



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

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	389	48	48	48
Female	413	52	52	100

Do you currently live in Wisconsin?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	802	100	100	100

Do you currently live within Milwaukee city limits?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	70	9	54	54
No	60	8	46	100
(Missing)	672	84	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	752	94	94	94
No, not registered to vote	49	6	6	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	50	6	100	100
(Missing)	752	94	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	550	69	69	69
Some of the time	180	22	22	91
Only now and then	42	5	5	96
Hardly at all	29	4	4	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	86	86	86
Very likely	59	7	7	93
50-50	39	5	5	98
Will not vote	14	2	2	100
Don't know	2	0	0	100
Refused	1	0	0	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	203	25	25	25
Gotten worse	411	51	51	77
Stayed the same	156	19	19	96
Don't know	23	3	3	99
Refused	9	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	381	48	48	48
Get worse	141	18	18	65
Stay the same	170	21	21	86
Don't know	103	13	13	99
Refused	7	1	1	100

Donald Trump job approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	352	44	44	44
Disapprove	429	54	54	97
Don't know	12	2	2	99
Refused	8	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	257	32	32	32
Somewhat approve	95	12	12	44
Somewhat disapprove	57	7	7	51
Strongly disapprove	372	46	46	97
Don't know	12	2	2	99
Refused	8	1	1	100

Tony Evers job approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	406	51	51	51
Disapprove	342	43	43	93
Don't know	42	5	5	98
Refused	12	2	2	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	201	25	25	25
Somewhat approve	205	26	26	51
Somewhat disapprove	78	10	10	60
Strongly disapprove	263	33	33	93
Don't know	42	5	5	98
Refused	12	2	2	100

Fav/Unfav: Ron Johnson

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	255	32	32	32
Unfavorable	286	36	36	67
Haven't heard enough	221	28	28	95
Don't know	37	5	5	100
Refused	4	0	0	100

Fav/Unfav: Tammy Baldwin

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	333	42	42	42
Unfavorable	283	35	35	77
Haven't heard enough	155	19	19	96
Don't know	25	3	3	99
Refused	6	1	1	100

Fav/Unfav: Joe Biden

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	361	45	45	45
Unfavorable	377	47	47	92
Haven't heard enough	46	6	6	98
Don't know	9	1	1	99
Refused	9	1	1	100

Fav/Unfav: Kamala Harris

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	302	38	38	38
Unfavorable	300	37	37	75
Haven't heard enough	163	20	20	95
Don't know	32	4	4	99
Refused	5	1	1	100

Fav/Unfav: Mike Pence

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	311	39	39	39
Unfavorable	366	46	46	84
Haven't heard enough	99	12	12	97
Don't know	21	3	3	99
Refused	6	1	1	100

Fav/Unfav: Tony Evers

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	374	47	47	47
Unfavorable	332	41	41	88
Haven't heard enough	71	9	9	97
Don't know	19	2	2	99
Refused	6	1	1	100

Fav/Unfav: Donald Trump

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	335	42	42	42
Unfavorable	434	54	54	96
Haven't heard enough	15	2	2	98
Don't know	11	1	1	99
Refused	6	1	1	100

Fav/Unfav: The police

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	582	73	73	73
Unfavorable	144	18	18	91
Haven't heard enough	38	5	5	95
Don't know	31	4	4	99
Refused	7	1	1	100

Fav/Unfav: The Black Lives Matter movement

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	392	49	49	49
Unfavorable	299	37	37	86
Haven't heard enough	61	8	8	94
Don't know	38	5	5	98
Refused	13	2	2	100

Donald Trump economic approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	420	52	52	52
Disapprove	356	44	44	97
Don't know	18	2	2	99
Refused	8	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	307	38	38	38
Somewhat approve	113	14	14	52
Somewhat disapprove	80	10	10	62
Strongly disapprove	276	34	34	97
Don't know	18	2	2	99
Refused	8	1	1	100

Donald Trump handling of protests approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	287	36	36	36
Disapprove	432	54	54	90
Don't know	66	8	8	98
Refused	17	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	181	23	23	23
Somewhat approve	106	13	13	36
Somewhat disapprove	65	8	8	44
Strongly disapprove	367	46	46	90
Don't know	66	8	8	98
Refused	17	2	2	100

Donald Trump coronavirus outbreak approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	325	41	41	41
Disapprove	448	56	56	96
Don't know	17	2	2	99
Refused	12	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	211	26	26	26
Somewhat approve	114	14	14	41
Somewhat disapprove	66	8	8	49
Strongly disapprove	382	48	48	96
Don't know	17	2	2	99
Refused	12	1	1	100

Tony Evers coronavirus outbreak approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	458	57	57	57
Disapprove	308	38	38	95
Don't know	31	4	4	99
Refused	6	1	1	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	234	29	29	29
Somewhat approve	223	28	28	57
Somewhat disapprove	93	12	12	69
Strongly disapprove	214	27	27	95
Don't know	31	4	4	99
Refused	6	1	1	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	371	46	46	46
Donald Trump	320	40	40	86
Jo Jorgensen	38	5	5	91
None of these/someone else	22	3	3	94
Don't know	36	5	5	98
Refused	15	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	15	2	25	25
Donald Trump	12	2	21	46
Jo Jorgensen	3	0	4	50
None of these/someone else	6	1	11	61
Don't know	20	2	34	95
Refused	3	0	5	100
(Missing)	744	93	NA	NA

Biden vs Trump, leaners included

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Joe Biden	385	48	48	48
Donald Trump	332	41	41	89
Jo Jorgensen	41	5	5	94
None/other (VOL)	6	1	1	95
Don't know	20	2	2	98
Refused	18	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	328	41	41	41
Does not describe	447	56	56	97
Don't know	22	3	3	99
Refused	5	1	1	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	387	48	48	48
Does not describe him	363	45	45	94
Don't know	40	5	5	99
Refused	12	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	168	21	21	21
Somewhat worried	316	39	39	60
Not very worried	156	19	19	80
Not worried at all	149	19	19	99
Already had COVID-19 (VOL)	9	1	1	100
Don't know	2	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	343	43	43	43
Uncomfortable doing this	408	51	51	94
Don't know	49	6	6	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	201	25	25	25
Somewhat approve	175	22	22	47
Somewhat disapprove	114	14	14	61
Strongly disapprove	271	34	34	95
Don't know	32	4	4	99
Refused	9	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	359	45	45	45
Part of a larger pattern	381	47	47	92
Don't know	47	6	6	98
Refused	15	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	401	50	50	50
In person during early voting	111	14	14	64
Absentee by mail	259	32	32	96
Might not vote this time	18	2	2	98
Don't know	13	2	2	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	478	60	60	60
Just getting by	255	32	32	91
Struggling	60	8	8	99
Don't know	2	0	0	99
Refused	7	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	284	35	35	35
Probably get	232	29	29	64
Probably not get	118	15	15	79
Definitely not get	141	18	18	97
Don't know	19	2	2	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	523	65	65	65
Somewhat	153	19	19	84
Not too	70	9	9	93
Not at all	47	6	6	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	238	30	30	30
Democrat	224	28	28	58
Independent	309	39	39	96
Other/No preference (VOL)	14	2	2	98
Don't know	8	1	1	99
Refused	10	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	119	15	36	36
Democratic	141	18	43	79
Neither/Just Independent (VOL)	59	7	18	96
Don't know	10	1	3	99
Refused	2	0	1	100
(Missing)	472	59	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	13	2	2	3
Completed high school	209	26	26	29
Some college but didn't finish	156	19	19	49
Two year college degree	99	12	12	61
Four year college degree	201	25	25	86
Some graduate work	20	2	2	89
Completed masters or professional degree	60	7	7	96
Advanced graduate work or Ph.D.	21	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	14	2	2	3
21	7	1	1	4
22	11	1	1	6
23	13	2	2	7
24	6	1	1	8
25	14	2	2	10
26	9	1	1	11
27	3	0	0	11
28	8	1	1	12
29	19	2	2	15
30	11	1	1	16
31	9	1	1	17
32	11	1	1	19
33	10	1	1	20
34	10	1	1	21
35	12	1	1	23
36	20	3	3	25
37	14	2	2	27
38	16	2	2	29
39	12	2	2	31
40	11	1	1	32
41	7	1	1	33
42	16	2	2	35
43	10	1	1	36
44	3	0	0	37
45	11	1	1	38
46	13	2	2	39
47	6	1	1	40
48	15	2	2	42
49	17	2	2	44
50	15	2	2	46
51	11	1	1	47
52	19	2	2	50

53	6	1	1	50
54	13	2	2	52
55	10	1	1	53
56	15	2	2	55
57	12	1	1	57
58	16	2	2	59
59	11	1	1	60
60	20	2	2	62
61	21	3	3	65
62	17	2	2	67
63	16	2	2	69
64	11	1	1	71
65	15	2	2	72
66	14	2	2	74
67	21	3	3	77
68	15	2	2	79
69	14	2	2	80
70	18	2	2	83
71	7	1	1	83
72	11	1	1	85
73	14	2	2	87
74	7	1	1	87
75	6	1	1	88
76	6	1	1	89
77	6	1	1	90
78	9	1	1	91
79	4	0	0	91
80	4	0	0	92
81	7	1	1	93
82	5	1	1	93
83	4	1	1	94
84	5	1	1	94
85	5	1	1	95
86	6	1	1	96
87	1	0	0	96
88	2	0	0	96
89	3	0	0	96
90	3	0	0	97
92	0	0	0	97
94	1	0	0	97
Refused	25	3	3	100

[If Refused] Are you. . .

Response	Frequency	Percent	Valid Percent	Cumulative Percent
30-44 years old	2	0	8	8
45-59 years old	5	1	22	30
60 years old or more	12	1	48	78
Refused	5	1	22	100
(Missing)	777	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	490	61	61	61
Cohabiting	51	6	6	67
Widowed	42	5	5	73
Divorced	63	8	8	81
Separated	5	1	1	81
Never Married	141	18	18	99
Don't know	3	0	0	99
Refused	7	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	56	7	7	7
No	736	92	92	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	681	85	85	85
African American or Black	43	5	5	90
Asian, South Asian or Pacific Islander	4	1	1	91
Native American or American Indian	7	1	1	92
More than one race	30	4	4	95
Hispanic or Latino	15	2	2	97
Other (SPECIFY)	3	0	0	98
Don't know	2	0	0	98
Refused	18	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	59	7	7	7
Once a week	215	27	27	34
Once or twice a month	137	17	17	51
A few times a year	117	15	15	66
Seldom	130	16	16	82
Never	134	17	17	99
Don't know	3	0	0	99
Refused	7	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	201	25	25	25
Roman Catholic	222	28	28	53
Jewish	7	1	1	54
Muslim/Islam	2	0	0	54
Mormon/Latter-Day Saints	1	0	0	54
Other Christian Religion	157	20	20	74
Other Non-Christian Religion	47	6	6	79
No Religion/Atheist/Agnostic	132	16	16	96
Don't know	8	1	1	97
Refused	25	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	142	18	40	40
not born again	205	26	57	97
Don't know	11	1	3	100
Refused	1	0	0	100
(Missing)	444	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	27	3	3	3
10 to under \$20,000	56	7	7	10
20 to under \$30,000	56	7	7	17
30 to under \$40,000	46	6	6	23
40 to under \$50,000	115	14	14	38
50 to under \$75,000	137	17	17	55
75 to under \$100,000	85	11	11	65
100 to under \$150,000	98	12	12	78
\$150,000 or more	40	5	5	83
Over \$200,000	22	3	3	85
Don't know	24	3	3	88
Refused	94	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	41	5	5	5
Yes, another family member	67	8	8	14
Yes, both respondent and another family member	24	3	3	16
No, nobody in family	662	82	82	99
Don't know	1	0	0	99
Refused	8	1	1	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	222	28	28	28
Suburban	317	39	39	67
Rural	249	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	66	8	8	8
Conservative	252	31	31	40
Moderate	296	37	37	77
Liberal	103	13	13	89
Very liberal	49	6	6	96
Don't know	23	3	3	98
Refused	13	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	67	8	8	8
another household member	41	5	5	13
nobody in household	678	85	85	98
Don't know	9	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	469	58	58	58
Some on a cell phone and some on a home phone	192	24	24	82
All or almost all on a regular home phone	131	16	16	99
Don't know	4	0	0	99
Refused	7	1	1	100

Is this phone a cell phone?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	541	67	67	67
No	261	33	33	100

wave

Response	Frequency	Percent	Valid Percent	Cumulative Percent
8/30-9/3/20	802	100	100	100

Poll Dates

Response	Frequency	Percent	Valid Percent	Cumulative Percent
2020-08-30	802	100	100	100

Sex

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Male	389	48	48	48
Female	413	52	52	100

Age 4 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	119	15	15	15
30-44	177	22	22	37
45-59	194	24	24	61
60+	308	38	38	99
DK/NA/ Ref	5	1	1	100

Age 6 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	119	15	15	15
30-39	127	16	16	31
40-49	111	14	14	44
50-59	133	17	17	61
60-69	175	22	22	83
70+	133	17	17	99
DK/NA/Ref	5	1	1	100

Hispanic/Latino

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	56	7	7	7
No	736	92	92	99
DK/NA/Ref	10	1	1	100

Education 5 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	27	3	3	3
HS	209	26	26	29
Some Coll	156	19	19	49
AA	99	12	12	61
BA+	302	38	38	99
DK/NA/ Ref	9	1	1	100

Education 5 with Post-BA

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	27	3	3	3
hs	209	26	26	29
Some Coll/AA	255	32	32	61
ba	201	25	25	86
Post BA	101	13	13	99
DK/NA/Ref	9	1	1	100

Education 6 AA, BA, and MA

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	27	3	3	3
hs	209	26	26	29
Some Coll	156	19	19	49
aa	99	12	12	61
ba	201	25	25	86
Post-BA	101	13	13	99
DK/NA/Ref	9	1	1	100

3 category Party ID including leaners

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	357	44	44	44
Independent	67	8	8	53
Democrat	365	45	45	98
Other/None	14	2	2	100

3 category Party ID no leaners

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	238	30	30	30
Independent	327	41	41	70
Democrat	224	28	28	98
Other/None	14	2	2	100

Party ID 5 categories, leaners separate

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Rep	238	30	30	30
Lean Rep	119	15	15	44
Ind	67	8	8	53
Lean Dem	141	18	18	70
Dem	224	28	28	98
Other/None	14	2	2	100

Race/Ethnicity

Response	Frequency	Percent	Valid Percent	Cumulative Percent
White	656	82	82	82
Black	40	5	5	87
Hispanic	56	7	7	94
Other	31	4	4	98
DK/NA/ Ref	20	2	2	100

Income Recode

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$40k	186	23	23	23
\$40k to \$74k	253	32	32	55
\$75k up	245	31	31	85
DK/NA/ Ref	118	15	15	100

Region/Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	70	9	9	9
Rest of MKE	249	31	31	40
MSN	147	18	18	58
GB/A	152	19	19	77
Rest of state	184	23	23	100

Region 2/MKE, WOW, Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	70	9	9	9
WOW Counties	86	11	11	19
Rest of MKE	163	20	20	40
MSN	147	18	18	58
GB/A	152	19	19	77
Rest of state	184	23	23	100

Region 7/MKE, WOW, Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	70	9	9	9
WOW Counties	86	11	11	19
Rest of MKE	163	20	20	40
MSN	147	18	18	58
GB/A	152	19	19	77
Lax/EC	85	11	11	88
MSP,DS/WauRhine	100	12	12	100

8 category Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	70	9	9	9
WOW Counties	86	11	11	19
Rest of MKE	163	20	20	40
Dane Rock	105	13	13	53
Rest of MSN	41	5	5	58
Lax/EC	85	11	11	69
GB/A	152	19	19	88
Wau/MSP/DS	100	12	12	100