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

**Author note: If respondent in overquota, go to overquota/callback script and have interviewer place respondent in specified callback for future day.**

S3a. Do you currently live in Wisconsin?

1 Yes
2 No (TERMINATE)

S3b. In what county in Wisconsin do you live?

___________________________________

**Author note: Insert county list on screen.**

**Author note: If respondent lives in Milwaukee County or County is Don’t Know/Other, continue to S4. If respondent lives in any Wisconsin county besides Milwaukee, place in appropriate quota group and skip to S5. If over quota, thank and terminate.**
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)
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)
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

Q2. What are the chances that you will vote in the November 2016 general election for President, Congress, and other offices -- are you absolutely certain to vote, very likely to vote, are the chances 50-50, or don't you think you will vote?

1 Absolutely certain
2 Very Likely
3 50-50
4 Will not vote (DO NOT READ)
8 Don't know
9 Refused
Q2b. On April 5, Wisconsin will hold presidential primaries and an election for the state supreme court and other offices. What are the chances that you will vote in the April 5 elections -- are you absolutely certain to vote, very likely to vote, are the chances 50-50, or don't you think you will vote?

1  Absolutely certain
2  Very Likely
3  50-50
4  Will not vote
   (DO NOT READ)
8  Don't know
9  Refused

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

**AUTHOR NOTE: RECORD WHICH QUESTION ORDER IS USED AS A VARIABLE.**

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
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: Always ask Q7 first, then scramble Q8-Q20 **

(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
8 Don't know
9 Refused
Q7. Barack Obama
Q8. Ron Johnson
Q9. Russ Feingold (PRO: FINE-gold)
Q10. Scott Walker
Q11. Paul Ryan
Q12. Ben Carson
Q13. Jeb Bush
Q14. Donald Trump
Q15. Ted Cruz (PRO: Cruise)
Q16. Marco Rubio
Q17. Chris Christie
Q18. John Kasich (PRO: kay-sick)
Q19. Hilary Clinton
Q20. Bernie Sanders

** AUTHOR NOTE: Q21 is NOT included in scramble of Q8-Q20. **

Q21. The Tea Party

**ROTATE CANDIDATE NAMES**

Q22. If the election for U.S. Senator were being held today and the candidates were Ron Johnson the Republican and Russ Feingold (PRO: Fine-gold) the Democrat, for whom would you vote? (READ IF NECESSARY)

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

**ROTATE CANDIDATE NAMES IN Q23-Q28 BUT USE SAME ORDER OF DEM AND REP IN Q23-Q28**

**AUTHOR NOTE: SCRAMBLE ORDER OF Q23-Q25**

Q23. If the election for president were being held today and the candidates were Hillary Clinton the Democrat and Ted Cruz (PRO: Cruise) 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
Q24. 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

Q25. If the election for president were being held today and the candidates were Hillary Clinton the Democrat and Marco Rubio the Republican, for whom would you vote?

1. Hillary Clinton
2. Marco Rubio  
   (DO NOT READ)
3. Neither (VOL)
8. Don’t know
9. Refused

**AUTHOR NOTE: SCRAMBLE ORDER OF Q26-Q28**

Q26. If the election for president were being held today and the candidates were Bernie Sanders the Democrat and Ted Cruz (PRO: Cruise) the Republican, for whom would you vote?

1. Bernie Sanders
2. Ted Cruz  
   (DO NOT READ)
3. Neither (VOL)
8. Don’t know
9. Refused

Q27. If the election for president were being held today and the candidates were Bernie Sanders the Democrat and Donald Trump the Republican, for whom would you vote?

1. Bernie Sanders
2. Donald Trump  
   (DO NOT READ)
3. Neither (VOL)
8. Don’t know
9. Refused
Q28. If the election for president were being held today and the candidates were Bernie Sanders the Democrat and Marco Rubio the Republican, for whom would you vote?

1. Bernie Sanders
2. Marco Rubio
   (DO NOT READ)
3. Neither (VOL)
8. Don’t know
9. Refused

Q29. Do you favor or oppose Wisconsin’s current law allowing residents to obtain a license to carry concealed handguns?

1. Favor
2. Oppose
   (DO NOT READ)
8. Don’t Know
9. Refused

**Author Note: Scramble order of Q30-Q31 and save order as a variable**

Q30. Do you favor or oppose allowing Wisconsin residents with a concealed carry license to take concealed handguns onto school grounds and giving district school boards the power to allow those with a concealed carry license to take weapons into schools in the district?

1. Favor
2. Oppose
   (DO NOT READ)
8. Don’t Know
9. Refused

Q31. Do you favor or oppose making private gun sales and sales at gun shows subject to background checks?

1. Favor
2. Oppose
   (DO NOT READ)
8. Don’t Know
9. Refused
Q32. Do you think your local public schools are receiving enough funding from the state to maintain quality education, receiving more funding than is needed or receiving too little funding from the state?

1. Enough
2. More than needed
3. Too little
   (DO NOT READ)
8. Don’t know
9. Refused

Q33. If your local school board proposed a referendum to increase taxes for schools would you be more inclined to vote for or to vote against that referendum?

1. Vote for
2. Vote against
   (DO NOT READ)
3. It depends (VOL)
8. Don’t know
9. Refused

Q34. So far as you know, have there been reports of contamination of the drinking water in your county in the past two years?

1. Yes
2. No
   (DO NOT READ)
8. Don’t know
9. Refused

Q35. The City of Waukesha (PRO: WALK-E-SHAW), 17 miles west of Milwaukee, cannot currently meet state and federal restrictions on the amount of radium, a carcinogen, in its drinking water supply. Have you read or heard anything about this issue with the Waukesha (PRO: WALK-E-SHAW) water supply?

1. Yes
2. No
   (DO NOT READ)
8. Don’t Know
9. Refused
Q36. The City of Waukesha (PRO: WALK-E-SHAW) has submitted a request to divert water from Lake Michigan for its water supply and return an equal or greater amount of treated wastewater back to the lake. Do you think Waukesha should be allowed to divert water from Lake Michigan or should the city pursue other alternatives such as upgraded treatment technologies or supply from additional local sources, even if those other alternatives cost more?

1. Should be allowed
2. Should find other ways
   (DO NOT READ)
8. Don’t Know
9. Refused

Q37. Should the primary objective of Great Lakes water management be economic development or environmental protection?

1. Economic development
2. Environmental protection
   (DO NOT READ)
8. Don’t Know
9. Refused

Q38. Are water quality issues mainly a problem in isolated parts of the state, such as Waukesha (PRO: WALK-E-SHAW), or should residents throughout the state be concerned about them?

1. Only an isolated problem
2. Concern throughout the state
   (DO NOT READ)
8. Don’t Know
9. Refused

Q39. Which comes closest to your view about undocumented 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
Q40. Do you think the U.S. should temporarily ban Muslims from other countries from entering the United States, or not?

1. Ban Muslims from entering
2. Do not ban
   (DO NOT READ)
8. Don’t Know
9. Refused

Q41. Would you personally like to see Scott Walker seek a third term as governor in 2018?

1. Yes
2. No
   (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
**Author Note: Rotate order of Republican and Democratic. Use same order in Q42 and Q43**

Q42. On April 5, Wisconsin will hold its presidential primaries. Will you vote in the Republican presidential primary, the Democratic presidential primary or don’t you plan to vote in a primary on April 5?

1. Republican primary  
2. Democratic primary  
3. Don’t plan to vote  
   (DO NOT READ)  
4. Both (VOL)  
8. Don’t Know  
9. Refused

**AUTHOR NOTE: IF 8 OR 9 IN Q.42, SKIP TO Q.F3**

Q43. (If 4 in Q42 ask) In Wisconsin you can only vote in one party’s primary in a single election. Do you think you are more likely to vote in the Republican or the Democratic presidential primary?

1. Republican primary  
2. Democratic primary  
3. Don’t plan to vote  
   (DO NOT READ)  
4. Both (VOL. If R insists they can vote in both accept this response.)  
8. Don’t Know  
9. Refused

Q44. (ASK IF 1 in Q42 or 1 in Q43.): Which of the following will you vote for in the Republican presidential primary: (Interviewer note: record one answer)

(SCRAMBLE ORDER):

01. Jeb Bush  
02. Ben Carson  
03. Chris Christie  
04. Ted Cruz (PRO: Cruise)  
05. Carly Fiorina (PRO: Fee-o-Reen-a)  
06. Mike Huckabee  
07. John Kasich (PRO: kay-sick)  
08. Rand Paul  
09. Marco Rubio  
10. Rick Santorum  
11. Donald Trump

(DO NOT READ)  
97. Someone else (VOL)  
98. Don’t Know  
99. Refused
Q45. (ASK IF 1 in Q42 or 1 in Q43): Regardless of who you personally support, who do you think is most likely to finally win the Republican nomination for president? (READ LIST IF NECESSARY)

01. Jeb Bush
02. Ben Carson
03. Chris Christie
04. Ted Cruz (PRO: Cruise)
05. Carly Fiorina (PRO: Fee-o-Reen-a)
06. Mike Huckabee
07. John Kasich (PRO: kay-sick)
08. Rand Paul
09. Marco Rubio
10. Rick Santorum
11. Donald Trump

(DO NOT READ)

97. Someone else (VOL)
98. Don’t Know
99. Refused

Q46. (ASK IF 2 in Q42 or 2 in Q43): Which of the following will you vote for in the Democratic presidential primary: (Interviewer note: record one answer)

(SCRAMBLE ORDER):

1. Hillary Clinton
2. Martin O’Malley
3. Bernie Sanders
   (DO NOT READ)
7. Someone else (VOL)
8. Don’t Know
9. Refused

Q47. (ASK IF 2 in Q42 or 2 in Q43): Regardless of who you personally support, who do you think is most likely to finally win the Democratic nomination for president? (READ LIST IF NECESSAARY)

1. Hillary Clinton
2. Martin O’Malley
3. Bernie Sanders
   (DO NOT READ)
7. Someone else (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 2015, 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. $150,000 to under $200,000
10. Over $200,000
    (DO NOT READ)
98. Don't know
99. Refused
F13. Would you describe the place where you live as urban, suburban or rural? (INTERVIEWER, 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. Do you have any guns, rifles or pistols in your home?

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

F15. 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

F16. 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

F17. 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
F18. What is your zip code?

Enter 5 digit zip code.

99999=Refused

INTERVIEWER: READ BACK AND CONFIRM CORRECT ZIP CODE

F19. 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

F20. And did I reach you by dialing (INSERT PHONE NUMBER)?

1 Yes (SKIP TO QF22)
2 No

F21. For verification purposes, may I have the number where I reached you?

______________________________
(ENTER 10 DIGIT PHONE NUMBER. VERIFY NUMBER.)

F22. Is this phone a cell phone?

1 Yes
2 No

(CLOSING)

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