MARQUETTE UNIVERSITY LAW SCHOOL POLL
October 24-28, 2018
Party ID with Leaners vs Long Run Party ID, Registered Voters
October 24–28, 2018

<table>
<thead>
<tr>
<th>Party ID</th>
<th>Current sample</th>
<th>Long run</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>Democrat</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Independent</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Party ID with Leaners vs Long Run Party ID, Likely Voters
October 24−28, 2018

- Republican: Current sample 46%, Long run 45%
- Democrat: Current sample 47%, Long run 47%
- Independent: Current sample 6%, Long run 7%

Legend:
- Green: Current sample
- Purple: Long run
Party ID without Leaners vs Long Run Party ID, Registered Voters
October 24–28, 2018

- Republican: Current sample 32, Long run 27
- Democrat: Current sample 30, Long run 31
- Independent: Current sample 37, Long run 41
Governor general election preference
Likely Voters, October 3–7, 2018

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evers</td>
<td>46</td>
</tr>
<tr>
<td>Walker</td>
<td>47</td>
</tr>
<tr>
<td>Anderson</td>
<td>5</td>
</tr>
<tr>
<td>DK</td>
<td>1</td>
</tr>
</tbody>
</table>
Attorney general election preference
Likely Voters, October 3–7, 2018

Percent

Kaul: 43
Schimel: 47
DK: 10
Attorney general election preference
Likely Voters, October 24–28, 2018

Percent

Kaul 45
Schimel 47
DK 7
Vote for governor with different likely voter screens

<table>
<thead>
<tr>
<th>Likely Voter Screen</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>All RV</td>
<td>90%</td>
</tr>
<tr>
<td>90% of RV</td>
<td>80%</td>
</tr>
<tr>
<td>80% of RV</td>
<td>70%</td>
</tr>
<tr>
<td>Standard LV</td>
<td>47%</td>
</tr>
<tr>
<td>70% of RV</td>
<td>48%</td>
</tr>
</tbody>
</table>

Percentages shown for vote for governor.
Vote for senator with different likely voter screens

<table>
<thead>
<tr>
<th>Likely Voter Screen</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>All RV</td>
<td>52</td>
</tr>
<tr>
<td>90% of RV</td>
<td>54</td>
</tr>
<tr>
<td>80% of RV</td>
<td>53</td>
</tr>
<tr>
<td>Standard LV</td>
<td>54</td>
</tr>
<tr>
<td>70% of RV</td>
<td>53</td>
</tr>
</tbody>
</table>

- Likely Voter Screen: RV
- Percent: 52, 54, 53, 54, 53
<table>
<thead>
<tr>
<th>Likely Voter Screen</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>All RV</td>
<td>45</td>
</tr>
<tr>
<td>90% of RV</td>
<td>46</td>
</tr>
<tr>
<td>80% of RV</td>
<td>47</td>
</tr>
<tr>
<td>Standard LV</td>
<td>47</td>
</tr>
<tr>
<td>70% of RV</td>
<td>48</td>
</tr>
</tbody>
</table>
Tony Evers favorable or unfavorable rating
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>42</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>41</td>
</tr>
<tr>
<td>Not Heard/DK</td>
<td>17</td>
</tr>
</tbody>
</table>
Tammy Baldwin favorable or unfavorable rating
Likely Voters, October 24–28, 2018

Percent

- Favorable: 49%
- Unfavorable: 43%
- Not Heard/DK: 8%
Brad Schimel favorable or unfavorable rating
Likely Voters, October 24–28, 2018

Percent

Favorable 29
Unfavorable 25
Not Heard/DK 45
2nd Most important issue facing Wisconsin
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>K−12</td>
<td>20</td>
</tr>
<tr>
<td>Health</td>
<td>18</td>
</tr>
<tr>
<td>Roads</td>
<td>16</td>
</tr>
<tr>
<td>Econ</td>
<td>13</td>
</tr>
<tr>
<td>Prisons</td>
<td>10</td>
</tr>
<tr>
<td>Taxes</td>
<td>10</td>
</tr>
<tr>
<td>UW</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
<tr>
<td>Local aids</td>
<td>3</td>
</tr>
</tbody>
</table>
1st or 2nd Most important issue facing Wisconsin
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>43</td>
</tr>
<tr>
<td>K–12</td>
<td>40</td>
</tr>
<tr>
<td>Econ</td>
<td>33</td>
</tr>
<tr>
<td>Roads</td>
<td>28</td>
</tr>
<tr>
<td>Taxes</td>
<td>17</td>
</tr>
<tr>
<td>Prisons</td>
<td>15</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
</tr>
<tr>
<td>UW</td>
<td>7</td>
</tr>
<tr>
<td>Local aids</td>
<td>5</td>
</tr>
</tbody>
</table>
Vote for governor by most important issue
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th>Issue</th>
<th>Evers</th>
<th>Walker</th>
<th>Anderson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>65</td>
<td>32</td>
<td>2</td>
</tr>
<tr>
<td>K-12</td>
<td>70</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>Econ</td>
<td>74</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Roads</td>
<td>50</td>
<td>47</td>
<td>3</td>
</tr>
</tbody>
</table>
Vote for senate by most important issue
Likely Voters, October 24–28, 2018

Percent

Health  K−12  Econ  Roads

Baldwin Vukmir

70  73  71  63

27  24  26  36
Vote for governor by race, gender and education
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th>Race/Gender/Education</th>
<th>Evers</th>
<th>Walker</th>
<th>Anderson</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, male non-college</td>
<td>39%</td>
<td>58%</td>
<td>2%</td>
</tr>
<tr>
<td>White, female non-college</td>
<td>49%</td>
<td>44%</td>
<td>3%</td>
</tr>
<tr>
<td>White, male college</td>
<td>47%</td>
<td>52%</td>
<td>1%</td>
</tr>
<tr>
<td>White, female college</td>
<td>54%</td>
<td>42%</td>
<td>3%</td>
</tr>
<tr>
<td>Non-White or Hispanic</td>
<td>53%</td>
<td>37%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Vote for governor by Party ID
Likely Voters, October 24−28, 2018

Evers  Walker  Anderson

Rep  96  3  0
Dem  93  3  3
Ind  49  42  5
Vote for senate by race, gender and education
Likely Voters, October 24–28, 2018

- White, male non-college: Baldwin 43, Vukmir 56
- White, female non-college: Baldwin 56, Vukmir 40
- White, male college: Baldwin 51, Vukmir 48
- White, female college: Baldwin 62, Vukmir 35
- Non-White or Hispanic: Baldwin 65, Vukmir 30
Vote for senate by Party ID
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th></th>
<th>Baldwin</th>
<th>Vukmir</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep</td>
<td>91</td>
<td>8</td>
</tr>
<tr>
<td>Dem</td>
<td>97</td>
<td>2</td>
</tr>
<tr>
<td>Ind</td>
<td>59</td>
<td>37</td>
</tr>
</tbody>
</table>
Vote for attorney general by race, gender and education
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th></th>
<th>Kaul</th>
<th>Schimel</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, male non-college</td>
<td>38</td>
<td>58</td>
</tr>
<tr>
<td>White, female non-college</td>
<td>49</td>
<td>42</td>
</tr>
<tr>
<td>White, male college</td>
<td>41</td>
<td>53</td>
</tr>
<tr>
<td>White, female college</td>
<td>51</td>
<td>41</td>
</tr>
<tr>
<td>Non-White or Hispanic</td>
<td>51</td>
<td>37</td>
</tr>
</tbody>
</table>
Vote for attorney general by Party ID
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th>Party</th>
<th>Kaul</th>
<th>Schimel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep</td>
<td>6</td>
<td>89</td>
</tr>
<tr>
<td>Dem</td>
<td>87</td>
<td>9</td>
</tr>
<tr>
<td>Ind</td>
<td>45</td>
<td>42</td>
</tr>
</tbody>
</table>
Wisconsin headed in right direction or wrong track?
Registered Voters, October 24–28, 2018

- Right direction: 55%
- Wrong track: 40%
- Don't know: 5%
Wisconsin headed in right direction or wrong track?
Registered Voters, 2012–2018

- Recall election
- Election Day

Percent

Date

2012 2014 2016 2018

Right direction
Wrong Track
Wisconsin budget in better, same or worse shape?
Registered Voters, October 24–28, 2018

- Better shape now: 37%
- About the same: 29%
- Worse shape now: 25%
Wisconsin budget in better, same or worse shape?
Registered Voters, 2014–2018
Cut property taxes or increase spending on public schools
Registered Voters, October 24–28, 2018

- Cut tax: 40%
- Spend more: 55%
- DK: 4%
Cut property taxes or increase spending on public schools
Registered Voters, 2012–2018
Taxes vs K–12 spending by rating K–12 a Most Important Issue or not
Likely Voters, October 24–28, 2018

- Lower property tax: 14%
- Spend more on K–12: 84%

K–12 MIP: Green
K–12 not MIP: Purple

Likely Voters, October 24–28, 2018
Should teacher pay & benefits be higher, stay the same or be lower
Registered Voters October 24–28, 2018

<table>
<thead>
<tr>
<th>Option</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher</td>
<td>58</td>
</tr>
<tr>
<td>About right</td>
<td>32</td>
</tr>
<tr>
<td>Lower</td>
<td>4</td>
</tr>
</tbody>
</table>
Top priority for improved education outcomes
Registered Voters October 24−28, 2018

Percent

Parenting: 28%
More resources: 25%
More school choice: 12%
Better teaching: 11%
Early childhood ed: 9%
Leadership: 7%
No gas tax hike or raise tax to spend on roads
Registered Voters October 2018

Percent

No tax hike: 59
Raise tax, spend on roads: 36
Don't know: 4
Gas taxes/fees vs more spending on roads by rating roads a Most Important Issue or not
Likely Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th></th>
<th>Roads MIP</th>
<th>Roads not MIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>No gas tax hike</td>
<td>48%</td>
<td>60%</td>
</tr>
<tr>
<td>Spend more on roads</td>
<td>51%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Will Foxconn be worth state’s investment or not?
Registered Voters, October 24–28, 2018

- Worth cost: 41%
- Not worth: 40%
- DK: 18%
Will Foxconn be worth state's investment or not?
Registered Voters, 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Worth cost</th>
<th>Not worth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar</td>
<td>●●●●●●</td>
<td>●</td>
</tr>
<tr>
<td>May</td>
<td>●●●●●●</td>
<td>●●</td>
</tr>
<tr>
<td>Jul</td>
<td>●●●●●●</td>
<td>●●●</td>
</tr>
<tr>
<td>Sep</td>
<td>●●●●●●</td>
<td>●●</td>
</tr>
<tr>
<td>Nov</td>
<td>●●</td>
<td>●</td>
</tr>
</tbody>
</table>
Will Foxconn substantially improve Milwaukee area economy?
Registered Voters, October 24–28, 2018

Percent

Improve MKE economy: 58%
Will not: 27%
DK: 15%
Will Foxconn substantially improve Milwaukee area economy?
Registered Voters, 2018

Percent

Mar
May
Jul
Sep
Nov

Date

Improve MKE economy
Will not
Will businesses near you directly benefit from Foxconn?
Registered Voters, October 24–28, 2018

<table>
<thead>
<tr>
<th>Will benefit</th>
<th>Will not benefit</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>33</td>
<td>55</td>
<td>12</td>
</tr>
</tbody>
</table>
Will businesses near you directly benefit from Foxconn?
Registered Voters, 2018

Will benefit
Will not benefit

Date
Percent

Mar
May
Jul
Sep
Nov
How much has Wisconsin done to address opioid addiction
Registered Voters, October 24–28, 2018

Percent

A lot A fair amount Only a little Almost nothing Don’t know

11 29 32 18 10
Approve or disapprove of Scott Walker’s handling of his job
Registered Voters, October 24–28, 2018

- Approve: 50%
- Disapprove: 46%
- Don't know: 3%
Approve or disapprove of Scott Walker’s handling of his job
Registered Voters, 2012–2018

- Recall election
- Election Day

Percent

Date

2012 2014 2016 2018
Favorable or unfavorable opinion of Tammy Baldwin
Registered Voters, October 24–28, 2018

- Favorable: 45%
- Unfavorable: 40%
- Haven't heard/DK: 14%
How important is requiring coverage of pre-existing conditions?
Registered Voters, October 24–28, 2018

Percent

- Very impt.: 82%
- Somewhat impt.: 13%
- Not too impt.: 2%
- Not at all impt.: 1%
Approve or disapprove of Donald Trump's handling of his job?
Registered Voters, October 24–28, 2018

- Approve: 47%
- Disapprove: 50%
- Don't know: 2%
Approve or disapprove of Donald Trump's handling of his job
Registered Voters, 2017–2018

Date
Percent
Approve
Disapprove
Has Trump changed the GOP for better or worse?
Registered Voters, October 24–28, 2018

- For better: 28%
- For worse: 47%
- Not changed: 21%
- DK: 4%
Trump changed GOP for better or worse by Party ID
Registered Voters, October 24–28, 2018

Percent

For better

For worse

Not changed

Rep Lean Rep Ind Lean Dem Dem

63 38 13 4 1

9 20 45 75 86

24 34 33 20 10
Tried to convince someone to vote for or against a candidate?
Registered Voters, October 24–28, 2018

- Yes: 27%
- No: 72%
How often talk politics with family & friends?
Registered Voters, October 24–28, 2018

- More than weekly: 46%
- Weekly: 23%
- Monthly: 13%
- Few/year: 9%
- Never: 9%
Stopped talking to someone about politics due to conflict over election?
Registered Voters, October 24–28, 2018

Yes: 33%
No: 66%
How much attention paid to Trump campaign rallies
Registered Voters, October 24−28, 2018

Percent
0 20 40 60 80 100

Watch 18
Follow news 24
Not closely 28
Don’t pay attention 29
How much attention paid to gubernatorial debates
Registered Voters, October 24–28, 2018

Percent

Watch 12
Follow news 13
Not closely 21
Don't pay attention 51
How much attention paid to attorney general debates
Registered Voters, October 24–28, 2018

- Watch: 1%
- Follow news: 7%
- Not closely: 11%
- Don't pay attention: 78%
How enthusiastic to vote in 2018?
Registered Voters, October 24–28, 2018

- Very: 70%
- Somewhat: 19%
- Not too: 6%
- Not at all: 4%
How enthusiastic to vote in 2018 by Party ID
Registered Voters, October 24–28, 2018

- **Very**:
  - Republican: 74
  - Independent: 58
  - Democrat: 81

- **Somewhat**:
  - Republican: 20
  - Independent: 23
  - Democrat: 14

- **Not too**:
  - Republican: 3
  - Independent: 9
  - Democrat: 4

- **Not at all**:
  - Republican: 3
  - Independent: 8
  - Democrat: 1

Percent