## Marquette Law School Poll - October 23-26, 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.

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Male | 550 | 47.2 | 47.2 | 47.2 |
|  | Female | 615 | 52.8 | 52.8 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

S3a. Do you currently live in Wisconsin?

|  | Frequency | Percent | Valid Percent | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Valid Yes | 1164 | 100.0 | 100.0 | 100.0 |

S3b. In what county in Wisconsin do you live?

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Frequency | Percent | Valid Percent | .6 |
|  |  |  |  |  |
|  | Ashland | 7 | .6 | .6 |
| Barron | 1 | .1 | .1 | .8 |
| Bayfield | 15 | 1.3 | 1.3 | 2.0 |
| Brown | 0 | .0 | 2.1 |  |
| Buffalo | 53 | 4.5 | 4.5 | 6.6 |
| Burnett | 2 | .2 | 6.8 | 7.9 |
| Calumet | 13 | 1.1 | 1.1 | 9.0 |
| Chippewa | 13 | 1.1 | 1.1 | 10.1 |
| Clark | 13 | 1.1 | 1.1 | 10.5 |


| Columbia | 10 | . 8 | . 8 | 11.4 |
| :---: | :---: | :---: | :---: | :---: |
| Crawford | 2 | . 2 | . 2 | 11.5 |
| Dane | 109 | 9.4 | 9.4 | 20.9 |
| Dodge | 18 | 1.6 | 1.6 | 22.5 |
| Door | 3 | . 2 | . 2 | 22.7 |
| Douglas | 9 | . 8 | . 8 | 23.5 |
| Dunn | 12 | 1.1 | 1.1 | 24.5 |
| Eau Claire | 15 | 1.3 | 1.3 | 25.8 |
| Fond du Lac | 20 | 1.7 | 1.7 | 27.5 |
| Forest | 2 | . 1 | . 1 | 27.6 |
| Grant | 8 | . 7 | . 7 | 28.3 |
| Green | 12 | 1.0 | 1.0 | 29.3 |
| Green Lake | 8 | . 7 | . 7 | 30.0 |
| lowa | 4 | . 3 | . 3 | 30.3 |
| Iron | 3 | . 3 | . 3 | 30.6 |
| Jackson | 3 | . 2 | . 2 | 30.8 |
| Jefferson | 22 | 1.9 | 1.9 | 32.7 |
| Juneau | 4 | . 4 | . 4 | 33.1 |
| Kenosha | 21 | 1.8 | 1.8 | 34.8 |
| Kewaunee | 3 | . 3 | . 3 | 35.1 |
| LaCrosse | 19 | 1.6 | 1.6 | 36.8 |
| Lafayette | 2 | . 2 | . 2 | 36.9 |
| Langlade | 5 | . 4 | . 4 | 37.4 |
| Lincoln | 4 | . 4 | . 4 | 37.7 |
| Manitowoc | 19 | 1.6 | 1.6 | 39.4 |
| Marathon | 18 | 1.6 | 1.6 | 41.0 |
| Marinette | 7 | . 6 | . 6 | 41.6 |
| Marquette | 8 | . 7 | . 7 | 42.3 |
| Menominee | 4 | . 3 | . 3 | 42.6 |
| Milwaukee | 161 | 13.8 | 13.8 | 56.4 |
| Monroe | 5 | . 4 | . 4 | 56.8 |
| Oconto | 5 | . 5 | . 5 | 57.3 |
| Oneida | 4 | . 3 | . 3 | 57.6 |
| Outagamie | 37 | 3.2 | 3.2 | 60.8 |
| Ozaukee | 15 | 1.3 | 1.3 | 62.1 |
| Pepin | 5 | . 4 | . 4 | 62.5 |
| Pierce | 6 | . 5 | . 5 | 63.0 |
| Polk | 9 | . 8 | . 8 | 63.8 |
| Portage | 9 | . 8 | . 8 | 64.5 |
| Price | 2 | . 2 | . 2 | 64.8 |


| Racine | 24 | 2.1 | 2.1 | 66.8 |
| :---: | :---: | :---: | :---: | :---: |
| Richland | 5 | . 4 | . 4 | 67.3 |
| Rock | 31 | 2.7 | 2.7 | 70.0 |
| Rusk | 2 | . 1 | . 1 | 70.1 |
| Saint Croix | 15 | 1.3 | 1.3 | 71.4 |
| Sauk | 9 | . 8 | . 8 | 72.2 |
| Sawyer | 11 | . 9 | . 9 | 73.2 |
| Shawano | 11 | 1.0 | 1.0 | 74.1 |
| Sheboygan | 21 | 1.8 | 1.8 | 75.9 |
| Taylor | 13 | 1.1 | 1.1 | 77.0 |
| Trempealeau | 2 | . 2 | . 2 | 77.2 |
| Vernon | 6 | . 5 | . 5 | 77.7 |
| Vilas | 8 | . 7 | . 7 | 78.4 |
| Walworth | 29 | 2.5 | 2.5 | 80.9 |
| Washburn | 5 | . 4 | . 4 | 81.3 |
| Washington | 35 | 3.0 | 3.0 | 84.4 |
| Waukesha | 88 | 7.5 | 7.5 | 91.9 |
| Waupaca | 21 | 1.8 | 1.8 | 93.7 |
| Waushara | 8 | . 7 | . 7 | 94.4 |
| Winnebago | 32 | 2.8 | 2.8 | 97.2 |
| Wood | 14 | 1.2 | 1.2 | 98.4 |
| Other | 12 | 1.1 | 1.1 | 99.4 |
| Don't Know | 7 | . 6 | . 6 | 100.0 |
| Total | 1164 | 100.0 | 100.0 |  |

S4. Do you currently live within Milwaukee city limits?

|  |  |  |  |  | Cumulative <br> Prequency |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Percent | Valid Percent |  |  |  |  |

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 | 1103 | 94.7 | 94.7 | 94.7 |
|  | No, not registered to vote | 59 | 5.1 | 5.1 | 99.8 |
|  | No Answer/Don't Know/Refused | 3 | . 2 | . 2 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Plan to Register | 61 | 5.3 | 100.0 | 100.0 |
| Missing | System | 1103 | 94.7 |  |  |
| Total |  | 1164 | 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

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Most of the time | 812 | 69.7 | 69.7 | 69.7 |
|  | Some of the time | 282 | 24.2 | 24.2 | 93.9 |
|  | Only now and then | 60 | 5.1 | 5.1 | 99.0 |
|  | Hardly at all | 10 | .9 | .9 | 99.9 |
|  | Don't know | 1 | .1 | .1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

Early Vote + 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 <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| ValidAbs Certain+Early <br> voted | 1164 | 100.0 | 100.0 | 100.0 |

2a. Have you already voted either by absentee ballot or by early in-person voting?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Already voted | 180 | 15.5 | 15.5 | 15.5 |
|  | Have not already voted | 981 | 84.3 | 84.3 | 99.8 |
|  | Don't know | 2 | . 2 | . 2 | 99.9 |
|  | Refused | 1 | . 1 | . 1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Absolutely certain | 984 | 84.5 | 100.0 | 100.0 |
| Missing | System | 180 | 15.5 |  |  |
| Total |  | 1164 | 100.0 |  |  |

## ASK Q3 FIRST/ASK Q5 FIRST

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Q3 first | 564 | 48.4 | 48.4 | 48.4 |
|  | Q5 first | 600 | 51.6 | 51.6 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

3. Over the past year, do you feel the economy has gotten better, gotten worse, or stayed about the same?

4. Looking ahead, over the next year do you expect the economy to get better, get worse, or stay about the same?

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Get better | 462 | 39.6 | 39.6 | 39.6 |
|  | Get worse | 171 | 14.6 | 14.6 | 54.3 |
|  | Stay the same | 438 | 37.6 | 37.6 | 91.9 |
|  | Don't know | 89 | 7.6 | 7.6 | 99.5 |
|  | Refused | 6 | .5 | .5 | 100.0 |
|  | Total | 1164 | 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 | 482 | 41.4 | 41.4 | 41.4 |
|  | Disapprove | 618 | 53.1 | 53.1 | 94.5 |
|  | Don't know | 42 | 3.6 | 3.6 | 98.1 |
|  | Refused | 22 | 1.9 | 1.9 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Approve | 606 | 52.0 | 52.0 | 52.0 |
|  | Disapprove | 531 | 45.6 | 45.6 | 97.7 |
|  | Don't know | 23 | 1.9 | 1.9 | 99.6 |
|  | Refused | 5 | .4 | .4 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

7. Favorable/Unfavorable: Barack Obama

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Favorable | 524 | 45.0 | 45.0 | 45.0 |
|  | Unfavorable | 594 | 51.0 | 51.0 | 96.0 |
|  | Haven't heard | 16 | 1.4 | 1.4 | 97.3 |
|  | enough | 28 | 2.4 | 2.4 | 99.7 |
|  | Don't know | 3 | .3 | 100.0 |  |
|  | Refused | 1164 | 100.0 | 100.0 |  |
|  | Total |  |  |  |  |

8. Favorable/Unfavorable: Scott Walker

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Favorable | 598 | 51.4 | 51.4 | 51.4 |
|  | Unfavorable | 541 | 46.5 | 46.5 | 97.9 |
|  | Haven't heard enough | 12 | 1.0 | 1.0 | 98.9 |
|  | Don't know | 8 | . 7 | . 7 | 99.6 |
|  | Refused | 5 | . 4 | . 4 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

9. Favorable/Unfavorable: Mary Burke

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Favorable | 455 | 39.1 | 39.1 | 39.1 |
|  | Unfavorable | 570 | 49.0 | 49.0 | 88.1 |
|  |  |  |  |  |  |
|  | Haven't heard | 117 | 10.0 | 10.0 | 98.1 |
| enough | 18 | 1.5 | 1.5 | 99.6 |  |
|  | Don't know | 5 | .4 | .4 | 100.0 |
|  | Refused | 1164 | 100.0 | 100.0 |  |
|  |  |  |  |  |  |

10. Favorable/Unfavorable: Brad Schimel

|  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Frequency | Percent | Valid Percent | Cumulative <br> Percent |  |
| Valid | Favorable | 207 | 17.8 | 17.8 |
|  |  |  |  |  |
|  | Unfavorable | 161 | 13.9 | 13.9 |

11. Favorable/Unfavorable: Susan Happ

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Favorable | 181 | 15.5 | 15.5 | 15.5 |
|  | Unfavorable | 179 | 15.4 | 15.4 | 30.9 |
|  | Haven't heard enough | 700 | 60.1 | 60.1 | 91.1 |
|  | Don't know | 98 | 8.4 | 8.4 | 99.5 |
|  | Refused | 6 | . 5 | . 5 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

12. Favorable/Unfavorable: Ron Johnson

|  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |

13. Favorable/Unfavorable: Tammy Baldwin

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Favorable | 446 | 38.3 | 38.3 |
|  | Frequency | Percent | Valid Percent | 38.3 |
|  | Unfavorable | 464 | 39.9 | 39.9 |

14. Favorable/Unfavorable: Ron Kind

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Favorable | 205 | 17.6 | 17.6 | 17.6 |
|  | Unfavorable | 157 | 13.5 | 13.5 | 31.1 |
|  | Haven't heard | 697 | 59.9 | 59.9 | 91.0 |
|  |  |  |  |  |  |
|  | enough | 97 | 8.4 | 8.4 | 99.4 |
|  | Don't know | 7 | .6 | .6 | 100.0 |
|  | Refused | 1164 | 100.0 | 100.0 |  |
|  | Total |  |  |  |  |

14b. Favorable/Unfavorable: Russ Feingold

|  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Frequency | Percent | Valid Percent | Cumulative <br> Percent |  |
| Valid | Favorable | 529 | 45.4 | 45.4 |
|  |  |  |  |  |
|  | Unfavorable | 367 | 31.5 | 31.5 |

15. Favorable/Unfavorable: The Tea Party

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Favorable | 297 | 25.5 | 25.5 | 25.5 |
|  | Unfavorable | 555 | 47.7 | 47.7 | 73.2 |
|  | Haven't heard enough | 237 | 20.4 | 20.4 | 93.6 |
|  | Don't know | 62 | 5.3 | 5.3 | 98.9 |
|  | Refused | 13 | 1.1 | 1.1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

REPUBLICAN WORDING FIRST/DEMOCRAT WORDING FIRST

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Democrat - <br>  <br>  <br>  <br>  <br> Republican <br>  <br>  <br>  <br>  <br>  <br>  <br>  <br> Depublican - <br> Detal | 576 | 49.5 | 49.5 | 49.5 |

If the $\mathbf{2 0 1 4}$ 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 | 497 | 42.7 | 42.7 | 42.7 |
|  | Walker | 581 | 49.9 | 49.9 | 92.6 |
|  | Undecided | 32 | 2.8 | 2.8 | 95.4 |
|  | Would not vote | 17 | 1.5 | 1.5 | 96.9 |
|  | Vote for someone else | 8 | . 7 | . 7 | 97.6 |
|  | Don't know | 4 | . 4 | . 4 | 98.0 |
|  | Refused | 24 | 2.0 | 2.0 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

If the $\mathbf{2 0 1 4}$ election for Attorney General were held today, would you vote for Susan Happ, the Democrat or for Brad Schimel (SHIM-el), the Republican?

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Happ | 451 | 38.7 | 38.7 | 38.7 |
|  | Schimel | 502 | 43.1 | 43.1 | 81.8 |
|  | Undecided | 102 | 8.8 | 8.8 | 90.6 |
|  | Would not vote | 22 | 1.9 | 1.9 | 92.5 |
|  | Vote for someone | 11 | .9 | .9 | 93.4 |
|  | else | 4.9 | 4.9 | 98.3 |  |
|  | Don't know | 20 | 1.7 | 1.7 | 100.0 |
|  | Refused | 1164 | 100.0 | 100.0 |  |
|  |  |  |  |  |  |

16a. You mentioned you've already voted. In the election for Governor did you vote for Mary Burke (BURK), the Democrat or for Scott Walker, the Republican?

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Burke | 76 | 6.5 | 41.9 | 41.9 |
|  | Walker | 77 | 6.6 | 42.5 | 84.3 |
|  | Did not vote for | 13 | 1.1 | 7.0 | 91.3 |
|  | governor |  |  |  |  |
|  | Voted for someone | 0 | .0 |  |  |
|  | else | 15 | 1.3 | 81.5 |  |
|  | Refused | 180 | 15.5 | 100.0 |  |
|  | Total | 984 | 84.5 |  |  |
| Missing | System | 1164 | 100.0 |  |  |
| Total |  |  |  |  |  |

16b. In the election for Attorney General did you vote for Susan Happ, the Democrat or for Brad Schimel (SHIM-el), the Republican?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Happ | 70 | 6.0 | 38.7 | 38.7 |
|  | Schimel | 73 | 6.2 | 40.3 | 79.1 |
|  | Did not vote for the attorney general | 14 | 1.2 | 7.6 | 86.7 |
|  | Vote for someone else | 2 | . 2 | 1.3 | 88.0 |
|  | Don't know | 9 | . 7 | 4.8 | 92.8 |
|  | Refused | 13 | 1.1 | 7.2 | 100.0 |
|  | Total | 180 | 15.5 | 100.0 |  |
| Missing | System | 984 | 84.5 |  |  |
| Total |  | 1164 | 100.0 |  |  |

17a. 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 | 422 | 36.2 | 42.9 | 42.9 |
|  | Walker | 504 | 43.3 | 51.3 | 94.1 |
|  | Undecided | 32 | 2.8 | 3.3 | 97.4 |
|  | Would not vote | 5 | . 4 | . 5 | 97.9 |
|  | Vote for someone else | 8 | . 7 | . 8 | 98.7 |
|  | Don't know | 4 | . 4 | . 4 | 99.1 |
|  | Refused | 9 | . 7 | . 9 | 100.0 |
|  | Total | 984 | 84.5 | 100.0 |  |
| Missing | System | 180 | 15.5 |  |  |
| Total |  | 1164 | 100.0 |  |  |

17b. 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?

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Happ | Frequency | Percent | Valid Percent | 381 |
|  | Schimel | 32.7 | 38.7 | 38.7 |  |
|  | Undecided | 430 | 36.9 | 43.7 | 82.4 |
|  | Would not vote | 102 | 8.8 | 10.4 | 92.8 |
|  | Vote for someone | 8 | .7 | .8 | 93.6 |
|  | else | 8 | .7 | .8 | 94.4 |
|  | Don't know | 48 | 4.1 | 4.9 | .7 |
|  | Refused | 7 | .6 | 99.3 |  |
|  | Total | 984 | 84.5 | 100.0 |  |
| Missing | System | 180 | 15.5 |  |  |
| Total |  | 1164 | 100.0 |  |  |

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

|  |  |  |  | Cumulative |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  | Frequency | Percent | Valid Percent | Percent |
| Valid | Favor | 704 | 60.4 | 60.4 | 60.4 |
|  | Oppose | 419 | 36.0 | 36.0 | 96.4 |
|  | Don't know | 36 | 3.1 | 3.1 | 99.5 |
|  | Refused | 6 | .5 | .5 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Support | 653 | 56.1 | 56.1 | 56.1 |
|  | Oppose | 461 | 39.6 | 39.6 | 95.7 |
|  | Don't know | 45 | 3.9 | 3.9 | 99.6 |
|  | Refused | 5 | .4 | .4 | 100.0 |
|  | Total | 1164 | 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 | 774 | 66.5 | 66.5 | 66.5 |
|  | Somewhat enthusiastic | 315 | 27.0 | 27.0 | 93.5 |
|  | Not too enthusiastic | 44 | 3.7 | 3.7 | 97.3 |
|  | Not at all enthusiastic | 21 | 1.8 | 1.8 | 99.1 |
|  | Won't vote in November | 1 | . 1 | . 1 | 99.2 |
|  | Don't know | 10 | . 8 | . 8 | 100.0 |
|  | Total | 1164 | 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?

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Right direction | 625 | 53.7 | 53.7 | 53.7 |
|  | Wrong track | 491 | 42.2 | 42.2 | 95.9 |
|  | Don't know | 41 | 3.5 | 3.5 | 99.4 |
|  | Refused | 7 | .6 | .6 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Favorable | 418 | 35.9 | 35.9 | 35.9 |
|  | Unfavorable | 629 | 54.0 | 54.0 | 89.9 |
|  | Don't know | 106 | 9.1 | 9.1 | 99.0 |
|  | Refused | 11 | 1.0 | 1.0 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Favor | 642 | 55.2 | 55.2 | 55.2 |
|  | Oppose | 403 | 34.6 | 34.6 | 89.8 |
|  | Don't know | 82 | 7.1 | 7.1 | 96.9 |
|  | Refused | 37 | 3.1 | 3.1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

24. 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?

|  |  |  |  | Cumulative |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  | Frequency | Percent | Valid Percent | Percent |
| Valid | Better shape now | 558 | 47.9 | 47.9 | 47.9 |
|  | About the same | 235 | 20.2 | 20.2 | 68.1 |
|  | Worse shape now | 309 | 26.5 | 26.5 | 94.6 |
|  | Don't know | 60 | 5.2 | 5.2 | 99.8 |
|  | Refused | 2 | .2 | .2 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

25. Should Wisconsin reject federal funds to expand Medicaid for those just over the poverty line or should the state accept the federal funds and expand Medicaid?

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Reject funds for <br> expansion | 319 | 27.4 | 27.4 |

26. So far as you know, 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?

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Required to show <br> photo ID | 236 | 20.3 | 20.3 |

27. 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?

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Faster than other | 158 | 13.5 | 13.5 |

SCOTT WALKER FIRST/MARY BURKE FIRST

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Q28 first | 574 | 49.3 | 49.3 | 49.3 |
|  | Q29 first | 591 | 50.7 | 50.7 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  | Frequency | Percent | Valid Percent | Percent |
| Valid | Describes | 575 | 49.4 | 49.4 | 49.4 |
|  | Does not describe | 557 | 47.8 | 47.8 | 97.2 |
|  | Don't know | 26 | 2.2 | 2.2 | 99.5 |
|  | Refused | 6 | .5 | .5 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Describes | 550 | 47.3 | 47.3 | 47.3 |
|  | Does not describe | 496 | 42.6 | 42.6 | 89.9 |
|  | Don't know | 115 | 9.9 | 9.9 | 99.8 |
|  | Refused | 3 | .2 | .2 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  | Frequency | Percent | Valid Percent | Percent |
| Valid | Describes | 762 | 65.4 | 65.4 | 65.4 |
|  | Does not describe | 370 | 31.8 | 31.8 | 97.2 |
|  | Don't know | 28 | 2.4 | 2.4 | 99.7 |
|  | Refused | 4 | .3 | .3 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

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

|  |  |  |  | Cumulative |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  | Frequency | Percent | Valid Percent | Percent |  |
| Valid | Approve | 483 | 41.5 | 41.5 | 41.5 |
|  | Reject | 423 | 36.3 | 36.3 | 77.8 |
|  | Don't know | 232 | 19.9 | 19.9 | 97.7 |
|  | Refused | 27 | 2.3 | 2.3 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

33. Do you think first offense drunk driving should result only in a non-criminal ticket as the law now requires or should it be made a criminal misdemeanor?

|  |  | Frequency | Percent | Valid Percent | Cumulative <br> Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Ticket only | 470 | 40.4 | 40.4 | 40.4 |
|  | Criminal misdemeanor | 644 | 55.3 | 55.3 | 95.6 |
|  | Don't know | 45 | 3.9 | 3.9 | 99.5 |
|  | Refused | 5 | . 5 | . 5 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

34. 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?

$\left.$|  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | | Cumulative |
| :---: |
| Percent | \right\rvert\,

35a. Favor/Oppose: Requiring women seeking an abortion to have an ultrasound?

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Favor | 476 | 40.9 | 40.9 | 40.9 |
|  | Oppose | 610 | 52.4 | 52.4 | 93.2 |
|  | Don't know | 67 | 5.7 | 5.7 | 98.9 |
|  | Refused | 12 | 1.1 | 1.1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

35b. Favor/Oppose: Expanding tuition vouchers for private schools to schools statewide?

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Favor | 552 | 47.4 | 47.4 | 47.4 |
|  | Oppose | 531 | 45.6 | 45.6 | 93.0 |
|  | Don't know | 77 | 6.6 | 6.6 | 99.6 |
|  | Refused | 5 | .4 | 4 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | More for the poor | 90 | 7.7 | 7.7 |
|  | More for the middle | 286 | 24.5 | 24.5 |

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

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Better off | 621 | 53.4 | 53.4 | 53.4 |
|  | Worse off | 472 | 40.5 | 40.5 | 93.9 |
|  | Neither/Made no | 18 | 1.5 | 1.5 | 95.4 |
|  | difference |  |  |  |  |
|  | Don't know | 22 | 4.4 | 4.4 | 99.8 |
|  | Refused | 2 | .2 | 100.0 |  |
|  | Total | 1164 | 100.0 | 100.0 |  |

38. Are people in Wisconsin unemployed mostly because of a lack of available jobs or mostly because they lack skills for the jobs that are available.

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Lack of jobs | 405 | 34.8 | 34.8 |
|  |  |  |  |  |
|  | Lack of skills | 647 | 55.6 | 55.6 |

39. Does the state provide enough support for local public elementary and high schools or does the state need to increase its support in order for the schools to succeed.

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Provides enough <br> support | 443 | 38.0 | 38.0 |

40. Would you like to see collective bargaining for public employees returned to what it was before Act 10 was passed or keep the current law that eliminated most collective bargaining?

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Return collective | 488 | 41.9 | 41.9 |

41. Which comes closest to your view about illegal immigrants who are currently working in the U.S.?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Stay and apply for citizenship | 606 | 52.0 | 52.0 | 52.0 |
|  | Stay as temporary guest workers | 241 | 20.7 | 20.7 | 72.7 |
|  | Required to leave jobs and U.S. | 276 | 23.7 | 23.7 | 96.4 |
|  | Don't know | 31 | 2.7 | 2.7 | 99.1 |
|  | Refused | 10 | . 9 | . 9 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

42. Do you think abortion should be legal in all cases, legal in most cases, illegal in most cases, or illegal in all cases?

43. Should the state attorney general appeal when a federal court strikes down a state statute/provision of WI constitution, or should the attorney general use his or her judgment?

44. Do you happen to know whether or not the US Supreme Court has issued a ruling recently concerning the requirement to show a photo ID in order to vote in Wisconsin?

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Yes, has issued a | 694 | 59.6 | 59.6 |

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

|  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Frequency | Percent | Valid Percent | Cumulative <br> Percent |  |
| Valid | Republican | 344 | 29.5 | 29.5 |
|  | Democrat | 368 | 31.6 | 31.6 |

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 | 203 | 17.5 | 45.5 | 45.5 |
|  | Democratic | 148 | 12.7 | 33.1 | 78.5 |
|  | Neither/Just Independent | 76 | 6.5 | 17.0 | 95.6 |
|  | Don't know | 14 | 1.2 | 3.2 | 98.8 |
|  | Refused | 6 | . 5 | 1.2 | 100.0 |
|  | Total | 447 | 38.4 | 100.0 |  |
| Missing | System | 717 | 61.6 |  |  |
| Total |  | 1164 | 100.0 |  |  |

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

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Elementary school only | 6 | . 5 | . 5 | . 5 |
|  | Some high school but didn't finish | 50 | 4.3 | 4.3 | 4.8 |
|  | Completed high school | 332 | 28.5 | 28.5 | 33.3 |



F4. What is your age?


| 39 | 12 | 1.0 | 1.0 | 24.1 |
| :---: | :---: | :---: | :---: | :---: |
| 40 | 20 | 1.7 | 1.7 | 25.8 |
| 41 | 18 | 1.6 | 1.6 | 27.4 |
| 42 | 35 | 3.0 | 3.0 | 30.3 |
| 43 | 27 | 2.3 | 2.3 | 32.6 |
| 44 | 30 | 2.6 | 2.6 | 35.2 |
| 45 | 17 | 1.5 | 1.5 | 36.7 |
| 46 | 10 | . 8 | . 8 | 37.6 |
| 47 | 14 | 1.2 | 1.2 | 38.8 |
| 48 | 15 | 1.3 | 1.3 | 40.1 |
| 49 | 15 | 1.3 | 1.3 | 41.3 |
| 50 | 32 | 2.7 | 2.7 | 44.1 |
| 51 | 16 | 1.4 | 1.4 | 45.5 |
| 52 | 22 | 1.9 | 1.9 | 47.4 |
| 53 | 26 | 2.2 | 2.2 | 49.6 |
| 54 | 32 | 2.8 | 2.8 | 52.4 |
| 55 | 27 | 2.3 | 2.3 | 54.6 |
| 56 | 19 | 1.6 | 1.6 | 56.3 |
| 57 | 27 | 2.3 | 2.3 | 58.6 |
| 58 | 31 | 2.6 | 2.6 | 61.2 |
| 59 | 40 | 3.4 | 3.4 | 64.6 |
| 60 | 19 | 1.6 | 1.6 | 66.2 |
| 61 | 17 | 1.5 | 1.5 | 67.7 |
| 62 | 15 | 1.3 | 1.3 | 69.0 |
| 63 | 20 | 1.7 | 1.7 | 70.7 |
| 64 | 23 | 2.0 | 2.0 | 72.7 |
| 65 | 22 | 1.9 | 1.9 | 74.6 |
| 66 | 17 | 1.5 | 1.5 | 76.1 |
| 67 | 26 | 2.2 | 2.2 | 78.3 |
| 68 | 11 | . 9 | . 9 | 79.2 |
| 69 | 17 | 1.4 | 1.4 | 80.7 |
| 70 | 22 | 1.8 | 1.8 | 82.5 |
| 71 | 15 | 1.3 | 1.3 | 83.8 |
| 72 | 21 | 1.8 | 1.8 | 85.6 |
| 73 | 13 | 1.2 | 1.2 | 86.7 |
| 74 | 9 | . 8 | . 8 | 87.5 |
| 75 | 9 | . 8 | . 8 | 88.3 |
| 76 | 7 | . 6 | . 6 | 88.9 |
| 77 | 10 | . 9 | . 9 | 89.7 |
| 78 | 13 | 1.1 | 1.1 | 90.8 |


| 79 | 9 | .8 | .8 | 91.6 |
| :---: | ---: | ---: | ---: | ---: |
| 80 | 8 | .7 | 92.3 |  |
| 81 | 7 | .6 | 9 | 92.9 |
| 82 | 5 | .4 | .6 | 93.2 |
| 83 | 9 | .8 | .4 | 94.1 |
| 84 | 14 | 1.2 | .8 | 95.3 |
| 85 | 10 | .8 | 1.2 | 96.1 |
| 86 | 5 | .4 | .8 | 96.6 |
| 87 | 2 | .2 | .4 | 96.8 |
| 88 | 3 | .2 | .2 | 97.0 |
| 90 | 2 | .2 | .2 | 97.2 |
| 91 | 2 | .2 | .2 | 97.3 |
| 93 | 1 | .1 | .2 | 97.5 |
| 94 | 0 | .0 | .1 | 97.6 |
| 97 | 1 | .1 | .0 | 100.0 |
| 99 | 28 | 2.4 | 2.4 |  |
| Total | 1164 | 100.0 | 100.0 |  |

F4a. Age range

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | 30-44 years old | 5 | . 4 | 17.5 | 17.5 |
|  | 45-59 years old | 13 | 1.1 | 45.6 | 63.1 |
|  | 60 years old or more | 6 | . 5 | 21.1 | 84.3 |
|  | Refused | 4 | . 4 | 15.7 | 100.0 |
|  | Total | 28 | 2.4 | 100.0 |  |
| Missing | System | 1136 | 97.6 |  |  |
| Total |  | 1164 | 100.0 |  |  |

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

|  |  |  |  | Cumulative |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  | Frequency | Percent | Valid Percent | Percent |
| Valid | Married | 720 | 61.8 | 61.8 | 61.8 |
|  | Widowed | 106 | 9.1 | 9.1 | 70.9 |
|  | Divorced | 114 | 9.8 | 9.8 | 80.7 |
| Separated | 11 | 1.0 | 1.0 | 81.7 |  |
|  | Never married | 205 | 17.6 | 17.6 | 99.3 |
| Don't know | 2 | .1 | .1 | 99.5 |  |
|  | Refused | 6 | .5 | .5 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Yes | 43 | 3.7 | 3.7 | 3.7 |
|  | No | 1113 | 95.6 | 95.6 | 99.3 |
|  | Refused | 8 | .7 | .7 | 100.0 |
|  | Total | 1164 | 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?

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | White | Prequency | Percent | Valid Percent |

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

|  |  |  |  | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid | More than once a | 75 | 6.4 | 6.4 |
|  | week |  | Valid Percent | 6.4 |
|  | Once a week | 348 | 29.9 | 29.9 |

F9. What is your religious preference?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Protestant | 322 | 27.6 | 27.6 | 27.6 |
|  | Roman Catholic | 385 | 33.0 | 33.0 | 60.7 |
|  | Jewish | 4 | . 3 | . 3 | 61.0 |
|  | Muslim/Islam | 9 | . 8 | . 8 | 61.8 |
|  | Mormon/Latter-Day <br> Saints | 5 | . 4 | . 4 | 62.2 |
|  | Other Christian Religion | 202 | 17.4 | 17.4 | 79.6 |
|  | Other Non-Christian Religion | 60 | 5.2 | 5.2 | 84.8 |
|  | No |  |  |  |  |
|  | Religion/Atheist/Ag nostic | 153 | 13.2 | 13.2 | 97.9 |
|  | Don't know | 0 | . 0 | . 0 | 97.9 |
|  | Refused | 24 | 2.1 | 2.1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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


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

|  |  | Frequency | Percent | Valid Percent | Cumulative <br> Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | It had a major effect, and your finances have not recovered | 259 | 22.2 | 22.2 | 22.2 |
|  | It had a major effect, but your finances have mostly recover | 449 | 38.6 | 38.6 | 60.8 |
|  | It didn't have a major effect on your finances | 429 | 36.8 | 36.8 | 97.7 |
|  | Don't know | 15 | 1.3 | 1.3 | 98.9 |
|  | Refused | 12 | 1.1 | 1.1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Very conservative | 92 | 7.9 | 7.9 | 7.9 |
|  | Conservative | 401 | 34.4 | 34.4 | 42.3 |
|  | Moderate | 384 | 33.0 | 33.0 | 75.2 |
|  | Liberal | 169 | 14.6 | 14.6 | 89.8 |
|  | Very liberal | 81 | 7.0 | 7.0 | 96.8 |
|  | Don't know | 27 | 2.3 | 2.3 | 99.1 |
|  | Refused | 11 | .9 | .9 | 100.0 |
|  | Total | 1164 | 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?

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Very conservative | 382 | 32.8 | 32.8 | 32.8 |
|  | Conservative | 492 | 42.2 | 42.2 | 75.1 |
|  | Moderate | 107 | 9.2 | 9.2 | 84.3 |
|  | Liberal | 60 | 5.2 | 5.2 | 89.5 |
|  | Very liberal | 44 | 3.7 | 3.7 | 93.2 |
|  | Don't know | 64 | 5.5 | 5.5 | 98.7 |
|  | Refused | 15 | 1.3 | 1.3 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Very conservative | 23 | 2.0 | 2.0 | 2.0 |
|  | Conservative | 62 | 5.3 | 5.3 | 7.3 |
|  | Moderate | 289 | 24.8 | 24.8 | 32.1 |
|  | Liberal | 388 | 33.3 | 33.3 | 65.5 |
|  | Very liberal | 302 | 25.9 | 25.9 | 91.4 |
|  | Don't know | 129 | 7.6 | 9.6 | 1.0 |
|  | Refused | 1.0 | 100.0 |  |  |
|  | Total | 164 | 100.0 | 100.0 |  |

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

|  |  |  |  | Cumulative |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  | Frequency | Percent | Valid Percent | Percent |
| Valid | R In Union | 120 | 10.3 | 10.3 | 10.3 |
|  | Other in Union | 70 | 6.0 | 6.0 | 16.3 |
|  | Non-Union | 967 | 83.0 | 83.0 | 99.4 |
|  | Don't Know | 5 | .4 | .4 | 99.8 |
|  | Refused | 3 | .2 | .2 | 100.0 |
|  | Total | 1164 | 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?

|  |  |  |  |  | Cumulative |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  | Frequency | Percent | Valid Percent | Percent |
| Valid | Yes | 249 | 21.4 | 21.4 | 21.4 |
|  | No | 910 | 78.1 | 78.1 | 99.5 |
|  | Don't know | 3 | .2 | .2 | 99.7 |
|  | Refused | 3 | .3 | .3 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

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

|  |  |  |  | $\begin{array}{c}\text { Cumulative } \\ \text { Percent }\end{array}$ |
| :--- | ---: | ---: | ---: | ---: |
| Valid | Frequency | Percent | Valid Percent | 26.0 |
|  |  |  |  |  |
|  | One day | 302 | 26.0 | 26.0 |
|  | Two | 138 | 11.9 | 11.9 |$)$

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 | 426 | 36.6 | 36.6 | 36.6 |
|  | Some on a cell phone and some on a home phone | 316 | 27.1 | 27.1 | 63.7 |
|  | All or almost all on a regular home phone | 406 | 34.9 | 34.9 | 98.6 |
|  | Don't know | 9 | . 7 | . 7 | 99.4 |
|  | Refused | 7 | . 6 | . 6 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

F20. And did I reach you by dialing:

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | :---: |
| Valid | Yes | 1160 | 99.7 | 99.7 | 99.7 |
|  | No | 4 | .3 | .3 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

F22. Is this phone a cell phone?

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Yes | 462 | 39.7 | 39.7 | 39.7 |
|  | No | 702 | 60.3 | 60.3 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |


|  |  |  | wave |  |
| :--- | ---: | ---: | ---: | ---: |
|  | Frequency | Percent | Valid Percent | Cumulative <br> Percent |
| Valid 27.00 | 1164 | 100.0 | 100.0 | 100.0 |

Sex

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Male | 550 | 47.2 | 47.2 | 47.2 |
|  | Female | 615 | 52.8 | 52.8 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

Age 4 categories

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | $18-29$ | 147 | 12.6 | 12.6 | 12.6 |
|  | $30-44$ | 268 | 23.0 | 23.0 | 35.7 |
|  | Frequency | Percent | Valid Percent | 66.2 |  |
|  | 355 | 30.5 | 30.5 | 99.6 |  |
|  | $60+$ | 389 | 33.4 | 33.4 | .4 |
|  | DK/NA/Ref | 4 | .4 | 100.0 |  |
|  | Total | 1164 | 100.0 | 100.0 |  |

Age 6 categories

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | $18-29$ | 147 | 12.6 | 12.6 | 12.6 |
|  | $30-39$ | 133 | 11.4 | 11.4 | 24.1 |
|  | Frequency | Percent | Valid Percent | 41.8 |  |
|  | 40-49 | 206 | 17.7 | 17.7 | 66.2 |
|  | 284 | 24.4 | 24.4 | 82.7 |  |
|  | $60-69$ | 193 | 16.5 | 16.5 | 99.6 |
|  | $70+$ | 197 | 16.9 | 16.9 | 100.0 |
|  | DK/NA/Ref | 4 | .4 | 4 |  |
|  | Total | 1164 | 100.0 | 100.0 |  |

3 race categories

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | White | 1027 | 88.2 | 88.2 | 88.2 |
|  | Black | 44 | 3.8 | 3.8 | 92.0 |
|  | Other | 78 | 6.7 | 6.7 | 98.6 |
|  | DK/NA/Ref | 16 | 1.4 | 1.4 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

hispanic

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  | Frequency | Percent | Valid Percent | 3.7 |  |
| Valid | Yes | 43 | 3.7 | 3.7 | 99.3 |
|  | No | 1113 | 95.6 | 95.6 | 100.0 |
|  | DK/NA/Ref | 8 | .7 | .7 |  |
|  | Total | 1164 | 100.0 | 100.0 |  |

5 education categories

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Not HS | 56 | 4.8 | 4.8 | 4.8 |
|  | HS | 332 | 28.5 | 28.5 | 33.3 |
|  | Some Coll | 223 | 19.1 | 19.1 | 52.5 |
| AA | 141 | 12.1 | 12.1 | 64.6 |  |
| BA or more | 407 | 35.0 | 35.0 | 99.6 |  |
|  | 5 | .4 | 4 | 100.0 |  |
|  | DK/NA/Ref | 1164 | 100.0 | 100.0 |  |

Education 5 with Post-BA

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Frequency | Percent | Valid Percent | 4.8 |  |
|  | HS | 56 | 4.8 | 4.8 | 33.3 |
|  | 332 | 28.5 | 28.5 | 64.6 |  |
| Some ColI/AA | 364 | 31.3 | 31.3 | 85.3 |  |
| BA | 242 | 20.8 | 20.8 | 99.6 |  |
| Post BA | 166 | 14.2 | 14.2 | 4 | 100.0 |
| DK/NA/Ref | 5 | .4 | 4 |  |  |
|  | Total | 1164 | 100.0 | 100.0 |  |

Education 5 with BA

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Frequency | Percent | Valid Percent | 4.8 |  |
|  | HS | 56 | 4.8 | 4.8 | 33.3 |
|  | 332 | 28.5 | 28.5 | 52.5 |  |
| Some Coll | 223 | 19.1 | 19.1 | 64.6 |  |
| AA | 141 | 12.1 | 12.1 | 99.6 |  |
| BA or more | 407 | 35.0 | 35.0 | 100.0 |  |
| DK/NA/Ref | 5 | .4 | .4 |  |  |
|  | Total | 1164 | 100.0 | 100.0 |  |

Education 6 AA, BA and MA

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Not HS | 56 | 4.8 | 4.8 | 4.8 |
|  | Frequency | Percent | Valid Percent | 33.3 |  |
|  | 332 | 28.5 | 28.5 | 52.5 |  |
| Some Coll | 223 | 19.1 | 19.1 | 64.6 |  |
| AA | 141 | 12.1 | 12.1 | 85.3 |  |
| BA | 242 | 20.8 | 20.8 | 99.6 |  |
| Post-BA | 166 | 14.2 | 14.2 | 100.0 |  |
| DK/NA/Ref | 5 | .4 | 4 |  |  |
|  | 1164 | 100.0 | 100.0 |  |  |

3 category Party ID including leaners

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Republican | 547 | 47.0 | 47.0 | 47.0 |
|  | Democrat | 516 | 44.3 | 44.3 | 91.3 |
|  | Independent | 91 | 7.8 | 7.8 | 99.1 |
|  | DK/NA/Ref | 10 | .9 | .9 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

3 category Party ID no leaners

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Republican | 344 | 29.5 | 29.5 | 29.5 |
|  | Democrat | 368 | 31.6 | 31.6 | 61.1 |
|  | Independent | 442 | 38.0 | 38.0 | 99.1 |
|  | DK/NA/Ref | 10 | . 9 | . 9 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

Party ID 5 categories, leaners separate

|  |  |  |  | Cumulative |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Frequency | Percent | Valid Percent | Percent |  |  |
| Valid | Rep | 344 | 29.5 | 29.5 | 29.5 |
|  | Lean Rep | 203 | 17.5 | 17.5 | 47.0 |
|  | Ind | 91 | 7.8 | 7.8 | 54.8 |
|  | Lean Dem | 148 | 12.7 | 12.7 | 67.5 |
|  | 368 | 31.6 | 31.6 | 99.1 |  |
|  | 10 | .9 | .9 | 100.0 |  |
|  | Dem | 1164 | 100.0 | 100.0 |  |

Race/Ethnicity

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | White | 1002 | 86.1 | 86.1 | 86.1 |
|  | Frequency | Percent | Valid Percent | 3.7 | 89.8 |
|  | 43 | 3.7 | 3.7 | 93.5 |  |
| Hispanic | 43 | 3.7 | 5.1 | 98.6 |  |
| Other | 59 | 5.1 | 1.4 | 100.0 |  |
|  | 16 | 1.4 | 100.0 |  |  |

Income Recode

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Under \$40k | 348 | 29.8 | 29.8 | 29.8 |
|  | \$40k to $\$ 74 \mathrm{k}$ | 289 | 24.9 | 24.9 | 54.7 |
|  | \$75k up | 391 | 33.6 | 33.6 | 88.3 |
|  | DK/NA/Ref | 136 | 11.7 | 11.7 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

Newspaper Recode

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Zero days | 302 | 26.0 | 26.0 | 26.0 |
|  | 1-3 days | 353 | 30.3 | 30.3 | 56.3 |
|  | 4-6 days | 142 | 12.2 | 12.2 | 68.5 |
| Every day | 364 | 31.3 | 31.3 | 99.8 |  |
| DK/NA/Ref | 2 | .2 | .2 | 100.0 |  |
|  | Total | 1164 | 100.0 | 100.0 |  |

Region/Media Market

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | MKE City | 89 | 7.6 | 7.6 | 7.6 |
|  | Rest of MKE | 364 | 31.3 | 31.3 | 38.9 |
|  | MSN | 199 | 17.1 | 17.1 | 56.0 |
|  | GB/A | 256 | 22.0 | 22.0 | 77.9 |
|  | Rest of state | 257 | 22.1 | 22.1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

Region2/MKE,Wow,Media Market

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | MKE City | 89 | 7.6 | 7.6 | 7.6 |
|  | WOW Counties | 152 | 13.0 | 13.0 | 20.7 |
|  | Rest of MKE | 212 | 18.2 | 18.2 | 38.9 |
|  | MSN | 199 | 17.1 | 17.1 | 56.0 |
|  | GB/A | 256 | 22.0 | 22.0 | 77.9 |
|  | Rest of state | 257 | 22.1 | 22.1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

region7/MKE,Wow,Media Market

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | MKE City | 89 | 7.6 | 7.6 | 7.6 |
|  | Frequency | Percent | Valid Percent | 20.7 |  |
|  | Rest of MKE | 152 | 13.0 | 13.0 | 38.9 |
| MSN | 212 | 18.2 | 18.2 | 56.0 |  |
| GB/A | 199 | 17.1 | 17.1 | 77.9 |  |
| Lax/EC | 256 | 22.0 | 22.0 | 85.0 |  |
| MSP/DS/Wau | 175 | 7.1 | 7.1 | 100.0 |  |
|  | 115.0 | 15.0 |  |  |  |

dma8/Eight category Media Market

|  |  |  |  | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | MKE City | 89 | 7.6 | 7.6 | 7.6 |
|  | WOW Counties | 152 | 13.0 | 13.0 | 20.7 |
|  | Rest of MKE | 212 | 18.2 | 18.2 | 38.9 |
| Dane Rock | 145 | 12.5 | 12.5 | 51.4 |  |
| Rest of MSN | 54 | 4.6 | 4.6 | 56.0 |  |
| Lax/EC | 82 | 7.1 | 7.1 | 63.0 |  |
| GB/A | 256 | 22.0 | 22.0 | 85.0 |  |
| Wau/MSP/DS | 175 | 15.0 | 15.0 | 100.0 |  |
| Total | 1164 | 100.0 | 100.0 |  |  |

## County Party Strata

|  |  |  |  |  | Cumulative |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  | Frequency | Percent | Valid Percent | Percent |
| Valid | Most Dem | 420 | 36.1 | 36.1 | 36.1 |
|  | 2nd Dem | 83 | 7.1 | 7.1 | 43.2 |
|  | Middle Lean R | 155 | 13.3 | 13.3 | 56.5 |
| 2nd Rep | 224 | 19.2 | 19.2 | 75.8 |  |
|  | Most Rep | 282 | 24.2 | 24.2 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

Religion recoded (6 cat)

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Protestant/Christian | 529 | 45.5 | 45.5 | 45.5 |
|  | Catholic | 385 | 33.0 | 33.0 | 78.5 |
|  | Jewish | 4 | . 3 | . 3 | 78.8 |
|  | Other | 69 | 5.9 | 5.9 | 84.8 |
|  | None | 153 | 13.2 | 13.2 | 97.9 |
|  | DK/NA/Ref | 24 | 2.1 | 2.1 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |

qf14 and qf15 - job and union status

|  |  |  |  |  | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Public union | 84 | 7.2 | 7.2 | 7.2 |
|  | Prequency | Percent | Valid Percent | 21.1 |  |
|  | Private union | 161 | 13.9 | 13.9 | 30.2 |
|  | Private non-union | 106 | 9.1 | 9.1 | 99.1 |
| DK/NA/Ref | 103 | 69.0 | 69.0 | .9 | 100.0 |
|  | Total | 1164 | 100.0 | 100.0 |  |


|  |  |  |  |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  | Frequency | Percent | Valid Percent | Cumulative |
| Percent |  |  |  |  |

## Likely Voter

|  | Frequency | Percent | Valid Percent | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| Valid Likely Voter | 1164 | 100.0 | 100.0 | 100.0 |

