



Marquette Law School Poll – March 24-28, 2016

(Percentages are rounded to whole numbers for reporting of results. Values ending in .5 here may round up or down if they are slightly above .5 or slightly below. Frequencies have been rounded to whole numbers but percentages are calculated based on non-integer weighted sample sizes.)

Results among likely voters for vote items are presented first, followed by results for all survey items among all registered voters.

Vote results among Likely Voters

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bradley	391	40.9	40.9	40.9
Kloppenburg	345	36.0	36.0	76.8
Neither	46	4.8	4.8	81.7
Don't know	173	18.1	18.1	99.8
Refused	2	.2	.2	100.0
Total	957	100.0	100.0	

42. Which of the following candidates will you vote for in the Republican presidential primary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ted Cruz (Cruise)	186	19.5	39.6	39.6
	John Kasich (kay-sick)	101	10.5	21.4	61.0
	Donald Trump	143	14.9	30.4	91.4
	Someone else	1	.1	.3	91.6
	Don't know	36	3.8	7.7	99.3
	Refused	3	.3	.7	100.0
	Total	471	49.1	100.0	
Missing	System	487	50.9		
Total		957	100.0		

45. Which of the following candidates will you vote for in the Democratic presidential primary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clinton	182	19.0	44.9	44.9
	Sanders	199	20.8	49.2	94.1
	Someone else	0	.0	.0	94.1
	Don't Know	22	2.3	5.5	99.7
	Refused	1	.1	.3	100.0
	Total	405	42.3	100.0	
Missing	System	553	57.7		
Total		957	100.0		

19. If the election for U.S. Senator were being held today and the candidates were Russ Feingold (FINE-gold) the Democrat and Ron Johnson the Republican, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Russ Feingold (FINE-gold)	547	47.3	47.3	47.3
	Ron Johnson	512	44.3	44.3	91.5
	Neither	34	3.0	3.0	94.5
	Don't know	60	5.2	5.2	99.7
	Refused	3	.3	.3	100.0
	Total	1157	100.0	100.0	

Results for all items among Registered Voters

S2. Record Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	674	48.0	48.0	48.0
	Female	731	52.0	52.0	100.0
Total		1405	100.0	100.0	

S3a. Do you currently live in Wisconsin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1405	100.0	100.0	100.0

S4. Do you currently live within Milwaukee city limits?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	134	9.6	70.1	70.1
	No	57	4.1	29.9	100.0
	Total	192	13.6	100.0	
Missing	System	1213	86.4		
Total		1405	100.0		

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	1268	90.3	90.3	90.3
	No, not registered to vote	124	8.8	8.8	99.1
	No Answer/Don't Know/Refused	12	.9	.9	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Plan to Register	137	9.7	100.0	100.0
Missing	System	1268	90.3		
Total		1405	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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	907	64.6	64.6	64.6
	Some of the time	324	23.1	23.1	87.7
	Only now and then	92	6.5	6.5	94.2
	Hardly at all	81	5.8	5.8	100.0
	Total	1405	100.0	100.0	

2. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Absolutely certain	1157	82.3	82.3	82.3
	Very likely	142	10.1	10.1	92.4
	50-50	77	5.5	5.5	97.9
	Will not vote	25	1.8	1.8	99.7
	Don't know	5	.3	.3	100.0
	Total	1405	100.0	100.0	

2b. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Absolutely certain	957	68.1	68.1	68.1
	Very likely	188	13.4	13.4	81.5
	50-50	158	11.2	11.2	92.8
	Will not vote	88	6.3	6.3	99.1
	Don't know	10	.7	.7	99.8
	Refused	3	.2	.2	100.0
	Total	1405	100.0	100.0	

ASK Q3 FIRST/ASK Q5 FIRST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Q3 first	665	47.3	47.3	47.3
	Q5 first	740	52.7	52.7	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gotten better	357	25.4	25.4	25.4
	Gotten worse	400	28.5	28.5	53.9
	Stayed the same	631	44.9	44.9	98.8
	Don't know	17	1.2	1.2	100.0
	Refused	1	.0	.0	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Get better	405	28.8	28.8	28.8
	Get worse	249	17.7	17.7	46.5
	Stay the same	625	44.5	44.5	91.0
	Don't know	114	8.1	8.1	99.1
	Refused	12	.9	.9	100.0
	Total	1405	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	705	50.1	50.1	50.1
	Disapprove	637	45.3	45.3	95.5
	Don't know	48	3.4	3.4	98.9
	Refused	16	1.1	1.1	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Approve	607	43.2	43.2	43.2
	Disapprove	744	53.0	53.0	96.2
	Don't know	48	3.4	3.4	99.6
	Refused	5	.4	.4	100.0
	Total	1405	100.0	100.0	

7. Barack Obama: Do you have a favorable or unfavorable opinion of Barack Obama or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	730	51.9	51.9	51.9
	Unfavorable	621	44.2	44.2	96.1
	Haven't heard enough	25	1.8	1.8	97.9
	Don't know	24	1.7	1.7	99.6
	Refused	6	.4	.4	100.0
	Total	1405	100.0	100.0	

8. Ron Johnson: Do you have a favorable or unfavorable opinion of Ron Johnson or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	455	32.4	32.4	32.4
	Unfavorable	440	31.3	31.3	63.7
	Haven't heard enough	478	34.0	34.0	97.7
	Don't know	31	2.2	2.2	100.0
	Refused	0	.0	.0	100.0
	Total	1405	100.0	100.0	

9. Russ Feingold: Do you have a favorable or unfavorable opinion of Russ Feingold (FINE-gold) or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	570	40.6	40.6	40.6
	Unfavorable	489	34.8	34.8	75.4
	Haven't heard enough	325	23.1	23.1	98.5
	Don't know	21	1.5	1.5	100.0
	Total	1405	100.0	100.0	

10. Scott Walker: Do you have a favorable or unfavorable opinion of Scott Walker or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	620	44.1	44.1	44.1
	Unfavorable	736	52.4	52.4	96.5
	Haven't heard enough	30	2.2	2.2	98.7
	Don't know	18	1.3	1.3	100.0
	Refused	0	.0	.0	100.0
	Total	1405	100.0	100.0	

11. Donald Trump: Do you have a favorable or unfavorable opinion of Donald Trump or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	304	21.6	21.6	21.6
	Unfavorable	986	70.2	70.2	91.8
	Haven't heard enough	82	5.8	5.8	97.6
	Don't know	30	2.1	2.1	99.8
	Refused	3	.2	.2	100.0
	Total	1405	100.0	100.0	

12. Ted Cruz: Do you have a favorable or unfavorable opinion of Ted Cruz (Cruise) or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	426	30.3	30.3	30.3
	Unfavorable	685	48.8	48.8	79.1
	Haven't heard enough	258	18.4	18.4	97.5
	Don't know	35	2.5	2.5	100.0
	Total	1405	100.0	100.0	

13. John Kasich: Do you have a favorable or unfavorable opinion of John Kasich (kay-sick) or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	507	36.1	36.1	36.1
	Unfavorable	317	22.6	22.6	58.7
	Haven't heard enough	542	38.6	38.6	97.3
	Don't know	36	2.5	2.5	99.8
	Refused	3	.2	.2	100.0
	Total	1405	100.0	100.0	

14. Hillary Clinton: Do you have a favorable or unfavorable opinion of Hillary Clinton or haven't you heard enough about her yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	495	35.2	35.2	35.2
	Unfavorable	824	58.7	58.7	93.9
	Haven't heard enough	64	4.6	4.6	98.5
	Don't know	22	1.5	1.5	100.0
	Total	1405	100.0	100.0	

15. Bernie Sanders: Do you have a favorable or unfavorable opinion of Bernie Sanders or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	651	46.3	46.3	46.3
	Unfavorable	563	40.1	40.1	86.4
	Haven't heard enough	171	12.2	12.2	98.6
	Don't know	18	1.3	1.3	99.9
	Refused	1	.1	.1	100.0
	Total	1405	100.0	100.0	

16. Rebecca Bradley: Do you have a favorable or unfavorable opinion of Rebecca Bradley or haven't you heard enough about her yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	349	24.8	24.8	24.8
	Unfavorable	317	22.6	22.6	47.4
	Haven't heard enough	694	49.4	49.4	96.8
	Don't know	45	3.2	3.2	100.0
	Total	1405	100.0	100.0	

17. JoAnne Kloppenburg: Do you have a favorable or unfavorable opinion of JoAnne Kloppenburg (Klop-in-burg) or haven't you heard enough about her yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	328	23.4	23.4	23.4
	Unfavorable	412	29.3	29.3	52.7
	Haven't heard enough	625	44.5	44.5	97.2
	Don't know	40	2.8	2.8	100.0
	Total	1405	100.0	100.0	

17b Paul Ryan: Do you have a favorable or unfavorable opinion of Paul Ryan or haven't you heard enough about him yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	675	48.0	48.0	48.0
	Unfavorable	432	30.8	30.8	78.8
	Haven't heard enough	269	19.1	19.1	97.9
	Don't know	27	1.9	1.9	99.9
	Refused	2	.1	.1	100.0
	Total	1405	100.0	100.0	

18. The Tea Party: Do you have a favorable or unfavorable opinion of The Tea Party or haven't you heard enough about them yet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	321	22.9	22.9	22.9
	Unfavorable	626	44.6	44.6	67.4
	Haven't heard enough	397	28.3	28.3	95.7
	Don't know	57	4.1	4.1	99.8
	Refused	3	.2	.2	100.0
	Total	1405	100.0	100.0	

DEMOCRAT FIRST/REPUBLICAN FIRST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat first	753	53.6	53.6	53.6
	Republican first	652	46.4	46.4	100.0
	Total	1405	100.0	100.0	

19. If the election for U.S. Senator were being held today and the candidates were Russ Feingold (FINE-gold) the Democrat and Ron Johnson the Republican, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Russ Feingold (FINE-gold)	660	47.0	47.0	47.0
	Ron Johnson	591	42.0	42.0	89.1
	Neither	59	4.2	4.2	93.3
	Don't know	91	6.5	6.5	99.7
	Refused	4	.3	.3	100.0
	Total	1405	100.0	100.0	

ROTATE CANDIDATES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rebecca Bradley first	701	49.9	49.9	49.9
	JoAnne Kloppenburg first	704	50.1	50.1	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bradley	539	38.4	38.4	38.4
	Kloppenburg	446	31.8	31.8	70.1
	Won't vote	1	.1	.1	70.2
	Neither	108	7.7	7.7	77.9
	Don't know	308	21.9	21.9	99.8
	Refused	2	.2	.2	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	621	44.2	44.2	44.2
	Ted Cruz	621	44.2	44.2	88.4
	Neither	120	8.5	8.5	97.0
	Don't know	41	2.9	2.9	99.9
	Refused	2	.1	.1	100.0
	Total	1405	100.0	100.0	

22. If the election for president were being held today and the candidates were Hillary Clinton the Democrat, and John Kasich (kay-sick) the Republican, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	551	39.2	39.2	39.2
	John Kasich	675	48.1	48.1	87.3
	Neither	119	8.5	8.5	95.7
	Don't know	58	4.1	4.1	99.8
	Refused	2	.2	.2	100.0
	Total	1405	100.0	100.0	

23. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	661	47.1	47.1	47.1
	Donald Trump	514	36.6	36.6	83.6
	Neither	170	12.1	12.1	95.8
	Don't know	52	3.7	3.7	99.5
	Refused	8	.5	.5	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bernie Sanders	725	51.6	51.6	51.6
	Ted Cruz	554	39.4	39.4	91.0
	Neither	80	5.7	5.7	96.7
	Don't know	40	2.9	2.9	99.6
	Refused	6	.4	.4	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bernie Sanders	645	45.9	45.9	45.9
	John Kasich	614	43.7	43.7	89.6
	Neither	92	6.6	6.6	96.2
	Don't know	48	3.5	3.5	99.6
	Refused	6	.4	.4	100.0
	Total	1405	100.0	100.0	

26. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bernie Sanders	760	54.1	54.1	54.1
	Donald Trump	491	35.0	35.0	89.0
	Neither	106	7.5	7.5	96.6
	Don't know	42	3.0	3.0	99.6
	Refused	6	.4	.4	100.0
	Total	1405	100.0	100.0	

27a Hillary Clinton as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very comfortable	294	20.9	20.9	20.9
	Somewhat comfortable	319	22.7	22.7	43.6
	Somewhat uncomfortable	188	13.4	13.4	57.0
	Very uncomfortable	595	42.4	42.4	99.3
	Don't know	7	.5	.5	99.8
	Refused	3	.2	.2	100.0
	Total	1405	100.0	100.0	

27b Bernie Sanders as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very comfortable	351	25.0	25.0	25.0
	Somewhat comfortable	388	27.6	27.6	52.6
	Somewhat uncomfortable	202	14.4	14.4	67.0
	Very uncomfortable	441	31.4	31.4	98.3
	Don't know	22	1.5	1.5	99.9
	Refused	2	.1	.1	100.0
	Total	1405	100.0	100.0	

27c Donald Trump as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very comfortable	156	11.1	11.1	11.1
	Somewhat comfortable	258	18.4	18.4	29.5
	Somewhat uncomfortable	195	13.9	13.9	43.4
	Very uncomfortable	790	56.3	56.3	99.6
	Don't know	4	.3	.3	99.9
	Refused	1	.1	.1	100.0
	Total	1405	100.0	100.0	

27d Ted Cruz (Cruise) as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very comfortable	225	16.0	16.0	16.0
	Somewhat comfortable	362	25.8	25.8	41.8
	Somewhat uncomfortable	318	22.6	22.6	64.5
	Very uncomfortable	454	32.3	32.3	96.8
	Don't know	42	3.0	3.0	99.8
	Refused	3	.2	.2	100.0
	Total	1405	100.0	100.0	

27e John Kasich (kay-sick) as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very comfortable	194	13.8	13.8	13.8
	Somewhat comfortable	535	38.0	38.0	51.8
	Somewhat uncomfortable	413	29.4	29.4	81.3
	Very uncomfortable	163	11.6	11.6	92.8
	Don't know	98	6.9	6.9	99.8
	Refused	3	.2	.2	100.0
	Total	1405	100.0	100.0	

28. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hold hearings and a vote	693	49.3	49.3	49.3
	Not act until 2017	578	41.1	41.1	90.4
	Don't know	134	9.5	9.5	99.9
	Refused	1	.1	.1	100.0
	Total	1405	100.0	100.0	

29. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good thing	578	41.2	41.2	41.2
	Bad thing	568	40.4	40.4	81.6
	Don't know	249	17.7	17.7	99.3
	Refused	10	.7	.7	100.0
	Total	1405	100.0	100.0	

30. Closest to your view of undoc'd immigrants currently working in the US? Should stay in jobs and to eventually apply for US citizenship OR allowed to stay in jobs as temp workers but not apply for citizenship OR must leave jobs/country?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Stay and apply for citizenship	839	59.7	59.7	59.7
	Stay as temporary guest workers	310	22.1	22.1	81.8
	Required to leave jobs and U.S.	219	15.6	15.6	97.4
	Don't know	31	2.2	2.2	99.7
	Refused	5	.3	.3	100.0
	Total	1405	100.0	100.0	

31. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	343	24.4	24.4	24.4
	Somewhat likely	643	45.8	45.8	70.2
	Not very likely	278	19.8	19.8	90.0
	Not at all likely	101	7.2	7.2	97.2
	Don't know	35	2.5	2.5	99.7
	Refused	4	.3	.3	100.0
	Total	1405	100.0	100.0	

32. 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.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	914	65.0	65.0	65.0
	Oppose	447	31.8	31.8	96.8
	Don't know	40	2.8	2.8	99.7
	Refused	5	.3	.3	100.0
	Total	1405	100.0	100.0	

STATEMENT A FIRST/STATEMENT B FIRST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Statement A first	691	49.2	49.2	49.2
	Statement B first	714	50.8	50.8	100.0
	Total	1405	100.0	100.0	

33. Which of these two statements comes closer to your own views--even if neither is exactly right?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Businesses share profit with workers through fair wages OR Businesses squeeze wages unfairly to give more profit to share holders and owners	718	51.1	51.1	51.1
	Don't know	61	4.4	4.4	98.1
	Refused	27	1.9	1.9	100.0
	Total	1405	100.0	100.0	

34. Which of these two statements comes closer to your own views--even if neither is exactly right?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	This country is a place where if you work hard and follow the rules you can provide for your family and have a decent li	835	59.4	59.4	59.4
	Hard work and following the rules are no longer enough to provide a decent life for a family	539	38.4	38.4	97.8
	Don't know	22	1.6	1.6	99.4
	Refused	9	.6	.6	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Living comfortably	722	51.4	51.4	51.4
	Just getting by	536	38.1	38.1	89.5
	Struggling	137	9.7	9.7	99.3
	Don't know	9	.6	.6	99.9
	Refused	1	.1	.1	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	626	44.6	44.6	44.6
	Oppose	684	48.6	48.6	93.2
	Don't know	84	5.9	5.9	99.1
	Refused	12	.9	.9	100.0
	Total	1405	100.0	100.0	

Q.37 FIRST/Q.38 FIRST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Q37 First	744	53.0	53.0	53.0
	Q38 First	661	47.0	47.0	100.0
	Total	1405	100.0	100.0	

37. 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.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	579	41.2	41.2	41.2
	Disagree	741	52.8	52.8	94.0
	Don't know	74	5.3	5.3	99.2
	Refused	11	.8	.8	100.0
	Total	1405	100.0	100.0	

38. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well	29	2.1	2.1	2.1
	Somewhat well	294	20.9	20.9	23.0
	Not too well	571	40.7	40.7	63.7
	Not at all well	496	35.3	35.3	99.0
	Don't know	12	.9	.9	99.9
	Refused	2	.1	.1	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	392	27.9	27.9	27.9
	Democrat	451	32.1	32.1	60.1
	Independent	513	36.5	36.5	96.6
	Other/No preference	33	2.3	2.3	98.9
	Don't know	7	.5	.5	99.4
	Refused	8	.6	.6	100.0
	Total	1405	100.0	100.0	

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	222	15.8	40.1	40.1
	Democratic	219	15.6	39.5	79.6
	Neither/Just Independent	84	6.0	15.2	94.9
	Don't know	26	1.8	4.6	99.5
	Refused	3	.2	.5	100.0
	Total	553	39.4	100.0	
Missing	System	852	60.6		
Total		1405	100.0		

REPUBLICAN FIRST/DEMOCRAT FIRST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican first	694	49.4	49.4	49.4
	Democrat first	711	50.6	50.6	100.0
	Total	1405	100.0	100.0	

39. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican primary	602	42.8	42.8	42.8
	Democratic primary	544	38.7	38.7	81.6
	Don't plan to vote	141	10.0	10.0	91.6
	Both	13	.9	.9	92.6
	Don't know	88	6.3	6.3	98.8
	Refused	17	1.2	1.2	100.0
Total		1405	100.0	100.0	

40. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican primary	4	.2	26.9	26.9
	Democratic primary	8	.6	59.9	86.8
	Don't know	2	.1	13.2	100.0
	Total	13	.9	100.0	
Missing	System	1392	99.1		
Total		1405	100.0		

VOTING IN DEMOCRAT/VOTING IN REPUBLICAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican primary	606	43.1	52.3	52.3
	Democratic primary	552	39.3	47.7	100.0
	Total	1158	82.4	100.0	
Missing	System	247	17.6		
Total		1405	100.0		

41. Would this be your first time voting in a Republican presidential primary or not?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First time	166	11.8	14.4	14.4
	Not first time	985	70.1	85.1	99.5
	Don't know	5	.4	.5	100.0
	Refused	1	.0	.0	100.0
	Total	1158	82.4	100.0	
Missing	System	247	17.6		
Total		1405	100.0		

42. Which of the following candidates will you vote for in the Republican presidential primary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ted Cruz (Cruise)	236	16.8	38.9	38.9
	John Kasich (kay-sick)	131	9.3	21.6	60.4
	Donald Trump	187	13.3	30.8	91.3
	Someone else	1	.1	.2	91.5
	Don't know	49	3.5	8.0	99.5
	Refused	3	.2	.5	100.0
	Total	606	43.1	100.0	
Missing	System	799	56.9		
Total		1405	100.0		

43. Regardless of who you personally support, who do you think is most likely to finally win the Republican nomination for president?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ted Cruz (Cruise)	137	9.7	22.6	22.6
	John Kasich (kay-sick)	26	1.9	4.3	26.9
	Donald Trump	398	28.3	65.7	92.6
	Someone else	8	.6	1.4	94.0
	Don't know	34	2.4	5.6	99.6
	Refused	2	.2	.4	100.0
	Total	606	43.1	100.0	
Missing	System	799	56.9		
Total		1405	100.0		

44. 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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	230	16.4	45.0	45.0
	Oppose	252	17.9	49.2	94.2
	Don't know	28	2.0	5.4	99.6
	Refused	2	.1	.4	100.0
	Total	511	36.4	100.0	
Missing	System	894	63.6		
Total		1405	100.0		

45. Which of the following candidates will you vote for in the Democratic presidential primary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clinton	245	17.4	44.3	44.3
	Sanders	275	19.5	49.7	94.1
	7	0	.0	.1	94.2
	Don't Know	29	2.1	5.3	99.4
	Refused	3	.2	.6	100.0
	Total	552	39.3	100.0	
Missing	System	853	60.7		
Total		1405	100.0		

45. Regardless of who you personally support, who do you think is most likely to finally win the Democratic nomination for president?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clinton	423	30.1	76.7	76.7
	Sanders	114	8.1	20.6	97.3
	Don't Know	14	1.0	2.5	99.8
	Refused	1	.1	.2	100.0
	Total	552	39.3	100.0	
Missing	System	853	60.7		
Total		1405	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary school only	18	1.3	1.3	1.3
	Some high school but didn't finish	67	4.7	4.7	6.0
	Completed high school	434	30.9	30.9	36.9
	Some college but didn't finish	267	19.0	19.0	55.9
	Two year college degree	183	13.0	13.0	68.9
	Four year college degree	295	21.0	21.0	89.9
	Some graduate work	33	2.4	2.4	92.3
	Completed masters or professional degree	71	5.0	5.0	97.3
	Advanced graduate work or Ph.D.	22	1.6	1.6	98.9
	Don't know	1	.1	.1	99.0
	Refused	14	1.0	1.0	100.0
	Total	1405	100.0	100.0	

F4. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	38	2.7	2.7	2.7
	19	23	1.6	1.6	4.3
	20	12	.9	.9	5.1
	21	18	1.3	1.3	6.5
	22	15	1.1	1.1	7.5
	23	11	.8	.8	8.3
	24	26	1.8	1.8	10.2
	25	14	1.0	1.0	11.2
	26	16	1.2	1.2	12.3
	27	6	.4	.4	12.8
	28	32	2.3	2.3	15.1
	29	13	.9	.9	16.0
	30	19	1.4	1.4	17.4
	31	23	1.7	1.7	19.1
	32	22	1.6	1.6	20.6
	33	11	.8	.8	21.4
	34	32	2.2	2.2	23.6
	35	19	1.3	1.3	25.0
	36	27	1.9	1.9	26.9
	37	21	1.5	1.5	28.4
	38	31	2.2	2.2	30.6
	39	20	1.4	1.4	32.0
	40	33	2.3	2.3	34.3
	41	18	1.3	1.3	35.6
	42	22	1.6	1.6	37.1
	43	14	1.0	1.0	38.1
	44	21	1.5	1.5	39.6
	45	26	1.9	1.9	41.5
	46	35	2.5	2.5	44.0
	47	27	1.9	1.9	45.9

48	30	2.1	2.1	48.1
49	39	2.8	2.8	50.9
50	15	1.1	1.1	52.0
51	13	.9	.9	52.9
52	26	1.8	1.8	54.7
53	22	1.5	1.5	56.2
54	37	2.6	2.6	58.8
55	33	2.4	2.4	61.2
56	30	2.1	2.1	63.3
57	36	2.6	2.6	65.9
58	37	2.6	2.6	68.5
59	34	2.4	2.4	71.0
60	19	1.4	1.4	72.3
61	13	.9	.9	73.3
62	19	1.3	1.3	74.6
63	20	1.4	1.4	76.0
64	11	.8	.8	76.8
65	24	1.7	1.7	78.5
66	21	1.5	1.5	80.0
67	19	1.3	1.3	81.3
68	14	1.0	1.0	82.3
69	17	1.2	1.2	83.5
70	18	1.3	1.3	84.8
71	11	.8	.8	85.6
72	11	.8	.8	86.4
73	16	1.2	1.2	87.5
74	15	1.0	1.0	88.6
75	18	1.3	1.3	89.9
76	14	1.0	1.0	90.9
77	8	.6	.6	91.5
78	10	.7	.7	92.2
79	8	.6	.6	92.8
80	12	.9	.9	93.7
81	11	.8	.8	94.5
82	3	.2	.2	94.7

83	6	.5	.5	95.1
84	7	.5	.5	95.6
85	6	.5	.5	96.1
86	8	.5	.5	96.6
87	6	.4	.4	97.1
88	6	.4	.4	97.5
89	4	.3	.3	97.7
90	5	.4	.4	98.1
91	3	.2	.2	98.3
92	1	.1	.1	98.4
96	1	.0	.0	98.5
97	0	.0	.0	98.5
98	1	.0	.0	98.5
99	21	1.5	1.5	100.0
Total	1405	100.0	100.0	

F4a. Are you 18-29; 30-44; 45-59; 60 plus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30-44 years old	2	.1	8.3	8.3
	45-59 years old	6	.4	29.1	37.4
	60 years old or more	7	.5	31.3	68.7
	Refused	7	.5	31.3	100.0
	Total	21	1.5	100.0	
Missing	System	1384	98.5		
Total		1405	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	857	61.0	61.0	61.0
	Living with a partner but not married	84	6.0	6.0	67.0
	Widowed	113	8.1	8.1	75.1
	Divorced	92	6.6	6.6	81.6
	Separated	13	.9	.9	82.5
	Never married	237	16.9	16.9	99.4
	Don't know	1	.0	.0	99.5
	Refused	8	.5	.5	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	6.5	6.5	6.5
	No	1307	93.0	93.0	99.5
	Don't know	4	.2	.2	99.8
	Refused	3	.2	.2	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	1234	87.8	87.8	87.8
	African American or Black	62	4.4	4.4	92.2
	Asian, South Asian or Pacific Islander	9	.6	.6	92.9
	Native American or American Indian	12	.9	.9	93.7
	More than one race	51	3.7	3.7	97.4
	Hispanic or Latino	17	1.2	1.2	98.6
	Other (SPECIFY)	9	.7	.7	99.3
	Don't know	0	.0	.0	99.3
	Refused	10	.7	.7	100.0
	Total	1405	100.0	100.0	

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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a week	104	7.4	7.4	7.4
	Once a week	330	23.5	23.5	30.9
	Once or twice a month	237	16.9	16.9	47.8
	A few times a year	288	20.5	20.5	68.3
	Seldom	232	16.5	16.5	84.8
	Never	206	14.6	14.6	99.4
	Don't know	3	.2	.2	99.6
	Refused	6	.4	.4	100.0
	Total	1405	100.0	100.0	

F10. What is your religious preference - are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion? Would that fall under the general category of Protestant; Christian but not Protest., or other?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protestant	367	26.1	26.1	26.1
	Roman Catholic	407	29.0	29.0	55.1
	Jewish	6	.4	.4	55.5
	Muslim/Islam	9	.7	.7	56.2
	Mormon/Latter-Day Saints	3	.2	.2	56.4
	Other Christian Religion	295	21.0	21.0	77.4
	Other Non-Christian Religion	68	4.8	4.8	82.2
	No Religion/Atheist/Agnostic	235	16.7	16.7	98.9
	Don't know	3	.2	.2	99.2
	Refused	12	.8	.8	100.0
	Total	1405	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, would	291	20.7	43.9	43.9
	No, would not	355	25.3	53.6	97.6
	Don't know	12	.8	1.7	99.3
	Refused	5	.3	.7	100.0
	Total	662	47.1	100.0	
Missing	System	743	52.9		
Total		1405	100.0		

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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$10,000	50	3.6	3.6	3.6
	10 to under \$20,000	97	6.9	6.9	10.5
	20 to under \$30,000	141	10.1	10.1	20.6
	30 to under \$40,000	135	9.6	9.6	30.2
	40 to under \$50,000	115	8.2	8.2	38.4
	50 to under \$75,000	229	16.3	16.3	54.7
	75 to under \$100,000	218	15.5	15.5	70.2
	100 to under \$150,000	184	13.1	13.1	83.3
	150 to under \$200,000	26	1.9	1.9	85.2
	Over \$200,000	48	3.4	3.4	88.6
	Don't know	40	2.9	2.9	91.4
	Refused	120	8.6	8.6	100.0
	Total	1405	100.0	100.0	

F12b. Overall, which of the following best describes how the recession in 2008 and 2009 affected your own personal financial situation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It had a major effect, and your finances have not recovered	286	20.4	20.4	20.4
	It had a major effect, but your finances have mostly recovered	564	40.1	40.1	60.5
	It didn't have a major effect on your finances	512	36.4	36.4	96.9
	Don't know	29	2.0	2.0	99.0
	Refused	14	1.0	1.0	100.0
	Total	1405	100.0	100.0	

F13. Would you describe the place where you live as urban, suburban or rural?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	381	27.1	27.1	27.1
	Suburban	477	33.9	33.9	61.1
	Rural	526	37.4	37.4	98.5
	Don't know	16	1.2	1.2	99.7
	Refused	4	.3	.3	100.0
	Total	1405	100.0	100.0	

F15. In general, would you describe your political views as: very conservative; conservative; moderate; liberal; very liberal ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very conservative	113	8.0	8.0	8.0
	Conservative	452	32.2	32.2	40.2
	Moderate	451	32.1	32.1	72.3
	Liberal	237	16.9	16.9	89.1
	Very liberal	100	7.1	7.1	96.3
	Don't know	45	3.2	3.2	99.4
	Refused	8	.6	.6	100.0
	Total	1405	100.0	100.0	

F16. Are you or any member of your household a member of a local, state or national labor union?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	R In Union	158	11.2	11.2	11.2
	Other in Union	102	7.3	7.3	18.5
	Non-Union	1126	80.1	80.1	98.6
	Don't Know	12	.8	.8	99.4
	Refused	8	.6	.6	100.0
	Total	1405	100.0	100.0	

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?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	265	18.9	18.9	18.9
	No	1133	80.6	80.6	99.5
	Don't know	1	.1	.1	99.6
	Refused	6	.4	.4	100.0
	Total	1405	100.0	100.0	

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	709	50.4	50.4	50.4
	Some on a cell phone and some on a home phone	267	19.0	19.0	69.4
	All or almost all on a regular home phone	413	29.4	29.4	98.8
	Don't know	6	.4	.4	99.2
	Refused	11	.8	.8	100.0
	Total	1405	100.0	100.0	

F20. And did I reach you by dialing:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1395	99.3	99.3	99.3
	No	10	.7	.7	100.0
	Total	1405	100.0	100.0	

F22. Is this phone a cell phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	804	57.2	57.2	57.2
	No	601	42.8	42.8	100.0
	Total	1405	100.0	100.0	

Likely Voter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely Voter	1157	82.3	82.3	82.3
	Not Likely	244	17.4	17.4	99.7
	DK/NA	5	.3	.3	100.0
	Total	1405	100.0	100.0	

Likely Voter April

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely Voter	957	68.1	68.1	68.1
	Not Likely	434	30.9	30.9	99.1
	DK/NA	13	.9	.9	100.0
	Total	1405	100.0	100.0	

wave

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	34.00	1405	100.0	100.0	100.0

polldatestr

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2016-3-28	1405	100.0	100.0	100.0

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	674	48.0	48.0	48.0
	Female	731	52.0	52.0	100.0
	Total	1405	100.0	100.0	

Age 4 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	225	16.0	16.0	16.0
	30-44	334	23.8	23.8	39.8
	45-59	447	31.8	31.8	71.5
	60+	393	28.0	28.0	99.5
	DK/NA/Ref	7	.5	.5	100.0
	Total	1405	100.0	100.0	

Age 6 categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	225	16.0	16.0	16.0
	30-39	225	16.0	16.0	32.0
	40-49	267	19.0	19.0	51.0
	50-59	289	20.5	20.5	71.5
	60-69	183	13.0	13.0	84.5
	70+	211	15.0	15.0	99.5
	DK/NA/Ref	7	.5	.5	100.0
	Total	1405	100.0	100.0	

3 race categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	1234	87.8	87.8	87.8
	Black	62	4.4	4.4	92.2
	Other	99	7.0	7.0	99.3
	DK/NA/Ref	10	.7	.7	100.0
	Total	1405	100.0	100.0	

hispanic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	6.5	6.5	6.5
	No	1307	93.0	93.0	99.5
	DK/NA/Ref	6	.5	.5	100.0
	Total	1405	100.0	100.0	

5 education categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	84	6.0	6.0	6.0
	HS	434	30.9	30.9	36.9
	Some Coll	267	19.0	19.0	55.9
	AA	183	13.0	13.0	68.9
	BA or more	422	30.0	30.0	98.9
	DK/NA/Ref	15	1.1	1.1	100.0
	Total	1405	100.0	100.0	

Education 5 with Post-BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	84	6.0	6.0	6.0
	HS	434	30.9	30.9	36.9
	Some Coll/AA	450	32.0	32.0	68.9
	BA	295	21.0	21.0	89.9
	Post BA	126	9.0	9.0	98.9
	DK/NA/Ref	15	1.1	1.1	100.0
	Total	1405	100.0	100.0	

Education 5 with BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	84	6.0	6.0	6.0
	HS	434	30.9	30.9	36.9
	Some Coll	267	19.0	19.0	55.9
	AA	183	13.0	13.0	68.9
	BA or more	422	30.0	30.0	98.9
	DK/NA/Ref	15	1.1	1.1	100.0
	Total	1405	100.0	100.0	

Education 6 AA, BA and MA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not HS	84	6.0	6.0	6.0
	HS	434	30.9	30.9	36.9
	Some Coll	267	19.0	19.0	55.9
	AA	183	13.0	13.0	68.9
	BA	295	21.0	21.0	89.9
	Post-BA	126	9.0	9.0	98.9
	DK/NA/Ref	15	1.1	1.1	100.0
	Total	1405	100.0	100.0	

3 category Party ID including leaners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	614	43.7	43.7	43.7
	Democrat	670	47.7	47.7	91.4
	Independent	100	7.1	7.1	98.5
	DK/NA/Ref	21	1.5	1.5	100.0
	Total	1405	100.0	100.0	

3 category Party ID no leaners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	392	27.9	27.9	27.9
	Democrat	451	32.1	32.1	60.1
	Independent	540	38.4	38.4	98.5
	DK/NA/Ref	21	1.5	1.5	100.0
	Total	1405	100.0	100.0	

Party ID 5 categories, leaners separate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rep	392	27.9	27.9	27.9
	Lean Rep	222	15.8	15.8	43.7
	Ind	100	7.1	7.1	50.8
	Lean Dem	219	15.6	15.6	66.4
	Dem	451	32.1	32.1	98.5
	DK/NA/Ref	21	1.5	1.5	100.0
	Total	1405	100.0	100.0	

Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	1192	84.8	84.8	84.8
	Black	55	3.9	3.9	88.8
	Hispanic	91	6.5	6.5	95.3
	Other	57	4.0	4.0	99.3
	DK/NA/Ref	10	.7	.7	100.0
	Total	1405	100.0	100.0	

Income Recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$40k	424	30.2	30.2	30.2
	\$40k to \$74k	344	24.5	24.5	54.7
	\$75k up	477	33.9	33.9	88.6
	DK/NA/Ref	160	11.4	11.4	100.0
	Total	1405	100.0	100.0	

Region/Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	132	9.4	9.4	9.4
	Rest of MKE	435	31.0	31.0	40.4
	MSN	252	18.0	18.0	58.4
	GB/A	263	18.7	18.7	77.1
	Rest of state	321	22.9	22.9	100.0
	Total	1405	100.0	100.0	

Region2/MKE,Wow,Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	132	9.4	9.4	9.4
	WOW Counties	158	11.2	11.2	20.7
	Rest of MKE	278	19.8	19.8	40.4
	MSN	252	18.0	18.0	58.4
	GB/A	263	18.7	18.7	77.1
	Rest of state	321	22.9	22.9	100.0
	Total	1405	100.0	100.0	

region7/MKE,Wow,Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	132	9.4	9.4	9.4
	WOW Counties	158	11.2	11.2	20.7
	Rest of MKE	278	19.8	19.8	40.4
	MSN	252	18.0	18.0	58.4
	GB/A	263	18.7	18.7	77.1
	Lax/EC	103	7.3	7.3	84.5
	MSP/DS/Wau	218	15.5	15.5	100.0
	Total	1405	100.0	100.0	

dma8/Eight category Media Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MKE City	132	9.4	9.4	9.4
	WOW Counties	158	11.2	11.2	20.7
	Rest of MKE	278	19.8	19.8	40.4
	Dane Rock	168	11.9	11.9	52.4
	Rest of MSN	85	6.0	6.0	58.4
	Lax/EC	103	7.3	7.3	65.7
	GB/A	263	18.7	18.7	84.5
	Wau/MSP/DS	218	15.5	15.5	100.0
	Total	1405	100.0	100.0	