

## Marquette Law School Poll - August 25-28, 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 for all survey items among only likely voters are presented here. Please note that some questions are only asked of particular groups of respondents. In these instances, the row "NA's" includes the number and percent of respondents omitted from the question. These omitted cases are ignored when calculating the "Valid" and "Cumulative" percent columns.

## Results for all items among Likely Voters

S2. Record Gender

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Male | 299 | 49 | 49 | 49 |
| Female | 316 | 51 | 51 | 100 |
| Total | 615 | 100 | 100 |  |

S3a. Do you currently live in Wisconsin?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Yes | 615 | 100 | 100 | 100 |
| Total | 615 | 100 | 100 |  |

S4. Do you currently live within Milwaukee city limits?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Yes | 64 | 10 | 62 | 62 |
| No | 39 | 6 | 38 | 100 |
| NA's | 512 | 83 |  |  |
| Total | 615 | 100 | 100 |  |

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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Yes, registered to vote | 589 | 96 | 96 | 96 |
| No, not registered to vote | 25 | 4 | 4 | 100 |
| Don't Know/Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Plan to Register | 26 | 4 | 100 | 100 |
| NA's | 589 | 96 |  |  |
| Total | 615 | 100 | 100 |  |

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?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Most of the time | 411 | 67 | 67 | 67 |
| Some of the time | 143 | 23 | 23 | 90 |
| Only now and then | 32 | 5 | 5 | 95 |
| Hardly at all | 26 | 4 | 4 | 100 |
| Don't know | 3 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

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?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Absolutely certain | 615 | 100 | 100 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Gotten better | 146 | 24 | 24 | 24 |
| Gotten worse | 181 | 29 | 29 | 53 |
| Stayed the same | 274 | 44 | 44 | 98 |
| Don't know | 14 | 2 | 2 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q4. 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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Get better | 162 | 26 | 26 | 26 |
| Get worse | 135 | 22 | 22 | 48 |
| Stay the same | 249 | 41 | 41 | 89 |
| Don't know | 62 | 10 | 10 | 99 |
| Refused | 7 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Approve | 295 | 48 | 48 | 48 |
| Disapprove | 293 | 48 | 48 | 96 |
| Don't know | 24 | 4 | 4 | 99 |
| Refused | 3 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Approve | 277 | 45 | 45 | 45 |
| Disapprove | 301 | 49 | 49 | 94 |
| Don’t know | 34 | 6 | 6 | 99 |
| Refused | 4 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Q7. 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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 313 | 51 | 51 | 51 |
| Unfavorable | 282 | 46 | 46 | 97 |
| Haven't heard enough | 7 | 1 | 1 | 98 |
| Don't know | 3 | 0 | 0 | 98 |
| Refused | 11 | 2 | 2 | 100 |
| Total | 615 | 100 | 100 |  |

Q8. 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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 232 | 38 | 38 | 38 |
| Unfavorable | 218 | 36 | 36 | 73 |
| Haven't heard enough | 154 | 25 | 25 | 98 |
| Don't know | 8 | 1 | 1 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q9. Russ Feingold: Do you have a favorable or unfavorable opinion of Russ Feingold or haven't you heard enough about him yet?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 265 | 43 | 43 | 43 |
| Unfavorable | 238 | 39 | 39 | 82 |
| Haven't heard enough | 108 | 18 | 18 | 99 |
| Don't know | 5 | 1 | 1 | 100 |
| Refused | 0 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q10. 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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 268 | 44 | 44 | 44 |
| Unfavorable | 315 | 51 | 51 | 95 |
| Haven't heard enough | 15 | 3 | 3 | 97 |
| Don't know | 4 | 1 | 1 | 98 |
| Refused | 13 | 2 | 2 | 100 |
| Total | 615 | 100 | 100 |  |

Q11. 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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 200 | 32 | 32 | 32 |
| Unfavorable | 376 | 61 | 61 | 94 |
| Haven't heard enough | 19 | 3 | 3 | 97 |
| Don't know | 15 | 2 | 2 | 99 |
| Refused | 6 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Q12. 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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 231 | 37 | 37 | 37 |
| Unfavorable | 356 | 58 | 58 | 95 |
| Haven't heard enough | 17 | 3 | 3 | 98 |
| Don't know | 11 | 2 | 2 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q13. Gary Johnson: Do you have a favorable or unfavorable opinion of Gary Johnson or haven't you heard enough about him yet?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 86 | 14 | 14 | 14 |
| Unfavorable | 92 | 15 | 15 | 29 |
| Haven't heard enough | 396 | 64 | 64 | 93 |
| Don't know | 39 | 6 | 6 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q14. Phil Anderson: Do you have a favorable or unfavorable opinion of Phil Anderson or haven't you heard enough about him yet?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 21 | 3 | 3 | 3 |
| Unfavorable | 23 | 4 | 4 | 7 |
| Haven't heard enough | 526 | 85 | 85 | 93 |
| Don't know | 44 | 7 | 7 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q15. The Tea Party: Do you have a favorable or unfavorable opinion of the Tea Party or haven't you heard enough about it yet?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Favorable | 141 | 23 | 23 | 23 |
| Unfavorable | 269 | 44 | 44 | 67 |
| Haven't heard enough | 174 | 28 | 28 | 95 |
| Don't know | 28 | 4 | 4 | 99 |
| Refused | 4 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Q16. If the election for U.S. Senator were being held today and the candidates were Ron Johnson the Republican and Russ Feingold the Democrat, for whom would you vote?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Russ Feingold | 294 | 48 | 48 | 48 |
| Ron Johnson | 279 | 45 | 45 | 93 |
| Neither (VOL) | 4 | 1 | 1 | 94 |
| Don't know | 37 | 6 | 6 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q17. 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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Hillary Clinton | 275 | 45 | 45 | 45 |
| Donald Trump | 260 | 42 | 42 | 87 |
| Gary Johnson (VOL) | 6 | 1 | 1 | 88 |
| Jill Stein (VOL) | 3 | 0 | 0 | 89 |
| Neither (VOL) | 44 | 7 | 7 | 96 |
| Wouldn't vote (VOL) | 1 | 0 | 0 | 96 |
| Don't know | 21 | 3 | 3 | 99 |
| Refused | 5 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Russ Feingold | 276 | 45 | 45 | 45 |
| Ron Johnson | 257 | 42 | 42 | 87 |
| Phil Anderson | 38 | 6 | 6 | 93 |
| None of these | 3 | 0 | 0 | 93 |
| Wouldn't vote | 0 | 0 | 0 | 93 |
| Don't know | 41 | 7 | 7 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q19. If the election for president were being held today and the candidates were Hillary Clinton the Democrat, Donald Trump the Republican, Gary Johnson the Libertarian and Jill Stein the Green Party, for whom would you vote?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Hillary Clinton | 250 | 41 | 41 | 41 |
| Donald Trump | 231 | 38 | 38 | 78 |
| Gary Johnson | 63 | 10 | 10 | 88 |
| Jill Stein | 25 | 4 | 4 | 92 |
| None of these | 19 | 3 | 3 | 95 |
| Don't know | 24 | 4 | 4 | 99 |
| Refused | 4 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Q20a. Thinking about some of the candidates for president, how comfortable are you with the idea of Hillary Clinton as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Very comfortable | 138 | 22 | 22 | 22 |
| Somewhat comfortable | 125 | 20 | 20 | 43 |
| Somewhat uncomfortable | 60 | 10 | 10 | 53 |
| Very uncomfortable | 289 | 47 | 47 | 100 |
| Don't know | 3 | 0 | 0 | 100 |
| Refused | 0 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q20b. Thinking about some of the candidates for president, how comfortable are you with the idea of Donald Trump as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Very comfortable | 101 | 16 | 16 | 16 |
| Somewhat comfortable | 113 | 18 | 18 | 35 |
| Somewhat uncomfortable | 80 | 13 | 13 | 48 |
| Very uncomfortable | 318 | 52 | 52 | 100 |
| Don't know | 3 | 0 | 0 | 100 |
| Refused | 0 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q21. Please tell me whether the following statement describes Russ Feingold, or not.... he is someone who cares about people like me.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Describes | 306 | 50 | 50 | 50 |
| Does not describe | 238 | 39 | 39 | 88 |
| Don't know | 69 | 11 | 11 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q22. Please tell me whether the following statement describes Ron Johnson, or not.... he is someone who cares about people like me.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Describes | 255 | 41 | 41 | 41 |
| Does not describe | 245 | 40 | 40 | 81 |
| Don't know | 113 | 18 | 18 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q23. Please tell me whether the following statement describes Hillary Clinton, or not....she is someone who cares about people like me.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Describes | 260 | 42 | 42 | 42 |
| Does not describe | 333 | 54 | 54 | 96 |
| Don't know | 21 | 3 | 3 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q24. Please tell me whether the following statement describes Donald Trump, or not....he is someone who cares about people like me.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Describes | 224 | 36 | 36 | 36 |
| Does not describe | 376 | 61 | 61 | 97 |
| Don’t know | 14 | 2 | 2 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q25. Please tell me whether the following statement describes Hillary Clinton, or not....she is someone who is honest.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Describes | 162 | 26 | 26 | 26 |
| Does not describe | 428 | 69 | 69 | 96 |
| Don't know | 22 | 4 | 4 | 99 |
| Refused | 4 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Q26. Please tell me whether the following statement describes Donald Trump, or not....he is someone who is honest.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Describes | 221 | 36 | 36 | 36 |
| Does not describe | 374 | 61 | 61 | 97 |
| Don’t know | 18 | 3 | 3 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q27. Please tell me whether the following statement describes Hillary Clinton, or not.... she has the qualifications to be president.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Describes | 338 | 55 | 55 | 55 |
| Does not describe | 272 | 44 | 44 | 99 |
| Don’t know | 5 | 1 | 1 | 100 |
| Refused | 0 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q28. Please tell me whether the following statement describes Donald Trump, or not.... he has the qualifications to be president.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Describes | 223 | 36 | 36 | 36 |
| Does not describe | 379 | 62 | 62 | 98 |
| Don't know | 13 | 2 | 2 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q29. How concerned are you about the safety of the water supply in low income communities in Wisconsin? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Very concerned | 194 | 31 | 31 | 31 |
| Somewhat concerned | 210 | 34 | 34 | 66 |
| Not too concerned | 109 | 18 | 18 | 83 |
| Not at all concerned | 91 | 15 | 15 | 98 |
| Don't know | 11 | 2 | 2 | 100 |
| Total | 615 | 100 | 100 |  |

Q30. How concerned are you about the safety of the water supply in your community? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Very concerned | 125 | 20 | 20 | 20 |
| Somewhat concerned | 131 | 21 | 21 | 42 |
| Not too concerned | 161 | 26 | 26 | 68 |
| Not at all concerned | 195 | 32 | 32 | 99 |
| Don't know | 3 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Q31. How would you rate the job being done by the state of Wisconsin in protecting the safety of public drinking water? Would you say it is excellent, good, only fair, or poor?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Excellent | 67 | 11 | 11 | 11 |
| Good | 257 | 42 | 42 | 53 |
| Fair | 211 | 34 | 34 | 87 |
| Poor | 60 | 10 | 10 | 97 |
| Don’t know | 21 | 3 | 3 | 100 |
| Total | 615 | 100 | 100 |  |

Q32. How would you rate the job being done by the federal government in protecting the safety of public drinking water? Would you say it is excellent, good, only fair, or poor?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Excellent | 12 | 2 | 2 | 2 |
| Good | 164 | 27 | 27 | 29 |
| Fair | 280 | 46 | 46 | 74 |
| Poor | 135 | 22 | 22 | 96 |
| Don't know | 21 | 3 | 3 | 99 |
| Refused | 3 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Q33. Does your home's water come from a private well or a public water system?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Private well | 218 | 35 | 35 | 35 |
| Public water system | 389 | 63 | 63 | 99 |
| Don't know | 7 | 1 | 1 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q34. 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.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Stay and apply for citizenship | 388 | 63 | 63 | 63 |
| Stay as temporary guest workers | 120 | 20 | 20 | 83 |
| Required to leave jobs and U.S. | 96 | 16 | 16 | 98 |
| Don't know | 9 | 1 | 1 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q35. What do you think Donald Trump's position is on undocumented immigrants? Does he think 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.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Stay and apply for citizenship | 56 | 9 | 9 | 9 |
| Stay as temporary guest workers | 96 | 16 | 16 | 25 |
| Required to leave jobs and U.S. | 423 | 69 | 69 | 94 |
| Don't know | 39 | 6 | 6 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q36. Has Trump held this position all along or has he recently changed his position on undocumented immigrants?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Held position all along | 241 | 39 | 39 | 39 |
| Has changed position | 305 | 50 | 50 | 89 |
| Don't know | 69 | 11 | 11 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q37. What do you think Hillary Clinton's position is on undocumented immigrants. Does she think 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.

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Stay and apply for citizenship | 460 | 75 | 75 | 75 |
| Stay as temporary guest workers | 88 | 14 | 14 | 89 |
| Required to leave jobs and U.S. | 13 | 2 | 2 | 91 |
| Don’t know | 55 | 9 | 9 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q38. Has Clinton held this position all along or has she recently changed his position on undocumented immigrants?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Held position all along | 358 | 58 | 58 | 58 |
| Has changed position | 110 | 18 | 18 | 76 |
| Don't know | 146 | 24 | 24 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q39. How much have you read or heard about the recent unrest in Milwaukee following the officer-involved killing of a black man following a traffic stop?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| A lot | 336 | 55 | 55 | 55 |
| Some | 176 | 29 | 29 | 83 |
| Only a little | 84 | 14 | 14 | 97 |
| Nothing at all | 16 | 3 | 3 | 99 |
| Don't know | 2 | 0 | 0 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q40. Do you think the main source of the recent unrest in Milwaukee is mostly due to anger at decades of disadvantage for black communities or is mostly due to lack of respect for law and order?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Mostly due to anger | 243 | 39 | 39 | 39 |
| Mostly due to lack of respect | 291 | 47 | 47 | 87 |
| Something else | 37 | 6 | 6 | 93 |
| Don't know | 39 | 6 | 6 | 99 |
| Refused | 6 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Q41. How would you describe your feelings about the police in your community? Would you say they make you feel mostly safe or mostly anxious?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Mostly safe | 531 | 86 | 86 | 86 |
| Mostly anxious | 76 | 12 | 12 | 98 |
| Something else | 3 | 0 | 0 | 99 |
| Don’t know | 6 | 1 | 1 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q42. Do you mostly agree or mostly disagree that "People like me are not getting their fair share"?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Mostly agree | 255 | 41 | 41 | 41 |
| Mostly disagree | 317 | 51 | 51 | 93 |
| Don't know | 41 | 7 | 7 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q43. Do you think the future of the next generation of Americans will be better, worse, or about the same as life today?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Better | 124 | 20 | 20 | 20 |
| Worse | 312 | 51 | 51 | 71 |
| About the same | 150 | 24 | 24 | 95 |
| Don't know | 28 | 5 | 5 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Q44. 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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Living comfortably | 347 | 56 | 56 | 56 |
| Just getting by | 185 | 30 | 30 | 87 |
| Struggling | 83 | 13 | 13 | 100 |
| Don't know | 0 | 0 | 0 | 100 |
| Refused | 0 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Republican | 184 | 30 | 30 | 30 |
| Democrat | 191 | 31 | 31 | 61 |
| Independent | 224 | 36 | 36 | 97 |
| Other/No preference | 9 | 2 | 2 | 99 |
| Don't know | 5 | 1 | 1 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Republican | 115 | 19 | 48 | 48 |
| Democratic | 101 | 16 | 42 | 90 |
| Neither/Just Independent | 20 | 3 | 8 | 99 |
| Don't know | 1 | 0 | 1 | 99 |
| Refused | 2 | 0 | 1 | 100 |
| NA's | 377 | 61 |  |  |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Elementary school only | 2 | 0 | 0 | 0 |
| Some high school / did not finish | 21 | 3 | 3 | 4 |
| Completed high school | 189 | 31 | 31 | 34 |
| Some college but didn't finish | 111 | 18 | 18 | 52 |
| Two year college degree | 84 | 14 | 14 | 66 |
| Four year college degree | 139 | 23 | 23 | 88 |
| Some graduate work | 7 | 1 | 1 | 90 |
| Completed masters or professional degree | 46 | 8 | 8 | 97 |
| Advanced graduate work or Ph.D. | 11 | 2 | 2 | 99 |
| Don't know | 1 | 0 | 0 | 99 |
| Refused | 6 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

F4. What is your age?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| 19 | 4 | 1 | 1 | 1 |
| 20 | 8 | 1 | 1 | 2 |
| 21 | 14 | 2 | 2 | 4 |
| 22 | 11 | 2 | 2 | 6 |
| Continued on next page |  |  |  |  |

Continued on next page

F4. What is your age?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| 23 | 4 | 1 | 1 | 6 |
| 24 | 9 | 1 | 1 | 8 |
| 25 | 9 | 1 | 1 | 9 |
| 26 | 14 | 2 | 2 | 12 |
| 27 | 2 | 0 | 0 | 12 |
| 28 | 3 | 1 | 1 | 12 |
| 29 | 6 | 1 | 1 | 13 |
| 30 | 7 | 1 | 1 | 15 |
| 31 | 6 | 1 | 1 | 16 |
| 32 | 5 | 1 | 1 | 16 |
| 33 | 11 | 2 | 2 | 18 |
| 34 | 5 | 1 | 1 | 19 |
| 35 | 17 | 3 | 3 | 22 |
| 36 | 14 | 2 | 2 | 24 |
| 37 | 16 | 3 | 3 | 27 |
| 38 | 12 | 2 | 2 | 29 |
| 39 | 8 | 1 | 1 | 30 |
| 40 | 3 | 1 | 1 | 31 |
| 41 | 18 | 3 | 3 | 33 |
| 42 | 6 | 1 | 1 | 34 |
| 43 | 8 | 1 | 1 | 36 |
| 44 | 9 | 1 | 1 | 37 |
| 45 | 11 | 2 | 2 | 39 |
| 46 | 17 | 3 | 3 | 42 |
| 47 | 6 | 1 | 1 | 43 |
| 48 | 17 | 3 | 3 | 45 |
| 49 | 14 | 2 | 2 | 48 |
| 50 | 11 | 2 | 2 | 50 |
| 51 | 11 | 2 | 2 | 51 |
| 52 | 6 | 1 | 2 | 1 |

F4. What is your age?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| 67 | 9 | 1 | 1 | 82 |
| 68 | 7 | 1 | 1 | 83 |
| 69 | 5 | 1 | 1 | 84 |
| 70 | 7 | 1 | 1 | 85 |
| 71 | 8 | 1 | 1 | 86 |
| 72 | 3 | 1 | 1 | 87 |
| 73 | 6 | 1 | 1 | 87 |
| 74 | 12 | 2 | 2 | 89 |
| 75 | 4 | 1 | 1 | 90 |
| 76 | 5 | 1 | 1 | 91 |
| 77 | 5 | 1 | 1 | 92 |
| 78 | 8 | 1 | 1 | 93 |
| 79 | 9 | 2 | 2 | 94 |
| 80 | 5 | 1 | 1 | 95 |
| 81 | 4 | 1 | 1 | 96 |
| 82 | 4 | 1 | 1 | 96 |
| 83 | 3 | 0 | 0 | 97 |
| 84 | 2 | 0 | 0 | 97 |
| 85 | 1 | 0 | 0 | 97 |
| 86 | 4 | 1 | 1 | 98 |
| 87 | 2 | 0 | 0 | 98 |
| 88 | 1 | 0 | 0 | 99 |
| 89 | 2 | 0 | 0 | 99 |
| 91 | 0 | 0 | 0 | 99 |
| 92 | 0 | 0 | 0 | 99 |
| 94 | 0 | 0 | 0 | 99 |
| 99 | 5 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |
|  |  |  |  |  |

F4a. [If Refused in F4] Are you...?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| $30-44$ years old | 2 | 0 | 41 | 41 |
| $45-59$ years old | 1 | 0 | 17 | 58 |
| 60 years old or more | 1 | 0 | 16 | 74 |
| Refused | 1 | 0 | 26 | 100 |
| NA's | 610 | 99 |  |  |
| Total | 615 | 100 | 100 |  |

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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Married | 401 | 65 | 65 | 65 |
| Cohabiting | 32 | 5 | 5 | 70 |
| Widowed | 31 | 5 | 5 | 75 |
| Divorced | 41 | 7 | 7 | 82 |
| Separated | 11 | 2 | 2 | 84 |
| Never Married | 99 | 16 | 16 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Yes | 31 | 5 | 5 | 5 |
| No | 583 | 95 | 95 | 100 |
| Don’t know | 0 | 0 | 0 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| White | 525 | 85 | 85 | 85 |
| African American or Black | 35 | 6 | 6 | 91 |
| Asian, South Asian or Pacific Islander | 6 | 1 | 1 | 92 |
| Native American or American Indian | 4 | 1 | 1 | 93 |
| More than one race | 37 | 6 | 6 | 99 |
| Hispanic or Latino | 3 | 1 | 1 | 99 |
| Other (SPECIFY) | 2 | 0 | 0 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| More than 1/wk | 48 | 8 | 8 | 8 |
| 1/week | 151 | 24 | 24 | 32 |
| 1-2 month | 94 | 15 | 15 | 48 |
| few times a year | 92 | 15 | 15 | 62 |
| Seldom | 106 | 17 | 17 | 80 |
| Never | 124 | 20 | 20 | 100 |
| Don't know | 0 | 0 | 0 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

F10. What is your religious preference? Are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Protestant | 152 | 25 | 25 | 25 |
| Roman Catholic | 201 | 33 | 33 | 57 |
| Jewish | 4 | 1 | 1 | 58 |
| Muslim/Islam | 1 | 0 | 0 | 58 |
| Mormon/Latter-Day Saints | 2 | 0 | 0 | 58 |
| Other Christian Religion | 117 | 19 | 19 | 77 |
| Other Non-Christian Religion | 25 | 4 | 4 | 81 |
| No Religion/Atheist/Agnostic | 108 | 17 | 17 | 99 |
| Don't know | 5 | 1 | 1 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| born again | 120 | 20 | 45 | 45 |
| not born again | 139 | 23 | 52 | 96 |
| Don't know | 8 | 1 | 3 | 99 |
| Refused | 2 | 0 | 1 | 100 |
| NA's | 347 | 56 |  |  |
| Total | 615 | 100 | 100 |  |

F12. Last year, that is in 2015, what was your total family income from all sources, before taxes?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Less than $\$ 10,000$ | 23 | 4 | 4 | 4 |
| 10 to under $\$ 20,000$ | 24 | 4 | 4 | 8 |
| 20 to under $\$ 30,000$ | 54 | 9 | 9 | 16 |
| 30 to under $\$ 40,000$ | 69 | 11 | 11 | 28 |
| 40 to under $\$ 50,000$ | 70 | 11 | 11 | 39 |
| 50 to under $\$ 75,000$ | 109 | 18 | 18 | 57 |
| 75 to under $\$ 100,000$ | 90 | 15 | 15 | 71 |
| 100 to under $\$ 150,000$ | 63 | 10 | 10 | 82 |
| $\$ 150,000$ or more | 32 | 5 | 5 | 87 |
| Over $\$ 200,000$ | 28 | 5 | 5 | 92 |
| Don't know | 7 | 1 | 1 | 93 |
| Refused | 45 | 7 | 7 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Urban | 187 | 30 | 30 | 30 |
| Suburban | 187 | 30 | 30 | 61 |
| Rural | 239 | 39 | 39 | 99 |
| Don't know | 3 | 0 | 0 | 100 |
| Refused | 0 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

F15. In general, would you describe your political views as...?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Very conservative | 55 | 9 | 9 | 9 |
| Conservative | 204 | 33 | 33 | 42 |
| Moderate | 188 | 30 | 30 | 73 |
| Liberal | 91 | 15 | 15 | 87 |
| Very liberal | 60 | 10 | 10 | 97 |
| Don't know | 15 | 2 | 2 | 99 |
| Refused | 3 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| respondent | 52 | 9 | 9 | 9 |
| another household member | 27 | 4 | 4 | 13 |
| nobody in household | 534 | 87 | 87 | 100 |
| Don't know | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

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 | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Yes | 142 | 23 | 23 | 23 |
| No | 472 | 77 | 77 | 100 |
| Don't know | 1 | 0 | 0 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

F19. Of all the personal telephone calls that you receive, do you get...?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| All or almost all on a cell phone | 320 | 52 | 52 | 52 |
| Some on a cell phone and some on a home phone | 132 | 21 | 21 | 73 |
| All or almost all on a regular home phone | 157 | 25 | 25 | 99 |
| Don't know | 2 | 0 | 0 | 99 |
| Refused | 5 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

F20. Is this phone a cell phone or not?

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Yes | 362 | 59 | 59 | 59 |
| No | 254 | 41 | 41 | 100 |
| Total | 615 | 100 | 100 |  |

Likely Voter

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Likely Voter | 615 | 100 | 100 | 100 |
| Total | 615 | 100 | 100 |  |

wave

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| $8 / 25-28 / 16$ | 615 | 100 | 100 | 100 |
| Total | 615 | 100 | 100 |  |

Poll Dates

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| $2016-8-25$ | 615 | 100 | 100 | 100 |
| Total | 615 | 100 | 100 |  |

Sex

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Male | 299 | 49 | 49 | 49 |
| Female | 316 | 51 | 51 | 100 |
| Total | 615 | 100 | 100 |  |

Age 4 categories

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| $18-29$ | 83 | 13 | 13 | 13 |
| $30-44$ | 148 | 24 | 24 | 38 |
| $45-59$ | 203 | 33 | 33 | 71 |
| $60+$ | 180 | 29 | 29 | 100 |
| DK/NA/ Ref | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Age 6 categories

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| $18-29$ | 83 | 13 | 13 | 13 |
| $30-39$ | 102 | 17 | 17 | 30 |
| $40-49$ | 111 | 18 | 18 | 48 |
| $50-59$ | 138 | 22 | 22 | 71 |
| $60-69$ | 84 | 14 | 14 | 84 |
| $70+$ | 96 | 16 | 16 | 100 |
| DK/NA/Ref | 1 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Race 3 categories

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| White | 525 | 85 | 85 | 85 |
| Black | 35 | 6 | 6 | 91 |
| Other | 53 | 9 | 9 | 100 |
| DK/NA/Ref | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Hispanic

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Yes | 31 | 5 | 5 | 5 |
| No | 583 | 95 | 95 | 100 |
| DK/NA/Ref | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

5 education categories

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Not HS | 22 | 4 | 4 | 4 |
| HS | 189 | 31 | 31 | 34 |
| Some Coll | 111 | 18 | 18 | 52 |
| AA | 84 | 14 | 14 | 66 |
| BA+ | 203 | 33 | 33 | 99 |
| DK/NA/ Ref | 7 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Education 5 with Post-BA

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Not HS | 22 | 4 | 4 | 4 |
| hs | 189 | 31 | 31 | 34 |
| Some Coll/AA | 194 | 32 | 32 | 66 |
| ba | 139 | 23 | 23 | 88 |
| Post BA | 65 | 10 | 10 | 99 |
| DK/NA/Ref | 7 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

Education 6 AA, BA, and MA

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Not HS | 22 | 4 | 4 | 4 |
| hs | 189 | 31 | 31 | 34 |
| Some Coll | 111 | 18 | 18 | 52 |
| aa | 84 | 14 | 14 | 66 |
| ba | 139 | 23 | 23 | 88 |
| Post-BA | 65 | 10 | 10 | 99 |
| DK/NA/Ref | 7 | 1 | 1 | 100 |
| Total | 615 | 100 | 100 |  |

3 category Party ID including leaners

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Republican | 299 | 49 | 49 | 49 |
| Democrat | 292 | 48 | 48 | 96 |
| Independent | 21 | 3 | 3 | 100 |
| Other/None | 3 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

3 category Party ID no leaners

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Republican | 184 | 30 | 30 | 30 |
| Democrat | 191 | 31 | 31 | 61 |
| Independent | 237 | 39 | 39 | 100 |
| Other/None | 3 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Pary ID 5 categories, leaners separate

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Rep | 184 | 30 | 30 | 30 |
| Lean Rep | 115 | 19 | 19 | 49 |
| Ind | 21 | 3 | 3 | 52 |
| Lean Dem | 101 | 16 | 16 | 68 |
| Dem | 191 | 31 | 31 | 100 |
| Other/None | 3 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Race/Ethnicity

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| White | 512 | 83 | 83 | 83 |
| Black | 34 | 6 | 6 | 89 |
| Hispanic | 31 | 5 | 5 | 94 |
| Other | 35 | 6 | 6 | 100 |
| DK/NA/ Ref | 2 | 0 | 0 | 100 |
| Total | 615 | 100 | 100 |  |

Income Recode

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| Under $\$ 40 \mathrm{k}$ | 170 | 28 | 28 | 28 |
| $\$ 40 \mathrm{k}$ to $\$ 74 \mathrm{k}$ | 179 | 29 | 29 | 57 |
| $\$ 75 \mathrm{k}$ up | 214 | 35 | 35 | 92 |
| DK/NA/ Ref | 52 | 8 | 8 | 100 |
| Total | 615 | 100 | 100 |  |

Region/Media Market

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| MKE City | 57 | 9 | 9 | 9 |
| Rest of MKE | 190 | 31 | 31 | 40 |
| msn | 108 | 18 | 18 | 58 |
| GB/A | 126 | 20 | 20 | 78 |
| Rest of state | 134 | 22 | 22 | 100 |
| Total | 615 | 100 | 100 |  |

Region2/MKE,WOW,Media Market

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| MKE City | 57 | 9 | 9 | 9 |
| WOW Counties | 52 | 8 | 8 | 18 |
| Rest of MKE | 138 | 22 | 22 | 40 |
| MSN | 108 | 18 | 18 | 58 |
| GB/A | 126 | 20 | 20 | 78 |
| Rest of state | 134 | 22 | 22 | 100 |
| Total | 615 | 100 | 100 |  |

Region7/MKE,WOW,Media Market

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| MKE City | 57 | 9 | 9 | 9 |
| WOW Counties | 52 | 8 | 8 | 18 |
| Rest of MKE | 138 | 22 | 22 | 40 |
| msn | 108 | 18 | 18 | 58 |
| GB/A | 126 | 20 | 20 | 78 |
| Lax/EC | 58 | 9 | 9 | 88 |
| MSP,DS/WauRhine | 77 | 12 | 12 | 100 |
| Total | 615 | 100 | 100 |  |

dma8/Eight category Media Market

|  | Frequency | Percent | Valid Percent | Cum Percent |
| :--- | ---: | ---: | ---: | ---: |
| MKE City | 57 | 9 | 9 | 9 |
| WOW Counties | 52 | 8 | 8 | 18 |
| Rest of MKE | 138 | 22 | 22 | 40 |
| Dane Rock | 78 | 13 | 13 | 53 |
| Rest of MSN | 30 | 5 | 5 | 58 |
| Lax/EC | 58 | 9 | 9 | 67 |
| GB/A | 126 | 20 | 20 | 88 |
| Wau/MSP/DS | 77 | 12 | 12 | 100 |
| Total | 615 | 100 | 100 |  |

