

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 943 Wisconsin Adults

This survey of 943 adults was conducted September 30th through October 3rd, 2018 by The Marist Poll sponsored and funded in partnership with NBC News. Adults 18 years of age and older residing in the state of Wisconsin were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from Survey Sampling International. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by The Logit Group for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.7 percentage points. There are 781 registered voters. The results for this subset are statistically significant within ± 4.1 percentage points. There are 571 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the November 2018 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 4.8 percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

Wisconsin Nature of the Sample

		Wisconsin Adults	Wisconsin Registered Voters	Wisconsin Likely Voters
		Column %	Column %	Column %
Wisconsin Adults		100%		
Wisconsin Registered Voters		83%	100%	
Wisconsin Likely Voters		61%	73%	100%
Wisconsin Senate Persuadable Voters		n/a	15%	12%
Wisconsin Governor Persuadable Voters		n/a	13%	12%
Party Identification				
	Democrat	n/a	29%	31%
	Republican	n/a	28%	28%
	Independent	n/a	42%	40%
	Other	n/a	1%	1%
Political Ideology				
	Very liberal-Liberal	n/a	28%	29%
	Moderate	n/a	30%	31%
	Conservative-Very conservative	n/a	41%	41%
Region				
	Milwaukee County	16%	16%	15%
	Chiwaukee Suburbs	20%	22%	22%
	Dane County	9%	9%	10%
	Fox River Valley/Northern Lakeshore	18%	17%	17%
	Southwest	20%	20%	18%
	North	17%	16%	17%
Household Income				
	Less than \$50,000	46%	43%	40%
	\$50,000 or more	54%	57%	60%
Race				
	White	84%	85%	87%
	African American	5%	6%	4%
	Latino	5%	4%	4%
	Other	6%	5%	4%
Age				
	18 to 29	20%	15%	12%
	30 to 44	24%	26%	25%
	45 to 59	27%	28%	29%
	60 or older	28%	32%	34%
Age				
	Under 45	44%	40%	37%
	45 or older	56%	60%	63%
Gender				
	Men	49%	49%	47%
	Women	51%	51%	53%
Education				
	Not college graduate	61%	59%	56%
	College graduate	39%	41%	44%
Race and Education				
	White - Not College Graduate	51%	49%	48%
	White - College Graduate	33%	36%	39%
	Non-White - Not College Graduate	11%	9%	8%
	Non-White - College Graduate	5%	5%	5%
Gender - Race - Education				
	Men - White - Not College Graduate	25%	23%	22%
	Men - White - College Graduate	15%	17%	18%
	Men - Non-White - Not College Graduate	6%	6%	4%
	Men - Non-White - College Graduate	2%	2%	2%
	Women - White - Not College Graduate	25%	26%	26%
	Women - White - College Graduate	18%	19%	21%
	Women - Non-White - Not College Graduate	5%	4%	3%
	Women - Non-White - College Graduate	3%	3%	3%
White Evangelical Christians		22%	22%	23%
Area Description				
	Big city	18%	18%	18%
	Small city	25%	24%	25%
	Suburban	14%	14%	15%
	Small town	23%	23%	22%
	Rural	20%	21%	21%
Small city/Suburban Men		21%	20%	20%
Other area Men		27%	27%	26%
Small city/Suburban Women		18%	18%	19%
Other area Women		34%	34%	34%
Interview Type				
	Landline	36%	40%	42%
	Cell Phone	64%	60%	58%

NBC News/Marist Poll Wisconsin Adults. Interviews conducted September 30th through October 3rd, 2018, n=943 MOE +/- 3.7 percentage points. Wisconsin Registered Voters: n=781 MOE +/- 4.1 percentage points. Wisconsin Likely Voters: n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

TRUDP105. NBC News/Marist Poll Wisconsin Tables September 30th through October 3rd, 2018

		Wisconsin Likely Voters		
		Do you approve or disapprove of the job Donald Trump is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Wisconsin Likely Voters		45%	50%	5%
Party Identification^	Democrat	3%	94%	3%
	Republican	93%	5%	3%
	Independent	42%	50%	8%
Political Ideology^	Very liberal-Liberal	11%	86%	3%
	Moderate	27%	67%	6%
	Conservative-Very conservative	81%	15%	4%
Trump Supporters		94%	2%	4%
Region	Milwaukee County	27%	66%	7%
	Chiwaukee Suburbs	52%	45%	3%
	Dane County	*	*	*
	Fox River Valley/Northern Lakeshore	55%	39%	6%
	Southwest	45%	47%	8%
	North	49%	44%	6%
Household Income	Less than \$50,000	46%	48%	6%
	\$50,000 or more	45%	52%	3%
Education	Not college graduate	51%	43%	6%
	College graduate	36%	61%	4%
Race	White	45%	49%	6%
	Non-white	38%	60%	3%
Age	18 to 29	41%	54%	6%
	30 to 44	47%	46%	7%
	45 to 59	51%	46%	3%
	60 or older	39%	54%	6%
Age	Under 45	45%	49%	7%
	45 or older	45%	51%	5%
Gender	Men	53%	41%	6%
	Women	37%	58%	4%
Race and Education	White - Not College Graduate	53%	40%	7%
	White - College Graduate	35%	61%	4%
Gender - Race - Education	Men - White - Not College Graduate	62%	30%	8%
	Men - White - College Graduate	43%	53%	4%
	Women - White - Not College Graduate	46%	49%	5%
	Women - White - College Graduate	28%	69%	3%
	White Evangelical Christians		65%	28%
Area Description	Big city	32%	61%	7%
	Small city	43%	51%	7%
	Suburban	41%	56%	3%
	Small town	53%	43%	4%
	Rural	49%	45%	5%
Small city/Suburban Men		45%	49%	6%
Small city/Suburban Women		39%	56%	4%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

		Wisconsin Likely Voters				
		Do you approve or disapprove of the job Donald Trump is doing as president? [And, would you say you strongly approve/disapprove of the job he is doing or just approve/disapprove?]				
		Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure
		Row %	Row %	Row %	Row %	Row %
Wisconsin Likely Voters		29%	16%	9%	41%	5%
Party Identification^	Democrat	1%	2%	10%	84%	3%
	Republican	67%	26%	4%	1%	3%
	Independent	23%	19%	13%	37%	8%
Political Ideology^	Very liberal-Liberal	7%	4%	6%	81%	3%
	Moderate	14%	13%	17%	50%	6%
	Conservative-Very conservative	56%	26%	6%	9%	4%
Trump Supporters		66%	29%	1%	1%	4%
Region	Milwaukee County	13%	14%	9%	57%	7%
	Chiwaukee Suburbs	35%	17%	12%	33%	3%
	Dane County	*	*	*	*	*
	Fox River Valley/Northern Lakeshore	35%	21%	6%	33%	6%
	Southwest	34%	12%	10%	38%	8%
Household Income	Less than \$50,000	30%	16%	8%	39%	6%
	\$50,000 or more	28%	16%	10%	42%	3%
	North	32%	18%	7%	37%	6%
Education	Not college graduate	34%	17%	8%	35%	6%
	College graduate	23%	13%	11%	50%	4%
Race	White	30%	15%	9%	40%	6%
	Non-white	24%	14%	10%	50%	3%
Age	18 to 29	25%	16%	12%	42%	6%
	30 to 44	31%	16%	6%	40%	7%
	45 to 59	31%	20%	12%	35%	3%
	60 or older	28%	12%	9%	45%	6%
Age	Under 45	29%	16%	8%	41%	7%
	45 or older	29%	15%	10%	40%	5%
Gender	Men	35%	18%	10%	31%	6%
	Women	23%	14%	9%	50%	4%
Race and Education	White - Not College Graduate	36%	18%	8%	32%	7%
	White - College Graduate	23%	12%	10%	51%	4%
Gender - Race - Education	Men - White - Not College Graduate	42%	19%	5%	25%	8%
	Men - White - College Graduate	30%	13%	13%	39%	4%
	Women - White - Not College Graduate	30%	16%	10%	39%	5%
	Women - White - College Graduate	17%	11%	8%	61%	3%
White Evangelical Christians		47%	18%	7%	21%	7%
Area Description	Big city	20%	12%	13%	49%	7%
	Small city	29%	14%	7%	44%	7%
	Suburban	27%	15%	9%	46%	3%
	Small town	35%	18%	9%	34%	4%
	Rural	32%	17%	10%	35%	5%
Small city/Suburban Men		28%	17%	7%	42%	6%
Small city/Suburban Women		28%	11%	8%	48%	4%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

		Wisconsin Likely Voters			
		If November's election for U.S. Senate in Wisconsin were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		Tammy Baldwin, the Democrat	Leah Vukmir, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		54%	40%	1%	5%
Intensity of Support	Strongly support	61%	39%	0%	0%
	Somewhat support	49%	51%	0%	0%
Party Identification	Democrat	99%	0%	0%	1%
	Republican	8%	91%	0%	1%
	Independent	54%	35%	2%	10%
Political Ideology	Very liberal-Liberal	91%	3%	1%	5%
	Moderate	73%	22%	1%	4%
	Conservative-Very conservative	16%	80%	0%	3%
Trump Supporters		12%	83%	0%	5%
Region	Milwaukee County	71%	23%	1%	5%
	Chiwaukee Suburbs	41%	49%	0%	9%
	Dane County	*	*	*	*
	Fox River Valley/Northern Lakeshore	49%	47%	0%	4%
	Southwest	55%	41%	1%	3%
Household Income	North	49%	44%	1%	5%
	Less than \$50,000	56%	39%	1%	3%
Education	\$50,000 or more	53%	40%	1%	6%
	Not college graduate	50%	44%	1%	5%
Race	College graduate	60%	35%	0%	5%
	White	54%	41%	1%	4%
Age	Non-white	60%	26%	1%	14%
	18 to 29	50%	38%	0%	13%
	30 to 44	51%	41%	2%	6%
Age	45 to 59	50%	45%	0%	5%
	60 or older	60%	37%	0%	3%
	Under 45	51%	40%	1%	8%
Gender	45 or older	56%	40%	0%	4%
	Men	45%	49%	1%	5%
Race and Education	Women	62%	32%	0%	6%
	White - Not College Graduate	48%	46%	1%	4%
	White - College Graduate	61%	36%	0%	3%
Gender - Race - Education	Men - White - Not College Graduate	37%	56%	2%	5%
	Men - White - College Graduate	52%	47%	0%	1%
	Women - White - Not College Graduate	58%	38%	0%	4%
	Women - White - College Graduate	69%	26%	0%	5%
	White Evangelical Christians		32%	61%	1%
Area Description	Big city	65%	29%	0%	5%
	Small city	59%	38%	0%	3%
	Suburban	50%	42%	0%	7%
	Small town	47%	47%	1%	6%
	Rural	49%	44%	2%	5%
Small city/Suburban Men		55%	43%	0%	2%
Small city/Suburban Women		56%	36%	0%	8%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

		Wisconsin Likely Voters with a Candidate Preference for Senate			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters with a Candidate Preference for Senate		69%	26%	4%	2%
Candidate Support	Tammy Baldwin	74%	22%	3%	1%
	Leah Vukmir	63%	31%	5%	2%
Party Identification	Democrat	83%	16%	0%	1%
	Republican	69%	26%	4%	1%
	Independent	58%	33%	7%	2%
Political Ideology	Very liberal-Liberal	84%	15%	0%	1%
	Moderate	62%	31%	5%	2%
	Conservative-Very conservative	65%	28%	6%	1%
Trump Supporters		65%	28%	5%	2%
Region	Milwaukee County	69%	25%	3%	2%
	Chiwaukee Suburbs	71%	22%	6%	1%
	Dane County	*	*	*	*
	Fox River Valley/Northern Lakeshore	68%	27%	5%	0%
	Southwest	73%	20%	5%	2%
	North	59%	36%	2%	2%
Household Income	Less than \$50,000	67%	26%	5%	2%
	\$50,000 or more	69%	27%	4%	1%
Education	Not college graduate	66%	27%	5%	2%
	College graduate	73%	23%	3%	1%
Age	Under 45	59%	36%	4%	1%
	45 or older	74%	20%	4%	2%
Gender	Men	65%	30%	3%	2%
	Women	72%	21%	5%	1%
Race and Education	White - Not College Graduate	66%	26%	6%	2%
	White - College Graduate	75%	22%	2%	1%
Gender - Race - Education	Men - White - Not College Graduate	65%	29%	3%	2%
	Men - White - College Graduate	70%	27%	1%	2%
	Women - White - Not College Graduate	66%	24%	8%	2%
	Women - White - College Graduate	80%	18%	2%	0%
White Evangelical Christians		69%	26%	3%	2%
Area Description	Big city	72%	21%	5%	2%
	Small city	62%	32%	5%	2%
	Suburban	68%	29%	3%	0%
	Small town	71%	20%	6%	3%
	Rural	74%	24%	2%	0%
Small city/Suburban Men		64%	33%	2%	1%
Small city/Suburban Women		65%	29%	6%	1%

NBC News/Marist Poll Wisconsin Likely Voters with a Candidate Preference for U.S. Senate. Interviews conducted September 30th through October 3rd, 2018, n=512 MOE

+/- 5.0 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

Wisconsin Likely Voters

If November's election for governor in Wisconsin were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:

		Tony Evers, the Democrat	Scott Walker, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		53%	43%	1%	3%
Party Identification	Democrat	97%	2%	0%	0%
	Republican	3%	96%	0%	1%
	Independent	56%	36%	3%	5%
Political Ideology	Very liberal-Liberal	92%	6%	1%	1%
	Moderate	70%	28%	1%	2%
	Conservative-Very conservative	15%	82%	0%	3%
Trump Supporters		9%	88%	2%	1%
Region	Milwaukee County	70%	26%	0%	4%
	Chiwaukee Suburbs	42%	53%	1%	4%
	Dane County	*	*	*	*
	Fox River Valley/Northern Lakeshore	47%	49%	0%	4%
	Southwest	52%	43%	3%	1%
Household Income	North	49%	47%	1%	3%
	Less than \$50,000	54%	42%	2%	2%
Education	\$50,000 or more	53%	43%	1%	3%
	Not college graduate	48%	47%	1%	4%
Race	College graduate	60%	37%	1%	2%
	White	51%	45%	1%	2%
Age	Non-white	70%	24%	1%	5%
	18 to 29	60%	33%	0%	7%
	30 to 44	52%	42%	3%	3%
	45 to 59	48%	50%	1%	2%
Age	60 or older	55%	43%	0%	2%
	Under 45	55%	39%	2%	4%
Gender	45 or older	51%	46%	0%	2%
	Men	46%	50%	1%	2%
Race and Education	Women	60%	36%	1%	3%
	White - Not College Graduate	45%	51%	1%	4%
Gender - Race - Education	White - College Graduate	60%	38%	1%	1%
	Men - White - Not College Graduate	36%	60%	1%	3%
	Men - White - College Graduate	52%	47%	0%	0%
	Women - White - Not College Graduate	52%	43%	0%	4%
	Women - White - College Graduate	67%	30%	1%	2%
White Evangelical Christians		30%	66%	1%	4%
Area Description	Big city	67%	29%	0%	4%
	Small city	57%	42%	0%	0%
	Suburban	53%	45%	0%	2%
	Small town	45%	49%	2%	4%
	Rural	47%	48%	2%	4%
Small city/Suburban Men		55%	45%	0%	0%
Small city/Suburban Women		56%	42%	0%	2%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

		Wisconsin Likely Voters					
		If November's election for governor in Wisconsin were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:					
		Tony Evers, the Democrat	Scott Walker, the Republican	Philip Anderson, the Libertarian	Michael White, the Green Party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Wisconsin Likely Voters		50%	42%	3%	2%	<1%	3%
Intensity of Support	Strongly support	48%	51%	1%	0%	0%	0%
	Somewhat support	57%	30%	7%	6%	0%	0%
Party Identification	Democrat	93%	3%	2%	2%	0%	1%
	Republican	2%	95%	1%	0%	0%	2%
	Independent	52%	34%	4%	4%	1%	5%
Political Ideology	Very liberal-Liberal	88%	6%	2%	1%	0%	2%
	Moderate	64%	25%	4%	4%	0%	2%
	Conservative-Very conservative	14%	80%	2%	0%	0%	4%
Trump Supporters		7%	86%	2%	1%	0%	3%
Region	Milwaukee County	67%	24%	3%	4%	0%	2%
	Chiwaukee Suburbs	41%	53%	1%	2%	0%	3%
	Dane County	*	*	*	*	*	*
	Fox River Valley/Northern Lakeshore	45%	46%	3%	0%	0%	6%
	Southwest	47%	42%	5%	2%	1%	3%
Household Income	North	42%	46%	3%	5%	0%	4%
	Less than \$50,000	50%	39%	4%	3%	1%	3%
	\$50,000 or more	50%	42%	2%	2%	0%	3%
Education	Not college graduate	44%	45%	4%	2%	1%	5%
	College graduate	59%	37%	1%	2%	0%	1%
Race	White	48%	44%	3%	2%	0%	3%
	Non-white	67%	24%	3%	3%	0%	2%
Age	18 to 29	56%	29%	6%	3%	0%	5%
	30 to 44	49%	40%	3%	6%	1%	2%
	45 to 59	46%	48%	2%	0%	0%	3%
	60 or older	51%	43%	2%	1%	0%	3%
Age	Under 45	51%	36%	4%	5%	1%	3%
	45 or older	49%	45%	2%	1%	0%	3%
Gender	Men	44%	48%	3%	2%	0%	2%
	Women	55%	36%	2%	2%	0%	4%
Race and Education	White - Not College Graduate	41%	48%	4%	2%	1%	5%
	White - College Graduate	59%	38%	1%	2%	0%	1%
Gender - Race - Education	Men - White - Not College Graduate	35%	55%	4%	2%	1%	2%
	Men - White - College Graduate	51%	46%	1%	1%	0%	0%
	Women - White - Not College Graduate	45%	42%	3%	2%	0%	7%
	Women - White - College Graduate	66%	30%	1%	2%	0%	1%
White Evangelical Christians		29%	63%	2%	1%	1%	4%
Area Description	Big city	63%	29%	2%	4%	0%	2%
	Small city	52%	40%	5%	0%	0%	2%
	Suburban	52%	45%	1%	2%	0%	0%
	Small town	40%	47%	4%	3%	0%	6%
	Rural	46%	46%	0%	2%	2%	4%
Small city/Suburban Men		52%	43%	4%	1%	0%	1%
Small city/Suburban Women		52%	42%	3%	1%	0%	2%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

STSGV18. NBC News/Marist Poll Wisconsin Tables September 30th through October 3rd, 2018

		Wisconsin Likely Voters with a Candidate Preference for Governor			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters with a Candidate Preference for Governor		69%	24%	6%	1%
Candidate Support	Tony Evers	66%	27%	6%	2%
	Scott Walker	80%	16%	4%	0%
Party Identification	Democrat	74%	19%	6%	1%
	Republican	85%	14%	1%	0%
	Independent	52%	37%	10%	2%
Political Ideology	Very liberal-Liberal	74%	19%	6%	0%
	Moderate	56%	33%	9%	1%
	Conservative-Very conservative	77%	20%	3%	1%
Trump Supporters		78%	18%	4%	0%
Region	Milwaukee County	70%	21%	7%	2%
	Chiwaukee Suburbs	73%	21%	6%	0%
	Dane County	*	*	*	*
	Fox River Valley/Northern Lakeshore	63%	27%	8%	1%
	Southwest	67%	27%	5%	1%
Household Income	North	69%	27%	2%	2%
	Less than \$50,000	67%	26%	7%	1%
Education	\$50,000 or more	70%	23%	6%	1%
	Not college graduate	70%	23%	6%	1%
Age	College graduate	69%	25%	6%	1%
	Under 45	57%	35%	6%	2%
Gender	45 or older	76%	17%	6%	1%
	Men	67%	26%	5%	2%
Race and Education	Women	71%	22%	7%	1%
	White - Not College Graduate	70%	24%	5%	1%
Gender - Race - Education	White - College Graduate	70%	25%	4%	1%
	Men - White - Not College Graduate	70%	25%	4%	1%
	Men - White - College Graduate	69%	26%	3%	1%
	Women - White - Not College Graduate	71%	23%	5%	1%
White Evangelical Christians	Graduate	71%	25%	4%	0%
	Women - White - College Graduate	71%	25%	4%	0%
Area Description	White Evangelical Christians	73%	22%	4%	1%
	Big city	70%	21%	8%	1%
	Small city	58%	34%	7%	0%
	Suburban	68%	26%	6%	1%
	Small town	77%	16%	6%	1%
Small city/Suburban Men	Rural	73%	23%	2%	2%
	Small city/Suburban Men	62%	33%	5%	1%
Small city/Suburban Women		62%	29%	8%	0%

NBC News/Marist Poll Wisconsin Likely Voters with a Candidate Preference for Governor. Interviews conducted September 30th through October 3rd, 2018, n=527 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

BALT020R. NBC News/Marist Poll Wisconsin Tables September 30th through October 3rd, 2018

		Wisconsin Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Tammy Baldwin?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Wisconsin Likely Voters		51%	39%	10%
Party Identification^	Democrat	91%	4%	4%
	Republican	8%	84%	9%
	Independent	53%	35%	12%
Political Ideology^	Very liberal-Liberal	86%	7%	7%
	Moderate	68%	25%	7%
	Conservative-Very conservative	15%	75%	10%
Trump Supporters		13%	78%	9%
Region	Milwaukee County	64%	28%	8%
	Chiwaukee Suburbs	38%	51%	11%
	Dane County	*	*	*
	Fox River Valley/Northern Lakeshore	45%	48%	7%
	Southwest	52%	36%	11%
Household Income	North	48%	41%	11%
	Less than \$50,000	53%	38%	9%
Education	\$50,000 or more	49%	41%	10%
	Not college graduate	45%	44%	11%
Race	College graduate	59%	35%	7%
	White	51%	40%	8%
Age	Non-white	55%	29%	17%
	18 to 29	44%	44%	13%
	30 to 44	46%	44%	10%
	45 to 59	48%	43%	9%
Age	60 or older	58%	33%	9%
	Under 45	45%	44%	11%
Gender	45 or older	54%	37%	9%
	Men	41%	50%	9%
Race and Education	Women	60%	30%	10%
	White - Not College Graduate	45%	44%	11%
	White - College Graduate	59%	36%	5%
Gender - Race - Education	Men - White - Not College Graduate	33%	57%	9%
	Men - White - College Graduate	48%	47%	5%
	Women - White - Not College Graduate	54%	33%	12%
	Women - White - College Graduate	69%	27%	4%
White Evangelical Christians		32%	56%	12%
Area Description	Big city	61%	32%	7%
	Small city	52%	37%	12%
	Suburban	52%	45%	3%
	Small town	41%	47%	12%
	Rural	50%	40%	10%
Small city/Suburban Men		48%	43%	8%
Small city/Suburban Women		55%	36%	9%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

VUKL020R. NBC News/Marist Poll Wisconsin Tables September 30th through October 3rd, 2018

		Wisconsin Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Leah Vukmir?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Wisconsin Likely Voters		34%	42%	24%
Party Identification^	Democrat	4%	71%	25%
	Republican	72%	12%	17%
	Independent	30%	42%	28%
Political Ideology^	Very liberal-Liberal	5%	64%	32%
	Moderate	21%	56%	23%
	Conservative-Very conservative	65%	17%	17%
Trump Supporters		67%	14%	20%
Region	Milwaukee County	18%	57%	25%
	Chiwaukee Suburbs	43%	36%	21%
	Dane County	*	*	*
	Fox River Valley/Northern Lakeshore	41%	39%	20%
	Southwest	31%	41%	28%
Household Income	Less than \$50,000	32%	39%	29%
	\$50,000 or more	35%	44%	20%
Education	Not college graduate	36%	36%	28%
	College graduate	31%	49%	20%
Race	White	35%	42%	23%
	Non-white	27%	41%	33%
Age	18 to 29	31%	32%	37%
	30 to 44	35%	41%	24%
	45 to 59	38%	40%	23%
	60 or older	31%	47%	22%
Age	Under 45	34%	38%	28%
	45 or older	34%	44%	22%
Gender	Men	42%	36%	23%
	Women	27%	47%	26%
Race and Education	White - Not College Graduate	36%	37%	27%
	White - College Graduate	32%	49%	18%
Gender - Race - Education	Men - White - Not College Graduate	44%	31%	25%
	Men - White - College Graduate	42%	42%	16%
	Women - White - Not College Graduate	30%	42%	29%
	Women - White - College Graduate	24%	56%	20%
White Evangelical Christians		49%	27%	24%
Area Description	Big city	25%	54%	21%
	Small city	34%	41%	25%
	Suburban	34%	45%	22%
	Small town	39%	34%	26%
	Rural	37%	40%	23%
Small city/Suburban Men		38%	41%	21%
Small city/Suburban Women		29%	44%	27%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

EVET020R. NBC News/Marist Poll Wisconsin Tables September 30th through October 3rd, 2018

		Wisconsin Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Tony Evers?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Wisconsin Likely Voters		49%	38%	13%
Party Identification^	Democrat	86%	5%	9%
	Republican	5%	79%	17%
	Independent	52%	35%	13%
Political Ideology^	Very liberal-Liberal	82%	6%	12%
	Moderate	64%	24%	11%
	Conservative-Very conservative	14%	71%	14%
Trump Supporters		12%	74%	14%
Region	Milwaukee County	59%	25%	16%
	Chiwaukee Suburbs	39%	51%	11%
	Dane County	*	*	*
	Fox River Valley/Northern Lakeshore	43%	45%	12%
	Southwest	49%	37%	14%
Household Income	North	46%	38%	16%
	Less than \$50,000	47%	39%	14%
	\$50,000 or more	50%	38%	13%
Education	Not college graduate	41%	43%	17%
	College graduate	59%	32%	9%
Race	White	48%	39%	13%
	Non-white	60%	24%	16%
Age	18 to 29	47%	30%	23%
	30 to 44	48%	40%	12%
	45 to 59	47%	42%	11%
	60 or older	50%	37%	14%
Age	Under 45	48%	37%	15%
	45 or older	48%	39%	12%
Gender	Men	41%	44%	14%
	Women	55%	32%	12%
Race and Education	White - Not College Graduate	39%	45%	16%
	White - College Graduate	58%	33%	9%
Gender - Race - Education	Men - White - Not College Graduate	32%	51%	16%
	Men - White - College Graduate	50%	41%	9%
	Women - White - Not College Graduate	45%	39%	16%
	Women - White - College Graduate	66%	26%	9%
	White Evangelical Christians		26%	50%
Area Description	Big city	59%	32%	10%
	Small city	50%	36%	14%
	Suburban	52%	34%	14%
	Small town	39%	46%	15%
	Rural	45%	43%	12%
Small city/Suburban Men		52%	36%	12%
Small city/Suburban Women		50%	34%	16%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

		Wisconsin Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Scott Walker?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Wisconsin Likely Voters		42%	54%	4%
Party Identification^	Democrat	4%	94%	2%
	Republican	92%	6%	2%
	Independent	36%	59%	5%
Political Ideology^	Very liberal-Liberal	6%	92%	2%
	Moderate	28%	68%	4%
	Conservative-Very conservative	79%	16%	4%
Trump Supporters		85%	13%	2%
Region	Milwaukee County	26%	71%	3%
	Chiwaukee Suburbs	53%	44%	4%
	Dane County	*	*	*
	Fox River Valley/Northern Lakeshore	49%	46%	5%
	Southwest	42%	54%	4%
Household Income	Less than \$50,000	39%	56%	5%
	\$50,000 or more	44%	53%	3%
	North	46%	50%	4%
Education	Not college graduate	47%	48%	5%
	College graduate	36%	62%	2%
Race	White	44%	53%	3%
	Non-white	27%	67%	6%
Age	18 to 29	29%	63%	8%
	30 to 44	42%	55%	2%
	45 to 59	50%	49%	1%
	60 or older	42%	53%	5%
Age	Under 45	38%	58%	4%
	45 or older	46%	51%	3%
Gender	Men	51%	45%	4%
	Women	35%	62%	3%
Race and Education	White - Not College Graduate	49%	46%	4%
	White - College Graduate	37%	62%	2%
Gender - Race - Education	Men - White - Not College Graduate	58%	39%	3%
	Men - White - College Graduate	47%	50%	3%
	Women - White - Not College Graduate	42%	53%	6%
	Women - White - College Graduate	28%	71%	1%
	White Evangelical Christians		65%	30%
Area Description	Big city	30%	67%	3%
	Small city	40%	57%	3%
	Suburban	48%	50%	2%
	Small town	48%	48%	5%
	Rural	45%	50%	5%
Small city/Suburban Men		46%	50%	4%
Small city/Suburban Women		39%	59%	2%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

USCNGSNBC1. NBC News/Marist Poll Wisconsin Tables September 30th through October 3rd, 2018

		Wisconsin Likely Voters		
		What is your preference for the outcome of this November's congressional elections:		
		A Congress controlled by Republicans	A Congress controlled by Democrats	Unsure
		Row %	Row %	Row %
Wisconsin Likely Voters		43%	49%	8%
Party Identification	Democrat	3%	95%	2%
	Republican	98%	1%	2%
	Independent	37%	47%	16%
Political Ideology	Very liberal-Liberal	7%	88%	5%
	Moderate	27%	61%	12%
	Conservative-Very conservative	83%	12%	5%
Trump Supporters		90%	3%	7%
Region	Milwaukee County	27%	67%	7%
	Chiwaukee Suburbs	52%	38%	10%
	Dane County	*	*	*
	Fox River Valley/Northern Lakeshore	49%	43%	8%
	Southwest	46%	46%	8%
Household Income	North	47%	47%	6%
	Less than \$50,000	43%	47%	10%
Education	\$50,000 or more	44%	50%	6%
	Not college graduate	49%	42%	9%
Race	College graduate	37%	57%	6%
	White	45%	48%	7%
Age	Non-white	32%	59%	10%
	18 to 29	42%	54%	4%
	30 to 44	41%	49%	10%
Age	45 to 59	49%	43%	8%
	60 or older	41%	50%	8%
	Under 45	42%	51%	8%
Gender	45 or older	45%	47%	8%
	Men	53%	41%	6%
Race and Education	Women	35%	55%	10%
	White - Not College Graduate	51%	40%	9%
Gender - Race - Education	White - College Graduate	37%	58%	5%
	Men - White - Not College Graduate	63%	32%	5%
	Men - White - College Graduate	45%	50%	4%
	Women - White - Not College Graduate	41%	47%	12%
White Evangelical Christians	Women - White - College Graduate	30%	65%	5%
	White Evangelical Christians	65%	27%	7%
Area Description	Big city	37%	60%	4%
	Small city	40%	51%	10%
	Suburban	46%	50%	4%
	Small town	50%	43%	7%
	Rural	45%	43%	12%
Small city/Suburban Men		44%	52%	4%
Small city/Suburban Women		39%	49%	12%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

		Wisconsin Likely Voters				
		Do you think November's election for Congress is very important, important, not very important, or not important at all?				
		Very important	Important	Not very important	Not important at all	Unsure
		Row %	Row %	Row %	Row %	Row %
Wisconsin Likely Voters		79%	19%	1%	1%	<1%
Party Identification	Democrat	89%	10%	0%	0%	0%
	Republican	83%	16%	1%	0%	0%
	Independent	69%	26%	3%	1%	0%
Political Ideology	Very liberal-Liberal	85%	13%	1%	1%	0%
	Moderate	77%	21%	2%	0%	0%
	Conservative-Very conservative	80%	18%	1%	0%	0%
Trump Supporters		78%	19%	2%	0%	0%
Region	Milwaukee County	89%	8%	3%	0%	0%
	Chiwaukee Suburbs	74%	25%	0%	1%	0%
	Dane County	*	*	*	*	*
	Fox River Valley/Northern Lakeshore	81%	17%	2%	0%	0%
	Southwest	77%	20%	2%	1%	0%
	North	79%	17%	2%	1%	1%
Household Income	Less than \$50,000	77%	20%	2%	1%	0%
	\$50,000 or more	81%	18%	1%	1%	0%
Education	Not college graduate	75%	22%	1%	1%	0%
	College graduate	85%	13%	1%	0%	0%
Race	White	80%	19%	1%	0%	0%
	Non-white	80%	16%	2%	1%	0%
Age	18 to 29	75%	23%	2%	0%	0%
	30 to 44	77%	21%	1%	1%	0%
	45 to 59	74%	22%	3%	0%	0%
	60 or older	87%	13%	0%	0%	0%
Age	Under 45	76%	21%	1%	1%	0%
	45 or older	81%	17%	1%	0%	0%
Gender	Men	77%	20%	2%	1%	0%
	Women	82%	17%	1%	0%	0%
Race and Education	White - Not College Graduate	76%	22%	1%	1%	0%
	White - College Graduate	85%	14%	1%	0%	0%
Gender - Race - Education	Men - White - Not College Graduate	76%	21%	1%	1%	1%
	Men - White - College Graduate	83%	15%	2%	0%	0%
	Women - White - Not College Graduate	75%	23%	1%	0%	0%
	Women - White - College Graduate	87%	13%	0%	0%	0%
	White Evangelical Christians		77%	22%	1%	0%
Area Description	Big city	85%	14%	0%	0%	0%
	Small city	76%	22%	2%	0%	0%
	Suburban	82%	16%	2%	0%	0%
	Small town	76%	21%	1%	2%	0%
	Rural	82%	16%	1%	0%	1%
Small city/Suburban Men		74%	23%	2%	0%	0%
Small city/Suburban Women		83%	15%	2%	0%	0%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

		Wisconsin Likely Voters			
		If November's election for Congress were held today, which party's candidate are you more likely to vote for in your district:			
		Democrat	Republican	Vol: Neither	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		50%	44%	2%	4%
Party Identification	Democrat	99%	0%	0%	0%
	Republican	1%	98%	0%	0%
	Independent	48%	39%	4%	8%
Political Ideology	Very liberal-Liberal	92%	6%	1%	1%
	Moderate	64%	26%	3%	7%
	Conservative-Very conservative	13%	85%	0%	2%
Trump Supporters		4%	91%	2%	3%
Region	Milwaukee County	69%	26%	1%	5%
	Chiwaukee Suburbs	40%	55%	1%	3%
	Dane County	*	*	*	*
	Fox River Valley/Northern Lakeshore	41%	50%	3%	6%
	Southwest	51%	44%	2%	3%
	North	45%	48%	2%	4%
Household Income	Less than \$50,000	53%	40%	2%	4%
	\$50,000 or more	49%	46%	2%	3%
Education	Not college graduate	45%	49%	2%	4%
	College graduate	58%	38%	2%	3%
Race	White	49%	46%	2%	3%
	Non-white	63%	29%	1%	6%
Age	18 to 29	57%	38%	2%	2%
	30 to 44	51%	43%	4%	2%
	45 to 59	44%	52%	0%	4%
	60 or older	52%	41%	1%	6%
Age	Under 45	53%	41%	3%	2%
	45 or older	48%	46%	1%	5%
Gender	Men	43%	52%	2%	3%
	Women	57%	36%	2%	5%
Race and Education	White - Not College Graduate	42%	52%	2%	5%
	White - College Graduate	59%	38%	1%	2%
Gender - Race - Education	Men - White - Not College Graduate	34%	62%	3%	1%
	Men - White - College Graduate	50%	47%	0%	3%
	Women - White - Not College Graduate	49%	43%	1%	7%
	Women - White - College Graduate	67%	29%	2%	1%
White Evangelical Christians		30%	66%	1%	3%
Area Description	Big city	62%	33%	2%	4%
	Small city	52%	42%	1%	4%
	Suburban	50%	47%	2%	1%
	Small town	46%	50%	1%	3%
	Rural	45%	48%	3%	5%
Small city/Suburban Men		52%	46%	1%	1%
Small city/Suburban Women		51%	42%	2%	5%

NBC News/Marist Poll Wisconsin Likely Voters. Interviews conducted September 30th through October 3rd, 2018, n=571 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

Wisconsin Likely Voters

Now, let me list some issues that may factor into deciding your vote for Congress in November. Please tell me which one of these items you think will be the most important factor in deciding your vote.

		Health care	The economy and jobs	Immigration	Federal taxes and spending	Abortion	Guns	Foreign policy and terrorism	Vol. All equally	Vol. None	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Wisconsin Likely Voters		27%	26%	10%	9%	8%	7%	4%	6%	<1%	2%	<1%
Party Identification	Democrat	41%	18%	11%	6%	3%	9%	3%	4%	1%	4%	1%
	Republican	9%	35%	14%	12%	11%	6%	6%	7%	0%	0%	0%
	Independent	29%	27%	7%	9%	9%	5%	5%	7%	0%	2%	1%
Political Ideology	Very liberal-Liberal	42%	17%	12%	5%	6%	7%	1%	6%	0%	4%	0%
	Moderate	31%	28%	6%	10%	5%	4%	7%	6%	0%	2%	1%
	Conservative-Very conservative	14%	31%	12%	11%	11%	8%	5%	7%	1%	0%	0%
Trump Supporters		13%	36%	12%	12%	10%	5%	5%	7%	0%	0%	0%
Region	Milwaukee County	26%	19%	14%	8%	6%	16%	7%	2%	0%	1%	0%
	Chiwaukee Suburbs	23%	31%	8%	9%	10%	6%	6%	4%	0%	1%	1%
	Dane County	*	*	*	*	*	*	*	*	*	*	*
	Fox River Valley/Northern Lakeshore	25%	30%	9%	10%	9%	2%	4%	6%	1%	3%	0%
	Southwest	27%	22%	7%	9%	7%	9%	6%	8%	0%	5%	1%
	North	26%	27%	14%	10%	7%	5%	1%	9%	0%	1%	0%
Household Income	Less than \$50,000	30%	23%	9%	7%	6%	7%	6%	8%	0%	3%	1%
	\$50,000 or more	25%	28%	10%	10%	9%	7%	3%	5%	0%	2%	1%
Education	Not college graduate	27%	28%	8%	9%	6%	8%	5%	6%	0%	2%	0%
	College graduate	27%	24%	12%	9%	10%	7%	3%	6%	0%	2%	0%
Race	White	27%	25%	9%	9%	8%	7%	5%	7%	0%	2%	0%
	Non-white	24%	31%	9%	8%	10%	10%	3%	3%	0%	1%	0%
Age	18 to 29	11%	18%	18%	12%	18%	10%	8%	6%	0%	0%	0%
	30 to 44	31%	28%	6%	10%	9%	8%	2%	4%	0%	2%	0%
	45 to 59	26%	31%	10%	9%	3%	7%	4%	6%	1%	2%	0%
	60 or older	30%	22%	9%	8%	7%	7%	5%	8%	1%	2%	1%
Age	Under 45	24%	25%	10%	11%	12%	8%	4%	5%	0%	2%	0%
	45 or older	28%	26%	10%	8%	5%	7%	5%	7%	1%	2%	1%
Gender	Men	21%	30%	9%	12%	7%	5%	6%	7%	1%	2%	1%
	Women	32%	23%	10%	6%	9%	9%	3%	6%	0%	2%	0%
Race and Education	White - Not College Graduate	28%	27%	7%	9%	6%	8%	6%	7%	0%	2%	0%
	White - College Graduate	26%	23%	13%	9%	10%	7%	3%	6%	0%	2%	1%
Gender - Race - Education	Men - White - Not College Graduate	19%	27%	10%	14%	4%	8%	8%	8%	0%	1%	1%
	Men - White - College Graduate	25%	25%	11%	12%	11%	3%	6%	5%	1%	2%	0%
	Women - White - Not College Graduate	36%	27%	4%	5%	7%	8%	4%	7%	0%	2%	0%
	Women - White - College Graduate	27%	21%	14%	6%	10%	10%	1%	7%	0%	3%	1%
	White Evangelical Christians	20%	22%	10%	15%	9%	7%	5%	10%	0%	2%	0%
Area Description	Big city	30%	21%	11%	4%	6%	16%	6%	3%	1%	1%	0%
	Small city	22%	31%	12%	11%	8%	6%	4%	3%	0%	3%	0%
	Suburban	21%	28%	12%	14%	9%	6%	4%	3%	0%	3%	0%
	Small town	23%	26%	10%	10%	10%	9%	3%	7%	1%	1%	1%
	Rural	36%	24%	5%	7%	7%	2%	5%	12%	0%	2%	0%
Small city/Suburban Men	24%	32%	10%	12%	6%	5%	4%	5%	0%	2%	1%	
Small city/Suburban Women	20%	28%	13%	12%	11%	7%	4%	1%	0%	4%	0%	

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Wisconsin Likely Voters

Will your vote for Congress in November 2018 be a vote to send a message that we need:

		More Democrats to be a check and balance to Donald Trump	More Republicans who will help Donald Trump pass his agenda	Vol: Sending a different message	Vol: Not sending a message	Unsure
		Row %	Row %	Row %	Row %	Row %
Wisconsin Likely Voters		53%	40%	2%	<1%	4%
Party Identification	Democrat	98%	2%	0%	0%	1%
	Republican	4%	92%	0%	1%	3%
	Independent	55%	34%	5%	1%	6%
Political Ideology	Very liberal-Liberal	91%	6%	1%	0%	2%
	Moderate	68%	26%	3%	1%	3%
	Conservative-Very conservative	17%	77%	2%	0%	4%
Trump Supporters		7%	87%	0%	0%	5%
Region	Milwaukee County	71%	25%	1%	0%	3%
	Chiwaukee Suburbs	44%	49%	4%	0%	4%
	Dane County	*	*	*	*	*
	Fox River Valley/Northern Lakeshore	46%	49%	1%	0%	4%
	Southwest	52%	37%	4%	1%	6%
	North	51%	46%	0%	1%	3%
Household Income	Less than \$50,000	53%	41%	2%	0%	3%
	\$50,000 or more	54%	39%	2%	1%	4%
Education	Not college graduate	48%	46%	2%	0%	3%
	College graduate	60%	32%	2%	0%	5%
Race	White	52%	42%	2%	0%	3%
	Non-white	71%	21%	1%	0%	8%
Age	18 to 29	65%	33%	1%	0%	1%
	30 to 44	51%	38%	2%	1%	8%
	45 to 59	46%	48%	3%	0%	2%
	60 or older	56%	38%	2%	0%	4%
Age	Under 45	55%	36%	2%	1%	6%
	45 or older	52%	43%	2%	0%	3%
Gender	Men	47%	47%	2%	1%	3%
	Women	59%	34%	2%	0%	5%
Race and Education	White - Not College Graduate	45%	50%	2%	1%	2%
	White - College Graduate	60%	33%	3%	0%	4%
Gender - Race - Education	Men - White - Not College Graduate	37%	58%	2%	1%	1%
	Men - White - College Graduate	53%	39%	3%	1%	4%
	Women - White - Not College Graduate	52%	43%	2%	0%	2%
	Women - White - College Graduate	65%	28%	2%	0%	5%
	White Evangelical Christians	31%	63%	4%	0%	2%
Area Description	Big city	64%	31%	4%	0%	2%
	Small city	56%	38%	1%	0%	4%
	Suburban	52%	44%	1%	0%	4%
	Small town	46%	45%	3%	1%	5%
	Rural	48%	43%	3%	0%	5%
Small city/Suburban Men	55%	40%	1%	0%	4%	
Small city/Suburban Women	54%	40%	1%	0%	5%	

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		Wisconsin Likely Voters			
		Thinking about your vote for congress this November, are you more likely to vote for a candidate who:			
		Supported President Trump's U.S. Supreme Court nominee Brett Kavanaugh	Opposed President Trump's U.S. Supreme Court nominee Brett Kavanaugh	Or does this not make any difference to your vote	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		33%	42%	22%	3%
Party Identification	Democrat	2%	81%	14%	3%
	Republican	75%	4%	20%	2%
	Independent	28%	41%	29%	3%
Political Ideology	Very liberal-Liberal	6%	76%	15%	2%
	Moderate	18%	53%	26%	2%
	Conservative-Very conservative	66%	10%	21%	2%
Trump Supporters		71%	3%	23%	2%
Region	Milwaukee County	22%	60%	15%	3%
	Chiwaukee Suburbs	40%	36%	21%	3%
	Dane County	*	*	*	*
	Fox River Valley/Northern Lakeshore	40%	32%	27%	1%
	Southwest	31%	40%	25%	4%
Household Income	North	38%	37%	23%	2%
	Less than \$50,000	35%	40%	20%	5%
Education	\$50,000 or more	31%	43%	24%	2%
	Not college graduate	37%	35%	24%	4%
Race	College graduate	29%	51%	19%	1%
	White	34%	41%	23%	2%
Age	Non-white	25%	52%	17%	6%
	18 to 29	25%	52%	22%	0%
Age	30 to 44	28%	46%	24%	2%
	45 to 59	38%	32%	26%	3%
	60 or older	37%	43%	17%	4%
Gender	Under 45	27%	48%	23%	2%
	45 or older	37%	38%	21%	3%
Race and Education	Men	41%	37%	22%	1%
	Women	27%	47%	22%	4%
Gender - Race - Education	White - Not College Graduate	38%	33%	25%	4%
	White - College Graduate	29%	50%	20%	1%
White Evangelical Christians	Men - White - Not College Graduate	46%	29%	24%	1%
	Men - White - College Graduate	38%	42%	19%	1%
	Women - White - Not College Graduate	31%	37%	25%	6%
	Women - White - College Graduate	22%	57%	20%	0%
Area Description	White Evangelical Christians	50%	19%	27%	4%
	Big city	26%	54%	16%	4%
	Small city	32%	38%	27%	3%
	Suburban	38%	46%	15%	0%
	Small town	38%	38%	21%	3%
Small city/Suburban Men	Rural	34%	38%	26%	2%
Small city/Suburban Women		36%	40%	23%	1%
		33%	42%	23%	3%

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