

**INTERVIEWS: Tom Jensen 919-744-6312****IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL  
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## **Wisconsin narrowly opposes gay marriage**

**Raleigh, N.C.** -- Wisconsin voters believe by a 47% to 43% margin that gay marriage should be illegal, according to the latest PPP poll in the state. That represents an increase in support for gay marriage since last August when 50% of voters opposed it and only 39% were in support. When more specific positions were offered, 69% believed that gay couples should either be able to marry or form a civil union, while 28% opposed any sort of legal recognition for gay couples.

Green Bay emerged as the state's most popular city, scoring a 68% to 7% favorability rating. Republicans in the state gave Green Bay their highest marks with a +67 net favorable score for the home of the Packers. Democrats gave the city a slightly more tepid +47 mark, reserving their best for Madison, which they approved of by 66 points. GOP voters disapproved of the capital more than 2 to 1.

Both beer and cheese asserted their overwhelming popularity in Wisconsin, with beer scoring a net favorable rating of +47 and cheese barely outpacing it at +52. However, when forced to decide between the two, voters chose cheese in a landslide, 64% to 18%. Beer saw its highest unfavorables come from young voters, with 32% of Wisconsinites aged 18 to 29 expressing an unfavorable opinion of the beverage, compared to 19% for the population as a whole.

As he heads toward retirement, Herb Kohl remains Wisconsin's more popular senator, with 46% of voters approving of him to 38% who disapprove. Voters are closely divided on Ron Johnson, with 38% approving of him, to 37% who disapprove.

PPP surveyed 1,057 Wisconsin voters from July 5<sup>th</sup> to 8<sup>th</sup>. The margin of error for the survey is +/-3.0%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



## Wisconsin Survey Results

**Q1** Do you approve or disapprove of Senator Ron Johnson's job performance?

Approve .....38% Not sure .....25%  
Disapprove.....37%

**Q2** Do you approve or disapprove of Senator Herb Kohl's job performance?

Approve .....46% Not sure .....16%  
Disapprove.....38%

**Q3** If there was an election for the state legislature today, would you vote Democratic or Republican?

Democratic..... 45%  
Republican..... 44%  
Not sure ..... 11%

**Q4** In general, do you think Wisconsin should have recall elections, or not?

Wisconsin should have recalls..... 51%  
It should not ..... 40%  
Not sure ..... 9%

**Q5** Do you think same-sex marriage should be legal or illegal?

Legal..... 43%  
Illegal ..... 47%  
Not sure ..... 10%

**Q6** Which of the following best describes your opinion on gay marriage: gay couples should be allowed to legally marry, or gay couples should be allowed to form civil unions but not legally marry, or there should be no legal recognition of a gay couple's relationship?

Gay couples should be allowed to legally marry ..... 39%  
Gay couples should be allowed to form civil unions but not marry ..... 30%  
There should be no legal recognition of a gay couple's relationship ..... 28%  
Not sure ..... 4%

**Q7** Do you have a favorable or unfavorable opinion of the city of Milwaukee?

Favorable..... 35%  
Unfavorable ..... 37%  
Not sure ..... 28%

**Q8** Do you have a favorable or unfavorable opinion of the city of Madison?

Favorable..... 50%  
Unfavorable ..... 33%  
Not sure ..... 16%

**Q9** Do you have a favorable or unfavorable opinion of the city of Green Bay?

Favorable..... 68%  
Unfavorable ..... 7%  
Not sure ..... 25%

**Q10** Do you have a favorable or unfavorable opinion of the city of Kenosha?

Favorable..... 26%  
Unfavorable ..... 27%  
Not sure ..... 47%





**Q11** Do you have a favorable or unfavorable opinion of the city of Racine?

*Favorable*..... 23%  
*Unfavorable* ..... 35%  
*Not sure* ..... 41%

**Q12** Do you have a favorable or unfavorable opinion of the city of Appleton?

*Favorable*..... 64%  
*Unfavorable* ..... 7%  
*Not sure* ..... 29%

**Q13** Do you have a favorable or unfavorable opinion of the city of Oshkosh?

*Favorable*..... 57%  
*Unfavorable* ..... 8%  
*Not sure* ..... 35%

**Q14** Do you have a favorable or unfavorable opinion of the city of Eau Claire?

*Favorable*..... 57%  
*Unfavorable* ..... 7%  
*Not sure* ..... 36%

**Q15** Do you have a favorable or unfavorable opinion of the city of La Crosse?

*Favorable*..... 60%  
*Unfavorable* ..... 7%  
*Not sure* ..... 34%

**Q16** Do you have a favorable or unfavorable opinion of cheese?

*Favorable*..... 56%  
*Unfavorable* ..... 4%  
*Not sure* ..... 39%

**Q17** Do you have a favorable or unfavorable opinion of beer?

*Favorable*..... 66%  
*Unfavorable* ..... 19%  
*Not sure* ..... 15%

**Q18** What do you like better: cheese or beer?

*Cheese* ..... 64%  
*Beer* ..... 18%  
*Not sure* ..... 17%

**Q19** Do you have a favorable or unfavorable opinion of Ryan Braun?

*Favorable*..... 55%  
*Unfavorable* ..... 9%  
*Not sure* ..... 37%

**Q20** Who did you vote for President in 2008?

*John McCain*..... 46%  
*Barack Obama*..... 46%  
*Someone else/Don't remember* ..... 8%

**Q21** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal*..... 10%  
*Somewhat liberal* ..... 18%  
*Moderate*..... 28%  
*Somewhat conservative*..... 26%  
*Very conservative* ..... 18%

**Q22** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 51%  
*Man*..... 49%

**Q23** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat*..... 30%  
*Republican*..... 32%  
*Independent/Other*..... 38%

**Q24** If you are white, press 1. If other, press 2.

*White* ..... 90%  
*Other*..... 10%



**Q25** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

|                            |     |
|----------------------------|-----|
| <i>18 to 29</i> .....      | 12% |
| <i>30 to 45</i> .....      | 24% |
| <i>46 to 65</i> .....      | 44% |
| <i>Older than 65</i> ..... | 20% |



**Crosstabs**

|                         | Base | 2008 Vote   |              |                             |
|-------------------------|------|-------------|--------------|-----------------------------|
|                         |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Johnson Approval</b> |      |             |              |                             |
| <b>Approve</b>          | 38%  | 69%         | 10%          | 21%                         |
| <b>Disapprove</b>       | 37%  | 10%         | 64%          | 37%                         |
| <b>Not sure</b>         | 25%  | 21%         | 26%          | 42%                         |

|                      | Base | 2008 Vote   |              |                             |
|----------------------|------|-------------|--------------|-----------------------------|
|                      |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Kohl Approval</b> |      |             |              |                             |
| <b>Approve</b>       | 46%  | 19%         | 75%          | 33%                         |
| <b>Disapprove</b>    | 38%  | 65%         | 13%          | 32%                         |
| <b>Not sure</b>      | 16%  | 16%         | 12%          | 35%                         |

|                            | Base | 2008 Vote   |              |                             |
|----------------------------|------|-------------|--------------|-----------------------------|
|                            |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Generic Leg. Ballot</b> |      |             |              |                             |
| <b>Democratic</b>          | 45%  | 9%          | 80%          | 31%                         |
| <b>Republican</b>          | 44%  | 85%         | 9%           | 28%                         |
| <b>Not sure</b>            | 11%  | 5%          | 11%          | 41%                         |

|                                      | Base | 2008 Vote   |              |                             |
|--------------------------------------|------|-------------|--------------|-----------------------------|
|                                      |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Should WI Have Recalls?</b>       |      |             |              |                             |
| <b>Wisconsin should have recalls</b> | 51%  | 24%         | 75%          | 59%                         |
| <b>It should not</b>                 | 40%  | 66%         | 18%          | 29%                         |
| <b>Not sure</b>                      | 9%   | 10%         | 8%           | 12%                         |





**Crosstabs**

|  | Base | 2008 Vote   |              |                             |
|--|------|-------------|--------------|-----------------------------|
|  |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Same-sex Marriage Legal/Illegal</b> |      |             |              |                             |
| <b>Legal</b>                           | 43%  | 16%         | 68%          | 38%                         |
| <b>Illegal</b>                         | 47%  | 73%         | 23%          | 45%                         |
| <b>Not sure</b>                        | 10%  | 11%         | 9%           | 17%                         |

|  | Base | 2008 Vote   |              |                             |
|--|------|-------------|--------------|-----------------------------|
|  |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                             |      |             |              |                             |
| <b>Gay couples should be allowed to legally marry</b>                      | 39%  | 16%         | 60%          | 33%                         |
| <b>Gay couples should be allowed to form civil unions but not marry</b>    | 30%  | 37%         | 25%          | 17%                         |
| <b>There should be no legal recognition of a gay couple's relationship</b> | 28%  | 44%         | 12%          | 36%                         |
| <b>Not sure</b>  | 4%   | 3%          | 3%           | 13%                         |

|                               | Base | 2008 Vote   |              |                             |
|-------------------------------|------|-------------|--------------|-----------------------------|
|                               |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Milwaukee Favorability</b> |      |             |              |                             |
| <b>Favorable</b>              | 35%  | 22%         | 50%          | 13%                         |
| <b>Unfavorable</b>            | 37%  | 54%         | 21%          | 41%                         |
| <b>Not sure</b>               | 28%  | 24%         | 29%          | 46%                         |

|                             | Base | 2008 Vote   |              |                             |
|-----------------------------|------|-------------|--------------|-----------------------------|
|                             |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Madison Favorability</b> |      |             |              |                             |
| <b>Favorable</b>            | 50%  | 25%         | 74%          | 44%                         |
| <b>Unfavorable</b>          | 33%  | 58%         | 12%          | 28%                         |
| <b>Not sure</b>             | 16%  | 17%         | 15%          | 28%                         |





**Crosstabs**

|                               | Base       | 2008 Vote   |              |                             |
|-------------------------------|------------|-------------|--------------|-----------------------------|
|                               |            | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Green Bay Favorability</b> |            |             |              |                             |
| <b>Favorable</b>              | <b>68%</b> | 71%         | 66%          | 62%                         |
| <b>Unfavorable</b>            | <b>7%</b>  | 6%          | 8%           | 3%                          |
| <b>Not sure</b>               | <b>25%</b> | 23%         | 26%          | 35%                         |

|                             | Base       | 2008 Vote   |              |                             |
|-----------------------------|------------|-------------|--------------|-----------------------------|
|                             |            | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Kenosha Favorability</b> |            |             |              |                             |
| <b>Favorable</b>            | <b>26%</b> | 21%         | 31%          | 19%                         |
| <b>Unfavorable</b>          | <b>27%</b> | 35%         | 21%          | 19%                         |
| <b>Not sure</b>             | <b>47%</b> | 44%         | 48%          | 63%                         |

|                            | Base       | 2008 Vote   |              |                             |
|----------------------------|------------|-------------|--------------|-----------------------------|
|                            |            | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Racine Favorability</b> |            |             |              |                             |
| <b>Favorable</b>           | <b>23%</b> | 15%         | 31%          | 23%                         |
| <b>Unfavorable</b>         | <b>35%</b> | 52%         | 22%          | 28%                         |
| <b>Not sure</b>            | <b>41%</b> | 34%         | 47%          | 49%                         |

|                              | Base       | 2008 Vote   |              |                             |
|------------------------------|------------|-------------|--------------|-----------------------------|
|                              |            | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Appleton Favorability</b> |            |             |              |                             |
| <b>Favorable</b>             | <b>64%</b> | 67%         | 62%          | 60%                         |
| <b>Unfavorable</b>           | <b>7%</b>  | 6%          | 9%           | 3%                          |
| <b>Not sure</b>              | <b>29%</b> | 27%         | 30%          | 36%                         |





**Crosstabs**

|                             | Base | 2008 Vote   |              |                             |
|-----------------------------|------|-------------|--------------|-----------------------------|
|                             |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Oshkosh Favorability</b> |      |             |              |                             |
| <b>Favorable</b>            | 57%  | 60%         | 55%          | 53%                         |
| <b>Unfavorable</b>          | 8%   | 8%          | 8%           | 5%                          |
| <b>Not sure</b>             | 35%  | 33%         | 37%          | 41%                         |

|                                | Base | 2008 Vote   |              |                             |
|--------------------------------|------|-------------|--------------|-----------------------------|
|                                |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Eau Claire Favorability</b> |      |             |              |                             |
| <b>Favorable</b>               | 57%  | 55%         | 61%          | 46%                         |
| <b>Unfavorable</b>             | 7%   | 8%          | 6%           | 3%                          |
| <b>Not sure</b>                | 36%  | 36%         | 34%          | 51%                         |

|                               | Base | 2008 Vote   |              |                             |
|-------------------------------|------|-------------|--------------|-----------------------------|
|                               |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>La Crosse Favorability</b> |      |             |              |                             |
| <b>Favorable</b>              | 60%  | 56%         | 63%          | 57%                         |
| <b>Unfavorable</b>            | 7%   | 9%          | 5%           | 5%                          |
| <b>Not sure</b>               | 34%  | 35%         | 32%          | 37%                         |

|                            | Base | 2008 Vote   |              |                             |
|----------------------------|------|-------------|--------------|-----------------------------|
|                            |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Cheese Favorability</b> |      |             |              |                             |
| <b>Favorable</b>           | 56%  | 55%         | 59%          | 44%                         |
| <b>Unfavorable</b>         | 4%   | 3%          | 5%           | 7%                          |
| <b>Not sure</b>            | 39%  | 42%         | 36%          | 50%                         |







**Crosstabs**

|                          | Base | 2008 Vote   |              |                             |
|--------------------------|------|-------------|--------------|-----------------------------|
|                          |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Beer Favorability</b> |      |             |              |                             |
| <b>Favorable</b>         | 66%  | 68%         | 65%          | 63%                         |
| <b>Unfavorable</b>       | 19%  | 15%         | 22%          | 16%                         |
| <b>Not sure</b>          | 15%  | 16%         | 13%          | 22%                         |

|                               | Base | 2008 Vote   |              |                             |
|-------------------------------|------|-------------|--------------|-----------------------------|
|                               |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Prefer Cheese or Beer?</b> |      |             |              |                             |
| <b>Cheese</b>                 | 64%  | 65%         | 62%          | 76%                         |
| <b>Beer</b>                   | 18%  | 20%         | 18%          | 13%                         |
| <b>Not sure</b>               | 17%  | 16%         | 19%          | 11%                         |

|                           | Base | 2008 Vote   |              |                             |
|---------------------------|------|-------------|--------------|-----------------------------|
|                           |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Braun Favorability</b> |      |             |              |                             |
| <b>Favorable</b>          | 55%  | 61%         | 52%          | 35%                         |
| <b>Unfavorable</b>        | 9%   | 7%          | 10%          | 13%                         |
| <b>Not sure</b>           | 37%  | 33%         | 38%          | 52%                         |

|                         | Base | Ideology     |                  |          |                       |                   |
|-------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                         |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Johnson Approval</b> |      |              |                  |          |                       |                   |
| <b>Approve</b>          | 38%  | 15%          | 7%               | 20%      | 60%                   | 75%               |
| <b>Disapprove</b>       | 37%  | 67%          | 69%              | 47%      | 15%                   | 7%                |
| <b>Not sure</b>         | 25%  | 18%          | 24%              | 33%      | 26%                   | 18%               |





**Crosstabs**

|                      | Base | Ideology     |                  |          |                       |                   |
|----------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                      |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Kohl Approval</b> |      |              |                  |          |                       |                   |
| <b>Approve</b>       | 46%  | 76%          | 80%              | 59%      | 25%                   | 8%                |
| <b>Disapprove</b>    | 38%  | 18%          | 10%              | 22%      | 57%                   | 76%               |
| <b>Not sure</b>      | 16%  | 6%           | 10%              | 19%      | 19%                   | 16%               |

|                            | Base | Ideology     |                  |          |                       |                   |
|----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                            |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Generic Leg. Ballot</b> |      |              |                  |          |                       |                   |
| <b>Democratic</b>          | 45%  | 87%          | 85%              | 56%      | 14%                   | 5%                |
| <b>Republican</b>          | 44%  | 11%          | 7%               | 23%      | 76%                   | 92%               |
| <b>Not sure</b>            | 11%  | 3%           | 9%               | 21%      | 10%                   | 3%                |

|                                      | Base | Ideology     |                  |          |                       |                   |
|--------------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                                      |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Should WI Have Recalls?</b>       |      |              |                  |          |                       |                   |
| <b>Wisconsin should have recalls</b> | 51%  | 80%          | 74%              | 61%      | 26%                   | 29%               |
| <b>It should not</b>                 | 40%  | 14%          | 20%              | 30%      | 64%                   | 58%               |
| <b>Not sure</b>                      | 9%   | 6%           | 7%               | 8%       | 10%                   | 12%               |

|  | Base | Ideology     |                  |          |                       |                   |
|--|------|--------------|------------------|----------|-----------------------|-------------------|
|  |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Same-sex Marriage Legal/Illegal</b> |      |              |                  |          |                       |                   |
| <b>Legal</b>                           | 43%  | 79%          | 80%              | 50%      | 18%                   | 8%                |
| <b>Illegal</b>                         | 47%  | 19%          | 13%              | 36%      | 67%                   | 88%               |
| <b>Not sure</b>                        | 10%  | 2%           | 8%               | 15%      | 15%                   | 4%                |





**Crosstabs**

|   | Base | Ideology     |                  |          |                       |                   |
|---|------|--------------|------------------|----------|-----------------------|-------------------|
|   |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                      |      |              |                  |          |                       |                   |
| Gay couples should be allowed to legally marry                      | 39%  | 79%          | 69%              | 40%      | 19%                   | 7%                |
| Gay couples should be allowed to form civil unions but not marry    | 30%  | 6%           | 21%              | 34%      | 40%                   | 31%               |
| There should be no legal recognition of a gay couple's relationship | 28%  | 14%          | 6%               | 22%      | 37%                   | 59%               |
| Not sure  | 4%   | 1%           | 4%               | 4%       | 4%                    | 3%                |

|                               | Base | Ideology     |                  |          |                       |                   |
|-------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                               |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Milwaukee Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                     | 35%  | 50%          | 49%              | 41%      | 23%                   | 20%               |
| Unfavorable                   | 37%  | 36%          | 20%              | 27%      | 49%                   | 54%               |
| Not sure                      | 28%  | 14%          | 32%              | 32%      | 28%                   | 26%               |

|                             | Base | Ideology     |                  |          |                       |                   |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                             |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Madison Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                   | 50%  | 75%          | 81%              | 55%      | 30%                   | 24%               |
| Unfavorable                 | 33%  | 19%          | 5%               | 26%      | 50%                   | 61%               |
| Not sure                    | 16%  | 6%           | 15%              | 19%      | 20%                   | 15%               |

|                               | Base | Ideology     |                  |          |                       |                   |
|-------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                               |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Green Bay Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                     | 68%  | 51%          | 64%              | 68%      | 76%                   | 71%               |
| Unfavorable                   | 7%   | 22%          | 7%               | 6%       | 3%                    | 4%                |
| Not sure                      | 25%  | 28%          | 29%              | 27%      | 21%                   | 25%               |





**Crosstabs**

|                             | Base | Ideology     |                  |          |                       |                   |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                             |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Kenosha Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>            | 26%  | 37%          | 33%              | 25%      | 20%                   | 21%               |
| <b>Unfavorable</b>          | 27%  | 32%          | 19%              | 22%      | 31%                   | 35%               |
| <b>Not sure</b>             | 47%  | 32%          | 48%              | 53%      | 48%                   | 44%               |

|                            | Base | Ideology     |                  |          |                       |                   |
|----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                            |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Racine Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>           | 23%  | 41%          | 29%              | 26%      | 15%                   | 15%               |
| <b>Unfavorable</b>         | 35%  | 29%          | 22%              | 26%      | 44%                   | 56%               |
| <b>Not sure</b>            | 41%  | 30%          | 49%              | 49%      | 40%                   | 30%               |

|                              | Base | Ideology     |                  |          |                       |                   |
|------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                              |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Appleton Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>             | 64%  | 46%          | 64%              | 65%      | 66%                   | 68%               |
| <b>Unfavorable</b>           | 7%   | 24%          | 4%               | 6%       | 6%                    | 4%                |
| <b>Not sure</b>              | 29%  | 30%          | 32%              | 29%      | 27%                   | 28%               |

|                             | Base | Ideology     |                  |          |                       |                   |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                             |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Oshkosh Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>            | 57%  | 42%          | 54%              | 60%      | 60%                   | 60%               |
| <b>Unfavorable</b>          | 8%   | 21%          | 6%               | 6%       | 7%                    | 6%                |
| <b>Not sure</b>             | 35%  | 37%          | 40%              | 34%      | 34%                   | 34%               |





**Crosstabs**

|                                | Base | Ideology     |                  |          |                       |                   |
|--------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                                |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Eau Claire Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>               | 57%  | 48%          | 65%              | 61%      | 60%                   | 46%               |
| <b>Unfavorable</b>             | 7%   | 24%          | 2%               | 3%       | 6%                    | 8%                |
| <b>Not sure</b>                | 36%  | 28%          | 32%              | 37%      | 34%                   | 46%               |

|                               | Base | Ideology     |                  |          |                       |                   |
|-------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                               |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>La Crosse Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>              | 60%  | 52%          | 70%              | 62%      | 61%                   | 47%               |
| <b>Unfavorable</b>            | 7%   | 23%          | 3%               | 3%       | 5%                    | 8%                |
| <b>Not sure</b>               | 34%  | 25%          | 27%              | 35%      | 33%                   | 44%               |

|                            | Base | Ideology     |                  |          |                       |                   |
|----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                            |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Cheese Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>           | 56%  | 57%          | 63%              | 54%      | 53%                   | 55%               |
| <b>Unfavorable</b>         | 4%   | 12%          | 6%               | 2%       | 3%                    | 3%                |
| <b>Not sure</b>            | 39%  | 31%          | 31%              | 44%      | 43%                   | 42%               |

|                          | Base | Ideology     |                  |          |                       |                   |
|--------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                          |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Beer Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>         | 66%  | 61%          | 69%              | 65%      | 69%                   | 65%               |
| <b>Unfavorable</b>       | 19%  | 27%          | 22%              | 21%      | 13%                   | 15%               |
| <b>Not sure</b>          | 15%  | 12%          | 9%               | 14%      | 18%                   | 20%               |





**Crosstabs**

|                               | Base       | Ideology     |                  |          |                       |                   |
|-------------------------------|------------|--------------|------------------|----------|-----------------------|-------------------|
|                               |            | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Prefer Cheese or Beer?</b> |            |              |                  |          |                       |                   |
| <b>Cheese</b>                 | <b>64%</b> | 65%          | 65%              | 63%      | 60%                   | 72%               |
| <b>Beer</b>                   | <b>18%</b> | 12%          | 17%              | 19%      | 23%                   | 16%               |
| <b>Not sure</b>               | <b>17%</b> | 23%          | 18%              | 18%      | 17%                   | 12%               |

|                           | Base       | Ideology     |                  |          |                       |                   |
|---------------------------|------------|--------------|------------------|----------|-----------------------|-------------------|
|                           |            | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Braun Favorability</b> |            |              |                  |          |                       |                   |
| <b>Favorable</b>          | <b>55%</b> | 39%          | 51%              | 57%      | 63%                   | 53%               |
| <b>Unfavorable</b>        | <b>9%</b>  | 11%          | 12%              | 5%       | 7%                    | 11%               |
| <b>Not sure</b>           | <b>37%</b> | 50%          | 37%              | 38%      | 30%                   | 36%               |

|                         | Base       | Gender |     |
|-------------------------|------------|--------|-----|
|                         |            | Woman  | Man |
| <b>Johnson Approval</b> |            |        |     |
| <b>Approve</b>          | <b>38%</b> | 33%    | 42% |
| <b>Disapprove</b>       | <b>37%</b> | 36%    | 39% |
| <b>Not sure</b>         | <b>25%</b> | 31%    | 19% |

|                      | Base       | Gender |     |
|----------------------|------------|--------|-----|
|                      |            | Woman  | Man |
| <b>Kohl Approval</b> |            |        |     |
| <b>Approve</b>       | <b>46%</b> | 46%    | 46% |
| <b>Disapprove</b>    | <b>38%</b> | 35%    | 41% |
| <b>Not sure</b>      | <b>16%</b> | 19%    | 12% |





**Crosstabs**

|                            | Base | Gender |     |
|----------------------------|------|--------|-----|
|                            |      | Woman  | Man |
| <b>Generic Leg. Ballot</b> |      |        |     |
| <b>Democratic</b>          | 45%  | 48%    | 42% |
| <b>Republican</b>          | 44%  | 42%    | 46% |
| <b>Not sure</b>            | 11%  | 10%    | 12% |

|                                      | Base | Gender |     |
|--------------------------------------|------|--------|-----|
|                                      |      | Woman  | Man |
| <b>Should WI Have Recalls?</b>       |      |        |     |
| <b>Wisconsin should have recalls</b> | 51%  | 53%    | 50% |
| <b>It should not</b>                 | 40%  | 38%    | 42% |
| <b>Not sure</b>                      | 9%   | 9%     | 9%  |

|  | Base | Gender |     |
|--|------|--------|-----|
|  |      | Woman  | Man |
| <b>Same-sex Marriage Legal/Illegal</b> |      |        |     |
| <b>Legal</b>                           | 43%  | 48%    | 37% |
| <b>Illegal</b>                         | 47%  | 41%    | 53% |
| <b>Not sure</b>                        | 10%  | 11%    | 10% |

|  | Base | Gender |     |
|--|------|--------|-----|
|  |      | Woman  | Man |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                             |      |        |     |
| <b>Gay couples should be allowed to legally marry</b>                      | 39%  | 45%    | 32% |
| <b>Gay couples should be allowed to form civil unions but not marry</b>    | 30%  | 28%    | 31% |
| <b>There should be no legal recognition of a gay couple's relationship</b> | 28%  | 22%    | 34% |
| <b>Not sure</b>  | 4%   | 5%     | 2%  |





**Crosstabs**

|                               | Base | Gender |     |
|-------------------------------|------|--------|-----|
|                               |      | Woman  | Man |
| <b>Milwaukee Favorability</b> |      |        |     |
| <b>Favorable</b>              | 35%  | 35%    | 36% |
| <b>Unfavorable</b>            | 37%  | 34%    | 40% |
| <b>Not sure</b>               | 28%  | 31%    | 25% |

|                             | Base | Gender |     |
|-----------------------------|------|--------|-----|
|                             |      | Woman  | Man |
| <b>Madison Favorability</b> |      |        |     |
| <b>Favorable</b>            | 50%  | 53%    | 47% |
| <b>Unfavorable</b>          | 33%  | 28%    | 39% |
| <b>Not sure</b>             | 16%  | 19%    | 14% |

|                               | Base | Gender |     |
|-------------------------------|------|--------|-----|
|                               |      | Woman  | Man |
| <b>Green Bay Favorability</b> |      |        |     |
| <b>Favorable</b>              | 68%  | 61%    | 74% |
| <b>Unfavorable</b>            | 7%   | 7%     | 7%  |
| <b>Not sure</b>               | 25%  | 31%    | 19% |

|                             | Base | Gender |     |
|-----------------------------|------|--------|-----|
|                             |      | Woman  | Man |
| <b>Kenosha Favorability</b> |      |        |     |
| <b>Favorable</b>            | 26%  | 26%    | 26% |
| <b>Unfavorable</b>          | 27%  | 23%    | 32% |
| <b>Not sure</b>             | 47%  | 52%    | 42% |







**Crosstabs**

|                            | Base | Gender |     |
|----------------------------|------|--------|-----|
|                            |      | Woman  | Man |
| <b>Racine Favorability</b> |      |        |     |
| <b>Favorable</b>           | 23%  | 21%    | 26% |
| <b>Unfavorable</b>         | 35%  | 31%    | 39% |
| <b>Not sure</b>            | 41%  | 48%    | 35% |

|                              | Base | Gender |     |
|------------------------------|------|--------|-----|
|                              |      | Woman  | Man |
| <b>Appleton Favorability</b> |      |        |     |
| <b>Favorable</b>             | 64%  | 62%    | 65% |
| <b>Unfavorable</b>           | 7%   | 6%     | 9%  |
| <b>Not sure</b>              | 29%  | 32%    | 26% |

|                             | Base | Gender |     |
|-----------------------------|------|--------|-----|
|                             |      | Woman  | Man |
| <b>Oshkosh Favorability</b> |      |        |     |
| <b>Favorable</b>            | 57%  | 51%    | 63% |
| <b>Unfavorable</b>          | 8%   | 8%     | 8%  |
| <b>Not sure</b>             | 35%  | 41%    | 29% |

|                                | Base | Gender |     |
|--------------------------------|------|--------|-----|
|                                |      | Woman  | Man |
| <b>Eau Claire Favorability</b> |      |        |     |
| <b>Favorable</b>               | 57%  | 52%    | 63% |
| <b>Unfavorable</b>             | 7%   | 8%     | 6%  |
| <b>Not sure</b>                | 36%  | 41%    | 31% |





**Crosstabs**

|                               | Base       | Gender |     |
|-------------------------------|------------|--------|-----|
|                               |            | Woman  | Man |
| <b>La Crosse Favorability</b> |            |        |     |
| <b>Favorable</b>              | <b>60%</b> | 52%    | 67% |
| <b>Unfavorable</b>            | <b>7%</b>  | 8%     | 6%  |
| <b>Not sure</b>               | <b>34%</b> | 39%    | 27% |

|                            | Base       | Gender |     |
|----------------------------|------------|--------|-----|
|                            |            | Woman  | Man |
| <b>Cheese Favorability</b> |            |        |     |
| <b>Favorable</b>           | <b>56%</b> | 55%    | 57% |
| <b>Unfavorable</b>         | <b>4%</b>  | 5%     | 4%  |
| <b>Not sure</b>            | <b>39%</b> | 40%    | 39% |

|                          | Base       | Gender |     |
|--------------------------|------------|--------|-----|
|                          |            | Woman  | Man |
| <b>Beer Favorability</b> |            |        |     |
| <b>Favorable</b>         | <b>66%</b> | 57%    | 75% |
| <b>Unfavorable</b>       | <b>19%</b> | 27%    | 11% |
| <b>Not sure</b>          | <b>15%</b> | 15%    | 14% |

|                               | Base       | Gender |     |
|-------------------------------|------------|--------|-----|
|                               |            | Woman  | Man |
| <b>Prefer Cheese or Beer?</b> |            |        |     |
| <b>Cheese</b>                 | <b>64%</b> | 75%    | 54% |
| <b>Beer</b>                   | <b>18%</b> | 9%     | 28% |
| <b>Not sure</b>               | <b>17%</b> | 16%    | 18% |





**Crosstabs**

|                           | Base | Gender |     |
|---------------------------|------|--------|-----|
|                           |      | Woman  | Man |
| <b>Braun Favorability</b> |      |        |     |
| <b>Favorable</b>          | 55%  | 48%    | 61% |
| <b>Unfavorable</b>        | 9%   | 7%     | 10% |
| <b>Not sure</b>           | 37%  | 45%    | 28% |

|                         | Base | Party    |            |                   |
|-------------------------|------|----------|------------|-------------------|
|                         |      | Democrat | Republican | Independent/Other |
| <b>Johnson Approval</b> |      |          |            |                   |
| <b>Approve</b>          | 38%  | 9%       | 67%        | 36%               |
| <b>Disapprove</b>       | 37%  | 64%      | 9%         | 39%               |
| <b>Not sure</b>         | 25%  | 28%      | 23%        | 25%               |

|                      | Base | Party    |            |                   |
|----------------------|------|----------|------------|-------------------|
|                      |      | Democrat | Republican | Independent/Other |
| <b>Kohl Approval</b> |      |          |            |                   |
| <b>Approve</b>       | 46%  | 76%      | 15%        | 49%               |
| <b>Disapprove</b>    | 38%  | 10%      | 68%        | 36%               |
| <b>Not sure</b>      | 16%  | 14%      | 17%        | 15%               |

|                            | Base | Party    |            |                   |
|----------------------------|------|----------|------------|-------------------|
|                            |      | Democrat | Republican | Independent/Other |
| <b>Generic Leg. Ballot</b> |      |          |            |                   |
| <b>Democratic</b>          | 45%  | 89%      | 7%         | 39%               |
| <b>Republican</b>          | 44%  | 4%       | 92%        | 39%               |
| <b>Not sure</b>            | 11%  | 6%       | 1%         | 22%               |





**Crosstabs**

|                                      | Base | Party    |            |                   |
|--------------------------------------|------|----------|------------|-------------------|
|                                      |      | Democrat | Republican | Independent/Other |
| <b>Should WI Have Recalls?</b>       |      |          |            |                   |
| <b>Wisconsin should have recalls</b> | 51%  | 77%      | 24%        | 51%               |
| <b>It should not</b>                 | 40%  | 16%      | 68%        | 37%               |
| <b>Not sure</b>                      | 9%   | 7%       | 8%         | 11%               |

|  | Base | Party    |            |                   |
|--|------|----------|------------|-------------------|
|  |      | Democrat | Republican | Independent/Other |
| <b>Same-sex Marriage Legal/Illegal</b> |      |          |            |                   |
| <b>Legal</b>                           | 43%  | 68%      | 12%        | 47%               |
| <b>Illegal</b>                         | 47%  | 23%      | 81%        | 39%               |
| <b>Not sure</b>                        | 10%  | 9%       | 7%         | 14%               |

|  | Base | Party    |            |                   |
|--|------|----------|------------|-------------------|
|  |      | Democrat | Republican | Independent/Other |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                             |      |          |            |                   |
| <b>Gay couples should be allowed to legally marry</b>                      | 39%  | 62%      | 9%         | 42%               |
| <b>Gay couples should be allowed to form civil unions but not marry</b>    | 30%  | 16%      | 39%        | 33%               |
| <b>There should be no legal recognition of a gay couple's relationship</b> | 28%  | 17%      | 48%        | 22%               |
| <b>Not sure</b>  | 4%   | 5%       | 3%         | 3%                |

|                               | Base | Party    |            |                   |
|-------------------------------|------|----------|------------|-------------------|
|                               |      | Democrat | Republican | Independent/Other |
| <b>Milwaukee Favorability</b> |      |          |            |                   |
| <b>Favorable</b>              | 35%  | 48%      | 24%        | 33%               |
| <b>Unfavorable</b>            | 37%  | 22%      | 53%        | 36%               |
| <b>Not sure</b>               | 28%  | 30%      | 23%        | 30%               |





**Crosstabs**

|                             | Base | Party    |            |                   |
|-----------------------------|------|----------|------------|-------------------|
|                             |      | Democrat | Republican | Independent/Other |
| <b>Madison Favorability</b> |      |          |            |                   |
| <b>Favorable</b>            | 50%  | 74%      | 24%        | 51%               |
| <b>Unfavorable</b>          | 33%  | 8%       | 57%        | 35%               |
| <b>Not sure</b>             | 16%  | 18%      | 19%        | 13%               |

|                               | Base | Party    |            |                   |
|-------------------------------|------|----------|------------|-------------------|
|                               |      | Democrat | Republican | Independent/Other |
| <b>Green Bay Favorability</b> |      |          |            |                   |
| <b>Favorable</b>              | 68%  | 57%      | 72%        | 73%               |
| <b>Unfavorable</b>            | 7%   | 10%      | 5%         | 6%                |
| <b>Not sure</b>               | 25%  | 33%      | 23%        | 21%               |

|                             | Base | Party    |            |                   |
|-----------------------------|------|----------|------------|-------------------|
|                             |      | Democrat | Republican | Independent/Other |
| <b>Kenosha Favorability</b> |      |          |            |                   |
| <b>Favorable</b>            | 26%  | 35%      | 21%        | 22%               |
| <b>Unfavorable</b>          | 27%  | 17%      | 37%        | 28%               |
| <b>Not sure</b>             | 47%  | 48%      | 42%        | 50%               |

|                            | Base | Party    |            |                   |
|----------------------------|------|----------|------------|-------------------|
|                            |      | Democrat | Republican | Independent/Other |
| <b>Racine Favorability</b> |      |          |            |                   |
| <b>Favorable</b>           | 23%  | 32%      | 16%        | 22%               |
| <b>Unfavorable</b>         | 35%  | 19%      | 49%        | 38%               |
| <b>Not sure</b>            | 41%  | 48%      | 36%        | 40%               |





**Crosstabs**

|                              | Base | Party    |            |                   |
|------------------------------|------|----------|------------|-------------------|
|                              |      | Democrat | Republican | Independent/Other |
| <b>Appleton Favorability</b> |      |          |            |                   |
| <b>Favorable</b>             | 64%  | 54%      | 70%        | 67%               |
| <b>Unfavorable</b>           | 7%   | 9%       | 4%         | 8%                |
| <b>Not sure</b>              | 29%  | 37%      | 26%        | 25%               |

|                             | Base | Party    |            |                   |
|-----------------------------|------|----------|------------|-------------------|
|                             |      | Democrat | Republican | Independent/Other |
| <b>Oshkosh Favorability</b> |      |          |            |                   |
| <b>Favorable</b>            | 57%  | 50%      | 63%        | 58%               |
| <b>Unfavorable</b>          | 8%   | 9%       | 6%         | 8%                |
| <b>Not sure</b>             | 35%  | 40%      | 32%        | 34%               |

|                                | Base | Party    |            |                   |
|--------------------------------|------|----------|------------|-------------------|
|                                |      | Democrat | Republican | Independent/Other |
| <b>Eau Claire Favorability</b> |      |          |            |                   |
| <b>Favorable</b>               | 57%  | 58%      | 53%        | 61%               |
| <b>Unfavorable</b>             | 7%   | 9%       | 6%         | 5%                |
| <b>Not sure</b>                | 36%  | 34%      | 41%        | 34%               |

|                               | Base | Party    |            |                   |
|-------------------------------|------|----------|------------|-------------------|
|                               |      | Democrat | Republican | Independent/Other |
| <b>La Crosse Favorability</b> |      |          |            |                   |
| <b>Favorable</b>              | 60%  | 59%      | 52%        | 67%               |
| <b>Unfavorable</b>            | 7%   | 9%       | 7%         | 5%                |
| <b>Not sure</b>               | 34%  | 32%      | 41%        | 28%               |





**Crosstabs**

|                            | Base | Party    |            |                   |
|----------------------------|------|----------|------------|-------------------|
|                            |      | Democrat | Republican | Independent/Other |
| <b>Cheese Favorability</b> |      |          |            |                   |
| <b>Favorable</b>           | 56%  | 57%      | 51%        | 59%               |
| <b>Unfavorable</b>         | 4%   | 7%       | 4%         | 3%                |
| <b>Not sure</b>            | 39%  | 36%      | 45%        | 38%               |

|                          | Base | Party    |            |                   |
|--------------------------|------|----------|------------|-------------------|
|                          |      | Democrat | Republican | Independent/Other |
| <b>Beer Favorability</b> |      |          |            |                   |
| <b>Favorable</b>         | 66%  | 61%      | 68%        | 70%               |
| <b>Unfavorable</b>       | 19%  | 25%      | 16%        | 16%               |
| <b>Not sure</b>          | 15%  | 14%      | 16%        | 14%               |

|                               | Base | Party    |            |                   |
|-------------------------------|------|----------|------------|-------------------|
|                               |      | Democrat | Republican | Independent/Other |
| <b>Prefer Cheese or Beer?</b> |      |          |            |                   |
| <b>Cheese</b>                 | 64%  | 65%      | 66%        | 63%               |
| <b>Beer</b>                   | 18%  | 16%      | 19%        | 20%               |
| <b>Not sure</b>               | 17%  | 19%      | 15%        | 18%               |

|                           | Base | Party    |            |                   |
|---------------------------|------|----------|------------|-------------------|
|                           |      | Democrat | Republican | Independent/Other |
| <b>Braun Favorability</b> |      |          |            |                   |
| <b>Favorable</b>          | 55%  | 46%      | 58%        | 60%               |
| <b>Unfavorable</b>        | 9%   | 14%      | 7%         | 5%                |
| <b>Not sure</b>           | 37%  | 41%      | 35%        | 35%               |





**Crosstabs**

|                         | Base       | Race  |       |
|-------------------------|------------|-------|-------|
|                         |            | White | Other |
| <b>Johnson Approval</b> |            |       |       |
| <b>Approve</b>          | <b>38%</b> | 38%   | 32%   |
| <b>Disapprove</b>       | <b>37%</b> | 36%   | 48%   |
| <b>Not sure</b>         | <b>25%</b> | 26%   | 20%   |

|                      | Base       | Race  |       |
|----------------------|------------|-------|-------|
|                      |            | White | Other |
| <b>Kohl Approval</b> |            |       |       |
| <b>Approve</b>       | <b>46%</b> | 46%   | 44%   |
| <b>Disapprove</b>    | <b>38%</b> | 38%   | 42%   |
| <b>Not sure</b>      | <b>16%</b> | 16%   | 13%   |

|                            | Base       | Race  |       |
|----------------------------|------------|-------|-------|
|                            |            | White | Other |
| <b>Generic Leg. Ballot</b> |            |       |       |
| <b>Democratic</b>          | <b>45%</b> | 45%   | 44%   |
| <b>Republican</b>          | <b>44%</b> | 44%   | 39%   |
| <b>Not sure</b>            | <b>11%</b> | 10%   | 17%   |

|                                      | Base       | Race  |       |
|--------------------------------------|------------|-------|-------|
|                                      |            | White | Other |
| <b>Should WI Have Recalls?</b>       |            |       |       |
| <b>Wisconsin should have recalls</b> | <b>51%</b> | 50%   | 61%   |
| <b>It should not</b>                 | <b>40%</b> | 41%   | 29%   |
| <b>Not sure</b>                      | <b>9%</b>  | 9%    | 10%   |







**Crosstabs**

|  | Base | Race  |       |
|--|------|-------|-------|
|  |      | White | Other |
| <b>Same-sex Marriage<br/>Legal/Illegal</b> |      |       |       |
| <b>Legal</b>                               | 43%  | 43%   | 43%   |
| <b>Illegal</b>                             | 47%  | 47%   | 46%   |
| <b>Not sure</b>                            | 10%  | 10%   | 10%   |

|  | Base | Race  |       |
|--|------|-------|-------|
|  |      | White | Other |
| <b>Gay Marriage/Civ.<br/>Unions/No<br/>Recognition</b>                                 |      |       |       |
| <b>Gay couples should<br/>be allowed to legally<br/>marry</b>                          | 39%  | 39%   | 35%   |
| <b>Gay couples should<br/>be allowed to form<br/>civil unions but not<br/>marry</b>    | 30%  | 30%   | 22%   |
| <b>There should be no<br/>legal recognition of a<br/>gay couple's<br/>relationship</b> | 28%  | 27%   | 35%   |
| <b>Not sure</b>  | 4%   | 3%    | 8%    |

|                                   | Base | Race  |       |
|-----------------------------------|------|-------|-------|
|                                   |      | White | Other |
| <b>Milwaukee<br/>Favorability</b> |      |       |       |
| <b>Favorable</b>                  | 35%  | 36%   | 30%   |
| <b>Unfavorable</b>                | 37%  | 35%   | 48%   |
| <b>Not sure</b>                   | 28%  | 29%   | 22%   |

|                             | Base | Race  |       |
|-----------------------------|------|-------|-------|
|                             |      | White | Other |
| <b>Madison Favorability</b> |      |       |       |
| <b>Favorable</b>            | 50%  | 51%   | 44%   |
| <b>Unfavorable</b>          | 33%  | 33%   | 39%   |
| <b>Not sure</b>             | 16%  | 16%   | 17%   |





**Crosstabs**

|                               | Base       | Race  |       |
|-------------------------------|------------|-------|-------|
|                               |            | White | Other |
| <b>Green Bay Favorability</b> |            |       |       |
| <b>Favorable</b>              | <b>68%</b> | 69%   | 58%   |
| <b>Unfavorable</b>            | <b>7%</b>  | 6%    | 18%   |
| <b>Not sure</b>               | <b>25%</b> | 25%   | 25%   |

|                             | Base       | Race  |       |
|-----------------------------|------------|-------|-------|
|                             |            | White | Other |
| <b>Kenosha Favorability</b> |            |       |       |
| <b>Favorable</b>            | <b>26%</b> | 25%   | 30%   |
| <b>Unfavorable</b>          | <b>27%</b> | 27%   | 31%   |
| <b>Not sure</b>             | <b>47%</b> | 48%   | 39%   |

|                            | Base       | Race  |       |
|----------------------------|------------|-------|-------|
|                            |            | White | Other |
| <b>Racine Favorability</b> |            |       |       |
| <b>Favorable</b>           | <b>23%</b> | 23%   | 30%   |
| <b>Unfavorable</b>         | <b>35%</b> | 34%   | 46%   |
| <b>Not sure</b>            | <b>41%</b> | 43%   | 24%   |

|                              | Base       | Race  |       |
|------------------------------|------------|-------|-------|
|                              |            | White | Other |
| <b>Appleton Favorability</b> |            |       |       |
| <b>Favorable</b>             | <b>64%</b> | 64%   | 61%   |
| <b>Unfavorable</b>           | <b>7%</b>  | 7%    | 9%    |
| <b>Not sure</b>              | <b>29%</b> | 29%   | 30%   |





**Crosstabs**

|                             | Base | Race  |       |
|-----------------------------|------|-------|-------|
|                             |      | White | Other |
| <b>Oshkosh Favorability</b> |      |       |       |
| <b>Favorable</b>            | 57%  | 57%   | 53%   |
| <b>Unfavorable</b>          | 8%   | 7%    | 18%   |
| <b>Not sure</b>             | 35%  | 36%   | 30%   |

|                                | Base | Race  |       |
|--------------------------------|------|-------|-------|
|                                |      | White | Other |
| <b>Eau Claire Favorability</b> |      |       |       |
| <b>Favorable</b>               | 57%  | 59%   | 43%   |
| <b>Unfavorable</b>             | 7%   | 5%    | 19%   |
| <b>Not sure</b>                | 36%  | 36%   | 37%   |

|                               | Base | Race  |       |
|-------------------------------|------|-------|-------|
|                               |      | White | Other |
| <b>La Crosse Favorability</b> |      |       |       |
| <b>Favorable</b>              | 60%  | 61%   | 51%   |
| <b>Unfavorable</b>            | 7%   | 6%    | 15%   |
| <b>Not sure</b>               | 34%  | 33%   | 34%   |

|                            | Base | Race  |       |
|----------------------------|------|-------|-------|
|                            |      | White | Other |
| <b>Cheese Favorability</b> |      |       |       |
| <b>Favorable</b>           | 56%  | 55%   | 63%   |
| <b>Unfavorable</b>         | 4%   | 5%    | 2%    |
| <b>Not sure</b>            | 39%  | 40%   | 35%   |





**Crosstabs**

|                          | Base | Race  |       |
|--------------------------|------|-------|-------|
|                          |      | White | Other |
| <b>Beer Favorability</b> |      |       |       |
| <b>Favorable</b>         | 66%  | 68%   | 49%   |
| <b>Unfavorable</b>       | 19%  | 17%   | 35%   |
| <b>Not sure</b>          | 15%  | 15%   | 16%   |

|                               | Base | Race  |       |
|-------------------------------|------|-------|-------|
|                               |      | White | Other |
| <b>Prefer Cheese or Beer?</b> |      |       |       |
| <b>Cheese</b>                 | 64%  | 64%   | 66%   |
| <b>Beer</b>                   | 18%  | 19%   | 9%    |
| <b>Not sure</b>               | 17%  | 16%   | 25%   |

|                           | Base | Race  |       |
|---------------------------|------|-------|-------|
|                           |      | White | Other |
| <b>Braun Favorability</b> |      |       |       |
| <b>Favorable</b>          | 55%  | 57%   | 36%   |
| <b>Unfavorable</b>        | 9%   | 8%    | 18%   |
| <b>Not sure</b>           | 37%  | 36%   | 46%   |

|                         | Base | Age      |          |          |               |
|-------------------------|------|----------|----------|----------|---------------|
|                         |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Johnson Approval</b> |      |          |          |          |               |
| <b>Approve</b>          | 38%  | 38%      | 41%      | 35%      | 39%           |
| <b>Disapprove</b>       | 37%  | 45%      | 27%      | 41%      | 37%           |
| <b>Not sure</b>         | 25%  | 17%      | 32%      | 25%      | 24%           |





**Crosstabs**

|                      | Base       | Age      |          |          |               |
|----------------------|------------|----------|----------|----------|---------------|
|                      |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Kohl Approval</b> |            |          |          |          |               |
| <b>Approve</b>       | <b>46%</b> | 45%      | 33%      | 51%      | 52%           |
| <b>Disapprove</b>    | <b>38%</b> | 41%      | 41%      | 38%      | 35%           |
| <b>Not sure</b>      | <b>16%</b> | 14%      | 26%      | 12%      | 13%           |

|                            | Base       | Age      |          |          |               |
|----------------------------|------------|----------|----------|----------|---------------|
|                            |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Generic Leg. Ballot</b> |            |          |          |          |               |
| <b>Democratic</b>          | <b>45%</b> | 54%      | 38%      | 46%      | 46%           |
| <b>Republican</b>          | <b>44%</b> | 42%      | 50%      | 42%      | 42%           |
| <b>Not sure</b>            | <b>11%</b> | 4%       | 12%      | 12%      | 12%           |

|                                      | Base       | Age      |          |          |               |
|--------------------------------------|------------|----------|----------|----------|---------------|
|                                      |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Should WI Have Recalls?</b>       |            |          |          |          |               |
| <b>Wisconsin should have recalls</b> | <b>51%</b> | 73%      | 46%      | 53%      | 41%           |
| <b>It should not</b>                 | <b>40%</b> | 27%      | 43%      | 38%      | 49%           |
| <b>Not sure</b>                      | <b>9%</b>  | -        | 11%      | 10%      | 10%           |

|  | Base       | Age      |          |          |               |
|--|------------|----------|----------|----------|---------------|
|  |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Same-sex Marriage Legal/Illegal</b> |            |          |          |          |               |
| <b>Legal</b>                           | <b>43%</b> | 54%      | 45%      | 43%      | 34%           |
| <b>Illegal</b>                         | <b>47%</b> | 42%      | 44%      | 47%      | 52%           |
| <b>Not sure</b>                        | <b>10%</b> | 4%       | 11%      | 10%      | 14%           |





**Crosstabs**

|   | Base | Age      |          |          |               |
|---|------|----------|----------|----------|---------------|
|   |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                      |      |          |          |          |               |
| Gay couples should be allowed to legally marry                      | 39%  | 60%      | 38%      | 38%      | 28%           |
| Gay couples should be allowed to form civil unions but not marry    | 30%  | 12%      | 30%      | 31%      | 37%           |
| There should be no legal recognition of a gay couple's relationship | 28%  | 28%      | 27%      | 27%      | 31%           |
| Not sure  | 4%   | -        | 5%       | 4%       | 4%            |

|                               | Base | Age      |          |          |               |
|-------------------------------|------|----------|----------|----------|---------------|
|                               |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Milwaukee Favorability</b> |      |          |          |          |               |
| Favorable                     | 35%  | 50%      | 28%      | 37%      | 31%           |
| Unfavorable                   | 37%  | 33%      | 44%      | 36%      | 31%           |
| Not sure                      | 28%  | 17%      | 28%      | 27%      | 38%           |

|                             | Base | Age      |          |          |               |
|-----------------------------|------|----------|----------|----------|---------------|
|                             |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Madison Favorability</b> |      |          |          |          |               |
| Favorable                   | 50%  | 75%      | 40%      | 52%      | 44%           |
| Unfavorable                 | 33%  | 25%      | 39%      | 32%      | 33%           |
| Not sure                    | 16%  | -        | 20%      | 16%      | 23%           |

|                               | Base | Age      |          |          |               |
|-------------------------------|------|----------|----------|----------|---------------|
|                               |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Green Bay Favorability</b> |      |          |          |          |               |
| Favorable                     | 68%  | 71%      | 60%      | 74%      | 62%           |
| Unfavorable                   | 7%   | 13%      | 11%      | 5%       | 4%            |
| Not sure                      | 25%  | 17%      | 30%      | 22%      | 34%           |





**Crosstabs**

|                             | Base       | Age      |          |          |               |
|-----------------------------|------------|----------|----------|----------|---------------|
|                             |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Kenosha Favorability</b> |            |          |          |          |               |
| <b>Favorable</b>            | <b>26%</b> | 29%      | 18%      | 29%      | 27%           |
| <b>Unfavorable</b>          | <b>27%</b> | 33%      | 37%      | 24%      | 18%           |
| <b>Not sure</b>             | <b>47%</b> | 38%      | 45%      | 47%      | 56%           |

|                            | Base       | Age      |          |          |               |
|----------------------------|------------|----------|----------|----------|---------------|
|                            |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Racine Favorability</b> |            |          |          |          |               |
| <b>Favorable</b>           | <b>23%</b> | 21%      | 17%      | 27%      | 23%           |
| <b>Unfavorable</b>         | <b>35%</b> | 46%      | 45%      | 32%      | 23%           |
| <b>Not sure</b>            | <b>41%</b> | 33%      | 38%      | 40%      | 54%           |

|                              | Base       | Age      |          |          |               |
|------------------------------|------------|----------|----------|----------|---------------|
|                              |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Appleton Favorability</b> |            |          |          |          |               |
| <b>Favorable</b>             | <b>64%</b> | 63%      | 61%      | 67%      | 61%           |
| <b>Unfavorable</b>           | <b>7%</b>  | 13%      | 10%      | 6%       | 4%            |
| <b>Not sure</b>              | <b>29%</b> | 25%      | 30%      | 27%      | 36%           |

|                             | Base       | Age      |          |          |               |
|-----------------------------|------------|----------|----------|----------|---------------|
|                             |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Oshkosh Favorability</b> |            |          |          |          |               |
| <b>Favorable</b>            | <b>57%</b> | 61%      | 54%      | 60%      | 50%           |
| <b>Unfavorable</b>          | <b>8%</b>  | 17%      | 11%      | 6%       | 4%            |
| <b>Not sure</b>             | <b>35%</b> | 22%      | 36%      | 34%      | 46%           |





**Crosstabs**

|                                | Base | Age      |          |          |               |
|--------------------------------|------|----------|----------|----------|---------------|
|                                |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Eau Claire Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>               | 57%  | 57%      | 56%      | 61%      | 53%           |
| <b>Unfavorable</b>             | 7%   | 17%      | 9%       | 4%       | 3%            |
| <b>Not sure</b>                | 36%  | 26%      | 35%      | 36%      | 44%           |

|                               | Base | Age      |          |          |               |
|-------------------------------|------|----------|----------|----------|---------------|
|                               |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>La Crosse Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>              | 60%  | 65%      | 59%      | 62%      | 52%           |
| <b>Unfavorable</b>            | 7%   | 17%      | 6%       | 5%       | 5%            |
| <b>Not sure</b>               | 34%  | 17%      | 35%      | 33%      | 44%           |

|                            | Base | Age      |          |          |               |
|----------------------------|------|----------|----------|----------|---------------|
|                            |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Cheese Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>           | 56%  | 64%      | 54%      | 62%      | 40%           |
| <b>Unfavorable</b>         | 4%   | 9%       | 6%       | 3%       | 3%            |
| <b>Not sure</b>            | 39%  | 27%      | 40%      | 35%      | 57%           |

|                          | Base | Age      |          |          |               |
|--------------------------|------|----------|----------|----------|---------------|
|                          |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Beer Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>         | 66%  | 64%      | 73%      | 66%      | 58%           |
| <b>Unfavorable</b>       | 19%  | 32%      | 13%      | 18%      | 19%           |
| <b>Not sure</b>          | 15%  | 5%       | 13%      | 15%      | 22%           |







**Crosstabs**

|                               | Base | Age      |          |          |               |
|-------------------------------|------|----------|----------|----------|---------------|
|                               |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Prefer Cheese or Beer?</b> |      |          |          |          |               |
| <b>Cheese</b>                 | 64%  | 67%      | 58%      | 65%      | 69%           |
| <b>Beer</b>                   | 18%  | 14%      | 25%      | 18%      | 12%           |
| <b>Not sure</b>               | 17%  | 19%      | 17%      | 16%      | 20%           |

|                           | Base | Age      |          |          |               |
|---------------------------|------|----------|----------|----------|---------------|
|                           |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Braun Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>          | 55%  | 40%      | 59%      | 57%      | 52%           |
| <b>Unfavorable</b>        | 9%   | 20%      | 9%       | 6%       | 8%            |
| <b>Not sure</b>           | 37%  | 40%      | 32%      | 37%      | 40%           |





**Crosstabs**

|                         | Base | 2008 Vote   |              |                             |
|-------------------------|------|-------------|--------------|-----------------------------|
|                         |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Johnson Approval</b> |      |             |              |                             |
| <b>Approve</b>          | 38%  | 69%         | 10%          | 21%                         |
| <b>Disapprove</b>       | 37%  | 10%         | 64%          | 37%                         |
| <b>Not sure</b>         | 25%  | 21%         | 26%          | 42%                         |

|                      | Base | 2008 Vote   |              |                             |
|----------------------|------|-------------|--------------|-----------------------------|
|                      |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Kohl Approval</b> |      |             |              |                             |
| <b>Approve</b>       | 46%  | 19%         | 75%          | 33%                         |
| <b>Disapprove</b>    | 38%  | 65%         | 13%          | 32%                         |
| <b>Not sure</b>      | 16%  | 16%         | 12%          | 35%                         |

|                            | Base | 2008 Vote   |              |                             |
|----------------------------|------|-------------|--------------|-----------------------------|
|                            |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Generic Leg. Ballot</b> |      |             |              |                             |
| <b>Democratic</b>          | 45%  | 9%          | 80%          | 31%                         |
| <b>Republican</b>          | 44%  | 85%         | 9%           | 28%                         |
| <b>Not sure</b>            | 11%  | 5%          | 11%          | 41%                         |

|                                      | Base | 2008 Vote   |              |                             |
|--------------------------------------|------|-------------|--------------|-----------------------------|
|                                      |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Should WI Have Recalls?</b>       |      |             |              |                             |
| <b>Wisconsin should have recalls</b> | 51%  | 24%         | 75%          | 59%                         |
| <b>It should not</b>                 | 40%  | 66%         | 18%          | 29%                         |
| <b>Not sure</b>                      | 9%   | 10%         | 8%           | 12%                         |





**Crosstabs**

|  | Base | 2008 Vote   |              |                             |
|--|------|-------------|--------------|-----------------------------|
|  |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Same-sex Marriage Legal/Illegal</b> |      |             |              |                             |
| <b>Legal</b>                           | 43%  | 16%         | 68%          | 38%                         |
| <b>Illegal</b>                         | 47%  | 73%         | 23%          | 45%                         |
| <b>Not sure</b>                        | 10%  | 11%         | 9%           | 17%                         |

|  | Base | 2008 Vote   |              |                             |
|--|------|-------------|--------------|-----------------------------|
|  |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                             |      |             |              |                             |
| <b>Gay couples should be allowed to legally marry</b>                      | 39%  | 16%         | 60%          | 33%                         |
| <b>Gay couples should be allowed to form civil unions but not marry</b>    | 30%  | 37%         | 25%          | 17%                         |
| <b>There should be no legal recognition of a gay couple's relationship</b> | 28%  | 44%         | 12%          | 36%                         |
| <b>Not sure</b>  | 4%   | 3%          | 3%           | 13%                         |

|                               | Base | 2008 Vote   |              |                             |
|-------------------------------|------|-------------|--------------|-----------------------------|
|                               |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Milwaukee Favorability</b> |      |             |              |                             |
| <b>Favorable</b>              | 35%  | 22%         | 50%          | 13%                         |
| <b>Unfavorable</b>            | 37%  | 54%         | 21%          | 41%                         |
| <b>Not sure</b>               | 28%  | 24%         | 29%          | 46%                         |

|                             | Base | 2008 Vote   |              |                             |
|-----------------------------|------|-------------|--------------|-----------------------------|
|                             |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Madison Favorability</b> |      |             |              |                             |
| <b>Favorable</b>            | 50%  | 25%         | 74%          | 44%                         |
| <b>Unfavorable</b>          | 33%  | 58%         | 12%          | 28%                         |
| <b>Not sure</b>             | 16%  | 17%         | 15%          | 28%                         |





**Crosstabs**

|                               | Base       | 2008 Vote   |              |                             |
|-------------------------------|------------|-------------|--------------|-----------------------------|
|                               |            | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Green Bay Favorability</b> |            |             |              |                             |
| <b>Favorable</b>              | <b>68%</b> | 71%         | 66%          | 62%                         |
| <b>Unfavorable</b>            | <b>7%</b>  | 6%          | 8%           | 3%                          |
| <b>Not sure</b>               | <b>25%</b> | 23%         | 26%          | 35%                         |

|                             | Base       | 2008 Vote   |              |                             |
|-----------------------------|------------|-------------|--------------|-----------------------------|
|                             |            | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Kenosha Favorability</b> |            |             |              |                             |
| <b>Favorable</b>            | <b>26%</b> | 21%         | 31%          | 19%                         |
| <b>Unfavorable</b>          | <b>27%</b> | 35%         | 21%          | 19%                         |
| <b>Not sure</b>             | <b>47%</b> | 44%         | 48%          | 63%                         |

|                            | Base       | 2008 Vote   |              |                             |
|----------------------------|------------|-------------|--------------|-----------------------------|
|                            |            | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Racine Favorability</b> |            |             |              |                             |
| <b>Favorable</b>           | <b>23%</b> | 15%         | 31%          | 23%                         |
| <b>Unfavorable</b>         | <b>35%</b> | 52%         | 22%          | 28%                         |
| <b>Not sure</b>            | <b>41%</b> | 34%         | 47%          | 49%                         |

|                              | Base       | 2008 Vote   |              |                             |
|------------------------------|------------|-------------|--------------|-----------------------------|
|                              |            | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Appleton Favorability</b> |            |             |              |                             |
| <b>Favorable</b>             | <b>64%</b> | 67%         | 62%          | 60%                         |
| <b>Unfavorable</b>           | <b>7%</b>  | 6%          | 9%           | 3%                          |
| <b>Not sure</b>              | <b>29%</b> | 27%         | 30%          | 36%                         |





**Crosstabs**

|                             | Base | 2008 Vote   |              |                             |
|-----------------------------|------|-------------|--------------|-----------------------------|
|                             |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Oshkosh Favorability</b> |      |             |              |                             |
| <b>Favorable</b>            | 57%  | 60%         | 55%          | 53%                         |
| <b>Unfavorable</b>          | 8%   | 8%          | 8%           | 5%                          |
| <b>Not sure</b>             | 35%  | 33%         | 37%          | 41%                         |

|                                | Base | 2008 Vote   |              |                             |
|--------------------------------|------|-------------|--------------|-----------------------------|
|                                |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Eau Claire Favorability</b> |      |             |              |                             |
| <b>Favorable</b>               | 57%  | 55%         | 61%          | 46%                         |
| <b>Unfavorable</b>             | 7%   | 8%          | 6%           | 3%                          |
| <b>Not sure</b>                | 36%  | 36%         | 34%          | 51%                         |

|                               | Base | 2008 Vote   |              |                             |
|-------------------------------|------|-------------|--------------|-----------------------------|
|                               |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>La Crosse Favorability</b> |      |             |              |                             |
| <b>Favorable</b>              | 60%  | 56%         | 63%          | 57%                         |
| <b>Unfavorable</b>            | 7%   | 9%          | 5%           | 5%                          |
| <b>Not sure</b>               | 34%  | 35%         | 32%          | 37%                         |

|                            | Base | 2008 Vote   |              |                             |
|----------------------------|------|-------------|--------------|-----------------------------|
|                            |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Cheese Favorability</b> |      |             |              |                             |
| <b>Favorable</b>           | 56%  | 55%         | 59%          | 44%                         |
| <b>Unfavorable</b>         | 4%   | 3%          | 5%           | 7%                          |
| <b>Not sure</b>            | 39%  | 42%         | 36%          | 50%                         |





**Crosstabs**

|                          | Base | 2008 Vote   |              |                             |
|--------------------------|------|-------------|--------------|-----------------------------|
|                          |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Beer Favorability</b> |      |             |              |                             |
| <b>Favorable</b>         | 66%  | 68%         | 65%          | 63%                         |
| <b>Unfavorable</b>       | 19%  | 15%         | 22%          | 16%                         |
| <b>Not sure</b>          | 15%  | 16%         | 13%          | 22%                         |

|                               | Base | 2008 Vote   |              |                             |
|-------------------------------|------|-------------|--------------|-----------------------------|
|                               |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Prefer Cheese or Beer?</b> |      |             |              |                             |
| <b>Cheese</b>                 | 64%  | 65%         | 62%          | 76%                         |
| <b>Beer</b>                   | 18%  | 20%         | 18%          | 13%                         |
| <b>Not sure</b>               | 17%  | 16%         | 19%          | 11%                         |

|                           | Base | 2008 Vote   |              |                             |
|---------------------------|------|-------------|--------------|-----------------------------|
|                           |      | John McCain | Barack Obama | Someone else/Don't remember |
| <b>Braun Favorability</b> |      |             |              |                             |
| <b>Favorable</b>          | 55%  | 61%         | 52%          | 35%                         |
| <b>Unfavorable</b>        | 9%   | 7%          | 10%          | 13%                         |
| <b>Not sure</b>           | 37%  | 33%         | 38%          | 52%                         |

|                         | Base | Ideology     |                  |          |                       |                   |
|-------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                         |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Johnson Approval</b> |      |              |                  |          |                       |                   |
| <b>Approve</b>          | 38%  | 15%          | 7%               | 20%      | 60%                   | 75%               |
| <b>Disapprove</b>       | 37%  | 67%          | 69%              | 47%      | 15%                   | 7%                |
| <b>Not sure</b>         | 25%  | 18%          | 24%              | 33%      | 26%                   | 18%               |





**Crosstabs**

|                      | Base | Ideology     |                  |          |                       |                   |
|----------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                      |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Kohl Approval</b> |      |              |                  |          |                       |                   |
| <b>Approve</b>       | 46%  | 76%          | 80%              | 59%      | 25%                   | 8%                |
| <b>Disapprove</b>    | 38%  | 18%          | 10%              | 22%      | 57%                   | 76%               |
| <b>Not sure</b>      | 16%  | 6%           | 10%              | 19%      | 19%                   | 16%               |

|                            | Base | Ideology     |                  |          |                       |                   |
|----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                            |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Generic Leg. Ballot</b> |      |              |                  |          |                       |                   |
| <b>Democratic</b>          | 45%  | 87%          | 85%              | 56%      | 14%                   | 5%                |
| <b>Republican</b>          | 44%  | 11%          | 7%               | 23%      | 76%                   | 92%               |
| <b>Not sure</b>            | 11%  | 3%           | 9%               | 21%      | 10%                   | 3%                |

|                                      | Base | Ideology     |                  |          |                       |                   |
|--------------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                                      |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Should WI Have Recalls?</b>       |      |              |                  |          |                       |                   |
| <b>Wisconsin should have recalls</b> | 51%  | 80%          | 74%              | 61%      | 26%                   | 29%               |
| <b>It should not</b>                 | 40%  | 14%          | 20%              | 30%      | 64%                   | 58%               |
| <b>Not sure</b>                      | 9%   | 6%           | 7%               | 8%       | 10%                   | 12%               |

|  | Base | Ideology     |                  |          |                       |                   |
|--|------|--------------|------------------|----------|-----------------------|-------------------|
|  |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Same-sex Marriage Legal/Illegal</b> |      |              |                  |          |                       |                   |
| <b>Legal</b>                           | 43%  | 79%          | 80%              | 50%      | 18%                   | 8%                |
| <b>Illegal</b>                         | 47%  | 19%          | 13%              | 36%      | 67%                   | 88%               |
| <b>Not sure</b>                        | 10%  | 2%           | 8%               | 15%      | 15%                   | 4%                |





**Crosstabs**

|   | Base | Ideology     |                  |          |                       |                   |
|---|------|--------------|------------------|----------|-----------------------|-------------------|
|   |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                      |      |              |                  |          |                       |                   |
| Gay couples should be allowed to legally marry                      | 39%  | 79%          | 69%              | 40%      | 19%                   | 7%                |
| Gay couples should be allowed to form civil unions but not marry    | 30%  | 6%           | 21%              | 34%      | 40%                   | 31%               |
| There should be no legal recognition of a gay couple's relationship | 28%  | 14%          | 6%               | 22%      | 37%                   | 59%               |
| Not sure  | 4%   | 1%           | 4%               | 4%       | 4%                    | 3%                |

|                               | Base | Ideology     |                  |          |                       |                   |
|-------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                               |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Milwaukee Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                     | 35%  | 50%          | 49%              | 41%      | 23%                   | 20%               |
| Unfavorable                   | 37%  | 36%          | 20%              | 27%      | 49%                   | 54%               |
| Not sure                      | 28%  | 14%          | 32%              | 32%      | 28%                   | 26%               |

|                             | Base | Ideology     |                  |          |                       |                   |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                             |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Madison Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                   | 50%  | 75%          | 81%              | 55%      | 30%                   | 24%               |
| Unfavorable                 | 33%  | 19%          | 5%               | 26%      | 50%                   | 61%               |
| Not sure                    | 16%  | 6%           | 15%              | 19%      | 20%                   | 15%               |

|                               | Base | Ideology     |                  |          |                       |                   |
|-------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                               |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Green Bay Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                     | 68%  | 51%          | 64%              | 68%      | 76%                   | 71%               |
| Unfavorable                   | 7%   | 22%          | 7%               | 6%       | 3%                    | 4%                |
| Not sure                      | 25%  | 28%          | 29%              | 27%      | 21%                   | 25%               |







**Crosstabs**

|                             | Base | Ideology     |                  |          |                       |                   |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                             |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Kenosha Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                   | 26%  | 37%          | 33%              | 25%      | 20%                   | 21%               |
| Unfavorable                 | 27%  | 32%          | 19%              | 22%      | 31%                   | 35%               |
| Not sure                    | 47%  | 32%          | 48%              | 53%      | 48%                   | 44%               |

|                            | Base | Ideology     |                  |          |                       |                   |
|----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                            |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Racine Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                  | 23%  | 41%          | 29%              | 26%      | 15%                   | 15%               |
| Unfavorable                | 35%  | 29%          | 22%              | 26%      | 44%                   | 56%               |
| Not sure                   | 41%  | 30%          | 49%              | 49%      | 40%                   | 30%               |

|                              | Base | Ideology     |                  |          |                       |                   |
|------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                              |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Appleton Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                    | 64%  | 46%          | 64%              | 65%      | 66%                   | 68%               |
| Unfavorable                  | 7%   | 24%          | 4%               | 6%       | 6%                    | 4%                |
| Not sure                     | 29%  | 30%          | 32%              | 29%      | 27%                   | 28%               |

|                             | Base | Ideology     |                  |          |                       |                   |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                             |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Oshkosh Favorability</b> |      |              |                  |          |                       |                   |
| Favorable                   | 57%  | 42%          | 54%              | 60%      | 60%                   | 60%               |
| Unfavorable                 | 8%   | 21%          | 6%               | 6%       | 7%                    | 6%                |
| Not sure                    | 35%  | 37%          | 40%              | 34%      | 34%                   | 34%               |





**Crosstabs**

|                                | Base | Ideology     |                  |          |                       |                   |
|--------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                                |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Eau Claire Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>               | 57%  | 48%          | 65%              | 61%      | 60%                   | 46%               |
| <b>Unfavorable</b>             | 7%   | 24%          | 2%               | 3%       | 6%                    | 8%                |
| <b>Not sure</b>                | 36%  | 28%          | 32%              | 37%      | 34%                   | 46%               |

|                               | Base | Ideology     |                  |          |                       |                   |
|-------------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                               |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>La Crosse Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>              | 60%  | 52%          | 70%              | 62%      | 61%                   | 47%               |
| <b>Unfavorable</b>            | 7%   | 23%          | 3%               | 3%       | 5%                    | 8%                |
| <b>Not sure</b>               | 34%  | 25%          | 27%              | 35%      | 33%                   | 44%               |

|                            | Base | Ideology     |                  |          |                       |                   |
|----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                            |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Cheese Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>           | 56%  | 57%          | 63%              | 54%      | 53%                   | 55%               |
| <b>Unfavorable</b>         | 4%   | 12%          | 6%               | 2%       | 3%                    | 3%                |
| <b>Not sure</b>            | 39%  | 31%          | 31%              | 44%      | 43%                   | 42%               |

|                          | Base | Ideology     |                  |          |                       |                   |
|--------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
|                          |      | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Beer Favorability</b> |      |              |                  |          |                       |                   |
| <b>Favorable</b>         | 66%  | 61%          | 69%              | 65%      | 69%                   | 65%               |
| <b>Unfavorable</b>       | 19%  | 27%          | 22%              | 21%      | 13%                   | 15%               |
| <b>Not sure</b>          | 15%  | 12%          | 9%               | 14%      | 18%                   | 20%               |





**Crosstabs**

|                               | Base       | Ideology     |                  |          |                       |                   |
|-------------------------------|------------|--------------|------------------|----------|-----------------------|-------------------|
|                               |            | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Prefer Cheese or Beer?</b> |            |              |                  |          |                       |                   |
| <b>Cheese</b>                 | <b>64%</b> | 65%          | 65%              | 63%      | 60%                   | 72%               |
| <b>Beer</b>                   | <b>18%</b> | 12%          | 17%              | 19%      | 23%                   | 16%               |
| <b>Not sure</b>               | <b>17%</b> | 23%          | 18%              | 18%      | 17%                   | 12%               |

|                           | Base       | Ideology     |                  |          |                       |                   |
|---------------------------|------------|--------------|------------------|----------|-----------------------|-------------------|
|                           |            | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| <b>Braun Favorability</b> |            |              |                  |          |                       |                   |
| <b>Favorable</b>          | <b>55%</b> | 39%          | 51%              | 57%      | 63%                   | 53%               |
| <b>Unfavorable</b>        | <b>9%</b>  | 11%          | 12%              | 5%       | 7%                    | 11%               |
| <b>Not sure</b>           | <b>37%</b> | 50%          | 37%              | 38%      | 30%                   | 36%               |

|                         | Base       | Gender |     |
|-------------------------|------------|--------|-----|
|                         |            | Woman  | Man |
| <b>Johnson Approval</b> |            |        |     |
| <b>Approve</b>          | <b>38%</b> | 33%    | 42% |
| <b>Disapprove</b>       | <b>37%</b> | 36%    | 39% |
| <b>Not sure</b>         | <b>25%</b> | 31%    | 19% |

|                      | Base       | Gender |     |
|----------------------|------------|--------|-----|
|                      |            | Woman  | Man |
| <b>Kohl Approval</b> |            |        |     |
| <b>Approve</b>       | <b>46%</b> | 46%    | 46% |
| <b>Disapprove</b>    | <b>38%</b> | 35%    | 41% |
| <b>Not sure</b>      | <b>16%</b> | 19%    | 12% |





**Crosstabs**

|                            | Base | Gender |     |
|----------------------------|------|--------|-----|
|                            |      | Woman  | Man |
| <b>Generic Leg. Ballot</b> |      |        |     |
| <b>Democratic</b>          | 45%  | 48%    | 42% |
| <b>Republican</b>          | 44%  | 42%    | 46% |
| <b>Not sure</b>            | 11%  | 10%    | 12% |

|  | Base | Gender |     |
|--|------|--------|-----|
|  |      | Woman  | Man |
| <b>Should WI Have<br/>Recalls?</b>       |      |        |     |
| <b>Wisconsin should<br/>have recalls</b> | 51%  | 53%    | 50% |
| <b>It should not</b>                     | 40%  | 38%    | 42% |
| <b>Not sure</b>                          | 9%   | 9%     | 9%  |

|  | Base | Gender |     |
|--|------|--------|-----|
|  |      | Woman  | Man |
| <b>Same-sex Marriage<br/>Legal/Illegal</b> |      |        |     |
| <b>Legal</b>                               | 43%  | 48%    | 37% |
| <b>Illegal</b>                             | 47%  | 41%    | 53% |
| <b>Not sure</b>                            | 10%  | 11%    | 10% |

|  | Base | Gender |     |
|--|------|--------|-----|
|  |      | Woman  | Man |
| <b>Gay Marriage/Civ.<br/>Unions/No<br/>Recognition</b>                                 |      |        |     |
| <b>Gay couples should<br/>be allowed to legally<br/>marry</b>                          | 39%  | 45%    | 32% |
| <b>Gay couples should<br/>be allowed to form<br/>civil unions but not<br/>marry</b>    | 30%  | 28%    | 31% |
| <b>There should be no<br/>legal recognition of a<br/>gay couple's<br/>relationship</b> | 28%  | 22%    | 34% |
| <b>Not sure</b>  | 4%   | 5%     | 2%  |





**Crosstabs**

|                               | Base | Gender |     |
|-------------------------------|------|--------|-----|
|                               |      | Woman  | Man |
| <b>Milwaukee Favorability</b> |      |        |     |
| <b>Favorable</b>              | 35%  | 35%    | 36% |
| <b>Unfavorable</b>            | 37%  | 34%    | 40% |
| <b>Not sure</b>               | 28%  | 31%    | 25% |

|                             | Base | Gender |     |
|-----------------------------|------|--------|-----|
|                             |      | Woman  | Man |
| <b>Madison Favorability</b> |      |        |     |
| <b>Favorable</b>            | 50%  | 53%    | 47% |
| <b>Unfavorable</b>          | 33%  | 28%    | 39% |
| <b>Not sure</b>             | 16%  | 19%    | 14% |

|                               | Base | Gender |     |
|-------------------------------|------|--------|-----|
|                               |      | Woman  | Man |
| <b>Green Bay Favorability</b> |      |        |     |
| <b>Favorable</b>              | 68%  | 61%    | 74% |
| <b>Unfavorable</b>            | 7%   | 7%     | 7%  |
| <b>Not sure</b>               | 25%  | 31%    | 19% |

|                             | Base | Gender |     |
|-----------------------------|------|--------|-----|
|                             |      | Woman  | Man |
| <b>Kenosha Favorability</b> |      |        |     |
| <b>Favorable</b>            | 26%  | 26%    | 26% |
| <b>Unfavorable</b>          | 27%  | 23%    | 32% |
| <b>Not sure</b>             | 47%  | 52%    | 42% |





**Crosstabs**

|                            | Base | Gender |     |
|----------------------------|------|--------|-----|
|                            |      | Woman  | Man |
| <b>Racine Favorability</b> |      |        |     |
| <b>Favorable</b>           | 23%  | 21%    | 26% |
| <b>Unfavorable</b>         | 35%  | 31%    | 39% |
| <b>Not sure</b>            | 41%  | 48%    | 35% |

|                              | Base | Gender |     |
|------------------------------|------|--------|-----|
|                              |      | Woman  | Man |
| <b>Appleton Favorability</b> |      |        |     |
| <b>Favorable</b>             | 64%  | 62%    | 65% |
| <b>Unfavorable</b>           | 7%   | 6%     | 9%  |
| <b>Not sure</b>              | 29%  | 32%    | 26% |

|                             | Base | Gender |     |
|-----------------------------|------|--------|-----|
|                             |      | Woman  | Man |
| <b>Oshkosh Favorability</b> |      |        |     |
| <b>Favorable</b>            | 57%  | 51%    | 63% |
| <b>Unfavorable</b>          | 8%   | 8%     | 8%  |
| <b>Not sure</b>             | 35%  | 41%    | 29% |

|                                | Base | Gender |     |
|--------------------------------|------|--------|-----|
|                                |      | Woman  | Man |
| <b>Eau Claire Favorability</b> |      |        |     |
| <b>Favorable</b>               | 57%  | 52%    | 63% |
| <b>Unfavorable</b>             | 7%   | 8%     | 6%  |
| <b>Not sure</b>                | 36%  | 41%    | 31% |





**Crosstabs**

|                               | Base | Gender |     |
|-------------------------------|------|--------|-----|
|                               |      | Woman  | Man |
| <b>La Crosse Favorability</b> |      |        |     |
| <b>Favorable</b>              | 60%  | 52%    | 67% |
| <b>Unfavorable</b>            | 7%   | 8%     | 6%  |
| <b>Not sure</b>               | 34%  | 39%    | 27% |

|                            | Base | Gender |     |
|----------------------------|------|--------|-----|
|                            |      | Woman  | Man |
| <b>Cheese Favorability</b> |      |        |     |
| <b>Favorable</b>           | 56%  | 55%    | 57% |
| <b>Unfavorable</b>         | 4%   | 5%     | 4%  |
| <b>Not sure</b>            | 39%  | 40%    | 39% |

|                          | Base | Gender |     |
|--------------------------|------|--------|-----|
|                          |      | Woman  | Man |
| <b>Beer Favorability</b> |      |        |     |
| <b>Favorable</b>         | 66%  | 57%    | 75% |
| <b>Unfavorable</b>       | 19%  | 27%    | 11% |
| <b>Not sure</b>          | 15%  | 15%    | 14% |

|                               | Base | Gender |     |
|-------------------------------|------|--------|-----|
|                               |      | Woman  | Man |
| <b>Prefer Cheese or Beer?</b> |      |        |     |
| <b>Cheese</b>                 | 64%  | 75%    | 54% |
| <b>Beer</b>                   | 18%  | 9%     | 28% |
| <b>Not sure</b>               | 17%  | 16%    | 18% |





**Crosstabs**

|                           | Base | Gender |     |
|---------------------------|------|--------|-----|
|                           |      | Woman  | Man |
| <b>Braun Favorability</b> |      |        |     |
| <b>Favorable</b>          | 55%  | 48%    | 61% |
| <b>Unfavorable</b>        | 9%   | 7%     | 10% |
| <b>Not sure</b>           | 37%  | 45%    | 28% |

|                         | Base | Party    |            |                   |
|-------------------------|------|----------|------------|-------------------|
|                         |      | Democrat | Republican | Independent/Other |
| <b>Johnson Approval</b> |      |          |            |                   |
| <b>Approve</b>          | 38%  | 9%       | 67%        | 36%               |
| <b>Disapprove</b>       | 37%  | 64%      | 9%         | 39%               |
| <b>Not sure</b>         | 25%  | 28%      | 23%        | 25%               |

|                      | Base | Party    |            |                   |
|----------------------|------|----------|------------|-------------------|
|                      |      | Democrat | Republican | Independent/Other |
| <b>Kohl Approval</b> |      |          |            |                   |
| <b>Approve</b>       | 46%  | 76%      | 15%        | 49%               |
| <b>Disapprove</b>    | 38%  | 10%      | 68%        | 36%               |
| <b>Not sure</b>      | 16%  | 14%      | 17%        | 15%               |

|                            | Base | Party    |            |                   |
|----------------------------|------|----------|------------|-------------------|
|                            |      | Democrat | Republican | Independent/Other |
| <b>Generic Leg. Ballot</b> |      |          |            |                   |
| <b>Democratic</b>          | 45%  | 89%      | 7%         | 39%               |
| <b>Republican</b>          | 44%  | 4%       | 92%        | 39%               |
| <b>Not sure</b>            | 11%  | 6%       | 1%         | 22%               |







**Crosstabs**

|                                      | Base | Party    |            |                   |
|--------------------------------------|------|----------|------------|-------------------|
|                                      |      | Democrat | Republican | Independent/Other |
| <b>Should WI Have Recalls?</b>       |      |          |            |                   |
| <b>Wisconsin should have recalls</b> | 51%  | 77%      | 24%        | 51%               |
| <b>It should not</b>                 | 40%  | 16%      | 68%        | 37%               |
| <b>Not sure</b>                      | 9%   | 7%       | 8%         | 11%               |

|  | Base | Party    |            |                   |
|--|------|----------|------------|-------------------|
|  |      | Democrat | Republican | Independent/Other |
| <b>Same-sex Marriage Legal/Illegal</b> |      |          |            |                   |
| <b>Legal</b>                           | 43%  | 68%      | 12%        | 47%               |
| <b>Illegal</b>                         | 47%  | 23%      | 81%        | 39%               |
| <b>Not sure</b>                        | 10%  | 9%       | 7%         | 14%               |

|  | Base | Party    |            |                   |
|--|------|----------|------------|-------------------|
|  |      | Democrat | Republican | Independent/Other |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                             |      |          |            |                   |
| <b>Gay couples should be allowed to legally marry</b>                      | 39%  | 62%      | 9%         | 42%               |
| <b>Gay couples should be allowed to form civil unions but not marry</b>    | 30%  | 16%      | 39%        | 33%               |
| <b>There should be no legal recognition of a gay couple's relationship</b> | 28%  | 17%      | 48%        | 22%               |
| <b>Not sure</b>  | 4%   | 5%       | 3%         | 3%                |

|                               | Base | Party    |            |                   |
|-------------------------------|------|----------|------------|-------------------|
|                               |      | Democrat | Republican | Independent/Other |
| <b>Milwaukee Favorability</b> |      |          |            |                   |
| <b>Favorable</b>              | 35%  | 48%      | 24%        | 33%               |
| <b>Unfavorable</b>            | 37%  | 22%      | 53%        | 36%               |
| <b>Not sure</b>               | 28%  | 30%      | 23%        | 30%               |





**Crosstabs**

|                             | Base | Party    |            |                   |
|-----------------------------|------|----------|------------|-------------------|
|                             |      | Democrat | Republican | Independent/Other |
| <b>Madison Favorability</b> |      |          |            |                   |
| <b>Favorable</b>            | 50%  | 74%      | 24%        | 51%               |
| <b>Unfavorable</b>          | 33%  | 8%       | 57%        | 35%               |
| <b>Not sure</b>             | 16%  | 18%      | 19%        | 13%               |

|                               | Base | Party    |            |                   |
|-------------------------------|------|----------|------------|-------------------|
|                               |      | Democrat | Republican | Independent/Other |
| <b>Green Bay Favorability</b> |      |          |            |                   |
| <b>Favorable</b>              | 68%  | 57%      | 72%        | 73%               |
| <b>Unfavorable</b>            | 7%   | 10%      | 5%         | 6%                |
| <b>Not sure</b>               | 25%  | 33%      | 23%        | 21%               |

|                             | Base | Party    |            |                   |
|-----------------------------|------|----------|------------|-------------------|
|                             |      | Democrat | Republican | Independent/Other |
| <b>Kenosha Favorability</b> |      |          |            |                   |
| <b>Favorable</b>            | 26%  | 35%      | 21%        | 22%               |
| <b>Unfavorable</b>          | 27%  | 17%      | 37%        | 28%               |
| <b>Not sure</b>             | 47%  | 48%      | 42%        | 50%               |

|                            | Base | Party    |            |                   |
|----------------------------|------|----------|------------|-------------------|
|                            |      | Democrat | Republican | Independent/Other |
| <b>Racine Favorability</b> |      |          |            |                   |
| <b>Favorable</b>           | 23%  | 32%      | 16%        | 22%               |
| <b>Unfavorable</b>         | 35%  | 19%      | 49%        | 38%               |
| <b>Not sure</b>            | 41%  | 48%      | 36%        | 40%               |





**Crosstabs**

|                              | Base | Party    |            |                   |
|------------------------------|------|----------|------------|-------------------|
|                              |      | Democrat | Republican | Independent/Other |
| <b>Appleton Favorability</b> |      |          |            |                   |
| <b>Favorable</b>             | 64%  | 54%      | 70%        | 67%               |
| <b>Unfavorable</b>           | 7%   | 9%       | 4%         | 8%                |
| <b>Not sure</b>              | 29%  | 37%      | 26%        | 25%               |

|                             | Base | Party    |            |                   |
|-----------------------------|------|----------|------------|-------------------|
|                             |      | Democrat | Republican | Independent/Other |
| <b>Oshkosh Favorability</b> |      |          |            |                   |
| <b>Favorable</b>            | 57%  | 50%      | 63%        | 58%               |
| <b>Unfavorable</b>          | 8%   | 9%       | 6%         | 8%                |
| <b>Not sure</b>             | 35%  | 40%      | 32%        | 34%               |

|                                | Base | Party    |            |                   |
|--------------------------------|------|----------|------------|-------------------|
|                                |      | Democrat | Republican | Independent/Other |
| <b>Eau Claire Favorability</b> |      |          |            |                   |
| <b>Favorable</b>               | 57%  | 58%      | 53%        | 61%               |
| <b>Unfavorable</b>             | 7%   | 9%       | 6%         | 5%                |
| <b>Not sure</b>                | 36%  | 34%      | 41%        | 34%               |

|                               | Base | Party    |            |                   |
|-------------------------------|------|----------|------------|-------------------|
|                               |      | Democrat | Republican | Independent/Other |
| <b>La Crosse Favorability</b> |      |          |            |                   |
| <b>Favorable</b>              | 60%  | 59%      | 52%        | 67%               |
| <b>Unfavorable</b>            | 7%   | 9%       | 7%         | 5%                |
| <b>Not sure</b>               | 34%  | 32%      | 41%        | 28%               |





**Crosstabs**

|                            | Base | Party    |            |                   |
|----------------------------|------|----------|------------|-------------------|
|                            |      | Democrat | Republican | Independent/Other |
| <b>Cheese Favorability</b> |      |          |            |                   |
| <b>Favorable</b>           | 56%  | 57%      | 51%        | 59%               |
| <b>Unfavorable</b>         | 4%   | 7%       | 4%         | 3%                |
| <b>Not sure</b>            | 39%  | 36%      | 45%        | 38%               |

|                          | Base | Party    |            |                   |
|--------------------------|------|----------|------------|-------------------|
|                          |      | Democrat | Republican | Independent/Other |
| <b>Beer Favorability</b> |      |          |            |                   |
| <b>Favorable</b>         | 66%  | 61%      | 68%        | 70%               |
| <b>Unfavorable</b>       | 19%  | 25%      | 16%        | 16%               |
| <b>Not sure</b>          | 15%  | 14%      | 16%        | 14%               |

|                               | Base | Party    |            |                   |
|-------------------------------|------|----------|------------|-------------------|
|                               |      | Democrat | Republican | Independent/Other |
| <b>Prefer Cheese or Beer?</b> |      |          |            |                   |
| <b>Cheese</b>                 | 64%  | 65%      | 66%        | 63%               |
| <b>Beer</b>                   | 18%  | 16%      | 19%        | 20%               |
| <b>Not sure</b>               | 17%  | 19%      | 15%        | 18%               |

|                           | Base | Party    |            |                   |
|---------------------------|------|----------|------------|-------------------|
|                           |      | Democrat | Republican | Independent/Other |
| <b>Braun Favorability</b> |      |          |            |                   |
| <b>Favorable</b>          | 55%  | 46%      | 58%        | 60%               |
| <b>Unfavorable</b>        | 9%   | 14%      | 7%         | 5%                |
| <b>Not sure</b>           | 37%  | 41%      | 35%        | 35%               |





**Crosstabs**

|                         | Base       | Race  |       |
|-------------------------|------------|-------|-------|
|                         |            | White | Other |
| <b>Johnson Approval</b> |            |       |       |
| <b>Approve</b>          | <b>38%</b> | 38%   | 32%   |
| <b>Disapprove</b>       | <b>37%</b> | 36%   | 48%   |
| <b>Not sure</b>         | <b>25%</b> | 26%   | 20%   |

|                      | Base       | Race  |       |
|----------------------|------------|-------|-------|
|                      |            | White | Other |
| <b>Kohl Approval</b> |            |       |       |
| <b>Approve</b>       | <b>46%</b> | 46%   | 44%   |
| <b>Disapprove</b>    | <b>38%</b> | 38%   | 42%   |
| <b>Not sure</b>      | <b>16%</b> | 16%   | 13%   |

|                            | Base       | Race  |       |
|----------------------------|------------|-------|-------|
|                            |            | White | Other |
| <b>Generic Leg. Ballot</b> |            |       |       |
| <b>Democratic</b>          | <b>45%</b> | 45%   | 44%   |
| <b>Republican</b>          | <b>44%</b> | 44%   | 39%   |
| <b>Not sure</b>            | <b>11%</b> | 10%   | 17%   |

|                                      | Base       | Race  |       |
|--------------------------------------|------------|-------|-------|
|                                      |            | White | Other |
| <b>Should WI Have Recalls?</b>       |            |       |       |
| <b>Wisconsin should have recalls</b> | <b>51%</b> | 50%   | 61%   |
| <b>It should not</b>                 | <b>40%</b> | 41%   | 29%   |
| <b>Not sure</b>                      | <b>9%</b>  | 9%    | 10%   |





**Crosstabs**

|  | Base | Race  |       |
|--|------|-------|-------|
|  |      | White | Other |
| <b>Same-sex Marriage<br/>Legal/Illegal</b> |      |       |       |
| <b>Legal</b>                               | 43%  | 43%   | 43%   |
| <b>Illegal</b>                             | 47%  | 47%   | 46%   |
| <b>Not sure</b>                            | 10%  | 10%   | 10%   |

|  | Base | Race  |       |
|--|------|-------|-------|
|  |      | White | Other |
| <b>Gay Marriage/Civ.<br/>Unions/No<br/>Recognition</b>                                 |      |       |       |
| <b>Gay couples should<br/>be allowed to legally<br/>marry</b>                          | 39%  | 39%   | 35%   |
| <b>Gay couples should<br/>be allowed to form<br/>civil unions but not<br/>marry</b>    | 30%  | 30%   | 22%   |
| <b>There should be no<br/>legal recognition of a<br/>gay couple's<br/>relationship</b> | 28%  | 27%   | 35%   |
| <b>Not sure</b>  | 4%   | 3%    | 8%    |

|                                   | Base | Race  |       |
|-----------------------------------|------|-------|-------|
|                                   |      | White | Other |
| <b>Milwaukee<br/>Favorability</b> |      |       |       |
| <b>Favorable</b>                  | 35%  | 36%   | 30%   |
| <b>Unfavorable</b>                | 37%  | 35%   | 48%   |
| <b>Not sure</b>                   | 28%  | 29%   | 22%   |

|                             | Base | Race  |       |
|-----------------------------|------|-------|-------|
|                             |      | White | Other |
| <b>Madison Favorability</b> |      |       |       |
| <b>Favorable</b>            | 50%  | 51%   | 44%   |
| <b>Unfavorable</b>          | 33%  | 33%   | 39%   |
| <b>Not sure</b>             | 16%  | 16%   | 17%   |





**Crosstabs**

|                               | Base       | Race  |       |
|-------------------------------|------------|-------|-------|
|                               |            | White | Other |
| <b>Green Bay Favorability</b> |            |       |       |
| <b>Favorable</b>              | <b>68%</b> | 69%   | 58%   |
| <b>Unfavorable</b>            | <b>7%</b>  | 6%    | 18%   |
| <b>Not sure</b>               | <b>25%</b> | 25%   | 25%   |

|                             | Base       | Race  |       |
|-----------------------------|------------|-------|-------|
|                             |            | White | Other |
| <b>Kenosha Favorability</b> |            |       |       |
| <b>Favorable</b>            | <b>26%</b> | 25%   | 30%   |
| <b>Unfavorable</b>          | <b>27%</b> | 27%   | 31%   |
| <b>Not sure</b>             | <b>47%</b> | 48%   | 39%   |

|                            | Base       | Race  |       |
|----------------------------|------------|-------|-------|
|                            |            | White | Other |
| <b>Racine Favorability</b> |            |       |       |
| <b>Favorable</b>           | <b>23%</b> | 23%   | 30%   |
| <b>Unfavorable</b>         | <b>35%</b> | 34%   | 46%   |
| <b>Not sure</b>            | <b>41%</b> | 43%   | 24%   |

|                              | Base       | Race  |       |
|------------------------------|------------|-------|-------|
|                              |            | White | Other |
| <b>Appleton Favorability</b> |            |       |       |
| <b>Favorable</b>             | <b>64%</b> | 64%   | 61%   |
| <b>Unfavorable</b>           | <b>7%</b>  | 7%    | 9%    |
| <b>Not sure</b>              | <b>29%</b> | 29%   | 30%   |





**Crosstabs**

|                             | Base | Race  |       |
|-----------------------------|------|-------|-------|
|                             |      | White | Other |
| <b>Oshkosh Favorability</b> |      |       |       |
| <b>Favorable</b>            | 57%  | 57%   | 53%   |
| <b>Unfavorable</b>          | 8%   | 7%    | 18%   |
| <b>Not sure</b>             | 35%  | 36%   | 30%   |

|                                | Base | Race  |       |
|--------------------------------|------|-------|-------|
|                                |      | White | Other |
| <b>Eau Claire Favorability</b> |      |       |       |
| <b>Favorable</b>               | 57%  | 59%   | 43%   |
| <b>Unfavorable</b>             | 7%   | 5%    | 19%   |
| <b>Not sure</b>                | 36%  | 36%   | 37%   |

|                               | Base | Race  |       |
|-------------------------------|------|-------|-------|
|                               |      | White | Other |
| <b>La Crosse Favorability</b> |      |       |       |
| <b>Favorable</b>              | 60%  | 61%   | 51%   |
| <b>Unfavorable</b>            | 7%   | 6%    | 15%   |
| <b>Not sure</b>               | 34%  | 33%   | 34%   |

|                            | Base | Race  |       |
|----------------------------|------|-------|-------|
|                            |      | White | Other |
| <b>Cheese Favorability</b> |      |       |       |
| <b>Favorable</b>           | 56%  | 55%   | 63%   |
| <b>Unfavorable</b>         | 4%   | 5%    | 2%    |
| <b>Not sure</b>            | 39%  | 40%   | 35%   |







**Crosstabs**

|                          | Base       | Race  |       |
|--------------------------|------------|-------|-------|
|                          |            | White | Other |
| <b>Beer Favorability</b> |            |       |       |
| <b>Favorable</b>         | <b>66%</b> | 68%   | 49%   |
| <b>Unfavorable</b>       | <b>19%</b> | 17%   | 35%   |
| <b>Not sure</b>          | <b>15%</b> | 15%   | 16%   |

|                               | Base       | Race  |       |
|-------------------------------|------------|-------|-------|
|                               |            | White | Other |
| <b>Prefer Cheese or Beer?</b> |            |       |       |
| <b>Cheese</b>                 | <b>64%</b> | 64%   | 66%   |
| <b>Beer</b>                   | <b>18%</b> | 19%   | 9%    |
| <b>Not sure</b>               | <b>17%</b> | 16%   | 25%   |

|                           | Base       | Race  |       |
|---------------------------|------------|-------|-------|
|                           |            | White | Other |
| <b>Braun Favorability</b> |            |       |       |
| <b>Favorable</b>          | <b>55%</b> | 57%   | 36%   |
| <b>Unfavorable</b>        | <b>9%</b>  | 8%    | 18%   |
| <b>Not sure</b>           | <b>37%</b> | 36%   | 46%   |

|                         | Base       | Age      |          |          |               |
|-------------------------|------------|----------|----------|----------|---------------|
|                         |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Johnson Approval</b> |            |          |          |          |               |
| <b>Approve</b>          | <b>38%</b> | 38%      | 41%      | 35%      | 39%           |
| <b>Disapprove</b>       | <b>37%</b> | 45%      | 27%      | 41%      | 37%           |
| <b>Not sure</b>         | <b>25%</b> | 17%      | 32%      | 25%      | 24%           |





**Crosstabs**

|                      | Base       | Age      |          |          |               |
|----------------------|------------|----------|----------|----------|---------------|
|                      |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Kohl Approval</b> |            |          |          |          |               |
| <b>Approve</b>       | <b>46%</b> | 45%      | 33%      | 51%      | 52%           |
| <b>Disapprove</b>    | <b>38%</b> | 41%      | 41%      | 38%      | 35%           |
| <b>Not sure</b>      | <b>16%</b> | 14%      | 26%      | 12%      | 13%           |

|                            | Base       | Age      |          |          |               |
|----------------------------|------------|----------|----------|----------|---------------|
|                            |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Generic Leg. Ballot</b> |            |          |          |          |               |
| <b>Democratic</b>          | <b>45%</b> | 54%      | 38%      | 46%      | 46%           |
| <b>Republican</b>          | <b>44%</b> | 42%      | 50%      | 42%      | 42%           |
| <b>Not sure</b>            | <b>11%</b> | 4%       | 12%      | 12%      | 12%           |

|                                      | Base       | Age      |          |          |               |
|--------------------------------------|------------|----------|----------|----------|---------------|
|                                      |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Should WI Have Recalls?</b>       |            |          |          |          |               |
| <b>Wisconsin should have recalls</b> | <b>51%</b> | 73%      | 46%      | 53%      | 41%           |
| <b>It should not</b>                 | <b>40%</b> | 27%      | 43%      | 38%      | 49%           |
| <b>Not sure</b>                      | <b>9%</b>  | -        | 11%      | 10%      | 10%           |

|  | Base       | Age      |          |          |               |
|--|------------|----------|----------|----------|---------------|
|  |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Same-sex Marriage Legal/Illegal</b> |            |          |          |          |               |
| <b>Legal</b>                           | <b>43%</b> | 54%      | 45%      | 43%      | 34%           |
| <b>Illegal</b>                         | <b>47%</b> | 42%      | 44%      | 47%      | 52%           |
| <b>Not sure</b>                        | <b>10%</b> | 4%       | 11%      | 10%      | 14%           |





**Crosstabs**

|   | Base | Age      |          |          |               |
|---|------|----------|----------|----------|---------------|
|   |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Gay Marriage/Civ. Unions/No Recognition</b>                      |      |          |          |          |               |
| Gay couples should be allowed to legally marry                      | 39%  | 60%      | 38%      | 38%      | 28%           |
| Gay couples should be allowed to form civil unions but not marry    | 30%  | 12%      | 30%      | 31%      | 37%           |
| There should be no legal recognition of a gay couple's relationship | 28%  | 28%      | 27%      | 27%      | 31%           |
| Not sure  | 4%   | -        | 5%       | 4%       | 4%            |

|                               | Base | Age      |          |          |               |
|-------------------------------|------|----------|----------|----------|---------------|
|                               |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Milwaukee Favorability</b> |      |          |          |          |               |
| Favorable                     | 35%  | 50%      | 28%      | 37%      | 31%           |
| Unfavorable                   | 37%  | 33%      | 44%      | 36%      | 31%           |
| Not sure                      | 28%  | 17%      | 28%      | 27%      | 38%           |

|                             | Base | Age      |          |          |               |
|-----------------------------|------|----------|----------|----------|---------------|
|                             |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Madison Favorability</b> |      |          |          |          |               |
| Favorable                   | 50%  | 75%      | 40%      | 52%      | 44%           |
| Unfavorable                 | 33%  | 25%      | 39%      | 32%      | 33%           |
| Not sure                    | 16%  | -        | 20%      | 16%      | 23%           |

|                               | Base | Age      |          |          |               |
|-------------------------------|------|----------|----------|----------|---------------|
|                               |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Green Bay Favorability</b> |      |          |          |          |               |
| Favorable                     | 68%  | 71%      | 60%      | 74%      | 62%           |
| Unfavorable                   | 7%   | 13%      | 11%      | 5%       | 4%            |
| Not sure                      | 25%  | 17%      | 30%      | 22%      | 34%           |





**Crosstabs**

|                             | Base       | Age      |          |          |               |
|-----------------------------|------------|----------|----------|----------|---------------|
|                             |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Kenosha Favorability</b> |            |          |          |          |               |
| <b>Favorable</b>            | <b>26%</b> | 29%      | 18%      | 29%      | 27%           |
| <b>Unfavorable</b>          | <b>27%</b> | 33%      | 37%      | 24%      | 18%           |
| <b>Not sure</b>             | <b>47%</b> | 38%      | 45%      | 47%      | 56%           |

|                            | Base       | Age      |          |          |               |
|----------------------------|------------|----------|----------|----------|---------------|
|                            |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Racine Favorability</b> |            |          |          |          |               |
| <b>Favorable</b>           | <b>23%</b> | 21%      | 17%      | 27%      | 23%           |
| <b>Unfavorable</b>         | <b>35%</b> | 46%      | 45%      | 32%      | 23%           |
| <b>Not sure</b>            | <b>41%</b> | 33%      | 38%      | 40%      | 54%           |

|                              | Base       | Age      |          |          |               |
|------------------------------|------------|----------|----------|----------|---------------|
|                              |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Appleton Favorability</b> |            |          |          |          |               |
| <b>Favorable</b>             | <b>64%</b> | 63%      | 61%      | 67%      | 61%           |
| <b>Unfavorable</b>           | <b>7%</b>  | 13%      | 10%      | 6%       | 4%            |
| <b>Not sure</b>              | <b>29%</b> | 25%      | 30%      | 27%      | 36%           |

|                             | Base       | Age      |          |          |               |
|-----------------------------|------------|----------|----------|----------|---------------|
|                             |            | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Oshkosh Favorability</b> |            |          |          |          |               |
| <b>Favorable</b>            | <b>57%</b> | 61%      | 54%      | 60%      | 50%           |
| <b>Unfavorable</b>          | <b>8%</b>  | 17%      | 11%      | 6%       | 4%            |
| <b>Not sure</b>             | <b>35%</b> | 22%      | 36%      | 34%      | 46%           |





**Crosstabs**

|                                | Base | Age      |          |          |               |
|--------------------------------|------|----------|----------|----------|---------------|
|                                |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Eau Claire Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>               | 57%  | 57%      | 56%      | 61%      | 53%           |
| <b>Unfavorable</b>             | 7%   | 17%      | 9%       | 4%       | 3%            |
| <b>Not sure</b>                | 36%  | 26%      | 35%      | 36%      | 44%           |

|                               | Base | Age      |          |          |               |
|-------------------------------|------|----------|----------|----------|---------------|
|                               |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>La Crosse Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>              | 60%  | 65%      | 59%      | 62%      | 52%           |
| <b>Unfavorable</b>            | 7%   | 17%      | 6%       | 5%       | 5%            |
| <b>Not sure</b>               | 34%  | 17%      | 35%      | 33%      | 44%           |

|                            | Base | Age      |          |          |               |
|----------------------------|------|----------|----------|----------|---------------|
|                            |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Cheese Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>           | 56%  | 64%      | 54%      | 62%      | 40%           |
| <b>Unfavorable</b>         | 4%   | 9%       | 6%       | 3%       | 3%            |
| <b>Not sure</b>            | 39%  | 27%      | 40%      | 35%      | 57%           |

|                          | Base | Age      |          |          |               |
|--------------------------|------|----------|----------|----------|---------------|
|                          |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Beer Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>         | 66%  | 64%      | 73%      | 66%      | 58%           |
| <b>Unfavorable</b>       | 19%  | 32%      | 13%      | 18%      | 19%           |
| <b>Not sure</b>          | 15%  | 5%       | 13%      | 15%      | 22%           |





**Crosstabs**

|                               | Base | Age      |          |          |               |
|-------------------------------|------|----------|----------|----------|---------------|
|                               |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Prefer Cheese or Beer?</b> |      |          |          |          |               |
| <b>Cheese</b>                 | 64%  | 67%      | 58%      | 65%      | 69%           |
| <b>Beer</b>                   | 18%  | 14%      | 25%      | 18%      | 12%           |
| <b>Not sure</b>               | 17%  | 19%      | 17%      | 16%      | 20%           |

|                           | Base | Age      |          |          |               |
|---------------------------|------|----------|----------|----------|---------------|
|                           |      | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| <b>Braun Favorability</b> |      |          |          |          |               |
| <b>Favorable</b>          | 55%  | 40%      | 59%      | 57%      | 52%           |
| <b>Unfavorable</b>        | 9%   | 20%      | 9%       | 6%       | 8%            |
| <b>Not sure</b>           | 37%  | 40%      | 32%      | 37%      | 40%           |

