



Marquette Law School Poll: October 24 - 28, 2018

Likely voters

(Percentages are rounded to whole numbers for reporting of results. Frequencies have been rounded to whole numbers but percentages are calculated based on non-integer weighted sample sizes.)

Results for survey items among 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 total respondents omitted from the question. These omitted cases are ignored when calculating the “Valid” and “Cumulative” percent columns.

Record Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	538	47	47	47
Female	616	53	53	100
NA	0	0	NA	NA

Do you currently live in Wisconsin?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	1154	100	100	100
NA	0	0	NA	NA

Do you currently live within Milwaukee city limits?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	88	8	56	56
No	69	6	44	100
NA	996	86	NA	NA

Some people are registered to vote and others are not. Are you registered to vote in the precinct or ward where you now live, or aren't you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes, registered to vote	1114	97	97	97
No, not registered to vote	36	3	3	100
Don't Know/Refused	4	0	0	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Plan to Register	40	3	100	100
NA	1114	97	NA	NA

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	Cumulative Percent
Most of the time	875	76	76	76
Some of the time	214	19	19	94
Only now and then	35	3	3	97
Hardly at all	27	2	2	100
Don't know	2	0	0	100
Refused	1	0	0	100
NA	0	0	NA	NA

What are the chances that you will vote in the November 2018 general election for governor, Congress, and other offices – are you absolutely certain to vote, very likely to vote, are the chances 50-50, don't you think you will vote or have you already voted either by absentee ballot or early in person voting?

	Frequency	Percent	Valid Percent	Cumulative Percent
Absolutely certain	1021	88	88	88
Very likely	0	0	0	88
50-50	0	0	0	88
Will not vote	0	0	0	88
Already voted	133	12	12	100
Don't know	0	0	0	100
Refused	0	0	0	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Gotten better	589	51	51	51
Gotten worse	189	16	16	67
Stayed the same	362	31	31	99
Don't know	13	1	1	100
Refused	2	0	0	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Get better	436	38	38	38
Get worse	298	26	26	64
Stay the same	325	28	28	92
Don't know	92	8	8	100
Refused	3	0	0	100
NA	0	0	NA	NA

Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?

	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	538	47	47	47
Disapprove	594	52	52	98
Don't know	16	1	1	99
Refused	6	1	1	100
NA	0	0	NA	NA

Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly approve	384	33	33	33
Somewhat approve	153	13	13	47
Somewhat disapprove	65	6	6	52
Strongly disapprove	529	46	46	98
Don't know	16	1	1	99
Refused	6	1	1	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	579	50	50	50
Disapprove	546	47	47	98
Don't know	20	2	2	99
Refused	8	1	1	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly approve	456	40	40	40
Somewhat approve	123	11	11	50
Somewhat disapprove	115	10	10	60
Strongly disapprove	431	37	37	98

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	20	2	2	99
Refused	8	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Ron Johnson

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	480	42	42	42
Unfavorable	393	34	34	76
Haven't heard enough	217	19	19	94
Don't know	59	5	5	100
Refused	4	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Tammy Baldwin

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	566	49	49	49
Unfavorable	491	43	43	92
Haven't heard enough	75	6	6	98
Don't know	17	2	2	100
Refused	4	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Paul Ryan

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	517	45	45	45
Unfavorable	516	45	45	90
Haven't heard enough	71	6	6	96
Don't know	47	4	4	100
Refused	3	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Tony Evers

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	482	42	42	42
Unfavorable	469	41	41	82
Haven't heard enough	143	12	12	95
Don't know	57	5	5	100
Refused	2	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Leah Vukmir

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	377	33	33	33
Unfavorable	497	43	43	76
Haven't heard enough	204	18	18	93
Don't know	74	6	6	100
Refused	2	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Josh Kaul

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	184	16	16	16
Unfavorable	137	12	12	28
Haven't heard enough	643	56	56	84
Don't know	183	16	16	99
Refused	6	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Brad Schimel

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	335	29	29	29
Unfavorable	293	25	25	54
Haven't heard enough	383	33	33	88
Don't know	137	12	12	99
Refused	6	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Phil Anderson

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	39	3	3	3
Unfavorable	43	4	4	7
Haven't heard enough	821	71	71	78
Don't know	245	21	21	99
Refused	6	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Mandela Barnes

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	171	15	15	15
Unfavorable	103	9	9	24
Haven't heard enough	685	59	59	83
Don't know	190	16	16	100

	Frequency	Percent	Valid Percent	Cumulative Percent
Refused	4	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Rebecca Kleefisch

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	407	35	35	35
Unfavorable	350	30	30	66
Haven't heard enough	307	27	27	92
Don't know	86	7	7	100
Refused	3	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Scott Walker

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	559	48	48	48
Unfavorable	561	49	49	97
Haven't heard enough	9	1	1	98
Don't know	23	2	2	100
Refused	2	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Donald Trump

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	529	46	46	46
Unfavorable	592	51	51	97
Haven't heard enough	12	1	1	98
Don't know	15	1	1	99
Refused	7	1	1	100
NA	0	0	NA	NA

If the election for U.S. Senate were being held today and the candidates were Tammy Baldwin the Democrat and Leah Vukmir the Republican, for whom would you vote?

	Frequency	Percent	Valid Percent	Cumulative Percent
Tammy Baldwin	611	53	53	53
Leah Vukmir	482	42	42	95
Neither (VOL)	17	1	1	96
Didn't vote for this race (VOL)	0	0	0	96
Don't know	26	2	2	99
Refused	17	1	1	100
NA	0	0	NA	NA

Would you say you lean toward Baldwin or toward Vukmir?

	Frequency	Percent	Valid Percent	Cumulative Percent
Tammy Baldwin	9	1	23	23
Leah Vukmir	16	1	42	65
Neither (VOL)	4	0	10	75
Don't know	9	1	25	100
Refused	0	0	0	100
NA	1116	97	NA	NA

Senate vote preference with leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Tammy Baldwin	620	54	54	54
Leah Vukmir	498	43	43	97
Neither (VOL)	8	1	1	98
Didn't vote for this race (VOL)	0	0	0	98
Don't know	10	1	1	99
Refused	17	1	1	100
NA	0	0	NA	NA

If the election for Governor were being held today and the candidates were Tony Evers the Democrat, Scott Walker the Republican, and Phil Anderson the Libertarian, for whom would you vote?

	Frequency	Percent	Valid Percent	Cumulative Percent
Tony Evers	535	46	46	46
Scott Walker	541	47	47	93
Phil Anderson	31	3	3	96
None of these (VOL)	8	1	1	97
Didn't vote for this race (VOL)	0	0	0	97
Don't know	22	2	2	99
Refused	17	1	1	100
NA	0	0	NA	NA

Would you say you lean toward Evers or toward Walker or toward Anderson?

	Frequency	Percent	Valid Percent	Cumulative Percent
Tony Evers	11	1	39	39
Scott Walker	6	0	19	58
Phil Anderson	2	0	8	67
None of these (VOL)	6	1	21	88
Don't know	4	0	12	100
Refused	0	0	0	100
NA	1125	97	NA	NA

Governor vote preference with leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Tony Evers	546	47	47	47
Scott Walker	546	47	47	95
Phil Anderson	33	3	3	98
None of these (VOL)	6	1	1	98
Didn't vote for this race (VOL)	0	0	0	98
Don't know	4	0	0	99
Refused	17	1	1	100
NA	0	0	NA	NA

If the election for Wisconsin Attorney General were being held today and the candidates were Josh Kaul the Democrat and Brad Schimel the Republican for whom would you vote?

	Frequency	Percent	Valid Percent	Cumulative Percent
Josh Kaul	494	43	43	43
Brad Schimel	512	44	44	87
Neither (VOL)	14	1	1	88
Didn't vote for this race (VOL)	4	0	0	89
Don't know	113	10	10	99
Refused	16	1	1	100
NA	0	0	NA	NA

Would you say you lean toward Kaul or toward Schimel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Josh Kaul	27	2	22	22
Brad Schimel	26	2	22	44
Neither (VOL)	14	1	12	56
Don't know	51	4	43	98
Refused	2	0	2	100
NA	1034	90	NA	NA

Attorney General vote preference with leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Josh Kaul	521	45	45	45
Brad Schimel	538	47	47	92
Neither (VOL)	18	2	2	93
Didn't vote for this race (VOL)	4	0	0	94
Don't know	55	5	5	98
Refused	18	2	2	100
NA	0	0	NA	NA

How often do you talk about politics with family and friends?

	Frequency	Percent	Valid Percent	Cumulative Percent
More than once a week	287	25	50	50
About once a week	138	12	24	74
Once or twice a month	63	5	11	85
A few times a year	39	3	7	92
Never	44	4	8	100
Don't know	2	0	0	100
Refused	0	0	0	100
NA	582	50	NA	NA

How often do you talk about politics with co-workers?

	Frequency	Percent	Valid Percent	Cumulative Percent
More than once a week	107	9	19	19
About once a week	58	5	10	29
Once or twice a month	79	7	14	43
A few times a year	59	5	10	53
Never	212	18	37	90
Don't work (VOL)	52	5	9	99
Don't know	1	0	0	100
Refused	3	0	0	100
NA	582	50	NA	NA

Is there anyone you have tried to convince to vote for or against a particular candidate?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	168	15	29	29
No	399	35	70	99
Don't know	4	0	1	100
Refused	0	0	0	100
NA	582	50	NA	NA

Is there anyone you have stopped talking with about politics due to disagreements about the elections?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	206	18	36	36
No	364	32	64	100
Don't know	1	0	0	100
Refused	1	0	0	100
NA	582	50	NA	NA

As you may know, Foxconn Corporation has announced it will build a large video display factory in Racine County employing up to 13,000 workers. The state is providing up to \$3 billion dollars of taxpayer money to Foxconn as an incentive to locate the plant in Wisconsin. Do you think the Foxconn plant will ultimately provide this much or more benefit to the state or is the state paying more than the plant is worth?

	Frequency	Percent	Valid Percent	Cumulative Percent
Will provide this much or more benefit	228	20	40	40
State is paying more than the plant is worth	242	21	42	82
Don't know	97	8	17	99
Refused	5	0	1	100
NA	582	50	NA	NA

Do you think the Foxconn factory in Racine County will substantially improve the economy of the larger Milwaukee area?

	Frequency	Percent	Valid Percent	Cumulative Percent
Will substantially improve the economy	318	28	56	56
Will not substantially improve the economy	165	14	29	84
Don't know	85	7	15	99
Refused	3	0	1	100
NA	582	50	NA	NA

Do you think businesses near where you live will directly benefit from this new Foxconn manufacturing plant?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes, will benefit	180	16	31	31
No, will not benefit	319	28	56	87
Don't know	70	6	12	100
Refused	2	0	0	100
NA	582	50	NA	NA

Do you think raising tariffs on steel and aluminum imports to the US will help the US economy or hurt the US economy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Help US economy	207	18	36	36
Hurt US economy	281	24	48	84
Don't know	91	8	16	99
Refused	3	0	1	100
NA	572	50	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Good thing	343	30	59	59
Bad thing	152	13	26	85

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	81	7	14	99
Refused	6	1	1	100
NA	572	50	NA	NA

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	Cumulative Percent
Stay and apply for citizenship	399	35	69	69
Stay as temporary guest workers	74	6	13	81
Required to leave jobs and U.S.	84	7	14	96
Don't know	17	1	3	99
Refused	8	1	1	100
NA	572	50	NA	NA

Do you think abortion should be legal in all cases, legal in most cases, illegal in most cases, or illegal in all cases?

	Frequency	Percent	Valid Percent	Cumulative Percent
Legal in all cases	162	14	28	28
Legal in most cases	163	14	28	56
Illegal in most cases	143	12	25	80
Illegal in all cases	82	7	14	95
Don't know	22	2	4	98
Refused	9	1	2	100
NA	572	50	NA	NA

How much do you think the state of Wisconsin has done to address the problem of opioid and prescription pain killer addiction: a lot, a fair amount, only a little or almost nothing?

	Frequency	Percent	Valid Percent	Cumulative Percent
A lot	67	6	12	12
A fair amount	171	15	29	41
Only a little	194	17	33	74
Almost nothing	90	8	15	90
Don't know	55	5	10	99
Refused	4	0	1	100
NA	572	50	NA	NA

Given what you know, do you think the salary and benefits of public school teachers in Wisconsin generally should be higher, lower, or stay the same?

	Frequency	Percent	Valid Percent	Cumulative Percent
Higher	345	30	59	59

	Frequency	Percent	Valid Percent	Cumulative Percent
Lower	24	2	4	63
Stay the same	181	16	31	95
Don't know	29	3	5	100
Refused	3	0	0	100
NA	572	50	NA	NA

Student achievement in Wisconsin overall has stayed flat in recent years. What would you make the first priority in trying to improve student success?

	Frequency	Percent	Valid Percent	Cumulative Percent
Improved teaching	66	6	11	11
Improved school leadership	43	4	7	19
Improved parenting	156	14	27	46
Improved early childhood programs	59	5	10	56
More resources for schools	144	13	25	81
More options for parents in choosing schools	75	6	13	93
Other (VOL)	14	1	2	96
Don't know	22	2	4	100
Refused	3	0	0	100
NA	572	50	NA	NA

Thinking just about the state of Wisconsin, do you feel things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

	Frequency	Percent	Valid Percent	Cumulative Percent
Right direction	621	54	54	54
Wrong track	489	42	42	96
Don't know	43	4	4	100
Refused	1	0	0	100
NA	0	0	NA	NA

What do you think is the most important issue facing Wisconsin?

	Frequency	Percent	Valid Percent	Cumulative Percent
K-12 education	227	20	20	20
Health coverage	283	25	25	44
Jobs and the economy	231	20	20	64
Cutting taxes	83	7	7	71
The UW System	21	2	2	73
Condition of state roads, highways and bridges	137	12	12	85
Prisons and the criminal justice system	55	5	5	90
State aid to local government	19	2	2	92
Something else	56	5	5	96
Don't know	39	3	3	100
Refused	3	0	0	100
NA	0	0	NA	NA

And what do you think is the second most important issue facing Wisconsin?

	Frequency	Percent	Valid Percent	Cumulative Percent
K-12 education	219	19	20	20
Health coverage	202	17	18	38
Jobs and the economy	141	12	13	50
Cutting taxes	114	10	10	61
The UW System	59	5	5	66
Condition of state roads, highways and bridges	177	15	16	82
Prisons and the criminal justice system	109	9	10	92
State aid to local government	33	3	3	95
Something else	39	3	4	98
Don't know	17	2	2	100
Refused	2	0	0	100
NA	42	4	NA	NA

Would you say the state's budget is in better shape now than it was a few years ago, about the same or in worse shape now?

	Frequency	Percent	Valid Percent	Cumulative Percent
Better shape now	456	40	40	40
About the same	304	26	26	66
Worse shape now	307	27	27	92
Don't know	84	7	7	100
Refused	3	0	0	100
NA	0	0	NA	NA

As you may know, the 2010 health care law prohibits health insurance companies from denying coverage because of a person's medical history or pre-existing conditions. How important is it to you that insurance companies continue to be required to cover pre-existing conditions: very important, somewhat important, not too important, or not at all important?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	954	83	83	83
Somewhat important	143	12	12	95
Not too important	25	2	2	97
Not at all important	11	1	1	98
Don't know	15	1	1	100
Refused	5	0	0	100
NA	0	0	NA	NA

Which is more important to you: reduce property taxes or increase spending on public schools?

	Frequency	Percent	Valid Percent	Cumulative Percent
Reducing property taxes	448	39	39	39
Increasing spending on public schools	647	56	56	95
Don't know	47	4	4	99
Refused	11	1	1	100

	Frequency	Percent	Valid Percent	Cumulative Percent
NA	0	0	NA	NA

Which is more important to you: keeping the gas tax and vehicle registration fees where they are now or raising the gas tax and registration fees to increase spending on roads and highways?

	Frequency	Percent	Valid Percent	Cumulative Percent
Keep gas tax and fees where they are	670	58	58	58
Raise tax and fees to increase spending on roads	430	37	37	95
Don't know	45	4	4	99
Refused	8	1	1	100
NA	0	0	NA	NA

How much attention do you pay to Donald Trump's recent campaign rallies? Do you watch at least some of the rallies live on television, follow the news closely about the rallies but not watch live, read or watch some news coverage but don't follow closely or do you not pay much attention to the rallies?

	Frequency	Percent	Valid Percent	Cumulative Percent
Watch at least some live	230	20	20	20
Followed news closely	288	25	25	45
Saw some coverage but don't follow closely	320	28	28	73
Do not pay much attention	302	26	26	99
Don't know	5	0	0	99
Refused	8	1	1	100
NA	0	0	NA	NA

How much attention did you pay to the recent debate between Tony Evers and Scott Walker? Did you watch the debate live on television, follow the news closely about the debate but not watch live, read or watch some news coverage but didn't follow closely or did you not pay much attention to the debate?

	Frequency	Percent	Valid Percent	Cumulative Percent
Watched live	155	13	13	13
Followed news closely	175	15	15	29
Saw some coverage but didn't follow closely	255	22	22	51
Did not pay much attention	542	47	47	98
Don't know	22	2	2	100
Refused	5	0	0	100
NA	0	0	NA	NA

How much attention did you pay to the recent debates between Tammy Baldwin and Leah Vukmir? Did you watch the debates live on television, follow the news closely about the debates but not watch live, read or watch some news coverage but didn't follow closely or did you not pay much attention to the debates?

	Frequency	Percent	Valid Percent	Cumulative Percent
Watched live	164	14	14	14
Followed news closely	156	14	14	28
Saw some coverage but didn't follow closely	242	21	21	49

	Frequency	Percent	Valid Percent	Cumulative Percent
Did not pay much attention	568	49	49	98
Don't know	17	1	1	99
Refused	7	1	1	100
NA	0	0	NA	NA

How much attention did you pay to the recent debate between Josh Kaul and Brad Schimel? Did you watch the debates live on television, follow the news closely about the debates but not watch live, read or watch some news coverage but didn't follow closely or did you not pay much attention to the debates?

	Frequency	Percent	Valid Percent	Cumulative Percent
Watched live	18	2	2	2
Followed news closely	92	8	8	10
Saw some coverage but didn't follow closely	131	11	11	21
Did not pay much attention	884	77	77	97
Don't know	22	2	2	99
Refused	7	1	1	100
NA	0	0	NA	NA

Do you think that Donald Trump has changed the Republican Party for the better or for the worse or don't you think he has changed the Republican Party much either way?

	Frequency	Percent	Valid Percent	Cumulative Percent
Changed for the better	330	29	29	29
Changed for the worse	566	49	49	78
Hasn't changed Republican Party much either way	213	18	18	96
Don't know	38	3	3	99
Refused	7	1	1	100
NA	0	0	NA	NA

How enthusiastic are you about voting in this November's elections? Would you say you are very, somewhat, not too, or not at all enthusiastic?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very	915	79	79	79
Somewhat	177	15	15	95
Not too	35	3	3	98
Not at all	20	2	2	99
Won't vote in November (VOL)	0	0	0	99
Don't know	4	0	0	100
Refused	4	0	0	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Living comfortably	723	63	63	63
Just getting by	327	28	28	91
Struggling	93	8	8	99
Don't know	3	0	0	99
Refused	8	1	1	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	384	33	33	33
Democrat	373	32	32	66
Independent	355	31	31	96
Other/No preference (VOL)	33	3	3	99
Don't know	2	0	0	99
Refused	7	1	1	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	144	13	37	37
Democratic	172	15	44	81
Neither/Just Independent (VOL)	61	5	16	97
Don't know	8	1	2	99
Refused	4	0	1	100
NA	764	66	NA	NA

What is the highest level of education you completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary school only	2	0	0	0
Some high school / did not finish	15	1	1	1
Completed high school	294	25	25	27
Some college but didn't finish	228	20	20	47
Two year college degree	154	13	13	60
Four year college degree	296	26	26	86
Some graduate work	21	2	2	87
Completed masters or professional degree	99	9	9	96
Advanced graduate work or Ph.D.	31	3	3	99
Don't know	3	0	0	99
Refused	10	1	1	100
NA	0	0	NA	NA

What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
18	23	2	2	2
19	4	0	0	2
20	2	0	0	3
21	11	1	1	3
22	16	1	1	5
23	12	1	1	6
24	7	1	1	7
25	9	1	1	7
26	6	1	1	8
27	9	1	1	9
28	13	1	1	10
29	9	1	1	10
30	15	1	1	12
31	13	1	1	13
32	14	1	1	14
33	15	1	1	15
34	12	1	1	16
35	13	1	1	18
36	5	0	0	18
37	18	2	2	20
38	16	1	1	21
39	23	2	2	23
40	24	2	2	25
41	9	1	1	26
42	9	1	1	27
43	9	1	1	27
44	17	1	1	29
45	18	2	2	30
46	18	2	2	32
47	16	1	1	33
48	24	2	2	35
49	20	2	2	37
50	24	2	2	39
51	18	2	2	41
52	20	2	2	43
53	19	2	2	44
54	29	3	3	47
55	34	3	3	50
56	28	2	2	52
57	36	3	3	55
58	36	3	3	58
59	31	3	3	61
60	15	1	1	62
61	18	2	2	64
62	14	1	1	65
63	19	2	2	67
64	22	2	2	69
65	27	2	2	71
66	26	2	2	73
67	21	2	2	75

	Frequency	Percent	Valid Percent	Cumulative Percent
68	22	2	2	77
69	25	2	2	79
70	22	2	2	81
71	6	1	1	82
72	21	2	2	83
73	12	1	1	84
74	11	1	1	85
75	18	2	2	87
76	13	1	1	88
77	11	1	1	89
78	8	1	1	90
79	10	1	1	91
80	12	1	1	92
81	8	1	1	92
82	8	1	1	93
83	5	0	0	93
84	6	0	0	94
85	6	1	1	94
86	4	0	0	95
87	3	0	0	95
88	5	0	0	95
89	5	0	0	96
90	3	0	0	96
93	2	0	0	96
94	2	0	0	96
95	1	0	0	96
Refused	41	4	4	100
NA	0	0	NA	NA

[If Refused] Are you. . .

	Frequency	Percent	Valid Percent	Cumulative Percent
18-29 years old	6	0	14	14
30-44 years old	0	0	0	14
45-59 years old	12	1	28	42
60 years old or more	10	1	23	66
Don't know	3	0	7	73
Refused	11	1	27	100
NA	1113	96	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Married	722	63	63	63
Cohabiting	56	5	5	67
Widowed	89	8	8	75
Divorced	87	8	8	83
Separated	16	1	1	84

	Frequency	Percent	Valid Percent	Cumulative Percent
Never Married	169	15	15	99
Don't know	5	0	0	99
Refused	10	1	1	100
NA	0	0	NA	NA

How many children under 18 are currently living with you, if any?

	Frequency	Percent	Valid Percent	Cumulative Percent
None	837	73	73	73
One	119	10	10	83
Two	118	10	10	93
Three	52	5	5	98
Four	15	1	1	99
Five or more	5	0	0	99
Don't know	2	0	0	99
Refused	6	1	1	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	43	4	4	4
No	1089	94	94	98
Don't know	4	0	0	98
Refused	18	2	2	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
White	991	86	86	86
African American or Black	40	3	3	89
Asian, South Asian or Pacific Islander	7	1	1	90
Native American or American Indian	9	1	1	91
More than one race	43	4	4	95
Hispanic or Latino	10	1	1	95
Other (SPECIFY)	27	2	2	98
Don't know	4	0	0	98
Refused	22	2	2	100
NA	0	0	NA	NA

Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

	Frequency	Percent	Valid Percent	Cumulative Percent
More than 1/wk	77	7	7	7
1/week	272	24	24	30
1-2 month	197	17	17	47
few times a year	214	19	19	66
Seldom	160	14	14	80
Never	216	19	19	99
Don't know	3	0	0	99
Refused	14	1	1	100
NA	0	0	NA	NA

What is your religious preference – are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Protestant	249	22	22	22
Roman Catholic	329	29	29	50
Jewish	9	1	1	51
Muslim/Islam	3	0	0	51
Mormon/Latter-Day Saints	4	0	0	51
Other Christian Religion	243	21	21	72
Other Non-Christian Religion	56	5	5	77
No Religion/Atheist/Agnostic	211	18	18	96
Don't know	20	2	2	97
Refused	30	3	3	100
NA	0	0	NA	NA

Would you describe yourself as a “born-again” or evangelical Christian, or not?

	Frequency	Percent	Valid Percent	Cumulative Percent
born again	193	17	39	39
not born again	276	24	56	96
Don't know	21	2	4	100
Refused	1	0	0	100
NA	662	57	NA	NA

Last year, that is in 2017, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than \$10,000	22	2	2	2
10 to under \$20,000	49	4	4	6
20 to under \$30,000	97	8	8	15
30 to under \$40,000	93	8	8	23
40 to under \$50,000	103	9	9	32
50 to under \$75,000	202	17	17	49

	Frequency	Percent	Valid Percent	Cumulative Percent
75 to under \$100,000	144	12	12	61
100 to under \$150,000	148	13	13	74
\$150,000 or more	58	5	5	79
Over \$200,000	52	4	4	84
Don't know	73	6	6	90
Refused	114	10	10	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	328	28	28	28
Suburban	386	33	33	62
Rural	422	37	37	99
Don't know	9	1	1	99
Refused	8	1	1	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Very conservative	109	9	9	9
Conservative	385	33	33	43
Moderate	315	27	27	70
Liberal	200	17	17	87
Very liberal	103	9	9	96
Don't know	26	2	2	99
Refused	16	1	1	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
respondent	94	8	8	8
another household member	67	6	6	14
nobody in household	979	85	85	99
Don't know	4	0	0	99
Refused	10	1	1	100
NA	0	0	NA	NA

Do you or any member of your household work for federal, state, or local government—for example, as a public school teacher, police officer, firefighter, or other government job?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	231	20	20	20
No	909	79	79	99

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	3	0	0	99
Refused	11	1	1	100
NA	0	0	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
All or almost all on a cell phone	640	56	56	56
Some on a cell phone and some on a home phone	271	23	23	79
All or almost all on a regular home phone	224	19	19	98
Don't know	6	1	1	99
Refused	12	1	1	100
NA	0	0	NA	NA

Is this phone a cell phone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	744	64	64	64
No	410	36	36	100
NA	0	0	NA	NA

wave

	Frequency	Percent	Valid Percent	Cumulative Percent
1/19-22/12	0	0	0	0
2/16-19/12	0	0	0	0
3/22-25/12	0	0	0	0
4/26-29/12	0	0	0	0
5/9-12/12	0	0	0	0
5/23-26/12	0	0	0	0
6/13-16/12	0	0	0	0
7/5-8/12	0	0	0	0
8/2-5/12	0	0	0	0
8/16-19/12	0	0	0	0
9/13-16/12	0	0	0	0
9/27-30/12	0	0	0	0
10/11-14/12	0	0	0	0
10/25-28/12	0	0	0	0
3/11-13/13	0	0	0	0
5/6-9/13	0	0	0	0
7/15-18/13	0	0	0	0
10/21-24/13	0	0	0	0
1/20-23/14	0	0	0	0
3/20-23/14	0	0	0	0
5/15-18/14	0	0	0	0
7/17-20/14	0	0	0	0
8/21-24/14	0	0	0	0
9/11-14/14	0	0	0	0

	Frequency	Percent	Valid Percent	Cumulative Percent
9/25-28/14	0	0	0	0
10/9-12/14	0	0	0	0
10/23-26/14	0	0	0	0
4/7-10/15	0	0	0	0
8/13-16/15	0	0	0	0
9/24-28/15	0	0	0	0
11/12-15/15	0	0	0	0
1/21-24/16	0	0	0	0
2/18-21/16	0	0	0	0
3/24-28/16	0	0	0	0
6/9-12/16	0	0	0	0
7/7-10/16	0	0	0	0
8/4-7/16	0	0	0	0
8/25-28/16	0	0	0	0
9/15-18/16	0	0	0	0
10/6-9/16	0	0	0	0
10/26-31/16	0	0	0	0
3/13-16/17	0	0	0	0
6/22-25/17	0	0	0	0
2/25-3/1/18	0	0	0	0
6/13-17/18	0	0	0	0
7/11-15/18	0	0	0	0
8/15-19/18	0	0	0	0
9/12-16/18	0	0	0	0
10/3-7/18	0	0	0	0
10/24-28/18	1154	100	100	100
NA	0	0	NA	NA

Poll Dates

	Frequency	Percent	Valid Percent	Cumulative Percent
2018-10-24	1154	100	100	100
NA	0	0	NA	NA

Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	538	47	47	47
Female	616	53	53	100
NA	0	0	NA	NA

Age 4 categories

	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	127	11	11	11
30-44	212	18	18	29
45-59	383	33	33	63
60+	418	36	36	99

	Frequency	Percent	Valid Percent	Cumulative Percent
DK/NA/ Ref	14	1	1	100
NA	0	0	NA	NA

Age 6 categories

	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	127	11	11	11
30-39	144	12	12	23
40-49	164	14	14	38
50-59	287	25	25	63
60-69	218	19	19	81
70+	201	17	17	99
DK/NA/Ref	14	1	1	100
NA	0	0	NA	NA

Race 3 categories

	Frequency	Percent	Valid Percent	Cumulative Percent
White	1012	88	88	88
Black	40	3	3	91
Other	77	7	7	98
DK/NA/Ref	26	2	2	100
NA	0	0	NA	NA

Hispanic/Latino

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	43	4	4	4
No	1089	94	94	98
DK/NA/Ref	22	2	2	100
NA	0	0	NA	NA

Education 5 categories

	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	16	1	1	1
HS	294	25	25	27
Some Coll	228	20	20	47
AA	154	13	13	60
BA+	448	39	39	99
DK/NA/ Ref	14	1	1	100
NA	0	0	NA	NA

Education 5 with Post-BA

	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	16	1	1	1
hs	294	25	25	27
Some Coll/AA	382	33	33	60
ba	296	26	26	86
Post BA	152	13	13	99
DK/NA/Ref	14	1	1	100
NA	0	0	NA	NA

Education 6 AA, BA, and MA

	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	16	1	1	1
hs	294	25	25	27
Some Coll	228	20	20	47
aa	154	13	13	60
ba	296	26	26	86
Post-BA	152	13	13	99
DK/NA/Ref	14	1	1	100
NA	0	0	NA	NA

3 category Party ID including leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	528	46	46	46
Democrat	545	47	47	93
Independent	70	6	6	99
Other/None	11	1	1	100
NA	0	0	NA	NA

3 category Party ID no leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	384	33	33	33
Democrat	373	32	32	66
Independent	386	33	33	99
Other/None	11	1	1	100
NA	0	0	NA	NA

Party ID 5 categories, leaners separate

	Frequency	Percent	Valid Percent	Cumulative Percent
Rep	384	33	33	33
Lean Rep	144	13	13	46
Ind	70	6	6	52

	Frequency	Percent	Valid Percent	Cumulative Percent
Lean Dem	172	15	15	67
Dem	373	32	32	99
Other/None	11	1	1	100
NA	0	0	NA	NA

Race/Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
White	987	86	86	86
Black	39	3	3	89
Hispanic	43	4	4	93
Other	59	5	5	98
DK/NA/ Ref	26	2	2	100
NA	0	0	NA	NA

Income Recode

	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$40k	261	23	23	23
\$40k to \$74k	304	26	26	49
\$75k up	402	35	35	84
DK/NA/ Ref	187	16	16	100
NA	0	0	NA	NA

Region/Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	88	8	8	8
Rest of MKE	365	32	32	39
msn	215	19	19	58
GB/A	235	20	20	78
Rest of state	250	22	22	100
NA	0	0	NA	NA

Region 2/MKE, WOW, Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	88	8	8	8
WOW Counties	150	13	13	21
Rest of MKE	215	19	19	39
MSN	215	19	19	58
GB/A	235	20	20	78
Rest of state	250	22	22	100
NA	0	0	NA	NA

Region 7/MKE, WOW, Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	88	8	8	8
WOW Counties	150	13	13	21
Rest of MKE	215	19	19	39
msn	215	19	19	58
GB/A	235	20	20	78
Lax/EC	73	6	6	85
MSP,DS/WauRhine	177	15	15	100
NA	0	0	NA	NA

8 category Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	88	8	8	8
WOW Counties	150	13	13	21
Rest of MKE	215	19	19	39
Dane Rock	145	13	13	52
Rest of MSN	70	6	6	58
Lax/EC	73	6	6	64
GB/A	235	20	20	85
Wau/MSP/DS	177	15	15	100
NA	0	0	NA	NA