
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)
   (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

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
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: Always ask Q7 first, then scramble Q8-Q21 **

(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. Barack Obama
Q8. Ron Johnson
Q9. Russ Feingold (PRO: FINE-gold)
Q10. Scott Walker
Q11. Jeb Bush
Q12. Donald Trump
Q13. Ted Cruz (PRO: Cruise)
Q14. Marco Rubio
Q15. John Kasich (PRO: kay-sick)
Q16. Hillary Clinton
Q17. Bernie Sanders
Q18. Rebecca Bradley
Q19. JoAnne Kloppenburg (PRO: Klop-in-burg)
Q20. Reid Ribble (PRO: read rib-ble)

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

Q21. The Tea Party

**ROTTATE 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

**ROTTATE CANDIDATE NAMES**

Q23. If the April 5 election for Wisconsin supreme court were being held today and the candidates were Rebecca Bradley and JoAnne Kloppenburg (PRO: Klop-in-burg), for whom would you vote? (READ IF NECESSARY)

1. Rebecca Bradley
2. JoAnne Kloppenburg (PRO: Klop-in-burg)
   (DO NOT READ)
3. Don’t plan to vote in April 5 election (VOL)
7. Neither (VOL)
8. Don’t know
9. Refused

**ROTATE CANDIDATE NAMES IN Q24-Q29 BUT USE SAME ORDER OF DEM AND REP IN Q24-Q29**

**AUTHOR NOTE: SCRAMBLE ORDER OF Q24-Q26**

Q24. 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

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

Q26. 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

**AUTHOR NOTE: SCRAMBLE ORDER OF Q27-Q29**

Q27. 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
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. 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

Q30. 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

Q31. So far as you know, will voters be required to present a government issued photo ID in order to vote in upcoming elections or will they not have to show a photo ID to vote?

1. Required to show photo ID
2. Not required to show photo ID
   (DO NOT READ)
8. Don’t know
9. Refused

Q32. 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? (READ IF NECESSARY)

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

Q33. Would you favor or oppose legislation that would allow counties to add a one-half percent sales tax for four years to be used for local, street and highway maintenance so long as voters approve
the increase in a referendum vote?

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

Q34. Should the Senate hold hearings and vote on a nominee for the U.S. Supreme Court this year or should the Senate not act on a nomination until 2017, after this year’s elections?

1. Hold hearings and a vote
2. Not act until 2017
   (DO NOT READ)
8. Don’t Know
9. Refused

Q35. Do you think the U.S. Supreme Court can function normally if the seat of one of the nine justices is left vacant for a year or do you think this will hurt the ability of the Court to do its job?

1. Can function as usual
2. Will hurt ability to do its job
   (DO NOT READ)
8. Don’t Know
9. Refused

Q36. Would you be willing to see your Senator vote for a Supreme Court nominee who was highly qualified but with whom you disagree on a number of policies, or would you want your Senator to vote against any nominee you disagree with no matter how well qualified they may be?

1. Willing to see Senator vote for
2. Want to vote against
   (DO NOT READ)
8. Don’t Know
9. Refused

**Author Note: Scramble order of Q37a-g**

Q37. Thinking about some of the candidates for president, how comfortable are you with the idea of [candidate name] as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

a. Hillary Clinton
b. Bernie Sanders
c. Donald Trump
d. Ted Cruz (PRO: cruise)
e. Marco Rubio
f. Jeb Bush
g. John Kasich (PRO: kay-sick)

1. Very comfortable
2. Somewhat comfortable
3. Somewhat uncomfortable
4. Very uncomfortable
   (DO NOT READ)
8. Don’t know
9. Refused

Q38. Do you think landlords should have more freedom to evict tenants for a variety of reasons or should tenants have more rights in disputes with their landlords?

1. Landlords have more freedom
2. Tenants have more rights
   (DO NOT READ)
8. Don't know
9. Refused

Q39. Do you think increasing the availability of subsidized rent for the poor would help stabilize low income families, leading to better job and education outcomes or do you think housing assistance would have little effect on improving the situation of low income families?

1. Would stabilize families
2. Would have little effect
   (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 Q40.]
2. Democrat [ASK Q40.]
3. Independent [ASK QF2.]
   (DO NOT READ)
4. Other/No preference [ASK QF2.]
8. Don't Know [ASK QF2.]
9. Refused [ASK Q40.]

**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 Q40 and Q41**

Q40. 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)  
5. Don’t Know  
6. Refused

**AUTHOR NOTE: IF 3, 8 OR 9 IN Q.40, SKIP TO Q.F3**

Q41. (If 4 in Q40 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.)  
5. Don’t Know  
6. Refused

Q42. (ASK IF 1 in Q40 or 1 in Q41): Which of the following will you vote for in the Republican presidential primary: (Interviewer note: record one answer)

(SCRAMBLE ORDER):

1. Jeb Bush  
2. Ben Carson  
3. Ted Cruz (PRO: Cruise)  
4. John Kasich (PRO: kay-sick)  
5. Marco Rubio  
6. Donald Trump  
7. Someone else (VOL)  
8. Don’t Know  
9. Refused

Q43. (ASK IF 1 in Q40 or 1 in Q41): 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)
1. Jeb Bush
2. Ben Carson
3. Ted Cruz (PRO: Cruise)
4. John Kasich (PRO: kay-sick)
5. Marco Rubio
6. Donald Trump

(DO NOT READ)
7. Someone else (VOL)
8. Don’t Know
9. Refused

Q44. (ASK IF 2 in Q40 or 2 in Q41): Which of the following will you vote for in the Democratic presidential primary: (Interviewer note: record one answer)

(SCRAMBLE ORDER):

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

Q45. (ASK IF 2 in Q40 or 2 in Q41): Regardless of who you personally support, who do you think is most likely to finally win the Democratic nomination for president? (READ LIST IF NECESSARY)

1. Hillary Clinton
2. 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
F7. Are you of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

1 Yes
2 No
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
8 Don’t know
9 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
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?
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 own or rent your home?

1. Own
2. Rent
   (DO NOT READ)
3. Other arrangement (VOL)
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

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