



Marquette Law School Poll: August 30 - September 3, 2020

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 all **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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Male	327	48	48	48
Female	361	52	52	100

Do you currently live in Wisconsin?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	688	100	100	100

Do you currently live within Milwaukee city limits?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	54	8	54	54
No	46	7	46	100
(Missing)	587	85	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	660	96	96	96
No, not registered to vote	26	4	4	100
Don't Know/Refused	1	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	27	4	100	100
(Missing)	660	96	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	506	74	74	74
Some of the time	144	21	21	95
Only now and then	22	3	3	98
Hardly at all	15	2	2	100
Refused	0	0	0	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	688	100	100	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	186	27	27	27
Gotten worse	352	51	51	78
Stayed the same	128	19	19	97
Don't know	16	2	2	99
Refused	6	1	1	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	329	48	48	48
Get worse	117	17	17	65
Stay the same	141	21	21	85
Don't know	95	14	14	99
Refused	6	1	1	100

Donald Trump job approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	314	46	46	46
Disapprove	362	53	53	98
Don't know	7	1	1	99
Refused	5	1	1	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	236	34	34	34
Somewhat approve	78	11	11	46
Somewhat disapprove	35	5	5	51
Strongly disapprove	327	47	47	98
Don't know	7	1	1	99
Refused	5	1	1	100

Tony Evers job approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	352	51	51	51
Disapprove	305	44	44	96
Don't know	24	3	3	99
Refused	7	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	186	27	27	27
Somewhat approve	167	24	24	51
Somewhat disapprove	62	9	9	60
Strongly disapprove	243	35	35	96
Don't know	24	3	3	99
Refused	7	1	1	100

Fav/Unfav: Ron Johnson

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	237	34	34	34
Unfavorable	254	37	37	71
Haven't heard enough	166	24	24	96
Don't know	26	4	4	99
Refused	4	1	1	100

Fav/Unfav: Tammy Baldwin

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	301	44	44	44
Unfavorable	257	37	37	81
Haven't heard enough	107	16	16	97
Don't know	20	3	3	100
Refused	3	0	0	100

Fav/Unfav: Joe Biden

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	319	46	46	46
Unfavorable	323	47	47	93
Haven't heard enough	34	5	5	98
Don't know	8	1	1	99
Refused	4	1	1	100

Fav/Unfav: Kamala Harris

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	271	39	39	39
Unfavorable	275	40	40	79
Haven't heard enough	115	17	17	96
Don't know	24	4	4	100
Refused	2	0	0	100

Fav/Unfav: Mike Pence

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	278	40	40	40
Unfavorable	322	47	47	87
Haven't heard enough	73	11	11	98
Don't know	12	2	2	100
Refused	3	0	0	100

Fav/Unfav: Tony Evers

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	325	47	47	47
Unfavorable	300	44	44	91
Haven't heard enough	47	7	7	98
Don't know	13	2	2	100
Refused	2	0	0	100

Fav/Unfav: Donald Trump

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	301	44	44	44
Unfavorable	365	53	53	97
Haven't heard enough	11	2	2	99
Don't know	8	1	1	100
Refused	2	0	0	100

Fav/Unfav: The police

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	510	74	74	74
Unfavorable	121	18	18	92
Haven't heard enough	25	4	4	95
Don't know	28	4	4	99
Refused	4	1	1	100

Fav/Unfav: The Black Lives Matter movement

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	337	49	49	49
Unfavorable	260	38	38	87
Haven't heard enough	49	7	7	94
Don't know	32	5	5	99
Refused	10	1	1	100

Donald Trump economic approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	363	53	53	53
Disapprove	312	45	45	98
Don't know	9	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	285	41	41	41
Somewhat approve	78	11	11	53
Somewhat disapprove	65	9	9	62
Strongly disapprove	247	36	36	98
Don't know	9	1	1	99
Refused	4	1	1	100

Donald Trump handling of protests approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	270	39	39	39
Disapprove	361	53	53	92
Don't know	44	6	6	98
Refused	12	2	2	100

Do you approve or disapprove of the way Donald Trump is handling the response to protests about the death of George Floyd in Minneapolis?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly approve	175	25	25	25
Somewhat approve	95	14	14	39
Somewhat disapprove	42	6	6	45
Strongly disapprove	319	46	46	92
Don't know	44	6	6	98
Refused	12	2	2	100

Donald Trump coronavirus outbreak approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	283	41	41	41
Disapprove	383	56	56	97
Don't know	13	2	2	99
Refused	9	1	1	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly approve	199	29	29	29
Somewhat approve	83	12	12	41
Somewhat disapprove	48	7	7	48
Strongly disapprove	336	49	49	97
Don't know	13	2	2	99
Refused	9	1	1	100

Tony Evers coronavirus outbreak approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	383	56	56	56
Disapprove	277	40	40	96
Don't know	25	4	4	100
Refused	3	0	0	100

Do you approve or disapprove of the way Tony Evers is handling the coronavirus outbreak here in Wisconsin?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly approve	208	30	30	30
Somewhat approve	174	25	25	56
Somewhat disapprove	83	12	12	68
Strongly disapprove	195	28	28	96
Don't know	25	4	4	100
Refused	3	0	0	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Joe Biden	321	47	47	47
Donald Trump	293	43	43	89
Jo Jorgensen	26	4	4	93
None of these/someone else	12	2	2	95
Don't know	24	3	3	98
Refused	12	2	2	100

Would you say you lean toward Biden or toward Trump or toward Jorgensen?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Joe Biden	8	1	21	21
Donald Trump	10	1	27	48
Jo Jorgensen	1	0	2	50
None of these/someone else	2	0	6	56
Don't know	14	2	39	95
Refused	2	0	5	100
(Missing)	652	95	NA	NA

Biden vs Trump, leaners included

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Joe Biden	329	48	48	48
Donald Trump	303	44	44	92
Jo Jorgensen	26	4	4	96
None/other (VOL)	2	0	0	96
Don't know	14	2	2	98
Refused	14	2	2	100

Please tell me whether the following statement describes Donald Trump, or not . . . He is someone who cares about people like me

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Describes	295	43	43	43
Does not describe	375	55	55	97
Don't know	14	2	2	100
Refused	3	0	0	100

Please tell me whether the following statement describes Joe Biden, or not . . . He is someone who cares about people like me

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Describes him	343	50	50	50
Does not describe him	306	45	45	94
Don't know	29	4	4	99
Refused	10	1	1	100

Taking into consideration both your risk of contracting it and the seriousness of the illness, how worried are you personally about experiencing coronavirus

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Very worried	148	21	21	21
Somewhat worried	274	40	40	61
Not very worried	126	18	18	80
Not worried at all	130	19	19	99
Already had COVID-19 (VOL)	8	1	1	100
Don't know	0	0	0	100
Refused	1	0	0	100

Do you feel comfortable or uncomfortable letting students return to school this fall?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Comfortable doing this	294	43	43	43
Uncomfortable doing this	346	50	50	93
Don't know	45	7	7	100
Refused	2	0	0	100

Do you approve or disapprove of the mass protests that have been held since the death of George Floyd in Minneapolis?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly approve	181	26	26	26
Somewhat approve	138	20	20	46
Somewhat disapprove	94	14	14	60
Strongly disapprove	241	35	35	95
Don't know	25	4	4	99
Refused	8	1	1	100

Do you think recent killings of Black Americans by police are isolated incidents or part of a larger pattern in the police's treatment of Black Americans?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Isolated incidents	320	47	47	47
Part of a larger pattern	322	47	47	93
Don't know	34	5	5	98
Refused	11	2	2	100

In the election this November, do you plan to vote in person on election day, vote in person during the early voting period, vote absentee by mail or do you think you might not vote this time?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
In person on election day	356	52	52	52
In person during early voting	97	14	14	66
Absentee by mail	222	32	32	98
Might not vote this time	3	0	0	99
Don't know	10	1	1	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	423	61	61	61
Just getting by	207	30	30	92
Struggling	51	7	7	99
Don't know	2	0	0	99
Refused	5	1	1	100

If a vaccine that protected you from the coronavirus was available for free to everyone who wanted it, would you definitely get it, probably get it, probably not get it or definitely not get it?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Definitely get	252	37	37	37
Probably get	202	29	29	66
Probably not get	94	14	14	80
Definitely not get	114	17	17	96
Don't know	18	3	3	99
Refused	8	1	1	100

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?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Very	496	72	72	72
Somewhat	114	17	17	89
Not too	38	5	5	94
Not at all	30	4	4	99
Don't know	6	1	1	99
Refused	4	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	214	31	31	31
Democrat	195	28	28	59
Independent	254	37	37	96
Other/No preference (VOL)	10	1	1	98
Don't know	6	1	1	99
Refused	9	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	103	15	38	38
Democratic	119	17	44	82
Neither/Just Independent (VOL)	43	6	16	98
Don't know	4	1	1	99
Refused	2	0	1	100
(Missing)	418	61	NA	NA

What is the highest level of education you completed?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary school only	14	2	2	2
Some high school / did not finish	9	1	1	3
Completed high school	172	25	25	28
Some college but didn't finish	128	19	19	47
Two year college degree	86	13	13	60
Four year college degree	175	25	25	85
Some graduate work	18	3	3	88
Completed masters or professional degree	57	8	8	96
Advanced graduate work or Ph.D.	19	3	3	99
Refused	9	1	1	100

What is your age?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
18	8	1	1	1
19	5	1	1	2
20	11	2	2	3
21	3	0	0	4
22	9	1	1	5
23	10	1	1	7
25	5	1	1	7
26	7	1	1	8
28	6	1	1	9
29	19	3	3	12
30	6	1	1	13
31	7	1	1	14
32	7	1	1	15
33	7	1	1	16
34	8	1	1	17
35	12	2	2	19
36	19	3	3	22
37	10	1	1	23
38	14	2	2	25
39	8	1	1	27
40	11	2	2	28
41	7	1	1	29
42	13	2	2	31
43	8	1	1	32
44	3	0	0	33
45	9	1	1	34
46	12	2	2	36
47	6	1	1	37
48	15	2	2	39
49	11	2	2	40
50	14	2	2	43
51	9	1	1	44
52	18	3	3	46
53	6	1	1	47
54	12	2	2	49

55	10	1	1	51
56	14	2	2	53
57	11	2	2	54
58	15	2	2	56
59	11	2	2	58
60	15	2	2	60
61	18	3	3	63
62	16	2	2	65
63	16	2	2	67
64	10	1	1	69
65	11	2	2	70
66	13	2	2	72
67	21	3	3	75
68	12	2	2	77
69	13	2	2	79
70	16	2	2	81
71	6	1	1	82
72	11	2	2	84
73	13	2	2	86
74	7	1	1	87
75	6	1	1	88
76	6	1	1	88
77	5	1	1	89
78	9	1	1	91
79	3	0	0	91
80	4	1	1	92
81	7	1	1	92
82	4	1	1	93
83	3	0	0	94
84	5	1	1	94
85	5	1	1	95
86	5	1	1	96
87	1	0	0	96
88	2	0	0	96
89	2	0	0	96
90	2	0	0	97
92	0	0	0	97
94	1	0	0	97
Refused	22	3	3	100

[If Refused] Are you. . .

Response	Frequency	Percent	Valid Percent	Cumulative Percent
30-44 years old	2	0	9	9
45-59 years old	5	1	25	34
60 years old or more	10	2	48	82
Refused	4	1	18	100
(Missing)	666	97	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	447	65	65	65
Cohabiting	41	6	6	71
Widowed	38	6	6	77
Divorced	51	7	7	84
Separated	4	1	1	85
Never Married	97	14	14	99
Don't know	3	0	0	99
Refused	6	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	37	5	5	5
No	640	93	93	99
Refused	10	1	1	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
White	600	87	87	87
African American or Black	30	4	4	92
Asian, South Asian or Pacific Islander	2	0	0	92
Native American or American Indian	6	1	1	93
More than one race	18	3	3	96
Hispanic or Latino	11	2	2	97
Other (SPECIFY)	2	0	0	97
Don't know	2	0	0	98
Refused	16	2	2	100

Before the coronavirus epidemic, aside from weddings and funerals, how often did 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 once a week	53	8	8	8
Once a week	193	28	28	36
Once or twice a month	116	17	17	53
A few times a year	99	14	14	67
Seldom	111	16	16	83
Never	107	16	16	99
Don't know	3	0	0	99
Refused	5	1	1	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	188	27	27	27
Roman Catholic	184	27	27	54
Jewish	7	1	1	55
Muslim/Islam	1	0	0	55
Mormon/Latter-Day Saints	1	0	0	55
Other Christian Religion	128	19	19	74
Other Non-Christian Religion	43	6	6	80
No Religion/Atheist/Agnostic	107	16	16	96
Don't know	5	1	1	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	120	17	38	38
not born again	185	27	59	97
Don't know	9	1	3	100
Refused	1	0	0	100
(Missing)	372	54	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	3	3	3
10 to under \$20,000	41	6	6	9
20 to under \$30,000	41	6	6	15
30 to under \$40,000	40	6	6	21
40 to under \$50,000	96	14	14	35
50 to under \$75,000	122	18	18	52
75 to under \$100,000	77	11	11	64
100 to under \$150,000	90	13	13	77
\$150,000 or more	35	5	5	82
Over \$200,000	20	3	3	85
Don't know	20	3	3	88
Refused	86	12	12	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	38	6	6	6
Yes, another family member	57	8	8	14
Yes, both respondent and another family member	24	3	3	17
No, nobody in family	561	82	82	99
Don't know	1	0	0	99
Refused	7	1	1	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	174	25	25	25
Suburban	285	41	41	67
Rural	216	31	31	98
Don't know	9	1	1	99
Refused	5	1	1	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Very conservative	63	9	9	9
Conservative	221	32	32	41
Moderate	252	37	37	78
Liberal	85	12	12	90
Very liberal	43	6	6	97
Don't know	13	2	2	98
Refused	10	2	2	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	57	8	8	8
another household member	39	6	6	14
nobody in household	578	84	84	98
Don't know	6	1	1	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	388	56	56	56
Some on a cell phone and some on a home phone	179	26	26	82
All or almost all on a regular home phone	111	16	16	99
Don't know	3	0	0	99
Refused	7	1	1	100

Is this phone a cell phone?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	449	65	65	65
No	239	35	35	100

wave

Response	Frequency	Percent	Valid Percent	Cumulative Percent
8/30-9/3/20	688	100	100	100

Poll Dates

Response	Frequency	Percent	Valid Percent	Cumulative Percent
2020-08-30	688	100	100	100

Sex

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Male	327	48	48	48
Female	361	52	52	100

Age 4 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	84	12	12	12
30-44	143	21	21	33
45-59	180	26	26	59
60+	278	40	40	99
DK/NA/ Ref	4	1	1	100

Age 6 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	84	12	12	12
30-39	100	14	14	27
40-49	97	14	14	41
50-59	126	18	18	59
60-69	155	23	23	82
70+	123	18	18	99
DK/NA/Ref	4	1	1	100

Hispanic/Latino

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	37	5	5	5
No	640	93	93	99
DK/NA/Ref	10	1	1	100

Education 5 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	24	3	3	3
HS	172	25	25	28
Some Coll	128	19	19	47
AA	86	13	13	60
BA+	269	39	39	99
DK/NA/ Ref	9	1	1	100

Education 5 with Post-BA

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	24	3	3	3
hs	172	25	25	28
Some Coll/AA	215	31	31	60
ba	175	25	25	85
Post BA	94	14	14	99
DK/NA/Ref	9	1	1	100

Education 6 AA, BA, and MA

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	24	3	3	3
hs	172	25	25	28
Some Coll	128	19	19	47
aa	86	13	13	60
ba	175	25	25	85
Post-BA	94	14	14	99
DK/NA/Ref	9	1	1	100

3 category Party ID including leaners

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	317	46	46	46
Independent	46	7	7	53
Democrat	314	46	46	98
Other/None	11	2	2	100

3 category Party ID no leaners

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	214	31	31	31
Independent	267	39	39	70
Democrat	195	28	28	98
Other/None	11	2	2	100

Party ID 5 categories, leaners separate

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Rep	214	31	31	31
Lean Rep	103	15	15	46
Ind	46	7	7	53
Lean Dem	119	17	17	70
Dem	195	28	28	98
Other/None	11	2	2	100

Race/Ethnicity

Response	Frequency	Percent	Valid Percent	Cumulative Percent
White	579	84	84	84
Black	28	4	4	88
Hispanic	37	5	5	94
Other	25	4	4	97
DK/NA/ Ref	19	3	3	100

Income Recode

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$40k	141	21	21	21
\$40k to \$74k	219	32	32	52
\$75k up	222	32	32	85
DK/NA/ Ref	105	15	15	100

Region/Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	54	8	8	8
Rest of MKE	220	32	32	40
MSN	126	18	18	58
GB/A	137	20	20	78
Rest of state	151	22	22	100

Region 2/MKE, WOW, Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	54	8	8	8
WOW Counties	77	11	11	19
Rest of MKE	143	21	21	40
MSN	126	18	18	58
GB/A	137	20	20	78
Rest of state	151	22	22	100

Region 7/MKE, WOW, Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	54	8	8	8
WOW Counties	77	11	11	19
Rest of MKE	143	21	21	40
MSN	126	18	18	58
GB/A	137	20	20	78
Lax/EC	65	9	9	88
MSP,DS/WauRhine	86	12	12	100

8 category Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	54	8	8	8
WOW Counties	77	11	11	19
Rest of MKE	143	21	21	40
Dane Rock	90	13	13	53
Rest of MSN	35	5	5	58
Lax/EC	65	9	9	68
GB/A	137	20	20	88
Wau/MSP/DS	86	12	12	100