



## Marquette Law School Poll – October 9-12, 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.)

### S2. Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	470	46.8	46.8	46.8
Female	534	53.2	53.2	100.0
Total	1004	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1004	100.0	100.0	100.0

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Adams	15	1.4	1.4	1.4
Ashland	1	.1	.1	1.6
Barron	4	.4	.4	1.9
Bayfield	9	.9	.9	2.8
Brown	35	3.4	3.4	6.2
Buffalo	7	.7	.7	7.0
Burnett	2	.2	.2	7.2
Calumet	6	.6	.6	7.7
Chippewa	11	1.1	1.1	8.9
Clark	2	.2	.2	9.1

Columbia	7	.7	.7	9.8
Crawford	8	.8	.8	10.6
Dane	82	8.2	8.2	18.8
Dodge	7	.7	.7	19.5
Door	5	.5	.5	20.0
Douglas	8	.8	.8	20.8
Dunn	3	.3	.3	21.1
Eau Claire	11	1.1	1.1	22.2
Florence	1	.1	.1	22.3
Fond du Lac	23	2.3	2.3	24.6
Forest	3	.3	.3	24.8
Grant	2	.2	.2	25.1
Green	15	1.5	1.5	26.5
Green Lake	8	.8	.8	27.4
Iowa	3	.3	.3	27.6
Jackson	5	.5	.5	28.1
Jefferson	13	1.3	1.3	29.4
Juneau	9	.8	.8	30.3
Kenosha	24	2.3	2.3	32.6
Kewaunee	2	.2	.2	32.8
LaCrosse	9	.9	.9	33.7
Lafayette	2	.2	.2	34.0
Langlade	3	.3	.3	34.3
Lincoln	9	.9	.9	35.2
Manitowoc	15	1.5	1.5	36.7
Marathon	18	1.8	1.8	38.5
Marinette	5	.5	.5	39.0
Marquette	17	1.7	1.7	40.7
Menominee	4	.4	.4	41.1
Milwaukee	160	16.0	16.0	57.0
Monroe	8	.8	.8	57.8
Oconto	7	.7	.7	58.5
Oneida	14	1.4	1.4	59.9
Outagamie	26	2.6	2.6	62.5
Ozaukee	12	1.2	1.2	63.7
Pepin	6	.6	.6	64.3
Pierce	6	.6	.6	64.8
Polk	9	.9	.9	65.7
Portage	15	1.5	1.5	67.2
Price	6	.6	.6	67.8

Racine	30	3.0	3.0	70.8
Richland	4	.4	.4	71.2
Rock	25	2.5	2.5	73.7
Rusk	4	.4	.4	74.1
Saint Croix	10	1.0	1.0	75.1
Sauk	4	.4	.4	75.5
Sawyer	1	.1	.1	75.6
Shawano	4	.4	.4	76.0
Sheboygan	10	1.0	1.0	77.0
Taylor	3	.3	.3	77.3
Trempealeau	3	.3	.3	77.6
Vernon	3	.3	.3	77.9
Vilas	8	.8	.8	78.7
Walworth	24	2.3	2.3	81.0
Washburn	7	.7	.7	81.7
Washington	16	1.6	1.6	83.4
Waukesha	78	7.8	7.8	91.2
Waupaca	12	1.2	1.2	92.4
Waushara	13	1.3	1.3	93.7
Winnebago	32	3.1	3.1	96.8
Wood	12	1.2	1.2	98.0
Other	18	1.8	1.8	99.8
Don't Know	2	.2	.2	100.0
Total	1004	100.0	100.0	

**S4. Do you currently live within Milwaukee city limits?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	102	10.1	60.8	60.8
	No	66	6.5	39.2	100.0
	Total	168	16.7	100.0	
Missing	System	836	83.3		
Total		1004	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	938	93.5	93.5	93.5
	No, not registered to vote	60	5.9	5.9	99.4
	No Answer/Don't Know/Refused	6	.6	.6	100.0
	Total	1004	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	66	6.5	100.0	100.0
Missing	System	938	93.5		
	Total	1004	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	657	65.4	65.4	65.4
	Some of the time	250	24.9	24.9	90.3
	Only now and then	54	5.4	5.4	95.8
	Hardly at all	40	3.9	3.9	99.7
	Don't know	3	.3	.3	100.0
	Total	1004	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	80.0	80.0	80.0
	Very likely	109	10.8	10.8	90.8
	50-50	69	6.9	6.9	97.7
	Will not vote	21	2.1	2.1	99.7
	Don't know	3	.3	.3	100.0
	Total	1004	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	321	32.0	32.0	32.0
	Gotten worse	279	27.8	27.8	59.8
	Stayed the same	394	39.2	39.2	99.0
	Don't know	8	.8	.8	99.7
	Refused	3	.3	.3	100.0
	Total	1004	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	394	39.2	39.2	39.2
	Get worse	170	17.0	17.0	56.2
	Stay the same	388	38.6	38.6	94.8
	Don't know	50	4.9	4.9	99.8
	Refused	2	.2	.2	100.0
	Total	1004	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	459	45.7	45.7	45.7
	Disapprove	496	49.4	49.4	95.1
	Don't know	42	4.2	4.2	99.2
	Refused	8	.8	.8	100.0
	Total	1004	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	486	48.4	48.4	48.4
	Disapprove	493	49.1	49.1	97.5
	Don't know	20	2.0	2.0	99.5
	Refused	5	.5	.5	100.0
	Total	1004	100.0	100.0	

**7. Favorable/Unfavorable: Barack Obama**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	501	49.9	49.9	49.9
	Unfavorable	474	47.2	47.2	97.1
	Haven't heard enough	11	1.1	1.1	98.3
	Don't know	11	1.1	1.1	99.3
	Refused	7	.7	.7	100.0
	Total	1004	100.0	100.0	

**8. Favorable/Unfavorable: Scott Walker**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	482	48.0	48.0	48.0
	Unfavorable	484	48.2	48.2	96.2
	Haven't heard enough	24	2.4	2.4	98.6
	Don't know	10	1.0	1.0	99.6
	Refused	4	.4	.4	100.0
	Total	1004	100.0	100.0	

**9. Favorable/Unfavorable: Mary Burke**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	398	39.6	39.6	39.6
	Unfavorable	427	42.6	42.6	82.2
	Haven't heard enough	153	15.3	15.3	97.4
	Don't know	20	2.0	2.0	99.5
	Refused	5	.5	.5	100.0
	Total	1004	100.0	100.0	

**10. Favorable/Unfavorable: Brad Schimel**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	127	12.6	12.6	12.6
	Unfavorable	85	8.5	8.5	21.1
	Haven't heard enough	705	70.2	70.2	91.3
	Don't know	82	8.1	8.1	99.4
	Refused	6	.6	.6	100.0
	Total	1004	100.0	100.0	

**11. Favorable/Unfavorable: Susan Happ**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	122	12.2	12.2	12.2
	Unfavorable	126	12.5	12.5	24.7
	Haven't heard enough	663	66.1	66.1	90.7
	Don't know	88	8.8	8.8	99.5
	Refused	5	.5	.5	100.0
	Total	1004	100.0	100.0	

**12. Favorable/Unfavorable: Paul Ryan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	458	45.6	45.6	45.6
	Unfavorable	350	34.8	34.8	80.4
	Haven't heard enough	164	16.3	16.3	96.7
	Don't know	29	2.9	2.9	99.6
	Refused	4	.4	.4	100.0
	Total	1004	100.0	100.0	

**13. Favorable/Unfavorable: Rebecca Kleefisch**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	293	29.2	29.2	29.2
	Unfavorable	254	25.3	25.3	54.4
	Haven't heard enough	397	39.5	39.5	93.9
	Don't know	56	5.6	5.6	99.5
	Refused	5	.5	.5	100.0
	Total	1004	100.0	100.0	



**14. Favorable/Unfavorable: John Lehman**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	64	6.4	6.4	6.4
	Unfavorable	67	6.7	6.7	13.1
	Haven't heard enough	769	76.6	76.6	89.7
	Don't know	97	9.7	9.7	99.4
	Refused	6	.6	.6	100.0
	Total	1004	100.0	100.0	

**15. Favorable/Unfavorable: The Tea Party**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	265	26.4	26.4	26.4
	Unfavorable	479	47.7	47.7	74.1
	Haven't heard enough	184	18.3	18.3	92.4
	Don't know	68	6.8	6.8	99.2
	Refused	8	.8	.8	100.0
	Total	1004	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	455	45.4	45.4	45.4
	Walker	480	47.8	47.8	93.2
	Undecided	39	3.9	3.9	97.1
	Would not vote	6	.6	.6	97.7
	Vote for someone else	5	.5	.5	98.2
	Don't know	8	.8	.8	99.0
	Refused	10	1.0	1.0	100.0
	Total	1004	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	392	39.0	39.0	39.0
	Schimel	392	39.1	39.1	78.1
	Undecided	106	10.5	10.5	88.6
	Would not vote	11	1.1	1.1	89.7
	Vote for someone else	2	.2	.2	90.0
	Don't know	93	9.3	9.3	99.2
	Refused	8	.8	.8	100.0
	Total	1004	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	583	58.1	58.1	58.1
	Oppose	390	38.9	38.9	97.0
	Don't know	27	2.7	2.7	99.6
	Refused	4	.4	.4	100.0
	Total	1004	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	616	61.3	61.3	61.3
	Oppose	351	35.0	35.0	96.3
	Don't know	34	3.3	3.3	99.6
	Refused	4	.4	.4	100.0
	Total	1004	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	647	64.5	64.5	64.5
	Somewhat enthusiastic	250	24.9	24.9	89.4
	Not too enthusiastic	61	6.1	6.1	95.5
	Not at all enthusiastic	42	4.2	4.2	99.7
	Won't vote in November	1	.1	.1	99.8
	Don't know	1	.1	.1	100.0
	Refused	0	.0	.0	100.0
	Total	1004	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	535	53.3	53.3	53.3
	Wrong track	421	41.9	41.9	95.2
	Don't know	40	4.0	4.0	99.2
	Refused	8	.8	.8	100.0
	Total	1004	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	403	40.1	40.1	40.1
	Unfavorable	512	51.0	51.0	91.1
	Don't know	88	8.8	8.8	99.9
	Refused	1	.1	.1	100.0
	Total	1004	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	639	63.6	63.6	63.6
	Oppose	297	29.6	29.6	93.2
	Don't know	52	5.2	5.2	98.4
	Refused	16	1.6	1.6	100.0
	Total	1004	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	424	42.2	42.2	42.2
	About the same	271	27.0	27.0	69.2
	Worse shape now	266	26.4	26.4	95.7
	Don't know	42	4.2	4.2	99.9
	Refused	1	.1	.1	100.0
	Total	1004	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	276	27.5	27.5	27.5
	Accept funds and expand	605	60.3	60.3	87.8
	Don't know	116	11.5	11.5	99.3
	Refused	7	.7	.7	100.0
	Total	1004	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	536	53.4	53.4	53.4
Not required to show photo ID	401	39.9	39.9	93.3
Don't know	65	6.5	6.5	99.8
Refused	2	.2	.2	100.0
Total	1004	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	97	9.6	9.6	9.6
About the same rate	388	38.6	38.6	48.2
Lagging behind	483	48.1	48.1	96.3
Don't know	35	3.5	3.5	99.8
Refused	2	.2	.2	100.0
Total	1004	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	462	46.0	46.0	46.0
Does not describe	498	49.6	49.6	95.7
Don't know	37	3.7	3.7	99.3
Refused	7	.7	.7	100.0
Total	1004	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	496	49.4	49.4	49.4
	Does not describe	365	36.4	36.4	85.8
	Don't know	135	13.5	13.5	99.3
	Refused	7	.7	.7	100.0
	Total	1004	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	653	65.0	65.0	65.0
	Does not describe	313	31.2	31.2	96.2
	Don't know	32	3.2	3.2	99.4
	Refused	6	.6	.6	100.0
	Total	1004	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	444	44.2	44.2	44.2
	Does not describe	378	37.7	37.7	81.8
	Don't know	178	17.8	17.8	99.6
	Refused	4	.4	.4	100.0
	Total	1004	100.0	100.0	

**October 9-10 questions/October 11-12 questions**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FRI	262	26.1	26.1	26.1
	SAT	190	18.9	18.9	45.0
	SUN	86	8.6	8.6	53.6
	THU	466	46.4	46.4	100.0
	Total	1004	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	76	7.6	27.7	27.7
	No, did not watch or listen	198	19.7	71.8	99.5
	Don't know	1	.1	.5	100.0
	Total	276	27.5	100.0	
Missing	System	728	72.5		
Total		1004	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	54	5.4	27.3	27.3
	No	145	14.5	72.7	100.0
	Total	200	19.9	100.0	
Missing	System	804	80.1		
Total		1004	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	45	4.5	34.2	34.2
	Walker	55	5.4	41.7	75.9
	Neither, a tie	14	1.4	10.5	86.4
	Don't know	16	1.6	12.3	98.7
	Refused	2	.2	1.3	100.0
	Total	131	13.0	100.0	
Missing	System	873	87.0		
Total		1004	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	406	40.5	40.5	40.5
	No, have not done	594	59.2	59.2	99.6
	Don't know	2	.2	.2	99.9
	Refused	1	.1	.1	100.0
	Total	1004	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	150	14.9	14.9	14.9
	No, have not done	851	84.7	84.7	99.6
	Don't know	2	.2	.2	99.9
	Refused	1	.1	.1	100.0
	Total	1004	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	147	14.7	14.7	14.7
	No, have not done	850	84.6	84.6	99.3
	Don't know	3	.3	.3	99.6
	Refused	4	.4	.4	100.0
	Total	1004	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	599	59.6	59.6	59.6
	No, have not done	391	38.9	38.9	98.6
	Don't know	12	1.2	1.2	99.8
	Refused	2	.2	.2	100.0
	Total	1004	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	400	39.8	39.8	39.8
	No, have not been contacted	590	58.8	58.8	98.6
	Don't know	13	1.3	1.3	99.9
	Refused	1	.1	.1	100.0
	Total	1004	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	56	5.6	14.0	14.0
	Republicans	116	11.5	29.0	42.9
	Both	211	21.0	52.8	95.7
	Someone else	1	.1	.2	95.9
	Don't know	17	1.6	4.1	100.0
	Total	400	39.8	100.0	
Missing	System	604	60.2		
Total		1004	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	354	35.2	35.2	35.2
	About once a week	225	22.4	22.4	57.7
	Once or twice a month	169	16.8	16.8	74.5
	A few times a year	150	14.9	14.9	89.4
	Never	102	10.1	10.1	99.5
	Don't know	3	.3	.3	99.8
	Refused	2	.2	.2	100.0
	Total	1004	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	160	15.9	15.9	15.9
	About once a week	159	15.8	15.8	31.7
	Once or twice a month	138	13.8	13.8	45.5
	A few times a year	121	12.1	12.1	57.6
	Never	408	40.7	40.7	98.3
	Don't know	9	.9	.9	99.2
	Refused	8	.8	.8	100.0
	Total	1004	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	274	27.3	27.3	27.3
No	730	72.7	72.7	100.0
Don't know	0	.0	.0	100.0
Total	1004	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	257	25.6	25.6	25.6
No	684	68.1	68.1	93.8
Don't know	53	5.3	5.3	99.1
Refused	9	.9	.9	100.0
Total	1004	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	397	39.5	39.5	39.5
No	492	49.0	49.0	88.6
Don't know	101	10.1	10.1	98.7
Refused	13	1.3	1.3	100.0
Total	1004	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	326	32.5	60.2	60.2
	No, has not issued a ruling	147	14.7	27.2	87.4
	Don't know	69	6.8	12.6	100.0
	Total	542	54.0	100.0	
Missing	System	462	46.0		
Total		1004	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	284	28.3	28.3	28.3
	Democrat	310	30.9	30.9	59.2
	Independent	370	36.9	36.9	96.0
	Other/No preference	20	2.0	2.0	98.0
	Don't know	12	1.2	1.2	99.2
	Refused	8	.8	.8	100.0
Total		1004	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	161	16.1	40.2	40.2
	Democratic	153	15.2	37.9	78.1
	Neither/Just Independent	60	6.0	14.9	93.0
	Don't know	27	2.7	6.7	99.7
	Refused	1	.1	.3	100.0
	Total	402	40.0	100.0	
Missing	System	602	60.0		
Total		1004	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary school only	7	.7	.7	.7
	Some high school but didn't finish	51	5.1	5.1	5.8
	Completed high school	284	28.3	28.3	34.1
	Some college but didn't finish	197	19.7	19.7	53.7
	Two year college degree	128	12.7	12.7	66.5
	Four year college degree	163	16.2	16.2	82.7
	Some graduate work	26	2.5	2.5	85.2
	Completed masters or professional degree	103	10.3	10.3	95.5
	Advanced graduate work or Ph.D.	31	3.1	3.1	98.6
	Don't know	3	.3	.3	98.9
	Refused	11	1.1	1.1	100.0
	Total	1004	100.0	100.0	

**F4. What is your age?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	19	1.9	1.9	1.9
	19	26	2.6	2.6	4.5
	21	8	.8	.8	5.3
	22	11	1.1	1.1	6.4
	23	20	2.0	2.0	8.4
	24	6	.6	.6	9.0
	25	13	1.3	1.3	10.3
	26	8	.8	.8	11.0
	27	17	1.7	1.7	12.8

28	4	.4	.4	13.2
29	28	2.8	2.8	15.9
30	8	.8	.8	16.7
31	17	1.7	1.7	18.4
32	11	1.1	1.1	19.5
33	9	.9	.9	20.4
34	12	1.2	1.2	21.6
35	14	1.4	1.4	23.0
36	15	1.5	1.5	24.5
37	11	1.1	1.1	25.6
38	19	1.9	1.9	27.5
39	11	1.1	1.1	28.6
40	20	2.0	2.0	30.6
41	16	1.6	1.6	32.1
42	9	.9	.9	33.0
43	34	3.4	3.4	36.4
44	41	4.1	4.1	40.5
45	15	1.5	1.5	42.1
46	16	1.6	1.6	43.6
47	14	1.4	1.4	45.0
48	17	1.7	1.7	46.8
49	17	1.7	1.7	48.5
50	18	1.8	1.8	50.3
51	11	1.1	1.1	51.4
52	17	1.7	1.7	53.1
53	26	2.6	2.6	55.7
54	16	1.6	1.6	57.3
55	28	2.8	2.8	60.1
56	19	1.9	1.9	62.0
57	28	2.8	2.8	64.8
58	21	2.1	2.1	66.8
59	17	1.7	1.7	68.6
60	19	1.9	1.9	70.4
61	15	1.5	1.5	71.9
62	12	1.2	1.2	73.1
63	14	1.4	1.4	74.5
64	15	1.5	1.5	76.0
65	16	1.6	1.6	77.6
66	16	1.6	1.6	79.1
67	12	1.2	1.2	80.4

68	9	.9	.9	81.3
69	10	1.0	1.0	82.2
70	11	1.1	1.1	83.3
71	11	1.1	1.1	84.4
72	10	1.0	1.0	85.4
73	14	1.4	1.4	86.7
74	8	.8	.8	87.5
75	10	1.0	1.0	88.5
76	8	.8	.8	89.3
77	9	.9	.9	90.3
78	7	.7	.7	91.0
79	7	.6	.6	91.6
80	9	.9	.9	92.6
81	9	.9	.9	93.4
82	7	.7	.7	94.2
83	3	.3	.3	94.5
84	11	1.1	1.1	95.6
85	4	.4	.4	95.9
86	1	.1	.1	96.0
87	3	.3	.3	96.3
88	2	.2	.2	96.5
89	1	.1	.1	96.6
90	5	.5	.5	97.2
91	1	.1	.1	97.2
92	4	.4	.4	97.7
93	1	.1	.1	97.8
99	22	2.2	2.2	100.0
Total	1004	100.0	100.0	

**F4a. Age range**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	45-59 years old	2	.2	8.7	8.7
	60 years old or more	9	.9	41.1	49.9
	Refused	11	1.1	50.1	100.0
	Total	22	2.2	100.0	
Missing	System	982	97.8		
Total		1004	100.0		

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	588	58.5	58.5	58.5
Widowed	85	8.5	8.5	67.0
Divorced	96	9.5	9.5	76.5
Separated	10	1.0	1.0	77.6
Never married	218	21.7	21.7	99.3
Don't know	3	.3	.3	99.5
Refused	5	.5	.5	100.0
Total	1004	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	38	3.8	3.8	3.8
No	954	95.0	95.0	98.8
Don't know	3	.3	.3	99.0
Refused	10	1.0	1.0	100.0
Total	1004	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	871	86.7	86.7	86.7
	African American or Black	50	5.0	5.0	91.7
	Asian, South Asian or Pacific Islander	15	1.5	1.5	93.2
	Native American or American Indian	11	1.1	1.1	94.3
	More than one race	21	2.1	2.1	96.4
	Hispanic or Latino	11	1.1	1.1	97.5
	Other (SPECIFY)	10	1.0	1.0	98.5
	Don't know	1	.1	.1	98.6
	Refused	14	1.4	1.4	100.0
	Total	1004	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	73	7.2	7.2	7.2
	Once a week	281	28.0	28.0	35.2
	Once or twice a month	176	17.5	17.5	52.7
	A few times a year	141	14.1	14.1	66.8
	Seldom	148	14.8	14.8	81.5
	Never	173	17.3	17.3	98.8
	Don't know	3	.3	.3	99.1
	Refused	9	.9	.9	100.0
	Total	1004	100.0	100.0	

**F9. What is your religious preference?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant	248	24.7	24.7	24.7
	Roman Catholic	287	28.5	28.5	53.3
	Jewish	6	.6	.6	53.9
	Muslim/Islam	7	.7	.7	54.6
	Mormon/Latter-Day Saints	4	.4	.4	54.9
	Other Christian Religion	185	18.5	18.5	73.4
	Other Non-Christian Religion	78	7.8	7.8	81.2
	No Religion/Atheist/Agnostic	158	15.7	15.7	96.9
	Don't know	12	1.2	1.2	98.1
	Refused	19	1.9	1.9	100.0
	Total	1004	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	51	5.0	5.0	5.0
	10 to under \$20,000	70	7.0	7.0	12.0
	20 to under \$30,000	86	8.5	8.5	20.5
	30 to under \$40,000	94	9.4	9.4	29.9
	40 to under \$50,000	89	8.9	8.9	38.8
	50 to under \$75,000	162	16.1	16.1	55.0
	75 to under \$100,000	134	13.4	13.4	68.4
	100 to under \$150,000	124	12.3	12.3	80.7
	\$150,000 or more	74	7.4	7.4	88.1

Don't know	27	2.7	2.7	90.8
Refused	93	9.2	9.2	100.0
Total	1004	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	218	21.7	21.7	21.7
	It had a major effect, but your finances have mostly recover	344	34.3	34.3	56.0
	It didn't have a major effect on your finances	412	41.0	41.0	97.0
	Don't know	13	1.3	1.3	98.3
	Refused	17	1.7	1.7	100.0
	Total	1004	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very conservative	100	10.0	10.0	10.0
	Conservative	303	30.2	30.2	40.2
	Moderate	341	33.9	33.9	74.1
	Liberal	146	14.6	14.6	88.7
	Very liberal	69	6.9	6.9	95.5
	Don't know	36	3.6	3.6	99.1
	Refused	9	.9	.9	100.0
	Total	1004	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	324	32.3	32.3	32.3
	Conservative	414	41.2	41.2	73.5
	Moderate	82	8.1	8.1	81.6
	Liberal	40	4.0	4.0	85.6
	Very liberal	42	4.2	4.2	89.8
	Don't know	87	8.7	8.7	98.5
	Refused	15	1.5	1.5	100.0
	Total	1004	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	22	2.2	2.2	2.2
	Conservative	73	7.3	7.3	9.5
	Moderate	221	22.0	22.0	31.5
	Liberal	378	37.7	37.7	69.2
	Very liberal	199	19.8	19.8	89.0
	Don't know	99	9.9	9.9	98.9
	Refused	11	1.1	1.1	100.0
	Total	1004	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	132	13.2	13.2	13.2
	Other in Union	43	4.3	4.3	17.5
	Non-Union	820	81.7	81.7	99.2
	Refused	8	.8	.8	100.0
	Total	1004	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	210	20.9	20.9	20.9
	No	785	78.2	78.2	99.1
	Don't know	3	.3	.3	99.3
	Refused	7	.7	.7	100.0
	Total	1004	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	285	28.4	28.4	28.4
	One day	154	15.4	15.4	43.7
	Two	103	10.3	10.3	54.0
	Three	62	6.2	6.2	60.2
	Four	46	4.5	4.5	64.8
	Five	45	4.5	4.5	69.2
	Six	13	1.3	1.3	70.5
	Seven days or 'every day'	289	28.8	28.8	99.3
	Don't know	3	.3	.3	99.6
	Refused	4	.4	.4	100.0
	Total	1004	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	430	42.8	42.8	42.8
	Some on a cell phone and some on a home phone	218	21.7	21.7	64.6
	All or almost all on a regular home phone	339	33.7	33.7	98.3
	Don't know	6	.6	.6	98.9
	Refused	11	1.1	1.1	100.0
	Total	1004	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1000	99.6	99.6	99.6
	No	4	.4	.4	100.0
	Total	1004	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	444	44.3	44.3	44.3
	No	560	55.7	55.7	100.0
	Total	1004	100.0	100.0	

**wave**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26.00	1004	100.0	100.0	100.0

**Sex**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	470	46.8	46.8	46.8
	Female	534	53.2	53.2	100.0
	Total	1004	100.0	100.0	

**Age 4 categories**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	160	15.9	15.9	15.9
	30-44	247	24.6	24.6	40.5
	45-59	283	28.2	28.2	68.8
	60+	303	30.1	30.1	98.9
	DK/NA/Ref	11	1.1	1.1	100.0
	Total	1004	100.0	100.0	

### Age 6 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	160	15.9	15.9	15.9
	30-39	127	12.6	12.6	28.6
	40-49	200	19.9	19.9	48.5
	50-59	204	20.3	20.3	68.8
	60-69	147	14.6	14.6	83.4
	70+	156	15.5	15.5	98.9
	DK/NA/Ref	11	1.1	1.1	100.0
	Total	1004	100.0	100.0	

### 3 race categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	871	86.7	86.7	86.7
	Black	50	5.0	5.0	91.7
	Other	68	6.8	6.8	98.5
	DK/NA/Ref	15	1.5	1.5	100.0
	Total	1004	100.0	100.0	

### hispanic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	3.8	3.8	3.8
	No	954	95.0	95.0	98.8
	DK/NA/Ref	12	1.2	1.2	100.0
	Total	1004	100.0	100.0	

### 5 education categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	58	5.8	5.8	5.8
	HS	284	28.3	28.3	34.1
	Some Coll	197	19.7	19.7	53.7
	AA	128	12.7	12.7	66.5
	BA or more	322	32.1	32.1	98.6
	DK/NA/Ref	15	1.4	1.4	100.0
	Total	1004	100.0	100.0	

### Education 5 with Post-BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	58	5.8	5.8	5.8
	HS	284	28.3	28.3	34.1
	Some Coll/AA	325	32.4	32.4	66.5
	BA	163	16.2	16.2	82.7
	Post BA	159	15.9	15.9	98.6
	DK/NA/Ref	15	1.4	1.4	100.0
	Total	1004	100.0	100.0	

### Education 5 with BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	58	5.8	5.8	5.8
	HS	284	28.3	28.3	34.1
	Some Coll	197	19.7	19.7	53.7
	AA	128	12.7	12.7	66.5
	BA or more	322	32.1	32.1	98.6
	DK/NA/Ref	15	1.4	1.4	100.0
	Total	1004	100.0	100.0	



**Education 6 AA, BA and MA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	58	5.8	5.8	5.8
	HS	284	28.3	28.3	34.1
	Some Coll	197	19.7	19.7	53.7
	AA	128	12.7	12.7	66.5
	BA	163	16.2	16.2	82.7
	Post-BA	159	15.9	15.9	98.6
	DK/NA/Ref	15	1.4	1.4	100.0
	Total	1004	100.0	100.0	

**3 category Party ID including leaners**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	446	44.4	44.4	44.4
	Democrat	463	46.1	46.1	90.5
	Independent	80	8.0	8.0	98.4
	DK/NA/Ref	16	1.6	1.6	100.0
	Total	1004	100.0	100.0	

**3 category Party ID no leaners**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	284	28.3	28.3	28.3
	Democrat	310	30.9	30.9	59.2
	Independent	394	39.2	39.2	98.4
	DK/NA/Ref	16	1.6	1.6	100.0
	Total	1004	100.0	100.0	

**Party ID 5 categories, leaners separate**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rep	284	28.3	28.3	28.3
	Lean Rep	161	16.1	16.1	44.4
	Ind	80	8.0	8.0	52.4
	Lean Dem	153	15.2	15.2	67.5
	Dem	310	30.9	30.9	98.4
	DK/NA/Ref	16	1.6	1.6	100.0
	Total	1004	100.0	100.0	

**Race/Ethnicity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	858	85.5	85.5	85.5
	Black	49	4.8	4.8	90.3
	Hispanic	38	3.8	3.8	94.1
	Other	45	4.5	4.5	98.5
	DK/NA/Ref	15	1.5	1.5	100.0
	Total	1004	100.0	100.0	

**Income Recode**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$40k	300	29.9	29.9	29.9
	\$40k to \$74k	252	25.1	25.1	55.0
	\$75k up	332	33.1	33.1	88.1
	DK/NA/Ref	119	11.9	11.9	100.0
	Total	1004	100.0	100.0	

**Newspaper Recode**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zero days	285	28.4	28.4	28.4
	1-3 days	320	31.9	31.9	60.2
	4-6 days	103	10.3	10.3	70.5
	Every day	289	28.8	28.8	99.3
	DK/NA/Ref	7	.7	.7	100.0
	Total	1004	100.0	100.0	

**Region/Media Market**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	95	9.4	9.4	9.4
	Rest of MKE	307	30.5	30.5	40.0
	MSN	171	17.1	17.1	57.0
	GB/A	202	20.1	20.1	77.1
	Rest of state	230	22.9	22.9	100.0
	Total	1004	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	95	9.4	9.4	9.4
	WOW Counties	121	12.0	12.0	21.4
	Rest of MKE	186	18.5	18.5	40.0
	MSN	171	17.1	17.1	57.0
	GB/A	202	20.1	20.1	77.1
	Rest of state	230	22.9	22.9	100.0
	Total	1004	100.0	100.0	

**region7/MKE,Wow,Media Market**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	95	9.4	9.4	9.4
	WOW Counties	121	12.0	12.0	21.4
	Rest of MKE	186	18.5	18.5	40.0
	MSN	171	17.1	17.1	57.0
	GB/A	202	20.1	20.1	77.1
	Lax/EC	76	7.6	7.6	84.7
	MSP/DS/Wau	154	15.3	15.3	100.0
	Total	1004	100.0	100.0	

**Religion recoded (6 cat)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant/Christian	437	43.6	43.6	43.6
	Catholic	287	28.5	28.5	72.1
	Jewish	6	.6	.6	72.7
	Other	85	8.4	8.4	81.2
	None	158	15.7	15.7	96.9
	DK/NA/Ref	31	3.1	3.1	100.0
	Total	1004	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public union	86	8.5	8.5	8.5
	Public non-union	124	12.4	12.4	20.9
	Private union	89	8.9	8.9	29.8
	Private non-union	692	69.0	69.0	98.7
	DK/NA/Ref	13	1.3	1.3	100.0
	Total	1004	100.0	100.0	

**Marital Status, 3 category**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	588	58.5	58.5	58.5
	Widow/Div/Sep	191	19.0	19.0	77.6
	Never Married	218	21.7	21.7	99.3
	NA/Ref	7	.7	.7	100.0
	Total	1004	100.0	100.0	

**Likely Voter**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely Voter	803	80.0	80.0	80.0
	Not Likely	198	19.8	19.8	99.7
	DK/NA	3	.3	.3	100.0
	Total	1004	100.0	100.0	