



S1. May I please speak with the (male/female) adult member of your household, currently at home, age 18 or older, with the most recent birthday?

(IF SELECTED RESPONDENT NOT CURRENTLY AT HOME AND AVAILABLE, ASK FOR THE (FEMALE/MALE) CURRENTLY AT HOME.)

- 1 Correct household member on phone (CONTINUE)
- 2 Will put correct member of household on phone (RE-READ INTRO AND CONTINUE WITH S2.)
- 3 No household member age 18 or over is currently available (PLACE HOUSEHOLD INTO CALLBACK)
- 4 No one in household age 18 or older (TERMINATE)

S2. Record Gender: (DO NOT ASK. RECORD ONLY ONE RESPONSE)

- 1 Male
- 2 Female

S3a. Do you currently live in Wisconsin?

- 1 Yes
- 2 No (TERMINATE)

S3b. In what county in Wisconsin do you live?

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

- 1 Yes (Milwaukee City quota group)
- 2 No (Milwaukee DMA quota group)

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?

- 1 Yes, Registered to Vote (SKIP TO Q.1)
- 2 No, Not Registered to Vote (ASK S6)
(DO NOT READ)
- 9 No Answer/Don't Know/Refused (ASK S6)

**** Author note: If 2 or 9 in S5 ask S6****

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

- 1 Plan to Register
- 2 Chance May Not Register (TERMINATE)
(DO NOT READ)
- 9 Don't know/Refused (TERMINATE)

Q1. Some people seem to follow what's going on in politics most of the time, whether there's an election going on or not. Others aren't that interested. 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?

- 1 Most of the time
- 2 Some of the time
- 3 Only now and then
- 4 Hardly at all
(DO NOT READ)
- 8 Don't know
- 9 Refused

There is no Q2 in this instrument

****AUTHOR NOTE: Scramble so half get Q3-Q4 BEFORE Q5-Q6 and half get Q5-Q6 before Q3-Q4.****

Q3. Over the past year, do you feel the economy has gotten better, gotten worse, or stayed about the same?

- 1 Gotten better
- 2 Gotten worse
- 3 Stayed the same
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q4. Looking ahead, over the next year do you expect the economy to get better, get worse, or stay about the same?

- 1 Get better
- 2 Get worse
- 3 Stay the same
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q5. Overall, do you approve or disapprove of the way Barack Obama is handling his job as president?

- 1 Approve
- 2 Disapprove
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q6. Overall, do you approve or disapprove of the way Scott Walker is handling his job as Governor of Wisconsin?

- 1 Approve
- 2 Disapprove
(DO NOT READ)
- 8 Don't know
- 9 Refused

(Transition Screen)

I'm going to read you a list of people and organizations. Please tell me if you have a favorable or unfavorable opinion of each of them or if you haven't heard enough about (him/her) yet to have an opinion.

** Author note: Scramble Q7 – Q16 **

(PRESENT EACH ON OWN SCREEN)

The first name/next name is ... [INSERT NAME]

READ IF NECESSARY: Do you have a favorable or unfavorable opinion of [INSERT NAME] or haven't you heard enough about (him/her) yet?

- 1 Favorable
- 2 Unfavorable
- 3 Haven't heard enough
(DO NOT READ)
- 8 Don't know
- 9 Refused

- Q7. Ron Johnson
- Q8. Tammy Baldwin
- Q9. Russ Feingold (PRO: FINE-gold)
- Q10. Pope Francis
- Q11. Scott Walker
- Q12. Jeb Bush
- Q13. Donald Trump
- Q14. Ted Cruz
- Q15. Hilary Clinton
- Q16. Bernie Sanders

** AUTHOR NOTE: Q17 is NOT included in scramble of Q7-16. **

Q17. The Tea Party

ROTATE CANDIDATE NAMES

Q18. If the election for U.S. Senator were being held today and the candidates were Ron Johnson the Republican and Russ Feingold the Democrat, for whom would you vote?

- 1. Ron Johnson
- 2. Russ Feingold (PRO: Fine-gold)
(DO NOT READ)
- 3. Neither (VOL)
- 8. Don't know
- 9. Refused

Q19. 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?

- 1. Better shape now
- 2. About the same
- 3. Worse shape now
(DO NOT READ)
- 8. Don't know
- 9. Refused

Q20. Do you think Wisconsin is creating jobs at a faster rate than most other states, at about the same rate, or is Wisconsin lagging behind other states in job creation? (READ IF NECESSARY)

1. Faster than other states
2. About the same rate
3. Lagging behind
(DO NOT READ)
8. Don't know
9. Refused

Q21. This summer Wisconsin adopted legislation that bans virtually all abortions after 20 weeks of pregnancy. Do you support or oppose this legislation?

1. Support
2. Oppose
(DO NOT READ)
8. Don't Know
9. Refused

Q22. The state budget passed this summer included a cut of \$250 million to the University of Wisconsin system. Do you think the University system can absorb this cut without reducing educational quality?

1. Yes, can absorb the cut
2. No, cannot absorb the cut without reducing quality
(DO NOT READ)
8. Don't Know
9. Refused

Q23. The budget also extended a tuition freeze for in-state students for the next two years, making a total of four years without an increase. Do you think the University can absorb this tuition freeze without reducing educational quality?

1. Yes, can absorb the tuition freeze
2. No, cannot absorb the freeze without reducing quality
(DO NOT READ)
8. Don't Know
9. Refused

Q24. Do you agree or disagree with the US Supreme Court ruling legalizing gay marriage?

1. Agree
2. Disagree
(DO NOT READ)
8. Don't Know
9. Refused

Q25. 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?

- 1 Right direction
- 2 Wrong track
(DO NOT READ)
- 8 Don't know
- 9 Refused

Q26. Did you watch or listen to the Republican presidential debate from Cleveland on August 6?

1. Yes
2. No
(DO NOT READ)
8. Don't Know
9. Refused

Q27. Since the debate, how much have you read or talked about the debate: a lot, some, not much or not at all?

1. A lot
2. Some
3. Not much
4. Not at all
(DO NOT READ)
8. Don't Know
9. Refused

Q28. Which comes closest to your view about illegal immigrants who are currently working in the U.S.? They should be allowed to stay in their jobs and to eventually apply for U.S. citizenship. OR, They should be allowed to stay in their jobs only as temporary guest workers, but not to apply for U.S. citizenship. OR, They should be required to leave their jobs and leave the U.S."

1. Stay and apply for citizenship
2. Stay as temporary guest workers
3. Required to leave jobs and U.S.
(DO NOT READ)
8. Don't Know
9. Refused

Q29. What would be the most important priority for transportation for you personally in your daily life: highways, buses, trains, bike routes or walking routes?

1. Highways
2. Buses
3. Trains
4. Bike routes
5. Walking routes
- (DO NOT READ)
8. Don't know
9. Refused

Q30. Do you support or oppose setting strict carbon dioxide emission limits on existing coal-fired power plants to reduce global warming and improve public health. Power plants would have to reduce their emissions and/or invest in renewable energy and energy efficiency. The cost of electricity to consumers and companies would likely increase.

1. Support
2. Oppose
- (DO NOT READ)
8. Don't Know
9. Refused

Q31. Please tell me whether the following statement describes Scott Walker, or not....he is someone who cares about people like me.

1. Describes
2. Does not describe
- (DO NOT READ)
8. Don't know
9. Refused

Q32. Please tell me whether the following statement describes Scott Walker, or not....he is someone who is able to get things done.

1. Describes
2. Does not describe
- (DO NOT READ)
8. Don't know
9. Refused

Q33. Do you personally like Scott Walker's decision to run for president in 2016?

1. Like
2. Do not like
(Do NOT READ)
8. Don't Know
9. Refused

Q34. Do you agree or disagree with the recent message from Pope Francis calling on the world to do more to address climate change, or haven't you heard anything about this?

1. Agree
2. Disagree
3. Haven't heard about this
(DO NOT READ)
8. Don't Know
9. Refused

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

- | | | |
|---|---------------------|------------|
| 1 | Republican | [ASK QF3.] |
| 2 | Democrat | [ASK QF3.] |
| 3 | Independent | [ASK QF2.] |
| | (DO NOT READ) | |
| 4 | Other/No preference | [ASK QF2.] |
| 8 | Don't Know | [ASK QF2.] |
| 9 | Refused | [ASK QF3.] |

Author note: Ask QF2 IF 3,4, or 8 in F1

F2. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

- 1 Republican
- 2 Democrat
(DO NOT READ)
- 3 Neither/Just Independent (VOL)
- 8 Don't know
- 9 Refused

Q35. (ASK IF 1 in F1 or 1 in F2): Looking ahead to the next presidential election, which of the following would you most like to see as the Republican presidential candidate: (Interviewer note: record one answer)

(SCRAMBLE ORDER):

01. Jeb Bush
02. Ben Carson
03. Chris Christie
04. Ted Cruz
05. Carly Fiorina
06. Jim Gilmore
07. Lindsey Graham
08. Mike Huckabee
09. Bobby Jindal
10. John Kasich
11. George Pataki
12. Rand Paul
13. Rick Perry
14. Marco Rubio
15. Rick Santorum
16. Donald Trump
17. Scott Walker

(DO NOT READ)

98. Someone else (VOL)
99. Don't Know/Refused

Q36. (ASK IF 1 in F1 or 1 in F2): And who would be your second choice? (Interviewer note: record one answer)

(ORDER SAME AS IN Q35):

01. Jeb Bush
02. Ben Carson
03. Chris Christie
04. Ted Cruz
05. Carly Fiorina
06. Jim Gilmore
07. Lindsey Graham
08. Mike Huckabee
09. Bobby Jindal
10. John Kasich (PRO: kay-sick)
11. George Pataki
12. Rand Paul
13. Rick Perry
14. Marco Rubio
15. Rick Santorum
16. Donald Trump
17. Scott Walker

(DO NOT READ)

98. Someone else (VOL)
99. Don't Know/Refused

Q37. (ASK IF 2 in F1 or 2 in F2): Looking ahead to the next presidential election, which of the following would you most like to see as the Democratic presidential candidate: (Interviewer note: record one answer)

(SCRAMBLE ORDER):

1. Joe Biden
 2. Lincoln Chaffee
 3. Hillary Clinton
 4. Martin O'Malley
 5. Bernie Sanders
 6. Jim Webb
- (DO NOT READ)
8. Someone else (VOL)
 9. Don't Know/Refused

Q38. (ASK IF 2 in F1 or 2 in F2): And who would be your second choice?: (Interviewer note: record one answer)

(ORDER SAME AS IN Q37):

1. Joe Biden
2. Lincoln Chaffee
3. Hillary Clinton
4. Martin O'Malley
5. Bernie Sanders
6. Jim Webb
- (DO NOT READ)
8. Someone else (VOL)
9. Don't Know/Refused

****AUTHOR NOTE: SCRAMBLE ORDER OF Q39-Q42****

****ROTATE CANDIDATE NAMES BUT USE SAME ORDER OF DEM AND REP IN Q39-Q42****

Q39. (ASK ALL) If the election for president were being held today and the candidates were Hillary Clinton the Democrat and Jeb Bush the Republican, for whom would you vote?

1. Hillary Clinton
2. Jeb Bush
- (DO NOT READ)
3. Neither (VOL)
8. Don't know
9. Refused

****ROTATE CANDIDATE NAMES****

Q40. (ASK ALL) If the election for president were being held today and the candidates were Hillary Clinton the Democrat and Scott Walker the Republican, for whom would you vote?

1. Hillary Clinton
2. Scott Walker
- (DO NOT READ)
3. Neither (VOL)
8. Don't know
9. Refused

****ROTATE CANDIDATE NAMES****

Q41. (ASK ALL) If the election for president were being held today and the candidates were Hillary Clinton the Democrat and Donald Trump the Republican, for whom would you vote?

1. Hillary Clinton
2. Donald Trump
(DO NOT READ)
3. Neither (VOL)
8. Don't know
9. Refused

Q42. (ASK ALL) If the election for president were being held today and the candidates were Hillary Clinton the Democrat and Ted Cruz the Republican, for whom would you vote?

1. Hillary Clinton
2. Ted Cruz
(DO NOT READ)
3. Neither (VOL)
8. Don't know
9. Refused

F3. What is the highest level of education you completed? (READ LIST)

- 01 Elementary school only
- 02 Some high school but did not finish
- 03 Completed high school
- 04 Some college but didn't finish
- 05 Two year college degree
- 06 Four year college degree
- 07 Some graduate work
- 08 Completed masters or professional degree
- 09 Advanced graduate work or PhD
(DO NOT READ)
- 98 Don't know
- 99 Refused

F4. What is your age? (Record actual age in years).

99 Refused [ASK F4A]

F4A. [If Refused] Are you...

- 1 18-29 years old
- 2 30-44 years old
- 3 45-59 years old
- 4 60 years old or more
(DO NOT READ)
- 8 Don't know
- 9 Refused

F5. Are you currently married, living with a partner but not married, widowed, divorced, separated, or have you never been married?

- 1 Married
- 2 Living with a partner but not married
- 3 Widowed
- 4 Divorced
- 5 Separated
- 6 Never Married
(DO NOT READ)
- 8 Don't know
- 9 Refused

F6. How many children under 18 are currently living with you now, if any?

- 0. None
- 1. One
- 2. Two
- 3. Three
- 4. Four
- 5. Five or more
(DO NOT READ)
- 8 Don't know
- 9 Refused

F7. Are you of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

- 1 Yes
- 2 No
(DO NOT READ)
- 8 Don't know
- 9 Refused

F8. Would you describe yourself as White, African American or Black, Asian, Native American, of more than one race or some other race? (READ IF NECESSARY)

- 01 White
- 02 African American or Black
- 03 Asian, South Asian, or Pacific Islander
- 04 Native American or American Indian
- 05 More than one race
- 97 Other, Specify
(DO NOT READ)
- 06 Hispanic or Latino
- 98 Don't know
- 99 Refused

F9. Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never? (READ IF NECESSARY)

- 1 More than once a week
- 2 Once a week
- 3 Once or twice a month
- 4 A few times a year
- 5 Seldom
- 6 Never
(DO NOT READ)
- 8 Don't know
- 9 Refused

F10. What is your religious preference – are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion? (READ IF NECESSARY)

IF RESPONDENT NAMES ANYTHING ELSE, ASK:

Would that fall under the general category of Protestant religions, is it a Christian religion, but not Protestant, or is it something else?

- 1 Protestant
- 2 Roman Catholic
- 3 Jewish
- 4 Muslim/Islam
- 5 Mormon/Latter-Day Saints
- 6 Other Christian Religion
- 7 Other Non-Christian Religion
- 8 No Religion/Atheist/Agnostic
(DO NOT READ)
- 98 DON'T KNOW
- 99 REFUSED

(IF 1 or 6 in F10 Ask:)

F11. Would you describe yourself as a "born-again" or evangelical Christian, or not?

1. Yes, would
2. No, would not
(DO NOT READ)
8. DON'T KNOW
9. REFUSED

F12. Last year, that is in 2014, what was your total family income from all sources, before taxes?
Just stop me when I get to the right category. (READ LIST. RECORD ONE ANSWER.)

- 01 Less than \$10,000
- 02 10 to under \$20,000
- 03 20 to under \$30,000
- 04 30 to under \$40,000
- 05 40 to under \$50,000
- 06 50 to under \$75,000
- 07 75 to under \$100,000
- 08 100 to under \$150,000
- 09 Over \$150,000
(DO NOT READ)
- 98 Don't know
- 99 Refused

F13. Would you describe the place where you live as urban, suburban or rural? (INT: IF NECESSARY: "Urban is a big city like Milwaukee, Madison or Green Bay. Suburban is a built up place close to a big city and rural is less built up with fewer people and further away from a big city")

1. Urban
2. Suburban
3. Rural
(DO NOT READ)
8. Don't know
9. Refused

F14. In general, would you describe your political views as...

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal
(DO NOT READ)
- 8 Don't know
- 9 Refused

F15. Are you or any member of your household a member of a local, state or national labor union?

- 1 Yes, respondent.
- 2 Yes, another household member
- 3 Yes, both respondent and another household member
- 4 No, nobody in household
(DO NOT READ)
- 8 Don't know
- 9 Refused

F16. 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?

- 1 Yes
- 2 No
(DO NOT READ)
- 8 Don't know
- 9 Refused

****Author note: Require 5-digit response.****

F17. What is your zip code?

Enter 5 digit zip code.

99999=Refuse

INTERVIEWER: READ BACK AND CONFIRM CORRECT ZIP CODE

F18. Of all the personal telephone calls that you receive, do you get...?

- 1 All or almost all on a cell phone
- 2 Some on a cell phone and some on a home phone
- 3 All or almost all on a regular home phone
(DO NOT READ)
- 8 Don't know
- 9 Refused

F19. And did I reach you by dialing (INSERT PHONE NUMBER)?

- 1 Yes (SKIP TO QF22)
- 2 No

F20. For verification purposes, may I have the number where I reached you?

(ENTER 10 DIGIT PHONE NUMBER. VERIFY NUMBER.)

F21. Is this phone a cell phone?

- 1 Yes
- 2 No

(CLOSING)

Thank you very much. Have a great day/evening!