
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
(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-Q17b. **

(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. Donald Trump
Q12. Ted Cruz (PRO: Cruise)
Q13. John Kasich (PRO: kay-sick)
Q14. Hillary Clinton
Q15. Bernie Sanders
Q16. Rebecca Bradley
Q17. JoAnne Kloppenburg (PRO: Klop-in-burg)
Q17b. Paul Ryan

** AUTHOR NOTE: Q18 is NOT included in scramble of Q8-Q17. **

Q18. The Tea Party

**ROTATE CANDIDATE NAMES**
Q19. If the election for U.S. Senator were being held today and the candidates were Russ Feingold (PRO:Fine-gold) the Democrat and Ron Johnson the Republican, for whom would you vote? (READ IF NECESSARY)

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

**ROTATE CANDIDATE NAMES**
Q20. 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. Already voted early for Bradley (VOL)
4. Already voted early for Kloppenburg (VOL)
5. Don’t plan to vote in April 5 election (VOL)
6. Neither (VOL)
7. Don’t know
8. Refused

**ROTATE CANDIDATE NAMES IN Q21-Q23 BUT USE SAME ORDER OF DEM AND REP IN Q24-Q26**

**AUTHOR NOTE: SCRAMBLE ORDER OF Q21-Q23**

Q21. 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)
4. Don’t know
5. Refused
Q22. If the election for president were being held today and the candidates were Hillary Clinton the Democrat and John Kasich (PRO: kay-sick) the Republican, for whom would you vote?

1. Hillary Clinton
2. John Kasich (PRO: kay-sick)
   (DO NOT READ)
3. Neither (VOL)
8. Don’t know
9. Refused

Q23. 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 Q24-Q26**

Q24. 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

Q25. If the election for president were being held today and the candidates were Bernie Sanders the Democrat and John Kasich (PRO: kay-sick) the Republican, for whom would you vote?

1. Bernie Sanders
2. John Kasich (PRO: kay-sick)
   (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 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

**Author Note: Scramble order of Q27a-e**
**Author Note: Display words in bracket for first candidate only**

Q27. [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. 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

Q28. Now on a different subject, should the Senate hold hearings and vote this year on Merrick Garland, the nominee for the U.S. Supreme Court, or should the Senate not act on the 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

Q29. Thinking about free trade agreements...In general, do you think that free trade agreements between the US and other countries have been a good thing or a bad thing for the United States?

1. Good thing
2. Bad thing
   (DO NOT READ)
8. Don’t Know
9. Refused
Q30. 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)
4. Don’t Know
5. Refused

Q31. How likely do you think it is that there will be a terrorist attack in the United States within the next few months: very likely, somewhat likely, not very likely, or not at all likely?

1. Very likely
2. Somewhat likely
3. Not very likely
4. Not at all likely
   (DO NOT READ)
5. Don’t know
6. Refused

Q32. In general, would you favor or oppose increasing taxes on wealthy Americans and large corporations in order to help reduce income inequality in the U.S.?

1. Favor
2. Oppose
   (DO NOT READ)
3. Don’t know
4. Refused
**FOR Q.33/Q.34 SCRAMBLE ORDER OF STATEMENTS.**

(DISPLAY THIS AS QUESTION TEXT FOR BOTH STATEMENTS IN Q.33 AND Q.34)
Which of these two statements comes closer to your own views—even if neither is exactly right?

1. Statement A
2. Statement B
   (DO NOT READ)
8. Don’t know
9. Refused

Q33
A. Businesses share profit with workers through fair wages OR
B. Businesses squeeze wages unfairly to give more profit to share holders and owners

Q34
A. This country is a place where if you work hard and follow the rules you can provide for your family and have a decent life OR
B. Hard work and following the rules are no longer enough to provide a decent life for a family

Q35. Thinking about your family's financial situation, would you say you are living comfortably, just getting by, or struggling to make ends meet?

1. Living comfortably
2. Just getting by
3. Struggling
   (DO NOT READ)
8. Don’t know
9. Refused

Q36. Would you favor or oppose the US sending ground troops to fight Islamic militants in Iraq and Syria?

1. Favor
2. Oppose
   (DO NOT READ)
8. Don’t know
9. Refused
Q37. Do you agree or disagree that it is the responsibility of the government to reduce the differences in income between people with high incomes and those with low incomes.

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

Q38. How well do you feel the government in Washington represents the views of people like yourself? Very well, somewhat well, not too well or not at all well?

1. Very well
2. Somewhat well
3. Not too well
4. Not at all well
   (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 Q39.]
2 Democrat [ASK Q39.]
3 Independent [ASK QF2.]
   (DO NOT READ)
4 Other/No preference [ASK QF2.]
8 Don't Know [ASK QF2.]
9 Refused [ASK Q39.]

**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 Q39 and Q40**

Q39. 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. Refused

**AUTHOR NOTE: IF 3, 8 OR 9 IN Q.39, SKIP TO QF3**

Q40. (If 4 in Q39 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. Refused

**AUTHOR NOTE: IF 3,4,8 OR 9 IN Q.40, SKIP TO QF3**

**AUTHOR NOTE: IF 1 o 2 in Q39 OR 1 or 2 in Q40 ask Q41**

**AUTHOR NOTE: Record whether Democratic or Republican wording as variable**

Q41. Would this be your first time voting in a (Democratic/Republican) presidential primary or not?

1. First time
2. Not first time
   (DO NOT READ)
3. Don’t Know
4. Refused

Q42. (ASK IF 1 in Q39 or 1 in Q40): Which of the following will you vote for in the Republican presidential primary: (Interviewer note: record one answer)

   (SCRAMBLE ORDER):

1. Ted Cruz (PRO: Cruise)
2. John Kasich (PRO: kay-sick)
3. Donald Trump
4. (DO NOT READ)
7. Someone else (VOL)
8. Don’t Know
9. Refused

**AUTHOR NOTE: SCRAMBLE RESPONDENTS IN SAME ORDER AS Q.42**

Q43. (ASK IF 1 in Q39 or 1 in Q40): 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. Ted Cruz (PRO: Cruise)
2. John Kasich (PRO: kay-sick)
3. Donald Trump

(DO NOT READ)
4. Someone else (VOL)
5. Don’t Know
6. Refused

(ASK IF 1 in Q39 or 1 in Q40 AND not 3 in Q42) OR (IF 1 in QF1 or 1 in QF2 AND not asked Q.42)

Q44. Do you support or oppose efforts by some leaders of the Republican Party to try to prevent Donald Trump from becoming the Republican nominee for president?

1. Support
2. Oppose

(DO NOT READ)
3. Don’t know
4. Refused

Q45. (ASK IF 2 in Q39 or 2 in Q40): 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)
3. Someone else (VOL)
4. Don’t Know
5. Refused

**AUTHOR NOTE: SCRAMBLE RESPONDENTS IN SAME ORDER AS Q.45**

Q46. (ASK IF 2 in Q39 or 2 in Q40): 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)
3. Someone else (VOL)
4. 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
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
F12b. Overall, which of the following best describes how the recession in 2008 and 2009 affected your own personal financial situation?

1. It had a major effect, and your finances have not recovered
2. It had a major effect, but your finances have mostly recovered
3. It didn’t have a major effect on your finances
   (DO NOT READ)
8. Don't know
9. 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

There is no QF14 in this instrument.

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!