

TABLE OF CONTENTS

Table 1 Page 1.....	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...?
Table 2 Page 2.....	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...?
Table 3 Page 3.....	Q2. Thinking about things in the United States, do you think things in the country are generally going in the right direction, or do you feel things have gotten off on the wrong track?
Table 4 Page 4.....	Q2. Thinking about things in the United States, do you think things in the country are generally going in the right direction, or do you feel things have gotten off on the wrong track?
Table 5 Page 5.....	Q3. Thinking about things in the state of Wisconsin, do you think things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?
Table 6 Page 6.....	Q3. Thinking about things in the state of Wisconsin, do you think things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?
Table 7 Page 7.....	Q4. What do you think should be the top priority of the Governor and the State Legislature?
Table 8 Page 8.....	Q4. What do you think should be the top priority of the Governor and the State Legislature?
Table 9 Page 9.....	Q5. Would you say that over the past year the economy in Wisconsin has gotten better, gotten worse, or stayed about the same?
Table 10 Page 10.....	Q5. Would you say that over the past year the economy in Wisconsin has gotten better, gotten worse, or stayed about the same?
Table 11 Page 11.....	Q6. Over the next year, do you expect the economy in Wisconsin to get better, get worse, or stay about the same?
Table 12 Page 12.....	Q6. Over the next year, do you expect the economy in Wisconsin to get better, get worse, or stay about the same?
Table 13 Page 13.....	Q7. What about your own family's economic situation? Do you expect it to get better, get worse, or stay about the same?

TABLE OF CONTENTS

Table 14 Page 14.....Q7. What about your own family's economic situation? Do you expect it to get better, get worse, or stay about the same?

Table 15 Page 15.....Q8. Jim Doyle Favorability

Table 16 Page 16.....Q8. Jim Doyle Favorability

Table 17 Page 17.....Q9. Tommy Thompson Favorability

Table 18 Page 18.....Q9. Tommy Thompson Favorability

Table 19 Page 19.....Q10. Barbra Lawton Favorability

Table 20 Page 20.....Q10. Barbra Lawton Favorability

Table 21 Page 21.....Q11. Tom Barrett Favorability

Table 22 Page 22.....Q11. Tom Barrett Favorability

Table 23 Page 23.....Q12. Russ Feingold Favorability

Table 24 Page 24.....Q12. Russ Feingold Favorability

Table 25 Page 25.....Q13. Scott Walker Favorability

Table 26 Page 26.....Q13. Scott Walker Favorability

Table 27 Page 27.....Q14. Mark Neuman Favorability

Table 28 Page 28.....Q14. Mark Neuman Favorability

Table 29 Page 29.....Q15. Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Barack Obama is handling his job as president?

Table 30 Page 30.....Q15. Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Barack Obama is handling his job as president?

Table 31 Page 31.....Q16. Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Jim Doyle is handling his job as governor?

Table 32 Page 32.....Q16. Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Jim Doyle is handling his job as governor?

Table 33 Page 33.....Q17. If the election for US Senate in Wisconsin were held today and the candidates were Russ Feingold and Tommy Thompson, for whom would you vote?

Table 34 Page 34.....Q17. If the election for US Senate in Wisconsin were held today and the candidates were Russ Feingold and Tommy Thompson, for whom would you vote?

TABLE OF CONTENTS

Table 35 Page 35.....Q18. If the election for State Assembly in Wisconsin were held today, for whom in your district would you vote?

Table 36 Page 36.....Q18. If the election for State Assembly in Wisconsin were held today, for whom in your district would you vote?

Table 37 Page 37.....Q19. How much of the time do you think you can trust the state government in Madison to do what is right? Just about always, most of the time, only some of the time, or never?

Table 38 Page 38.....Q19. How much of the time do you think you can trust the state government in Madison to do what is right? Just about always, most of the time, only some of the time, or never?

Table 39 Page 39.....Q20. Students are often given the grades A, B, C, D, or FAIL to denote the quality of their work. Suppose the public schools themselves, in your community, were graded in the same way. What grade would you give...?

Table 40 Page 40.....Q20. Students are often given the grades A, B, C, D, or FAIL to denote the quality of their work. Suppose the public schools themselves, in your community, were graded in the same way. What grade would you give...?

Table 41 Page 41.....Q21. How about the public schools in the state as a whole? What grade would you give the public schools in the state-A, B, C, D, or FAIL?

Table 42 Page 42.....Q21. How about the public schools in the state as a whole? What grade would you give the public schools in the state-A, B, C, D, or FAIL?

Table 43 Page 43.....Q22. Do you think your quality of life is better or worse than that of your parents, when they were the age you are now?

Table 44 Page 44.....Q22. Do you think your quality of life is better or worse than that of your parents, when they were the age you are now?

Table 45 Page 45.....Q23. Next, let me read you two positions on school vouchers. Between these positions, which do you tend to agree with more?

Table 46 Page 46.....Q23. Next, let me read you two positions on school vouchers. Between these positions, which do you tend to agree with more?

Table 47 Page 47.....Q24. Some people say that it is important to protect the environment, even if it costs some jobs or otherwise reduces our... Other people say that protecting the environment... Which viewpoint comes closest to your own?

TABLE OF CONTENTS

Table 48 Page 48.....Q24. Some people say that it is important to protect the environment, even if it costs some jobs or otherwise reduces our... Other people say that protecting the environment... Which viewpoint comes closest to your own?

Table 49 Page 49.....Q25. Some people feel the government in Washington should see to it that every person has a job and a good standard of living. Others think the government should just let each person... Which is closer to the way you feel?

Table 50 Page 50.....Q25. Some people feel the government in Washington should see to it that every person has a job and a good standard of living. Others think the government should just let each person... Which is closer to the way you feel?

Table 51 Page 51.....Q26. Over the last year, do you think the policies of Wisconsin state government have made the economic situation in the state better, worse, or had no effect?

Table 52 Page 52.....Q26. Over the last year, do you think the policies of Wisconsin state government have made the economic situation in the state better, worse, or had no effect?

Table 53 Page 53.....Q27. What is the biggest single problem that needs to be solved with health care reform?

Table 54 Page 54.....Q27. What is the biggest single problem that needs to be solved with health care reform?

Table 55 Page 55.....Q28. Do you mostly support or mostly oppose the changes to the health care system proposed by Barack Obama or don't you know enough about them yet to say?

Table 56 Page 56.....Q28. Do you mostly support or mostly oppose the changes to the health care system proposed by Barack Obama or don't you know enough about them yet to say?

Table 57 Page 57.....Q29. Which comes closest to your view? Gay and lesbian couples should be allowed to legally marry, or Gay and lesbian couples should be allowed to form civil unions but not legally marry, or There should be no legal...?

Table 58 Page 58.....Q29. Which comes closest to your view? Gay and lesbian couples should be allowed to legally marry, or Gay and lesbian couples should be allowed to form civil unions but not legally marry, or There should be no legal...?

Table 59 Page 59.....Q30. Which of the following statements comes closest to your view of global warming? Global warming is occurring and the federal government can take steps which would slow the rate of global warming or eventually stop it...

TABLE OF CONTENTS

- Table 60 Page 60.....Q30. Which of the following statements comes closest to your view of global warming? Global warming is occurring and the federal government can take steps which would slow the rate of global warming or eventually stop it...
- Table 61 Page 61.....Q31. Do you support the Mayor of Milwaukee taking control of Milwaukee public schools with the power to choose the next superintendent and appoint members of the School Board?
- Table 62 Page 62.....Q31. Do you support the Mayor of Milwaukee taking control of Milwaukee public schools with the power to choose the next superintendent and appoint members of the School Board?
- Table 63 Page 63.....Q32. Thinking about a typical weekday, do you get most of your news from television, print newspapers, the radio, or the internet?
- Table 64 Page 64.....Q32. Thinking about a typical weekday, do you get most of your news from television, print newspapers, the radio, or the internet?
- Table 65 Page 65.....Q33Recode. Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or something else?
- Table 66 Page 66.....Q33Recode. Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or something else?
- Table 67 Page 67.....QPID7. Seven-point Party Identification Scale
- Table 68 Page 68.....QPID7. Seven-point Party Identification Scale
- Table 69 Page 69.....Q34. Some people are registered to vote and others are not. Are you registered to vote in the precinct or election district where you now live, or aren't you?
- Table 70 Page 70.....Q34. Some people are registered to vote and others are not. Are you registered to vote in the precinct or election district where you now live, or aren't you?
- Table 71 Page 71.....Q35A. If the Democratic primary for Governor were held today, for whom would you vote?
- Table 72 Page 72.....Q35A. If the Democratic primary for Governor were held today, for whom would you vote?
- Table 73 Page 73.....Q35B. If the Republican primary for Governor were held today, for whom would you vote?
- Table 74 Page 74.....Q35B. If the Republican primary for Governor were held today, for whom would you vote?
- Table 75 Page 75.....Q36. How often do you attend religious services--more than once a week, every week, once or twice a month, several times a year, or hardly ever?

TABLE OF CONTENTS

- Table 76 Page 76.....Q36. How often do you attend religious services--more than once a week, every week, once or twice a month, several times a year, or hardly ever?
- Table 77 Page 77.....QAgeRecode. Age Categories
- Table 78 Page 78.....QAgeRecode. Age Categories
- Table 79 Page 79.....Q38. What is the highest level of education you completed?
- Table 80 Page 80.....Q38. What is the highest level of education you completed?
- Table 81 Page 81.....Q39Respondent. Respondent is a member of a labor union
- Table 82 Page 82.....Q39Respondent. Respondent is a member of a labor union
- Table 83 Page 83.....Q39Household. Member of respondent's household is a member of a labor union
- Table 84 Page 84.....Q39Household. Member of respondent's household is a member of a labor union
- Table 85 Page 85.....Q39Union. Respondent or member of respondent's household is a member of a labor union
- Table 86 Page 86.....Q39Union. Respondent or member of respondent's household is a member of a labor union
- Table 87 Page 87.....Q40LostJob. Respondent or household member has lost job in the past year
- Table 88 Page 88.....Q40LostJob. Respondent or household member has lost job in the past year
- Table 89 Page 89.....Q40Hours. Respondent or household member has had hours reduced in the past year
- Table 90 Page 90.....Q40Hours. Respondent or household member has had hours reduced in the past year
- Table 91 Page 91.....Q40Furlough. Respondent or household member has been furloughed in the past year
- Table 92 Page 92.....Q40Furlough. Respondent or household member has been furloughed in the past year
- Table 93 Page 93.....Q40Foreclosure. Respondent or household member has had experienced home foreclosure in the past year
- Table 94 Page 94.....Q40Foreclosure. Respondent or household member has had experienced home foreclosure in the past year

TABLE OF CONTENTS

- Table 95 Page 95.....Q40. Respondent or household member has experienced at least one of the following: Lost job; Reduced hours; Furlough; Home Foreclosure
- Table 96 Page 96.....Q40. Respondent or household member has experienced at least one of the following: Lost job; Reduced hours; Furlough; Home Foreclosure
- Table 97 Page 97.....Q41. Are you currently married, widowed, divorced, separated, or have you never been married?
- Table 98 Page 98.....Q41. Are you currently married, widowed, divorced, separated, or have you never been married?
- Table 99 Page 99.....Q42. Do you have a gun in your home?
- Table 100 Page 100.....Q42. Do you have a gun in your home?
- Table 101 Page 101.....Q43. Would you describe yourself as White, African American, Asian, Hispanic, Native American, or some other race?
- Table 102 Page 102.....Q43. Would you describe yourself as White, African American, Asian, Hispanic, Native American, or some other race?
- Table 103 Page 103.....Q44. In which group does your total household income fall?
- Table 104 Page 104.....Q44. In which group does your total household income fall?
- Table 105 Page 105.....Q45CategoriesA. How many years have you lived in Wisconsin?
- Table 106 Page 106.....Q45CategoriesA. How many years have you lived in Wisconsin?
- Table 107 Page 107.....Q46. Would you say that you are very likely, somewhat likely, not very likely or not likely at all to move out of Wisconsin in the next five years?
- Table 108 Page 108.....Q46. Would you say that you are very likely, somewhat likely, not very likely or not likely at all to move out of Wisconsin in the next five years?
- Table 109 Page 109.....Q47. Do you have any children under the age of 18 living in your household?
- Table 110 Page 110.....Q47. Do you have any children under the age of 18 living in your household?
- Table 111 Page 111.....Q48. When you were growing up, did you live with both of your parents, one of your parents, or with someone else?
- Table 112 Page 112.....Q48. When you were growing up, did you live with both of your parents, one of your parents, or with someone else?

TABLE OF CONTENTS

Table 113 Page 113.....Q49. Gender

Table 114 Page 114.....Q49. Gender

Table 1 Page 1

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...?

	Party ID		Gender		Age Cat.			Education Level			Household Income							
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k	\$75k				
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Most of the Time	101	112	155	200	171	60	193	118	71	87	128	70	28	64	119	105	331	371
	56.4	48.1	56.4	58.3	47.9	30.0	57.8	71.1	43.0	44.4	61.0	72.9	41.8	45.4	57.5	58.3	53.1	53.0
Some of the Time	39	75	74	86	106	71	86	35	55	60	48	21	20	44	53	48	173	192
	21.8	32.2	26.9	25.1	29.7	35.5	25.7	21.1	33.3	30.6	22.9	21.9	29.9	31.2	25.6	26.7	27.8	27.4
Only Now and Then	18	26	20	22	44	30	30	6	17	29	15	2	8	15	20	14	58	66
	10.1	11.2	7.3	6.4	12.3	15.0	9.0	3.6	10.3	14.8	7.1	2.1	11.9	10.6	9.7	7.8	9.3	9.4
Hardly at All	21	19	26	34	36	38	25	7	21	20	19	3	11	18	15	12	61	70
	11.7	8.2	9.5	9.9	10.1	19.0	7.5	4.2	12.7	10.2	9.0	3.1	16.4	12.8	7.2	6.7	9.8	10.0
Don't know/Refused	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	1
	0.4		0.3		0.5		0.6									0.6		0.1

Table 2 Page 2

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...?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
	Un-	Rare	Some	<15	24	49	50+	TV	News pap	Ra-	Web	App	Dis	App	Dis	Tot		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Most of the Time	248	75	162	93	106	44	37	132	157	173	70	56	66	193	175	142	224	371
	55.4	51.7	57.7	47.0	50.5	53.0	45.1	46.3	63.3	50.1	66.7	54.4	48.2	48.0	61.8	47.0	61.2	53.0
Some of the Time	122	39	66	65	61	21	23	88	59	112	22	24	32	130	59	99	85	192
	27.2	26.9	23.5	32.8	29.0	25.3	28.0	30.9	23.8	32.5	21.0	23.3	23.4	32.3	20.8	32.8	23.2	27.4
Only Now and Then	40	17	30	20	16	7	12	32	15	35	5	10	15	36	27	29	30	66
	8.9	11.7	10.7	10.1	7.6	8.4	14.6	11.2	6.0	10.1	4.8	9.7	10.9	9.0	9.5	9.6	8.2	9.4
Hardly at All	38	14	23	19	27	10	10	33	17	25	8	13	23	43	21	31	27	70
	8.5	9.7	8.2	9.6	12.9	12.0	12.2	11.6	6.9	7.2	7.6	12.6	16.8	10.7	7.4	10.3	7.4	10.0
Don't know/Refused	-	-	-	1	-	1	-	-	-	-	-	1	-	1	1	-	1	
				0.5		1.2						0.7		0.4	0.3		0.1	

Table 3 Page 3

Q2. Thinking about things in the United States, do you think things in the country are generally going in the right direction, or do you feel things have gotten off on the wrong track?

	Party ID		Gender		Age Cat.			Education Level			Household Income										
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some Coll	Grad	Less \$20k-\$40k-\$75k	\$20k	\$40k	\$75k	plus	Whi	Tot				
						35	64	65+	grad	coll	grad work	\$20k	\$40k	\$75k	plus	Whi	Tot				
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right Direction				24	144	86	124	132	71	121	64	51	59	84	50	25	52	79	69	225	256
				13.4	61.8	31.3	36.2	37.0	35.5	36.2	38.6	30.9	30.1	40.0	52.1	37.3	36.9	38.2	38.3	36.1	36.6
Wrong Track				147	60	163	191	185	108	188	80	96	120	108	34	34	72	112	97	337	376
				82.1	25.8	59.3	55.7	51.8	54.0	56.3	48.2	58.2	61.2	51.4	35.4	50.7	51.1	54.1	53.9	54.1	53.7
Don't know/Refused				8	29	26	28	40	21	25	22	18	17	18	12	8	17	16	14	61	68
				4.5	12.4	9.5	8.2	11.2	10.5	7.5	13.3	10.9	8.7	8.6	12.5	11.9	12.1	7.7	7.8	9.8	9.7

Table 4 Page 4

Q2. Thinking about things in the United States, do you think things in the country are generally going in the right direction, or do you feel things have gotten off on the wrong track?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job							
	Married	Un-		Rare		15-		25-		News Ra-		App		Dis					
		Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
TOTAL		448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right Direction		157	57	90	69	92	31	35	96	93	130	43	29	51	240	14	177	75	256
		35.0	39.3	32.0	34.8	43.8	37.3	42.7	33.7	37.5	37.7	41.0	28.2	37.2	59.7	4.9	58.6	20.5	36.6
Wrong Track		252	77	170	110	91	44	42	162	127	183	50	63	76	114	255	96	263	376
		56.2	53.1	60.5	55.6	43.3	53.0	51.2	56.8	51.2	53.0	47.6	61.2	55.5	28.4	90.1	31.8	71.9	53.7
Don't know/Refused		39	11	21	19	27	8	5	27	28	32	12	11	10	48	14	29	28	68
		8.7	7.6	7.5	9.6	12.9	9.6	6.1	9.5	11.3	9.3	11.4	10.7	7.3	11.9	4.9	9.6	7.7	9.7

Table 5 Page 5

Q3. Thinking about things in the state of Wisconsin, do you think things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

	Party ID		Gender		Age Cat.			Education Level			Household Income										
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some Coll	Grad	Less \$20k-\$40k-\$75k	\$20k	\$40k	\$75k	plus Whi	Tot					
						35	64	65+	grad	coll	grad work	\$20k	\$40k	\$75k	plus Whi	Tot					
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right Direction				38	112	74	110	117	73	94	60	45	62	73	38	20	56	59	65	206	227
				21.2	48.1	26.9	32.1	32.8	36.5	28.1	36.1	27.3	31.6	34.8	39.6	29.9	39.7	28.5	36.1	33.1	32.4
Wrong Track				130	90	175	199	204	105	216	82	106	119	115	45	41	69	130	99	358	403
				72.6	38.6	63.6	58.0	57.1	52.5	64.7	49.4	64.2	60.7	54.8	46.9	61.2	48.9	62.8	55.0	57.5	57.6
Don't know/Refused				11	31	26	34	36	22	24	24	14	15	22	13	6	16	18	16	59	70
				6.1	13.3	9.5	9.9	10.1	11.0	7.2	14.5	8.5	7.7	10.5	13.5	9.0	11.3	8.7	8.9	9.5	10.0

Table 6 Page 6

Q3. Thinking about things in the state of Wisconsin, do you think things in Wisconsin are generally going in the right direction, or do you feel things have gotten off on the wrong track?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right Direction	139	51	83	65	75	28	30	88	80	118	39	28	41	191	34	176	46	227
	31.0	35.2	29.5	32.8	35.7	33.7	36.6	30.9	32.3	34.2	37.1	27.2	29.9	47.5	12.0	58.3	12.6	32.4
Wrong Track	271	84	175	110	112	42	45	167	148	190	55	64	86	160	235	84	306	403
	60.5	57.9	62.3	55.6	53.3	50.6	54.9	58.6	59.7	55.1	52.4	62.1	62.8	39.8	83.0	27.8	83.6	57.6
Don't know/Refused	38	10	23	23	13	7	30	20	37	11	11	10	51	14	42	14	70	
	8.5	6.9	8.2	11.6	11.0	15.7	8.5	10.5	8.1	10.7	10.5	10.7	7.3	12.7	4.9	13.9	3.8	10.0

Table 7 Page 7

Q4. What do you think should be the top priority of the Governor and the State Legislature?

	Party ID			Gender		Age Cat.			Education Level			Household Income						
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k			
	---	---	---	---	---	---	---	---	---	---	---	plus	Whi	Tot	---			
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Making health care and prescription drugs more affordable	18	48	33	41	60	41	42	18	30	27	30	7	9	25	34	22	92	101
	10.1	20.6	12.0	12.0	16.8	20.5	12.6	10.8	18.2	13.8	14.3	7.3	13.4	17.7	16.4	12.2	14.8	14.4
Holding the line on taxes and government spending	39	19	67	73	52	23	71	31	32	30	40	17	5	20	44	40	116	125
	21.8	8.2	24.4	21.3	14.6	11.5	21.3	18.7	19.4	15.3	19.0	17.7	7.5	14.2	21.3	22.2	18.6	17.9
Improving the state's economy and protecting jobs	71	70	84	113	116	60	119	50	55	64	63	36	24	48	59	63	211	229
	39.7	30.0	30.5	32.9	32.5	30.0	35.6	30.1	33.3	32.7	30.0	37.5	35.8	34.0	28.5	35.0	33.9	32.7
Improving education	9	30	12	14	39	21	24	8	9	10	21	13	2	9	16	21	49	53
	5.0	12.9	4.4	4.1	10.9	10.5	7.2	4.8	5.5	5.1	10.0	13.5	3.0	6.4	7.7	11.7	7.9	7.6
Protecting the environment	-	6	1	4	3	2	3	2	1	-	5	1	2	-	1	2	6	7
	2.6	0.4	1.2	0.8	1.0	0.9	1.2	0.6		2.4	1.0	3.0		0.5	1.1	1.0	1.0	1.0
Fighting crime	3	4	1	4	4	1	7	-	3	3	2	-	2	2	3	-	4	8
	1.7	1.7	0.4	1.2	1.1	0.5	2.1		1.8	1.5	1.0		3.0	1.4	1.4		0.6	1.1
Reforming campaign finance laws	1	2	3	4	2	-	3	3	-	5	1	-	-	1	1	2	6	6
	0.6	0.9	1.1	1.2	0.6		0.9	1.8		2.6	0.5			0.7	0.5	1.1	1.0	0.9
Gasoline prices	-	1	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	1
	0.4				0.3		0.3		0.6									0.1
Affordable electricity	1	-	1	1	1	-	1	1	-	-	1	-	1	1	-	2	2	
	0.6		0.4	0.3	0.3	0.5		0.6	0.6		1.0		0.7	0.5		0.3	0.3	
Other	20	31	45	58	41	24	46	29	16	34	32	15	12	20	31	21	79	99
	11.2	13.3	16.4	16.9	11.5	12.0	13.8	17.5	9.7	17.3	15.2	15.6	17.9	14.2	15.0	11.7	12.7	14.1
Don't know / Refused	17	22	28	31	38	27	18	24	17	23	16	6	11	15	17	9	58	69
	9.5	9.4	10.2	9.0	10.6	13.5	5.4	14.5	10.3	11.7	7.6	6.2	16.4	10.6	8.2	5.0	9.3	9.9

Table 8 Page 8

Q4. What do you think should be the top priority of the Governor and the State Legislature?

	Rel. Atten.			Live in Wisconsin			News Consumption			Obama Job			Doyle Job					
	Un-	Rare		15-	25-		News Ra-			App	Dis	App	Dis	App	Dis	Tot		
	Marr ion	Oft	Some	<15	24	49	TV	pap	dio	Web	App	Dis	App	Dis	Tot			
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---			
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Making health care and prescription drugs more affordable	51	17	33	33	34	14	11	45	31	61	10	10	17	75	23	70	28	101
	11.4	11.7	11.7	16.7	16.2	16.9	13.4	15.8	12.5	17.7	9.5	9.7	12.4	18.7	8.1	23.2	7.7	14.4
Holding the line on taxes and government spending	96	29	54	32	37	16	11	49	49	52	19	21	30	43	80	25	99	125
	21.4	20.0	19.2	16.2	17.6	19.3	13.4	17.2	19.8	15.1	18.1	20.4	21.9	10.7	28.3	8.3	27.0	17.9
Improving the state's economy and protecting jobs	159	46	92	65	69	24	23	99	82	115	39	40	34	127	100	92	133	229
	35.5	31.7	32.7	32.8	32.9	28.9	28.0	34.7	33.1	33.3	37.1	38.8	24.8	31.6	35.3	30.5	36.3	32.7
Improving education	33	13	20	12	20	7	12	22	12	22	10	7	13	41	9	34	15	53
	7.4	9.0	7.1	6.1	9.5	8.4	14.6	7.7	4.8	6.4	9.5	6.8	9.5	10.2	3.2	11.3	4.1	7.6
Protecting the environment	4	1	1	4	2	1	1	1	4	4	-	1	2	7	-	2	3	7
	0.9	0.7	0.4	2.0	1.0	1.2	1.2	0.4	1.6	1.2	-	1.0	1.5	1.7	-	0.7	0.8	1.0
Fighting crime	4	1	4	1	3	3	1	1	3	6	1	-	1	7	1	7	1	8
	0.9	0.7	1.4	0.5	1.4	3.6	1.2	0.4	1.2	1.7	1.0	-	0.7	1.7	0.4	2.3	0.3	1.1
Reforming campaign finance laws	6	3	3	-	3	-	-	2	4	3	-	1	2	2	4	-	4	6
	1.3	2.1	1.1		1.4			0.7	1.6	0.9	-	1.0	1.5	0.5	1.4	-	1.1	0.9
Gasoline prices	1	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-	1	1
	0.2		0.4					0.4		0.3				0.2		-	0.3	0.1
Affordable electricity	2	-	1	1	-	-	-	1	1	1	1	-	-	1	1	2	-	2
	0.4		0.4	0.5				0.4	0.4	0.3	1.0			0.2	0.4	0.7	-	0.3
Other	55	24	42	34	20	13	19	35	31	44	17	14	23	54	44	40	56	99
	12.3	16.6	14.9	17.2	9.5	15.7	23.2	12.3	12.5	12.8	16.2	13.6	16.8	13.4	15.5	13.2	15.3	14.1
Don't know / Refused	37	11	30	16	22	5	4	29	31	36	8	9	15	44	21	30	26	69
	8.3	7.6	10.7	8.1	10.5	6.0	4.9	10.2	12.5	10.4	7.6	8.7	10.9	10.9	7.4	9.9	7.1	9.9

Table 9 Page 9

Q5. Would you say that over the past year the economy in Wisconsin has gotten better, gotten worse, or stayed about the same?

	Party ID		Gender		Age Cat.			Education Level			Household Income							
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k			
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	plus	Whi	Tot			
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Gotten Better	8	26	16	28	23	18	21	12	13	13	17	4	9	15	14	9	44	51
	4.5	11.2	5.8	8.2	6.4	9.0	6.3	7.2	7.9	6.6	8.1	4.2	13.4	10.6	6.8	5.0	7.1	7.3
Gotten Worse	134	136	178	218	239	117	243	97	94	136	145	63	34	91	140	122	409	457
	74.9	58.4	64.7	63.6	66.9	58.5	72.8	58.4	57.0	69.4	69.0	65.6	50.7	64.5	67.6	67.8	65.7	65.3
Stayed About the Same	32	64	74	85	87	61	64	47	50	43	45	25	19	32	47	47	154	172
	17.9	27.5	26.9	24.8	24.4	30.5	19.2	28.3	30.3	21.9	21.4	26.0	28.4	22.7	22.7	26.1	24.7	24.6
Don't know/Refused	5	7	7	12	8	4	6	10	8	4	3	4	5	3	6	2	16	20
	2.8	3.0	2.5	3.5	2.2	2.0	1.8	6.0	4.8	2.0	1.4	4.2	7.5	2.1	2.9	1.1	2.6	2.9

Table 10 Page 10

Q5. Would you say that over the past year the economy in Wisconsin has gotten better, gotten worse, or stayed about the same?

	Rel.	Atten.	Live in Wisconsin				News Consumption				Obama Job Doyle Job							
	Un-	Rare	15-	25-		News Ra-				App	Dis	App	Dis	Tot				
Marr ion	Oft	Some Nev	<15	24	49	TV	pap	dio	Web	App	Dis	App	Dis	Tot				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Gotten Better	19	13	14	14	23	7	7	24	13	25	4	13	8	39	8	30	16	51
	4.2	9.0	5.0	7.1	11.0	8.4	8.5	8.4	5.2	7.2	3.8	12.6	5.8	9.7	2.8	9.9	4.4	7.3
Gotten Worse	303	95	187	125	137	51	51	184	169	220	70	66	93	234	216	158	283	457
	67.6	65.5	66.5	63.1	65.2	61.4	62.2	64.6	68.1	63.8	66.7	64.1	67.9	58.2	76.3	52.3	77.3	65.3
Stayed About the Same	117	35	68	56	46	24	22	68	58	91	26	22	33	118	51	104	62	172
	26.1	24.1	24.2	28.3	21.9	28.9	26.8	23.9	23.4	26.4	24.8	21.4	24.1	29.4	18.0	34.4	16.9	24.6
Don't know/Refused	9	2	12	3	4	1	2	9	8	9	5	2	3	11	8	10	5	20
	2.0	1.4	4.3	1.5	1.9	1.2	2.4	3.2	3.2	2.6	4.8	1.9	2.2	2.7	2.8	3.3	1.4	2.9

Table 11 Page 11

Q6. Over the next year, do you expect the economy in Wisconsin to get better, get worse, or stay about the same?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Get Better	55	135	90	147	137	99	115	70	63	75	89	41	28	69	72	74	245	284
	30.7	57.9	32.7	42.9	38.4	49.5	34.4	42.2	38.2	38.3	42.4	42.7	41.8	48.9	34.8	41.1	39.3	40.6
Get Worse	39	26	75	74	69	33	83	27	33	43	45	20	13	21	42	39	129	143
	21.8	11.2	27.3	21.6	19.3	16.5	24.9	16.3	20.0	21.9	21.4	20.8	19.4	14.9	20.3	21.7	20.7	20.4
Stay About the Same	77	70	102	110	143	64	126	63	65	72	71	32	24	47	86	65	238	253
	43.0	30.0	37.1	32.1	40.1	32.0	37.7	38.0	39.4	36.7	33.8	33.3	35.8	33.3	41.5	36.1	38.2	36.1
Don't know/Refused	8	2	8	12	8	4	10	6	4	6	5	3	2	4	7	2	11	20
	4.5	0.9	2.9	3.5	2.2	2.0	3.0	3.6	2.4	3.1	2.4	3.1	3.0	2.8	3.4	1.1	1.8	2.9

Table 12 Page 12

Q6. Over the next year, do you expect the economy in Wisconsin to get better, get worse, or stay about the same?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Get Better	171	61	99	89	92	38	44	114	87	134	49	44	54	219	60	182	87	284
	38.2	42.1	35.2	44.9	43.8	45.8	53.7	40.0	35.1	38.8	46.7	42.7	39.4	54.5	21.2	60.3	23.8	40.6
Get Worse	98	30	65	29	46	14	19	55	54	62	15	28	35	46	95	23	116	143
	21.9	20.7	23.1	14.6	21.9	16.9	23.2	19.3	21.8	18.0	14.3	27.2	25.5	11.4	33.6	7.6	31.7	20.4
Stay About the Same	167	52	105	77	68	27	19	109	98	138	39	28	44	132	114	94	147	253
	37.3	35.9	37.4	38.9	32.4	32.5	23.2	38.2	39.5	40.0	37.1	27.2	32.1	32.8	40.3	31.1	40.2	36.1
Don't know/Refused	12	2	12	3	4	4	-	7	9	11	2	3	4	5	14	3	16	20
	2.7	1.4	4.3	1.5	1.9	4.8		2.5	3.6	3.2	1.9	2.9	2.9	1.2	4.9	1.0	4.4	2.9

Table 13 Page 13

Q7. What about your own family's economic situation? Do you expect it to get better, get worse, or stay about the same?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Get Better	40	80	64	83	104	78	80	29	48	56	48	24	29	44	48	41	159	187
	22.3	34.3	23.3	24.2	29.1	39.0	24.0	17.5	29.1	28.6	22.9	25.0	43.3	31.2	23.2	22.8	25.5	26.7
Get Worse	18	29	45	47	49	14	61	21	22	31	25	15	6	11	35	21	88	96
	10.1	12.4	16.4	13.7	13.7	7.0	18.3	12.7	13.3	15.8	11.9	15.6	9.0	7.8	16.9	11.7	14.1	13.7
Stay About the Same	118	118	163	207	195	106	185	111	90	107	132	55	30	83	121	114	364	402
	65.9	50.6	59.3	60.3	54.6	53.0	55.4	66.9	54.5	54.6	62.9	57.3	44.8	58.9	58.5	63.3	58.4	57.4
Don't know/Refused	3	6	3	6	9	2	8	5	5	2	5	2	2	3	3	4	12	15
	1.7	2.6	1.1	1.7	2.5	1.0	2.4	3.0	3.0	1.0	2.4	2.1	3.0	2.1	1.4	2.2	1.9	2.1

Table 14 Page 14

Q7. What about your own family's economic situation? Do you expect it to get better, get worse, or stay about the same?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job							
	Married	Un-			Rare			15-		25-		News Ra-		App	Dis	App	Dis	Tot	
		Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App						
TOTAL		448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Get Better		99	40	70	52	64	26	31	89	40	96	18	30	43	140	43	111	67	187
		22.1	27.6	24.9	26.3	30.5	31.3	37.8	31.2	16.1	27.8	17.1	29.1	31.4	34.8	15.2	36.8	18.3	26.7
Get Worse		73	24	33	23	38	9	10	34	42	39	11	22	21	42	54	26	66	96
		16.3	16.6	11.7	11.6	18.1	10.8	12.2	11.9	16.9	11.3	10.5	21.4	15.3	10.4	19.1	8.6	18.0	13.7
Stay About the Same		269	78	168	123	105	46	41	157	158	203	72	51	73	215	176	161	224	402
		60.0	53.8	59.8	62.1	50.0	55.4	50.0	55.1	63.7	58.8	68.6	49.5	53.3	53.5	62.2	53.3	61.2	57.4
Don't know/Refused		7	3	10	-	3	2	-	5	8	7	4	-	-	5	10	4	9	15
		1.6	2.1	3.6		1.4	2.4		1.8	3.2	2.0	3.8			1.2	3.5	1.3	2.5	2.1

Table 15 Page 15

Q8. Jim Doyle Favorability

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	8	43	16	32	36	20	24	24	16	16	19	15	5	20	17	20	60	68
	4.5	18.5	5.8	9.3	10.1	10.0	7.2	14.5	9.7	8.2	9.0	15.6	7.5	14.2	8.2	11.1	9.6	9.7
Somewhat favorable	40	117	80	117	123	81	105	54	53	64	76	32	32	51	76	52	209	240
	22.3	50.2	29.1	34.1	34.5	40.5	31.4	32.5	32.1	32.7	36.2	33.3	47.8	36.2	36.7	28.9	33.5	34.3
Somewhat unfavorable	40	30	48	55	66	27	73	21	30	32	34	22	8	20	33	37	110	121
	22.3	12.9	17.5	16.0	18.5	13.5	21.9	12.7	18.2	16.3	16.2	22.9	11.9	14.2	15.9	20.6	17.7	17.3
Very unfavorable	82	19	107	116	95	48	113	50	53	64	67	19	13	37	65	60	192	211
	45.8	8.2	38.9	33.8	26.6	24.0	33.8	30.1	32.1	32.7	31.9	19.8	19.4	26.2	31.4	33.3	30.8	30.1
Never heard of him/her	6	9	9	13	13	13	8	5	7	10	1	5	5	6	7	5	23	26
	3.4	3.9	3.3	3.8	3.6	6.5	2.4	3.0	4.2	5.1	0.5	5.2	7.5	4.3	3.4	2.8	3.7	3.7
Don't know / Refused	3	15	15	10	24	11	11	12	6	10	13	3	4	7	9	6	29	34
	1.7	6.4	5.5	2.9	6.7	5.5	3.3	7.2	3.6	5.1	6.2	3.1	6.0	5.0	4.3	3.3	4.7	4.9

Table 16 Page 16

Q8. Jim Doyle Favorability

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	39	19	26	21	19	11	12	20	25	37	14	7	10	63	5	63	3	68
	8.7	13.1	9.3	10.6	9.0	13.3	14.6	7.0	10.1	10.7	13.3	6.8	7.3	15.7	1.8	20.9	0.8	9.7
Somewhat favorable	139	44	82	76	80	32	32	104	71	128	41	29	41	189	46	197	37	240
	31.0	30.3	29.2	38.4	38.1	38.6	39.0	36.5	28.6	37.1	39.0	28.2	29.9	47.0	16.3	65.2	10.1	34.3
Somewhat unfavorable	87	31	58	32	30	11	11	53	46	61	10	19	28	58	63	13	107	121
	19.4	21.4	20.6	16.2	14.3	13.3	13.4	18.6	18.5	17.7	9.5	18.4	20.4	14.4	22.3	4.3	29.2	17.3
Very unfavorable	153	41	91	57	58	17	21	81	91	90	29	40	47	52	157	3	206	211
	34.2	28.3	32.4	28.8	27.6	20.5	25.6	28.4	36.7	26.1	27.6	38.8	34.3	12.9	55.5	1.0	56.3	30.1
Never heard of him/her	12	5	9	5	12	7	2	13	4	13	3	5	5	18	5	12	6	26
	2.7	3.4	3.2	2.5	5.7	8.4	2.4	4.6	1.6	3.8	2.9	4.9	3.6	4.5	1.8	4.0	1.6	3.7
Don't know / Refused	18	5	15	7	11	5	4	14	11	16	8	3	6	22	7	14	7	34
	4.0	3.4	5.3	3.5	5.2	6.0	4.9	4.9	4.4	4.6	7.6	2.9	4.4	5.5	2.5	4.6	1.9	4.9

Table 17 Page 17

Q9. Tommy Thompson Favorability

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	52	19	44	69	47	33	69	14	30	37	34	11	11	26	41	26	106	116
	29.1	8.2	16.0	20.1	13.2	16.5	20.7	8.4	18.2	18.9	16.2	11.5	16.4	18.4	19.8	14.4	17.0	16.6
Somewhat favorable	92	70	104	122	146	91	123	54	55	82	91	31	22	46	80	81	249	268
	51.4	30.0	37.8	35.6	40.9	45.5	36.8	32.5	33.3	41.8	43.3	32.3	32.8	32.6	38.6	45.0	40.0	38.3
Somewhat unfavorable	16	48	44	61	51	26	52	34	26	28	36	17	12	23	29	33	96	112
	8.9	20.6	16.0	17.8	14.3	13.0	15.6	20.5	15.8	14.3	17.1	17.7	17.9	16.3	14.0	18.3	15.4	16.0
Very unfavorable	3	61	39	44	61	13	56	36	24	24	27	25	7	20	33	23	91	105
	1.7	26.2	14.2	12.8	17.1	6.5	16.8	21.7	14.5	12.2	12.9	26.0	10.4	14.2	15.9	12.8	14.6	15.0
Never heard of him/her	6	18	10	18	18	18	13	5	12	9	6	5	6	9	8	7	30	36
	3.4	7.7	3.6	5.2	5.0	9.0	3.9	3.0	7.3	4.6	2.9	5.2	9.0	6.4	3.9	3.9	4.8	5.1
Don't know / Refused	10	17	34	29	34	19	21	23	18	16	16	7	9	17	16	10	51	63
	5.6	7.3	12.4	8.5	9.5	9.5	6.3	13.9	10.9	8.2	7.6	7.3	13.4	12.1	7.7	5.6	8.2	9.0

Table 18 Page 18

Q9. Tommy Thompson Favorability

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	73	24	43	33	37	16	16	48	36	51	12	18	31	44	71	41	73	116
	16.3	16.6	15.3	16.7	17.6	19.3	19.5	16.8	14.5	14.8	11.4	17.5	22.6	10.9	25.1	13.6	19.9	16.6
Somewhat favorable	184	51	105	88	74	23	32	127	84	138	30	49	48	145	121	109	149	268
	41.1	35.2	37.4	44.4	35.2	27.7	39.0	44.6	33.9	40.0	28.6	47.6	35.0	36.1	42.8	36.1	40.7	38.3
Somewhat unfavorable	68	21	49	30	32	11	12	46	43	53	22	15	21	68	39	44	67	112
	15.2	14.5	17.4	15.2	15.2	13.3	14.6	16.1	17.3	15.4	21.0	14.6	15.3	16.9	13.8	14.6	18.3	16.0
Very unfavorable	67	29	43	25	34	6	10	38	51	55	23	15	12	85	20	56	49	105
	15.0	20.0	15.3	12.6	16.2	7.2	12.2	13.3	20.6	15.9	21.9	14.6	8.8	21.1	7.1	18.5	13.4	15.0
Never heard of him/her	18	9	10	9	16	17	6	4	9	20	5	1	10	29	6	27	5	36
	4.0	6.2	3.6	4.5	7.6	20.5	7.3	1.4	3.6	5.8	4.8	1.0	7.3	7.2	2.1	8.9	1.4	5.1
Don't know / Refused	38	11	31	13	17	10	6	22	25	28	13	5	15	31	26	25	23	63
	8.5	7.6	11.0	6.6	8.1	12.0	7.3	7.7	10.1	8.1	12.4	4.9	10.9	7.7	9.2	8.3	6.3	9.0

Table 19 Page 19

Q10. Barbra Lawton Favorability

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	2	14	9	9	16	4	15	6	8	4	9	4	2	5	5	7	21	25
	1.1	6.0	3.3	2.6	4.5	2.0	4.5	3.6	4.8	2.0	4.3	4.2	3.0	3.5	2.4	3.9	3.4	3.6
Somewhat favorable	28	56	38	58	65	30	53	40	29	29	38	23	12	29	39	34	113	123
	15.6	24.0	13.8	16.9	18.2	15.0	15.9	24.1	17.6	14.8	18.1	24.0	17.9	20.6	18.8	18.9	18.1	17.6
Somewhat unfavorable	30	15	39	50	36	17	50	19	18	21	33	12	3	12	28	30	78	86
	16.8	6.4	14.2	14.6	10.1	8.5	15.0	11.4	10.9	10.7	15.7	12.5	4.5	8.5	13.5	16.7	12.5	12.3
Very unfavorable	29	3	31	41	23	9	36	19	12	17	24	7	2	11	18	19	55	64
	16.2	1.3	11.3	12.0	6.4	4.5	10.8	11.4	7.3	8.7	11.4	7.3	3.0	7.8	8.7	10.6	8.8	9.1
Never heard of him/her	61	94	98	121	140	94	114	53	65	81	62	35	30	59	71	61	229	261
	34.1	40.3	35.6	35.3	39.2	47.0	34.1	31.9	39.4	41.3	29.5	36.5	44.8	41.8	34.3	33.9	36.8	37.3
Don't know / Refused	29	51	60	64	77	46	66	29	33	44	44	15	18	25	46	29	127	141
	16.2	21.9	21.8	18.7	21.6	23.0	19.8	17.5	20.0	22.4	21.0	15.6	26.9	17.7	22.2	16.1	20.4	20.1

Table 20 Page 20

Q10. Barbra Lawton Favorability

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job				
	Un-	Rare	15-	25-					News Ra-								
	Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366 700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	16	5	13	4	8	5	1	7	11	10	5	7	2	22	3	15	10 25
	3.6	3.4	4.6	2.0	3.8	6.0	1.2	2.5	4.4	2.9	4.8	6.8	1.5	5.5	1.1	5.0	2.7 3.6
Somewhat favorable	84	28	53	37	32	10	11	48	54	68	21	15	19	96	27	78	45 123
	18.8	19.3	18.9	18.7	15.2	12.0	13.4	16.8	21.8	19.7	20.0	14.6	13.9	23.9	9.5	25.8	12.3 17.6
Somewhat unfavorable	65	17	41	21	22	5	10	37	33	30	24	14	16	29	55	17	68 86
	14.5	11.7	14.6	10.6	10.5	6.0	12.2	13.0	13.3	8.7	22.9	13.6	11.7	7.2	19.4	5.6	18.6 12.3
Very unfavorable	45	7	29	22	12	3	5	24	32	20	11	16	15	6	58	5	59 64
	10.0	4.8	10.3	11.1	5.7	3.6	6.1	8.4	12.9	5.8	10.5	15.5	10.9	1.5	20.5	1.7	16.1 9.1
Never heard of him/her	153	46	91	77	89	42	34	110	75	141	26	34	58	170	83	127	118 261
	34.2	31.7	32.4	38.9	42.4	50.6	41.5	38.6	30.2	40.9	24.8	33.0	42.3	42.3	29.3	42.1	32.2 37.3
Don't know / Refused	85	42	54	37	47	18	21	59	43	76	18	17	27	79	57	60	66 141
	19.0	29.0	19.2	18.7	22.4	21.7	25.6	20.7	17.3	22.0	17.1	16.5	19.7	19.7	20.1	19.9	18.0 20.1

Table 21 Page 21

Q11. Tom Barrett Favorability

	Party ID				Gender		Age Cat.			Education Level			Household Income					
	Rep	Dem	Ind	Male	Fem			18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k			
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	9	42	32	32	52	17	38	29	13	22	34	13	8	14	23	20	68	84
	5.0	18.0	11.6	9.3	14.6	8.5	11.4	17.5	7.9	11.2	16.2	13.5	11.9	9.9	11.1	11.1	10.9	12.0
Somewhat favorable	41	53	72	86	81	42	83	42	38	44	50	30	13	35	42	54	146	167
	22.9	22.7	26.2	25.1	22.7	21.0	24.9	25.3	23.0	22.4	23.8	31.2	19.4	24.8	20.3	30.0	23.4	23.9
Somewhat unfavorable	19	9	33	39	23	15	42	5	8	15	27	10	5	7	21	22	53	62
	10.6	3.9	12.0	11.4	6.4	7.5	12.6	3.0	4.8	7.7	12.9	10.4	7.5	5.0	10.1	12.2	8.5	8.9
Very unfavorable	7	5	10	15	7	4	13	5	8	7	4	1	2	7	8	4	16	22
	3.9	2.1	3.6	4.4	2.0	2.0	3.9	3.0	4.8	3.6	1.9	1.0	3.0	5.0	3.9	2.2	2.6	3.1
Never heard of him/her	62	91	74	109	124	74	99	60	67	74	49	27	32	48	71	47	218	233
	34.6	39.1	26.9	31.8	34.7	37.0	29.6	36.1	40.6	37.8	23.3	28.1	47.8	34.0	34.3	26.1	35.0	33.3
Don't know / Refused	41	33	54	62	70	48	59	25	31	34	46	15	7	30	42	33	122	132
	22.9	14.2	19.6	18.1	19.6	24.0	17.7	15.1	18.8	17.3	21.9	15.6	10.4	21.3	20.3	18.3	19.6	18.9

Table 22 Page 22

Q11. Tom Barrett Favorability

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	49	16	42	23	19	5	12	32	34	37	19	14	14	63	20	50	34	84
	10.9	11.0	14.9	11.6	9.0	6.0	14.6	11.2	13.7	10.7	18.1	13.6	10.2	15.7	7.1	16.6	9.3	12.0
Somewhat favorable	112	45	62	53	50	19	14	72	61	91	24	20	31	99	67	68	98	167
	25.0	31.0	22.1	26.8	23.8	22.9	17.1	25.3	24.6	26.4	22.9	19.4	22.6	24.6	23.7	22.5	26.8	23.9
Somewhat unfavorable	45	15	29	18	12	3	7	27	25	31	8	10	12	22	39	14	48	62
	10.0	10.3	10.3	9.1	5.7	3.6	8.5	9.5	10.1	9.0	7.6	9.7	8.8	5.5	13.8	4.6	13.1	8.9
Very unfavorable	7	5	10	6	6	1	4	7	10	6	4	7	4	9	13	6	16	22
	1.6	3.4	3.6	3.0	2.9	1.2	4.9	2.5	4.0	1.7	3.8	6.8	2.9	2.2	4.6	2.0	4.4	3.1
Never heard of him/her	144	38	83	64	83	41	27	86	79	119	29	31	52	147	79	114	101	233
	32.1	26.2	29.5	32.3	39.5	49.4	32.9	30.2	31.9	34.5	27.6	30.1	38.0	36.6	27.9	37.7	27.6	33.3
Don't know / Refused	91	26	55	34	40	14	18	61	39	61	21	21	24	62	65	50	69	132
	20.3	17.9	19.6	17.2	19.0	16.9	22.0	21.4	15.7	17.7	20.0	20.4	17.5	15.4	23.0	16.6	18.9	18.9

Table 23 Page 23

Q12. Russ Feingold Favorability

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	11	91	60	77	86	31	76	56	29	36	59	33	12	42	41	47	146	163
	6.1	39.1	21.8	22.4	24.1	15.5	22.8	33.7	17.6	18.4	28.1	34.4	17.9	29.8	19.8	26.1	23.4	23.3
Somewhat favorable	45	75	93	103	115	68	103	47	53	58	63	32	25	41	71	56	199	218
	25.1	32.2	33.8	30.0	32.2	34.0	30.8	28.3	32.1	29.6	30.0	33.3	37.3	29.1	34.3	31.1	31.9	31.1
Somewhat unfavorable	48	17	43	59	51	32	60	18	26	30	34	17	8	17	39	30	97	110
	26.8	7.3	15.6	17.2	14.3	16.0	18.0	10.8	15.8	15.3	16.2	17.7	11.9	12.1	18.8	16.7	15.6	15.7
Very unfavorable	52	6	42	67	34	18	56	27	24	29	36	8	6	15	30	28	91	101
	29.1	2.6	15.3	19.5	9.5	9.0	16.8	16.3	14.5	14.8	17.1	8.3	9.0	10.6	14.5	15.6	14.6	14.4
Never heard of him/her	11	21	11	15	31	23	15	8	15	19	4	5	10	11	11	7	39	46
	6.1	9.0	4.0	4.4	8.7	11.5	4.5	4.8	9.1	9.7	1.9	5.2	14.9	7.8	5.3	3.9	6.3	6.6
Don't know / Refused	12	23	26	22	40	28	24	10	18	24	14	1	6	15	15	12	51	62
	6.7	9.9	9.5	6.4	11.2	14.0	7.2	6.0	10.9	12.2	6.7	1.0	9.0	10.6	7.2	6.7	8.2	8.9

Table 24 Page 24

Q12. Russ Feingold Favorability

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	100	33	55	45	60	14	18	59	71	75	42	17	28	144	19	106	56	163
	22.3	22.8	19.6	22.7	28.6	16.9	22.0	20.7	28.6	21.7	40.0	16.5	20.4	35.8	6.7	35.1	15.3	23.3
Somewhat favorable	140	46	79	66	71	21	31	89	77	117	26	28	42	147	69	115	95	218
	31.2	31.7	28.1	33.3	33.8	25.3	37.8	31.2	31.0	33.9	24.8	27.2	30.7	36.6	24.4	38.1	26.0	31.1
Somewhat unfavorable	77	28	56	34	18	14	6	60	30	56	11	18	25	32	74	17	90	110
	17.2	19.3	19.9	17.2	8.6	16.9	7.3	21.1	12.1	16.2	10.5	17.5	18.2	8.0	26.1	5.6	24.6	15.7
Very unfavorable	73	15	45	32	22	10	13	34	43	39	15	24	20	11	90	8	92	101
	16.3	10.3	16.0	16.2	10.5	12.0	15.9	11.9	17.3	11.3	14.3	23.3	14.6	2.7	31.8	2.6	25.1	14.4
Never heard of him/her	21	8	21	9	16	12	5	19	10	26	4	5	11	31	11	27	13	46
	4.7	5.5	7.5	4.5	7.6	14.5	6.1	6.7	4.0	7.5	3.8	4.9	8.0	7.7	3.9	8.9	3.6	6.6
Don't know / Refused	37	15	25	12	23	12	9	24	17	32	7	11	11	37	20	29	20	62
	8.3	10.3	8.9	6.1	11.0	14.5	11.0	8.4	6.9	9.3	6.7	10.7	8.0	9.2	7.1	9.6	5.5	8.9

Table 25 Page 25

Q13. Scott Walker Favorability

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	42	6	39	55	33	19	40	29	20	22	40	4	5	19	22	28	77	88
	23.5	2.6	14.2	16.0	9.2	9.5	12.0	17.5	12.1	11.2	19.0	4.2	7.5	13.5	10.6	15.6	12.4	12.6
Somewhat favorable	38	26	53	61	59	24	66	30	27	34	35	20	10	18	34	34	105	120
	21.2	11.2	19.3	17.8	16.5	12.0	19.8	18.1	16.4	17.3	16.7	20.8	14.9	12.8	16.4	18.9	16.9	17.1
Somewhat unfavorable	7	32	22	28	34	13	32	17	3	12	25	18	4	7	22	19	53	62
	3.9	13.7	8.0	8.2	9.5	6.5	9.6	10.2	1.8	6.1	11.9	18.8	6.0	5.0	10.6	10.6	8.5	8.9
Very unfavorable	3	28	18	31	18	9	30	10	13	13	16	7	3	9	21	12	39	49
	1.7	12.0	6.5	9.0	5.0	4.5	9.0	6.0	7.9	6.6	7.6	7.3	4.5	6.4	10.1	6.7	6.3	7.0
Never heard of him/her	64	102	82	117	137	84	116	54	75	78	52	32	30	57	70	59	237	254
	35.8	43.8	29.8	34.1	38.4	42.0	34.7	32.5	45.5	39.8	24.8	33.3	44.8	40.4	33.8	32.8	38.0	36.3
Don't know / Refused	25	39	61	51	76	51	50	26	27	37	42	15	15	31	38	28	112	127
	14.0	16.7	22.2	14.9	21.3	25.5	15.0	15.7	16.4	18.9	20.0	15.6	22.4	22.0	18.4	15.6	18.0	18.1

Table 26 Page 26

Q13. Scott Walker Favorability

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	57	14	44	24	17	9	10	30	39	31	16	16	22	15	73	7	81	88
	12.7	9.7	15.7	12.1	8.1	10.8	12.2	10.5	15.7	9.0	15.2	15.5	16.1	3.7	25.8	2.3	22.1	12.6
Somewhat favorable	77	29	50	45	24	12	11	43	53	66	17	19	17	56	63	40	79	120
	17.2	20.0	17.8	22.7	11.4	14.5	13.4	15.1	21.4	19.1	16.2	18.4	12.4	13.9	22.3	13.2	21.6	17.1
Somewhat unfavorable	44	14	28	13	20	5	8	27	22	30	16	8	8	49	12	34	28	62
	9.8	9.7	10.0	6.6	9.5	6.0	9.8	9.5	8.9	8.7	15.2	7.8	5.8	12.2	4.2	11.3	7.7	8.9
Very unfavorable	34	16	19	10	20	6	3	19	20	19	12	9	8	43	6	26	22	49
	7.6	11.0	6.8	5.1	9.5	7.2	3.7	6.7	8.1	5.5	11.4	8.7	5.8	10.7	2.1	8.6	6.0	7.0
Never heard of him/her	158	46	82	76	91	41	31	106	76	137	27	31	57	166	79	140	96	254
	35.3	31.7	29.2	38.4	43.3	49.4	37.8	37.2	30.6	39.7	25.7	30.1	41.6	41.3	27.9	46.4	26.2	36.3
Don't know / Refused	78	26	58	30	38	10	19	60	38	62	17	20	25	73	50	55	60	127
	17.4	17.9	20.6	15.2	18.1	12.0	23.2	21.1	15.3	18.0	16.2	19.4	18.2	18.2	17.7	18.2	16.4	18.1

Table 27 Page 27

Q14. Mark Neuman Favorability

	Party ID				Gender		Age Cat.			Education Level				Household Income						
	Rep	Dem	Ind	Male	Fem	18 35		HS 64 65+		Some grad		Coll coll	Grad grad	Less work	\$20k \$20k	\$40k \$40k	\$75k \$75k	plus	Whi	Tot
						18	36	HS	Some	Coll	Grad	Less	\$20k	\$40k	\$75k	plus	Whi	Tot		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
Very Favorable	12	5	19	20	16	5	16	15	9	12	12	2	3	12	6	9	32	36		
	6.7	2.1	6.9	5.8	4.5	2.5	4.8	9.0	5.5	6.1	5.7	2.1	4.5	8.5	2.9	5.0	5.1	5.1		
Somewhat favorable	47	27	56	77	56	24	80	29	33	28	48	18	7	27	44	41	127	133		
	26.3	11.6	20.4	22.4	15.7	12.0	24.0	17.5	20.0	14.3	22.9	18.8	10.4	19.1	21.3	22.8	20.4	19.0		
Somewhat unfavorable	7	25	25	31	26	9	35	13	6	14	21	15	2	8	18	20	44	57		
	3.9	10.7	9.1	9.0	7.3	4.5	10.5	7.8	3.6	7.1	10.0	15.6	3.0	5.7	8.7	11.1	7.1	8.1		
Very unfavorable	-	15	14	21	8	4	16	9	5	6	11	7	1	3	8	10	26	29		
	6.4	5.1	6.1	2.2	2.0	4.8	5.4	3.0	3.1	5.2	7.3	1.5	2.1	3.9	5.6	4.2	4.1			
Never heard of him/her	69	107	90	128	145	94	112	67	74	84	63	37	35	56	75	63	246	273		
	38.5	45.9	32.7	37.3	40.6	47.0	33.5	40.4	44.8	42.9	30.0	38.5	52.2	39.7	36.2	35.0	39.5	39.0		
Don't know / Refused	44	54	71	66	106	64	75	33	38	52	55	17	19	35	56	37	148	172		
	24.6	23.2	25.8	19.2	29.7	32.0	22.5	19.9	23.0	26.5	26.2	17.7	28.4	24.8	27.1	20.6	23.8	24.6		

Table 28 Page 28

Q14. Mark Neuman Favorability

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Favorable	17	6	19	9	7	2	2	11	21	16	5	9	5	7	29	4	32	36
	3.8	4.1	6.8	4.5	3.3	2.4	2.4	3.9	8.5	4.6	4.8	8.7	3.6	1.7	10.2	1.3	8.7	5.1
Somewhat favorable	94	31	50	51	30	8	10	53	61	63	25	20	23	57	76	39	94	133
	21.0	21.4	17.8	25.8	14.3	9.6	12.2	18.6	24.6	18.3	23.8	19.4	16.8	14.2	26.9	12.9	25.7	19.0
Somewhat unfavorable	36	14	24	12	19	3	4	25	25	29	13	9	6	42	14	27	30	57
	8.0	9.7	8.5	6.1	9.0	3.6	4.9	8.8	10.1	8.4	12.4	8.7	4.4	10.4	4.9	8.9	8.2	8.1
Very unfavorable	24	9	10	4	15	1	2	13	12	5	10	9	5	25	4	18	11	29
	5.4	6.2	3.6	2.0	7.1	1.2	2.4	4.6	4.8	1.4	9.5	8.7	3.6	6.2	1.4	6.0	3.0	4.1
Never heard of him/her	168	48	104	75	91	51	37	109	76	138	35	35	63	181	85	147	107	273
	37.5	33.1	37.0	37.9	43.3	61.4	45.1	38.2	30.6	40.0	33.3	34.0	46.0	45.0	30.0	48.7	29.2	39.0
Don't know / Refused	109	37	74	47	48	18	27	74	53	94	17	21	35	90	75	67	92	172
	24.3	25.5	26.3	23.7	22.9	21.7	32.9	26.0	21.4	27.2	16.2	20.4	25.5	22.4	26.5	22.2	25.1	24.6

Table 29 Page 29

Q15. Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Barack Obama is handling his job as president?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Strongly Approve	6	112	51	73	98	51	76	44	34	43	54	32	26	35	46	45	144	171
	3.4	48.1	18.5	21.3	27.5	25.5	22.8	26.5	20.6	21.9	25.7	33.3	38.8	24.8	22.2	25.0	23.1	24.4
Somewhat Approve	36	98	94	119	112	67	118	46	54	66	68	29	20	51	75	52	204	231
	20.1	42.1	34.2	34.7	31.4	33.5	35.3	27.7	32.7	33.7	32.4	30.2	29.9	36.2	36.2	28.9	32.7	33.0
Somewhat Disapprove	47	13	48	57	54	33	53	25	28	29	30	21	7	18	32	37	105	111
	26.3	5.6	17.5	16.6	15.1	16.5	15.9	15.1	17.0	14.8	14.3	21.9	10.4	12.8	15.5	20.6	16.9	15.9
Strongly Disapprove	86	7	76	89	83	42	84	46	46	52	55	13	13	32	51	45	158	172
	48.0	3.0	27.6	25.9	23.2	21.0	25.1	27.7	27.9	26.5	26.2	13.5	19.4	22.7	24.6	25.0	25.4	24.6
Don't know/Refused	4	3	6	5	10	7	3	5	3	6	3	1	1	5	3	1	12	15
	2.2	1.3	2.2	1.5	2.8	3.5	0.9	3.0	1.8	3.1	1.4	1.0	1.5	3.5	1.4	0.6	1.9	2.1

Table 30 Page 30

Q15. Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Barack Obama is handling his job as president?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
	Un-	Rare		15-	25-			News Ra-										
	Marr ion	Oft	Some Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Strongly Approve	100	31	53	54	62	23	30	64	54	87	27	24	31	171	-	132	37	171
	22.3	21.4	18.9	27.3	29.5	27.7	36.6	22.5	21.8	25.2	25.7	23.3	22.6	42.5		43.7	10.1	24.4
Somewhat Approve	140	60	80	56	92	28	19	94	89	122	35	31	41	231	-	125	95	231
	31.2	41.4	28.5	28.3	43.8	33.7	23.2	33.0	35.9	35.4	33.3	30.1	29.9	57.5		41.4	26.0	33.0
Somewhat Disapprove	83	24	49	41	19	10	12	50	39	55	19	10	25	-	111	23	82	111
	18.5	16.6	17.4	20.7	9.0	12.0	14.6	17.5	15.7	15.9	18.1	9.7	18.2		39.2	7.6	22.4	15.9
Strongly Disapprove	118	27	92	43	34	20	20	70	61	71	21	37	39	-	172	17	149	172
	26.3	18.6	32.7	21.7	16.2	24.1	24.4	24.6	24.6	20.6	20.0	35.9	28.5		60.8	5.6	40.7	24.6
Don't know/Refused	7	3	7	4	3	2	1	7	5	10	3	1	1	-	-	5	3	15
	1.6	2.1	2.5	2.0	1.4	2.4	1.2	2.5	2.0	2.9	2.9	1.0	0.7		1.7	0.8	2.1	

Table 31 Page 31

Q16. Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Jim Doyle is handling his job as governor?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Whi	Tot			
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Strongly Approve	5	36	14	27	28	14	22	19	11	15	19	9	8	16	14	12	49	55
	2.8	15.5	5.1	7.9	7.8	7.0	6.6	11.4	6.7	7.7	9.0	9.4	11.9	11.3	6.8	6.7	7.9	7.9
Somewhat Approve	44	120	80	114	133	90	102	55	56	63	68	40	24	59	72	59	215	247
	24.6	51.5	29.1	33.2	37.3	45.0	30.5	33.1	33.9	32.1	32.4	41.7	35.8	41.8	34.8	32.8	34.5	35.3
Somewhat Disapprove	45	36	60	75	70	32	92	21	30	39	49	25	12	22	42	46	133	145
	25.1	15.5	21.8	21.9	19.6	16.0	27.5	12.7	18.2	19.9	23.3	26.0	17.9	15.6	20.3	25.6	21.3	20.7
Strongly Disapprove	79	29	110	118	103	48	113	60	64	65	66	18	19	37	72	55	198	221
	44.1	12.4	40.0	34.4	28.9	24.0	33.8	36.1	38.8	33.2	31.4	18.8	28.4	26.2	34.8	30.6	31.8	31.6
Don't know/Refused	6	12	11	9	23	16	5	11	4	14	8	4	4	7	7	8	28	32
	3.4	5.2	4.0	2.6	6.4	8.0	1.5	6.6	2.4	7.1	3.8	4.2	6.0	5.0	3.4	4.4	4.5	4.6

Table 32 Page 32

Q16. Overall, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the way Jim Doyle is handling his job as governor?

	Rel.	Atten.	Live in Wisconsin				News Consumption				Obama Job				Doyle Job			
	Un-	Rare	15-	25-		News Ra-	pap	dio	Web	App	Dis	App	Dis	Tot				
	Marr ion	Oft	Some	Nev	<15	24	49	50+	TV									
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Strongly Approve	27	12	23	11	20	7	9	23	16	29	12	4	10	51	3	55	-	55
	6.0	8.3	8.2	5.6	9.5	8.4	11.0	8.1	6.5	8.4	11.4	3.9	7.3	12.7	1.1	18.2		7.9
Somewhat Approve	149	48	83	80	80	35	35	105	71	132	38	32	44	206	37	247	-	247
	33.3	33.1	29.5	40.4	38.1	42.2	42.7	36.8	28.6	38.3	36.2	31.1	32.1	51.2	13.1	81.8		35.3
Somewhat Disapprove	107	34	64	41	39	17	12	62	54	68	19	26	30	74	70	-	145	145
	23.9	23.4	22.8	20.7	18.6	20.5	14.6	21.8	21.8	19.7	18.1	25.2	21.9	18.4	24.7		39.6	20.7
Strongly Disapprove	150	45	96	59	62	17	24	82	97	102	31	37	45	58	161	-	221	221
	33.5	31.0	34.2	29.8	29.5	20.5	29.3	28.8	39.1	29.6	29.5	35.9	32.8	14.4	56.9		60.4	31.6
Don't know/Refused	15	6	15	7	9	7	2	13	10	14	5	4	8	13	12	-	-	32
	3.3	4.1	5.3	3.5	4.3	8.4	2.4	4.6	4.0	4.1	4.8	3.9	5.8	3.2	4.2		4.6	

Table 33 Page 33

Q17. If the election for US Senate in Wisconsin were held today and the candidates were Russ Feingold and Tommy Thompson, for whom would you vote?

	Party ID				Gender		Age Cat.			Education Level			Household Income					
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Feingold	20	142	108	128	146	59	132	83	55	55	94	54	24	55	74	83	248	274
	11.2	60.9	39.3	37.3	40.9	29.5	39.5	50.0	33.3	28.1	44.8	56.2	35.8	39.0	35.7	46.1	39.8	39.1
Thompson	146	50	104	172	130	92	155	55	77	103	85	28	28	62	92	78	270	302
	81.6	21.5	37.8	50.1	36.4	46.0	46.4	33.1	46.7	52.6	40.5	29.2	41.8	44.0	44.4	43.3	43.3	43.1
Undecided	9	38	56	37	71	40	44	24	29	35	25	11	12	21	37	17	93	108
	5.0	16.3	20.4	10.8	19.9	20.0	13.2	14.5	17.6	17.9	11.9	11.5	17.9	14.9	17.9	9.4	14.9	15.4
Refused	4	3	7	6	10	9	3	4	4	3	6	3	3	3	4	2	12	16
	2.2	1.3	2.5	1.7	2.8	4.5	0.9	2.4	2.4	1.5	2.9	3.1	4.5	2.1	1.9	1.1	1.9	2.3

Table 34 Page 34

Q17. If the election for US Senate in Wisconsin were held today and the candidates were Russ Feingold and Tommy Thompson, for whom would you vote?

	Rel.	Atten.	Live in Wisconsin				News Consumption				Obama	Job Doyle	Job					
	Un-	Rare	15-	25-		News Ra-	pap	dio	Web	App	Dis	App	Dis	Tot				
Marr ion	Oft	Some Nev	<15	24	49	TV								-				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Feingold	174	55	104	77	89	21	33	103	116	134	57	33	47	222	49	158	111	274
	38.8	37.9	37.0	38.9	42.4	25.3	40.2	36.1	46.8	38.8	54.3	32.0	34.3	55.2	17.3	52.3	30.3	39.1
Thompson	202	61	126	88	83	36	38	132	95	145	34	52	65	102	197	91	201	302
	45.1	42.1	44.8	44.4	39.5	43.4	46.3	46.3	38.3	42.0	32.4	50.5	47.4	25.4	69.6	30.1	54.9	43.1
Undecided	62	27	44	28	36	22	11	40	35	61	11	15	20	70	31	49	46	108
	13.8	18.6	15.7	14.1	17.1	26.5	13.4	14.0	14.1	17.7	10.5	14.6	14.6	17.4	11.0	16.2	12.6	15.4
Refused	10	2	7	5	2	4	-	10	2	5	3	3	5	8	6	4	8	16
	2.2	1.4	2.5	2.5	1.0	4.8		3.5	0.8	1.4	2.9	2.9	3.6	2.0	2.1	1.3	2.2	2.3

Table 35 Page 35

Q18. If the election for State Assembly in Wisconsin were held today, for whom in your district would you vote?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Democratic Candidate	2	208	68	127	153	85	128	67	61	79	82	40	36	61	79	68	238	280
	1.1	89.3	24.7	37.0	42.9	42.5	38.3	40.4	37.0	40.3	39.0	41.7	53.7	43.3	38.2	37.8	38.2	40.0
Republican Candidate	160	3	80	142	103	71	119	55	66	73	70	27	19	48	72	72	230	245
	89.4	1.3	29.1	41.4	28.9	35.5	35.6	33.1	40.0	37.2	33.3	28.1	28.4	34.0	34.8	40.0	36.9	35.0
Undecided	15	18	116	66	89	34	82	39	36	35	54	25	9	29	49	37	138	155
	8.4	7.7	42.2	19.2	24.9	17.0	24.6	23.5	21.8	17.9	25.7	26.0	13.4	20.6	23.7	20.6	22.2	22.1
Refused	2	4	11	8	12	10	5	5	2	9	4	4	3	3	7	3	17	20
	1.1	1.7	4.0	2.3	3.4	5.0	1.5	3.0	1.2	4.6	1.9	4.2	4.5	2.1	3.4	1.7	2.7	2.9

Table 36 Page 36

Q18. If the election for State Assembly in Wisconsin were held today, for whom in your district would you vote?

	Rel. Atten.			Live in Wisconsin			News Consumption			Obama Job Doyle Job								
	Un-	Rare		15-	25-		News Ra-			App	Dis	App	Dis	Tot				
	Marr ion	Oft	Some Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis					
	---	---	---	---	---	---	---	---	---	---	---	---	---	---				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Democratic Candidate	157	73	87	85	103	35	33	117	95	148	48	35	48	256	20	182	83	280
	35.0	50.3	31.0	42.9	49.0	42.2	40.2	41.1	38.3	42.9	45.7	34.0	35.0	63.7	7.1	60.3	22.7	40.0
Republican Candidate	168	34	105	73	63	31	29	101	83	115	31	43	53	56	187	57	181	245
	37.5	23.4	37.4	36.9	30.0	37.3	35.4	35.4	33.5	33.3	29.5	41.7	38.7	13.9	66.1	18.9	49.5	35.0
Undecided	112	33	81	35	39	14	17	57	66	76	24	21	30	82	69	58	91	155
	25.0	22.8	28.8	17.7	18.6	16.9	20.7	20.0	26.6	22.0	22.9	20.4	21.9	20.4	24.4	19.2	24.9	22.1
Refused	11	5	8	5	5	3	3	10	4	6	2	4	6	8	7	5	11	20
	2.5	3.4	2.8	2.5	2.4	3.6	3.7	3.5	1.6	1.7	1.9	3.9	4.4	2.0	2.5	1.7	3.0	2.9

Table 37 Page 37

Q19. How much of the time do you think you can trust the state government in Madison to do what is right? Just about always, most of the time, only some of the time, or never?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Whi	Tot			
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Just About Always	1	9	3	5	8	4	6	3	1	6	3	3	1	5	2	5	12	13
	0.6	3.9	1.1	1.5	2.2	2.0	1.8	1.8	0.6	3.1	1.4	3.1	1.5	3.5	1.0	2.8	1.9	1.9
Most of the Time	46	87	57	82	112	70	76	48	54	49	56	26	22	41	61	49	176	194
	25.7	37.3	20.7	23.9	31.4	35.0	22.8	28.9	32.7	25.0	26.7	27.1	32.8	29.1	29.5	27.2	28.3	27.7
Only Some of the Time	108	126	163	207	195	105	206	91	91	114	123	57	38	74	115	110	356	402
	60.3	54.1	59.3	60.3	54.6	52.5	61.7	54.8	55.2	58.2	58.6	59.4	56.7	52.5	55.6	61.1	57.1	57.4
Never	22	5	47	42	33	18	40	17	15	25	23	8	5	16	26	14	68	75
	12.3	2.1	17.1	12.2	9.2	9.0	12.0	10.2	9.1	12.8	11.0	8.3	7.5	11.3	12.6	7.8	10.9	10.7
Don't know/Refused	2	6	5	7	9	3	6	7	4	2	5	2	1	5	3	2	11	16
	1.1	2.6	1.8	2.0	2.5	1.5	1.8	4.2	2.4	1.0	2.4	2.1	1.5	3.5	1.4	1.1	1.8	2.3

Table 38 Page 38

Q19. How much of the time do you think you can trust the state government in Madison to do what is right? Just about always, most of the time, only some of the time, or never?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job				
	Un-	Rare	15-	25-					News Ra-								
	Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366 700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Just About Always	7	3	3	3	6	3	2	4	4	7	3	1	2	11	2	9	3 13
	1.6	2.1	1.1	1.5	2.9	3.6	2.4	1.4	1.6	2.0	2.9	1.0	1.5	2.7	0.7	3.0	0.8 1.9
Most of the Time	116	38	64	69	59	25	26	74	68	101	30	24	37	156	37	136	54 194
	25.9	26.2	22.8	34.8	28.1	30.1	31.7	26.0	27.4	29.3	28.6	23.3	27.0	38.8	13.1	45.0	14.8 27.7
Only Some of the Time	267	88	172	106	120	44	43	179	136	198	63	59	78	213	180	149	236 402
	59.6	60.7	61.2	53.5	57.1	53.0	52.4	62.8	54.8	57.4	60.0	57.3	56.9	53.0	63.6	49.3	64.5 57.4
Never	50	12	37	16	20	8	10	25	31	31	8	16	19	12	60	3	69 75
	11.2	8.3	13.2	8.1	9.5	9.6	12.2	8.8	12.5	9.0	7.6	15.5	13.9	3.0	21.2	1.0	18.9 10.7
Don't know/Refused	8	4	5	4	5	3	1	3	9	8	1	3	1	10	4	5	4 16
	1.8	2.8	1.8	2.0	2.4	3.6	1.2	1.1	3.6	2.3	1.0	2.9	0.7	2.5	1.4	1.7	1.1 2.3

Table 39 Page 39

Q20. Students are often given the grades A, B, C, D, or FAIL to denote the quality of their work. Suppose the public schools themselves, in your community, were graded in the same way. What grade would you give...?

	Party ID		Gender		Age Cat.			Education Level			Household Income										
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some Coll	Grad	Less \$20k-\$40k-\$75k	\$20k	\$40k	\$75k	plus Whi	Tot					
						35	64	65+	grad	coll	grad work	\$20k	\$40k	\$75k plus	Whi	Tot					
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A				27	39	48	61	56	34	54	29	25	29	38	20	9	19	40	36	109	117
				15.1	16.7	17.5	17.8	15.7	17.0	16.2	17.5	15.2	14.8	18.1	20.8	13.4	13.5	19.3	20.0	17.5	16.7
B				70	108	111	132	159	86	146	59	64	81	96	40	19	66	85	79	272	291
				39.1	46.4	40.4	38.5	44.5	43.0	43.7	35.5	38.8	41.3	45.7	41.7	28.4	46.8	41.1	43.9	43.7	41.6
C				53	43	63	84	79	45	77	41	46	48	41	20	21	33	51	35	139	163
				29.6	18.5	22.9	24.5	22.1	22.5	23.1	24.7	27.9	24.5	19.5	20.8	31.3	23.4	24.6	19.4	22.3	23.3
D				8	18	24	28	22	12	27	11	13	10	13	9	5	6	15	11	42	50
				4.5	7.7	8.7	8.2	6.2	6.0	8.1	6.6	7.9	5.1	6.2	9.4	7.5	4.3	7.2	6.1	6.7	7.1
Fail				11	9	19	21	18	13	18	8	9	15	13	1	6	11	9	10	27	39
				6.1	3.9	6.9	6.1	5.0	6.5	5.4	4.8	5.5	7.7	6.2	1.0	9.0	7.8	4.3	5.6	4.3	5.6
Don't know/ Refused				10	16	10	17	23	10	12	18	8	13	9	6	7	6	7	9	34	40
				5.6	6.9	3.6	5.0	6.4	5.0	3.6	10.8	4.8	6.6	4.3	6.2	10.4	4.3	3.4	5.0	5.5	5.7

Table 40 Page 40

Q20. Students are often given the grades A, B, C, D, or FAIL to denote the quality of their work. Suppose the public schools themselves, in your community, were graded in the same way. What grade would you give...?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A	82	23	46	37	32	14	16	54	33	44	25	19	27	74	42	67	44	117
	18.3	15.9	16.4	18.7	15.2	16.9	19.5	18.9	13.3	12.8	23.8	18.4	19.7	18.4	14.8	22.2	12.0	16.7
B	197	61	120	80	89	33	36	122	99	157	43	40	51	181	105	138	141	291
	44.0	42.1	42.7	40.4	42.4	39.8	43.9	42.8	39.9	45.5	41.0	38.8	37.2	45.0	37.1	45.7	38.5	41.6
C	97	33	66	46	48	19	15	58	71	84	16	22	36	80	78	57	100	163
	21.7	22.8	23.5	23.2	22.9	22.9	18.3	20.4	28.6	24.3	15.2	21.4	26.3	19.9	27.6	18.9	27.3	23.3
D	29	11	17	18	14	5	6	23	16	25	5	8	11	26	24	14	36	50
	6.5	7.6	6.0	9.1	6.7	6.0	7.3	8.1	6.5	7.2	4.8	7.8	8.0	6.5	8.5	4.6	9.8	7.1
Fail	19	9	17	11	11	4	8	11	16	16	10	8	5	20	19	13	25	39
	4.2	6.2	6.0	5.6	5.2	4.8	9.8	3.9	6.5	4.6	9.5	7.8	3.6	5.0	6.7	4.3	6.8	5.6
Don't know/ Refused	24	8	15	6	16	8	1	17	13	19	6	6	7	21	15	13	20	40
	5.4	5.5	5.3	3.0	7.6	9.6	1.2	6.0	5.2	5.5	5.7	5.8	5.1	5.2	5.3	4.3	5.5	5.7

Table 41 Page 41

Q21. How about the public schools in the state as a whole?
 What grade would you give the public schools in the state-
 A, B, C, D, or FAIL?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Whi	Tot			
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A	4	16	10	16	15	13	9	9	4	11	11	5	5	9	9	6	29	31
	2.2	6.9	3.6	4.7	4.2	6.5	2.7	5.4	2.4	5.6	5.2	5.2	7.5	6.4	4.3	3.3	4.7	4.4
B	54	87	83	121	106	70	115	42	49	52	71	39	15	45	68	68	208	227
	30.2	37.3	30.2	35.3	29.7	35.0	34.4	25.3	29.7	26.5	33.8	40.6	22.4	31.9	32.9	37.8	33.4	32.4
C	85	85	99	121	152	75	138	60	72	85	82	28	29	48	83	72	246	273
	47.5	36.5	36.0	35.3	42.6	37.5	41.3	36.1	43.6	43.4	39.0	29.2	43.3	34.0	40.1	40.0	39.5	39.0
D	11	17	27	32	24	14	27	15	11	13	21	8	4	8	26	11	48	56
	6.1	7.3	9.8	9.3	6.7	7.0	8.1	9.0	6.7	6.6	10.0	8.3	6.0	5.7	12.6	6.1	7.7	8.0
Fail	4	5	17	14	12	6	12	8	6	12	3	4	4	8	6	2	16	26
	2.2	2.1	6.2	4.1	3.4	3.0	3.6	4.8	3.6	6.1	1.4	4.2	6.0	5.7	2.9	1.1	2.6	3.7
Don't know/ Refused	21	23	39	39	48	22	33	32	23	23	22	12	10	23	15	21	76	87
	11.7	9.9	14.2	11.4	13.4	11.0	9.9	19.3	13.9	11.7	10.5	12.5	14.9	16.3	7.2	11.7	12.2	12.4

Table 42 Page 42

Q21. How about the public schools in the state as a whole?
 What grade would you give the public schools in the state-
 A, B, C, D, or FAIL?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job							
	Un-	Rare			15-		25-		News Ra-		Web	App	Dis	App	Dis	Tot			
		Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio							
TOTAL		448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A		17	11	13	10	8	5	8	12	6	15	5	5	5	25	6	24	7	31
		3.8	7.6	4.6	5.1	3.8	6.0	9.8	4.2	2.4	4.3	4.8	4.9	3.6	6.2	2.1	7.9	1.9	4.4
B		152	50	80	77	67	25	30	97	75	117	40	25	45	154	70	127	93	227
		33.9	34.5	28.5	38.9	31.9	30.1	36.6	34.0	30.2	33.9	38.1	24.3	32.8	38.3	24.7	42.1	25.4	32.4
C		187	54	109	79	82	33	27	114	97	133	33	48	54	136	130	103	160	273
		41.7	37.2	38.8	39.9	39.0	39.8	32.9	40.0	39.1	38.6	31.4	46.6	39.4	33.8	45.9	34.1	43.7	39.0
D		34	11	28	5	21	5	8	22	21	27	6	9	12	27	27	13	41	56
		7.6	7.6	10.0	2.5	10.0	6.0	9.8	7.7	8.5	7.8	5.7	8.7	8.8	6.7	9.5	4.3	11.2	8.0
Fail		10	4	13	2	11	3	4	5	14	9	5	4	7	13	13	5	20	26
		2.2	2.8	4.6	1.0	5.2	3.6	4.9	1.8	5.6	2.6	4.8	3.9	5.1	3.2	4.6	1.7	5.5	3.7
Don't know/ Refused		48	15	38	25	21	12	5	35	35	44	16	12	14	47	37	30	45	87
		10.7	10.3	13.5	12.6	10.0	14.5	6.1	12.3	14.1	12.8	15.2	11.7	10.2	11.7	13.1	9.9	12.3	12.4

Table 43 Page 43

Q22. Do you think your quality of life is better or worse than that of your parents, when they were the age you are now?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Whi	Tot			
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus		
-----															-----			
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Better	121	164	166	241	215	140	200	116	108	126	138	70	34	87	137	138	411	456
	67.6	70.4	60.4	70.3	60.2	70.0	59.9	69.9	65.5	64.3	65.7	72.9	50.7	61.7	66.2	76.7	66.0	65.1
Worse	30	41	62	56	77	34	83	16	31	49	38	9	19	34	36	23	114	133
	16.8	17.6	22.5	16.3	21.6	17.0	24.9	9.6	18.8	25.0	18.1	9.4	28.4	24.1	17.4	12.8	18.3	19.0
About the Same	26	20	38	35	54	23	43	23	19	16	31	13	8	16	27	19	80	89
	14.5	8.6	13.8	10.2	15.1	11.5	12.9	13.9	11.5	8.2	14.8	13.5	11.9	11.3	13.0	10.6	12.8	12.7
Don't know/Refused	2	8	9	11	11	3	8	11	7	5	3	4	6	4	7	-	18	22
	1.1	3.4	3.3	3.2	3.1	1.5	2.4	6.6	4.2	2.6	1.4	4.2	9.0	2.8	3.4	-	2.9	3.1

Table 44 Page 44

Q22. Do you think your quality of life is better or worse than that of your parents, when they were the age you are now?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
	Un-	Rare		15-	25-			News Ra-										
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Better	311	93	181	133	135	50	61	187	158	219	74	63	94	279	171	211	229	456
	69.4	64.1	64.4	67.2	64.3	60.2	74.4	65.6	63.7	63.5	70.5	61.2	68.6	69.4	60.4	69.9	62.6	65.1
Worse	74	28	55	35	42	21	11	55	45	69	13	26	24	72	57	48	78	133
	16.5	19.3	19.6	17.7	20.0	25.3	13.4	19.3	18.1	20.0	12.4	25.2	17.5	17.9	20.1	15.9	21.3	19.0
About the Same	56	20	33	25	28	10	9	36	33	41	16	13	16	39	46	30	51	89
	12.5	13.8	11.7	12.6	13.3	12.0	11.0	12.6	13.3	11.9	15.2	12.6	11.7	9.7	16.3	9.9	13.9	12.7
Don't know/Refused	7	4	12	5	5	2	1	7	12	16	2	1	3	12	9	13	8	22
	1.6	2.8	4.3	2.5	2.4	2.4	1.2	2.5	4.8	4.6	1.9	1.0	2.2	3.0	3.2	4.3	2.2	3.1

Table 45 Page 45

Q23. Next, let me read you two positions on school vouchers. Between these positions, which do you tend to agree with more?

	Party ID		Gender		Age Cat.			Education Level			Household Income						
	Rep	Dem	Ind	Male	Fem	18 35	36 64	HS 65+	Some grad	Coll coll	Grad grad	Less work	\$20k-\$40k \$20k	\$75k \$40k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623 700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Government should give low income parents more...	93	98	102	144	153	90	143	64	70	86	95	29	36	61	84	78	260 297
	52.0	42.1	37.1	42.0	42.9	45.0	42.8	38.6	42.4	43.9	45.2	30.2	53.7	43.3	40.6	43.3	41.7 42.4
Government funding should be limited to children who...	65	117	140	168	158	96	158	72	82	89	91	56	23	68	97	89	300 326
	36.3	50.2	50.9	49.0	44.3	48.0	47.3	43.4	49.7	45.4	43.3	58.3	34.3	48.2	46.9	49.4	48.2 46.6
Don't know/Refused	21	18	33	31	46	14	33	30	13	21	24	11	8	12	26	13	63 77
	11.7	7.7	12.0	9.0	12.9	7.0	9.9	18.1	7.9	10.7	11.4	11.5	11.9	8.5	12.6	7.2	10.1 11.0

Table 46 Page 46

Q23. Next, let me read you two positions on school vouchers. Between these positions, which do you tend to agree with more?

	Rel.	Atten.	Live in Wisconsin				News Consumption				Obama Job			Doyle Job				
	Un-	Rare	15-	25-		News Ra-	pap	dio	Web	App	Dis	App	Dis	Tot				
Marr ion	Oft	Some Nev	<15	24	49	TV								-				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Government should give low income parents more...	185	58	144	79	71	43	43	118	93	143	42	53	56	157	133	125	165	297
	41.3	40.0	51.2	39.9	33.8	51.8	52.4	41.4	37.5	41.4	40.0	51.5	40.9	39.1	47.0	41.4	45.1	42.4
Government funding should be limited to children who...	216	70	96	103	123	37	35	133	120	162	51	40	69	209	112	157	153	326
	48.2	48.3	34.2	52.0	58.6	44.6	42.7	46.7	48.4	47.0	48.6	38.8	50.4	52.0	39.6	52.0	41.8	46.6
Don't know/Refused	47	17	41	16	16	3	4	34	35	40	12	10	12	36	38	20	48	77
	10.5	11.7	14.6	8.1	7.6	3.6	4.9	11.9	14.1	11.6	11.4	9.7	8.8	9.0	13.4	6.6	13.1	11.0

Table 47 Page 47

Q24. Some people say that it is important to protect the environment, even if it costs some jobs or otherwise reduces our... Other people say that protecting the environment... Which viewpoint comes closest to your own?

	Party ID				Gender		Age Cat.			Education Level				Household Income							
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k	\$75k							
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot			
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---				
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protect environment				67	148	115	167	166	101	158	74	67	95	109	48	31	66	102	95	303	333
				37.4	63.5	41.8	48.7	46.5	50.5	47.3	44.6	40.6	48.5	51.9	50.0	46.3	46.8	49.3	52.8	48.6	47.6
Maintaining jobs				91	59	118	128	143	76	135	60	78	75	74	32	26	56	79	68	242	271
				50.8	25.3	42.9	37.3	40.1	38.0	40.4	36.1	47.3	38.3	35.2	33.3	38.8	39.7	38.2	37.8	38.8	38.7
Both equally				16	21	23	34	29	13	27	23	17	21	9	12	6	12	20	11	49	63
				8.9	9.0	8.4	9.9	8.1	6.5	8.1	13.9	10.3	10.7	4.3	12.5	9.0	8.5	9.7	6.1	7.9	9.0
Neither				1	3	5	2	8	3	3	4	1	2	5	1	3	2	1	3	9	10
				0.6	1.3	1.8	0.6	2.2	1.5	0.9	2.4	0.6	1.0	2.4	1.0	4.5	1.4	0.5	1.7	1.4	1.4
Don't know/Refused				4	2	14	12	11	7	11	5	2	3	13	3	1	5	5	3	20	23
				2.2	0.9	5.1	3.5	3.1	3.5	3.3	3.0	1.2	1.5	6.2	3.1	1.5	3.5	2.4	1.7	3.2	3.3

Table 48 Page 48

Q24. Some people say that it is important to protect the environment, even if it costs some jobs or otherwise reduces our... Other people say that protecting the environment... Which viewpoint comes closest to your own?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare			15-	25-	TV	News Ra-	Web	App	Dis	App	Dis	Tot				
		Marr ion	Oft	Some	Nev	<15	24	49	50+	pap	dio							
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protect environment	215	71	132	90	105	39	45	139	110	164	59	46	62	237	87	173	146	333
	48.0	49.0	47.0	45.5	50.0	47.0	54.9	48.8	44.4	47.5	56.2	44.7	45.3	59.0	30.7	57.3	39.9	47.6
Maintaining jobs	177	51	110	82	76	35	29	107	98	143	28	39	57	119	150	87	171	271
	39.5	35.2	39.1	41.4	36.2	42.2	35.4	37.5	39.5	41.4	26.7	37.9	41.6	29.6	53.0	28.8	46.7	38.7
Both equally	38	18	24	16	21	7	5	24	27	29	10	14	8	35	25	31	28	63
	8.5	12.4	8.5	8.1	10.0	8.4	6.1	8.4	10.9	8.4	9.5	13.6	5.8	8.7	8.8	10.3	7.7	9.0
Neither	4	2	5	2	3	1	1	3	5	5	2	-	2	4	6	3	6	10
	0.9	1.4	1.8	1.0	1.4	1.2	1.2	1.1	2.0	1.4	1.9		1.5	1.0	2.1	1.0	1.6	1.4
Don't know/Refused	14	3	10	8	5	1	2	12	8	4	6	4	8	7	15	8	15	23
	3.1	2.1	3.6	4.0	2.4	1.2	2.4	4.2	3.2	1.2	5.7	3.9	5.8	1.7	5.3	2.6	4.1	3.3

Table 49 Page 49

Q25. Some people feel the government in Washington should see to it that every person has a job and a good standard of living. Others think the government should just let each person... Which is closer to the way you feel?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Tot							
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k								
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k						
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Government Guarantee	25	102	59	81	108	59	85	45	39	63	49	28	31	44	51	43	158	189			
	14.0	43.8	21.5	23.6	30.3	29.5	25.4	27.1	23.6	32.1	23.3	29.2	46.3	31.2	24.6	23.9	25.4	27.0			
Ahead on own	149	106	195	241	217	129	222	107	118	121	141	58	29	82	148	126	422	458			
	83.2	45.5	70.9	70.3	60.8	64.5	66.5	64.5	71.5	61.7	67.1	60.4	43.3	58.2	71.5	70.0	67.7	65.4			
Don't know/Refused	5	25	21	21	32	12	27	14	8	12	20	10	7	15	8	11	43	53			
	2.8	10.7	7.6	6.1	9.0	6.0	8.1	8.4	4.8	6.1	9.5	10.4	10.4	10.6	3.9	6.1	6.9	7.6			

Table 50 Page 50

Q25. Some people feel the government in Washington should see to it that every person has a job and a good standard of living. Others think the government should just let each person... Which is closer to the way you feel?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job							
	Marr ion	Un-		Rare		15-		25-		TV	News Ra-		Web	App	Dis	App	Dis	Tot	
		Oft	Some	Nev	<15	24	49	50+	TV	pap	dio								
TOTAL		448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Government Guarantee		104	37	62	56	68	23	29	79	57	98	35	21	34	158	28	121	60	189
		23.2	25.5	22.1	28.3	32.4	27.7	35.4	27.7	23.0	28.4	33.3	20.4	24.8	39.3	9.9	40.1	16.4	27.0
Ahead on own		320	97	200	127	125	54	46	183	174	224	59	72	96	207	240	152	287	458
		71.4	66.9	71.2	64.1	59.5	65.1	56.1	64.2	70.2	64.9	56.2	69.9	70.1	51.5	84.8	50.3	78.4	65.4
Don't know/Refused		24	11	19	15	17	6	7	23	17	23	11	10	7	37	15	29	19	53
		5.4	7.6	6.8	7.6	8.1	7.2	8.5	8.1	6.9	6.7	10.5	9.7	5.1	9.2	5.3	9.6	5.2	7.6

Table 51 Page 51

Q26. Over the last year, do you think the policies of Wisconsin state government have made the economic situation in the state better, worse, or had no effect?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Whi	Tot			
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Better	14	53	25	50	44	33	34	27	22	26	27	14	11	19	28	25	82	94
	7.8	22.7	9.1	14.6	12.3	16.5	10.2	16.3	13.3	13.3	12.9	14.6	16.4	13.5	13.5	13.9	13.2	13.4
Worse	111	72	132	162	157	80	178	61	71	92	104	41	22	56	104	89	291	319
	62.0	30.9	48.0	47.2	44.0	40.0	53.3	36.7	43.0	46.9	49.5	42.7	32.8	39.7	50.2	49.4	46.7	45.6
Had No Effect	46	91	99	116	123	77	102	60	61	65	67	33	26	59	63	59	208	239
	25.7	39.1	36.0	33.8	34.5	38.5	30.5	36.1	37.0	33.2	31.9	34.4	38.8	41.8	30.4	32.8	33.4	34.1
Don't Know/Refused	8	17	19	15	33	10	20	18	11	13	12	8	8	7	12	7	42	48
	4.5	7.3	6.9	4.4	9.2	5.0	6.0	10.8	6.7	6.6	5.7	8.3	11.9	5.0	5.8	3.9	6.7	6.9

Table 52 Page 52

Q26. Over the last year, do you think the policies of Wisconsin state government have made the economic situation in the state better, worse, or had no effect?

	Rel.	Atten.	Live in Wisconsin				News Consumption				Obama Job			Doyle Job				
	Un-	Rare	15-	25-		News Ra-	pap	dio	Web	App	Dis	App	Dis	Tot				
	Marr ion	Oft	Some	Nev	<15	24	49	50+	TV					-				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Better	51	23	35	28	30	9	17	37	31	54	13	11	16	80	13	80	11	94
	11.4	15.9	12.5	14.1	14.3	10.8	20.7	13.0	12.5	15.7	12.4	10.7	11.7	19.9	4.6	26.5	3.0	13.4
Worse	226	69	139	91	82	29	27	140	122	145	51	52	67	123	191	59	254	319
	50.4	47.6	49.5	46.0	39.0	34.9	32.9	49.1	49.2	42.0	48.6	50.5	48.9	30.6	67.5	19.5	69.4	45.6
Had No Effect	142	43	84	67	87	38	35	87	78	117	35	34	49	172	61	141	87	239
	31.7	29.7	29.9	33.8	41.4	45.8	42.7	30.5	31.5	33.9	33.3	33.0	35.8	42.8	21.6	46.7	23.8	34.1
Don't Know/Refused	29	10	23	12	11	7	3	21	17	29	6	6	5	27	18	22	14	48
	6.5	6.9	8.2	6.1	5.2	8.4	3.7	7.4	6.9	8.4	5.7	5.8	3.6	6.7	6.4	7.3	3.8	6.9

Table 53 Page 53

Q27. What is the biggest single problem that needs to be solved with health care reform?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Cover all Americans	14	101	63	92	90	51	82	49	33	51	59	32	22	38	45	51	154	182
	7.8	43.3	22.9	26.8	25.2	25.5	24.6	29.5	20.0	26.0	28.1	33.3	32.8	27.0	21.7	28.3	24.7	26.0
Reduce Costs	109	89	134	168	167	103	169	63	80	90	106	44	29	71	103	90	309	335
	60.9	38.2	48.7	49.0	46.8	51.5	50.6	38.0	48.5	45.9	50.5	45.8	43.3	50.4	49.8	50.0	49.6	47.9
Increase Quality	35	36	41	52	62	35	52	27	36	31	29	12	10	21	31	29	100	114
	19.6	15.5	14.9	15.2	17.4	17.5	15.6	16.3	21.8	15.8	13.8	12.5	14.9	14.9	15.0	16.1	16.1	16.3
Healthcare System is Fine As Is	5	1	9	6	9	4	6	5	6	7	2	-	1	2	8	2	12	15
	2.8	0.4	3.3	1.7	2.5	2.0	1.8	3.0	3.6	3.6	1.0		1.5	1.4	3.9	1.1	1.9	2.1
Don't know/Refused	16	6	28	25	29	7	25	22	10	17	14	8	5	9	20	8	48	54
	8.9	2.6	10.2	7.3	8.1	3.5	7.5	13.3	6.1	8.7	6.7	8.3	7.5	6.4	9.7	4.4	7.7	7.7

Table 54 Page 54

Q27. What is the biggest single problem that needs to be solved with health care reform?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job							
	Married	Un- Oft Some			Rare Nev <15			15- 24		25- 49		News Ra- pap dio		Web		App	Dis	App	Dis	Tot
		Ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
TOTAL		448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700	
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Cover all Americans		113	39	65	48	65	26	25	73	58	81	34	31	34	156	24	119	53	182	
		25.2	26.9	23.1	24.2	31.0	31.3	30.5	25.6	23.4	23.5	32.4	30.1	24.8	38.8	8.5	39.4	14.5	26.0	
Reduce Costs		223	71	134	96	102	39	38	143	115	169	46	46	71	165	162	125	195	335	
		49.8	49.0	47.7	48.5	48.6	47.0	46.3	50.2	46.4	49.0	43.8	44.7	51.8	41.0	57.2	41.4	53.3	47.9	
Increase Quality		70	18	43	40	31	11	13	47	42	62	15	14	22	62	49	48	63	114	
		15.6	12.4	15.3	20.2	14.8	13.3	15.9	16.5	16.9	18.0	14.3	13.6	16.1	15.4	17.3	15.9	17.2	16.3	
Healthcare System is Fine As Is		9	6	7	7	1	1	2	6	6	6	1	3	4	2	13	2	13	15	
		2.0	4.1	2.5	3.5	0.5	1.2	2.4	2.1	2.4	1.7	1.0	2.9	2.9	0.5	4.6	0.7	3.6	2.1	
Don't know/Refused		33	11	32	7	11	6	4	16	27	27	9	9	6	17	35	8	42	54	
		7.4	7.6	11.4	3.5	5.2	7.2	4.9	5.6	10.9	7.8	8.6	8.7	4.4	4.2	12.4	2.6	11.5	7.7	

Table 55 Page 55

Q28. Do you mostly support or mostly oppose the changes to the health care system proposed by Barack Obama or don't you know enough about them yet to say?

	Party ID			Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	35	64	65+	HS grad	Some coll	Coll grad	Grad work	Less \$20k	\$20k-\$40k	\$40k-\$75k	plus Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623 700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Mostly Support	6	125	66	100	98	53	96	49	38	47	69	37	15	39	63	57	177 198
	3.4	53.6	24.0	29.2	27.5	26.5	28.7	29.5	23.0	24.0	32.9	38.5	22.4	27.7	30.4	31.7	28.4 28.3
Mostly Oppose	118	15	107	134	110	67	122	55	50	75	79	32	15	35	73	71	222 244
	65.9	6.4	38.9	39.1	30.8	33.5	36.5	33.1	30.3	38.3	37.6	33.3	22.4	24.8	35.3	39.4	35.6 34.9
Don't know enough	52	91	97	102	146	78	111	59	73	73	60	24	37	65	70	47	214 248
	29.1	39.1	35.3	29.7	40.9	39.0	33.2	35.5	44.2	37.2	28.6	25.0	55.2	46.1	33.8	26.1	34.3 35.4
Refused	3	2	5	7	3	2	5	3	4	1	2	3	-	2	1	5	10 10
	1.7	0.9	1.8	2.0	0.8	1.0	1.5	1.8	2.4	0.5	1.0	3.1		1.4	0.5	2.8	1.6 1.4

Table 56 Page 56

Q28. Do you mostly support or mostly oppose the changes to the health care system proposed by Barack Obama or don't you know enough about them yet to say?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
	Un-	Rare		15-	25-			News Ra-										
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Mostly Support	123	43	62	52	81	26	30	76	65	90	39	32	35	189	9	133	63	198
	27.5	29.7	22.1	26.3	38.6	31.3	36.6	26.7	26.2	26.1	37.1	31.1	25.5	47.0	3.2	44.0	17.2	28.3
Mostly Oppose	178	39	120	68	51	25	28	103	87	105	33	44	59	35	207	42	195	244
	39.7	26.9	42.7	34.3	24.3	30.1	34.1	36.1	35.1	30.4	31.4	42.7	43.1	8.7	73.1	13.9	53.3	34.9
Don't know enough	140	63	94	76	75	30	23	105	90	145	32	25	41	172	64	121	106	248
	31.2	43.4	33.5	38.4	35.7	36.1	28.0	36.8	36.3	42.0	30.5	24.3	29.9	42.8	22.6	40.1	29.0	35.4
Refused	7	-	5	2	3	2	1	1	6	5	1	2	2	6	3	6	2	10
	1.6		1.8	1.0	1.4	2.4	1.2	0.4	2.4	1.4	1.0	1.9	1.5	1.5	1.1	2.0	0.5	1.4

Table 57 Page 57

Q29. Which comes closest to your view? Gay and lesbian couples should be allowed to legally marry, or Gay and lesbian couples should be allowed to form civil unions but not legally marry, or There should be no legal...?

	Party ID		Gender		Age Cat.				Education Level				Household Income								
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some Coll	Grad	Less \$20k-\$40k-\$75k	\$20k	\$40k	\$75k	plus Whi	Tot					
						35	64	65+	grad	coll	grad work	\$20k	\$40k	\$75k plus	Whi	Tot					
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Legally Marry				23	99	67	88	102	84	81	25	28	55	69	30	11	35	64	63	178	190
				12.8	42.5	24.4	25.7	28.6	42.0	24.3	15.1	17.0	28.1	32.9	31.2	16.4	24.8	30.9	35.0	28.6	27.1
Civil Unions, but Not Legally Marry				49	74	99	100	125	58	111	56	44	62	72	41	19	41	65	61	202	225
				27.4	31.8	36.0	29.2	35.0	29.0	33.2	33.7	26.7	31.6	34.3	42.7	28.4	29.1	31.4	33.9	32.4	32.1
No Legal Recognition				102	43	93	139	104	55	121	67	80	69	59	23	32	57	66	50	215	243
				57.0	18.5	33.8	40.5	29.1	27.5	36.2	40.4	48.5	35.2	28.1	24.0	47.8	40.4	31.9	27.8	34.5	34.7
Don't know/Refused				5	17	16	16	26	3	21	18	13	10	10	2	5	8	12	6	28	42
				2.8	7.3	5.8	4.7	7.3	1.5	6.3	10.8	7.9	5.1	4.8	2.1	7.5	5.7	5.8	3.3	4.5	6.0

Table 58 Page 58

Q29. Which comes closest to your view? Gay and lesbian couples should be allowed to legally marry, or Gay and lesbian couples should be allowed to form civil unions but not legally marry, or There should be no legal...?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
Marr ion	Un- Oft	Rare Some	Nev <15	15- 24	25- 49	50+	TV	News Ra- pap dio	Web	App	Dis	App	Dis	Tot				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Legally Marry	119	37	39	52	97	27	33	90	39	85	31	24	49	159	25	116	65	190
	26.6	25.5	13.9	26.3	46.2	32.5	40.2	31.6	15.7	24.6	29.5	23.3	35.8	39.6	8.8	38.4	17.8	27.1
Civil Unions, but Not Legally Marry	150	50	87	76	58	28	26	85	86	112	38	24	47	129	94	106	111	225
	33.5	34.5	31.0	38.4	27.6	33.7	31.7	29.8	34.7	32.5	36.2	23.3	34.3	32.1	33.2	35.1	30.3	32.1
No Legal Recognition	157	45	142	58	42	26	20	97	99	125	28	49	38	85	153	65	167	243
	35.0	31.0	50.5	29.3	20.0	31.3	24.4	34.0	39.9	36.2	26.7	47.6	27.7	21.1	54.1	21.5	45.6	34.7
Don't know/Refused	22	13	13	12	13	2	3	13	24	23	8	6	3	29	11	15	23	42
	4.9	9.0	4.6	6.1	6.2	2.4	3.7	4.6	9.7	6.7	7.6	5.8	2.2	7.2	3.9	5.0	6.3	6.0

Table 59 Page 59

Q30. Which of the following statements comes closest to your view of global warming? Global warming is occurring and the federal government can take steps which would slow the rate of global warming or eventually stop it...

	Party ID		Gender		Age Cat.			Education Level			Household Income										
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some Coll	Grad	Less \$20k-\$40k-\$75k	\$20k	\$40k	\$75k	plus Whi	Tot					
						35	64	65+	grad	coll	grad work	\$20k	\$40k	\$75k	plus Whi	Tot					
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Occurring, Federal Government Can Help				57	169	123	161	195	110	165	81	63	101	121	59	36	75	104	97	320	356
				31.8	72.5	44.7	46.9	54.6	55.0	49.4	48.8	38.2	51.5	57.6	61.5	53.7	53.2	50.2	53.9	51.4	50.9
Occurring, Federal Government Cannot Help				48	37	73	90	71	47	75	39	50	39	43	20	13	33	50	38	141	161
				26.8	15.9	26.5	26.2	19.9	23.5	22.5	23.5	30.3	19.9	20.5	20.8	19.4	23.4	24.2	21.1	22.6	23.0
Not Occurring				68	13	64	83	63	39	78	29	40	44	42	14	9	29	45	38	133	146
				38.0	5.6	23.3	24.2	17.6	19.5	23.4	17.5	24.2	22.4	20.0	14.6	13.4	20.6	21.7	21.1	21.3	20.9
Don't know/Refused				6	14	15	9	28	4	16	17	12	12	4	3	9	4	8	7	29	37
				3.4	6.0	5.5	2.6	7.8	2.0	4.8	10.2	7.3	6.1	1.9	3.1	13.4	2.8	3.9	3.9	4.7	5.3

Table 60 Page 60

Q30. Which of the following statements comes closest to your view of global warming? Global warming is occurring and the federal government can take steps which would slow the rate of global warming or eventually stop it...

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
	Un-	Rare		15-	25-			News Ra-										
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Occurring, Federal Government Can Help	219	77	121	102	127	47	44	148	116	173	65	49	64	282	66	211	128	356
	48.9	53.1	43.1	51.5	60.5	56.6	53.7	51.9	46.8	50.1	61.9	47.6	46.7	70.1	23.3	69.9	35.0	50.9
Occurring, Federal Government Cannot Help	105	37	69	47	45	18	19	58	66	77	22	20	40	73	85	57	99	161
	23.4	25.5	24.6	23.7	21.4	21.7	23.2	20.4	26.6	22.3	21.0	19.4	29.2	18.2	30.0	18.9	27.0	23.0
Not Occurring	103	25	75	39	28	16	16	64	49	70	14	30	29	29	114	20	122	146
	23.0	17.2	26.7	19.7	13.3	19.3	19.5	22.5	19.8	20.3	13.3	29.1	21.2	7.2	40.3	6.6	33.3	20.9
Don't know/Refused	21	6	16	10	10	2	3	15	17	25	4	4	4	18	18	14	17	37
	4.7	4.1	5.7	5.1	4.8	2.4	3.7	5.3	6.9	7.2	3.8	3.9	2.9	4.5	6.4	4.6	4.6	5.3

Table 61 Page 61

Q31. Do you support the Mayor of Milwaukee taking control
of Milwaukee public schools with the power to choose the
next superintendent and appoint members of the School Board?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Whi	Tot			
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k plus			
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	62	79	75	117	101	72	103	43	44	59	79	29	21	43	62	69	190	218
	34.6	33.9	27.3	34.1	28.3	36.0	30.8	25.9	26.7	30.1	37.6	30.2	31.3	30.5	30.0	38.3	30.5	31.1
Oppose	64	80	118	134	129	72	130	61	63	73	71	42	21	53	87	67	233	263
	35.8	34.3	42.9	39.1	36.1	36.0	38.9	36.7	38.2	37.2	33.8	43.8	31.3	37.6	42.0	37.2	37.4	37.6
Don't know/Refused	53	74	82	92	127	56	101	62	58	64	60	25	25	45	58	44	200	219
	29.6	31.8	29.8	26.8	35.6	28.0	30.2	37.3	35.2	32.7	28.6	26.0	37.3	31.9	28.0	24.4	32.1	31.3

Table 62 Page 62

Q31. Do you support the Mayor of Milwaukee taking control
of Milwaukee public schools with the power to choose the
next superintendent and appoint members of the School Board?

	Rel.	Atten.	Live in Wisconsin				News Consumption				Obama	Job Doyle	Job					
	Un-	Rare	15-	25-		News Ra-	pap	dio	Web	App	Dis	App	Dis	Tot				
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV						-				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	129	40	79	64	74	31	31	97	58	104	33	34	47	141	75	106	106	218
	28.8	27.6	28.1	32.3	35.2	37.3	37.8	34.0	23.4	30.1	31.4	33.0	34.3	35.1	26.5	35.1	29.0	31.1
Oppose	176	65	109	76	73	25	29	101	107	136	39	35	48	144	116	100	154	263
	39.3	44.8	38.8	38.4	34.8	30.1	35.4	35.4	43.1	39.4	37.1	34.0	35.0	35.8	41.0	33.1	42.1	37.6
Don't know/Refused	143	40	93	58	63	27	22	87	83	105	33	34	42	117	92	96	106	219
	31.9	27.6	33.1	29.3	30.0	32.5	26.8	30.5	33.5	30.4	31.4	33.0	30.7	29.1	32.5	31.8	29.0	31.3

Table 63 Page 63

Q32. Thinking about a typical weekday, do you get most of your news from television, print newspapers, the radio, or the internet?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Tot				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k			
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Television	88	123	127	149	196	76	170	99	99	100	81	41	47	80	101	68	307	345
	49.2	52.8	46.2	43.4	54.9	38.0	50.9	59.6	60.0	51.0	38.6	42.7	70.1	56.7	48.8	37.8	49.3	49.3
Print Newspapers	22	43	38	60	45	15	47	43	18	14	48	20	5	19	27	35	97	105
	12.3	18.5	13.8	17.5	12.6	7.5	14.1	25.9	10.9	7.1	22.9	20.8	7.5	13.5	13.0	19.4	15.6	15.0
Radio	35	31	37	52	51	28	59	16	23	36	31	12	5	23	33	26	89	103
	19.6	13.3	13.5	15.2	14.3	14.0	17.7	9.6	13.9	18.4	14.8	12.5	7.5	16.3	15.9	14.4	14.3	14.7
Internet	33	36	66	79	58	80	53	4	24	44	44	22	10	18	42	48	123	137
	18.4	15.5	24.0	23.0	16.2	40.0	15.9	2.4	14.5	22.4	21.0	22.9	14.9	12.8	20.3	26.7	19.7	19.6
Don't know/Refused	1	-	7	3	7	1	5	4	1	2	6	1	-	1	4	3	7	10
	0.6		2.5	0.9	2.0	0.5	1.5	2.4	0.6	1.0	2.9	1.0		0.7	1.9	1.7	1.1	1.4

Table 64 Page 64

Q32. Thinking about a typical weekday, do you get most of your news from television, print newspapers, the radio, or the internet?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
	Un-	Rare		15-	25-		News Ra-	pap	dio	Web	App	Dis	App	Dis	Tot			
Marr ion	Oft	Some	Nev	<15	24	49	TV								-			
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Television	204	67	140	103	99	38	31	132	143	345	-	-	-	209	126	161	170	345
	45.5	46.2	49.8	52.0	47.1	45.8	37.8	46.3	57.7	100				52.0	44.5	53.3	46.4	49.3
Print Newspapers	72	21	43	31	28	8	12	33	51	-	105	-	-	62	40	50	50	105
	16.1	14.5	15.3	15.7	13.3	9.6	14.6	11.6	20.6		100			15.4	14.1	16.6	13.7	15.0
Radio	74	28	47	24	30	10	16	48	29	-	-	103	-	55	47	36	63	103
	16.5	19.3	16.7	12.1	14.3	12.0	19.5	16.8	11.7		100			13.7	16.6	11.9	17.2	14.7
Internet	90	26	46	38	52	27	21	70	19	-	-	-	137	72	64	54	75	137
	20.1	17.9	16.4	19.2	24.8	32.5	25.6	24.6	7.7		100			17.9	22.6	17.9	20.5	19.6
Don't know/Refused	8	3	5	2	1	-	2	2	6	-	-	-	-	4	6	1	8	10
	1.8	2.1	1.8	1.0	0.5		2.4	0.7	2.4					1.0	2.1	0.3	2.2	1.4

Table 65 Page 65

Q33Recode. Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or something else?

	Party ID				Gender		Age Cat.			Education Level				Household Income					
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k						
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot	
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Republican	179	-	-	94	85	53	85	41	53	49	52	18	12	35	53	55	170	179	
	100			27.4	23.8	26.5	25.4	24.7	32.1	25.0	24.8	18.8	17.9	24.8	25.6	30.6	27.3	25.6	
Democrat	-	233	-	93	140	73	99	61	50	73	63	34	29	46	77	51	200	233	
		100		27.1	39.2	36.5	29.6	36.7	30.3	37.2	30.0	35.4	43.3	32.6	37.2	28.3	32.1	33.3	
Independent/Other	-	-	-	275	154	121	70	147	58	58	71	92	42	24	59	74	73	244	275
				100	44.9	33.9	35.0	44.0	34.9	35.2	36.2	43.8	43.8	35.8	41.8	35.7	40.6	39.2	39.3
Refused	-	-	-	2	11	4	3	6	4	3	3	2	2	1	3	1	9	13	
				0.6	3.1	2.0	0.9	3.6	2.4	1.5	1.4	2.1	3.0	0.7	1.4	0.6	1.4	1.9	

Table 66 Page 66

Q33Recode. Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or something else?

	Rel. Atten.			Live in Wisconsin			News Consumption			Obama Job			Doyle Job					
	Un-	Rare		15-	25-		News	Ra-		App	Dis	App	Dis	Tot				
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis					
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	128	25	88	56	33	19	21	77	61	88	22	35	33	42	133	49	124	179
	28.6	17.2	31.3	28.3	15.7	22.9	25.6	27.0	24.6	25.5	21.0	34.0	24.1	10.4	47.0	16.2	33.9	25.6
Democrat	126	60	67	73	90	31	34	88	80	123	43	31	36	210	20	156	65	233
	28.1	41.4	23.8	36.9	42.9	37.3	41.5	30.9	32.3	35.7	41.0	30.1	26.3	52.2	7.1	51.7	17.8	33.3
Independent/Other	188	57	119	66	86	31	27	118	98	127	38	37	66	145	124	94	170	275
	42.0	39.3	42.3	33.3	41.0	37.3	32.9	41.4	39.5	36.8	36.2	35.9	48.2	36.1	43.8	31.1	46.4	39.3
Refused	6	3	7	3	1	2	-	2	9	7	2	-	2	5	6	3	7	13
	1.3	2.1	2.5	1.5	0.5	2.4		0.7	3.6	2.0	1.9		1.5	1.2	2.1	1.0	1.9	1.9

Table 67 Page 67

QPID7. Seven-point Party Identification Scale

	Party ID				Gender		Age Cat.			Education Level				Household Income					
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-	\$40k-	\$75k				
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot	
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Strong Republican	98	-	-	49	49	19	52	27	30	25	32	6	7	15	31	32	95	98	
	54.7			14.3	13.7	9.5	15.6	16.3	18.2	12.8	15.2	6.2	10.4	10.6	15.0	17.8	15.2	14.0	
Weak Republican	81	-	-	45	36	34	33	14	23	24	20	12	5	20	22	23	75	81	
	45.3			13.1	10.1	17.0	9.9	8.4	13.9	12.2	9.5	12.5	7.5	14.2	10.6	12.8	12.0	11.6	
Lean Republican	-	-	-	115	64	53	26	69	22	28	28	39	19	7	18	34	34	105	117
				41.8	18.7	14.8	13.0	20.7	13.3	17.0	14.3	18.6	19.8	10.4	12.8	16.4	18.9	16.9	16.7
Independent	-	-	-	66	36	39	22	32	21	17	24	21	9	8	21	20	10	63	75
				24.0	10.5	10.9	11.0	9.6	12.7	10.3	12.2	10.0	9.4	11.9	14.9	9.7	5.6	10.1	10.7
Lean Democrat	-	-	-	94	56	40	26	49	21	17	22	35	16	11	21	23	30	85	96
				34.2	16.3	11.2	13.0	14.7	12.7	10.3	11.2	16.7	16.7	16.4	14.9	11.1	16.7	13.6	13.7
Weak Democrat	-	105	-	48	57	43	44	18	23	35	31	10	15	15	37	26	92	105	
	45.1			14.0	16.0	21.5	13.2	10.8	13.9	17.9	14.8	10.4	22.4	10.6	17.9	14.4	14.8	15.0	
Strong Democrat	-	128	-	45	83	30	55	43	27	38	32	24	14	31	40	25	108	128	
	54.9			13.1	23.2	15.0	16.5	25.9	16.4	19.4	15.2	25.0	20.9	22.0	19.3	13.9	17.3	18.3	

Table 68 Page 68

QPID7. Seven-point Party Identification Scale

	Rel. Atten.			Live in Wisconsin			News Consumption			Obama Job Doyle Job								
	Un-	Rare	15-	25-			News Ra-											
	Marr	ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Strong Republican	74	13	58	24	15	8	7	41	42	53	11	15	18	16	81	20	74	98
	16.5	9.0	20.6	12.1	7.1	9.6	8.5	14.4	16.9	15.4	10.5	14.6	13.1	4.0	28.6	6.6	20.2	14.0
Weak Republican	54	12	30	32	18	11	14	36	19	35	11	20	15	26	52	29	50	81
	12.1	8.3	10.7	16.2	8.6	13.3	17.1	12.6	7.7	10.1	10.5	19.4	10.9	6.5	18.4	9.6	13.7	11.6
Lean Republican	83	19	49	28	38	13	12	51	41	47	19	21	28	27	89	16	96	117
	18.5	13.1	17.4	14.1	18.1	15.7	14.6	17.9	16.5	13.6	18.1	20.4	20.4	6.7	31.4	5.3	26.2	16.7
Independent	48	17	38	17	18	10	10	21	33	30	10	8	21	40	30	25	45	75
	10.7	11.7	13.5	8.6	8.6	12.0	12.2	7.4	13.3	8.7	9.5	7.8	15.3	10.0	10.6	8.3	12.3	10.7
Lean Democrat	63	24	39	24	31	10	5	48	33	57	11	8	19	83	11	56	36	96
	14.1	16.6	13.9	12.1	14.8	12.0	6.1	16.8	13.3	16.5	10.5	7.8	13.9	20.6	3.9	18.5	9.8	13.7
Weak Democrat	60	31	27	34	43	17	15	42	31	55	19	12	19	91	13	66	34	105
	13.4	21.4	9.6	17.2	20.5	20.5	18.3	14.7	12.5	15.9	18.1	11.7	13.9	22.6	4.6	21.9	9.3	15.0
Strong Democrat	66	29	40	39	47	14	19	46	49	68	24	19	17	119	7	90	31	128
	14.7	20.0	14.2	19.7	22.4	16.9	23.2	16.1	19.8	19.7	22.9	18.4	12.4	29.6	2.5	29.8	8.5	18.3

Table 69 Page 69

Q34. Some people are registered to vote and others are not.
 Are you registered to vote in the precinct or election
 district where you now live, or aren't you?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Whi	Tot			
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, Registered to Vote	164	206	244	303	321	173	301	150	133	180	196	92	49	124	191	168	556	624
	91.6	88.4	88.7	88.3	89.9	86.5	90.1	90.4	80.6	91.8	93.3	95.8	73.1	87.9	92.3	93.3	89.2	89.1
No, Not Registered to Vote	14	25	28	37	32	26	30	13	30	15	12	4	16	16	15	12	62	69
	7.8	10.7	10.2	10.8	9.0	13.0	9.0	7.8	18.2	7.7	5.7	4.2	23.9	11.3	7.2	6.7	10.0	9.9
No Answer/Don't Know/ Refused	1	2	3	3	4	1	3	3	2	1	2	-	2	1	1	-	5	7
	0.6	0.9	1.1	0.9	1.1	0.5	0.9	1.8	1.2	0.5	1.0		3.0	0.7	0.5		0.8	1.0

Table 70 Page 70

Q34. Some people are registered to vote and others are not.
 Are you registered to vote in the precinct or election
 district where you now live, or aren't you?

	Rel.	Atten.	Live in Wisconsin				News Consumption				Obama Job Doyle Job							
	Un-	Rare	15-	25-		News Ra-	pap	dio	Web	App	Dis	App	Dis	Tot				
Marr ion	Oft	Some Nev	<15	24	49	TV								-				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, Registered to Vote	421	134	257	181	175	63	72	267	220	301	96	98	119	352	264	267	338	624
	94.0	92.4	91.5	91.4	83.3	75.9	87.8	93.7	88.7	87.2	91.4	95.1	86.9	87.6	93.3	88.4	92.3	89.1
No, Not Registered to Vote	25	9	20	16	33	20	9	16	24	38	9	5	17	44	18	30	26	69
	5.6	6.2	7.1	8.1	15.7	24.1	11.0	5.6	9.7	11.0	8.6	4.9	12.4	10.9	6.4	9.9	7.1	9.9
No Answer/Don't Know/ Refused	2	2	4	1	2	-	1	2	4	6	-	-	1	6	1	5	2	7
	0.4	1.4	1.4	0.5	1.0		1.2	0.7	1.6	1.7			0.7	1.5	0.4	1.7	0.5	1.0

Table 71 Page 71

Q35A. If the Democratic primary for Governor were held today, for whom would you vote?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Tom Barrett	-	78	33	54	57	36	49	26	19	30	38	22	10	21	42	27	89	111
		33.5	12.0	15.7	16.0	18.0	14.7	15.7	11.5	15.3	18.1	22.9	14.9	14.9	20.3	15.0	14.3	15.9
Barbara Lawton	-	36	10	18	28	16	15	15	11	12	15	6	9	10	10	12	42	46
		15.5	3.6	5.2	7.8	8.0	4.5	9.0	6.7	6.1	7.1	6.2	13.4	7.1	4.8	6.7	6.7	6.6
Don't know/Refused	-	92	38	56	76	35	64	33	20	46	37	19	12	28	40	34	119	132
		39.5	13.8	16.3	21.3	17.5	19.2	19.9	12.1	23.5	17.6	19.8	17.9	19.9	19.3	18.9	19.1	18.9
NO ANSWER	179	27	194	215	196	113	206	92	115	108	120	49	36	82	115	107	373	411
	100	11.6	70.5	62.7	54.9	56.5	61.7	55.4	69.7	55.1	57.1	51.0	53.7	58.2	55.6	59.4	59.9	58.7

Table 72 Page 72

Q35A. If the Democratic primary for Governor were held today, for whom would you vote?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Tom Barrett	62	25	37	39	35	13	14	45	39	55	25	11	20	98	11	68	41	111
	13.8	17.2	13.2	19.7	16.7	15.7	17.1	15.8	15.7	15.9	23.8	10.7	14.6	24.4	3.9	22.5	11.2	15.9
Barbara Lawton	25	9	21	10	15	6	6	18	16	24	11	6	5	45	1	34	12	46
	5.6	6.2	7.5	5.1	7.1	7.2	7.3	6.3	6.5	7.0	10.5	5.8	3.6	11.2	0.4	11.3	3.3	6.6
Don't know/Refused	87	40	38	38	51	13	13	65	41	77	15	18	21	115	15	87	36	132
	19.4	27.6	13.5	19.2	24.3	15.7	15.9	22.8	16.5	22.3	14.3	17.5	15.3	28.6	5.3	28.8	9.8	18.9
NO ANSWER	274	71	185	111	109	51	49	157	152	189	54	68	91	144	256	113	277	411
	61.2	49.0	65.8	56.1	51.9	61.4	59.8	55.1	61.3	54.8	51.4	66.0	66.4	35.8	90.5	37.4	75.7	58.7

Table 73 Page 73

Q35B. If the Republican primary for Governor were held today, for whom would you vote?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Mark Neumann	25	-	14	21	18	5	29	5	10	9	12	5	2	6	11	9	36	39
	14.0		5.1	6.1	5.0	2.5	8.7	3.0	6.1	4.6	5.7	5.2	3.0	4.3	5.3	5.0	5.8	5.6
Scott Walker	64	-	41	62	43	25	53	27	24	26	40	12	3	18	26	43	96	105
	35.8		14.9	18.1	12.0	12.5	15.9	16.3	14.5	13.3	19.0	12.5	4.5	12.8	12.6	23.9	15.4	15.0
Tim Michels	6	-	4	8	2	5	4	1	4	2	4	-	-	2	3	4	10	10
	3.4		1.5	2.3	0.6	2.5	1.2	0.6	2.4	1.0	1.9			1.4	1.4	2.2	1.6	1.4
Don't know/Refused	69	-	47	53	65	36	59	23	31	36	31	19	9	21	40	30	110	118
	38.5		17.1	15.5	18.2	18.0	17.7	13.9	18.8	18.4	14.8	19.8	13.4	14.9	19.3	16.7	17.7	16.9
NO ANSWER	15	233	169	199	229	129	189	110	96	123	123	60	53	94	127	94	371	428
	8.4	100	61.5	58.0	64.1	64.5	56.6	66.3	58.2	62.8	58.6	62.5	79.1	66.7	61.4	52.2	59.6	61.1

Table 74 Page 74

Q35B. If the Republican primary for Governor were held today, for whom would you vote?

	Rel. Atten.			Live in Wisconsin			News Consumption			Obama Job			Doyle Job					
	Un-	Rare		15-	25-		News	Ra-		App	Dis	App	Dis	Tot				
	Marr ion	Oft	Some Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis					
	---	---	---	---	---	---	---	---	---	---	---	---	---	---				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Mark Neumann	23	7	19	10	9	2	3	15	19	21	3	7	8	14	25	9	29	39
	5.1	4.8	6.8	5.1	4.3	2.4	3.7	5.3	7.7	6.1	2.9	6.8	5.8	3.5	8.8	3.0	7.9	5.6
Scott Walker	76	18	48	33	22	13	13	44	35	47	17	16	23	15	89	15	90	105
	17.0	12.4	17.1	16.7	10.5	15.7	15.9	15.4	14.1	13.6	16.2	15.5	16.8	3.7	31.4	5.0	24.6	15.0
Tim Michels	5	-	4	2	4	1	3	3	3	1	3	1	5	1	9	2	8	10
	1.1		1.4	1.0	1.9	1.2	3.7	1.1	1.2	0.3	2.9	1.0	3.6	0.2	3.2	0.7	2.2	1.4
Don't know/Refused	100	19	58	33	26	9	12	60	36	52	13	31	21	28	87	30	82	118
	22.3	13.1	20.6	16.7	12.4	10.8	14.6	21.1	14.5	15.1	12.4	30.1	15.3	7.0	30.7	9.9	22.4	16.9
NO ANSWER	244	101	152	120	149	58	51	163	155	224	69	48	80	344	73	246	157	428
	54.5	69.7	54.1	60.6	71.0	69.9	62.2	57.2	62.5	64.9	65.7	46.6	58.4	85.6	25.8	81.5	42.9	61.1

Table 75 Page 75

Q36. How often do you attend religious services--more than once a week, every week, once or twice a month, several times a year, or hardly ever?

	Party ID		Gender		Age Cat.			Education Level			Household Income			Whi	Tot			
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
More than once a week	20	9	25	24	32	17	19	20	11	16	20	6	7	18	16	5	45	56
	11.2	3.9	9.1	7.0	9.0	8.5	5.7	12.0	6.7	8.2	9.5	6.2	10.4	12.8	7.7	2.8	7.2	8.0
Every week	68	58	94	89	136	39	118	68	60	48	69	39	21	42	62	53	206	225
	38.0	24.9	34.2	25.9	38.1	19.5	35.3	41.0	36.4	24.5	32.9	40.6	31.3	29.8	30.0	29.4	33.1	32.1
Once or twice a month	26	30	38	53	43	30	46	20	20	29	32	12	4	20	28	32	85	96
	14.5	12.9	13.8	15.5	12.0	15.0	13.8	12.0	12.1	14.8	15.2	12.5	6.0	14.2	13.5	17.8	13.6	13.7
Several times a year	30	43	28	50	52	40	38	24	27	30	33	8	10	17	28	33	95	102
	16.8	18.5	10.2	14.6	14.6	20.0	11.4	14.5	16.4	15.3	15.7	8.3	14.9	12.1	13.5	18.3	15.2	14.6
Hardly ever	29	75	74	104	75	57	96	26	36	63	45	24	19	34	65	50	162	179
	16.2	32.2	26.9	30.3	21.0	28.5	28.7	15.7	21.8	32.1	21.4	25.0	28.4	24.1	31.4	27.8	26.0	25.6
Never	4	15	12	16	15	13	13	5	9	9	8	4	5	9	7	5	26	31
	2.2	6.4	4.4	4.7	4.2	6.5	3.9	3.0	5.5	4.6	3.8	4.2	7.5	6.4	3.4	2.8	4.2	4.4
Don't know/Refused	2	3	4	7	4	4	4	3	2	1	3	3	1	1	1	2	4	11
	1.1	1.3	1.5	2.0	1.1	2.0	1.2	1.8	1.2	0.5	1.4	3.1	1.5	0.7	0.5	1.1	0.6	1.6

Table 76 Page 76

Q36. How often do you attend religious services--more than once a week, every week, once or twice a month, several times a year, or hardly ever?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
	Un- Marr ion	Oft	Rare Some Nev	<15	15-	25-	50+	TV	News Ra- pap dio	Web	App	Dis	App	Dis	Tot			
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
More than once a week	31	8	56	-	-	6	8	19	23	25	8	13	10	24	29	24	26	56
	6.9	5.5	19.9			7.2	9.8	6.7	9.3	7.2	7.6	12.6	7.3	6.0	10.2	7.9	7.1	8.0
Every week	158	45	225	-	-	18	26	83	97	115	35	34	36	109	112	82	134	225
	35.3	31.0	80.1			21.7	31.7	29.1	39.1	33.3	33.3	33.0	26.3	27.1	39.6	27.2	36.6	32.1
Once or twice a month	67	24	-	96	-	11	12	43	30	46	16	16	16	54	41	43	51	96
	15.0	16.6		48.5		13.3	14.6	15.1	12.1	13.3	15.2	15.5	11.7	13.4	14.5	14.2	13.9	13.7
Several times a year	63	23	-	102	-	15	11	42	34	57	15	8	22	56	43	48	49	102
	14.1	15.9		51.5		18.1	13.4	14.7	13.7	16.5	14.3	7.8	16.1	13.9	15.2	15.9	13.4	14.6
Hardly ever	105	37	-	-	179	27	19	79	53	84	24	27	43	131	46	86	85	179
	23.4	25.5			85.2	32.5	23.2	27.7	21.4	24.3	22.9	26.2	31.4	32.6	16.3	28.5	23.2	25.6
Never	17	3	-	-	31	4	6	15	6	15	4	3	9	23	7	14	16	31
	3.8	2.1			14.8	4.8	7.3	5.3	2.4	4.3	3.8	2.9	6.6	5.7	2.5	4.6	4.4	4.4
Don't know/Refused	7	5	-	-	2	-	4	5	3	3	2	1	5	5	5	5	11	
	1.6	3.4			2.4		1.4	2.0	0.9	2.9	1.9	0.7	1.2	1.8	1.7	1.4	1.6	

Table 77 Page 77

QAgeRecode. Age Categories

	Party ID				Gender		Age Cat.		Education Level				Household Income					
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-	\$40k-	\$75k			
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-35	53	73	70	92	108	200	-	-	33	73	70	18	23	43	59	57	172	200
	29.6	31.3	25.5	26.8	30.3	100			20.0	37.2	33.3	18.8	34.3	30.5	28.5	31.7	27.6	28.6
36-64	85	99	147	175	159	-	334	-	81	86	97	58	19	55	104	108	302	334
	47.5	42.5	53.5	51.0	44.5		100		49.1	43.9	46.2	60.4	28.4	39.0	50.2	60.0	48.5	47.7
65 and older	41	61	58	76	90	-	-	166	51	37	43	20	25	43	44	15	149	166
	22.9	26.2	21.1	22.2	25.2			100	30.9	18.9	20.5	20.8	37.3	30.5	21.3	8.3	23.9	23.7

Table 78 Page 78

QAgeRecode. Age Categories

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-35	115	44	56	70	70	36	45	119	-	76	15	28	80	118	75	104	80	200
	25.7	30.3	19.9	35.4	33.3	43.4	54.9	41.8		22.0	14.3	27.2	58.4	29.4	26.5	34.4	21.9	28.6
36-64	243	80	137	84	109	40	25	139	128	170	47	59	53	194	137	124	205	334
	54.2	55.2	48.8	42.4	51.9	48.2	30.5	48.8	51.6	49.3	44.8	57.3	38.7	48.3	48.4	41.1	56.0	47.7
65 and older	90	21	88	44	31	7	12	27	120	99	43	16	4	90	71	74	81	166
	20.1	14.5	31.3	22.2	14.8	8.4	14.6	9.5	48.4	28.7	41.0	15.5	2.9	22.4	25.1	24.5	22.1	23.7

Table 79 Page 79

Q38. What is the highest level of education you completed?

	Party ID			Gender			Age Cat.			Education Level			Household Income					
	Rep	Dem	Ind	Male	Fem		18 35	36 64	HS 65+	Some grad	Coll coll	Grad work	Less \$20k	\$20k \$40k	\$40k \$75k	\$75k plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Elementary school only	-	-	3	3	-	-	2	1	-	-	-	-	1	2	-	-	3	3
			1.1	0.9			0.6	0.6					1.5	1.4			0.5	0.4
Some high school / did not finish	6	10	7	10	13	5	7	11	-	-	-	-	8	5	4	4	21	23
	3.4	4.3	2.5	2.9	3.6	2.5	2.1	6.6					11.9	3.5	1.9	2.2	3.4	3.3
Completed high school	53	50	58	80	85	33	81	51	165	-	-	-	23	47	38	23	146	165
	29.6	21.5	21.1	23.3	23.8	16.5	24.3	30.7	100				34.3	33.3	18.4	12.8	23.4	23.6
Some college but didn't finish	28	42	42	50	64	46	44	24	-	114	-	-	17	34	33	18	99	114
	15.6	18.0	15.3	14.6	17.9	23.0	13.2	14.5		58.2			25.4	24.1	15.9	10.0	15.9	16.3
Two year college degree / A.A. / A.S.	21	31	29	43	39	27	42	13	-	82	-	-	12	17	28	18	74	82
	11.7	13.3	10.5	12.5	10.9	13.5	12.6	7.8		41.8			17.9	12.1	13.5	10.0	11.9	11.7
Four year college degree / B.A. / B.S.	43	59	83	89	98	65	87	35	-	-	187	-	5	25	62	68	170	187
	24.0	25.3	30.2	25.9	27.5	32.5	26.0	21.1			89.0		7.5	17.7	30.0	37.8	27.3	26.7
Some graduate work	9	4	9	12	11	5	10	8	-	-	23	-	-	3	5	7	20	23
	5.0	1.7	3.3	3.5	3.1	2.5	3.0	4.8			11.0		2.1	2.4	3.9	3.2	3.3	
Completed masters or professional degree	15	25	32	32	42	16	47	11	-	-	-	74	1	7	28	30	69	74
	8.4	10.7	11.6	9.3	11.8	8.0	14.1	6.6				77.1	1.5	5.0	13.5	16.7	11.1	10.6
Advanced graduate work or Ph.D.	3	9	10	20	2	2	11	9	-	-	-	22	-	1	6	12	19	22
	1.7	3.9	3.6	5.8	0.6	1.0	3.3	5.4				22.9		0.7	2.9	6.7	3.0	3.1
Don't know / Refused	1	3	2	4	3	1	3	3	-	-	-	-	-	3	-	2	7	
	0.6	1.3	0.7	1.2	0.8	0.5	0.9	1.8					1.4		0.3	1.0		

Table 80 Page 80

Q38. What is the highest level of education you completed?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job				
	Un-	Rare	15-	25-					News Ra-								
	Marr	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366 700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Elementary school only	-	2	1	-	2	-	-	-	3	2	1	-	-	-	2	-	2 3
		1.4	0.4		1.0				1.2	0.6	1.0				0.7		0.5 0.4
Some high school / did not finish	10	3	8	6	9	3	5	4	11	16	4	-	3	17	5	15	7 23
	2.2	2.1	2.8	3.0	4.3	3.6	6.1	1.4	4.4	4.6	3.8		2.2	4.2	1.8	5.0	1.9 3.3
Completed high school	95	26	71	47	45	16	15	47	87	99	18	23	24	88	74	67	94 165
	21.2	17.9	25.3	23.7	21.4	19.3	18.3	16.5	35.1	28.7	17.1	22.3	17.5	21.9	26.1	22.2	25.7 23.6
Some college but didn't finish	62	29	37	32	45	15	16	52	30	57	12	17	27	66	44	43	60 114
	13.8	20.0	13.2	16.2	21.4	18.1	19.5	18.2	12.1	16.5	11.4	16.5	19.7	16.4	15.5	14.2	16.4 16.3
Two year college degree / A.A. / A.S.	52	22	27	27	27	9	9	42	22	43	2	19	17	43	37	35	44 82
	11.6	15.2	9.6	13.6	12.9	10.8	11.0	14.7	8.9	12.5	1.9	18.4	12.4	10.7	13.1	11.6	12.0 11.7
Four year college degree / B.A. / B.S.	130	40	77	62	46	20	27	82	57	73	43	25	41	109	75	78	102 187
	29.0	27.6	27.4	31.3	21.9	24.1	32.9	28.8	23.0	21.2	41.0	24.3	29.9	27.1	26.5	25.8	27.9 26.7
Some graduate work	17	2	12	3	7	5	3	7	8	8	5	6	3	13	10	9	13 23
	3.8	1.4	4.3	1.5	3.3	6.0	3.7	2.5	3.2	2.3	4.8	5.8	2.2	3.2	3.5	3.0	3.6 3.3
Completed masters or professional degree	63	17	39	16	17	12	5	35	22	34	13	9	17	47	26	37	35 74
	14.1	11.7	13.9	8.1	8.1	14.5	6.1	12.3	8.9	9.9	12.4	8.7	12.4	11.7	9.2	12.3	9.6 10.6
Advanced graduate work or Ph.D.	17	3	6	4	11	3	2	12	5	7	7	3	5	14	8	12	8 22
	3.8	2.1	2.1	2.0	5.2	3.6	2.4	4.2	2.0	2.0	6.7	2.9	3.6	3.5	2.8	4.0	2.2 3.1
Don't know / Refused	2	1	3	1	1	-	-	4	3	6	-	1	-	5	2	6	1 7
	0.4	0.7	1.1	0.5	0.5			1.4	1.2	1.7		1.0		1.2	0.7	2.0	0.3 1.0

Table 81 Page 81

Q39Respondent. Respondent is a member of a labor union

	Party ID		Gender		Age Cat.		Education Level		Household Income									
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k	\$75k	plus	Whi	Tot	
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	172	197	240	299	322	180	286	155	154	170	186	82	64	126	178	157	552	621
	96.1	84.5	87.3	87.2	90.2	90.0	85.6	93.4	93.3	86.7	88.6	85.4	95.5	89.4	86.0	87.2	88.6	88.7
Yes	7	36	35	44	35	20	48	11	11	26	24	14	3	15	29	23	71	79
	3.9	15.5	12.7	12.8	9.8	10.0	14.4	6.6	6.7	13.3	11.4	14.6	4.5	10.6	14.0	12.8	11.4	11.3

Table 82 Page 82

Q39Respondent. Respondent is a member of a labor union

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job				
	Un-	Rare	15-	25-					News Ra-								
	Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366 700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	391	66	252	178	183	76	74	252	217	310	90	87	125	347	262	267	325 621
	87.3	45.5	89.7	89.9	87.1	91.6	90.2	88.4	87.5	89.9	85.7	84.5	91.2	86.3	92.6	88.4	88.8 88.7
Yes	57	79	29	20	27	7	8	33	31	35	15	16	12	55	21	35	41 79
	12.7	54.5	10.3	10.1	12.9	8.4	9.8	11.6	12.5	10.1	14.3	15.5	8.8	13.7	7.4	11.6	11.2 11.3

Table 83 Page 83

Q39Household. Member of respondent's household is a member
of a labor union

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	161	207	251	317	313	175	300	155	150	167	192	90	61	131	186	154	560	630
	89.9	88.8	91.3	92.4	87.7	87.5	89.8	93.4	90.9	85.2	91.4	93.8	91.0	92.9	89.9	85.6	89.9	90.0
Yes	18	26	24	26	44	25	34	11	15	29	18	6	6	10	21	26	63	70
	10.1	11.2	8.7	7.6	12.3	12.5	10.2	6.6	9.1	14.8	8.6	6.2	9.0	7.1	10.1	14.4	10.1	10.0

Table 84 Page 84

Q39Household. Member of respondent's household is a member
of a labor union

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	393	75	256	170	195	75	70	256	227	311	98	91	122	364	251	275	326	630
	87.7	51.7	91.1	85.9	92.9	90.4	85.4	89.8	91.5	90.1	93.3	88.3	89.1	90.5	88.7	91.1	89.1	90.0
Yes	55	70	25	28	15	8	12	29	21	34	7	12	15	38	32	27	40	70
	12.3	48.3	8.9	14.1	7.1	9.6	14.6	10.2	8.5	9.9	6.7	11.7	10.9	9.5	11.3	8.9	10.9	10.0

Table 85 Page 85

Q39Union. Respondent or member of respondent's household is
a member of a labor union

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	154	173	218	275	280	156	254	145	139	145	168	76	58	117	160	131	493	555
	86.0	74.2	79.3	80.2	78.4	78.0	76.0	87.3	84.2	74.0	80.0	79.2	86.6	83.0	77.3	72.8	79.1	79.3
Yes	25	60	57	68	77	44	80	21	26	51	42	20	9	24	47	49	130	145
	14.0	25.8	20.7	19.8	21.6	22.0	24.0	12.7	15.8	26.0	20.0	20.8	13.4	17.0	22.7	27.2	20.9	20.7

Table 86 Page 86

Q39Union. Respondent or member of respondent's household is
a member of a labor union

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	339	-	228	151	170	69	63	224	197	278	84	75	111	311	232	242	287	555
	75.7		81.1	76.3	81.0	83.1	76.8	78.6	79.4	80.6	80.0	72.8	81.0	77.4	82.0	80.1	78.4	79.3
Yes	109	145	53	47	40	14	19	61	51	67	21	28	26	91	51	60	79	145
	24.3	100	18.9	23.7	19.0	16.9	23.2	21.4	20.6	19.4	20.0	27.2	19.0	22.6	18.0	19.9	21.6	20.7

Table 87 Page 87

Q40LostJob. Respondent or household member has lost job in
the past year

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	137	172	214	269	262	149	247	135	120	139	170	76	39	101	155	148	472	531
	76.5	73.8	77.8	78.4	73.4	74.5	74.0	81.3	72.7	70.9	81.0	79.2	58.2	71.6	74.9	82.2	75.8	75.9
Yes	42	61	61	74	95	51	87	31	45	57	40	20	28	40	52	32	151	169
	23.5	26.2	22.2	21.6	26.6	25.5	26.0	18.7	27.3	29.1	19.0	20.8	41.8	28.4	25.1	17.8	24.2	24.1

Table 88 Page 88

Q40LostJob. Respondent or household member has lost job in
the past year

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	349	115	218	157	146	57	56	224	192	250	88	79	106	296	223	222	285	531
	77.9	79.3	77.6	79.3	69.5	68.7	68.3	78.6	77.4	72.5	83.8	76.7	77.4	73.6	78.8	73.5	77.9	75.9
Yes	99	30	63	41	64	26	26	61	56	95	17	24	31	106	60	80	81	169
	22.1	20.7	22.4	20.7	30.5	31.3	31.7	21.4	22.6	27.5	16.2	23.3	22.6	26.4	21.2	26.5	22.1	24.1

Table 89 Page 89

Q40Hours. Respondent or household member has had hours reduced in the past year

	Party ID				Gender		Age Cat.			Education Level				Household Income							
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k								
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot			
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No				144	182	205	267	272	147	247	145	133	134	165	79	49	109	154	146	474	539
				80.4	78.1	74.5	77.8	76.2	73.5	74.0	87.3	80.6	68.4	78.6	82.3	73.1	77.3	74.4	81.1	76.1	77.0
Yes				35	51	70	76	85	53	87	21	32	62	45	17	18	32	53	34	149	161
				19.6	21.9	25.5	22.2	23.8	26.5	26.0	12.7	19.4	31.6	21.4	17.7	26.9	22.7	25.6	18.9	23.9	23.0

Table 90 Page 90

Q40Hours. Respondent or household member has had hours reduced in the past year

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News	Ra-								
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	349	105	212	154	163	66	56	213	202	273	87	66	105	317	211	244	272	539
	77.9	72.4	75.4	77.8	77.6	79.5	68.3	74.7	81.5	79.1	82.9	64.1	76.6	78.9	74.6	80.8	74.3	77.0
Yes	99	40	69	44	47	17	26	72	46	72	18	37	32	85	72	58	94	161
	22.1	27.6	24.6	22.2	22.4	20.5	31.7	25.3	18.5	20.9	17.1	35.9	23.4	21.1	25.4	19.2	25.7	23.0

Table 91 Page 91

Q40Furlough. Respondent or household member has been furloughed in the past year

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	174	215	261	325	338	187	313	163	158	187	197	90	65	138	193	166	588	663
	97.2	92.3	94.9	94.8	94.7	93.5	93.7	98.2	95.8	95.4	93.8	93.8	97.0	97.9	93.2	92.2	94.4	94.7
Yes	5	18	14	18	19	13	21	3	7	9	13	6	2	3	14	14	35	37
	2.8	7.7	5.1	5.2	5.3	6.5	6.3	1.8	4.2	4.6	6.2	6.2	3.0	2.1	6.8	7.8	5.6	5.3

Table 92 Page 92

Q40Furlough. Respondent or household member has been furloughed in the past year

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News	Ra-								
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	417	130	269	188	196	79	77	268	238	331	100	96	126	375	273	286	345	663
	93.1	89.7	95.7	94.9	93.3	95.2	93.9	94.0	96.0	95.9	95.2	93.2	92.0	93.3	96.5	94.7	94.3	94.7
Yes	31	15	12	10	14	4	5	17	10	14	5	7	11	27	10	16	21	37
	6.9	10.3	4.3	5.1	6.7	4.8	6.1	6.0	4.0	4.1	4.8	6.8	8.0	6.7	3.5	5.3	5.7	5.3

Table 93 Page 93

Q40Foreclosure. Respondent or household member has had experienced home foreclosure in the past year

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	176	226	266	335	345	190	330	160	161	187	205	95	62	136	201	177	607	680
	98.3	97.0	96.7	97.7	96.6	95.0	98.8	96.4	97.6	95.4	97.6	99.0	92.5	96.5	97.1	98.3	97.4	97.1
Yes	3	7	9	8	12	10	4	6	4	9	5	1	5	5	6	3	16	20
	1.7	3.0	3.3	2.3	3.4	5.0	1.2	3.6	2.4	4.6	2.4	1.0	7.5	3.5	2.9	1.7	2.6	2.9

Table 94 Page 94

Q40Foreclosure. Respondent or household member has had experienced home foreclosure in the past year

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News	Ra-								
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	439	141	273	192	204	80	78	277	243	332	103	102	133	393	273	296	353	680
	98.0	97.2	97.2	97.0	97.1	96.4	95.1	97.2	98.0	96.2	98.1	99.0	97.1	97.8	96.5	98.0	96.4	97.1
Yes	9	4	8	6	6	3	4	8	5	13	2	1	4	9	10	6	13	20
	2.0	2.8	2.8	3.0	2.9	3.6	4.9	2.8	2.0	3.8	1.9	1.0	2.9	2.2	3.5	2.0	3.6	2.9

Table 95 Page 95

Q40. Respondent or household member has experienced at least one of the following: Lost job; Reduced hours; Furlough; Home Foreclosure

	Party ID				Gender		Age Cat.			Education Level				Household Income							
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k								
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot			
TOTAL				179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
				100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No				114	128	159	209	198	105	179	123	96	98	128	62	32	81	113	115	356	407
				63.7	54.9	57.8	60.9	55.5	52.5	53.6	74.1	58.2	50.0	61.0	64.6	47.8	57.4	54.6	63.9	57.1	58.1
Yes				65	105	116	134	159	95	155	43	69	98	82	34	35	60	94	65	267	293
				36.3	45.1	42.2	39.1	44.5	47.5	46.4	25.9	41.8	50.0	39.0	35.4	52.2	42.6	45.4	36.1	42.9	41.9

Table 96 Page 96

Q40. Respondent or household member has experienced at least one of the following: Lost job; Reduced hours; Furlough; Home Foreclosure

	Rel.	Atten.	Live in Wisconsin				News Consumption				Obama Job			Doyle Job					
	Un-	Rare	15-	25-		News Ra-	pap	dio	Web	App	Dis	App	Dis	Tot					
Marr ion	Oft	Some Nev	<15	24	49	TV													
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
No	262	78	166	121	110	43	37	168	158	196	74	52	78	225	172	180	207	407	
	58.5	53.8	59.1	61.1	52.4	51.8	51.8	45.1	58.9	63.7	56.8	70.5	50.5	56.9	56.0	60.8	59.6	56.6	58.1
Yes	186	67	115	77	100	40	45	117	90	149	31	51	59	177	111	122	159	293	
	41.5	46.2	40.9	38.9	47.6	48.2	54.9	41.1	36.3	43.2	29.5	49.5	43.1	44.0	39.2	40.4	43.4	41.9	

Table 97 Page 97

Q41. Are you currently married, widowed, divorced, separated, or have you never been married?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Married	128	126	188	224	224	115	243	90	95	114	147	80	8	61	148	162	413	448
	71.5	54.1	68.4	65.3	62.7	57.5	72.8	54.2	57.6	58.2	70.0	83.3	11.9	43.3	71.5	90.0	66.3	64.0
Widowed	11	24	20	15	42	-	10	47	20	13	15	3	18	16	11	2	49	57
	6.1	10.3	7.3	4.4	11.8		3.0	28.3	12.1	6.6	7.1	3.1	26.9	11.3	5.3	1.1	7.9	8.1
Divorced	11	22	28	36	27	9	41	13	18	20	16	3	12	25	16	2	54	63
	6.1	9.4	10.2	10.5	7.6	4.5	12.3	7.8	10.9	10.2	7.6	3.1	17.9	17.7	7.7	1.1	8.7	9.0
Separated	2	3	4	5	4	1	6	2	1	5	-	2	3	2	4	-	9	9
	1.1	1.3	1.5	1.5	1.1	0.5	1.8	1.2	0.6	2.6		2.1	4.5	1.4	1.9		1.4	1.3
Never been married	27	56	32	60	57	74	33	10	31	44	29	8	26	37	27	14	97	117
	15.1	24.0	11.6	17.5	16.0	37.0	9.9	6.0	18.8	22.4	13.8	8.3	38.8	26.2	13.0	7.8	15.6	16.7
Don't know/ Refused	-	2	3	3	3	1	1	4	-	-	3	-	-	-	1	-	1	6
	0.9	1.1	0.9	0.8	0.5	0.3	2.4			1.4		0.5		0.2	0.9			

Q41. Are you currently married, widowed, divorced, separated, or have you never been married?

	Rel. Atten.			Live in Wisconsin			News Consumption			Obama Job			Doyle Job					
	Un-	Rare		15-	25-		News	Ra-		App	Dis	App	Dis	Tot				
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis					
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Married	448	109	189	130	122	57	33	201	155	204	72	74	90	240	201	176	257	448
	100	75.2	67.3	65.7	58.1	68.7	40.2	70.5	62.5	59.1	68.6	71.8	65.7	59.7	71.0	58.3	70.2	64.0
Widowed	-	4	30	13	11	4	4	10	39	38	10	6	2	28	26	20	30	57
		2.8	10.7	6.6	5.2	4.8	4.9	3.5	15.7	11.0	9.5	5.8	1.5	7.0	9.2	6.6	8.2	8.1
Divorced	-	10	22	19	22	7	6	20	30	38	6	9	9	38	24	29	32	63
		6.9	7.8	9.6	10.5	8.4	7.3	7.0	12.1	11.0	5.7	8.7	6.6	9.5	8.5	9.6	8.7	9.0
Separated	-	1	-	1	8	1	-	6	2	3	3	1	2	9	-	6	3	9
		0.7		0.5	3.8	1.2		2.1	0.8	0.9	2.9	1.0	1.5	2.2		2.0	0.8	1.3
Never been married	-	21	36	35	46	14	38	46	19	57	14	12	34	81	32	67	42	117
		14.5	12.8	17.7	21.9	16.9	46.3	16.1	7.7	16.5	13.3	11.7	24.8	20.1	11.3	22.2	11.5	16.7
Don't know/ Refused	-	-	4	-	1	-	1	2	3	5	-	1	-	6	-	4	2	6
			1.4		0.5		1.2	0.7	1.2	1.4		1.0		1.5		1.3	0.5	0.9

Q42. Do you have a gun in your home?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	95	88	114	162	140	77	155	70	80	79	81	49	16	56	99	88	286	302
	53.1	37.8	41.5	47.2	39.2	38.5	46.4	42.2	48.5	40.3	38.6	51.0	23.9	39.7	47.8	48.9	45.9	43.1
No	75	140	150	163	209	117	163	92	82	108	121	44	51	83	100	88	320	372
	41.9	60.1	54.5	47.5	58.5	58.5	48.8	55.4	49.7	55.1	57.6	45.8	76.1	58.9	48.3	48.9	51.4	53.1
Don't Know/Refused	9	5	11	18	8	6	16	4	3	9	8	3	-	2	8	4	17	26
	5.0	2.1	4.0	5.2	2.2	3.0	4.8	2.4	1.8	4.6	3.8	3.1		1.4	3.9	2.2	2.7	3.7

Q42. Do you have a gun in your home?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama	Job Doyle	Job			
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	230	78	115	100	86	30	35	127	110	153	41	51	53	155	145	119	173	302
	51.3	53.8	40.9	50.5	41.0	36.1	42.7	44.6	44.4	44.3	39.0	49.5	38.7	38.6	51.2	39.4	47.3	43.1
No	203	62	158	94	115	51	47	145	128	179	61	49	78	235	125	173	177	372
	45.3	42.8	56.2	47.5	54.8	61.4	57.3	50.9	51.6	51.9	58.1	47.6	56.9	58.5	44.2	57.3	48.4	53.1
Don't Know/Refused	15	5	8	4	9	2	-	13	10	13	3	3	6	12	13	10	16	26
	3.3	3.4	2.8	2.0	4.3	2.4		4.6	4.0	3.8	2.9	2.9	4.4	3.0	4.6	3.3	4.4	3.7

Table 101 Page 101

Q43. Would you describe yourself as White, African American, Asian, Hispanic, Native American, or some other race?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem		18	36	HS grad	Some coll grad	Coll grad	Less \$20k	\$40k	\$75k	plus	Whi	Tot	
							35	64										
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	170	200	244	306	317	172	302	149	146	173	190	88	53	121	192	168	623	623
	95.0	85.8	88.7	89.2	88.8	86.0	90.4	89.8	88.5	88.3	90.5	91.7	79.1	85.8	92.8	93.3	100	89.0
African American or Black	3	16	8	8	21	10	14	5	8	12	6	2	9	7	4	5	-	29
	1.7	6.9	2.9	2.3	5.9	5.0	4.2	3.0	4.8	6.1	2.9	2.1	13.4	5.0	1.9	2.8		4.1
Asian, or South Asian or Pacific Islander	1	2	2	2	3	4	1	-	1	2	1	1	1	1	2	1	-	5
	0.6	0.9	0.7	0.6	0.8	2.0	0.3		0.6	1.0	0.5	1.0	1.5	0.7	1.0	0.6		0.7
Hispanic or Latino	2	5	2	4	5	7	1	1	2	4	2	1	1	3	1	3	-	9
	1.1	2.1	0.7	1.2	1.4	3.5	0.3	0.6	1.2	2.0	1.0	1.0	1.5	2.1	0.5	1.7		1.3
Native American or American Indian	1	4	4	7	2	2	4	3	3	2	1	1	1	4	3	-	-	9
	0.6	1.7	1.5	2.0	0.6	1.0	1.2	1.8	1.8	1.0	0.5	1.0	1.5	2.8	1.4			1.3
Don't know/Refused	2	6	15	16	9	5	12	8	5	3	10	3	2	5	5	3	-	25
	1.1	2.6	5.5	4.7	2.5	2.5	3.6	4.8	3.0	1.5	4.8	3.1	3.0	3.5	2.4	1.7		3.6

Table 102 Page 102

Q43. Would you describe yourself as White, African American, Asian, Hispanic, Native American, or some other race?

	Rel. Atten.		Live in Wisconsin				News Consumption				Obama Job Doyle Job							
	Un-	Rare	15-		25-		TV	News Ra-		Web	App	Dis	App	Dis	Tot			
			Marr ion	Oft	Some	Nev		<15	24									
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	413	130	251	180	188	67	72	258	224	307	97	89	123	348	263	264	331	623
	92.2	89.7	89.3	90.9	89.5	80.7	87.8	90.5	90.3	89.0	92.4	86.4	89.8	86.6	92.9	87.4	90.4	89.0
African American or Black	7	8	12	10	6	6	5	11	7	17	4	4	3	24	4	15	12	29
	1.6	5.5	4.3	5.1	2.9	7.2	6.1	3.9	2.8	4.9	3.8	3.9	2.2	6.0	1.4	5.0	3.3	4.1
Asian, or South Asian or Pacific Islander	4	1	-	1	3	3	1	1	-	1	-	3	1	3	2	3	2	5
	0.9	0.7		0.5	1.4	3.6	1.2	0.4		0.3		2.9	0.7	0.7	0.7	1.0	0.5	0.7
Hispanic or Latino	3	2	3	3	3	3	3	2	1	5	-	1	3	7	1	8	-	9
	0.7	1.4	1.1	1.5	1.4	3.6	3.7	0.7	0.4	1.4		1.0	2.2	1.7	0.4	2.6		1.3
Native American or American Indian	7	-	3	1	5	4	-	-	5	5	2	-	2	8	1	4	5	9
	1.6		1.1	0.5	2.4	4.8			2.0	1.4	1.9		1.5	2.0	0.4	1.3	1.4	1.3
Don't know/Refused	14	4	12	3	5	-	1	13	11	10	2	6	5	12	12	8	16	25
	3.1	2.8	4.3	1.5	2.4		1.2	4.6	4.4	2.9	1.9	5.8	3.6	3.0	4.2	2.6	4.4	3.6

Table 103 Page 103

Q44. In which group does your total household income fall?

	Party ID			Gender		Age Cat.			Education Level			Household Income					
	Rep	Dem	Ind	Male		18 35	36 64	HS 65+	Some grad	Coll coll	Grad grad	Less \$20k	\$20k-\$40k	\$40k-\$75k	\$75k plus	Whi	Tot
				Fem													
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623 700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$10,000	4	11	11	13	15	12	7	9	12	9	2	-	28	-	-	-	21 28
	2.2	4.7	4.0	3.8	4.2	6.0	2.1	5.4	7.3	4.6	1.0		41.8				3.4 4.0
\$10,000-Less than \$20,000	8	18	13	17	22	11	12	16	11	20	3	1	39	-	-	-	32 39
	4.5	7.7	4.7	5.0	6.2	5.5	3.6	9.6	6.7	10.2	1.4	1.0	58.2				5.1 5.6
\$20,000-Less than \$30,000	16	23	25	32	32	16	22	26	25	22	10	4	-	64	-	-	55 64
	8.9	9.9	9.1	9.3	9.0	8.0	6.6	15.7	15.2	11.2	4.8	4.2		45.4			8.8 9.1
\$30,000-Less than \$40,000	19	23	34	35	42	27	33	17	22	29	18	4	-	77	-	-	66 77
	10.6	9.9	12.4	10.2	11.8	13.5	9.9	10.2	13.3	14.8	8.6	4.2		54.6			10.6 11.0
\$40,000-Less than \$50,000	17	33	33	44	39	24	37	22	19	28	20	12	-	-	83	-	72 83
	9.5	14.2	12.0	12.8	10.9	12.0	11.1	13.3	11.5	14.3	9.5	12.5			40.1		11.6 11.9
\$50,000-Less than \$75,000	36	44	41	62	62	35	67	22	19	33	47	22	-	-	124	-	120 124
	20.1	18.9	14.9	18.1	17.4	17.5	20.1	13.3	11.5	16.8	22.4	22.9			59.9		19.3 17.7
\$75,000-Less than \$100,000	31	33	32	50	47	37	54	6	15	26	35	18	-	-	-	97 92 97	
	17.3	14.2	11.6	14.6	13.2	18.5	16.2	3.6	9.1	13.3	16.7	18.8				53.9	14.8 13.9
\$100,000 or More	24	18	41	51	32	20	54	9	8	10	40	24	-	-	-	83 76 83	
	13.4	7.7	14.9	14.9	9.0	10.0	16.2	5.4	4.8	5.1	19.0	25.0				46.1	12.2 11.9
Don't know/Refused	24	30	45	39	66	18	48	39	34	19	35	11	-	-	-	89 105	
	13.4	12.9	16.4	11.4	18.5	9.0	14.4	23.5	20.6	9.7	16.7	11.5				14.3	15.0

Q44. In which group does your total household income fall?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job				
	Un-	Rare	15-	25-					News Ra-								
	Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366 700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$10,000	3	2	15	3	10	5	4	9	10	19	-	3	6	20	7	16	10 28
	0.7	1.4	5.3	1.5	4.8	6.0	4.9	3.2	4.0	5.5		2.9	4.4	5.0	2.5	5.3	2.7 4.0
\$10,000-Less than \$20,000	5	7	13	11	14	8	6	12	13	28	5	2	4	26	13	16	21 39
	1.1	4.8	4.6	5.6	6.7	9.6	7.3	4.2	5.2	8.1	4.8	1.9	2.9	6.5	4.6	5.3	5.7 5.6
\$20,000-Less than \$30,000	22	8	30	16	18	3	9	25	27	39	9	10	5	41	20	33	27 64
	4.9	5.5	10.7	8.1	8.6	3.6	11.0	8.8	10.9	11.3	8.6	9.7	3.6	10.2	7.1	10.9	7.4 9.1
\$30,000-Less than \$40,000	39	16	30	21	25	7	11	27	32	41	10	13	13	45	30	42	32 77
	8.7	11.0	10.7	10.6	11.9	8.4	13.4	9.5	12.9	11.9	9.5	12.6	9.5	11.2	10.6	13.9	8.7 11.0
\$40,000-Less than \$50,000	53	16	32	18	32	12	9	31	31	42	13	12	16	50	32	36	44 83
	11.8	11.0	11.4	9.1	15.2	14.5	11.0	10.9	12.5	12.2	12.4	11.7	11.7	12.4	11.3	11.9	12.0 11.9
\$50,000-Less than \$75,000	95	31	46	38	40	15	12	55	42	59	14	21	26	71	51	50	70 124
	21.2	21.4	16.4	19.2	19.0	18.1	14.6	19.3	16.9	17.1	13.3	20.4	19.0	17.7	18.0	16.6	19.1 17.7
\$75,000-Less than \$100,000	86	28	30	40	27	16	11	48	22	44	15	12	25	53	44	41	53 97
	19.2	19.3	10.7	20.2	12.9	19.3	13.4	16.8	8.9	12.8	14.3	11.7	18.2	13.2	15.5	13.6	14.5 13.9
\$100,000 or More	76	21	28	25	28	10	7	41	25	24	20	14	23	44	38	30	48 83
	17.0	14.5	10.0	12.6	13.3	12.0	8.5	14.4	10.1	7.0	19.0	13.6	16.8	10.9	13.4	9.9	13.1 11.9
Don't know/Refused	69	16	57	26	16	7	13	37	46	49	19	16	19	52	48	38	61 105
	15.4	11.0	20.3	13.1	7.6	8.4	15.9	13.0	18.5	14.2	18.1	15.5	13.9	12.9	17.0	12.6	16.7 15.0

Table 105 Page 105

Q45CategoriesA. How many years have you lived in Wisconsin?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than 15 years	19	31	31	46	37	36	40	7	16	24	25	15	13	10	27	26	67	83
	10.6	13.3	11.3	13.4	10.4	18.0	12.0	4.2	9.7	12.2	11.9	15.6	19.4	7.1	13.0	14.4	10.8	11.9
15-24 years	21	34	27	36	46	45	25	12	15	25	30	7	10	20	21	18	72	82
	11.7	14.6	9.8	10.5	12.9	22.5	7.5	7.2	9.1	12.8	14.3	7.3	14.9	14.2	10.1	10.0	11.6	11.7
25-49 years	77	88	118	138	147	119	139	27	47	94	89	47	21	52	86	89	258	285
	43.0	37.8	42.9	40.2	41.2	59.5	41.6	16.3	28.5	48.0	42.4	49.0	31.3	36.9	41.5	49.4	41.4	40.7
50 years or more	61	80	98	123	125	-	128	120	87	52	65	27	23	59	73	47	224	248
	34.1	34.3	35.6	35.9	35.0		38.3	72.3	52.7	26.5	31.0	28.1	34.3	41.8	35.3	26.1	36.0	35.4
Don't know/Refused	1	-	1	-	2	-	2	-	-	1	1	-	-	-	-	2	2	2
	0.6		0.4		0.6		0.6			0.5	0.5					0.3	0.3	

Q45CategoriesA. How many years have you lived in Wisconsin?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News Ra-									
	Marr ion	Oft	Some Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than 15 years	57	14	24	26	31	83	-	-	-	38	8	10	27	51	30	42	34	83
	12.7	9.7	8.5	13.1	14.8	100				11.0	7.6	9.7	19.7	12.7	10.6	13.9	9.3	11.9
15-24 years	33	19	34	23	25	-	82	-	-	31	12	16	21	49	32	44	36	82
	7.4	13.1	12.1	11.6	11.9		100			9.0	11.4	15.5	15.3	12.2	11.3	14.6	9.8	11.7
25-49 years	201	61	102	85	94	-	-	285	-	132	33	48	70	158	120	128	144	285
	44.9	42.1	36.3	42.9	44.8			100		38.3	31.4	46.6	51.1	39.3	42.4	42.4	39.3	40.7
50 years or more	155	51	120	64	59	-	-	-	248	143	51	29	19	143	100	87	151	248
	34.6	35.2	42.7	32.3	28.1				100	41.4	48.6	28.2	13.9	35.6	35.3	28.8	41.3	35.4
Don't know/Refused	2	-	1	-	1	-	-	-	-	1	1	-	-	1	1	1	1	2
	0.4		0.4		0.5					0.3	1.0			0.2	0.4	0.3	0.3	0.3

Q46. Would you say that you are very likely, somewhat likely, not very likely or not likely at all to move out of Wisconsin in the next five years?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS grad	Some coll grad	Coll grad	Less \$20k-\$40k-\$75k	\$20k	\$40k	\$75k	plus	Whi	Tot	
						35	64				\$20k	\$40k	\$75k	plus	Whi	Tot		
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Likely	9	15	28	23	30	26	23	4	8	16	16	9	5	12	18	13	42	53
	5.0	6.4	10.2	6.7	8.4	13.0	6.9	2.4	4.8	8.2	7.6	9.4	7.5	8.5	8.7	7.2	6.7	7.6
Somewhat Likely	19	31	29	45	37	32	37	13	15	27	20	15	10	18	20	24	66	82
	10.6	13.3	10.5	13.1	10.4	16.0	11.1	7.8	9.1	13.8	9.5	15.6	14.9	12.8	9.7	13.3	10.6	11.7
Not Very Likely	46	53	65	87	79	58	73	35	27	56	56	22	14	27	59	46	149	166
	25.7	22.7	23.6	25.4	22.1	29.0	21.9	21.1	16.4	28.6	26.7	22.9	20.9	19.1	28.5	25.6	23.9	23.7
Not Likely At All	100	129	143	176	200	81	190	105	103	95	114	48	35	82	103	97	352	376
	55.9	55.4	52.0	51.3	56.0	40.5	56.9	63.3	62.4	48.5	54.3	50.0	52.2	58.2	49.8	53.9	56.5	53.7
Don't know/Refused	5	5	10	12	11	3	11	9	12	2	4	2	3	2	7	-	14	23
	2.8	2.1	3.6	3.5	3.1	1.5	3.3	5.4	7.3	1.0	1.9	2.1	4.5	1.4	3.4		2.2	3.3

Q46. Would you say that you are very likely, somewhat likely, not very likely or not likely at all to move out of Wisconsin in the next five years?

	Rel. Atten.			Live in Wisconsin				News Consumption				Obama Job Doyle Job						
	Un-	Rare		15-	25-			News Ra-										
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very Likely	27	10	17	9	26	9	12	20	12	28	5	4	15	32	19	24	26	53
	6.0	6.9	6.0	4.5	12.4	10.8	14.6	7.0	4.8	8.1	4.8	3.9	10.9	8.0	6.7	7.9	7.1	7.6
Somewhat Likely	47	20	27	32	21	26	18	19	19	34	10	10	27	46	36	35	44	82
	10.5	13.8	9.6	16.2	10.0	31.3	22.0	6.7	7.7	9.9	9.5	9.7	19.7	11.4	12.7	11.6	12.0	11.7
Not Very Likely	110	31	71	52	41	20	26	73	47	79	22	25	35	92	70	70	91	166
	24.6	21.4	25.3	26.3	19.5	24.1	31.7	25.6	19.0	22.9	21.0	24.3	25.5	22.9	24.7	23.2	24.9	23.7
Not Likely At All	254	83	154	100	118	25	25	165	159	193	65	62	54	221	147	163	194	376
	56.7	57.2	54.8	50.5	56.2	30.1	30.5	57.9	64.1	55.9	61.9	60.2	39.4	55.0	51.9	54.0	53.0	53.7
Don't know/Refused	10	1	12	5	4	3	1	8	11	11	3	2	6	11	11	10	11	23
	2.2	0.7	4.3	2.5	1.9	3.6	1.2	2.8	4.4	3.2	2.9	1.9	4.4	2.7	3.9	3.3	3.0	3.3

Table 109 Page 109

Q47. Do you have any children under the age of 18 living in your household?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	78	73	108	124	140	131	129	4	50	83	88	37	19	43	84	90	223	264
	43.6	31.3	39.3	36.2	39.2	65.5	38.6	2.4	30.3	42.3	41.9	38.5	28.4	30.5	40.6	50.0	35.8	37.7
No	100	157	165	216	213	67	202	160	112	113	120	59	48	98	122	90	398	429
	55.9	67.4	60.0	63.0	59.7	33.5	60.5	96.4	67.9	57.7	57.1	61.5	71.6	69.5	58.9	50.0	63.9	61.3
Don't Know/Refused	1	3	2	3	4	2	3	2	3	-	2	-	-	-	1	-	2	7
	0.6	1.3	0.7	0.9	1.1	1.0	0.9	1.2	1.8		1.0				0.5		0.3	1.0

Table 110 Page 110

Q47. Do you have any children under the age of 18 living in your household?

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama Job Doyle Job					
	Un-	Rare	15-	25-					News	Ra-								
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	209	57	97	86	76	46	33	156	29	104	29	50	79	138	120	115	139	264
	46.7	39.3	34.5	43.4	36.2	55.4	40.2	54.7	11.7	30.1	27.6	48.5	57.7	34.3	42.4	38.1	38.0	37.7
No	237	88	181	111	133	37	49	125	216	237	75	53	57	260	161	182	225	429
	52.9	60.7	64.4	56.1	63.3	44.6	59.8	43.9	87.1	68.7	71.4	51.5	41.6	64.7	56.9	60.3	61.5	61.3
Don't Know/Refused	2	-	3	1	1	-	-	4	3	4	1	-	1	4	2	5	2	7
	0.4		1.1	0.5	0.5			1.4	1.2	1.2	1.0		0.7	1.0	0.7	1.7	0.5	1.0

Table 111 Page 111

Q48. When you were growing up, did you live with both of your parents, one of your parents, or with someone else?

	Party ID				Gender		Age Cat.			Education Level				Household Income				
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k-\$75k					
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Both parents	156	199	242	297	312	163	295	151	139	168	191	88	51	122	176	166	552	609
	87.2	85.4	88.0	86.6	87.4	81.5	88.3	91.0	84.2	85.7	91.0	91.7	76.1	86.5	85.0	92.2	88.6	87.0
One parent (including parent and step-parent)	21	28	23	39	34	32	32	9	21	24	16	7	12	16	27	13	60	73
	11.7	12.0	8.4	11.4	9.5	16.0	9.6	5.4	12.7	12.2	7.6	7.3	17.9	11.3	13.0	7.2	9.6	10.4
Someone else	-	2	6	3	5	3	2	3	1	4	1	-	3	2	3	-	6	8
	0.9	2.2	0.9	1.4	1.5	0.6	1.8	0.6	2.0	0.5		4.5	1.4	1.4		1.0	1.1	
Don't know/Refused	2	4	4	4	6	2	5	3	4	-	2	1	1	1	1	1	5	10
	1.1	1.7	1.5	1.2	1.7	1.0	1.5	1.8	2.4		1.0	1.0	1.5	0.7	0.5	0.6	0.8	1.4

Table 112 Page 112

Q48. When you were growing up, did you live with both of your parents, one of your parents, or with someone else?

	Rel. Atten.			Live in Wisconsin			News Consumption			Obama Job			Doyle Job					
	Un-	Rare		15-	25-		News	Ra-		App	Dis	App	Dis	Tot				
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis					
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---				
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Both parents	402	131	259	172	168	68	71	242	226	298	95	91	116	344	254	260	321	609
	89.7	90.3	92.2	86.9	86.0	81.9	86.6	84.9	91.1	86.4	90.5	88.3	84.7	85.6	89.8	86.1	87.7	87.0
One parent (including parent and step-parent)	40	12	14	23	36	12	10	37	14	36	8	12	16	45	25	33	38	73
	8.9	8.3	5.0	11.6	17.1	14.5	12.2	13.0	5.6	10.4	7.6	11.7	11.7	11.2	8.8	10.9	10.4	10.4
Someone else	4	1	2	1	5	2	1	2	3	5	1	-	2	5	3	1	5	8
	0.9	0.7	0.7	0.5	2.4	2.4	1.2	0.7	1.2	1.4	1.0		1.5	1.2	1.1	0.3	1.4	1.1
Don't know/Refused	2	1	6	2	1	1	-	4	5	6	1	-	3	8	1	8	2	10
	0.4	0.7	2.1	1.0	0.5	1.2		1.4	2.0	1.7	1.0		2.2	2.0	0.4	2.6	0.5	1.4

Table 113 Page 113

Q49. Gender

	Party ID				Gender		Age Cat.		Education Level				Household Income					
	Rep	Dem	Ind	Male	Fem	18	36	HS	Some	Coll	Grad	Less	\$20k-\$40k	\$75k	plus	Whi	Tot	
						35	64	65+	grad	coll	grad	work	\$20k	\$40k	\$75k	plus	Whi	Tot
TOTAL	179	233	275	343	357	200	334	166	165	196	210	96	67	141	207	180	623	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Male	94	93	154	343	-	92	175	76	80	93	101	52	30	67	106	101	306	343
	52.5	39.9	56.0	100		46.0	52.4	45.8	48.5	47.4	48.1	54.2	44.8	47.5	51.2	56.1	49.1	49.0
Female	85	140	121	-	357	108	159	90	85	103	109	44	37	74	101	79	317	357
	47.5	60.1	44.0		100	54.0	47.6	54.2	51.5	52.6	51.9	45.8	55.2	52.5	48.8	43.9	50.9	51.0

Table 114 Page 114

Q49. Gender

	Rel. Atten.				Live in Wisconsin				News Consumption				Obama	Job Doyle	Job			
	Un-	Rare	15-	25-					News Ra-									
Marr ion	Oft	Some	Nev	<15	24	49	50+	TV	pap	dio	Web	App	Dis	App	Dis	Tot		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	448	145	281	198	210	83	82	285	248	345	105	103	137	402	283	302	366	700
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Male	224	68	113	103	120	46	36	138	123	149	60	52	79	192	146	141	193	343
	50.0	46.9	40.2	52.0	57.1	55.4	43.9	48.4	49.6	43.2	57.1	50.5	57.7	47.8	51.6	46.7	52.7	49.0
Female	224	77	168	95	90	37	46	147	125	196	45	51	58	210	137	161	173	357
	50.0	53.1	59.8	48.0	42.9	44.6	56.1	51.6	50.4	56.8	42.9	49.5	42.3	52.2	48.4	53.3	47.3	51.0