



Marquette Law School Poll: November 13 - 17, 2019

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Male | 376 | 47 | 47 | 47 |
| Female | 425 | 53 | 53 | 100 |

Do you currently live in Wisconsin?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Yes | 801 | 100 | 100 | 100 |

Do you currently live within Milwaukee city limits?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Yes | 65 | 8 | 67 | 67 |
| No | 32 | 4 | 33 | 100 |
| (Missing) | 704 | 88 | 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?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------|-----------|---------|---------------|--------------------|
| Yes, registered to vote | 736 | 92 | 92 | 92 |
| No, not registered to vote | 63 | 8 | 8 | 100 |
| Don't Know/Refused | 2 | 0 | 0 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Plan to Register | 65 | 8 | 100 | 100 |
| (Missing) | 736 | 92 | 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?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Most of the time | 515 | 64 | 64 | 64 |
| Some of the time | 184 | 23 | 23 | 87 |
| Only now and then | 53 | 7 | 7 | 94 |
| Hardly at all | 50 | 6 | 6 | 100 |

What are the chances that you will vote in the November 2020 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?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Absolutely certain | 685 | 85 | 85 | 85 |
| Very likely | 69 | 9 | 9 | 94 |
| 50-50 | 30 | 4 | 4 | 98 |
| Will not vote | 12 | 2 | 2 | 99 |
| Don't know | 5 | 1 | 1 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Gotten better | 340 | 42 | 42 | 42 |
| Gotten worse | 146 | 18 | 18 | 61 |
| Stayed the same | 298 | 37 | 37 | 98 |
| Don't know | 17 | 2 | 2 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Get better | 277 | 35 | 35 | 35 |
| Get worse | 190 | 24 | 24 | 58 |
| Stay the same | 292 | 37 | 37 | 95 |
| Don't know | 40 | 5 | 5 | 100 |
| Refused | 2 | 0 | 0 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Strongly approve | 254 | 32 | 32 | 32 |
| Somewhat approve | 122 | 15 | 15 | 47 |
| Somewhat disapprove | 72 | 9 | 9 | 56 |
| Strongly disapprove | 337 | 42 | 42 | 98 |
| Don't know | 11 | 1 | 1 | 99 |
| Refused | 5 | 1 | 1 | 100 |

Donald Trump job approval, 2-category

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Approve | 376 | 47 | 47 | 47 |
| Disapprove | 409 | 51 | 51 | 98 |
| Don't know | 11 | 1 | 1 | 99 |
| Refused | 5 | 1 | 1 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Strongly approve | 177 | 22 | 22 | 22 |
| Somewhat approve | 201 | 25 | 25 | 47 |
| Somewhat disapprove | 126 | 16 | 16 | 63 |
| Strongly disapprove | 213 | 27 | 27 | 90 |
| Don't know | 79 | 10 | 10 | 99 |
| Refused | 5 | 1 | 1 | 100 |

Tony Evers job approval, 2-category

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Approve | 378 | 47 | 47 | 47 |
| Disapprove | 339 | 42 | 42 | 90 |
| Don't know | 79 | 10 | 10 | 99 |
| Refused | 5 | 1 | 1 | 100 |

Fav/Unfav: Ron Johnson

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 311 | 39 | 39 | 39 |
| Unfavorable | 235 | 29 | 29 | 68 |
| Haven't heard enough | 193 | 24 | 24 | 92 |
| Don't know | 59 | 7 | 7 | 100 |
| Refused | 3 | 0 | 0 | 100 |

Fav/Unfav: Tammy Baldwin

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 309 | 39 | 39 | 39 |
| Unfavorable | 346 | 43 | 43 | 82 |
| Haven't heard enough | 100 | 12 | 12 | 94 |
| Don't know | 43 | 5 | 5 | 99 |
| Refused | 4 | 1 | 1 | 100 |

Fav/Unfav: Barack Obama

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 436 | 54 | 54 | 54 |
| Unfavorable | 332 | 41 | 41 | 96 |
| Haven't heard enough | 13 | 2 | 2 | 98 |
| Don't know | 16 | 2 | 2 | 100 |
| Refused | 3 | 0 | 0 | 100 |

Fav/Unfav: Mitt Romney

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 226 | 28 | 28 | 28 |
| Unfavorable | 355 | 44 | 44 | 72 |
| Haven't heard enough | 144 | 18 | 18 | 90 |
| Don't know | 65 | 8 | 8 | 99 |
| Refused | 11 | 1 | 1 | 100 |

Fav/Unfav: Joe Biden

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 312 | 39 | 39 | 39 |
| Unfavorable | 384 | 48 | 48 | 87 |
| Haven't heard enough | 68 | 8 | 8 | 95 |
| Don't know | 29 | 4 | 4 | 99 |
| Refused | 8 | 1 | 1 | 100 |

Fav/Unfav: Elizabeth Warren

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 230 | 29 | 29 | 29 |
| Unfavorable | 371 | 46 | 46 | 75 |
| Haven't heard enough | 154 | 19 | 19 | 94 |
| Don't know | 42 | 5 | 5 | 99 |
| Refused | 4 | 1 | 1 | 100 |

Fav/Unfav: Amy Klobuchar

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 131 | 16 | 16 | 16 |
| Unfavorable | 167 | 21 | 21 | 37 |
| Haven't heard enough | 394 | 49 | 49 | 87 |
| Don't know | 102 | 13 | 13 | 99 |
| Refused | 6 | 1 | 1 | 100 |

Fav/Unfav: Bernie Sanders

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 292 | 36 | 36 | 36 |
| Unfavorable | 431 | 54 | 54 | 90 |
| Haven't heard enough | 50 | 6 | 6 | 97 |
| Don't know | 25 | 3 | 3 | 100 |
| Refused | 3 | 0 | 0 | 100 |

Fav/Unfav: Pete Buttigieg

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 188 | 23 | 23 | 23 |
| Unfavorable | 203 | 25 | 25 | 49 |
| Haven't heard enough | 321 | 40 | 40 | 89 |
| Don't know | 86 | 11 | 11 | 100 |
| Refused | 3 | 0 | 0 | 100 |

Fav/Unfav: Tony Evers

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 342 | 43 | 43 | 43 |
| Unfavorable | 332 | 41 | 41 | 84 |
| Haven't heard enough | 97 | 12 | 12 | 96 |
| Don't know | 26 | 3 | 3 | 100 |
| Refused | 3 | 0 | 0 | 100 |

Fav/Unfav: Donald Trump

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Favorable | 372 | 46 | 46 | 46 |
| Unfavorable | 398 | 50 | 50 | 96 |
| Haven't heard enough | 15 | 2 | 2 | 98 |
| Don't know | 12 | 1 | 1 | 99 |
| Refused | 4 | 1 | 1 | 100 |

Do you approve or disapprove of the way Donald Trump is handling the economy?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Strongly approve | 321 | 40 | 40 | 40 |
| Somewhat approve | 116 | 15 | 15 | 55 |
| Somewhat disapprove | 66 | 8 | 8 | 63 |
| Strongly disapprove | 278 | 35 | 35 | 98 |
| Don't know | 20 | 2 | 2 | 100 |

Donald Trump economic approval, 2-category

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Approve | 437 | 55 | 55 | 55 |
| Disapprove | 344 | 43 | 43 | 98 |
| Don't know | 20 | 2 | 2 | 100 |

Do you approve or disapprove of the way Donald Trump is handling foreign policy?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Strongly approve | 212 | 26 | 26 | 26 |
| Somewhat approve | 143 | 18 | 18 | 44 |
| Somewhat disapprove | 53 | 7 | 7 | 51 |
| Strongly disapprove | 361 | 45 | 45 | 96 |
| Don't know | 31 | 4 | 4 | 100 |
| Refused | 1 | 0 | 0 | 100 |

Donald Trump foreign policy approval, 2-category

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Approve | 355 | 44 | 44 | 44 |
| Disapprove | 413 | 52 | 52 | 96 |
| Don't know | 31 | 4 | 4 | 100 |
| Refused | 1 | 0 | 0 | 100 |

If the election for president were being held today and the candidates were Joe Biden the Democrat and Donald Trump the Republican, for whom would you vote?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Joe Biden | 351 | 44 | 44 | 44 |
| Donald Trump | 380 | 47 | 47 | 91 |
| Neither (VOL) | 40 | 5 | 5 | 96 |
| Don't know | 20 | 2 | 2 | 99 |
| Refused | 11 | 1 | 1 | 100 |

If the election for president were being held today and the candidates were Bernie Sanders the Democrat and Donald Trump the Republican, for whom would you vote?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Bernie Sanders | 357 | 45 | 45 | 45 |
| Donald Trump | 385 | 48 | 48 | 93 |
| Neither | 36 | 5 | 5 | 97 |
| Don't know | 17 | 2 | 2 | 99 |
| Refused | 5 | 1 | 1 | 100 |

If the election for president were being held today and the candidates were Elizabeth Warren the Democrat and Donald Trump the Republican, for whom would you vote?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Elizabeth Warren | 343 | 43 | 43 | 43 |
| Donald Trump | 388 | 48 | 48 | 91 |
| Neither (VOL) | 33 | 4 | 4 | 95 |
| Don't know | 28 | 4 | 4 | 99 |
| Refused | 9 | 1 | 1 | 100 |

If the election for president were being held today and the candidates were Pete Buttigieg the Democrat and Donald Trump the Republican, for whom would you vote?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Pete Buttigieg | 315 | 39 | 39 | 39 |
| Donald Trump | 374 | 47 | 47 | 86 |
| Neither (VOL) | 46 | 6 | 6 | 92 |
| Don't know | 53 | 7 | 7 | 99 |
| Refused | 12 | 1 | 1 | 100 |

If the election for president were being held today and the candidates were Amy Klobuchar the Democrat and Donald Trump the Republican, for whom would you vote?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Amy Klobuchar | 141 | 18 | 36 | 36 |
| Donald Trump | 200 | 25 | 50 | 86 |
| Neither (VOL) | 27 | 3 | 7 | 93 |
| Don't know | 22 | 3 | 5 | 98 |
| Refused | 6 | 1 | 2 | 100 |
| (Missing) | 405 | 51 | NA | NA |

If the election for president were being held today and the candidates were Cory Booker the Democrat and Donald Trump the Republican, for whom would you vote?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Cory Booker | 183 | 23 | 45 | 45 |
| Donald Trump | 179 | 22 | 44 | 89 |
| Neither (VOL) | 15 | 2 | 4 | 93 |
| Don't know | 20 | 3 | 5 | 98 |
| Refused | 7 | 1 | 2 | 100 |
| (Missing) | 396 | 49 | NA | NA |

Have Donald Trump's foreign policies helped or hurt America's standing in the world?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------------|-----------|---------|---------------|--------------------|
| Helped | 297 | 37 | 37 | 37 |
| Hurt | 422 | 53 | 53 | 90 |
| Hasn't made any difference (VOL) | 16 | 2 | 2 | 92 |
| Don't know | 62 | 8 | 8 | 99 |
| Refused | 4 | 1 | 1 | 100 |

Which of the following best describes the effect of the recent decision to remove most U.S. troops from Syria?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| It strengthens the United States | 160 | 20 | 20 | 20 |
| It weakens the United States | 302 | 38 | 38 | 58 |
| It doesn't make much difference either way | 275 | 34 | 34 | 92 |
| Don't know | 61 | 8 | 8 | 100 |
| Refused | 2 | 0 | 0 | 100 |

How much have you heard about Chronic Wasting Disease, or CWD, that affects some deer in Wisconsin?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| A lot | 319 | 40 | 40 | 40 |
| Some | 267 | 33 | 33 | 73 |
| Not much | 115 | 14 | 14 | 87 |
| Nothing at all | 84 | 10 | 10 | 98 |
| Don't know | 18 | 2 | 2 | 100 |

Do you approve or disapprove of the way the Department of Natural Resources, the DNR, has handled the issue of Chronic Wasting Disease or CWD?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Strongly approve | 106 | 13 | 15 | 15 |
| Somewhat approve | 241 | 30 | 34 | 50 |
| Somewhat disapprove | 96 | 12 | 14 | 63 |
| Strongly disapprove | 61 | 8 | 9 | 72 |
| Don't know | 192 | 24 | 27 | 99 |
| Refused | 5 | 1 | 1 | 100 |
| (Missing) | 101 | 13 | NA | NA |

Do you think Chronic Wasting Disease (CWD) represents a threat to the future of deer hunting in Wisconsin?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Yes | 445 | 56 | 64 | 64 |
| No | 167 | 21 | 24 | 87 |
| Don't know | 84 | 11 | 12 | 99 |
| Refused | 4 | 1 | 1 | 100 |
| (Missing) | 101 | 13 | NA | NA |

How much have you heard about Chronic Wasting Disease, or CWD, that affects some deer in Wisconsin?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| A lot | 319 | 40 | 40 | 40 |
| Some | 267 | 33 | 33 | 73 |
| Not much | 115 | 14 | 14 | 87 |
| Nothing at all | 84 | 10 | 10 | 98 |
| Don't know | 18 | 2 | 2 | 100 |

Are you or any member of your household a deer hunter?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Yes, respondent | 169 | 21 | 21 | 21 |
| Yes, another household member | 90 | 11 | 11 | 32 |
| Yes, both respondent and another household member | 81 | 10 | 10 | 43 |
| No, nobody in household | 456 | 57 | 57 | 99 |
| Don't know | 4 | 1 | 1 | 100 |
| Refused | 0 | 0 | 0 | 100 |

Do you or a member of your family, including your parents, brothers or sisters and your children, own or work on a farm?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| Yes, respondent | 62 | 8 | 8 | 8 |
| Yes, another family member | 83 | 10 | 10 | 18 |
| Yes, both respondent and another family member | 35 | 4 | 4 | 22 |
| No, nobody in family | 621 | 77 | 77 | 100 |
| Don't know | 1 | 0 | 0 | 100 |

Overall, do you approve or disapprove of the way the Wisconsin legislature is handling its job?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Strongly approve | 106 | 13 | 13 | 13 |
| Somewhat approve | 274 | 34 | 34 | 48 |
| Somewhat disapprove | 127 | 16 | 16 | 63 |
| Strongly disapprove | 188 | 24 | 24 | 87 |
| Don't know | 102 | 13 | 13 | 100 |
| Refused | 3 | 0 | 0 | 100 |

WI Legislature job approval, 2-category

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Approve | 381 | 48 | 48 | 48 |
| Disapprove | 315 | 39 | 39 | 87 |
| Don't know | 102 | 13 | 13 | 100 |
| Refused | 3 | 0 | 0 | 100 |

On November 5 the state senate voted to reject Tony Evers' nominee for secretary of the Department of Agriculture, Trade and Consumer Protection. Do you think the senate did the right thing in rejecting this nominee or was it the wrong thing to reject him, or haven't you heard anything about this?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------------|-----------|---------|---------------|--------------------|
| Right thing to reject him | 176 | 22 | 22 | 22 |
| Wrong thing to reject him | 201 | 25 | 25 | 47 |
| Haven't heard anything about this | 372 | 47 | 47 | 94 |
| Don't know | 52 | 6 | 6 | 100 |

How closely have you followed the news and testimony in the impeachment investigation by the House of Representatives?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Very closely | 260 | 32 | 32 | 32 |
| Fairly closely | 261 | 33 | 33 | 65 |
| Not too closely | 159 | 20 | 20 | 85 |
| Not at all closely | 115 | 14 | 14 | 99 |
| Don't know | 5 | 1 | 1 | 100 |
| Refused | 1 | 0 | 0 | 100 |

To the best of your knowledge, did Donald Trump ask the Ukrainian president to investigate his political rivals?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Yes, did ask | 419 | 52 | 52 | 52 |
| No, did not ask | 235 | 29 | 29 | 82 |
| Don't know | 143 | 18 | 18 | 99 |
| Refused | 5 | 1 | 1 | 100 |

To the best of your knowledge, did Donald Trump hold up military aid to pressure the Ukrainian president to investigate his political rivals?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Yes, held up aid | 327 | 41 | 41 | 41 |
| No, did not hold up aid | 305 | 38 | 38 | 79 |
| Don't know | 167 | 21 | 21 | 100 |
| Refused | 3 | 0 | 0 | 100 |

Do you think Trump did something wrong in his dealings with Ukraine, or do you think he did nothing wrong? (IF DID SOMETHING WRONG) Was this seriously wrong, or wrong, but not seriously?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Seriously wrong | 336 | 42 | 42 | 42 |
| Wrong but not seriously | 76 | 9 | 9 | 51 |
| Did nothing wrong | 301 | 38 | 38 | 89 |
| Don't know | 89 | 11 | 11 | 100 |

Do you think that Donald Trump should be impeached and removed from office or don't you think so?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------------|-----------|---------|---------------|--------------------|
| Impeached and removed from office | 323 | 40 | 40 | 40 |
| Don't think so | 426 | 53 | 53 | 94 |
| Don't know | 48 | 6 | 6 | 100 |
| Refused | 4 | 0 | 0 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Living comfortably | 525 | 66 | 66 | 66 |
| Just getting by | 202 | 25 | 25 | 91 |
| Struggling | 64 | 8 | 8 | 99 |
| Don't know | 3 | 0 | 0 | 99 |
| Refused | 7 | 1 | 1 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Republican | 228 | 28 | 28 | 28 |
| Democrat | 225 | 28 | 28 | 57 |
| Independent | 301 | 38 | 38 | 94 |
| Other/No preference (VOL) | 31 | 4 | 4 | 98 |
| Don't know | 10 | 1 | 1 | 99 |
| Refused | 6 | 1 | 1 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------------|-----------|---------|---------------|--------------------|
| Republican | 130 | 16 | 38 | 38 |
| Democratic | 124 | 15 | 36 | 74 |
| Neither/Just Independent (VOL) | 69 | 9 | 20 | 95 |
| Don't know | 16 | 2 | 5 | 99 |
| Refused | 3 | 0 | 1 | 100 |
| (Missing) | 459 | 57 | NA | NA |

On April 7, Wisconsin will hold its presidential primaries. Will you vote in the Republican presidential primary, the Democratic presidential primary or don't you plan to vote in a primary election?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Republican primary | 312 | 39 | 39 | 39 |
| Democratic primary | 324 | 40 | 40 | 79 |
| Don't plan to vote | 78 | 10 | 10 | 89 |
| Both (VOL) | 16 | 2 | 2 | 91 |
| Don't know | 63 | 8 | 8 | 99 |
| Refused | 7 | 1 | 1 | 100 |

If the Democratic primary for president were being held today, and the candidates were: [INSERT CANDIDATES], for whom would you vote?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Michael Bennet | 1 | 0 | 0 | 0 |
| Joe Biden | 97 | 12 | 30 | 30 |
| Cory Booker | 10 | 1 | 3 | 33 |
| Steve Bullock | 2 | 0 | 1 | 34 |
| Pete Buttigieg | 41 | 5 | 13 | 47 |
| Julián Castro | 1 | 0 | 0 | 47 |
| John Delaney | 0 | 0 | 0 | 47 |
| Kamala Harris | 7 | 1 | 2 | 49 |
| Amy Klobuchar | 10 | 1 | 3 | 52 |
| Bernie Sanders | 55 | 7 | 17 | 69 |
| Tom Steyer | 4 | 0 | 1 | 70 |
| Elizabeth Warren | 48 | 6 | 15 | 85 |
| Marianne Williamson | 3 | 0 | 1 | 86 |
| Andrew Yang | 6 | 1 | 2 | 88 |
| Someone else (VOL) | 2 | 0 | 1 | 88 |
| Would not vote (VOL) | 2 | 0 | 1 | 89 |
| Don't know | 33 | 4 | 10 | 99 |
| Refused | 3 | 0 | 1 | 100 |
| (Missing) | 477 | 60 | NA | NA |

Is your mind made up, or do you think you might change your mind?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Mind made up | 106 | 13 | 37 | 37 |
| Might change your mind | 177 | 22 | 62 | 99 |
| Don't know | 4 | 0 | 1 | 100 |
| (Missing) | 513 | 64 | NA | NA |

And who would be your second choice?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Michael Bennet | 1 | 0 | 0 | 0 |
| Joe Biden | 43 | 5 | 15 | 16 |
| Cory Booker | 10 | 1 | 3 | 19 |
| Steve Bullock | 1 | 0 | 0 | 19 |
| Pete Buttigieg | 29 | 4 | 10 | 30 |
| Julián Castro | 1 | 0 | 0 | 30 |
| John Delaney | 2 | 0 | 1 | 31 |
| Tulsi Gabbard | 11 | 1 | 4 | 35 |
| Kamala Harris | 12 | 2 | 4 | 39 |
| Amy Klobuchar | 23 | 3 | 8 | 47 |
| Bernie Sanders | 50 | 6 | 18 | 65 |
| Joe Sestak | 0 | 0 | 0 | 65 |
| Tom Steyer | 4 | 1 | 1 | 67 |
| Elizabeth Warren | 54 | 7 | 19 | 86 |
| Andrew Yang | 6 | 1 | 2 | 88 |
| Someone else (VOL) | 4 | 1 | 1 | 89 |
| Don't know | 29 | 4 | 10 | 99 |
| Refused | 2 | 0 | 1 | 100 |
| (Missing) | 517 | 65 | NA | NA |

What is the highest level of education you completed?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| Elementary school only | 5 | 1 | 1 | 1 |
| Some high school / did not finish | 11 | 1 | 1 | 2 |
| Completed high school | 226 | 28 | 28 | 30 |
| Some college but didn't finish | 153 | 19 | 19 | 49 |
| Two year college degree | 114 | 14 | 14 | 63 |
| Four year college degree | 194 | 24 | 24 | 88 |
| Some graduate work | 16 | 2 | 2 | 90 |
| Completed masters or professional degree | 62 | 8 | 8 | 97 |
| Advanced graduate work or Ph.D. | 17 | 2 | 2 | 99 |
| Refused | 4 | 1 | 1 | 100 |

What is your age?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 17 | 1 | 0 | 0 | 0 |
| 18 | 21 | 3 | 3 | 3 |
| 19 | 7 | 1 | 1 | 4 |
| 20 | 12 | 1 | 1 | 5 |
| 21 | 5 | 1 | 1 | 6 |
| 22 | 5 | 1 | 1 | 6 |
| 23 | 14 | 2 | 2 | 8 |
| 24 | 9 | 1 | 1 | 9 |
| 25 | 8 | 1 | 1 | 10 |
| 26 | 7 | 1 | 1 | 11 |

| | | | | |
|----|----|---|---|----|
| 27 | 5 | 1 | 1 | 12 |
| 28 | 7 | 1 | 1 | 13 |
| 29 | 8 | 1 | 1 | 14 |
| 30 | 7 | 1 | 1 | 14 |
| 31 | 4 | 1 | 1 | 15 |
| 32 | 12 | 1 | 1 | 16 |
| 33 | 8 | 1 | 1 | 18 |
| 34 | 19 | 2 | 2 | 20 |
| 35 | 8 | 1 | 1 | 21 |
| 36 | 12 | 2 | 2 | 22 |
| 37 | 11 | 1 | 1 | 24 |
| 38 | 18 | 2 | 2 | 26 |
| 39 | 10 | 1 | 1 | 27 |
| 40 | 9 | 1 | 1 | 28 |
| 41 | 8 | 1 | 1 | 29 |
| 42 | 3 | 0 | 0 | 30 |
| 43 | 13 | 2 | 2 | 31 |
| 44 | 8 | 1 | 1 | 32 |
| 45 | 8 | 1 | 1 | 33 |
| 46 | 15 | 2 | 2 | 35 |
| 47 | 11 | 1 | 1 | 37 |
| 48 | 14 | 2 | 2 | 38 |
| 49 | 12 | 2 | 2 | 40 |
| 50 | 22 | 3 | 3 | 43 |
| 51 | 10 | 1 | 1 | 44 |
| 52 | 10 | 1 | 1 | 45 |
| 53 | 16 | 2 | 2 | 47 |
| 54 | 19 | 2 | 2 | 50 |
| 55 | 23 | 3 | 3 | 52 |
| 56 | 15 | 2 | 2 | 54 |
| 57 | 24 | 3 | 3 | 57 |
| 58 | 17 | 2 | 2 | 59 |
| 59 | 13 | 2 | 2 | 61 |
| 60 | 17 | 2 | 2 | 63 |
| 61 | 10 | 1 | 1 | 64 |
| 62 | 11 | 1 | 1 | 66 |
| 63 | 11 | 1 | 1 | 67 |
| 64 | 14 | 2 | 2 | 69 |
| 65 | 10 | 1 | 1 | 70 |
| 66 | 12 | 2 | 2 | 72 |
| 67 | 14 | 2 | 2 | 73 |
| 68 | 16 | 2 | 2 | 75 |
| 69 | 11 | 1 | 1 | 77 |
| 70 | 12 | 2 | 2 | 78 |
| 71 | 13 | 2 | 2 | 80 |
| 72 | 9 | 1 | 1 | 81 |
| 73 | 5 | 1 | 1 | 82 |
| 74 | 5 | 1 | 1 | 82 |
| 75 | 8 | 1 | 1 | 83 |
| 76 | 6 | 1 | 1 | 84 |
| 77 | 8 | 1 | 1 | 85 |
| 78 | 7 | 1 | 1 | 86 |
| 79 | 7 | 1 | 1 | 87 |
| 80 | 7 | 1 | 1 | 88 |

| | | | | |
|---------|----|---|---|-----|
| 81 | 7 | 1 | 1 | 88 |
| 82 | 8 | 1 | 1 | 89 |
| 83 | 6 | 1 | 1 | 90 |
| 84 | 4 | 1 | 1 | 91 |
| 85 | 2 | 0 | 0 | 91 |
| 86 | 3 | 0 | 0 | 91 |
| 87 | 2 | 0 | 0 | 92 |
| 88 | 1 | 0 | 0 | 92 |
| 89 | 1 | 0 | 0 | 92 |
| 90 | 2 | 0 | 0 | 92 |
| 91 | 1 | 0 | 0 | 92 |
| 92 | 1 | 0 | 0 | 92 |
| 93 | 2 | 0 | 0 | 93 |
| 94 | 0 | 0 | 0 | 93 |
| 95 | 1 | 0 | 0 | 93 |
| 96 | 1 | 0 | 0 | 93 |
| Refused | 57 | 7 | 7 | 100 |

[If Refused] Are you...

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| 18-29 years old | 2 | 0 | 3 | 3 |
| 30-44 years old | 8 | 1 | 14 | 17 |
| 45-59 years old | 17 | 2 | 30 | 47 |
| 60 years old or more | 13 | 2 | 23 | 70 |
| Refused | 17 | 2 | 30 | 100 |
| (Missing) | 744 | 93 | NA | NA |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Married | 473 | 59 | 59 | 59 |
| Cohabiting | 51 | 6 | 6 | 65 |
| Widowed | 48 | 6 | 6 | 71 |
| Divorced | 72 | 9 | 9 | 80 |
| Separated | 5 | 1 | 1 | 81 |
| Never Married | 140 | 17 | 17 | 98 |
| Don't know | 2 | 0 | 0 | 99 |
| Refused | 10 | 1 | 1 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Yes | 45 | 6 | 6 | 6 |
| No | 746 | 93 | 93 | 99 |
| Don't know | 2 | 0 | 0 | 99 |
| Refused | 8 | 1 | 1 | 100 |

Self-reported race with "other" respondents recoded using their free response

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| White | 679 | 85 | 85 | 85 |
| African American or Black | 34 | 4 | 4 | 89 |
| Asian, South Asian or Pacific Islander | 8 | 1 | 1 | 90 |
| Native American or American Indian | 19 | 2 | 2 | 92 |
| More than one race | 35 | 4 | 4 | 97 |
| Hispanic or Latino | 11 | 1 | 1 | 98 |
| Other (SPECIFY) | 1 | 0 | 0 | 98 |
| Don't know | 3 | 0 | 0 | 99 |
| Refused | 10 | 1 | 1 | 100 |

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?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| More than 1/wk | 53 | 7 | 7 | 7 |
| 1/week | 165 | 21 | 21 | 27 |
| 1-2 month | 135 | 17 | 17 | 44 |
| few times a year | 171 | 21 | 21 | 65 |
| Seldom | 129 | 16 | 16 | 81 |
| Never | 131 | 16 | 16 | 98 |
| Don't know | 5 | 1 | 1 | 98 |
| Refused | 13 | 2 | 2 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------|-----------|---------|---------------|--------------------|
| Protestant | 164 | 21 | 21 | 21 |
| Roman Catholic | 209 | 26 | 26 | 47 |
| Jewish | 6 | 1 | 1 | 47 |
| Muslim/Islam | 4 | 1 | 1 | 48 |
| Mormon/Latter-Day Saints | 2 | 0 | 0 | 48 |
| Other Christian Religion | 195 | 24 | 24 | 73 |
| Other Non-Christian Religion | 61 | 8 | 8 | 80 |
| No Religion/Atheist/Agnostic | 121 | 15 | 15 | 95 |
| Don't know | 15 | 2 | 2 | 97 |
| Refused | 23 | 3 | 3 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| born again | 153 | 19 | 42 | 42 |
| not born again | 180 | 22 | 50 | 93 |
| Don't know | 22 | 3 | 6 | 99 |
| Refused | 4 | 1 | 1 | 100 |
| (Missing) | 442 | 55 | NA | NA |

Last year, that is in 2018, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Less than \$10,000 | 19 | 2 | 2 | 2 |
| 10 to under \$20,000 | 44 | 5 | 5 | 8 |
| 20 to under \$30,000 | 75 | 9 | 9 | 17 |
| 30 to under \$40,000 | 43 | 5 | 5 | 23 |
| 40 to under \$50,000 | 76 | 9 | 9 | 32 |
| 50 to under \$75,000 | 126 | 16 | 16 | 48 |
| 75 to under \$100,000 | 118 | 15 | 15 | 63 |
| 100 to under \$150,000 | 92 | 12 | 12 | 74 |
| \$150,000 or more | 56 | 7 | 7 | 81 |
| Over \$200,000 | 34 | 4 | 4 | 85 |
| Don't know | 39 | 5 | 5 | 90 |
| Refused | 79 | 10 | 10 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Urban | 224 | 28 | 28 | 28 |
| Suburban | 274 | 34 | 34 | 62 |
| Rural | 286 | 36 | 36 | 98 |
| Don't know | 11 | 1 | 1 | 99 |
| Refused | 7 | 1 | 1 | 100 |

Do you have any guns, rifles or pistols in your home?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Yes | 379 | 47 | 47 | 47 |
| No | 364 | 45 | 45 | 93 |
| Don't know | 5 | 1 | 1 | 93 |
| Refused | 53 | 7 | 7 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Very conservative | 81 | 10 | 10 | 10 |
| Conservative | 253 | 32 | 32 | 42 |
| Moderate | 257 | 32 | 32 | 74 |
| Liberal | 124 | 15 | 15 | 89 |
| Very liberal | 55 | 7 | 7 | 96 |
| Don't know | 24 | 3 | 3 | 99 |
| Refused | 7 | 1 | 1 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|-----------|---------|---------------|--------------------|
| respondent | 70 | 9 | 9 | 9 |
| another household member | 39 | 5 | 5 | 14 |
| nobody in household | 682 | 85 | 85 | 99 |
| Don't know | 3 | 0 | 0 | 99 |
| Refused | 8 | 1 | 1 | 100 |

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

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| All or almost all on a cell phone | 495 | 62 | 62 | 62 |
| Some on a cell phone and some on a home phone | 164 | 20 | 20 | 82 |
| All or almost all on a regular home phone | 133 | 17 | 17 | 99 |
| Refused | 10 | 1 | 1 | 100 |

Is this phone a cell phone?

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Yes | 548 | 68 | 68 | 68 |
| No | 253 | 32 | 32 | 100 |

wave

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| 11/13-17/19 | 801 | 100 | 100 | 100 |

Poll Dates

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| 2019-11-17 | 801 | 100 | 100 | 100 |

Sex

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Male | 376 | 47 | 47 | 47 |
| Female | 425 | 53 | 53 | 100 |

Age 4 categories

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| 18-29 | 111 | 14 | 14 | 14 |
| 30-44 | 157 | 20 | 20 | 33 |
| 45-59 | 247 | 31 | 31 | 64 |
| 60+ | 269 | 34 | 34 | 98 |
| DK/NA/ Ref | 18 | 2 | 2 | 100 |

Age 6 categories

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| 18-29 | 111 | 14 | 14 | 14 |
| 30-39 | 108 | 13 | 13 | 27 |
| 40-49 | 110 | 14 | 14 | 41 |
| 50-59 | 186 | 23 | 23 | 64 |
| 60-69 | 139 | 17 | 17 | 82 |
| 70+ | 130 | 16 | 16 | 98 |
| DK/NA/Ref | 18 | 2 | 2 | 100 |

Race 3 categories

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| White | 679 | 85 | 85 | 85 |
| Black | 34 | 4 | 4 | 89 |
| Other | 74 | 9 | 9 | 98 |
| DK/NA/Ref | 13 | 2 | 2 | 100 |

Hispanic/Latino

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Yes | 45 | 6 | 6 | 6 |
| No | 746 | 93 | 93 | 99 |
| DK/NA/Ref | 10 | 1 | 1 | 100 |

Education 5 categories

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Not HS | 16 | 2 | 2 | 2 |
| HS | 226 | 28 | 28 | 30 |
| Some Coll | 153 | 19 | 19 | 49 |
| AA | 114 | 14 | 14 | 63 |
| BA+ | 288 | 36 | 36 | 99 |
| DK/NA/ Ref | 4 | 1 | 1 | 100 |

Education 5 with Post-BA

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-----------|---------|---------------|--------------------|
| Not HS | 16 | 2 | 2 | 2 |
| hs | 226 | 28 | 28 | 30 |
| Some Coll/AA | 267 | 33 | 33 | 63 |
| ba | 194 | 24 | 24 | 88 |
| Post BA | 95 | 12 | 12 | 99 |
| DK/NA/Ref | 4 | 1 | 1 | 100 |

Education 6 AA, BA, and MA

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Not HS | 16 | 2 | 2 | 2 |
| hs | 226 | 28 | 28 | 30 |
| Some Coll | 153 | 19 | 19 | 49 |
| aa | 114 | 14 | 14 | 63 |
| ba | 194 | 24 | 24 | 88 |
| Post-BA | 95 | 12 | 12 | 99 |
| DK/NA/Ref | 4 | 1 | 1 | 100 |

3 category Party ID including leaners

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Republican | 358 | 45 | 45 | 45 |
| Independent | 82 | 10 | 10 | 55 |
| Democrat | 349 | 44 | 44 | 98 |
| Other/None | 12 | 2 | 2 | 100 |

3 category Party ID no leaners

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Republican | 228 | 28 | 28 | 28 |
| Independent | 336 | 42 | 42 | 70 |
| Democrat | 225 | 28 | 28 | 98 |
| Other/None | 12 | 2 | 2 | 100 |

Party ID 5 categories, leaners separate

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Rep | 228 | 28 | 28 | 28 |
| Lean Rep | 130 | 16 | 16 | 45 |
| Ind | 82 | 10 | 10 | 55 |
| Lean Dem | 124 | 15 | 15 | 70 |
| Dem | 225 | 28 | 28 | 98 |
| Other/None | 12 | 2 | 2 | 100 |

Race/Ethnicity

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| White | 662 | 83 | 83 | 83 |
| Black | 34 | 4 | 4 | 87 |
| Hispanic | 45 | 6 | 6 | 93 |
| Other | 48 | 6 | 6 | 99 |
| DK/NA/ Ref | 11 | 1 | 1 | 100 |

Income Recode

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Under \$40k | 181 | 23 | 23 | 23 |
| \$40k to \$74k | 202 | 25 | 25 | 48 |
| \$75k up | 300 | 37 | 37 | 85 |
| DK/NA/ Ref | 118 | 15 | 15 | 100 |

Region/Media Market

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| MKE City | 65 | 8 | 8 | 8 |
| Rest of MKE | 251 | 31 | 31 | 39 |
| msn | 144 | 18 | 18 | 57 |
| GB/A | 154 | 19 | 19 | 77 |
| Rest of state | 187 | 23 | 23 | 100 |

Region 2/MKE, WOW, Media Market

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| MKE City | 65 | 8 | 8 | 8 |
| WOW Counties | 93 | 12 | 12 | 20 |
| Rest of MKE | 158 | 20 | 20 | 39 |
| MSN | 144 | 18 | 18 | 57 |
| GB/A | 154 | 19 | 19 | 77 |
| Rest of state | 187 | 23 | 23 | 100 |

Region 7/MKE, WOW, Media Market

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| MKE City | 65 | 8 | 8 | 8 |
| WOW Counties | 93 | 12 | 12 | 20 |
| Rest of MKE | 158 | 20 | 20 | 39 |
| msn | 144 | 18 | 18 | 57 |
| GB/A | 154 | 19 | 19 | 77 |
| Lax/EC | 66 | 8 | 8 | 85 |
| MSP,DS/WauRhine | 121 | 15 | 15 | 100 |

8 category Media Market

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-----------|---------|---------------|--------------------|
| MKE City | 65 | 8 | 8 | 8 |
| WOW Counties | 93 | 12 | 12 | 20 |
| Rest of MKE | 158 | 20 | 20 | 39 |
| Dane Rock | 94 | 12 | 12 | 51 |
| Rest of MSN | 50 | 6 | 6 | 57 |
| Lax/EC | 66 | 8 | 8 | 66 |
| GB/A | 154 | 19 | 19 | 85 |
| Wau/MSP/DS | 121 | 15 | 15 | 100 |