

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
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Wisconsin Voters on Football, Basketball, Beer, and Cheese

Raleigh, N.C. – -There's not much doubt that Aaron Rodgers continues to be the most popular figure in Wisconsin. 79% of voters in the state have a favorable opinion of him to only 6% with a negative one. It's hard to find anyone that universally well liked in just about any state.

Badgers fans don't have much use for football coaches who leave town. Gary Andersen has a 15/28 favorability rating with the school's fan base and despite being further in the rear view mirror Bret Bielema is worse off at 17/38. The jury is pretty much out on new hire Paul Chryst- 68% of fans say they have no opinion about him one way or the other. He is at least being received positively by those who do have one- 27% see him favorably to only 4% who have an unfavorable opinion. There are a couple figures pretty universally beloved by the Badger fan base though- Bo Ryan has a 76/1 approval rating and Barry Alvarez's favorability is 71/7. 52% of voters in the state identify themselves as Wisconsin fans to 14% for Wisconsin-Green Bay, 8% for Marquette, and 5% for Wisconsin-Milwaukee. Despite a down season Marquette fans are still pretty happy with new basketball coach Steve Wojciechowski- 54% approve of the job he's doing to just 4% who disapprove.

Speaking of the Brewers we polled on all the contestants in their Sausage Race and found that it's no contest. 52% of voters in the state prefer Bratwurst to 15% for Italian Sausage, 14% for Hot Dogs, 7% for Polish Sausages, and just 5% for Chorizo. Maybe the most amazing thing is that 93% have an opinion.

There actually is one thing in Wisconsin (narrowly) more popular than Aaron Rodgers: cheese. 80% of voters in the state have a favorable opinion of cheese to only 5% with a negative one. Beer is popular too, with a 65/24 favorability rating. But it can't match up to cheese- when asked which of the two they like better 66% of voters pick cheese to only 23% for beer.

Democrats and Republicans are in agreement on everything asked about in this poll. Sports and food may be the two areas where voters are a little bit less polarized.

PPP surveyed 1,071 registered Wisconsin voters from March 6th to 8th. The margin of error for the survey is +/- 3.0%. 80% of interviews for the poll were conducted over the phone with 20% interviewed over the internet to reach respondents who don't have landline telephones.



Wisconsin Survey Results

Q1	Do you have a favorable or unfavorable opinion of Aaron Rodgers?	q6	(Among Wisconsin fans) Do you have a favorable or unfavorable opinion of Gary Andersen?
	<i>Favorable</i> 79%		<i>Favorable</i> 15%
	<i>Unfavorable</i> 6%		<i>Unfavorable</i> 28%
	<i>Not sure</i> 15%		<i>Not sure</i> 57%
Q2	When it comes to college sports do you consider yourself to be a fan of Marquette, Wisconsin-Milwaukee, Wisconsin-Green Bay, or Wisconsin?	q7	(Among Wisconsin fans) Do you have a favorable or unfavorable opinion of Bret Bielema?
	<i>Marquette</i> 8%		<i>Favorable</i> 17%
	<i>Wisconsin-Milwaukee</i> 5%		<i>Unfavorable</i> 38%
	<i>Wisconsin-Green Bay</i> 14%		<i>Not sure</i> 44%
	<i>Wisconsin</i> 52%	q8	(Among Wisconsin fans) Do you have a favorable or unfavorable opinion of Barry Alvarez?
	<i>Not sure</i> 21%		<i>Favorable</i> 71%
Q3	(Among Marquette fans) Do you approve or disapprove of the job Steve Wojciechowski is doing as basketball coach?		<i>Unfavorable</i> 7%
	<i>Approve</i> 54%		<i>Not sure</i> 21%
	<i>Disapprove</i> 4%	q9	Is your favorite Major League Baseball team the Atlanta Braves, Boston Red Sox, Chicago Cubs, Chicago White Sox, Detroit Tigers, Milwaukee Brewers, Minnesota Twins, New York Yankees, or some other team?
	<i>Not sure</i> 42%		<i>Atlanta Braves</i> 3%
Q4	(Among Wisconsin fans) Do you approve or disapprove of the job Bo Ryan is doing as basketball coach?		<i>Boston Red Sox</i> 2%
	<i>Approve</i> 76%		<i>Chicago Cubs</i> 8%
	<i>Disapprove</i> 1%		<i>Chicago White Sox</i> 2%
	<i>Not sure</i> 23%		<i>Detroit Tigers</i> 1%
q5	(Among Wisconsin fans) Do you have a favorable or unfavorable opinion of Paul Chryst?		<i>Milwaukee Brewers</i> 64%
	<i>Favorable</i> 27%		<i>Minnesota Twins</i> 3%
	<i>Unfavorable</i> 4%		<i>New York Yankees</i> 1%
	<i>Not sure</i> 68%		<i>Other team / Don't have a favorite</i> 16%





- q10** (Brewers fans) What do you think the outcome of the 2015 season will be for the Brewers? Do you think they will win the World Series, win the National League pennant but not the World Series, make the playoffs but not win the pennant, or not make the playoffs at all?
- Brewers will win the World Series*..... 10%
 - Brewers will win the pennant but not the World Series* 14%
 - Brewers will make the playoffs but not win the pennant*..... 42%
 - Brewers will not make the playoffs at all*..... 22%
 - Not sure* 12%
- q11** Given the choices of Bratwursts, Chorizo, Hot Dogs, Italian Sausages, and Polish Sausages which do you like the most?
- Bratwursts*..... 52%
 - Chorizo* 5%
 - Hot Dogs*..... 14%
 - Italian Sausages* 15%
 - Polish Sausages* 7%
 - Not sure* 7%
- q12** Do you have a favorable or unfavorable opinion of cheese?
- Favorable*..... 80%
 - Unfavorable* 5%
 - Not sure* 15%
- q13** Do you have a favorable or unfavorable opinion of beer?
- Favorable*..... 65%
 - Unfavorable* 24%
 - Not sure* 12%
- q14** What do you like better: cheese or beer?
- Cheese* 66%
 - Beer* 23%
 - Not sure* 11%

- q15** In the last presidential election, did you vote for Barack Obama or Mitt Romney?
- Barack Obama*..... 50%
 - Mitt Romney*..... 44%
 - Someone else / Don't remember* 6%
- q16** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 11%
 - Somewhat liberal* 17%
 - Moderate*..... 30%
 - Somewhat conservative*..... 23%
 - Very conservative* 18%
- q17** If you are a woman, press 1. If a man, press 2.
- Woman* 53%
 - Man*..... 47%
- q18** 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*..... 34%
 - Republican*..... 32%
 - Independent / Other* 34%
- q19** If you are white, press 1. If African American, press 2. If other, press 3.
- White* 89%
 - African American*..... 5%
 - Other*..... 6%
- q20** 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.
- 18 to 29*..... 11%
 - 30 to 45*..... 22%
 - 46 to 65*..... 45%
 - Older than 65*..... 23%



Q21 Mode

Phone 80%
Internet 20%



	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Rodgers Favorability				
Favorable	79%	76%	84%	69%
Unfavorable	6%	8%	5%	1%
Not sure	15%	17%	11%	29%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
College Sports Allegiance				
Marquette	8%	9%	8%	2%
Wisconsin-Milwaukee	5%	6%	4%	3%
Wisconsin-Green Bay	14%	14%	13%	18%
Wisconsin	52%	49%	56%	47%
Not sure	21%	22%	19%	30%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Wojciechowski Approval				
Approve	54%	57%	52%	-
Disapprove	4%	-	7%	55%
Not sure	42%	43%	42%	45%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Ryan Approval				
Approve	76%	75%	78%	62%
Disapprove	1%	2%	1%	2%
Not sure	23%	23%	21%	36%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Chryst Favorability				
Favorable	27%	25%	32%	13%
Unfavorable	4%	7%	2%	6%
Not sure	68%	68%	67%	81%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Andersen Favorability				
Favorable	15%	14%	16%	12%
Unfavorable	29%	24%	34%	14%
Not sure	57%	62%	50%	74%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Bielema Favorability				
Favorable	17%	16%	20%	10%
Unfavorable	38%	36%	41%	35%
Not sure	44%	48%	39%	56%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Alvarez Favorability				
Favorable	71%	68%	75%	63%
Unfavorable	7%	10%	6%	-
Not sure	21%	22%	19%	37%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Favorite MLB Team				
Atlanta Braves	3%	3%	2%	1%
Boston Red Sox	2%	3%	1%	5%
Chicago Cubs	8%	9%	7%	11%
Chicago White Sox	2%	2%	3%	2%
Detroit Tigers	1%	2%	0%	-
Milwaukee Brewers	64%	61%	68%	55%
Minnesota Twins	3%	4%	2%	1%
New York Yankees	1%	0%	2%	-
Other team / Don't have a favorite	16%	16%	14%	26%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Brewers Season Outcome				
Brewers will win the World Series	10%	12%	9%	3%
Brewers will win the pennant but not the World Series	14%	14%	15%	11%
Brewers will make the playoffs but not win the pennant	42%	42%	42%	42%
Brewers will not make the playoffs at all	22%	21%	23%	15%
Not sure	12%	11%	12%	31%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Favorite Meat				
Bratwursts	52%	51%	52%	61%
Chorizo	5%	6%	4%	5%
Hot Dogs	14%	13%	15%	12%
Italian Sausages	15%	15%	15%	12%
Polish Sausages	7%	7%	9%	6%
Not sure	7%	8%	6%	5%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cheese Favorability				
Favorable	80%	81%	80%	79%
Unfavorable	5%	4%	6%	5%
Not sure	15%	15%	15%	17%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Beer Favorability				
Favorable	65%	63%	67%	59%
Unfavorable	24%	26%	21%	26%
Not sure	12%	12%	12%	15%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cheese or Beer				
Cheese	66%	68%	65%	57%
Beer	23%	23%	22%	30%
Not sure	11%	9%	13%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rodgers Favorability						
Favorable	79%	70%	76%	76%	84%	86%
Unfavorable	6%	7%	9%	7%	3%	5%
Not sure	15%	22%	15%	16%	13%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
College Sports Allegiance						
Marquette	8%	8%	10%	7%	9%	7%
Wisconsin-Milwaukee	5%	9%	7%	4%	5%	1%
Wisconsin-Green Bay	14%	11%	13%	13%	12%	19%
Wisconsin	52%	42%	53%	51%	56%	52%
Not sure	21%	30%	16%	25%	17%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Wojciechowski Approval						
Approve	54%	86%	54%	56%	44%	42%
Disapprove	4%	-	4%	-	5%	9%
Not sure	42%	14%	42%	44%	51%	49%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ryan Approval						
Approve	76%	59%	75%	79%	73%	85%
Disapprove	1%	-	1%	2%	1%	1%
Not sure	23%	41%	24%	19%	25%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Chryst Favorability						
Favorable	27%	14%	26%	30%	27%	32%
Unfavorable	4%	7%	5%	5%	4%	1%
Not sure	68%	78%	69%	65%	69%	67%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Andersen Favorability						
Favorable	15%	11%	16%	17%	16%	11%
Unfavorable	29%	22%	25%	29%	29%	34%
Not sure	57%	67%	59%	54%	55%	55%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Bielema Favorability						
Favorable	17%	9%	12%	24%	17%	16%
Unfavorable	38%	34%	33%	40%	42%	39%
Not sure	44%	57%	55%	36%	41%	45%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Alvarez Favorability						
Favorable	71%	74%	69%	70%	67%	78%
Unfavorable	7%	7%	8%	11%	6%	3%
Not sure	21%	19%	23%	18%	27%	19%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Favorite MLB Team						
Atlanta Braves	3%	0%	5%	3%	2%	4%
Boston Red Sox	2%	2%	7%	2%	2%	-
Chicago Cubs	8%	10%	9%	7%	9%	8%
Chicago White Sox	2%	3%	1%	1%	2%	3%
Detroit Tigers	1%	2%	3%	0%	1%	1%
Milwaukee Brewers	64%	55%	56%	67%	69%	64%
Minnesota Twins	3%	1%	4%	4%	0%	3%
New York Yankees	1%	-	-	0%	1%	2%
Other team / Don't have a favorite	16%	25%	15%	15%	14%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brewers Season Outcome						
Brewers will win the World Series	10%	19%	8%	8%	7%	13%
Brewers will win the pennant but not the World Series	14%	4%	16%	13%	17%	15%
Brewers will make the playoffs but not win the pennant	42%	38%	49%	47%	37%	36%
Brewers will not make the playoffs at all	22%	29%	21%	17%	23%	25%
Not sure	12%	10%	5%	14%	17%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Favorite Meat						
Bratwursts	52%	56%	58%	48%	54%	49%
Chorizo	5%	5%	8%	5%	5%	4%
Hot Dogs	14%	9%	13%	14%	14%	16%
Italian Sausages	15%	14%	9%	19%	14%	15%
Polish Sausages	7%	9%	6%	7%	8%	9%
Not sure	7%	8%	7%	8%	5%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cheese Favorability						
Favorable	80%	82%	84%	81%	81%	74%
Unfavorable	5%	2%	3%	5%	6%	6%
Not sure	15%	16%	13%	13%	13%	20%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Beer Favorability						
Favorable	65%	61%	66%	65%	68%	61%
Unfavorable	24%	24%	23%	25%	20%	26%
Not sure	12%	15%	11%	11%	12%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cheese or Beer						
Cheese	66%	64%	70%	63%	67%	68%
Beer	23%	26%	20%	25%	20%	23%
Not sure	11%	11%	10%	12%	12%	9%





	Base	Gender	
		Woman	Man
Rodgers Favorability			
Favorable	79%	78%	80%
Unfavorable	6%	5%	8%
Not sure	15%	17%	12%

	Base	Gender	
		Woman	Man
College Sports Allegiance			
Marquette	8%	7%	9%
Wisconsin-Milwaukee	5%	4%	5%
Wisconsin-Green Bay	14%	17%	10%
Wisconsin	52%	48%	56%
Not sure	21%	23%	19%

	Base	Gender	
		Woman	Man
Wojciechowski Approval			
Approve	54%	49%	58%
Disapprove	4%	2%	6%
Not sure	42%	49%	36%

	Base	Gender	
		Woman	Man
Ryan Approval			
Approve	76%	67%	85%
Disapprove	1%	1%	1%
Not sure	23%	32%	14%

	Base	Gender	
		Woman	Man
Chryst Favorability			
Favorable	27%	17%	37%
Unfavorable	4%	4%	5%
Not sure	68%	79%	58%

	Base	Gender	
		Woman	Man
Andersen Favorability			
Favorable	15%	13%	17%
Unfavorable	29%	19%	38%
Not sure	57%	69%	45%





	Base	Gender	
		Woman	Man
Bielema Favorability			
Favorable	17%	16%	18%
Unfavorable	38%	29%	48%
Not sure	44%	55%	34%

	Base	Gender	
		Woman	Man
Alvarez Favorability			
Favorable	71%	61%	81%
Unfavorable	7%	6%	8%
Not sure	21%	33%	10%

	Base	Gender	
		Woman	Man
Favorite MLB Team			
Atlanta Braves	3%	3%	3%
Boston Red Sox	2%	2%	3%
Chicago Cubs	8%	10%	7%
Chicago White Sox	2%	1%	3%
Detroit Tigers	1%	1%	1%
Milwaukee Brewers	64%	63%	64%
Minnesota Twins	3%	3%	2%
New York Yankees	1%	0%	1%
Other team / Don't have a favorite	16%	16%	15%

	Base	Gender	
		Woman	Man
Brewers Season Outcome			
Brewers will win the World Series	10%	12%	7%
Brewers will win the pennant but not the World Series	14%	16%	12%
Brewers will make the playoffs but not win the pennant	42%	40%	45%
Brewers will not make the playoffs at all	22%	15%	29%
Not sure	12%	17%	7%

	Base	Gender	
		Woman	Man
Favorite Meat			
Bratwursts	52%	51%	53%
Chorizo	5%	4%	7%
Hot Dogs	14%	16%	11%
Italian Sausages	15%	15%	14%
Polish Sausages	7%	6%	9%
Not sure	7%	9%	5%

	Base	Gender	
		Woman	Man
Cheese Favorability			
Favorable	80%	84%	77%
Unfavorable	5%	4%	6%
Not sure	15%	12%	18%





	Base	Gender	
		Woman	Man
Beer Favorability			
Favorable	65%	59%	71%
Unfavorable	24%	28%	19%
Not sure	12%	13%	11%

	Base	Gender	
		Woman	Man
Cheese or Beer			
Cheese	66%	75%	55%
Beer	23%	15%	31%
Not sure	11%	9%	13%

	Base	Party		
		Democrat	Republican	Independent / Other
Rodgers Favorability				
Favorable	79%	74%	82%	81%
Unfavorable	6%	8%	6%	4%
Not sure	15%	18%	12%	15%

	Base	Party		
		Democrat	Republican	Independent / Other
College Sports Allegiance				
Marquette	8%	9%	8%	7%
Wisconsin-Milwaukee	5%	5%	7%	2%
Wisconsin-Green Bay	14%	15%	16%	11%
Wisconsin	52%	47%	52%	57%
Not sure	21%	23%	18%	23%

	Base	Party		
		Democrat	Republican	Independent / Other
Wojciechowski Approval				
Approve	54%	54%	59%	47%
Disapprove	4%	-	4%	9%
Not sure	42%	46%	37%	44%

	Base	Party		
		Democrat	Republican	Independent / Other
Ryan Approval				
Approve	76%	72%	82%	74%
Disapprove	1%	1%	0%	2%
Not sure	23%	26%	18%	24%





	Base	Party		
		Democrat	Republican	Independent / Other
Chryst Favorability				
Favorable	27%	26%	27%	29%
Unfavorable	4%	7%	1%	6%
Not sure	68%	67%	73%	65%

	Base	Party		
		Democrat	Republican	Independent / Other
Andersen Favorability				
Favorable	15%	13%	15%	16%
Unfavorable	29%	24%	29%	32%
Not sure	57%	63%	56%	52%

	Base	Party		
		Democrat	Republican	Independent / Other
Bielema Favorability				
Favorable	17%	14%	18%	19%
Unfavorable	38%	33%	36%	45%
Not sure	44%	52%	45%	36%

	Base	Party		
		Democrat	Republican	Independent / Other
Alvarez Favorability				
Favorable	71%	65%	73%	74%
Unfavorable	7%	8%	4%	11%
Not sure	21%	27%	23%	15%

	Base	Party		
		Democrat	Republican	Independent / Other
Favorite MLB Team				
Atlanta Braves	3%	3%	3%	2%
Boston Red Sox	2%	3%	3%	1%
Chicago Cubs	8%	10%	8%	7%
Chicago White Sox	2%	2%	3%	1%
Detroit Tigers	1%	2%	0%	1%
Milwaukee Brewers	64%	61%	65%	65%
Minnesota Twins	3%	3%	2%	3%
New York Yankees	1%	0%	2%	0%
Other team / Don't have a favorite	16%	14%	13%	20%

	Base	Party		
		Democrat	Republican	Independent / Other
Brewers Season Outcome				
Brewers will win the World Series	10%	12%	10%	7%
Brewers will win the pennant but not the World Series	14%	12%	18%	12%
Brewers will make the playoffs but not win the pennant	42%	40%	41%	44%
Brewers will not make the playoffs at all	22%	20%	18%	27%
Not sure	12%	15%	12%	10%





	Base	Party		
		Democrat	Republican	Independent / Other
Favorite Meat				
Bratwursts	52%	53%	51%	51%
Chorizo	5%	5%	7%	4%
Hot Dogs	14%	14%	13%	15%
Italian Sausages	15%	14%	17%	13%
Polish Sausages	7%	7%	6%	9%
Not sure	7%	7%	6%	8%

	Base	Party		
		Democrat	Republican	Independent / Other
Cheese Favorability				
Favorable	80%	82%	78%	81%
Unfavorable	5%	5%	6%	3%
Not sure	15%	13%	16%	16%

	Base	Party		
		Democrat	Republican	Independent / Other
Beer Favorability				
Favorable	65%	61%	68%	65%
Unfavorable	24%	29%	21%	20%
Not sure	12%	9%	11%	15%

	Base	Party		
		Democrat	Republican	Independent / Other
Cheese or Beer				
Cheese	66%	66%	62%	70%
Beer	23%	25%	26%	17%
Not sure	11%	9%	11%	13%

	Base	Race		
		White	African American	Other
Rodgers Favorability				
Favorable	79%	80%	68%	71%
Unfavorable	6%	6%	14%	6%
Not sure	15%	14%	17%	23%

	Base	Race		
		White	African American	Other
College Sports Allegiance				
Marquette	8%	7%	11%	19%
Wisconsin-Milwaukee	5%	4%	23%	4%
Wisconsin-Green Bay	14%	13%	16%	17%
Wisconsin	52%	55%	32%	28%
Not sure	21%	21%	18%	33%





	Base	Race		
		White	African American	Other
Wojciechowski Approval				
Approve	54%	57%	26%	45%
Disapprove	4%	5%	-	-
Not sure	42%	38%	74%	55%

	Base	Race		
		White	African American	Other
Ryan Approval				
Approve	76%	77%	59%	72%
Disapprove	1%	1%	-	6%
Not sure	23%	22%	41%	21%

	Base	Race		
		White	African American	Other
Chryst Favorability				
Favorable	27%	28%	30%	20%
Unfavorable	4%	4%	13%	-
Not sure	68%	68%	57%	80%

	Base	Race		
		White	African American	Other
Andersen Favorability				
Favorable	15%	15%	-	11%
Unfavorable	29%	29%	13%	22%
Not sure	57%	55%	87%	67%

	Base	Race		
		White	African American	Other
Bielema Favorability				
Favorable	17%	17%	28%	8%
Unfavorable	38%	39%	31%	33%
Not sure	44%	44%	40%	59%

	Base	Race		
		White	African American	Other
Alvarez Favorability				
Favorable	71%	71%	96%	56%
Unfavorable	7%	7%	-	14%
Not sure	21%	22%	4%	30%





	Base	Race		
		White	African American	Other
Favorite MLB Team				
Atlanta Braves	3%	2%	10%	3%
Boston Red Sox	2%	2%	12%	3%
Chicago Cubs	8%	9%	6%	9%
Chicago White Sox	2%	2%	-	6%
Detroit Tigers	1%	1%	3%	2%
Milwaukee Brewers	64%	65%	59%	50%
Minnesota Twins	3%	3%	3%	1%
New York Yankees	1%	1%	-	-
Other team / Don't have a favorite	16%	15%	8%	27%

	Base	Race		
		White	African American	Other
Brewers Season Outcome				
Brewers will win the World Series	10%	9%	22%	9%
Brewers will win the pennant but not the World Series	14%	14%	-	31%
Brewers will make the playoffs but not win the pennant	42%	43%	32%	34%
Brewers will not make the playoffs at all	22%	21%	35%	17%
Not sure	12%	13%	11%	9%

	Base	Race		
		White	African American	Other
Favorite Meat				
Bratwursts	52%	54%	47%	29%
Chorizo	5%	4%	12%	20%
Hot Dogs	14%	14%	5%	22%
Italian Sausages	15%	15%	17%	13%
Polish Sausages	7%	8%	8%	5%
Not sure	7%	7%	10%	10%

	Base	Race		
		White	African American	Other
Cheese Favorability				
Favorable	80%	82%	57%	83%
Unfavorable	5%	4%	13%	7%
Not sure	15%	14%	29%	11%

	Base	Race		
		White	African American	Other
Beer Favorability				
Favorable	65%	65%	54%	61%
Unfavorable	24%	23%	23%	26%
Not sure	12%	11%	23%	13%

	Base	Race		
		White	African American	Other
Cheese or Beer				
Cheese	66%	67%	57%	59%
Beer	23%	23%	31%	18%
Not sure	11%	10%	12%	23%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rodgers Favorability					
Favorable	79%	63%	80%	82%	78%
Unfavorable	6%	14%	8%	5%	3%
Not sure	15%	23%	12%	12%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
College Sports Allegiance					
Marquette	8%	13%	6%	7%	9%
Wisconsin-Milwaukee	5%	10%	5%	3%	5%
Wisconsin-Green Bay	14%	10%	14%	12%	18%
Wisconsin	52%	45%	53%	54%	50%
Not sure	21%	22%	21%	24%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Wojciechowski Approval					
Approve	54%	81%	54%	44%	51%
Disapprove	4%	-	-	9%	-
Not sure	42%	19%	46%	46%	49%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ryan Approval					
Approve	76%	62%	72%	79%	81%
Disapprove	1%	-	-	2%	2%
Not sure	23%	38%	28%	20%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Chryst Favorability					
Favorable	27%	14%	19%	34%	27%
Unfavorable	4%	-	1%	6%	6%
Not sure	68%	86%	79%	60%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Andersen Favorability					
Favorable	15%	11%	11%	17%	16%
Unfavorable	29%	21%	25%	34%	24%
Not sure	57%	68%	64%	49%	59%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bielema Favorability					
Favorable	17%	15%	18%	18%	16%
Unfavorable	38%	9%	36%	45%	40%
Not sure	44%	76%	46%	37%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Alvarez Favorability					
Favorable	71%	49%	69%	75%	75%
Unfavorable	7%	13%	6%	7%	8%
Not sure	21%	37%	26%	18%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Favorite MLB Team					
Atlanta Braves	3%	2%	3%	2%	4%
Boston Red Sox	2%	6%	3%	2%	0%
Chicago Cubs	8%	5%	8%	9%	9%
Chicago White Sox	2%	6%	2%	2%	0%
Detroit Tigers	1%	-	-	2%	1%
Milwaukee Brewers	64%	64%	65%	64%	63%
Minnesota Twins	3%	2%	4%	2%	2%
New York Yankees	1%	-	-	1%	1%
Other team / Don't have a favorite	16%	14%	15%	15%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brewers Season Outcome					
Brewers will win the World Series	10%	10%	12%	7%	11%
Brewers will win the pennant but not the World Series	14%	15%	5%	18%	15%
Brewers will make the playoffs but not win the pennant	42%	43%	34%	44%	45%
Brewers will not make the playoffs at all	22%	13%	31%	22%	17%
Not sure	12%	18%	18%	9%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Favorite Meat					
Bratwursts	52%	48%	59%	51%	50%
Chorizo	5%	14%	6%	4%	2%
Hot Dogs	14%	13%	13%	15%	11%
Italian Sausages	15%	18%	14%	14%	16%
Polish Sausages	7%	2%	3%	8%	12%
Not sure	7%	5%	4%	7%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cheese Favorability					
Favorable	80%	82%	84%	83%	72%
Unfavorable	5%	6%	7%	3%	5%
Not sure	15%	12%	9%	14%	23%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Beer Favorability					
Favorable	65%	65%	67%	66%	58%
Unfavorable	24%	23%	23%	24%	24%
Not sure	12%	12%	10%	10%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cheese or Beer					
Cheese	66%	56%	62%	69%	70%
Beer	23%	30%	32%	20%	16%
Not sure	11%	13%	7%	11%	14%

	Base	Mode	
		Phone	Internet
Rodgers Favorability			
Favorable	79%	79%	79%
Unfavorable	6%	6%	7%
Not sure	15%	15%	14%

	Base	Mode	
		Phone	Internet
College Sports Allegiance			
Marquette	8%	8%	8%
Wisconsin-Milwaukee	5%	5%	4%
Wisconsin-Green Bay	14%	14%	14%
Wisconsin	52%	51%	54%
Not sure	21%	22%	19%

	Base	Mode	
		Phone	Internet
Wojciechowski Approval			
Approve	54%	52%	62%
Disapprove	4%	5%	-
Not sure	42%	44%	38%

	Base	Mode	
		Phone	Internet
Ryan Approval			
Approve	76%	81%	57%
Disapprove	1%	1%	-
Not sure	23%	17%	43%





	Base	Mode	
		Phone	Internet
Chryst Favorability			
Favorable	27%	31%	15%
Unfavorable	4%	5%	1%
Not sure	68%	64%	84%

	Base	Mode	
		Phone	Internet
Andersen Favorability			
Favorable	15%	17%	6%
Unfavorable	29%	30%	22%
Not sure	57%	53%	72%

	Base	Mode	
		Phone	Internet
Bielema Favorability			
Favorable	17%	17%	20%
Unfavorable	38%	44%	16%
Not sure	44%	39%	65%

	Base	Mode	
		Phone	Internet
Alvarez Favorability			
Favorable	71%	76%	54%
Unfavorable	7%	8%	5%
Not sure	21%	16%	41%

	Base	Mode	
		Phone	Internet
Favorite MLB Team			
Atlanta Braves	3%	3%	-
Boston Red Sox	2%	2%	3%
Chicago Cubs	8%	8%	9%
Chicago White Sox	2%	2%	3%
Detroit Tigers	1%	1%	-
Milwaukee Brewers	64%	64%	65%
Minnesota Twins	3%	3%	2%
New York Yankees	1%	1%	-
Other team / Don't have a favorite	16%	15%	18%

	Base	Mode	
		Phone	Internet
Brewers Season Outcome			
Brewers will win the World Series	10%	9%	11%
Brewers will win the pennant but not the World Series	14%	14%	14%
Brewers will make the playoffs but not win the pennant	42%	44%	35%
Brewers will not make the playoffs at all	22%	24%	14%
Not sure	12%	9%	26%





	Base	Mode	
		Phone	Internet
Favorite Meat			
Bratwursts	52%	53%	50%
Chorizo	5%	4%	8%
Hot Dogs	14%	13%	15%
Italian Sausages	15%	14%	20%
Polish Sausages	7%	8%	4%
Not sure	7%	8%	4%

	Base	Mode	
		Phone	Internet
Cheese Favorability			
Favorable	80%	77%	93%
Unfavorable	5%	5%	5%
Not sure	15%	18%	2%

	Base	Mode	
		Phone	Internet
Beer Favorability			
Favorable	65%	63%	69%
Unfavorable	24%	23%	25%
Not sure	12%	13%	6%

	Base	Mode	
		Phone	Internet
Cheese or Beer			
Cheese	66%	67%	64%
Beer	23%	21%	31%
Not sure	11%	13%	4%

