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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?

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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...?

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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?

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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?

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Table 96 Page 96.....Q40. Respondent or household member has experienced at least one of the following: Lost job; Reduced hours; Furlough; Home Foreclosure

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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?

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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?

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

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 | | | | | Whi | Tot |
|--------------------|----------|------|------|--------|------|----------|-------|------|-----------------|----------------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll grad | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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 | | | | Tot |
|--------------------|-------------|------------|--------------|---------|------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion Oft | Rare Some | Ne v | | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|--------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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 | | | | |
|--------------------|-------------|------|------|------------------|------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Rare Some Nev | | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- 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 |

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 | | | | | Whi | Tot |
|--------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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 | | | | Tot |
|--------------------|-------------|------|------|--------------|------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Rare Some | Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 | 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 |

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 | | | | | Whi | Tot |
|---|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | |
| 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 | |
| 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 | 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 | |

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- Marr | ion | Oft | Some | Rare | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- 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 |

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 | | | | | Whi | Tot |
|-----------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | |

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 | | Tot |
|-----------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|-----------|------|------|-----------|------|-----|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 | |
| 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 | |

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 | | | | Whi | Tot | |
|---------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | 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 | |

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 | | | | Tot |
|---------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|---------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | |

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 | | | | Tot |
|---------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Of | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

Q8. Jim Doyle Favorability

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|------------------------|----------|------|------|--------|------|----------|------|------|-----------------|------|------|------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some | Coll | Grad | Less | \$20k-\$40k | \$40k-\$75k | \$75k plus | | | |
| | | | | | | 35 | 64 | | 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 | |
| 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 | |

Q8. Jim Doyle Favorability

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

Q9. Tommy Thompson Favorability

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|------------------------|----------|------|------|--------|------|----------|------|------|-----------------|------|------|------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some | Coll | Grad | Less | \$20k-\$40k | \$40k-\$75k | \$75k plus | | | |
| | 100 | 100 | 100 | 100 | 100 | 35 | 64 | | 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 | |
| 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 | |

Q9. Tommy Thompson Favorability

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

Q10. Barbra Lawton Favorability

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | Whi | Tot |
|------------------------|----------|------|------|--------|------|----------|------|------|-----------------|------|------|------|------------------|-------------|-------------|------|------|------|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some | Coll | Grad | Less | \$20k-\$40k | \$40k-\$75k | plus | | |
| | | | | | | 35 | 64 | | 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 |
| 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 |

Q10. Barbra Lawton Favorability

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

Q11. Tom Barrett Favorability

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | Whi | Tot |
|------------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 |
| 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 |

Q11. Tom Barrett Favorability

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

Q12. Russ Feingold Favorability

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | Whi | Tot |
|------------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 |
| 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 |

Q12. Russ Feingold Favorability

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

Q13. Scott Walker Favorability

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|------------------------|----------|------|------|--------|------|----------|------|------|-----------------|------|------|------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some | Coll | Grad | Less | \$20k-\$40k | \$40k-\$75k | \$75k plus | | | |
| | | | | | | 35 | 64 | | 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 | |
| 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 | |

Q13. Scott Walker Favorability

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

Q14. Mark Neuman Favorability

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | Whi | Tot |
|------------------------|----------|------|------|--------|------|----------|------|------|-----------------|------|------|------|------------------|-------------|-------------|------------|------|------|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some | Coll | Grad | Less | \$20k-\$40k | \$40k-\$75k | \$75k plus | | |
| | | | | | | 35 | 64 | | 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 |
| 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 |

Q14. Mark Neuman Favorability

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

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 | | | | | Whi | Tot |
|---------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | 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 | |

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 | | Tot |
|---------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|-----------|------|-----------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |

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 | | | | Tot |
|---------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | 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 | |

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 | | Tot |
|-----------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|-----------|------|------|-----------|------|-----|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 | |
| 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 | |

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 | | | | Whi | Tot | |
|-----------------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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 | | | | Tot |
|----------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |

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 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |

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 | | | | Tot |
|-----------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|---------------------|----------|------|------|--------|------|----------|------|------|-----------------|----------------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS grad | Some coll grad | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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- | Marr | ion | Oft | Rare | <15 | 15- | 25- | 50+ | TV | News | Ra- | Web | App | Dis | App | Dis | Tot |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | pap | dio | 100 | 100 | 100 | 100 | 100 | 100 |
| 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 |

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 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |

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- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- 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 | 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 |

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 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | 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 | |

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 | | | | Tot |
|--------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|---|----------|------|------|--------|------|----------|------|------|-----------------|------|------|------|------------------|-------------|-------------|------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some | Coll | Grad | Less | \$20k-\$40k | \$40k-\$75k | plus | | | |
| | | | | | | 35 | 64 | | 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 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 | |

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 | | Tot |
|---|-------------|------|------|------|------|-------------------|------|------|------|------------------|------|------|------|-----------|------|-----------|------|------|
| | 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 | 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 |
| 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 |

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 | | | | | Whi | Tot |
|---------------------|----------|------|------|--------|------|----------|-------|------|-----------------|----------------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll grad | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | |
| 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 | |

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

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 | | | | | Whi | Tot |
|----------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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 | | | | |
|----------------------|-------------|------------|--------------|-------------|------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion Oft | Rare Some | Rare Nev | | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- 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 |
| 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 |

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 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |

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 | | | | Tot |
|--------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|---------------------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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 | | | | Tot |
|------------------------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|-------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | 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 | |

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 | | | | Tot |
|-------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|-------------------------------------|----------|-------|-------|--------|-------|----------|-------|-------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|-------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some Coll | Coll Grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | |
| 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 | |

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 | | | | | |
|-------------------------------------|-------------|------|------|------|------|-------------------|------|------|------|------------------|------|------|---------------------|------|-------|------|------|------|
| | Un- | | | Rare | | 15- | 25- | | | News | Ra- | | Obama | Job | Doyle | Job | | |
| | 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 |
| 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 |

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 | | | | | Whi | Tot |
|---|----------|------|------|--------|------|----------|-------|------|-----------------|----------------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll grad | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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- | | | App | Dis | App | Dis | Tot |
| | 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 |
| 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 |

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 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | 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 | |

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 | | Tot |
|--------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|-----------|------|-----------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- 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 |
| 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 |

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 | | | | | Whi | Tot |
|--------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | |

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 | | | | Tot |
|--------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|-----|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|-------------------|----------|-----|-----|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | 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 | |

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 | | | | Tot |
|-------------------|-------------|------|------|------------------|------|-------------------|-----------|------|------|------------------|------------|------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Rare Some Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |

QPID7. Seven-point Party Identification Scale

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | Whi | Tot |
|-------------------|----------|-------|-------|--------|-------|----------|------|-------|-----------------|------|------|------|------------------|-------------|-------------|-------|------|------|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some | Coll | Grad | Less | \$20k-\$40k | \$40k-\$75k | plus | | |
| | ----- | ----- | ----- | ----- | ----- | 35 | 64 | ----- | 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 |
| 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 |

QPID7. Seven-point Party Identification Scale

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

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 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |

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 | | | | Tot |
|----------------------------------|-------------|------|------|--------------|------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Rare Some | Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|--------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | |

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- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- 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 |

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

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

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 | | | | Tot |
|--------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |

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 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |

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 | | | | Tot |
|-----------------------|-------------|------|------|------------------|------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Rare Some Nev | | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

QAgeRecode. Age Categories

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

QAgeRecode. Age Categories

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

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|--|----------|------|------|--------|------|----------|------|------|-----------------|------|------|------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 | 36 | 65+ | HS | Some | Coll | Grad | Less | \$20k-\$40k | \$40k-\$75k | \$75k plus | | | |
| | | | | | | 35 | 64 | | 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 | |
| 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 | |

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

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

Q39Respondent. Respondent is a member of a labor union

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

Q39Respondent. Respondent is a member of a labor union

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

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|--------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | plus \$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 | 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 | |

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- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|--------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | plus \$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 | |
| 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 | |

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- Marr | ion | 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 |
| 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|--------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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

| | Rel. Atten. | | | | | Live in Wisconsin | | | | News Consumption | | | | Obama Job Doyle Job | | | | Tot |
|-------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | Whi | Tot | |
|--------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | plus \$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 | 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 | |

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

| | Rel. Atten. | | | | | Live in Wisconsin | | | | News Consumption | | | | Obama Job Doyle Job | | | | Tot |
|--------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|--------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | 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 | |

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

| | Rel. Atten. | | | | | Live in Wisconsin | | | | News Consumption | | | | Obama Job Doyle Job | | | | |
|--------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|--------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | 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 | |

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 | | | | Tot |
|-------|-------------|------------|------|-------------|------|-------------------|-----------|------|------|------------------|------------|------|------|---------------------|------|------|------|------|
| | Un- Marr | ion Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|--------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | |

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 | | | | Tot |
|-------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 | 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|---------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-34 | 35-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | |
| 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 | | | | Tot |
|---------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 | | | | Whi | Tot |
|--------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|-------------|-------------|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$75k plus | | |
| TOTAL | 179 100 | 233 100 | 275 100 | 343 100 | 357 100 | 200 100 | 334 100 | 166 100 | 165 100 | 196 100 | 210 100 | 96 100 | 67 100 | 141 100 | 207 100 | 180 100 | 623 100 | 700 100 |
| Yes | 95 53.1 | 88 37.8 | 114 41.5 | 162 47.2 | 140 39.2 | 77 38.5 | 155 46.4 | 70 42.2 | 80 48.5 | 79 40.3 | 81 38.6 | 49 51.0 | 16 23.9 | 56 39.7 | 99 47.8 | 88 48.9 | 286 45.9 | 302 43.1 |
| No | 75 41.9 | 140 60.1 | 150 54.5 | 163 47.5 | 209 58.5 | 117 58.5 | 163 48.8 | 92 55.4 | 82 49.7 | 108 55.1 | 121 57.6 | 44 45.8 | 51 76.1 | 83 58.9 | 100 48.3 | 88 48.9 | 320 51.4 | 372 53.1 |
| Don't Know/Refused | 9 5.0 | 5 2.1 | 11 4.0 | 18 5.2 | 8 2.2 | 6 3.0 | 16 4.8 | 4 2.4 | 3 1.8 | 9 4.6 | 8 3.8 | 3 3.1 | - 1.4 | 2 3.9 | 8 2.2 | 4 2.2 | 17 2.7 | 26 3.7 |

Q42. Do you have a gun in your home?

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

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|---|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|-----|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | |

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

| | Rel. Atten. | | | | | Live in Wisconsin | | | | News Consumption | | | | Obama Job Doyle Job | | | | Tot |
|---|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 | 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|------------------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 | |
| 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 | | | | Tot |
|------------------------------|-------------|------------|------------|--------------|-------------|-------------------|------------|------------|------------|------------------|-------------|------------|------------|---------------------|------------|------------|------------|-------------|
| | Un- Marr | ion | Oft | Rare Some | Rare New | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | App | Dis | |
| TOTAL | 448 100 | 145 100 | 281 100 | 198 100 | 210 100 | 83 100 | 82 100 | 285 100 | 248 100 | 345 100 | 105 100 | 103 100 | 137 100 | 402 100 | 283 100 | 302 100 | 366 100 | 700 100 |
| Less than \$10,000 | 3 0.7 | 2 1.4 | 15 5.3 | 3 1.5 | 10 4.8 | 5 6.0 | 4 4.9 | 9 3.2 | 10 4.0 | 19 5.5 | - 2.9 | 3 4.4 | 6 5.0 | 20 2.5 | 7 5.3 | 16 2.7 | 10 2.7 | 28 4.0 |
| \$10,000-Less than \$20,000 | 5 1.1 | 7 4.8 | 13 4.6 | 11 5.6 | 14 6.7 | 8 9.6 | 6 7.3 | 12 4.2 | 13 5.2 | 28 8.1 | 5 4.8 | 2 1.9 | 4 2.9 | 26 6.5 | 13 4.6 | 16 5.3 | 21 5.7 | 39 5.6 |
| \$20,000-Less than \$30,000 | 22 4.9 | 8 5.5 | 30 10.7 | 16 8.1 | 18 8.6 | 3 3.6 | 9 11.0 | 25 8.8 | 27 10.9 | 39 11.3 | 9 8.6 | 10 9.7 | 5 3.6 | 41 10.2 | 20 7.1 | 33 10.9 | 27 7.4 | 64 9.1 |
| \$30,000-Less than \$40,000 | 39 8.7 | 16 11.0 | 30 10.7 | 21 10.6 | 25 11.9 | 7 8.4 | 11 13.4 | 27 9.5 | 32 12.9 | 41 11.9 | 10 9.5 | 13 12.6 | 13 9.5 | 45 11.2 | 30 10.6 | 42 13.9 | 32 8.7 | 77 11.0 |
| \$40,000-Less than \$50,000 | 53 11.8 | 16 11.0 | 32 11.4 | 18 9.1 | 32 15.2 | 12 14.5 | 9 11.0 | 31 10.9 | 31 12.5 | 42 12.2 | 13 12.4 | 12 11.7 | 16 11.7 | 50 12.4 | 32 11.3 | 36 11.9 | 44 12.0 | 83 11.9 |
| \$50,000-Less than \$75,000 | 95 21.2 | 31 21.4 | 46 16.4 | 38 19.2 | 40 19.0 | 15 18.1 | 12 14.6 | 55 19.3 | 42 16.9 | 59 17.1 | 14 13.3 | 21 20.4 | 26 19.0 | 71 17.7 | 51 18.0 | 50 16.6 | 70 19.1 | 124 17.7 |
| \$75,000-Less than \$100,000 | 86 19.2 | 28 19.3 | 30 10.7 | 40 20.2 | 27 12.9 | 16 19.3 | 11 13.4 | 48 16.8 | 22 8.9 | 44 12.8 | 15 14.3 | 12 11.7 | 25 18.2 | 53 13.2 | 44 15.5 | 41 13.6 | 53 14.5 | 97 13.9 |
| \$100,000 or More | 76 17.0 | 21 14.5 | 28 10.0 | 25 12.6 | 28 13.3 | 10 12.0 | 7 8.5 | 41 14.4 | 25 10.1 | 24 7.0 | 20 19.0 | 14 13.6 | 23 16.8 | 44 10.9 | 38 13.4 | 30 9.9 | 48 13.1 | 83 11.9 |
| Don't know/Refused | 69 15.4 | 16 11.0 | 57 20.3 | 26 13.1 | 16 7.6 | 7 8.4 | 13 15.9 | 37 13.0 | 46 18.5 | 49 14.2 | 19 18.1 | 16 15.5 | 19 13.9 | 52 12.9 | 48 17.0 | 38 12.6 | 61 16.7 | 105 15.0 |

Q45CategoriesA. How many years have you lived in Wisconsin?

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | Whi | Tot |
|--------------------|----------|------|------|--------|------|----------|-------|------|-----------------|-----------|-----------|-----------|------------------|-------------|-------------|------------|------|------|
| | Rep | Dem | Ind | Male | Fem | 18-35 | 36-64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k-\$40k | \$40k-\$75k | \$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 |
| 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 |
| | 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 | | | | Tot |
|--------------------|-------------|------------|-------------|--------------|-------------|-------------------|-----------|------------|------------|------------------|-------------|------------|------------|---------------------|-------------|-------------|-------------|-------------|
| | Marr | Un- ion | Oft | Rare Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | App | Dis | |
| TOTAL | 448 100 | 145 100 | 281 100 | 198 100 | 210 100 | 83 100 | 82 100 | 285 100 | 248 100 | 345 100 | 105 100 | 103 100 | 137 100 | 402 100 | 283 100 | 302 100 | 366 100 | 700 100 |
| Less than 15 years | 57 12.7 | 14 9.7 | 24 8.5 | 26 13.1 | 31 14.8 | 83 100 | - | - | - | 38 11.0 | 8 7.6 | 10 9.7 | 27 19.7 | 51 12.7 | 30 10.6 | 42 13.9 | 34 9.3 | 83 11.9 |
| 15-24 years | 33 7.4 | 19 13.1 | 34 12.1 | 23 11.6 | 25 11.9 | - | 82 100 | - | - | 31 9.0 | 12 11.4 | 16 15.5 | 21 15.3 | 49 12.2 | 32 11.3 | 44 14.6 | 36 9.8 | 82 11.7 |
| 25-49 years | 201 44.9 | 61 42.1 | 102 36.3 | 85 42.9 | 94 44.8 | - | - | 285 100 | - | 132 38.3 | 33 31.4 | 48 46.6 | 70 51.1 | 158 39.3 | 120 42.4 | 128 42.4 | 144 39.3 | 285 40.7 |
| 50 years or more | 155 34.6 | 51 35.2 | 120 42.7 | 64 32.3 | 59 28.1 | - | - | - | 248 100 | 143 41.4 | 51 48.6 | 29 28.2 | 19 13.9 | 143 35.6 | 100 35.3 | 87 28.8 | 151 41.3 | 248 35.4 |
| Don't know/Refused | 2 0.4 | - | 1 0.4 | - | 1 0.5 | - | - | - | - | 1 0.3 | 1 1.0 | - | - | 1 0.2 | 1 0.4 | 1 0.3 | 1 0.3 | 2 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 | | | | | Whi | Tot |
|--------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | | | | Tot |
|--------------------|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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

| | Party ID | | | Gender | | Age Cat. | | | Education Level | | | | Household Income | | | | | Whi | Tot |
|---------------------------|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | 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 | |

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 | | | | Tot |
|--------------------|-------------|------------|------|-------------|------|-------------------|-----------|------|------|------------------|------------|------|------|---------------------|------|------|------|------|
| | Un- Marr | ion Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 |
| 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 |

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 | | | | | Whi | Tot |
|---|----------|------|------|--------|------|----------|----------|------|-----------------|--------------|--------------|--------------|------------------|-----------------|-----------------|---------------|------|------|-----|
| | Rep | Dem | Ind | Male | Fem | 18 35 | 36 64 | 65+ | HS grad | Some coll | Coll grad | Grad work | Less \$20k | \$20k- \$40k | \$40k- \$75k | \$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 | |
| 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 | |

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 | | | | Tot |
|--|-------------|------|------|------|-------------|-------------------|-----------|-----------|------|------------------|-------------|------------|------|---------------------|------|------|------|------|
| | Un- Marr | ion | Oft | Some | Rare Nev | <15 | 15- 24 | 25- 49 | 50+ | TV | News pap | Ra- dio | Web | App | Dis | 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 | 80.0 | 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 |

Q49. Gender

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

Q49. Gender

| | Rel. Atten. | | | | | Live in Wisconsin | | | | News Consumption | | | | Obama Job Doyle Job | | | | Tot |
|--------|-------------|-------|-------|-------|-------|-------------------|-------|-------|-------|------------------|----------|-------|-------|---------------------|-------|-------|-------|-------|
| | Un- | | Rare | | | 15- | 25- | | | TV | News Ra- | | | | | | | |
| | Marr | ion | Oft | Some | Nev | <15 | 24 | 49 | 50+ | | 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 |