



## Marquette Law School Poll: September 30 - October 4, 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.

*Note: questions Q32 - Q37 were added to the survey for October 2-4, after news emerged of President Trump’s positive COVID-19 diagnosis.*

#### Record Gender

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Male	332	47	47	47
Female	368	53	53	100

#### Do you currently live in Wisconsin?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	700	100	100	100

#### Do you currently live within Milwaukee city limits?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	55	8	49	49
No	56	8	51	100
(Missing)	589	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	655	94	94	94
No, not registered to vote	45	6	6	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	45	6	100	100
(Missing)	655	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	499	71	71	71
Some of the time	130	19	19	90
Only now and then	47	7	7	96
Hardly at all	21	3	3	99
Don't know	2	0	0	100
Refused	2	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, don't you think you will vote, or have you already voted either by absentee ballot or early in person voting?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Absolutely certain	607	87	87	87
Already voted	93	13	13	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	190	27	27	27
Gotten worse	366	52	52	79
Stayed the same	117	17	17	96
Don't know	25	4	4	100
Refused	2	0	0	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	317	45	45	45
Get worse	112	16	16	61
Stay the same	169	24	24	85
Don't know	99	14	14	100
Refused	3	0	0	100

Donald Trump job approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	312	45	45	45
Disapprove	370	53	53	97
Don't know	13	2	2	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	234	33	33	33
Somewhat approve	78	11	11	45
Somewhat disapprove	36	5	5	50
Strongly disapprove	334	48	48	97
Don't know	13	2	2	99
Refused	5	1	1	100

Tony Evers job approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	358	51	51	51
Disapprove	310	44	44	95
Don't know	24	3	3	99
Refused	8	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	191	27	27	27
Somewhat approve	167	24	24	51
Somewhat disapprove	83	12	12	63
Strongly disapprove	227	32	32	95
Don't know	24	3	3	99
Refused	8	1	1	100

Fav/Unfav: Ron Johnson

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	256	37	37	37
Unfavorable	224	32	32	68
Haven't heard enough	175	25	25	94
Don't know	42	6	6	100
Refused	3	0	0	100

Fav/Unfav: Tammy Baldwin

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	302	43	43	43
Unfavorable	254	36	36	80
Haven't heard enough	120	17	17	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	339	48	48	48
Unfavorable	318	45	45	94
Haven't heard enough	32	5	5	98
Don't know	8	1	1	100
Refused	3	0	0	100

Fav/Unfav: Kamala Harris

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	267	38	38	38
Unfavorable	291	42	42	80
Haven't heard enough	118	17	17	97
Don't know	21	3	3	100
Refused	3	0	0	100

Fav/Unfav: Mike Pence

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	288	41	41	41
Unfavorable	300	43	43	84
Haven't heard enough	73	10	10	95
Don't know	36	5	5	100
Refused	3	0	0	100

Fav/Unfav: Tony Evers

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	329	47	47	47
Unfavorable	294	42	42	89
Haven't heard enough	58	8	8	97
Don't know	16	2	2	99
Refused	4	1	1	100

Fav/Unfav: Donald Trump

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	304	43	43	43
Unfavorable	371	53	53	96
Haven't heard enough	15	2	2	98
Don't know	8	1	1	100
Refused	3	0	0	100

Fav/Unfav: The police

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	569	81	81	81
Unfavorable	89	13	13	94
Haven't heard enough	23	3	3	97
Don't know	13	2	2	99
Refused	6	1	1	100

Fav/Unfav: The Black Lives Matter movement

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	327	47	47	47
Unfavorable	291	41	41	88
Haven't heard enough	46	7	7	95
Don't know	30	4	4	99
Refused	7	1	1	100

Donald Trump economic approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	364	52	52	52
Disapprove	307	44	44	96
Don't know	27	4	4	100
Refused	2	0	0	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly approve	274	39	39	39
Somewhat approve	90	13	13	52
Somewhat disapprove	65	9	9	61
Strongly disapprove	242	35	35	96
Don't know	27	4	4	100
Refused	2	0	0	100

Donald Trump handling of protests approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	267	38	38	38
Disapprove	375	54	54	92
Don't know	51	7	7	99
Refused	7	1	1	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly approve	175	25	25	25
Somewhat approve	93	13	13	38
Somewhat disapprove	49	7	7	45
Strongly disapprove	326	46	46	92
Don't know	51	7	7	99
Refused	7	1	1	100

Donald Trump coronavirus outbreak approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	292	42	42	42
Disapprove	390	56	56	97
Don't know	14	2	2	99
Refused	4	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	167	24	24	24
Somewhat approve	125	18	18	42
Somewhat disapprove	33	5	5	46
Strongly disapprove	358	51	51	97
Don't know	14	2	2	99
Refused	4	1	1	100

Tony Evers coronavirus outbreak approval, 2-category

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Approve	390	56	56	56
Disapprove	279	40	40	95
Don't know	30	4	4	100
Refused	2	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	218	31	31	31
Somewhat approve	172	25	25	56
Somewhat disapprove	67	10	10	65
Strongly disapprove	212	30	30	95
Don't know	30	4	4	100
Refused	2	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	323	46	46	46
Donald Trump	288	41	41	87
Jo Jorgensen	25	4	4	91
None of these/someone else	10	1	1	92
Don't know	23	3	3	96
Refused	30	4	4	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Joe Biden	5	1	14	14
Donald Trump	8	1	24	38
None of these/someone else	10	1	31	68
Don't know	10	1	32	100
(Missing)	667	95	NA	NA

Biden vs Trump, leaners included

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Joe Biden	328	47	47	47
Donald Trump	296	42	42	89
Jo Jorgensen	25	4	4	93
None/other (VOL)	10	1	1	94
Don't know	10	1	1	96
Refused	30	4	4	100

Should the University of Wisconsin and the BigTen conference play football this fall or should they cancel the season?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Should play	334	48	48	48
Should cancel the season	280	40	40	88
Don't know	71	10	10	98
Refused	15	2	2	100

When do you think the coronavirus outbreak will be under control and things can get back to normal?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
It is under control now	43	6	6	6
In two or three months	99	14	14	20
In six months	158	23	23	43
In about a year	199	28	28	71
More than a year from now	146	21	21	92
Don't know	53	8	8	100
Refused	2	0	0	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	190	27	27	27
Somewhat worried	235	34	34	61
Not very worried	105	15	15	76
Not worried at all	151	22	22	97
Already had COVID-19 (VOL)	18	3	3	100
Don't know	1	0	0	100
Refused	1	0	0	100

Do you agree or disagree with requiring masks in all public places?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	498	71	71	71
Disagree	185	26	26	98
Don't know	10	1	1	99
Refused	7	1	1	100



Do you think the Senate should vote on the nomination to the U.S. Supreme Court before the presidential election or wait until after the election to decide whether or not to vote on the nomination?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Vote before the election	317	45	45	45
Wait until after the election	352	50	50	96
Don't know	29	4	4	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	155	22	22	22
Somewhat approve	165	24	24	46
Somewhat disapprove	83	12	12	58
Strongly disapprove	265	38	38	95
Don't know	24	3	3	99
Refused	8	1	1	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? [Those who've already voted are included in "vote by mail"]

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Election day, in person	379	54	54	54
Early, in person	74	11	11	65
Absentee by mail	236	34	34	98
Probably/might not vote	2	0	0	99
Don't know	9	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	437	62	62	62
Just getting by	198	28	28	91
Struggling	56	8	8	99
Don't know	5	1	1	99
Refused	5	1	1	100

Regardless of which candidate you happen to support, who do you think did the best job in the first presidential debate, Joe Biden or Donald Trump, or didn't you pay much attention to the debate?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Biden	291	42	42	42
Trump	150	21	21	63
Didn't pay much attention	133	19	19	82
Both did equally well (VOL)	4	1	1	83
Both did badly (VOL)	103	15	15	97
Don't know	16	2	2	100
Refused	3	0	0	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	499	71	71	71
Somewhat	109	16	16	87
Not too	31	4	4	91
Not at all	54	8	8	99
Don't know	7	1	1	100
Refused	1	0	0	100

Is there anyone you have stopped talking with about politics due to disagreements over the election for president?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	258	37	37	37
No	437	62	62	99
Don't know	3	0	0	100
Refused	2	0	0	100

So far as you know, how seriously ill is Donald Trump from COVID-19? Is his case mild, moderate, serious, very serious or don't you know how serious his illness is?

Response	Frequency	Percent	Valid Percent	Cumulative
Mild	105	15	35	
Moderate	41	6	13	
Serious	22	3	7	
Very serious	6	1	2	
Don't know how serious	107	15	35	
Did not/Do not know Trump has COVID-19/Deny he has it (VOL)	7	1	2	
Don't know	13	2	4	
Refused	1	0	0	
(Missing)	399	57	NA	

Do you think both the Trump and Biden campaigns should stop holding all in-person rallies or do you think the in-person rallies are safe and should continue?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Stop holding in-person rallies	158	23	52	52
Rallies are safe and should continue	112	16	37	90
Don't know	31	4	10	100
Refused	1	0	0	100
(Missing)	399	57	NA	NA

Should the upcoming vice-presidential debate and two more presidential debates go ahead as planned or should they be cancelled?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Go ahead as planned	200	29	66	66
Should be cancelled	71	10	23	90
Don't know	26	4	9	98
Refused	5	1	2	100
(Missing)	399	57	NA	NA

How confident are you in Mike Pence's ability to perform the duties of President?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Very confident	110	16	37	37
Somewhat confident	64	9	21	58
Not very confident	36	5	12	70
Not at all confident	61	9	20	90
Don't know	28	4	9	99
Refused	2	0	1	100
(Missing)	399	57	NA	NA

How confident are you in Kamala Harris's ability to perform the duties of President?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Very confident	77	11	26	26
Somewhat confident	64	9	21	47
Not very confident	27	4	9	56
Not at all confident	91	13	30	86
Don't know	41	6	14	100
Refused	1	0	0	100
(Missing)	399	57	NA	NA

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	203	29	29	29
Democrat	204	29	29	58
Independent	265	38	38	96
Other/No preference (VOL)	20	3	3	99
Don't know	4	1	1	99
Refused	4	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	112	16	39	39
Democratic	114	16	39	78
Neither/Just Independent (VOL)	49	7	17	95
Don't know	12	2	4	99
Refused	3	0	1	100
(Missing)	411	59	NA	NA

What is the highest level of education you completed?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary school only	1	0	0	0
Some high school / did not finish	15	2	2	2
Completed high school	177	25	25	28
Some college but didn't finish	129	18	18	46
Two year college degree	87	12	12	59
Four year college degree	187	27	27	85
Some graduate work	22	3	3	88
Completed masters or professional degree	59	8	8	97
Advanced graduate work or Ph.D.	15	2	2	99
Don't know	3	0	0	99
Refused	6	1	1	100

What is your age?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
18	6	1	1	1
19	9	1	1	2
20	8	1	1	3
21	13	2	2	5
22	8	1	1	6
23	7	1	1	7
24	14	2	2	9
25	6	1	1	10
26	6	1	1	11
27	10	1	1	12
28	6	1	1	13

29	11	2	2	15
30	6	1	1	16
31	8	1	1	17
32	9	1	1	18
33	3	0	0	18
34	14	2	2	20
35	13	2	2	22
36	14	2	2	24
37	7	1	1	25
38	20	3	3	28
39	10	1	1	30
40	8	1	1	31
41	12	2	2	32
42	3	0	0	33
43	3	0	0	33
44	14	2	2	35
45	8	1	1	36
46	6	1	1	37
47	8	1	1	38
48	16	2	2	41
49	15	2	2	43
50	13	2	2	45
51	8	1	1	46
52	12	2	2	47
53	15	2	2	49
54	9	1	1	51
55	18	3	3	53
56	8	1	1	54
57	10	1	1	56
58	10	1	1	57
59	11	2	2	59
60	14	2	2	61
61	14	2	2	63
62	25	4	4	66
63	7	1	1	67
64	15	2	2	70
65	13	2	2	71
66	13	2	2	73
67	13	2	2	75
68	17	2	2	78
69	16	2	2	80
70	10	1	1	82
71	8	1	1	83
72	10	1	1	84
73	9	1	1	85
74	6	1	1	86
75	7	1	1	87
76	4	1	1	88
77	6	1	1	89
78	5	1	1	89
79	8	1	1	90
80	9	1	1	92
81	7	1	1	93
82	5	1	1	93

83	7	1	1	94
84	3	0	0	95
85	5	1	1	95
86	1	0	0	96
87	2	0	0	96
88	3	0	0	96
89	3	0	0	97
90	1	0	0	97
91	1	0	0	97
92	1	0	0	97
93	1	0	0	97
94	1	0	0	97
95	1	0	0	98
Refused	17	2	2	100

[If Refused] Are you . . .

Response	Frequency	Percent	Valid Percent	Cumulative Percent
30-44 years old	1	0	8	8
45-59 years old	2	0	11	19
60 years old or more	7	1	41	60
Don't know	1	0	7	67
Refused	6	1	33	100
(Missing)	683	98	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	436	62	62	62
Cohabiting	53	8	8	70
Widowed	46	7	7	77
Divorced	38	5	5	82
Separated	10	1	1	83
Never Married	107	15	15	99
Don't know	0	0	0	99
Refused	9	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	39	6	6	6
No	649	93	93	98
Don't know	3	0	0	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	595	85	85	85
African American or Black	32	5	5	89
Asian, South Asian or Pacific Islander	3	0	0	90
Native American or American Indian	14	2	2	92
More than one race	38	5	5	97
Hispanic or Latino	8	1	1	98
Other (SPECIFY)	1	0	0	99
Refused	10	1	1	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	46	7	7	7
Once a week	173	25	25	31
Once or twice a month	95	14	14	45
A few times a year	127	18	18	63
Seldom	116	17	17	80
Never	132	19	19	98
Don't know	5	1	1	99
Refused	6	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	157	22	22	22
Roman Catholic	204	29	29	52
Jewish	4	1	1	52
Muslim/Islam	3	0	0	53
Mormon/Latter-Day Saints	0	0	0	53
Other Christian Religion	150	21	21	74
Other Non-Christian Religion	36	5	5	79
No Religion/Atheist/Agnostic	129	18	18	98
Don't know	4	1	1	98
Refused	12	2	2	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
born again	131	19	43	43
not born again	169	24	55	98
Don't know	6	1	2	100
Refused	1	0	0	100
(Missing)	393	56	NA	NA

Last year, that is in 2019, 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	22	3	3	3
10 to under \$20,000	34	5	5	8
20 to under \$30,000	48	7	7	15
30 to under \$40,000	42	6	6	21
40 to under \$50,000	59	8	8	29
50 to under \$75,000	115	16	16	46
75 to under \$100,000	113	16	16	62
100 to under \$150,000	92	13	13	75
\$150,000 or more	25	4	4	79
Over \$200,000	39	6	6	84
Don't know	23	3	3	87
Refused	88	13	13	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	33	5	5	5
Yes, another family member	69	10	10	15
Yes, both respondent and another family member	24	3	3	18
No, nobody in family	567	81	81	99
Don't know	4	1	1	100
Refused	3	0	0	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	167	24	24	24
Suburban	266	38	38	62
Rural	253	36	36	98
Don't know	6	1	1	99
Refused	8	1	1	100

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

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Very conservative	66	9	9	9
Conservative	204	29	29	39
Moderate	213	30	30	69
Liberal	136	19	19	88
Very liberal	56	8	8	96
Don't know	18	3	3	99
Refused	8	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	65	9	9	9
another household member	50	7	7	16
nobody in household	569	81	81	98
Don't know	9	1	1	99
Refused	7	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	397	57	57	57
Some on a cell phone and some on a home phone	167	24	24	81
All or almost all on a regular home phone	126	18	18	99
Don't know	2	0	0	99
Refused	8	1	1	100

Is this phone a cell phone?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	440	63	63	63
No	260	37	37	100

wave

Response	Frequency	Percent	Valid Percent	Cumulative Percent
9/30-10/4/20	700	100	100	100

Poll Dates

Response	Frequency	Percent	Valid Percent	Cumulative Percent
2020-09-30	700	100	100	100

Sex

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Male	332	47	47	47
Female	368	53	53	100

## Age 4 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	103	15	15	15
30-44	145	21	21	36
45-59	167	24	24	59
60+	278	40	40	99
DK/NA/ Ref	7	1	1	100

## Age 6 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	103	15	15	15
30-39	103	15	15	30
40-49	94	13	13	43
50-59	115	16	16	59
60-69	155	22	22	81
70+	123	18	18	99
DK/NA/Ref	7	1	1	100

## Hispanic/Latino

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	40	6	6	6
No	649	93	93	98
DK/NA/Ref	11	2	2	100

## Education 5 categories

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	16	2	2	2
HS	177	25	25	28
Some Coll	129	18	18	46
AA	87	12	12	59
BA+	282	40	40	99
DK/NA/ Ref	9	1	1	100

## Education 5 with Post-BA

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Not HS	16	2	2	2
hs	177	25	25	28
Some Coll/AA	217	31	31	59
ba	187	27	27	85
Post BA	95	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	16	2	2	2
hs	177	25	25	28
Some Coll	129	18	18	46
aa	87	12	12	59
ba	187	27	27	85
Post-BA	95	14	14	99
DK/NA/Ref	9	1	1	100

3 category Party ID including leaners

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	315	45	45	45
Independent	60	9	9	54
Democrat	318	45	45	99
Other/None	8	1	1	100

3 category Party ID no leaners

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	203	29	29	29
Independent	285	41	41	70
Democrat	204	29	29	99
Other/None	8	1	1	100

Party ID 5 categories, leaners separate

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Rep	203	29	29	29
Lean Rep	112	16	16	45
Ind	60	9	9	54
Lean Dem	114	16	16	70
Dem	204	29	29	99
Other/None	8	1	1	100

Race/Ethnicity

Response	Frequency	Percent	Valid Percent	Cumulative Percent
White	577	82	82	82
Black	31	4	4	87
Hispanic	40	6	6	93
Other	42	6	6	99
DK/NA/ Ref	10	1	1	100

Income Recode

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$40k	146	21	21	21
\$40k to \$74k	174	25	25	46
\$75k up	269	38	38	84
DK/NA/ Ref	111	16	16	100

Region/Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	55	8	8	8
Rest of MKE	237	34	34	42
MSN	123	18	18	59
GB/A	129	18	18	78
Rest of state	155	22	22	100

Region 2/MKE, WOW, Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	55	8	8	8
WOW Counties	79	11	11	19
Rest of MKE	158	23	23	42
MSN	123	18	18	59
GB/A	129	18	18	78
Rest of state	155	22	22	100

Region 7/MKE, WOW, Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	55	8	8	8
WOW Counties	79	11	11	19
Rest of MKE	158	23	23	42
MSN	123	18	18	59
GB/A	129	18	18	78
Lax/EC	53	8	8	85
MSP,DS/WauRhine	102	15	15	100

8 category Media Market

Response	Frequency	Percent	Valid Percent	Cumulative Percent
MKE City	55	8	8	8
WOW Counties	79	11	11	19
Rest of MKE	158	23	23	42
Dane Rock	82	12	12	53
Rest of MSN	41	6	6	59
Lax/EC	53	8	8	67
GB/A	129	18	18	85
Wau/MSP/DS	102	15	15	100