

NBC News/Marist Poll
 October 2018
 Wisconsin Questionnaire

Residents: n=943 MOE +/-3.7%
 Registered Voters: n=781 MOE +/-4.1%
 Likely Voters: n=571 MOE +/-4.8%
 Totals may not add to 100% due to rounding.
 Screener
 <Marist Poll Introduction> Are you 18 years of age or older?

Do you consider your permanent home address to be in Wisconsin?

Which county in Wisconsin do you live in?

Are you registered to vote at your current address in Wisconsin

HH SELECTION – LANDLINE FRAME ONLY

		Wisconsin Adults	Wisconsin Registered Voters	Wisconsin Likely Voters
		Column %	Column %	Column %
TRUDP105. Do you approve or disapprove of the job Donald Trump is doing as president?	Approve	41%	44%	45%
	Disapprove	49%	49%	50%
	Unsure	10%	7%	5%
	July 2018			
	Approve	35%	36%	
	Disapprove	53%	52%	
	Unsure	12%	12%	
TRUDP105R. Do you approve or disapprove of the job Donald Trump is doing as president? [And, would you say you strongly approve/disapprove of the job he is doing or just approve/disapprove?]	Strongly approve	25%	28%	29%
	Approve	16%	16%	16%
	Disapprove	12%	11%	9%
	Strongly disapprove	37%	39%	41%
	Unsure	10%	7%	5%
	July 2018			
	Strongly approve	22%	24%	
	Approve	12%	12%	
	Disapprove	10%	9%	
	Strongly disapprove	43%	44%	
Unsure	12%	12%		
SNWLNS18. If November's election for U.S. Senate in Wisconsin were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]: [Asked of Registered Voters]	Tammy Baldwin, the Democrat		53%	54%
	Leah Vukmir, the Republican		40%	40%
	Other		1%	1%
	Undecided		6%	5%
*Persuadable voters for this contest:				
*Persuadable voters include those who are undecided before being asked if they lean toward a candidate and those who might vote differently on Election Day	Persuadable Voters		15%	12%
	July 2018			
	Tammy Baldwin, the Democrat		55%	
	Leah Vukmir, the Republican		38%	
	Other		1%	
	Undecided		6%	
STSSN18. Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day? [Asked of Registered Voters with a Candidate Preference for U.S. Senate]	Strongly support		65%	69%
	Somewhat support		28%	26%
	Might vote differently		5%	4%
	Unsure		2%	2%

		Wisconsin Adults Column %	Wisconsin Registered Voters Column %	Wisconsin Likely Voters Column %
GVWLNS182W. If November's election for governor in Wisconsin were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]: [Asked of Registered Voters]				
	Tony Evers, the Democrat		52%	53%
	Scott Walker, the Republican		43%	43%
	Other		1%	1%
	Undecided		3%	3%
	July 2018			
	Tony Evers, the Democrat		54%	
	Scott Walker, the Republican		41%	
	Other		<1%	
	Undecided		5%	
GVWLNS18. If November's election for governor in Wisconsin were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]: [Asked of Registered Voters]				
	Tony Evers, the Democrat		49%	50%
	Scott Walker, the Republican		42%	42%
	Philip Anderson, the Libertarian		3%	3%
	Michael White, the Green Party candidate		3%	2%
	Other		<1%	<1%
	Undecided		4%	3%
*Persuadable voters for this contest:				
*Persuadable voters include those who are undecided before being asked if they lean toward a candidate and those who might vote differently on Election Day				
	Persuadable Voters		13%	12%
STSGV18. Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day? [Asked of Registered Voters with a Candidate Preference for Governor]				
	Strongly support		65%	69%
	Somewhat support		27%	24%
	Might vote differently		7%	6%
	Unsure		1%	1%
BALT020R. Overall, do you have a favorable or an unfavorable impression of Tammy Baldwin?				
	Favorable	45%	49%	51%
	Unfavorable	36%	39%	39%
	Unsure-Never Heard	19%	12%	10%
VUKL020R. Overall, do you have a favorable or an unfavorable impression of Leah Vukmir?				
	Favorable	28%	32%	34%
	Unfavorable	38%	40%	42%
	Unsure-Never Heard	34%	28%	24%
EVET020R. Overall, do you have a favorable or an unfavorable impression of Tony Evers?				
	Favorable	41%	46%	49%
	Unfavorable	35%	38%	38%
	Unsure-Never Heard	24%	15%	13%
WALS020R. Overall, do you have a favorable or an unfavorable impression of Scott Walker?				
	Favorable	41%	42%	42%
	Unfavorable	52%	54%	54%
	Unsure-Never Heard	7%	4%	4%
USCNGSNBC1. What is your preference for the outcome of this November's congressional elections: [Asked of Registered Voters]				
	A Congress controlled by Republicans		43%	43%
	A Congress controlled by Democrats		47%	49%
	Unsure		9%	8%
	July 2018			
	A Congress controlled by Republicans		39%	
	A Congress controlled by Democrats		47%	
	Unsure		15%	
CGIMPT18. Do you think November's election for Congress is very important, important, not very important, or not important at all? [Asked of Registered Voters]				
	Very important		75%	79%
	Important		22%	19%
	Not very important		2%	1%
	Not important at all		1%	1%
	Unsure		<1%	<1%
	July 2018			
	Very important		73%	
	Important		24%	
	Not very important		1%	
	Not important at all		2%	
	Unsure		1%	

		Wisconsin Adults Column %	Wisconsin Registered Voters Column %	Wisconsin Likely Voters Column %
USCNGS01. If November's election for Congress were held today, which party's candidate are you more likely to vote for in your district: [Asked of Registered Voters]	Democrat		50%	50%
	Republican		44%	44%
	Vol: Neither		2%	2%
	Undecided		4%	4%
July 2018	Democrat		51%	
	Republican		38%	
	Vol: Neither		3%	
	Undecided		9%	
CNGVTISS1R. Now, let me list some issues that may factor into deciding your vote for Congress in November. Please tell me which one of these items you think will be the most important factor in deciding your vote. [Asked of Registered Voters]	Health care		28%	27%
	The economy and jobs		26%	26%
	Immigration		9%	10%
	Federal taxes and spending		9%	9%
	Guns		8%	7%
	Abortion		7%	8%
	Foreign policy and terrorism		4%	4%
	Vol. All equally		6%	6%
	Vol. None		<1%	<1%
	Other		2%	2%
	Unsure		1%	<1%
CGVTMSG1. Will your vote for Congress in November 2018 be a vote to send a message that we need: [Asked of Registered Voters]	More Democrats to be a check and balance to Donald Trump		53%	53%
	More Republicans who will help Donald Trump pass his agenda		39%	40%
	Vol: Sending a different message		2%	2%
	Vol: Not sending a message		<1%	<1%
	Unsure		5%	4%
July 2018	More Democrats to be a check and balance to Donald Trump		54%	
	More Republicans who will help Donald Trump pass his agenda		36%	
	Vol: Sending a different message		2%	
	Vol: Not sending a message		1%	
	Unsure		7%	
CGVT18SCBK. Thinking about your vote for congress this November, are you more likely to vote for a candidate who: [Asked of Registered Voters]	Supported President Trump's U.S. Supreme Court nominee Brett Kavanaugh		32%	33%
	Opposed President Trump's U.S. Supreme Court nominee Brett Kavanaugh		41%	42%
	Or does this not make any difference to your vote		24%	22%
	Unsure		3%	3%

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

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