



Marquette Law School Poll: October 24 - 28, 2018

Registered 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 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.

Record Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	657	47	47	47
Female	743	53	53	100
NA	0	0	NA	NA

Do you currently live in Wisconsin?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	1400	100	100	100
NA	0	0	NA	NA

Do you currently live within Milwaukee city limits?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	113	8	58	58
No	84	6	42	100
NA	1203	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	1308	93	93	93
No, not registered to vote	85	6	6	100
Don't Know/Refused	7	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	92	7	100	100
NA	1308	93	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	955	68	68	68
Some of the time	296	21	21	89
Only now and then	74	5	5	95
Hardly at all	70	5	5	100
Don't know	2	0	0	100
Refused	2	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	73	73	73
Very likely	136	10	10	83
50-50	88	6	6	89
Will not vote	16	1	1	90
Already voted	133	9	9	100
Don't know	4	0	0	100
Refused	2	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	686	49	49	49
Gotten worse	234	17	17	66
Stayed the same	456	33	33	98
Don't know	22	2	2	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	528	38	38	38
Get worse	346	25	25	62
Stay the same	410	29	29	92
Don't know	113	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	655	47	47	47
Disapprove	703	50	50	97
Don't know	30	2	2	99
Refused	12	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	444	32	32	32
Somewhat approve	210	15	15	47
Somewhat disapprove	102	7	7	54
Strongly disapprove	601	43	43	97
Don't know	30	2	2	99
Refused	12	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	700	50	50	50
Disapprove	642	46	46	96
Don't know	49	3	3	99
Refused	10	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	510	36	36	36
Somewhat approve	189	14	14	50
Somewhat disapprove	163	12	12	62
Strongly disapprove	479	34	34	96

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	49	3	3	99
Refused	10	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Ron Johnson

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	547	39	39	39
Unfavorable	420	30	30	69
Haven't heard enough	343	24	24	94
Don't know	83	6	6	99
Refused	8	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Tammy Baldwin

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	636	45	45	45
Unfavorable	565	40	40	86
Haven't heard enough	157	11	11	97
Don't know	36	3	3	100
Refused	6	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Paul Ryan

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	612	44	44	44
Unfavorable	572	41	41	85
Haven't heard enough	151	11	11	95
Don't know	60	4	4	100
Refused	4	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Tony Evers

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	529	38	38	38
Unfavorable	538	38	38	76
Haven't heard enough	255	18	18	94
Don't know	75	5	5	100
Refused	3	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Leah Vukmir

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	423	30	30	30
Unfavorable	546	39	39	69
Haven't heard enough	333	24	24	93
Don't know	94	7	7	100
Refused	3	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Josh Kaul

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	193	14	14	14
Unfavorable	157	11	11	25
Haven't heard enough	830	59	59	84
Don't know	210	15	15	99
Refused	10	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Brad Schimel

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	371	26	26	26
Unfavorable	312	22	22	49
Haven't heard enough	544	39	39	88
Don't know	165	12	12	99
Refused	8	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Phil Anderson

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	51	4	4	4
Unfavorable	50	4	4	7
Haven't heard enough	1014	72	72	80
Don't know	276	20	20	99
Refused	10	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Mandela Barnes

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	187	13	13	13
Unfavorable	118	8	8	22
Haven't heard enough	864	62	62	83
Don't know	225	16	16	99

	Frequency	Percent	Valid Percent	Cumulative Percent
Refused	7	1	1	100
NA	0	0	NA	NA

Fav/Unfav: Rebecca Kleefisch

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	452	32	32	32
Unfavorable	375	27	27	59
Haven't heard enough	454	32	32	92
Don't know	112	8	8	100
Refused	6	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Scott Walker

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	676	48	48	48
Unfavorable	650	46	46	95
Haven't heard enough	37	3	3	97
Don't know	34	2	2	100
Refused	2	0	0	100
NA	0	0	NA	NA

Fav/Unfav: Donald Trump

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	634	45	45	45
Unfavorable	712	51	51	96
Haven't heard enough	14	1	1	97
Don't know	26	2	2	99
Refused	13	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	709	51	51	51
Leah Vukmir	561	40	40	91
Neither (VOL)	37	3	3	93
Didn't vote for this race (VOL)	0	0	0	93
Don't know	74	5	5	99
Refused	19	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	17	1	16	16
Leah Vukmir	28	2	26	42
Neither (VOL)	16	1	15	57
Don't know	45	3	43	100
Refused	0	0	0	100
NA	1294	92	NA	NA

Senate vote preference with leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Tammy Baldwin	725	52	52	52
Leah Vukmir	589	42	42	94
Neither (VOL)	20	1	1	95
Didn't vote for this race (VOL)	0	0	0	95
Don't know	46	3	3	99
Refused	19	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	602	43	43	43
Scott Walker	648	46	46	89
Phil Anderson	64	5	5	94
None of these (VOL)	19	1	1	95
Didn't vote for this race (VOL)	0	0	0	95
Don't know	48	3	3	99
Refused	19	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	19	1	28	28
Scott Walker	6	0	8	36
Phil Anderson	7	1	11	47
None of these (VOL)	13	1	20	66
Don't know	22	2	34	100
Refused	0	0	0	100
NA	1334	95	NA	NA

Governor vote preference with leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Tony Evers	621	44	44	44
Scott Walker	653	47	47	91
Phil Anderson	71	5	5	96
None of these (VOL)	13	1	1	97
Didn't vote for this race (VOL)	0	0	0	97
Don't know	23	2	2	99
Refused	19	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	571	41	41	41
Brad Schimel	602	43	43	84
Neither (VOL)	27	2	2	86
Didn't vote for this race (VOL)	4	0	0	86
Don't know	177	13	13	99
Refused	18	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	29	2	15	15
Brad Schimel	31	2	16	30
Neither (VOL)	40	3	20	50
Don't know	92	7	47	97
Refused	6	0	3	100
NA	1202	86	NA	NA

Attorney General vote preference with leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Josh Kaul	600	43	43	43
Brad Schimel	632	45	45	88
Neither (VOL)	43	3	3	91
Didn't vote for this race (VOL)	4	0	0	91
Don't know	96	7	7	98
Refused	24	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	315	23	46	46
About once a week	161	12	23	69
Once or twice a month	89	6	13	82
A few times a year	61	4	9	91
Never	62	4	9	100
Don't know	2	0	0	100
Refused	1	0	0	100
NA	709	51	NA	NA

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

	Frequency	Percent	Valid Percent	Cumulative Percent
More than once a week	121	9	17	17
About once a week	70	5	10	28
Once or twice a month	95	7	14	41
A few times a year	71	5	10	52
Never	273	20	40	91
Don't work (VOL)	56	4	8	99
Don't know	1	0	0	100
Refused	3	0	0	100
NA	709	51	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	189	14	27	27
No	497	35	72	99
Don't know	5	0	1	100
Refused	0	0	0	100
NA	709	51	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	229	16	33	33
No	459	33	66	99
Don't know	2	0	0	100
Refused	1	0	0	100
NA	709	51	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	284	20	41	41
State is paying more than the plant is worth	276	20	40	81
Don't know	124	9	18	99
Refused	7	0	1	100
NA	709	51	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	399	28	58	58
Will not substantially improve the economy	183	13	27	84
Don't know	105	7	15	99
Refused	4	0	1	100
NA	709	51	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	228	16	33	33
No, will not benefit	377	27	55	88
Don't know	83	6	12	100
Refused	3	0	0	100
NA	709	51	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	248	18	35	35
Hurt US economy	330	24	47	81
Don't know	127	9	18	99
Refused	4	0	1	100
NA	691	49	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	400	29	56	56
Bad thing	187	13	26	83

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	114	8	16	99
Refused	8	1	1	100
NA	691	49	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	464	33	65	65
Stay as temporary guest workers	106	8	15	80
Required to leave jobs and U.S.	104	7	15	95
Don't know	24	2	3	98
Refused	11	1	2	100
NA	691	49	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	185	13	26	26
Legal in most cases	207	15	29	55
Illegal in most cases	172	12	24	79
Illegal in all cases	102	7	14	94
Don't know	32	2	4	98
Refused	13	1	2	100
NA	691	49	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	81	6	11	11
A fair amount	202	14	29	40
Only a little	226	16	32	72
Almost nothing	125	9	18	89
Don't know	71	5	10	99
Refused	5	0	1	100
NA	691	49	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	411	29	58	58

	Frequency	Percent	Valid Percent	Cumulative Percent
Lower	28	2	4	62
Stay the same	228	16	32	94
Don't know	40	3	6	100
Refused	3	0	0	100
NA	691	49	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	77	5	11	11
Improved school leadership	51	4	7	18
Improved parenting	200	14	28	46
Improved early childhood programs	66	5	9	56
More resources for schools	178	13	25	81
More options for parents in choosing schools	83	6	12	92
Other (VOL)	20	1	3	95
Don't know	31	2	4	100
Refused	3	0	0	100
NA	691	49	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	766	55	55	55
Wrong track	564	40	40	95
Don't know	66	5	5	100
Refused	4	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	267	19	19	19
Health coverage	341	24	24	43
Jobs and the economy	262	19	19	62
Cutting taxes	106	8	8	70
The UW System	22	2	2	71
Condition of state roads, highways and bridges	169	12	12	83
Prisons and the criminal justice system	78	6	6	89
State aid to local government	23	2	2	91
Something else	67	5	5	95
Don't know	59	4	4	100
Refused	6	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	256	18	19	19
Health coverage	253	18	19	38
Jobs and the economy	179	13	13	52
Cutting taxes	144	10	11	62
The UW System	66	5	5	67
Condition of state roads, highways and bridges	200	14	15	82
Prisons and the criminal justice system	123	9	9	92
State aid to local government	40	3	3	95
Something else	48	3	4	98
Don't know	23	2	2	100
Refused	2	0	0	100
NA	65	5	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	525	37	37	37
About the same	404	29	29	66
Worse shape now	347	25	25	91
Don't know	122	9	9	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	1147	82	82	82
Somewhat important	180	13	13	95
Not too important	32	2	2	97
Not at all important	16	1	1	98
Don't know	19	1	1	100
Refused	6	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	558	40	40	40
Increasing spending on public schools	772	55	55	95
Don't know	59	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	831	59	59	59
Raise tax and fees to increase spending on roads	504	36	36	95
Don't know	54	4	4	99
Refused	10	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	256	18	18	18
Followed news closely	333	24	24	42
Saw some coverage but don't follow closely	387	28	28	70
Do not pay much attention	407	29	29	99
Don't know	7	1	1	99
Refused	10	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	171	12	12	12
Followed news closely	185	13	13	25
Saw some coverage but didn't follow closely	288	21	21	46
Did not pay much attention	721	51	51	97
Don't know	29	2	2	99
Refused	7	1	1	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	181	13	13	13
Followed news closely	166	12	12	25
Saw some coverage but didn't follow closely	276	20	20	44

	Frequency	Percent	Valid Percent	Cumulative Percent
Did not pay much attention	749	53	53	98
Don't know	20	1	1	99
Refused	8	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	21	1	1	1
Followed news closely	97	7	7	8
Saw some coverage but didn't follow closely	150	11	11	19
Did not pay much attention	1098	78	78	98
Don't know	27	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	392	28	28	28
Changed for the worse	651	47	47	75
Hasn't changed Republican Party much either way	294	21	21	96
Don't know	55	4	4	99
Refused	8	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	977	70	70	70
Somewhat	272	19	19	89
Not too	81	6	6	95
Not at all	58	4	4	99
Won't vote in November (VOL)	5	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	838	60	60	60
Just getting by	422	30	30	90
Struggling	127	9	9	99
Don't know	5	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	454	32	32	32
Democrat	415	30	30	62
Independent	467	33	33	95
Other/No preference (VOL)	47	3	3	99
Don't know	9	1	1	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	198	14	38	38
Democratic	216	15	41	79
Neither/Just Independent (VOL)	90	6	17	96
Don't know	15	1	3	99
Refused	5	0	1	100
NA	876	63	NA	NA

What is the highest level of education you completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary school only	3	0	0	0
Some high school / did not finish	25	2	2	2
Completed high school	381	27	27	29
Some college but didn't finish	267	19	19	48
Two year college degree	199	14	14	62
Four year college degree	339	24	24	87
Some graduate work	22	2	2	88
Completed masters or professional degree	108	8	8	96
Advanced graduate work or Ph.D.	35	3	3	98
Don't know	9	1	1	99
Refused	12	1	1	100
NA	0	0	NA	NA

What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
18	32	2	2	2
19	12	1	1	3
20	6	0	0	4
21	18	1	1	5
22	17	1	1	6
23	18	1	1	7
24	11	1	1	8
25	13	1	1	9
26	10	1	1	10
27	15	1	1	11
28	14	1	1	12
29	11	1	1	13
30	23	2	2	14
31	20	1	1	16
32	18	1	1	17
33	23	2	2	19
34	14	1	1	20
35	19	1	1	21
36	7	1	1	22
37	22	2	2	23
38	18	1	1	25
39	24	2	2	26
40	30	2	2	28
41	13	1	1	29
42	12	1	1	30
43	11	1	1	31
44	20	1	1	32
45	19	1	1	34
46	20	1	1	35
47	19	1	1	37
48	27	2	2	38
49	21	1	1	40
50	30	2	2	42
51	21	2	2	44
52	30	2	2	46
53	23	2	2	47
54	38	3	3	50
55	39	3	3	53
56	28	2	2	55
57	47	3	3	58
58	37	3	3	61
59	33	2	2	63
60	20	1	1	65
61	22	2	2	66
62	18	1	1	68
63	19	1	1	69
64	22	2	2	70
65	32	2	2	73
66	27	2	2	75
67	21	2	2	76

	Frequency	Percent	Valid Percent	Cumulative Percent
68	23	2	2	78
69	26	2	2	80
70	24	2	2	81
71	7	1	1	82
72	23	2	2	84
73	12	1	1	84
74	12	1	1	85
75	21	2	2	87
76	14	1	1	88
77	13	1	1	89
78	9	1	1	89
79	11	1	1	90
80	13	1	1	91
81	8	1	1	92
82	9	1	1	92
83	6	0	0	93
84	7	0	0	93
85	8	1	1	94
86	5	0	0	94
87	5	0	0	94
88	6	0	0	95
89	5	0	0	95
90	4	0	0	95
93	3	0	0	96
94	2	0	0	96
95	2	0	0	96
Refused	58	4	4	100
NA	0	0	NA	NA

[If Refused] Are you. . .

	Frequency	Percent	Valid Percent	Cumulative Percent
18-29 years old	15	1	25	25
30-44 years old	0	0	0	25
45-59 years old	12	1	20	45
60 years old or more	14	1	25	70
Don't know	6	0	11	81
Refused	11	1	19	100
NA	1342	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	826	59	59	59
Cohabiting	76	5	5	64
Widowed	109	8	8	72
Divorced	115	8	8	80
Separated	16	1	1	82

	Frequency	Percent	Valid Percent	Cumulative Percent
Never Married	238	17	17	99
Don't know	9	1	1	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	989	71	71	71
One	161	12	12	82
Two	143	10	10	92
Three	71	5	5	97
Four	20	1	1	99
Five or more	6	0	0	99
Don't know	4	0	0	100
Refused	6	0	0	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	59	4	4	4
No	1316	94	94	98
Don't know	7	1	1	99
Refused	18	1	1	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	1188	85	85	85
African American or Black	55	4	4	89
Asian, South Asian or Pacific Islander	11	1	1	90
Native American or American Indian	12	1	1	90
More than one race	56	4	4	94
Hispanic or Latino	14	1	1	95
Other (SPECIFY)	32	2	2	98
Don't know	6	0	0	98
Refused	27	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	90	6	6	6
1/week	323	23	23	29
1-2 month	236	17	17	46
few times a year	275	20	20	66
Seldom	201	14	14	80
Never	254	18	18	98
Don't know	6	0	0	99
Refused	16	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	291	21	21	21
Roman Catholic	394	28	28	49
Jewish	12	1	1	50
Muslim/Islam	4	0	0	50
Mormon/Latter-Day Saints	5	0	0	50
Other Christian Religion	304	22	22	72
Other Non-Christian Religion	75	5	5	78
No Religion/Atheist/Agnostic	255	18	18	96
Don't know	28	2	2	98
Refused	32	2	2	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	235	17	40	40
not born again	325	23	55	94
Don't know	33	2	6	100
Refused	1	0	0	100
NA	805	58	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	45	3	3	3
10 to under \$20,000	76	5	5	9
20 to under \$30,000	123	9	9	17
30 to under \$40,000	119	8	8	26
40 to under \$50,000	117	8	8	34
50 to under \$75,000	238	17	17	51

	Frequency	Percent	Valid Percent	Cumulative Percent
75 to under \$100,000	174	12	12	64
100 to under \$150,000	167	12	12	76
\$150,000 or more	66	5	5	80
Over \$200,000	56	4	4	84
Don't know	91	7	7	91
Refused	129	9	9	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	395	28	28	28
Suburban	471	34	34	62
Rural	508	36	36	98
Don't know	13	1	1	99
Refused	13	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	129	9	9	9
Conservative	454	32	32	42
Moderate	400	29	29	70
Liberal	227	16	16	86
Very liberal	120	9	9	95
Don't know	50	4	4	99
Refused	19	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	116	8	8	8
another household member	82	6	6	14
nobody in household	1178	84	84	98
Don't know	13	1	1	99
Refused	11	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	266	19	19	19
No	1117	80	80	99

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	6	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	797	57	57	57
Some on a cell phone and some on a home phone	309	22	22	79
All or almost all on a regular home phone	272	19	19	98
Don't know	9	1	1	99
Refused	13	1	1	100
NA	0	0	NA	NA

Is this phone a cell phone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	924	66	66	66
No	476	34	34	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	1400	100	100	100
NA	0	0	NA	NA

Poll Dates

	Frequency	Percent	Valid Percent	Cumulative Percent
2018-10-24	1400	100	100	100
NA	0	0	NA	NA

Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	657	47	47	47
Female	743	53	53	100
NA	0	0	NA	NA

Age 4 categories

	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	193	14	14	14
30-44	275	20	20	33
45-59	444	32	32	65
60+	470	34	34	99

	Frequency	Percent	Valid Percent	Cumulative Percent
DK/NA/ Ref	17	1	1	100
NA	0	0	NA	NA

Age 6 categories

	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	193	14	14	14
30-39	189	13	13	27
40-49	192	14	14	41
50-59	338	24	24	65
60-69	244	17	17	83
70+	227	16	16	99
DK/NA/Ref	17	1	1	100
NA	0	0	NA	NA

Race 3 categories

	Frequency	Percent	Valid Percent	Cumulative Percent
White	1213	87	87	87
Black	55	4	4	91
Other	100	7	7	98
DK/NA/Ref	32	2	2	100
NA	0	0	NA	NA

Hispanic/Latino

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	59	4	4	4
No	1316	94	94	98
DK/NA/Ref	25	2	2	100
NA	0	0	NA	NA

Education 5 categories

	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	28	2	2	2
HS	381	27	27	29
Some Coll	267	19	19	48
AA	199	14	14	62
BA+	504	36	36	98
DK/NA/ Ref	21	2	2	100
NA	0	0	NA	NA

Education 5 with Post-BA

	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	28	2	2	2
hs	381	27	27	29
Some Coll/AA	466	33	33	62
ba	339	24	24	87
Post BA	165	12	12	98
DK/NA/Ref	21	2	2	100
NA	0	0	NA	NA

Education 6 AA, BA, and MA

	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	28	2	2	2
hs	381	27	27	29
Some Coll	267	19	19	48
aa	199	14	14	62
ba	339	24	24	87
Post-BA	165	12	12	98
DK/NA/Ref	21	2	2	100
NA	0	0	NA	NA

3 category Party ID including leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	652	47	47	47
Democrat	631	45	45	92
Independent	102	7	7	99
Other/None	15	1	1	100
NA	0	0	NA	NA

3 category Party ID no leaners

	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	454	32	32	32
Democrat	415	30	30	62
Independent	516	37	37	99
Other/None	15	1	1	100
NA	0	0	NA	NA

Party ID 5 categories, leaners separate

	Frequency	Percent	Valid Percent	Cumulative Percent
Rep	454	32	32	32
Lean Rep	198	14	14	47
Ind	102	7	7	54

	Frequency	Percent	Valid Percent	Cumulative Percent
Lean Dem	216	15	15	69
Dem	415	30	30	99
Other/None	15	1	1	100
NA	0	0	NA	NA

Race/Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
White	1177	84	84	84
Black	54	4	4	88
Hispanic	59	4	4	92
Other	78	6	6	98
DK/NA/ Ref	32	2	2	100
NA	0	0	NA	NA

Income Recode

	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$40k	362	26	26	26
\$40k to \$74k	355	25	25	51
\$75k up	462	33	33	84
DK/NA/ Ref	220	16	16	100
NA	0	0	NA	NA

Region/Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	113	8	8	8
Rest of MKE	438	31	31	39
msn	252	18	18	57
GB/A	269	19	19	77
Rest of state	328	23	23	100
NA	0	0	NA	NA

Region 2/MKE, WOW, Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	113	8	8	8
WOW Counties	171	12	12	20
Rest of MKE	267	19	19	39
MSN	252	18	18	57
GB/A	269	19	19	77
Rest of state	328	23	23	100
NA	0	0	NA	NA

Region 7/MKE, WOW, Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	113	8	8	8
WOW Counties	171	12	12	20
Rest of MKE	267	19	19	39
msn	252	18	18	57
GB/A	269	19	19	77
Lax/EC	106	8	8	84
MSP,DS/WauRhine	221	16	16	100
NA	0	0	NA	NA

8 category Media Market

	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	113	8	8	8
WOW Counties	171	12	12	20
Rest of MKE	267	19	19	39
Dane Rock	170	12	12	52
Rest of MSN	82	6	6	57
Lax/EC	106	8	8	65
GB/A	269	19	19	84
Wau/MSP/DS	221	16	16	100
NA	0	0	NA	NA