# Marquette Law School Poll – October 6-9, 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 all registered 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 total respondents omitted from the question. These omitted cases are ignored when calculating the "Valid" and "Cumulative" percent columns.

# Results for all items among Registered Voters

### S2. Record Gender

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Male | 480 | 48 | 48 | 48 |
| Female | 520 | 52 | 52 | 100 |
| Total | 1000 | 100 | 100 | |

### S3a. Do you currently live in Wisconsin?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Yes | 1000 | 100 | 100 | 100 |
| Total | 1000 | 100 | 100 | |

### S4. Do you currently live within Milwaukee city limits?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Yes | 99 | 10 | 69 | 69 |
| No | 45 | 4 | 31 | 100 |
| NA's | 857 | 86 | | |
| Total | 1000 | 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 | 914 | 91 | 91 | 91 |
| No, not registered to vote | 85 | 8 | 8 | 100 |
| Don't Know/Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 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 | 86 | 9 | 100 | 100 |
| NA's | 914 | 91 | | |
| Total | 1000 | 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 | 644 | 64 | 64 | 64 |
| Some of the time | 238 | 24 | 24 | 88 |
| Only now and then | 66 | 7 | 7 | 95 |
| Hardly at all | 48 | 5 | 5 | 100 |
| Don't know | 5 | 0 | 0 | 100 |
| Total | 1000 | 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 | 839 | 84 | 84 | 84 |
| Very likely | 90 | 9 | 9 | 93 |
| 50-50 | 50 | 5 | 5 | 98 |
| Will not vote | 18 | 2 | 2 | 100 |
| Don't know | 3 | 0 | 0 | 100 |
| Total | 1000 | 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 | 257 | 26 | 26 | 26 |
| Gotten worse | 276 | 28 | 28 | 53 |
| Stayed the same | 461 | 46 | 46 | 99 |
| Don't know | 6 | 1 | 1 | 100 |
| Total | 1000 | 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 | 279 | 28 | 28 | 28 |
| Get worse | 204 | 20 | 20 | 48 |
| Stay the same | 353 | 35 | 35 | 84 |
| Don't know | 163 | 16 | 16 | 100 |
| Refused | 0 | 0 | 0 | 100 |
| Total | 1000 | 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 | 521 | 52 | 52 | 52 |
| Disapprove | 432 | 43 | 43 | 95 |
| Don't know | 39 | 4 | 4 | 99 |
| Refused | 8 | 1 | 1 | 100 |
| Total | 1000 | 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 | 445 | 44 | 44 | 44 |
| Disapprove | 509 | 51 | 51 | 95 |
| Don't know | 42 | 4 | 4 | 100 |
| Refused | 4 | 0 | 0 | 100 |
| Total | 1000 | 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 | 547 | 55 | 55 | 55 |
| Unfavorable | 424 | 42 | 42 | 97 |
| Haven't heard enough | 13 | 1 | 1 | 98 |
| Don't know | 15 | 2 | 2 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 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 | 413 | 41 | 41 | 41 |
| Unfavorable | 333 | 33 | 33 | 75 |
| Haven't heard enough | 230 | 23 | 23 | 98 |
| Don't know | 22 | 2 | 2 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 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 | 432 | 43 | 43 | 43 |
| Unfavorable | 371 | 37 | 37 | 80 |
| Haven't heard enough | 163 | 16 | 16 | 97 |
| Don't know | 30 | 3 | 3 | 100 |
| Refused | 4 | 0 | 0 | 100 |
| Total | 1000 | 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 | 442 | 44 | 44 | 44 |
| Unfavorable | 511 | 51 | 51 | 95 |
| Haven't heard enough | 37 | 4 | 4 | 99 |
| Don't know | 10 | 1 | 1 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 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            | 311       | 31      | 31            | 31          |
| Unfavorable          | 621       | 62      | 62            | 93          |
| Haven't heard enough | 34        | 3       | 3             | 97          |
| Don't know           | 32        | 3       | 3             | 100         |
| Refused              | 1         | 0       | 0             | 100         |
| Total                | 1000      | 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            | 396       | 40      | 40            | 40          |
| Unfavorable          | 556       | 56      | 56            | 95          |
| Haven't heard enough | 35        | 4       | 4             | 99          |
| Don't know           | 11        | 1       | 1             | 100         |
| Refused              | 2         | 0       | 0             | 100         |
| Total                | 1000      | 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            | 186       | 19      | 19            | 19          |
| Unfavorable          | 293       | 29      | 29            | 48          |
| Haven't heard enough | 462       | 46      | 46            | 94          |
| Don't know           | 55        | 6       | 6             | 100         |
| Refused              | 4         | 0       | 0             | 100         |
| Total                | 1000      | 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            | 42        | 4       | 4             | 4           |
| Unfavorable          | 67        | 7       | 7             | 11          |
| Haven't heard enough | 791       | 79      | 79            | 90          |
| Don't know           | 98        | 10      | 10            | 100         |
| Refused              | 2         | 0       | 0             | 100         |
| Total                | 1000      | 100     | 100           |             |

Q15. Mike Pence: Do you have a favorable or unfavorable opinion of Mike Pence or haven't you heard enough about him yet?

|                      | Frequency | Percent | Valid Percent | Cum Percent |
|----------------------|-----------|---------|---------------|-------------|
| Favorable            | 374       | 37      | 37            | 37          |
| Unfavorable          | 277       | 28      | 28            | 65          |
| Haven't heard enough | 301       | 30      | 30            | 95          |
| Don't know           | 45        | 4       | 4             | 100         |
| Refused              | 4         | 0       | 0             | 100         |
| Total                | 1000      | 100     | 100           |             |

Q16. Tim Kaine: Do you have a favorable or unfavorable opinion of Tim Kaine or haven't you heard enough about him yet?

|                      | Frequency | Percent | Valid Percent | Cum Percent |
|----------------------|-----------|---------|---------------|-------------|
| Favorable            | 259       | 26      | 26            | 26          |
| Unfavorable          | 314       | 31      | 31            | 57          |
| Haven't heard enough | 379       | 38      | 38            | 95          |
| Don't know           | 44        | 4       | 4             | 100         |
| Refused              | 3         | 0       | 0             | 100         |
| Total                | 1000      | 100     | 100           |             |

Q17. 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            | 264       | 26      | 26            | 26          |
| Unfavorable          | 447       | 45      | 45            | 71          |
| Haven't heard enough | 247       | 25      | 25            | 96          |
| Don't know           | 38        | 4       | 4             | 99          |
| Refused              | 5         | 1       | 1             | 100         |
| Total                | 1000      | 100     | 100           |             |

Q18. 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       | 474       | 47      | 47            | 47          |
| Ron Johnson         | 440       | 44      | 44            | 91          |
| Neither (VOL)       | 16        | 2       | 2             | 93          |
| Wouldn't vote (VOL) | 10        | 1       | 1             | 94          |
| Don't know          | 50        | 5       | 5             | 99          |
| Refused             | 11        | 1       | 1             | 100         |
| Total               | 1000      | 100     | 100           |             |

Q19. 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 | 447 | 45 | 45 | 45 |
| Donald Trump | 401 | 40 | 40 | 85 |
| Gary Johnson (VOL) | 15 | 1 | 1 | 86 |
| Jill Stein (VOL) | 2 | 0 | 0 | 86 |
| Neither (VOL) | 82 | 8 | 8 | 95 |
| Wouldn't vote (VOL) | 9 | 1 | 1 | 96 |
| Don't know | 33 | 3 | 3 | 99 |
| Refused | 11 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

Q20. 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 | 439 | 44 | 44 | 44 |
| Ron Johnson | 418 | 42 | 42 | 86 |
| Phil Anderson | 58 | 6 | 6 | 91 |
| None of these | 10 | 1 | 1 | 92 |
| Wouldn't vote | 10 | 1 | 1 | 93 |
| Don't know | 57 | 6 | 6 | 99 |
| Refused | 9 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

Q21. 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 | 406 | 41 | 41 | 41 |
| Donald Trump | 350 | 35 | 35 | 76 |
| Gary Johnson | 113 | 11 | 11 | 87 |
| Jill Stein | 34 | 3 | 3 | 90 |
| None of these | 25 | 3 | 3 | 93 |
| Wouldn't vote | 6 | 1 | 1 | 93 |
| Don't know | 55 | 5 | 5 | 99 |
| Refused | 11 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

Q22a. 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 | 223 | 22 | 22 | 22 |
| Somewhat comfortable | 211 | 21 | 21 | 43 |
| Somewhat uncomfortable | 123 | 12 | 12 | 56 |
| Very uncomfortable | 436 | 44 | 44 | 99 |
| Don't know | 6 | 1 | 1 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q22b. 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 | 131 | 13 | 13 | 13 |
| Somewhat comfortable | 209 | 21 | 21 | 34 |
| Somewhat uncomfortable | 113 | 11 | 11 | 45 |
| Very uncomfortable | 539 | 54 | 54 | 99 |
| Don't know | 6 | 1 | 1 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q23. 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 | 507 | 51 | 51 | 51 |
| Does not describe | 343 | 34 | 34 | 85 |
| Don't know | 148 | 15 | 15 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q24. 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 | 441 | 44 | 44 | 44 |
| Does not describe | 379 | 38 | 38 | 82 |
| Don't know | 177 | 18 | 18 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q25. 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 | 453 | 45 | 45 | 45 |
| Does not describe | 514 | 51 | 51 | 97 |
| Don't know | 32 | 3 | 3 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q26. 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 | 334 | 33 | 33 | 33 |
| Does not describe | 629 | 63 | 63 | 96 |
| Don't know | 37 | 4 | 4 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q27. 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 | 272 | 27 | 27 | 27 |
| Does not describe | 677 | 68 | 68 | 95 |
| Don't know | 48 | 5 | 5 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q28. 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 | 318 | 32 | 32 | 32 |
| Does not describe | 646 | 65 | 65 | 96 |
| Don't know | 34 | 3 | 3 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q29. 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 | 584 | 58 | 58 | 58 |
| Does not describe | 395 | 39 | 39 | 98 |
| Don't know | 18 | 2 | 2 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q30. 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 | 324 | 32 | 32 | 32 |
| Does not describe | 647 | 65 | 65 | 97 |
| Don't know | 27 | 3 | 3 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q31. Please tell me whether the following statement describes Ron Johnson, or not.... he is someone who is honest.

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Describes | 479 | 48 | 48 | 48 |
| Does not describe | 329 | 33 | 33 | 81 |
| Don't know | 189 | 19 | 19 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q32. Please tell me whether the following statement describes Russ Feingold, or not.... he is someone who is honest.

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Describes | 515 | 52 | 52 | 52 |
| Does not describe | 341 | 34 | 34 | 86 |
| Don't know | 143 | 14 | 14 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

## Q33. Do you think Donald Trump generally shows good judgment, or not?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Shows good judgment | 260 | 26 | 26 | 26 |
| Does not show good judgment | 721 | 72 | 72 | 98 |
| Don't know | 17 | 2 | 2 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

## Q34. Do you think Hillary Clinton generally shows good judgment, or not?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Shows good judgment | 479 | 48 | 48 | 48 |
| Does not show good judgment | 502 | 50 | 50 | 98 |
| Don't know | 17 | 2 | 2 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q35. Do you feel things in this country are generally going in the right direction, or do you feel things have gotten off on the wrong track?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Right direction | 297 | 30 | 30 | 30 |
| Wrong track | 679 | 68 | 68 | 98 |
| Don't know | 22 | 2 | 2 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q36. Do you consider the amount of federal income taxes you have to pay as too high, about right, or too low?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Too high | 429 | 43 | 43 | 43 |
| About right | 508 | 51 | 51 | 94 |
| Too low | 22 | 2 | 2 | 96 |
| Don't know | 37 | 4 | 4 | 100 |
| Refused | 4 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q37. Do you think low-income people are paying their fair share in federal taxes, paying too much or paying too little?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Paying fair share | 390 | 39 | 39 | 39 |
| Paying too much | 384 | 38 | 38 | 77 |
| Paying too little | 164 | 16 | 16 | 94 |
| Don't know | 58 | 6 | 6 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q38. Do you think middle-income people are paying their fair share in federal taxes, paying too much or paying too little?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Paying fair share | 465 | 47 | 47 | 47 |
| Paying too much | 470 | 47 | 47 | 94 |
| Paying too little | 39 | 4 | 4 | 97 |
| Don't know | 23 | 2 | 2 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q39. Do you think upper-income people are paying their fair share in federal taxes, paying too much or paying too little?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Paying fair share | 253 | 25 | 25 | 25 |
| Paying too much | 81 | 8 | 8 | 33 |
| Paying too little | 624 | 62 | 62 | 96 |
| Don't know | 40 | 4 | 4 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q40. Do you think corporations are paying their fair share in federal taxes, paying too much or paying too little?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Paying fair share | 185 | 18 | 18 | 18 |
| Paying too much | 110 | 11 | 11 | 29 |
| Paying too little | 631 | 63 | 63 | 93 |
| Don't know | 72 | 7 | 7 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q41. People feel differently about how far a government should go. Here is a phrase which some people believe in and some don't. Do you think our government should or should not redistribute wealth by heavy taxes on the rich?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Yes, it should | 466 | 47 | 47 | 47 |
| No, it should not | 489 | 49 | 49 | 96 |
| Don't know | 40 | 4 | 4 | 100 |
| Refused | 5 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q42. On balance, do you think having an increasing number of people of many different races, ethnic groups and nationalities in the United States makes this country a better place to live, a worse place to live, or doesn't make much difference either way?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| A better place | 535 | 53 | 53 | 53 |
| A worse place | 89 | 9 | 9 | 62 |
| Doesn't make a difference | 351 | 35 | 35 | 97 |
| Don't know | 19 | 2 | 2 | 99 |
| Refused | 7 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

Q43. Did you happen to watch or listen to the first presidential debate last week between Clinton and Trump?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Yes, watched or listened | 736 | 74 | 74 | 74 |
| No, did not watch | 263 | 26 | 26 | 100 |
| Don't know | 2 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q44. Did you happen to watch or listen to the vice-presidential debate last Tuesday between Mike Pence and Tim Kaine?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Yes, watched or listened | 535 | 53 | 53 | 53 |
| No, did not watch | 461 | 46 | 46 | 100 |
| Don't know | 3 | 0 | 0 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q45. 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 | 498 | 50 | 50 | 50 |
| Mostly disagree | 386 | 39 | 39 | 88 |
| Don't know | 108 | 11 | 11 | 99 |
| Refused | 8 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

Q46. 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 | 204 | 20 | 20 | 20 |
| Worse | 497 | 50 | 50 | 70 |
| About the same | 236 | 24 | 24 | 94 |
| Don't know | 60 | 6 | 6 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

Q47. 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 | 469 | 47 | 47 | 47 |
| Just getting by | 381 | 38 | 38 | 85 |
| Struggling | 147 | 15 | 15 | 100 |
| Don't know | 0 | 0 | 0 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 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 | 300 | 30 | 30 | 30 |
| Democrat | 307 | 31 | 31 | 61 |
| Independent | 353 | 35 | 35 | 96 |
| Other/No preference | 32 | 3 | 3 | 99 |
| Don't know | 5 | 0 | 0 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 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 | 143 | 14 | 37 | 37 |
| Democratic | 164 | 16 | 42 | 79 |
| Neither/Just Independent | 71 | 7 | 18 | 97 |
| Don't know | 11 | 1 | 3 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| NA's | 610 | 61 | | |
| Total | 1000 | 100 | 100 | |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Elementary school only | 6 | 1 | 1 | 1 |
| Some high school / did not finish | 54 | 5 | 5 | 6 |
| Completed high school | 309 | 31 | 31 | 37 |
| Some college but didn't finish | 190 | 19 | 19 | 56 |
| Two year college degree | 130 | 13 | 13 | 69 |
| Four year college degree | 166 | 17 | 17 | 86 |
| Some graduate work | 26 | 3 | 3 | 88 |
| Completed masters or professional degree | 79 | 8 | 8 | 96 |
| Advanced graduate work or Ph.D. | 29 | 3 | 3 | 99 |
| Don't know | 2 | 0 | 0 | 99 |
| Refused | 8 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

F4. What is your age?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| 18 | 14 | 1 | 1 | 1 |
| 19 | 22 | 2 | 2 | 4 |
| 20 | 5 | 1 | 1 | 4 |
| 21 | 11 | 1 | 1 | 5 |
| 22 | 17 | 2 | 2 | 7 |
| 23 | 14 | 1 | 1 | 8 |
| 24 | 16 | 2 | 2 | 10 |
| 25 | 15 | 2 | 2 | 11 |
| 26 | 5 | 1 | 1 | 12 |
| 27 | 13 | 1 | 1 | 13 |
| 28 | 11 | 1 | 1 | 14 |
| 29 | 15 | 2 | 2 | 16 |
| 30 | 13 | 1 | 1 | 17 |
| 31 | 16 | 2 | 2 | 19 |
| 32 | 13 | 1 | 1 | 20 |
| 33 | 18 | 2 | 2 | 22 |

## F4. What is your age?

| | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| 34 | 11 | 1 | 1 | 23 |
| 35 | 17 | 2 | 2 | 25 |
| 36 | 16 | 2 | 2 | 26 |
| 37 | 22 | 2 | 2 | 28 |
| 38 | 13 | 1 | 1 | 30 |
| 39 | 18 | 2 | 2 | 32 |
| 40 | 18 | 2 | 2 | 33 |
| 41 | 17 | 2 | 2 | 35 |
| 42 | 25 | 2 | 2 | 37 |
| 43 | 13 | 1 | 1 | 39 |
| 44 | 18 | 2 | 2 | 41 |
| 45 | 12 | 1 | 1 | 42 |
| 46 | 5 | 0 | 0 | 42 |
| 47 | 26 | 3 | 3 | 45 |
| 48 | 7 | 1 | 1 | 46 |
| 49 | 22 | 2 | 2 | 48 |
| 50 | 20 | 2 | 2 | 50 |
| 51 | 18 | 2 | 2 | 52 |
| 52 | 17 | 2 | 2 | 53 |
| 53 | 33 | 3 | 3 | 57 |
| 54 | 21 | 2 | 2 | 59 |
| 55 | 24 | 2 | 2 | 61 |
| 56 | 23 | 2 | 2 | 63 |
| 57 | 19 | 2 | 2 | 65 |
| 58 | 21 | 2 | 2 | 67 |
| 59 | 31 | 3 | 3 | 71 |
| 60 | 11 | 1 | 1 | 72 |
| 61 | 9 | 1 | 1 | 73 |
| 62 | 18 | 2 | 2 | 74 |
| 63 | 12 | 1 | 1 | 76 |
| 64 | 15 | 1 | 1 | 77 |
| 65 | 16 | 2 | 2 | 79 |
| 66 | 9 | 1 | 1 | 79 |
| 67 | 12 | 1 | 1 | 81 |
| 68 | 14 | 1 | 1 | 82 |
| 69 | 12 | 1 | 1 | 83 |
| 70 | 14 | 1 | 1 | 85 |
| 71 | 8 | 1 | 1 | 86 |
| 72 | 15 | 1 | 1 | 87 |
| 73 | 12 | 1 | 1 | 88 |
| 74 | 6 | 1 | 1 | 89 |
| 75 | 11 | 1 | 1 | 90 |
| 76 | 6 | 1 | 1 | 91 |
| 77 | 8 | 1 | 1 | 91 |

F4. What is your age?

|         | Frequency | Percent | Valid Percent | Cum Percent |
|---------|-----------|---------|---------------|-------------|
| 78      | 7         | 1       | 1             | 92          |
| 79      | 5         | 0       | 0             | 93          |
| 80      | 6         | 1       | 1             | 93          |
| 81      | 4         | 0       | 0             | 94          |
| 82      | 8         | 1       | 1             | 94          |
| 83      | 7         | 1       | 1             | 95          |
| 84      | 2         | 0       | 0             | 95          |
| 85      | 4         | 0       | 0             | 96          |
| 86      | 3         | 0       | 0             | 96          |
| 87      | 4         | 0       | 0             | 96          |
| 88      | 2         | 0       | 0             | 97          |
| 89      | 4         | 0       | 0             | 97          |
| 90      | 3         | 0       | 0             | 97          |
| 91      | 1         | 0       | 0             | 97          |
| 92      | 1         | 0       | 0             | 98          |
| 93      | 2         | 0       | 0             | 98          |
| 94      | 2         | 0       | 0             | 98          |
| 98      | 1         | 0       | 0             | 98          |
| Refused | 19        | 2       | 2             | 100         |
| Total   | 1000      | 100     | 100           |             |

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

|                       | Frequency | Percent | Valid Percent | Cum Percent |
|-----------------------|-----------|---------|---------------|-------------|
| 18-29 years old       | 2         | 0       | 12            | 12          |
| 30-44 years old       | 2         | 0       | 11            | 24          |
| 45-59 years old       | 6         | 1       | 31            | 55          |
| 60 years old or more  | 5         | 0       | 26            | 80          |
| Refused               | 4         | 0       | 20            | 100         |
| NA's                  | 981       | 98      |               |             |
| Total                 | 1000      | 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 | 551 | 55 | 55 | 55 |
| Cohabiting | 81 | 8 | 8 | 63 |
| Widowed | 78 | 8 | 8 | 71 |
| Divorced | 89 | 9 | 9 | 80 |
| Separated | 15 | 1 | 1 | 81 |
| Never Married | 177 | 18 | 18 | 99 |
| Don't know | 5 | 0 | 0 | 100 |
| Refused | 4 | 0 | 0 | 100 |
| Total | 1000 | 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 | 57 | 6 | 6 | 6 |
| No | 937 | 94 | 94 | 99 |
| Don't know | 1 | 0 | 0 | 100 |
| Refused | 5 | 0 | 0 | 100 |
| Total | 1000 | 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 | 856 | 86 | 86 | 86 |
| African American or Black | 52 | 5 | 5 | 91 |
| Asian, South Asian or Pacific Islander | 9 | 1 | 1 | 92 |
| Native American or American Indian | 14 | 1 | 1 | 93 |
| More than one race | 33 | 3 | 3 | 96 |
| Hispanic or Latino | 14 | 1 | 1 | 98 |
| Other (SPECIFY) | 12 | 1 | 1 | 99 |
| Don't know | 1 | 0 | 0 | 99 |
| Refused | 9 | 1 | 1 | 100 |
| Total | 1000 | 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 | 75 | 8 | 8 | 8 |
| 1/week | 237 | 24 | 24 | 31 |
| 1-2 month | 142 | 14 | 14 | 45 |
| few times a year | 191 | 19 | 19 | 64 |
| Seldom | 160 | 16 | 16 | 81 |
| Never | 189 | 19 | 19 | 99 |
| Don't know | 3 | 0 | 0 | 100 |
| Refused | 4 | 0 | 0 | 100 |
| Total | 1000 | 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 | 221 | 22 | 22 | 22 |
| Roman Catholic | 302 | 30 | 30 | 52 |
| Jewish | 9 | 1 | 1 | 53 |
| Muslim/Islam | 2 | 0 | 0 | 53 |
| Mormon/Latter-Day Saints | 10 | 1 | 1 | 54 |
| Other Christian Religion | 194 | 19 | 19 | 74 |
| Other Non-Christian Religion | 75 | 7 | 7 | 81 |
| No Religion/Atheist/Agnostic | 161 | 16 | 16 | 97 |
| Don't know | 9 | 1 | 1 | 98 |
| Refused | 18 | 2 | 2 | 100 |
| Total | 1000 | 100 | 100 | |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| born again | 174 | 17 | 42 | 42 |
| not born again | 227 | 23 | 55 | 97 |
| Don't know | 13 | 1 | 3 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| NA's | 585 | 59 | | |
| Total | 1000 | 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 | 36 | 4 | 4 | 4 |
| 10 to under $20,000 | 67 | 7 | 7 | 10 |
| 20 to under $30,000 | 106 | 11 | 11 | 21 |
| 30 to under $40,000 | 110 | 11 | 11 | 32 |
| 40 to under $50,000 | 109 | 11 | 11 | 43 |
| 50 to under $75,000 | 146 | 15 | 15 | 57 |
| 75 to under $100,000 | 116 | 12 | 12 | 69 |
| 100 to under $150,000 | 101 | 10 | 10 | 79 |
| $150,000 or more | 46 | 5 | 5 | 84 |
| Over $200,000 | 35 | 4 | 4 | 87 |
| Don't know | 34 | 3 | 3 | 91 |
| Refused | 93 | 9 | 9 | 100 |
| Total | 1000 | 100 | 100 | |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Urban | 305 | 30 | 30 | 30 |
| Suburban | 332 | 33 | 33 | 64 |
| Rural | 357 | 36 | 36 | 99 |
| Don't know | 5 | 0 | 0 | 100 |
| Refused | 1 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

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

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Very conservative | 101 | 10 | 10 | 10 |
| Conservative | 310 | 31 | 31 | 41 |
| Moderate | 312 | 31 | 31 | 72 |
| Liberal | 178 | 18 | 18 | 90 |
| Very liberal | 65 | 7 | 7 | 97 |
| Don't know | 32 | 3 | 3 | 100 |
| Refused | 2 | 0 | 0 | 100 |
| Total | 1000 | 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 | 71 | 7 | 7 | 7 |
| another household member | 59 | 6 | 6 | 13 |
| nobody in household | 862 | 86 | 86 | 99 |
| Don't know | 5 | 0 | 0 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 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 | 172 | 17 | 17 | 17 |
| No | 823 | 82 | 82 | 99 |
| Don't know | 2 | 0 | 0 | 100 |
| Refused | 3 | 0 | 0 | 100 |
| Total | 1000 | 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 | 526 | 53 | 53 | 53 |
| Some on a cell phone and some on a home phone | 216 | 22 | 22 | 74 |
| All or almost all on a regular home phone | 247 | 25 | 25 | 99 |
| Don't know | 4 | 0 | 0 | 99 |
| Refused | 8 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

F20. Is this phone a cell phone or not?

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Yes | 576 | 58 | 58 | 58 |
| No | 424 | 42 | 42 | 100 |
| Total | 1000 | 100 | 100 | |

Likely Voter

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Likely Voter | 839 | 84 | 84 | 84 |
| Not Likely | 158 | 16 | 16 | 100 |
| DK/NA | 3 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

## wave

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| 10/6-9/16 | 1000 | 100 | 100 | 100 |
| Total | 1000 | 100 | 100 | |

## Poll Dates

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| 2016-10-6 | 1000 | 100 | 100 | 100 |
| Total | 1000 | 100 | 100 | |

## Sex

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Male | 480 | 48 | 48 | 48 |
| Female | 520 | 52 | 52 | 100 |
| Total | 1000 | 100 | 100 | |

## Age 4 categories

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| 18-29 | 160 | 16 | 16 | 16 |
| 30-44 | 250 | 25 | 25 | 41 |
| 45-59 | 306 | 31 | 31 | 72 |
| 60+ | 280 | 28 | 28 | 100 |
| DK/NA/ Ref | 4 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

## Age 6 categories

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| 18-29 | 160 | 16 | 16 | 16 |
| 30-39 | 157 | 16 | 16 | 32 |
| 40-49 | 165 | 16 | 16 | 48 |
| 50-59 | 234 | 23 | 23 | 72 |
| 60-69 | 133 | 13 | 13 | 85 |
| 70+ | 147 | 15 | 15 | 100 |
| DK/NA/Ref | 4 | 0 | 0 | 100 |
| Total | 1000 | 100 | 100 | |

## Race 3 categories

|           | Frequency | Percent | Valid Percent | Cum Percent |
|-----------|-----------|---------|---------------|-------------|
| White     | 856       | 86      | 86            | 86          |
| Black     | 52        | 5       | 5             | 91          |
| Other     | 81        | 8       | 8             | 99          |
| DK/NA/Ref | 10        | 1       | 1             | 100         |
| Total     | 1000      | 100     | 100           |             |

## Hispanic

|           | Frequency | Percent | Valid Percent | Cum Percent |
|-----------|-----------|---------|---------------|-------------|
| Yes       | 57        | 6       | 6             | 6           |
| No        | 937       | 94      | 94            | 99          |
| DK/NA/Ref | 6         | 1       | 1             | 100         |
| Total     | 1000      | 100     | 100           |             |

## 5 education categories

|            | Frequency | Percent | Valid Percent | Cum Percent |
|------------|-----------|---------|---------------|-------------|
| Not HS     | 60        | 6       | 6             | 6           |
| HS         | 309       | 31      | 31            | 37          |
| Some Coll  | 190       | 19      | 19            | 56          |
| AA         | 130       | 13      | 13            | 69          |
| BA+        | 300       | 30      | 30            | 99          |
| DK/NA/ Ref | 11        | 1       | 1             | 100         |
| Total      | 1000      | 100     | 100           |             |

## Education 5 with Post-BA

|              | Frequency | Percent | Valid Percent | Cum Percent |
|--------------|-----------|---------|---------------|-------------|
| Not HS       | 60        | 6       | 6             | 6           |
| hs           | 309       | 31      | 31            | 37          |
| Some Coll/AA | 320       | 32      | 32            | 69          |
| ba           | 166       | 17      | 17            | 86          |
| Post BA      | 134       | 13      | 13            | 99          |
| DK/NA/Ref    | 11        | 1       | 1             | 100         |
| Total        | 1000      | 100     | 100           |             |

## Education 6 AA, BA, and MA

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Not HS | 60 | 6 | 6 | 6 |
| hs | 309 | 31 | 31 | 37 |
| Some Coll | 190 | 19 | 19 | 56 |
| aa | 130 | 13 | 13 | 69 |
| ba | 166 | 17 | 17 | 86 |
| Post-BA | 134 | 13 | 13 | 99 |
| DK/NA/Ref | 11 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

## 3 category Party ID including leaners

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Republican | 443 | 44 | 44 | 44 |
| Democrat | 470 | 47 | 47 | 91 |
| Independent | 79 | 8 | 8 | 99 |
| Other/None | 7 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

## 3 category Party ID no leaners

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Republican | 300 | 30 | 30 | 30 |
| Democrat | 307 | 31 | 31 | 61 |
| Independent | 386 | 39 | 39 | 99 |
| Other/None | 7 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

## Pary ID 5 categories, leaners separate

|  | Frequency | Percent | Valid Percent | Cum Percent |
|---|---|---|---|---|
| Rep | 300 | 30 | 30 | 30 |
| Lean Rep | 143 | 14 | 14 | 44 |
| Ind | 79 | 8 | 8 | 52 |
| Lean Dem | 164 | 16 | 16 | 69 |
| Dem | 307 | 31 | 31 | 99 |
| Other/None | 7 | 1 | 1 | 100 |
| Total | 1000 | 100 | 100 | |

### Race/Ethnicity

|            | Frequency | Percent | Valid Percent | Cum Percent |
|------------|-----------|---------|---------------|-------------|
| White      | 833       | 83      | 83            | 83          |
| Black      | 49        | 5       | 5             | 88          |
| Hispanic   | 57        | 6       | 6             | 94          |
| Other      | 52        | 5       | 5             | 99          |
| DK/NA/ Ref | 9         | 1       | 1             | 100         |
| Total      | 1000      | 100     | 100           |             |

### Income Recode

|               | Frequency | Percent | Valid Percent | Cum Percent |
|---------------|-----------|---------|---------------|-------------|
| Under $40k    | 320       | 32      | 32            | 32          |
| $40k to $74k  | 255       | 26      | 26            | 57          |
| $75k up       | 299       | 30      | 30            | 87          |
| DK/NA/ Ref    | 126       | 13      | 13            | 100         |
| Total         | 1000      | 100     | 100           |             |

### Region/Media Market

|               | Frequency | Percent | Valid Percent | Cum Percent |
|---------------|-----------|---------|---------------|-------------|
| MKE City      | 94        | 9       | 9             | 9           |
| Rest of MKE   | 310       | 31      | 31            | 40          |
| msn           | 180       | 18      | 18            | 58          |
| GB/A          | 187       | 19      | 19            | 77          |
| Rest of state | 229       | 23      | 23            | 100         |
| Total         | 1000      | 100     | 100           |             |

### Region2/MKE,WOW,Media Market

|               | Frequency | Percent | Valid Percent | Cum Percent |
|---------------|-----------|---------|---------------|-------------|
| MKE City      | 94        | 9       | 9             | 9           |
| WOW Counties  | 118       | 12      | 12            | 21          |
| Rest of MKE   | 192       | 19      | 19            | 40          |
| MSN           | 180       | 18      | 18            | 58          |
| GB/A          | 187       | 19      | 19            | 77          |
| Rest of state | 229       | 23      | 23            | 100         |
| Total         | 1000      | 100     | 100           |             |

Region7/MKE,WOW,Media Market

|  | Frequency | Percent | Valid Percent | Cum Percent |
| --- | --- | --- | --- | --- |
| MKE City | 94 | 9 | 9 | 9 |
| WOW Counties | 118 | 12 | 12 | 21 |
| Rest of MKE | 192 | 19 | 19 | 40 |
| msn | 180 | 18 | 18 | 58 |
| GB/A | 187 | 19 | 19 | 77 |
| Lax/EC | 87 | 9 | 9 | 86 |
| MSP,DS/WauRhine | 142 | 14 | 14 | 100 |
| Total | 1000 | 100 | 100 | |

dma8/Eight category Media Market

|  | Frequency | Percent | Valid Percent | Cum Percent |
| --- | --- | --- | --- | --- |
| MKE City | 94 | 9 | 9 | 9 |
| WOW Counties | 118 | 12 | 12 | 21 |
| Rest of MKE | 192 | 19 | 19 | 40 |
| Dane Rock | 118 | 12 | 12 | 52 |
| Rest of MSN | 62 | 6 | 6 | 58 |
| Lax/EC | 87 | 9 | 9 | 67 |
| GB/A | 187 | 19 | 19 | 86 |
| Wau/MSP/DS | 142 | 14 | 14 | 100 |
| Total | 1000 | 100 | 100 | |