	98.4
	Don't know	7	.9	.9	99.3
	Refused	6	.7	.7	100.0
	Total	803	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	137	17.0	43.4	43.4
	Democratic	135	16.8	42.8	86.2
	Neither/Just Independent	36	4.5	11.5	97.6
	Don't know	6	.8	1.9	99.6
	Refused	1	.2	.4	100.0
	Total	315	39.2	100.0	
Missing	System	488	60.8		
Total		803	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary school only	5	.6	.6	.6
	Some high school but didn't finish	33	4.1	4.1	4.7
	Completed high school	203	25.3	25.3	30.0
	Some college but didn't finish	163	20.2	20.2	50.2
	Two year college degree	111	13.8	13.8	64.0
	Four year college degree	134	16.7	16.7	80.7
	Some graduate work	24	3.0	3.0	83.6
	Completed masters or professional degree	92	11.5	11.5	95.1
	Advanced graduate work or Ph.D.	28	3.4	3.4	98.5
	Don't know	3	.4	.4	98.9
	Refused	9	1.1	1.1	100.0
Total		803	100.0	100.0	

F4. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	15	1.8	1.8	1.8
	19	7	.9	.9	2.7
	21	4	.5	.5	3.3
	22	8	1.0	1.0	4.3
	23	20	2.5	2.5	6.8
	24	3	.4	.4	7.2
	25	7	.9	.9	8.1
	26	2	.2	.2	8.4
	27	15	1.9	1.9	10.3
	28	4	.5	.5	10.8
	29	14	1.7	1.7	12.5
	30	7	.8	.8	13.3
	31	12	1.5	1.5	14.8
	32	9	1.1	1.1	15.9
	33	9	1.1	1.1	17.1
	34	8	1.1	1.1	18.1
	35	11	1.4	1.4	19.5
	36	10	1.2	1.2	20.8
	37	9	1.2	1.2	21.9
	38	14	1.7	1.7	23.7
	39	10	1.2	1.2	24.9
	40	15	1.8	1.8	26.7
	41	16	1.9	1.9	28.7
	42	8	.9	.9	29.6
	43	20	2.4	2.4	32.0
	44	33	4.2	4.2	36.2
	45	10	1.2	1.2	37.4
	46	11	1.3	1.3	38.8
	47	12	1.6	1.6	40.3
	48	16	2.0	2.0	42.3
	49	16	2.0	2.0	44.3
	50	14	1.7	1.7	46.0
	51	10	1.3	1.3	47.3
	52	15	1.8	1.8	49.1
	53	17	2.1	2.1	51.2
	54	15	1.8	1.8	53.0

55	26	3.2	3.2	56.3
56	18	2.2	2.2	58.5
57	23	2.9	2.9	61.4
58	21	2.6	2.6	64.0
59	17	2.1	2.1	66.1
60	16	2.0	2.0	68.1
61	14	1.7	1.7	69.8
62	11	1.3	1.3	71.1
63	11	1.4	1.4	72.5
64	12	1.5	1.5	74.0
65	15	1.9	1.9	75.9
66	16	2.0	2.0	77.9
67	11	1.4	1.4	79.3
68	9	1.1	1.1	80.4
69	9	1.2	1.2	81.6
70	11	1.3	1.3	82.9
71	11	1.4	1.4	84.3
72	7	.9	.9	85.1
73	9	1.2	1.2	86.3
74	7	.9	.9	87.2
75	10	1.2	1.2	88.4
76	5	.6	.6	89.0
77	7	.8	.8	89.9
78	7	.9	.9	90.7
79	7	.8	.8	91.5
80	8	.9	.9	92.5
81	6	.7	.7	93.2
82	7	.9	.9	94.1
83	3	.4	.4	94.5
84	8	1.1	1.1	95.5
85	4	.5	.5	96.0
86	1	.1	.1	96.1
87	2	.3	.3	96.4
88	2	.2	.2	96.6
89	1	.2	.2	96.7
90	5	.6	.6	97.3
92	2	.2	.2	97.5
99	20	2.5	2.5	100.0
Total	803	100.0	100.0	

F4a. Age range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	45-59 years old	2	.2	9.8	9.8
	60 years old or more	8	1.0	41.1	50.9
	Refused	10	1.2	49.1	100.0
	Total	20	2.5	100.0	
Missing	System	783	97.5		
Total		803	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	506	63.0	63.0	63.0
	Widowed	71	8.8	8.8	71.8
	Divorced	68	8.5	8.5	80.2
	Separated	6	.8	.8	81.1
	Never married	146	18.2	18.2	99.3
	Don't know	3	.3	.3	99.6
	Refused	3	.4	.4	100.0
	Total	803	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	21	2.6	2.6	2.6
	No	771	96.1	96.1	98.7
	Don't know	2	.3	.3	99.0
	Refused	8	1.0	1.0	100.0
	Total	803	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	709	88.4	88.4	88.4
	African American or Black	37	4.6	4.6	93.0
	Asian, South Asian or Pacific Islander	4	.5	.5	93.4
	Native American or American Indian	8	1.0	1.0	94.4
	More than one race	21	2.6	2.6	97.1
	Hispanic or Latino	4	.5	.5	97.6
	Other (SPECIFY)	8	1.0	1.0	98.6
	Don't know	1	.1	.1	98.7
	Refused	11	1.3	1.3	100.0
	Total	803	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	66	8.2	8.2	8.2
	Once a week	223	27.8	27.8	36.0
	Once or twice a month	144	17.9	17.9	53.9
	A few times a year	110	13.7	13.7	67.6
	Seldom	121	15.1	15.1	82.7
	Never	131	16.3	16.3	99.0
	Don't know	0	.0	.0	99.1
	Refused	8	.9	.9	100.0
	Total	803	100.0	100.0	

F9. What is your religious preference?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant	217	27.0	27.0	27.0
	Roman Catholic	234	29.1	29.1	56.1
	Jewish	5	.7	.7	56.7
	Muslim/Islam	0	.0	.0	56.8
	Mormon/Latter-Day Saints	4	.4	.4	57.2
	Other Christian Religion	137	17.0	17.0	74.3
	Other Non-Christian Religion	54	6.8	6.8	81.0
	No Religion/Atheist/Agnostic	126	15.7	15.7	96.7
	Don't know	12	1.5	1.5	98.2
	Refused	14	1.8	1.8	100.0
	Total	803	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	24	3.0	3.0	3.0
	10 to under \$20,000	50	6.2	6.2	9.1
	20 to under \$30,000	66	8.2	8.2	17.3
	30 to under \$40,000	68	8.4	8.4	25.7
	40 to under \$50,000	74	9.2	9.2	34.9
	50 to under \$75,000	146	18.2	18.2	53.1
	75 to under \$100,000	109	13.6	13.6	66.7
	100 to under \$150,000	107	13.3	13.3	80.0
	\$150,000 or more	67	8.3	8.3	88.3

Don't know	17	2.1	2.1	90.5
Refused	77	9.5	9.5	100.0
Total	803	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	It had a major effect, and your finances have not recovered	175	21.8	21.8	21.8
	It had a major effect, but your finances have mostly recover	301	37.4	37.4	59.2
	It didn't have a major effect on your finances	304	37.9	37.9	97.1
	Don't know	9	1.1	1.1	98.2
	Refused	15	1.8	1.8	100.0
	Total	803	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very conservative	88	10.9	10.9	10.9
	Conservative	237	29.6	29.6	40.5
	Moderate	279	34.8	34.8	75.3
	Liberal	126	15.7	15.7	90.9
	Very liberal	55	6.9	6.9	97.9
	Don't know	10	1.2	1.2	99.1
	Refused	8	.9	.9	100.0
	Total	803	100.0	100.0	

F13b. 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	290	36.2	36.2	36.2
	Conservative	348	43.3	43.3	79.5
	Moderate	57	7.1	7.1	86.6
	Liberal	26	3.3	3.3	89.8
	Very liberal	17	2.1	2.1	91.9
	Don't know	53	6.6	6.6	98.5
	Refused	12	1.5	1.5	100.0
	Total	803	100.0	100.0	

F13c. 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	18	2.2	2.2	2.2
	Conservative	52	6.4	6.4	8.6
	Moderate	184	22.9	22.9	31.5
	Liberal	320	39.9	39.9	71.4
	Very liberal	171	21.3	21.3	92.7
	Don't know	50	6.2	6.2	99.0
	Refused	8	1.0	1.0	100.0
	Total	803	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	112	13.9	13.9	13.9
	Other in Union	35	4.4	4.4	18.3
	Non-Union	649	80.8	80.8	99.1
	Refused	7	.9	.9	100.0
	Total	803	100.0	100.0	

F15. Do you or any member of your household work for federal, state, or local government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	193	24.0	24.0	24.0
	No	603	75.1	75.1	99.1
	Don't know	3	.3	.3	99.4
	Refused	5	.6	.6	100.0
	Total	803	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	208	25.9	25.9	25.9
	One day	106	13.2	13.2	39.1
	Two	85	10.6	10.6	49.7
	Three	49	6.1	6.1	55.9
	Four	38	4.7	4.7	60.6
	Five	38	4.7	4.7	65.3
	Six	11	1.3	1.3	66.6
	Seven days or 'every day'	262	32.7	32.7	99.3
	Don't know	3	.3	.3	99.6
	Refused	3	.4	.4	100.0
	Total	803	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	322	40.0	40.0	40.0
	Some on a cell phone and some on a home phone	185	23.0	23.0	63.1
	All or almost all on a regular home phone	283	35.2	35.2	98.3
	Don't know	6	.7	.7	99.0
	Refused	8	1.0	1.0	100.0
	Total	803	100.0	100.0	

F20. And did I reach you by dialing:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	799	99.5	99.5	99.5
	No	4	.5	.5	100.0
	Total	803	100.0	100.0	

F22. Is this phone a cell phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	323	40.3	40.3	40.3
	No	480	59.7	59.7	100.0
	Total	803	100.0	100.0	

wave

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26.00	803	100.0	100.0	100.0

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	385	47.9	47.9	47.9
	Female	418	52.1	52.1	100.0
	Total	803	100.0	100.0	

Age 4 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	100	12.5	12.5	12.5
	30-44	191	23.7	23.7	36.2
	45-59	242	30.1	30.1	66.3
	60+	261	32.5	32.5	98.8
	DK/NA/Ref	10	1.2	1.2	100.0
	Total	803	100.0	100.0	

Age 6 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	100	12.5	12.5	12.5
	30-39	100	12.4	12.4	24.9
	40-49	156	19.4	19.4	44.3
	50-59	176	22.0	22.0	66.3
	60-69	133	16.5	16.5	82.8
	70+	128	16.0	16.0	98.8
	DK/NA/Ref	10	1.2	1.2	100.0
	Total	803	100.0	100.0	

3 race categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	709	88.4	88.4	88.4
	Black	37	4.6	4.6	93.0
	Other	45	5.6	5.6	98.6
	DK/NA/Ref	12	1.4	1.4	100.0
	Total	803	100.0	100.0	

hispanic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	2.6	2.6	2.6
	No	771	96.1	96.1	98.7
	DK/NA/Ref	11	1.3	1.3	100.0
	Total	803	100.0	100.0	

5 education categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	38	4.7	4.7	4.7
	HS	203	25.3	25.3	30.0
	Some Coll	163	20.2	20.2	50.2
	AA	111	13.8	13.8	64.0
	BA or more	277	34.5	34.5	98.5
	DK/NA/Ref	12	1.5	1.5	100.0
	Total	803	100.0	100.0	

Education 5 with Post-BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	38	4.7	4.7	4.7
	HS	203	25.3	25.3	30.0
	Some Coll/AA	273	34.0	34.0	64.0
	BA	134	16.7	16.7	80.7
	Post BA	143	17.9	17.9	98.5
	DK/NA/Ref	12	1.5	1.5	100.0
	Total	803	100.0	100.0	

Education 5 with BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	38	4.7	4.7	4.7
	HS	203	25.3	25.3	30.0
	Some Coll	163	20.2	20.2	50.2
	AA	111	13.8	13.8	64.0
	BA or more	277	34.5	34.5	98.5
	DK/NA/Ref	12	1.5	1.5	100.0
	Total	803	100.0	100.0	

Education 6 AA, BA and MA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	38	4.7	4.7	4.7
	HS	203	25.3	25.3	30.0
	Some Coll	163	20.2	20.2	50.2
	AA	111	13.8	13.8	64.0
	BA	134	16.7	16.7	80.7
	Post-BA	143	17.9	17.9	98.5
	DK/NA/Ref	12	1.5	1.5	100.0
	Total	803	100.0	100.0	

3 category Party ID including leaners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	371	46.2	46.2	46.2
	Democrat	383	47.7	47.7	93.9
	Independent	39	4.8	4.8	98.7
	DK/NA/Ref	10	1.3	1.3	100.0
	Total	803	100.0	100.0	

3 category Party ID no leaners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	234	29.2	29.2	29.2
	Democrat	248	30.9	30.9	60.1
	Independent	310	38.6	38.6	98.7
	DK/NA/Ref	10	1.3	1.3	100.0
	Total	803	100.0	100.0	

Party ID 5 categories, leaners separate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rep	234	29.2	29.2	29.2
	Lean Rep	137	17.0	17.0	46.2
	Ind	39	4.8	4.8	51.0
	Lean Dem	135	16.8	16.8	67.8
	Dem	248	30.9	30.9	98.7
	DK/NA/Ref	10	1.3	1.3	100.0
	Total	803	100.0	100.0	

Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	705	87.8	87.8	87.8
	Black	37	4.6	4.6	92.4
	Hispanic	21	2.6	2.6	95.0
	Other	29	3.6	3.6	98.6
	DK/NA/Ref	12	1.4	1.4	100.0
	Total	803	100.0	100.0	

Income Recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$40k	207	25.7	25.7	25.7
	\$40k to \$74k	220	27.4	27.4	53.1
	\$75k up	283	35.2	35.2	88.3
	DK/NA/Ref	94	11.7	11.7	100.0
	Total	803	100.0	100.0	

Newspaper Recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zero days	208	25.9	25.9	25.9
	1-3 days	241	30.0	30.0	55.9
	4-6 days	86	10.7	10.7	66.6
	Every day	262	32.7	32.7	99.3
	DK/NA/Ref	6	.7	.7	100.0
	Total	803	100.0	100.0	

Region/Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	59	7.4	7.4	7.4
	Rest of MKE	267	33.3	33.3	40.7
	MSN	150	18.6	18.6	59.3
	GB/A	154	19.2	19.2	78.5
	Rest of state	173	21.5	21.5	100.0
	Total	803	100.0	100.0	

Region2/MKE,Wow,Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	59	7.4	7.4	7.4
	WOW Counties	108	13.4	13.4	20.8
	Rest of MKE	160	19.9	19.9	40.7
	MSN	150	18.6	18.6	59.3
	GB/A	154	19.2	19.2	78.5
	Rest of state	173	21.5	21.5	100.0
	Total	803	100.0	100.0	

region7/MKE,Wow,Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MKE City	59	7.4	7.4	7.4
WOW Counties	108	13.4	13.4	20.8
Rest of MKE	160	19.9	19.9	40.7
MSN	150	18.6	18.6	59.3
GB/A	154	19.2	19.2	78.5
Lax/EC	52	6.5	6.5	85.0
MSP/DS/Wau	121	15.0	15.0	100.0
Total	803	100.0	100.0	

Religion recoded (6 cat)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Protestant/Christian	357	44.5	44.5	44.5
Catholic	234	29.1	29.1	73.5
Jewish	5	.7	.7	74.2
Other	55	6.8	6.8	81.0
None	126	15.7	15.7	96.7
DK/NA/Ref	26	3.3	3.3	100.0
Total	803	100.0	100.0	

qf14 and qf15 - job and union status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Public union	84	10.5	10.5	10.5
Public non-union	108	13.5	13.5	24.0
Private union	62	7.8	7.8	31.8
Private non-union	537	66.9	66.9	98.7
DK/NA/Ref	11	1.3	1.3	100.0
Total	803	100.0	100.0	

Marital Status, 3 category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	506	63.0	63.0	63.0
	Widow/Div/Sep	145	18.1	18.1	81.1
	Never Married	146	18.2	18.2	99.3
	NA/Ref	6	.7	.7	100.0
	Total	803	100.0	100.0	

Likely Voter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely Voter	803	100.0	100.0	100.0