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.

**ASK OF THOSE NOT REGISTERED TO VOTE OR DK/REF**

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
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 November 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.**

**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

**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 Q5-Q6 first, followed by Q7-Q9, then Q10-Q12.**

**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 Q5-Q6.

   Q5.  Ron Johnson
   Q6.  Tammy Baldwin

PN: Randomize order of Q7-Q9.

   Q7.  Tony Evers (EE-vers)
   Q8.  Joe Biden
   Q9.  Kamala Harris (comma-la)

PN: Randomize order of Q10-Q11. Keep Q12 last.

   Q10.  Scott Walker
   Q11.  Donald Trump
   Q12.  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?

Q13. Rebecca Kleefisch (Clay-fish)
Q14. Tim Michels (Mike-als)
Q15. Kevin Nicholson
Q16. Tim Ramthun (Ram-thun)
Q17. Mandela (Man-del'-uh) Barnes
Q18. Sarah Godlewski (God-lew-ski)
Q19. Alex Lasry (Lahz-ry)
Q20. Tom Nelson

**PN: Split sample issue section.**

**PN: Program so half get Q21a-Q26a (“Half Sample A”) and half get Q21b-Q26b (“Half Sample B”).**

**ASK HALF SAMPLE A**

Q21a. 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 HALF SAMPLE A

PN: Randomize order of Q22a-Q26a.

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)?

Q22a. Inflation and higher prices (READ LIST IF NECESSARY)
Q23a. Abortion policy (READ LIST IF NECESSARY)
Q24a. The coronavirus pandemic here in Wisconsin (READ LIST IF NECESSARY)
Q25a. Gun violence (READ LIST IF NECESSARY)
Q26a. Healthcare (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

PN: Randomize order of Q21b-Q23b

ASK HALF SAMPLE B

Q21b. Do you favor or oppose making private gun sales and sales at gun shows subject to background checks?

1  Favor
2  Oppose
   (DO NOT READ)
8  Don’t know
9  Refused

ASK HALF SAMPLE B

Q22b. Do you think the minimum legal age to purchase a gun should be raised to 21 years old, or kept at 18 years old as it is now?

1. Raised to 21
2. Kept at 18
   (DO NOT READ)
8  Don’t know
9  Refused
ASK HALF SAMPLE B

Q23b. Would you favor or oppose a law allowing the police to take guns away from people who have been found by a judge to be a danger to themselves or others?

1. Favor
2. Oppose
   (DO NOT READ)
8. Don’t know
9. Refused

ASK HALF SAMPLE B

Q24b. Thinking about the people you know, do you personally know anyone who is transgender, that is who self-identify as a gender that is different from their birth gender, or not?

1. Yes, know someone
2. No, do not know anyone
   (DO NOT READ)
8. Don’t know
9. Refused

PN: Randomize order of Q25b and Q26b and save order as a variable

ASK HALF SAMPLE B

Q25b. In general, do you favor or oppose laws that ban discrimination based on whether a person is transgender?

1. Favor
2. Oppose
   (DO NOT READ)
8. Don’t know
9. Refused

ASK HALF SAMPLE B

Q26b. Do you think transgender athletes should be able to play on sports teams that match their current gender identity or should they only be allowed to play on sports teams that match their birth gender?

1. Able to play on teams that match identity
2. Only on teams that match birth gender
   (DO NOT READ)
8. Don’t know
9. Refused
ASK ALL
Q27. Do you think abortion should be legal in all cases, legal in most cases, illegal in most cases, or illegal in all cases?

1 Legal in all cases
2 Legal in most cases
3 Illegal in most cases
4 Illegal in all cases
(DO NOT READ)
8 Don’t Know
9 Refused

ASK ALL
Q28. How concerned are you about the safety of the water supply in your community? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned?

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 ALL
Q29. How concerned are you about certain long-lasting chemicals, known as PFAS (p-fass), contaminating your drinking water? Are you very concerned, somewhat concerned, not too concerned or not at all concerned?

1 Very concerned
2 Somewhat concerned
3 Not too concerned
4 Not at all concerned
(DO NOT READ)
8 Don’t Know
9 Refused
PN: Randomize three equal probability groups to ask Q30a, Q30b or Q30c (one-third of total sample or n~266 for each question).

Q30a. Are water quality issues mainly a problem in isolated parts of the state or should residents throughout the state be concerned about them?

1. Only an isolated problem
2. Concern throughout the state
   (DO NOT READ)
8. Don’t Know
9. Refused

Q30b. Are water quality issues mainly a problem in isolated parts of the state, such as Milwaukee, or should residents throughout the state be concerned about them?

1. Only an isolated problem
2. Concern throughout the state
   (DO NOT READ)
8. Don’t Know
9. Refused

Q30c. Are water quality issues mainly a problem in isolated parts of the state, such as Eau Claire (Oh-Claire), or should residents throughout the state be concerned about them?

1. Only an isolated problem
2. Concern throughout the state
   (DO NOT READ)
8. Don’t Know
9. Refused

Q31. Does your home’s water come from a private well or a municipally-owned water system?

1. Private well
2. Municipally-owned water system
   (DO NOT READ)
8. Don’t Know
9. Refused
PN: Randomize so half get Q32-Q35 first (followed by Q36-Q39) and half get Q36-Q39 first (followed by Q32-Q35). Save order as a variable.

PN: Randomize order of Q32-Q35. Randomize asking either (the Democrat) or (the Republican) candidate first, and keep that order for all of Q32-Q35. Record Q32-Q35 order and Democrat/Republican order as variables.

Here are some of the potential candidates for Governor in the November elections.

ASK ALL
Q32. If the candidates were (Tony Evers the Democrat) and (Rebecca Kleefisch (Clay-fish) the Republican), for whom would you vote?

1. Tony Evers, the Democrat
2. Rebecca Kleefisch, the Republican
   (DO NOT READ)
3. Someone else (VOL)
4. Would not vote (VOL)
8. Don’t know
9. Refused

ASK ALL
Q33. If the candidates were (Tony Evers the Democrat) and (Tim Michels (Mike-als) the Republican), for whom would you vote?

1. Tony Evers, the Democrat
2. Tim Michels, the Republican
   (DO NOT READ)
3. Someone else (VOL)
4. Would not vote (VOL)
8. Don’t know
9. Refused

ASK ALL
Q34. If the candidates were (Tony Evers the Democrat) and (Kevin Nicholson the Republican), for whom would you vote?

1. Tony Evers, the Democrat
2. Kevin Nicholson, the Republican
   (DO NOT READ)
3. Someone else (VOL)
4. Would not vote (VOL)
8. Don’t know
9. Refused

ASK ALL
Q35. If the candidates were (Tony Evers the Democrat) and (Tim Ramthun (Ram-thun) the Republican), for whom would you vote?
1. Tony Evers, the Democrat
2. Tim Ramthun, the Republican
   (DO NOT READ)
3. Someone else (VOL)
4. Would not vote (VOL)
8. Don’t know
9. Refused

**PN: Randomize order of Q36-Q39. Randomize asking either (the Democrat) or (the Republican) candidate first, and keep that order for all of Q36-Q39. Record Q36-Q39 order and Democrat/Republican order as variables.**

Here are some of the potential candidates for US Senate in the November elections.

**ASK ALL**

Q36. If the candidates were (Ron Johnson the Republican) and (Mandella Barnes (Man-del’-uh) the Democrat), for whom would you vote?

1. Ron Johnson the Republican
2. Mandella Barnes the Democrat
   (DO NOT READ)
3. Someone else (VOL)
4. Would not vote (VOL)
8. Don’t know
9. Refused

**ASK ALL**

Q37. If the candidates were (Ron Johnson the Republican) and (Sarah Godlewski (God-lew-ski) the Democrat), for whom would you vote?

1. Ron Johnson the Republican
2. Sarah Godlewski the Democrat
   (DO NOT READ)
3. Someone else (VOL)
4. Would not vote (VOL)
8. Don’t know
9. Refused
Q38. If the candidates were (Ron Johnson the Republican) and (Alex Lasry (Lahz-ry) the Democrat), for whom would you vote?

1. Ron Johnson the Republican
2. Alex Lasry the Democrat
   (DO NOT READ)
3. Someone else (VOL)
4. Would not vote (VOL)
8 Don’t know
9 Refused

Q39. If the candidates were (Ron Johnson the Republican) and (Tom Nelson the Democrat), for whom would you vote?

1. Ron Johnson the Republican
2. Tom Nelson the Democrat
   (DO NOT READ)
3. Someone else (VOL)
4. Would not vote (VOL)
8 Don’t know
9 Refused

Q40. 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 Q41-Q42.

ASK ALL
How much do you agree or disagree with the following statements? Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Q41. Women seek to gain power by getting control over men.
Q42. 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
**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 Q43 IF 3 in F2.*

*PN: Randomize order of Democratic and Republican in the question wording and response categories.*

ASK INDEPENDENTS ONLY (i.e., INDICATE IN LEAN QUESTION THAT THEY ARE NEITHER/INDEPENDENT)

Q43. Do you think you will vote in the (Republican) primary in August or the (Democratic) primary in August?

1 Republican primary  
2 Democratic primary  
(DO NOT READ)  
3 Neither (VOL)  
4 Both (VOL)  
8 Don’t know  
9 Refused
PN: Ask Q44a IF 1 in F1 or 1 in F2 or 1 in Q43
PN: Randomize order of candidate names.

ASK IF REPUBLICAN OR LEAN REPUBLICAN OR PLANNING TO VOTE IN REPUBLICAN PRIMARY.

Q44a. In the Republican primary for Governor, will you vote for Rebecca Kleefisch (Clay-fish), Tim Michels (Mike-als), Kevin Nicholson, Tim Ramthun (Ram-thun), or Adam Fischer?

01  Rebecca Kleefisch (Clay-fish)
02  Tim Michels (Mike-als)
03  Kevin Nicholson
04  Tim Ramthun (Ram-thun)
05  Adam Fischer
06  Someone else (VOL)
(  DO NOT READ)
97  Will not vote in Republican primary (VOL)
98  Don’t know
99  Refused

PN: Ask Q44b IF 2 in F1 or 2 in F2 or 2 in Q43.
PN: Randomize order of candidate names 1-4 and 5-11; always keep 1-4 first and 5-11 second.

ASK IF DEMOCRAT OR LEAN DEMOCRAT OR PLANNING TO VOTE IN DEMOCRATIC PRIMARY.

Q44b In the Democratic primary for US Senate, will you vote for, and please bear with me as I read the 11 candidates... (READ LIST)

PN: RANDOMIZE 1-4 (THIS SET ALWAYS PRESENTED FIRST)
01  Mandela (Man-del’-uh) Barnes
02  Sarah Godlewski (God-lew-ski)
03  Tom Nelson
04  Alex Lasry (La-hz-ry)

PN: RANDOMIZE 5-11 (AFTER 1-4; PRESENTED SECOND)
05  Steven Olikara (O-lee-car’-uh)
06  Kou (like “Zoo”) Lee
07  Chantia (Shon-tee-uh) Lewis
08  Adam Murphy
09  Peter Peckarsky (Peh-car’-sky)
10  Jeff Rumbaugh (Rum-bawh)
11  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)

1 Married
2 Living with a partner but not married
3 Widowed
4 Divorced
5 Separated
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]
   (DO NOT READ)
10 10 or more (VOL)
98 Don’t know
99 Refused

ASK ALL

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

0 None
1 One
2 Two
3 Three
4 Four
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

F15. Do you have any guns, rifles or pistols in your home?

1  Yes
2  No
   (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.