
ASK IF LANDLINE SAMPLE

S1a. May I please speak with the (male/female) adult member of your household, currently at home, age 18 or older, with the most recent birthday?

(IF SELECTED RESPONDENT NOT CURRENTLY AT HOME AND AVAILABLE, ASK FOR THE (FEMALE/MALE) CURRENTLY AT HOME.)

1 Correct household member on phone (CONTINUE/GO TO S2.)
2 Will put correct member of household on phone (RE-READ INTRO AND CONTINUE WITH S2.)
3 No household member age 18 or over is currently available (PLACE HOUSEHOLD INTO CALLBACK)
4 No one in household age 18 or older (TERMINATE)

PN: If second respondent is selected, make sure that code 2 is captured so we know that respondent was switched.

ASK IF CELL SAMPLE

S1b. If you are now driving a car or doing any activity requiring your full attention, just let me know and I will call you back later.

1 No, not driving (CONTINUE/GO TO S2)
2 Landline (Didn’t call a cell phone) (CONTINUE/GO TO S2)
3 Yes, driving, Set a Callback (SET UP CALL BACK)

9 Don’t know/Refused (TERMINATE)

SHOW ALL

S2. Record Gender: (DO NOT ASK. RECORD ONLY ONE RESPONSE)

1 Male
2 Female

PN: If respondent in overquota, go to overquota/callback script and have interviewer place respondent in specified callback for future day.

ASK ALL

S3a. Do you currently live in Wisconsin?

1 Yes
2 No (TERMINATE)
**PN: Insert county list on screen.**

ASK ALL

**S3b.** In what county in Wisconsin do you live? (READ IF NECESSARY)

(INSERT COUNTY LIST (AT BACK OF THIS SURVEY))

**PN: If respondent lives in Milwaukee County or County is Other (997) or Don’t know (998), continue to S4. If respondent lives in any Wisconsin county besides Milwaukee, place in appropriate quota group and skip to S5. If Cell sample and S3b=997 or 998, terminate.**

ASK OF THOSE WHO LIVE IN MILWAUKEE COUNTY OR DK/OTHER

**S4.** Do you currently live within Milwaukee city limits?

1. Yes  (Milwaukee City quota group)
2. No  (Milwaukee DMA quota group)

ASK ALL

**S5.** 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?

1. Yes, Registered to Vote  (SKIP TO Q1)
2. No, Not Registered to Vote  (ASK S6)  (DO NOT READ)
9. No Answer/Don't Know/Refused  (ASK S6)

**PN: If 2 or 9 in S5 ask S6.**

**S6.** Do you plan to register to vote, or is there a chance that you may not register?

1. Plan to Register
2. Chance May Not Register  (TERMINATE)  (DO NOT READ)
9. Don’t know/Refused  (TERMINATE)

**PN: If 2,9 in S6, Terminate**
SECTION Q: MAIN QUESTIONNAIRE

PN: Insert start time stamp.

ASK ALL

Q1. 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?

1 Most of the time
2 Some of the time
3 Only now and then
4 Hardly at all
(DO NOT READ)
8 Don't know
9 Refused

ASK ALL

Q2. How enthusiastic are you about voting in the elections this year for governor, senator and other
offices? Would you say you are very, somewhat, not too, or not at all enthusiastic?

1 Very enthusiastic
2 Somewhat enthusiastic
3 Not too enthusiastic
4 Not at all enthusiastic
(DO NOT READ)
8 Don't know
9 Refused
PN: Randomize order of Q3 and Q4. Keep Q5 last. Store rotate order in data.

ASK ALL

Q3. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

[GET ANSWER, THEN ASK: Do you strongly or somewhat (approve/disapprove)?]

(READ LIST IF NECESSARY)

1. Strongly approve
2. Somewhat approve
3. Somewhat disapprove
4. Strongly disapprove
(DO NOT READ)
8. Don't know
9. Refused

ASK ALL

Q4. Overall, do you approve or disapprove of the way Tony Evers (EE-vers) is handling his job as Governor of Wisconsin?

[GET ANSWER, THEN ASK: Do you strongly or somewhat (approve/disapprove)?]

(READ LIST IF NECESSARY)

1. Strongly approve
2. Somewhat approve
3. Somewhat disapprove
4. Strongly disapprove
(DO NOT READ)
8. Don't know
9. Refused

ASK ALL

Q5. Overall, do you approve or disapprove of the way the Wisconsin legislature is handling its job?

[GET ANSWER, THEN ASK: Do you strongly or somewhat (approve/disapprove)?]

(READ LIST IF NECESSARY)

1. Strongly approve
2. Somewhat approve
3. Somewhat disapprove
4. Strongly disapprove
(DO NOT READ)
8. Don't know
9. Refused
Transition Screen:

SHOW ALL
I’m going to read you a list of people and groups. Please tell me if you have a favorable or unfavorable opinion of each of them or if you haven't heard enough about them yet to have an opinion.

PN: Keep Q6-Q7 first, followed by Q8-Q9, then Q10-Q11. Store rotate order in data.

PN: Present each on own screen

ASK ALL
The first name/next name is ... [INSERT NAME]

READ IF NECESSARY: Do you have a favorable or unfavorable opinion of [INSERT NAME] or haven't you heard enough about them yet?

1  Favorable
2  Unfavorable
3  Haven't heard enough
   (DO NOT READ)
8  Don't know
9  Refused

PN: Randomize order of Q6-Q7. Keep Q7b last

Q6.  Ron Johnson
Q7.  Tammy Baldwin
Q7b. Robin Vos (like “Moss”)

PN: Randomize order of Q8-Q9.

Q8.  Tony Evers (EE-vers)
Q9.  Joe Biden

PN: DO NOT Randomize order of Q10-Q11.

Q10. Donald Trump
Q11. The Black Lives Matter movement
Here are some people running for governor or US Senator.

Do you have a favorable or unfavorable opinion of [INSERT NAME] or haven't you heard enough about them yet?

Q12. Rebecca Kleefisch (Clay-fish)
Q13. Kevin Nicholson
Q14. Tim Ramthun (Ram-thun)
Q15. Mandela Barnes
Q16. Sarah Godlewski (God-lewski)
Q17. Tom Nelson
Q18. Alex Lasry (Laz-ry)

**PN: ASK HALF SAMPLE A:**

**PN: Randomize order of Q19a-Q22a. Store rotate order in data.**

Q19a. Gillian Battino (Buh-tino)
Q20a. Steven Olikara (O-lee-car-uh)
Q21a. Adam Murphy
Q22a. Kou (like “Zoo”) Lee

**PN: ASK HALF SAMPLE B:**

**PN: Randomize order of Q19b-Q22b. Store rotate order in data.**

Q19b. Chantia (Shon-tia) Lewis
Q20b. Peter Peckarsky (Peh-car-sky)
Q21b. Jeff Rumbaugh (Rum-baugh)
Q22b. Darrell Williams
PN: Split sample issue section.

NEW HALF SAMPLE, NOT SAME AS FOR FAVS ABOVE
PN: Program so half get Q23a-Q27a (“Half Sample A”) and half get Q23b-Q27b (“Half Sample B”).

ASK HALF SAMPLE A
PN: Randomize order of Q23a-Q26a. Store rotate order in data.

How concerned are you about each of the following? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned with (INSERT ITEM)?

Q23a. Inflation and higher prices (READ LIST IF NECESSARY)
Q24a. Illegal immigration (READ LIST IF NECESSARY)
Q25a. The coronavirus pandemic here in Wisconsin (READ LIST IF NECESSARY)
Q26a. Unemployment (READ LIST IF NECESSARY)

1 Very concerned
2 Somewhat concerned
3 Not too concerned
4 Not at all concerned
   (DO NOT READ)
8 Don’t know
9 Refused
ASK HALF SAMPLE A

Q27a. Do you think the decision in 2020 to close schools and businesses and to restrict the size of public gatherings was an appropriate response to the coronavirus outbreak or was it an overreaction that did more harm than good?

1. Appropriate response
2. Overreaction
   (DO NOT READ)
8. Don’t know
9. Refused

ASK HALF SAMPLE B

Q23b. Do you think the use of marijuana should be made legal, or not?

1. Yes, legal
2. No, illegal
   (Do not read)
8. Don’t know
9. Refused

ASK HALF SAMPLE B

Q24b. Who do you think should play the biggest role in determining curriculum for public schools?

1. Teachers
2. School Boards
3. Parents
4. Superintendents and principals
5. State legislators
   (Do not read)
8. Don’t know
9. Refused

ASK HALF SAMPLE B

Q25b. Would you say the state’s public schools are in better shape now than they were a few years ago, about the same or in worse shape now?

1. Better now
2. About the same
3. Worse now
   (Do not read)
8. Don’t know
9. Refused
ASK HALF SAMPLE B
Q26b. Do you think Wisconsin schools have set their education standards about where they should be, higher than they should be or lower than they should be?

1. About where they should be
2. Higher than they should be
3. Lower than they should be
(Do not read)
8 Don’t know
9 Refused

ASK HALF SAMPLE B
Q27b. Do you favor or oppose allowing all students statewide to use publicly funded vouchers to attend private or religious schools if they wish to do so?

1. Strongly favor
2. Somewhat favor
3. Somewhat oppose
4. Strongly oppose
(DO NOT READ)
8 Don’t Know
9 Refused

ASK ALL
PN: Randomize order of Q28-Q29. Store rotate order in data.
How much do you agree or disagree with the following statements? Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Q28. Women seek to gain power by getting control over men.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
(DO NOT READ)
8 Don’t Know
9 Refused

Q29. Women exaggerate problems they have at work.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
(DO NOT READ)
8 Don’t Know
9 Refused

ASK ALL
Q30. Thinking just about the state of Wisconsin, do you feel things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

1 Right direction
2 Wrong track
(DO NOT READ)
8 Don't know
9 Refused

ASK ALL

Q31. How confident are you that, here in Wisconsin, the votes for president were accurately cast and counted in the 2020 election? ...Very confident, somewhat confident, not too confident, or not at all confident?

1 Very confident
2 Somewhat confident
3 Not too confident
4 Not at all confident
(DO NOT READ)
8 Don't know
9 Refused

PN: Randomize order of Q32 and Q33. Store rotate order in data.

ASK ALL

How much do you trust each of the following sources for information about coronavirus vaccines and treatments?... a great deal, a fair amount, not much or not at all?

Q32. Governor Tony Evers (EE-vers) (READ LIST IF NECESSARY)
Q33. Senator Ron Johnson (READ LIST IF NECESSARY)

1 A great deal
2 A fair amount
3 Not much
4 Not at all
(DO NOT READ)
8 Don't know
9 Refused
ASK ALL

Q34. Have you personally received the coronavirus vaccine, or not?

[IF YES ASK: Did you receive a single-dose vaccine, the first of two doses, or have you gotten both doses of a two-dose vaccine?]

1 Yes-Single dose vaccine (J&J)
2 Yes-Received first of two doses (Pfizer/Moderna)
3 Yes-Gotten both doses (Pfizer/Moderna)
4 No-Have not received vaccine
(DO NOT READ)
5 Yes-Gotten vaccine and also booster (VOL)
8 Don’t know
9 Refused

PN: If 4 in Q34, ask Q35.

ASK THOSE WHO HAVE NOT RECEIVED VACCINE

Q35. Will you definitely get a coronavirus vaccine, probably get it, probably not get it, or definitely not get it?

1 Definitely get it
2 Probably get it
3 Probably not get it
4 Definitely not get it
(DO NOT READ)
8 Don’t know
9 Refused
**SECTION F: DEMOGRAPHICS**

*PN: Insert start time stamp.*

ASK ALL

F1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an Independent?

1. Republican
2. Democrat
3. Independent
   (DO NOT READ)
4. Other/No preference
8. Don't Know
9. Refused

*PN: Ask QF2 IF 3,4, or 8 in F1.*

ASK INDEPENDENTS, OTHER, OR DON'T KNOW PARTY ID

F2. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

1. Republican
2. Democrat
   (DO NOT READ)
3. Neither/Just Independent (VOL)
8. Don't know
9. Refused

*PN: Ask Q36 IF 3 in F2.*

*PN: Randomize order of Democratic and Republican. Store rotate order in data.*

Q36. Do you think you will vote in the Republican primary in August or the Democratic primary in August?

1. Republican primary
2. Democratic primary
3. Neither (VOL)
4. Both (VOL)
8. Don't know
9. Refused
**PN: Ask Q37a IF 1 in F1 or 1 in F2 or 1 in Q36**

**PN: Randomize order of candidate names. Store rotate order in data.**

Q37a. In the Republican primary for Governor, will you vote for Rebbeca Kleifisch (Clay-fish), Kevin Nicholson, or Tim Ramthun (Ram-thun)?

1. Rebecca Kleifisch
2. Kevin Nicholson
3. Tim Ramthun
5. Someone else (VOL)
   (DO NOT READ)

97 Will not vote in Republican primary (VOL)
98 Don’t know
99 Refused

**PN: Ask Q37b IF 2 in F1 or 2 in F2 or 2 in Q36.**
**PN: Randomize order of candidate names 1-6 and 7-12; always keep 1-6 first and 7-12 second. Store rotate order in data.**

Q37b. In the Democratic primary for US Senate, will you vote for, and please bear with me as I read the 12 candidates... (read list)

**PN: RANDOMIZE 1-6 (ALWAYS PRESENTED FIRST)**

1. Mandela Barnes
2. Sarah Godlewski (God-lewski)
3. Tom Nelson
4. Alex Lasry (Laz-ry)
5. Gillian Battino (Buh-tino)
6. Steven Olikara (O-lee-car-uh)

**PN: RANDOMIZE 7-12 (AFTER 1-6)**

7. Kou (like “Zoo”) Lee
8. Chantia (Shon-tia) Lewis
9. Adam Murphy
10. Peter Peckarsky (Peh-car-sky)
11. Jeff Rumbaugh (Rum-baugh)
12. Darrell Williams
   (DO NOT READ)

97 Will not vote in Democratic primary (VOL)
98 Don’t know
99 Refused
ASK ALL

F3. What is the highest level of education you completed? (READ LIST)

01 Elementary school only
02 Some high school but did not finish
03 Completed high school
04 Some college but didn't finish
05 Two year college degree
06 Four year college degree
07 Some graduate work
08 Completed masters or professional degree
09 Advanced graduate work or PhD
(DO NOT READ)
98 Don’t know
99 Refused

ASK ALL

F4. What is your age? (RECORD ACTUAL AGE IN YEARS.)

_________________
99 Refused [ASK F4A]

PN: Ask F4A if refused in F4.

ASK THOSE WHO REFUSE AGE

F4A. [If Refused] Are you... (READ LIST)

1 18-29 years old
2 30-44 years old
3 45-59 years old
4 60 years old or more
(DO NOT READ)
8 Don’t know
9 Refused
ASK ALL

F5. Are you currently married, living with a partner but not married, widowed, divorced, separated, or have you never been married? (READ LIST IF NECESSARY)

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<tbody>
<tr>
<td>1</td>
<td>Married</td>
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<td>2</td>
<td>Living with a partner but not married</td>
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<td>3</td>
<td>Widowed</td>
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<td>4</td>
<td>Divorced</td>
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<td>5</td>
<td>Separated</td>
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</tbody>
</table>
| 6 | Never Married  
   | (DO NOT READ) |
| 8 | Don't know |
| 9 | Refused |

ASK ALL

F6. How many adults who currently live with you are 18 years old or older? Please be sure to include yourself.

(READ IF NECESSARY: "This does not include college students living away from home or military who are deployed and living somewhere else.")

__  [RECORD EXACT NUMBER 1-9]  
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<td>10</td>
<td>10 or more (VOL)</td>
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<td>98</td>
<td>Don't know</td>
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<td>99</td>
<td>Refused</td>
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</tbody>
</table>

ASK ALL

F7. How many children under 18 are currently living with you, if any? (READ LIST IF NECESSARY)

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<td>4</td>
<td>Four</td>
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</tbody>
</table>
| 5 | Five or more  
   | (DO NOT READ) |
| 8 | Don't know |
| 9 | Refused |
ASK ALL

F8. Are you of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

1 Yes
2 No
   (DO NOT READ)
8 Don’t know
9 Refused

ASK ALL

F9. Would you describe yourself as White, African American or Black, Asian, Native American, of more than one race or some other race?

01 White
02 African American or Black
03 Asian, South Asian, or Pacific Islander
04 Native American or American Indian
05 More than one race
97 Other, Specify__________________
   (DO NOT READ)
06 Hispanic or Latino (VOL)
98 Don’t know
99 Refused

PN: No coding needed of other specify responses (97) at F8.

ASK ALL

F10. 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? (READ LIST IF NECESSARY)

1 More than once a week
2 Once a week
3 Once or twice a month
4 A few times a year
5 Seldom
6 Never
   (DO NOT READ)
8 Don’t know
9 Refused
ASK ALL

F11. What is your religious preference – are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion? (READ LIST IF NECESSARY)

IF RESPONDENT NAMES ANYTHING ELSE, ASK:
Would that fall under the general category of Protestant religions, is it a Christian religion, but not Protestant, or is it something else?

01 Protestant
02 Roman Catholic
03 Jewish
04 Muslim/Islam
05 Mormon/Latter-Day Saints
06 Other Christian Religion
07 Other Non-Christian Religion
08 No Religion/Atheist/Agnostic
   (DO NOT READ)
98 Don’t know
99 Refused

PN: If 01 or 06 in F11, ask F12.

ASK IF PROTESTANT OR OTHER CHRISTIAN RELIGION

F12. Would you describe yourself as a "born-again" or evangelical Christian, or not?

1 Yes, would
2 No, would not
   (DO NOT READ)
8 Don’t know
9 Refused
ASK ALL

F13. Last year, that is in 2021, what was your total household income from all sources, before taxes? Just stop me when I get to the right category. (READ LIST)

01  Less than $10,000
02  10 to under $20,000
03  20 to under $30,000
04  30 to under $40,000
05  40 to under $50,000
06  50 to under $75,000
07  75 to under $100,000
08  100 to under $150,000
09  150,000 to under $200,000
10  Over $200,000
    (DO NOT READ)
98  Don't know
99  Refused

ASK ALL

F14. Would you describe the place where you live as urban, suburban or rural?

(INTERVIEWER, IF NECESSARY: “Urban is a big city like Milwaukee, Madison or Green Bay. Suburban is a built up place close to a big city and rural is less built up with fewer people and further away from a big city”)

1  Urban
2  Suburban
3  Rural
    (DO NOT READ)
8  Don’t know
9  Refused
ASK ALL

F16. In general, would you describe your political views as... (READ LIST)

1 Very conservative
2 Conservative
3 Moderate
4 Liberal
5 Very liberal
(DO NOT READ)
8 Don't know
9 Refused

ASK ALL

F17. Are you or any member of your household a member of a local, state or national labor union? (READ LIST IF NECESSARY)

1 Yes, respondent
2 Yes, another household member
3 Yes, both respondent and another household member
4 No, nobody in household
(DO NOT READ)
8 Don't know
9 Refused

PN: Require 5-digit response.

ASK ALL

F18. What is your zip code?

(Enter 5 digit zip code.)

___________________

99999=Refused

(INTERVIEWER: READ BACK AND CONFIRM CORRECT ZIP CODE)
ASK ALL
F19. Of all the personal telephone calls that you receive, do you get...? (READ LIST)

1   All or almost all on a cell phone
2   Some on a cell phone and some on a home phone
3   All or almost all on a regular home phone
     (DO NOT READ)
8   Don't know
9   Refused

ASK ALL
F20. Is this phone a cell phone?

1   Yes
2   No

(CLOSING)

SHOW ALL
Thank you very much. Have a great day/evening!

PN: Insert end time stamp.
**PN: List of all eligible Wisconsin counties. Note that WI FIPS State is 55.**

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| Rest of WI – ALL OTHER COUNTIES |