



SPRY Strategies

APP WI General Election

Survey Results • 07.15.2020 - 07.20.2020

Performed by SPRY Strategies

The APP Wisconsin General Election Survey was conducted by IVR Interviews and Online Mobile from July 15 - July 20 among a random sample of 700 likely voters. The survey has a margin of error of +/- 3.7 percentage points. Results are weighted. Some percentages in crosstab reports for this poll may not add to 100% due to rounding.

Q1: Registered Voter

Are you 18 years of age and registered to vote in the state of Wisconsin?



■ Yes

Value	Frequency	Percent
Yes	700	100%
Total	700	100%

Q2: Voter Likelihood

How likely are you to vote in the November 3rd General Election in Wisconsin? Would you say you are extremely likely, somewhat likely, or not very likely?

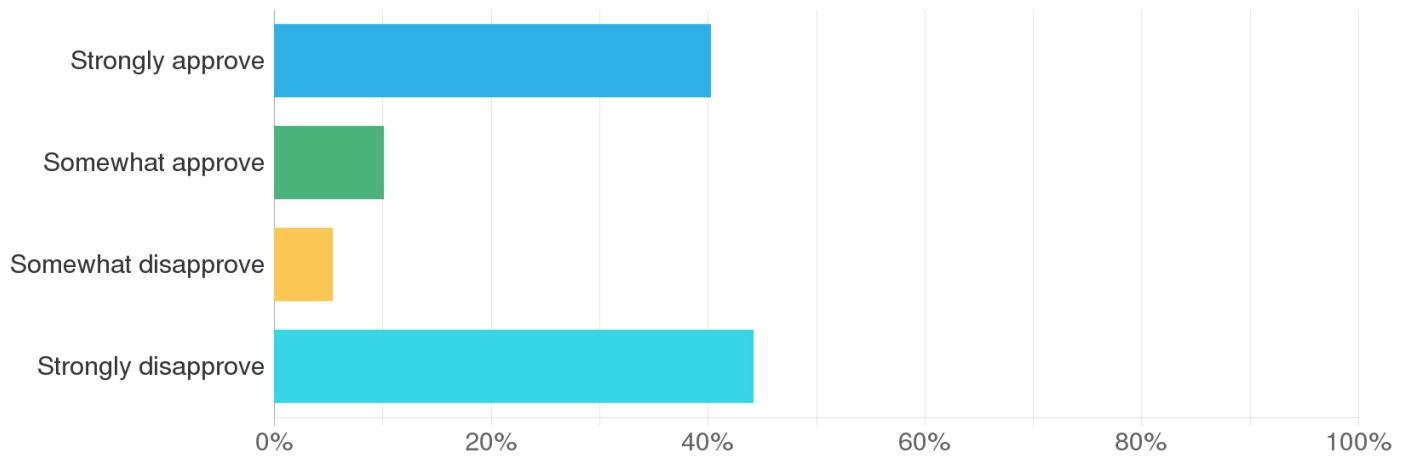


Extremely Likely Somewhat Likely

Value	Frequency	Percent
Extremely Likely	665	94.97%
Somewhat Likely	35	5.03%
Total	700	100%

Q3: Trump Approval

How would you rate the job Donald Trump is doing as President? Do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job he is doing?

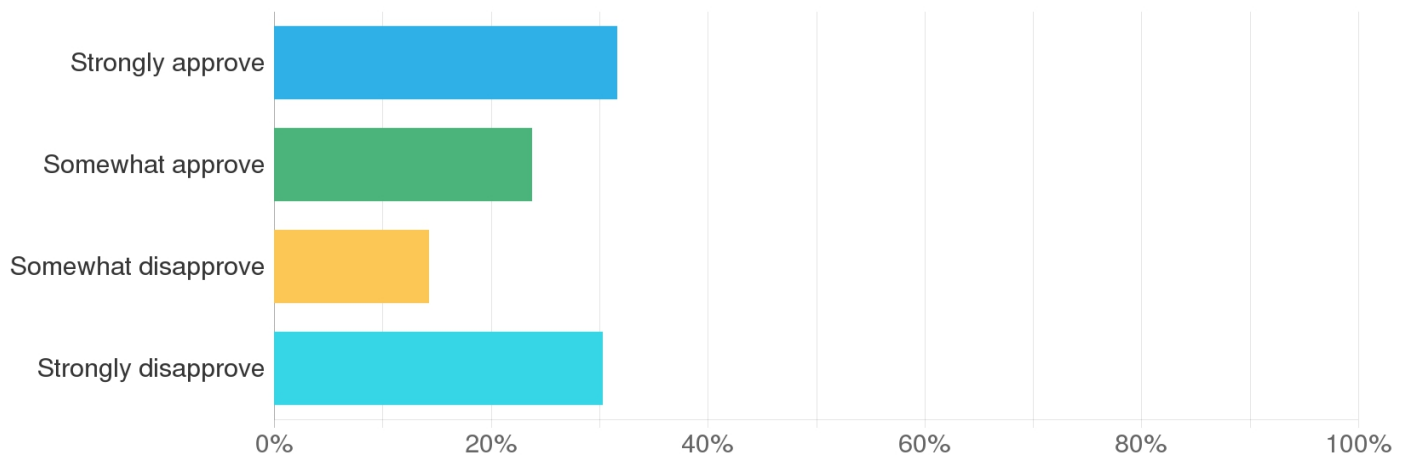


Strongly approve Somewhat approve Somewhat disapprove Strongly disapprove

Value	Frequency	Percent
Strongly approve	282	40.27%
Somewhat approve	71	10.1%
Somewhat disapprove	38	5.43%
Strongly disapprove	309	44.2%
Total	700	100%

Q4: Baldwin Approval

How would you rate the job Tammy Baldwin is doing as Senator? Do you strongly agree, somewhat agree, somewhat disapprove, or strongly disapprove of the job he is doing?

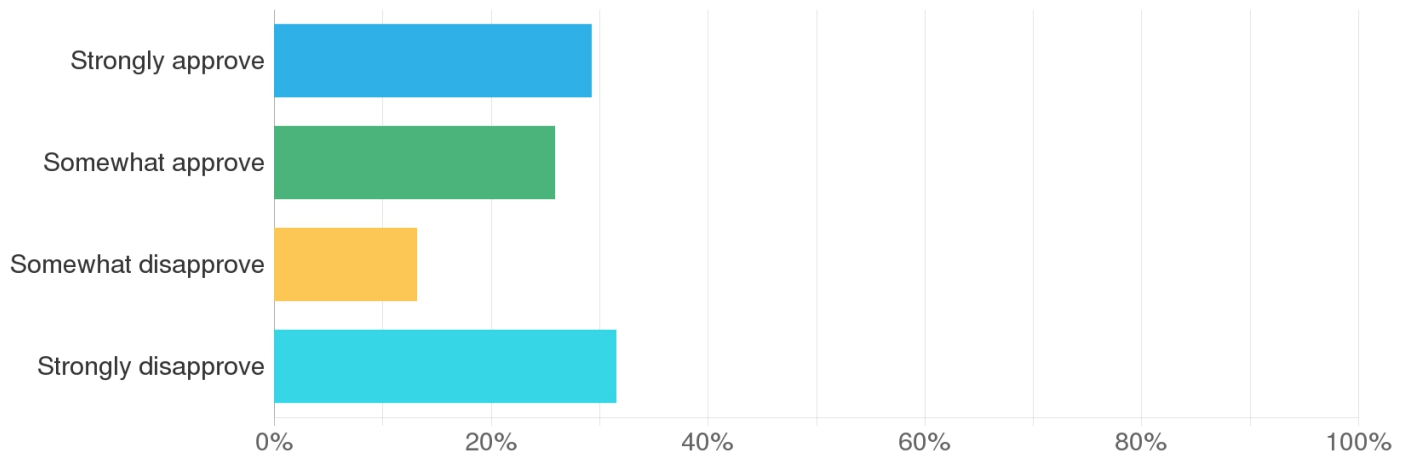


Strongly approve Somewhat approve Somewhat disapprove Strongly disapprove

Value	Frequency	Percent
Strongly approve	221	31.62%
Somewhat approve	166	23.77%
Somewhat disapprove	100	14.3%
Strongly disapprove	212	30.3%
Total	700	100%

Q5: Johnson Approval

How would you rate the job Rob Johnson is doing as Senator? Do you strongly agree, somewhat agree, somewhat disapprove, or strongly disapprove of the job he is doing?

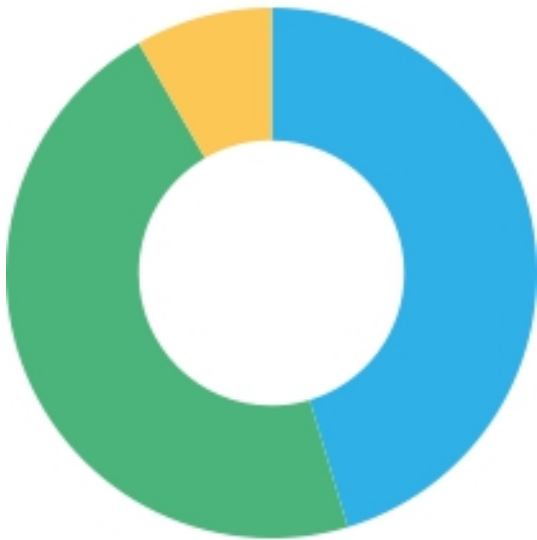


Strongly approve Somewhat approve Somewhat disapprove Strongly disapprove

Value	Frequency	Percent
Strongly approve	205	29.32%
Somewhat approve	181	25.93%
Somewhat disapprove	92	13.17%
Strongly disapprove	221	31.58%
Total	700	100%

Q6: Presidential Ballot

If the November 3rd General Election for the President of the United States was being held today and the candidates were Republican Donald Trump and Democrat Joe Biden for which candidate would you vote? If you are still undecided on who to vote for, then please select undecided.

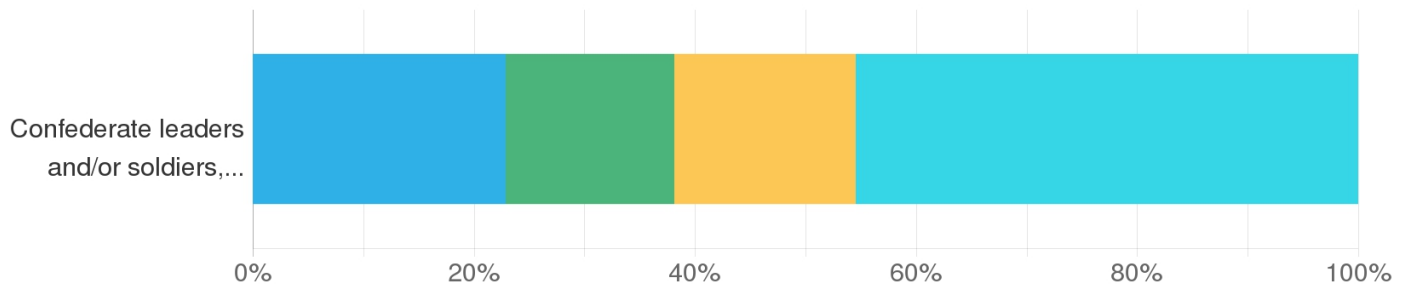


Donald Trump Joe Biden Undecided

Value	Frequency	Percent
Donald Trump	318	45.37%
Joe Biden	324	46.3%
Undecided	58	8.33%
Total	700	100%

Q7: Statue Removal

In recent weeks, a debate has arisen over whether many public statues and monuments of historical figures should be removed because of the flaws of those individuals. Do you strongly agree, somewhat agree, strongly disagree, or somewhat disagree with removing public statues or monuments of the following?



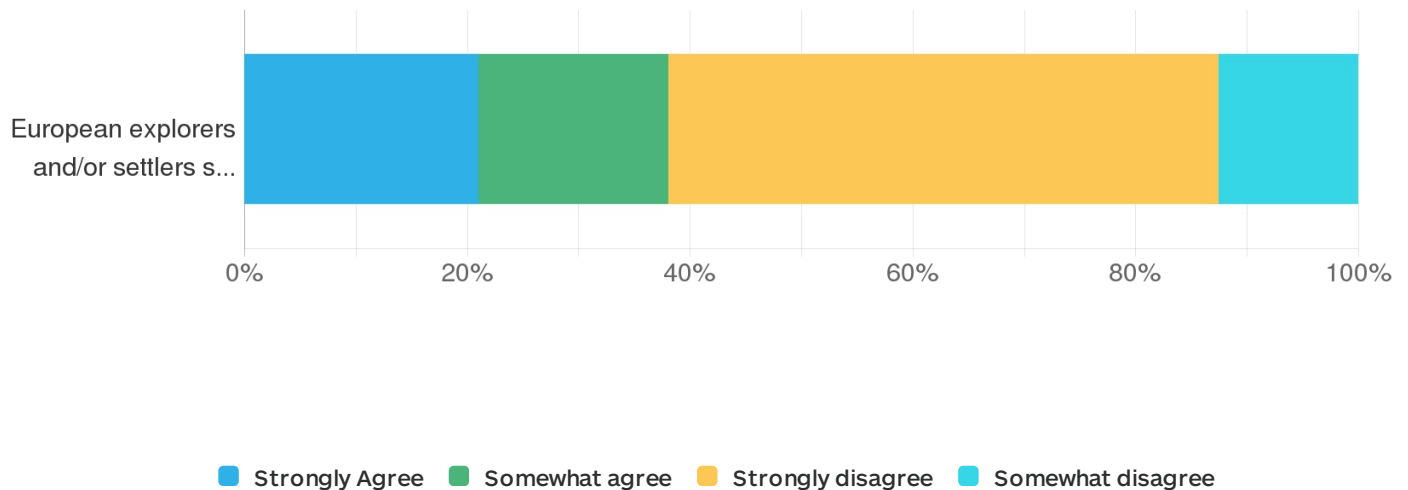
Strongly Agree Somewhat agree Strongly disagree Somewhat disagree

R1 Confederate leaders and/or soldiers, such as Robert E. Lee

Value	Frequency	Percent
Strongly Agree	160	22.85%
Somewhat agree	107	15.29%
Strongly disagree	115	16.38%
Somewhat disagree	318	45.49%
Total	700	100%

Q7: Statue Removal

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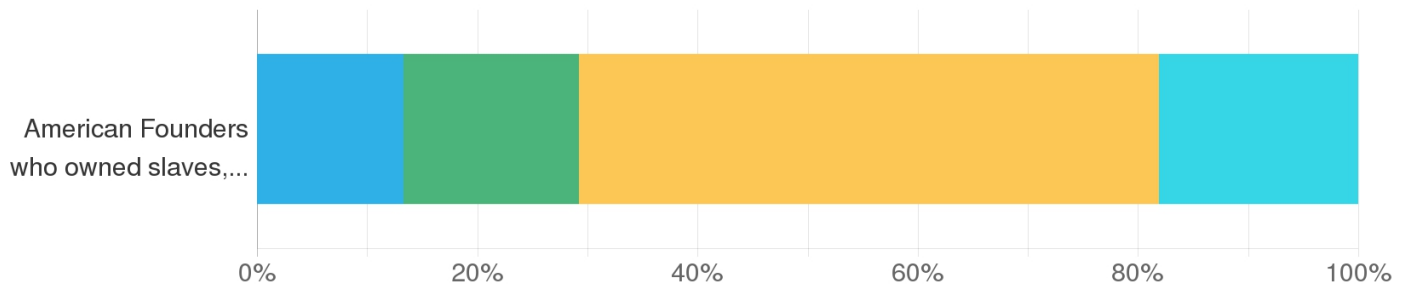


R2 European explorers and/or settlers such as Christopher Columbus

Value	Frequency	Percent
Strongly Agree	147	21%
Somewhat agree	120	17.1%
Strongly disagree	345	49.36%
Somewhat disagree	88	12.54%
Total	700	100%

Q7: Statue Removal

In recent weeks, a debate has arisen over whether many public statues and monuments of historical figures should be removed because of the flaws of those individuals. Do you strongly agree, somewhat agree, strongly disagree, or somewhat disagree with removing public statues or monuments of the following?



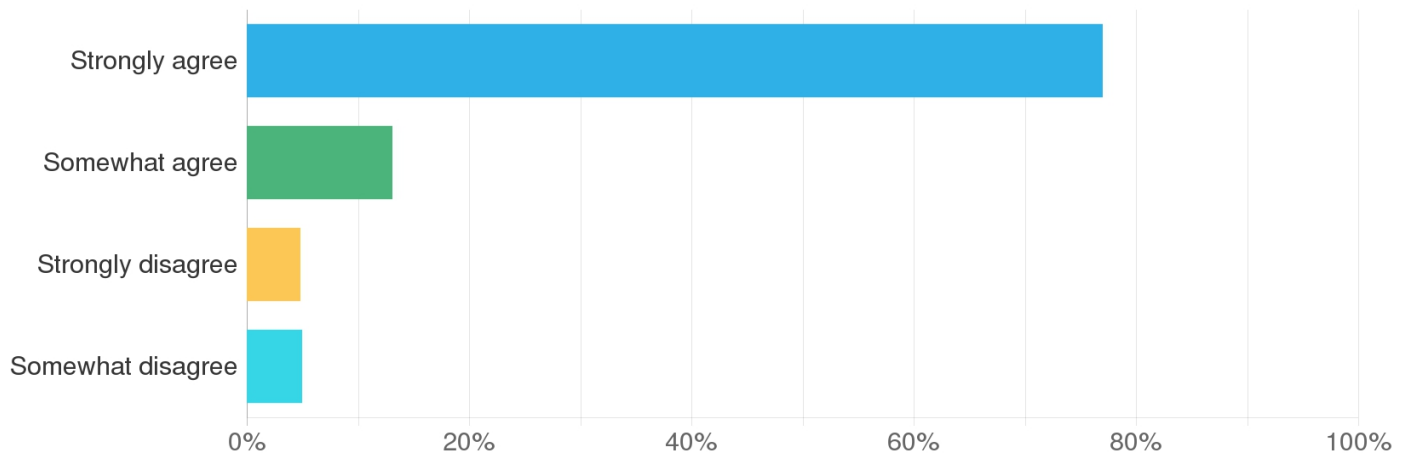
■ Strongly Agree ■ Somewhat agree ■ Strongly disagree ■ Somewhat disagree

R3 American Founders who owned slaves, such as George Washington

Value	Frequency	Percent
Strongly Agree	93	13.33%
Somewhat agree	112	15.94%
Strongly disagree	369	52.65%
Somewhat disagree	127	18.08%
Total	700	100%

Q8: Proud American

Do you agree or disagree with the following statement? “I am proud to be an American.”



Strongly agree Somewhat agree Strongly disagree Somewhat disagree

Value	Frequency	Percent
Strongly agree	539	77.05%
Somewhat agree	92	13.12%
Strongly disagree	34	4.82%
Somewhat disagree	35	5.01%
Total	700	100%

Q9: Distance Learning

Some states are considering closing public schools and instead implementing a "distance learning" model for K-12 students due to concerns over COVID-19. Do you believe schools should shut down in the fall?

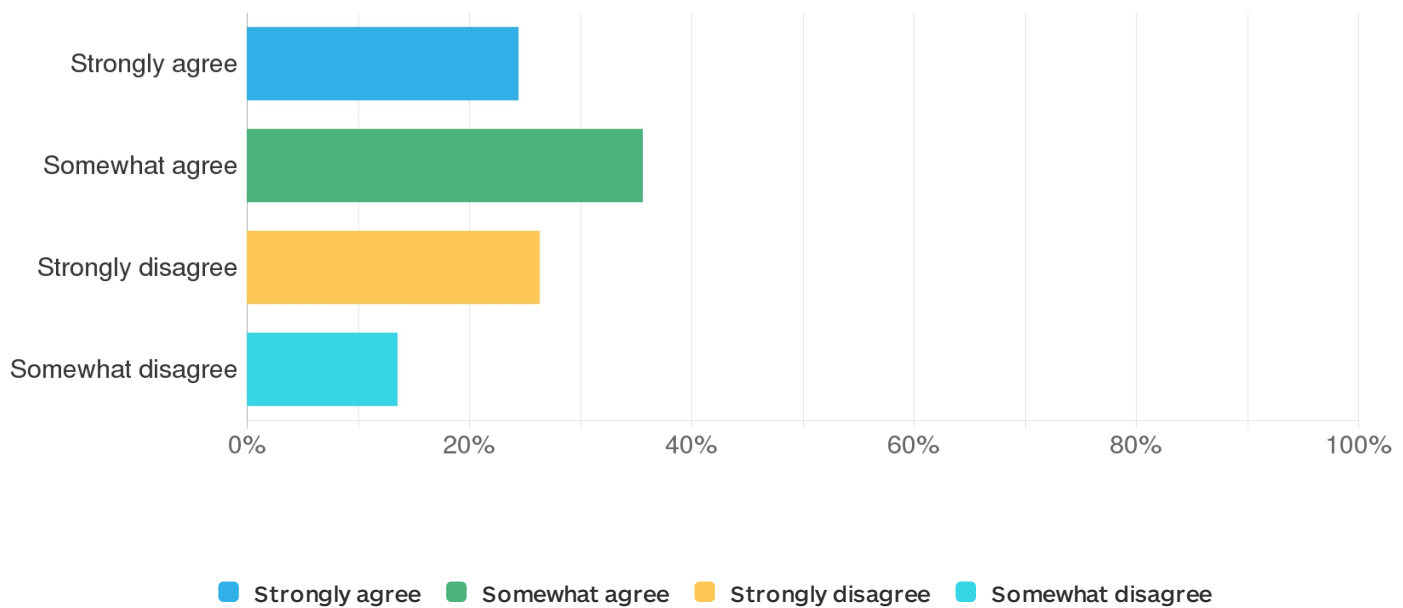


■ Yes ■ No

Value	Frequency	Percent
Yes	334	47.68%
No	366	52.32%
Total	700	100%

Q10: 1619 Project

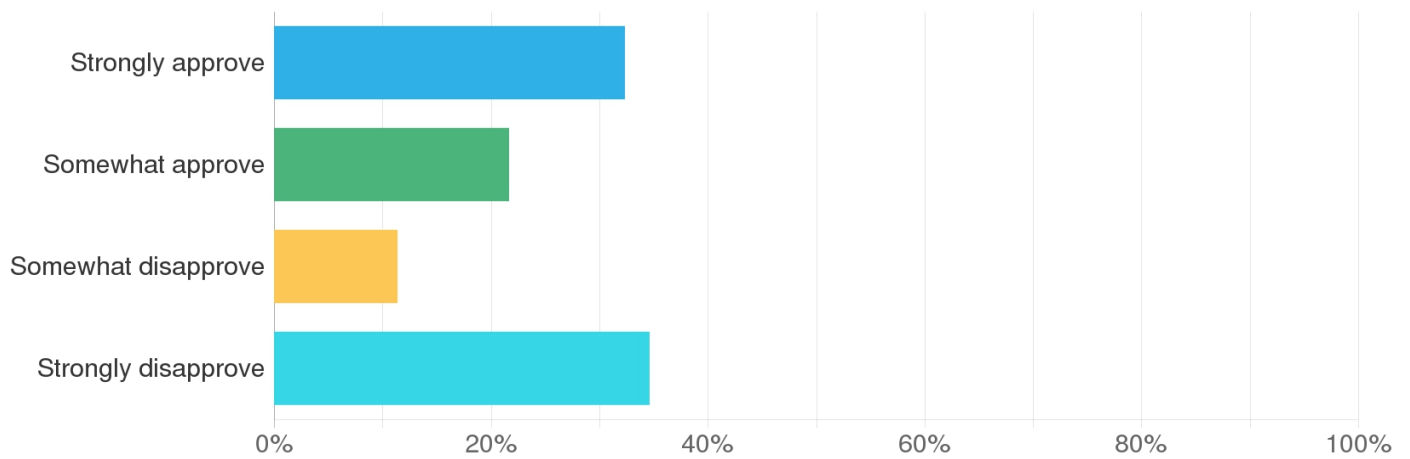
The 1619 Project, an educational history curriculum developed by The New York Times, presents early American history with slavery and white supremacy as the dominant themes. Do you agree or disagree that this is the appropriate focus for teaching America?



Value	Frequency	Percent
Strongly agree	171	24.44%
Somewhat agree	249	35.61%
Strongly disagree	185	26.37%
Somewhat disagree	95	13.59%
Total	700	100%

Q11: BLM Approval

Do you approve or disapprove of the group Black Lives Matter?



Strongly approve Somewhat approve Somewhat disapprove Strongly disapprove

Value	Frequency	Percent
Strongly approve	226	32.33%
Somewhat approve	152	21.68%
Somewhat disapprove	80	11.36%
Strongly disapprove	242	34.62%
Total	700	100%

Q12: BLM Peaceful Protest

Do you believe the protests of the last couple months in support of Black Lives Matter and other related movements have been mostly peaceful?



Yes No Not Sure

Value	Frequency	Percent
Yes	245	35.01%
No	353	50.48%
Not Sure	102	14.51%
Total	700	100%

Q13: BLM Traditional Family

If you learned Black Lives Matter supported doing away with the traditional family, would you be more or less likely to support Black Lives Matter?



More likely Less Likely

Value	Frequency	Percent
More likely	220	31.47%
Less Likely	480	68.53%
Total	700	100%

Q14: BLM Defund Police

If you learned Black Lives Matter supported defunding police departments nationwide, would you be more or less likely to support Black Lives Matter?



More likely Less Likely

Value	Frequency	Percent
More likely	213	30.42%
Less Likely	487	69.58%
Total	700	100%

Q15: BLM Communist Goals

If you learned Black Lives Matter supported communist goals such as ‘overturning” American capitalism, would you be more or less likely to support Black Lives Matter?



More likely Less Likely

Value	Frequency	Percent
More likely	145	20.73%
Less Likely	555	79.27%
Total	700	100%

Q16: Gendered Athletics

Should boys and men who say they identify as transgender be allowed to compete in girls' and women's athletics?



■ Yes ■ No

Value	Frequency	Percent
Yes	203	29.05%
No	497	70.95%
Total	700	100%

Q17: Children Chemical Treatments

Should children who say they identify as transgender be allowed to undergo physical sex change surgeries or chemical treatments while they are under the age of 18?



■ Yes ■ No

Value	Frequency	Percent
Yes	163	23.25%
No	537	76.75%
Total	700	100%

Q18: Online Pornography

Should online pornography distributors be required by law to verify the age of users who access their content in order to help prevent children under the age of 18 from viewing obscene material?



■ Yes ■ No

Value	Frequency	Percent
Yes	568	81.12%
No	132	18.88%
Total	700	100%

Q19: Big Tech

Should Big Tech companies such as Google, Facebook, and Twitter be allowed to censor speech on their platforms if that speech would otherwise be constitutionally protected in the public square?

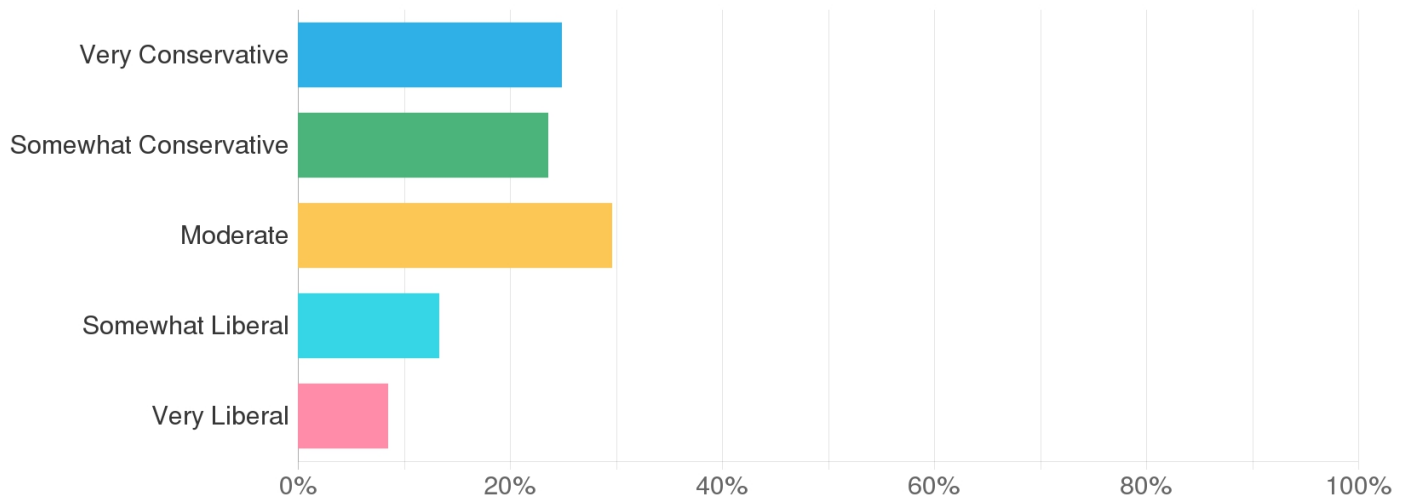


■ Yes ■ No

Value	Frequency	Percent
Yes	287	40.96%
No	413	59.04%
Total	700	100%

Q20: Ideology

Do you consider yourself to be Very conservative, Somewhat Conservative, Moderate, Somewhat Liberal or Very Liberal?

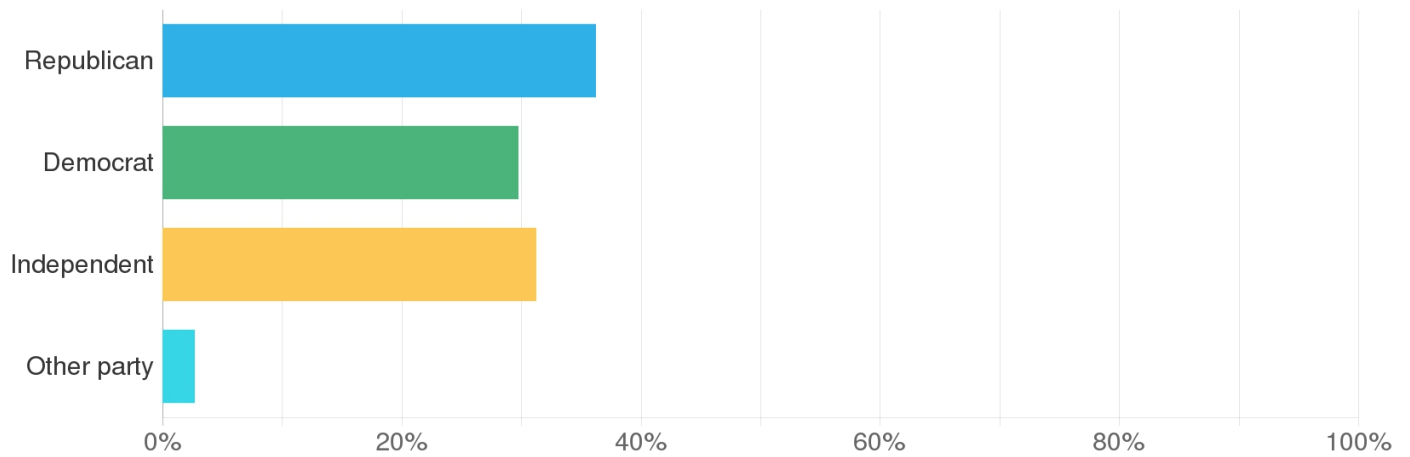


Very Conservative Somewhat Conservative Moderate Somewhat Liberal Very Liberal

Value	Frequency	Percent
Very Conservative	174	24.89%
Somewhat Conservative	165	23.64%
Moderate	207	29.64%
Somewhat Liberal	93	13.31%
Very Liberal	60	8.53%
Total	700	100%

Q21: Party

Do you consider yourself Republican, Democrat or Independent?



■ Republican ■ Democrat ■ Independent ■ Other party

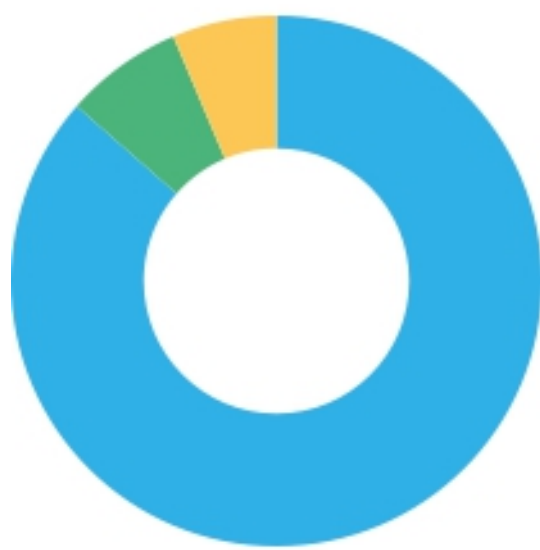
Value	Frequency	Percent
Republican	254	36.24%
Democrat	208	29.78%
Independent	219	31.24%
Other party	19	2.74%
Total	700	100%

Q22: Gender
What is your gender?



Value	Frequency	Percent
Male	361	51.55%
Female	339	48.45%
Total	700	100%

Q23: Ethnicity
What is your ethnicity? Are you....

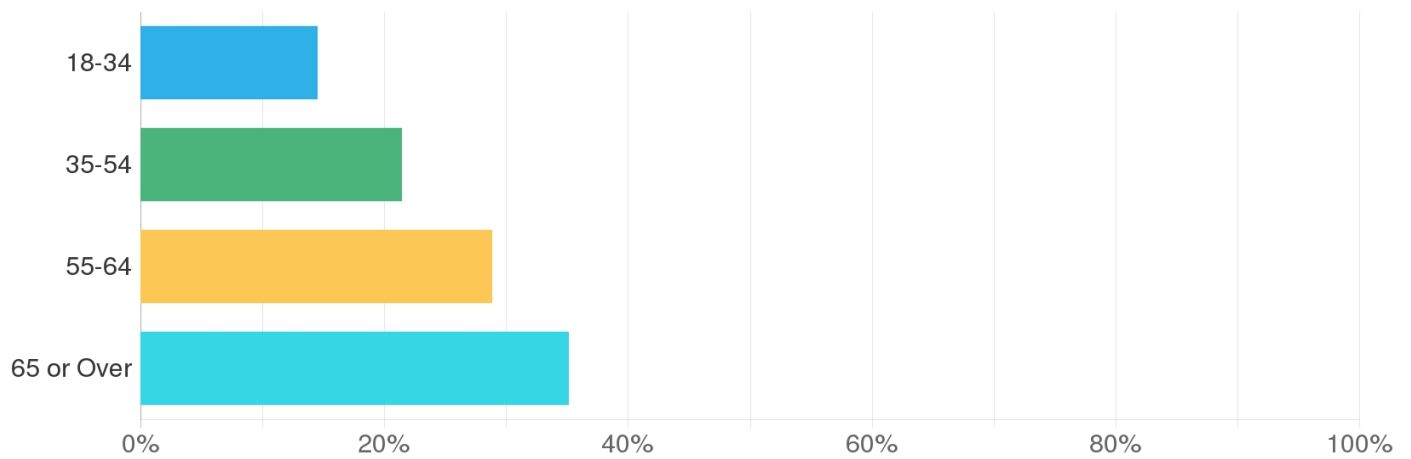


■ Caucasian ■ African-American ■ Hispanic or other ethnicity

Value	Frequency	Percent
Caucasian	605	86.45%
African-American	50	7.21%
Hispanic or other ethnicity	44	6.35%
Total	700	100%

Q24: Age

What is your age? Are you...

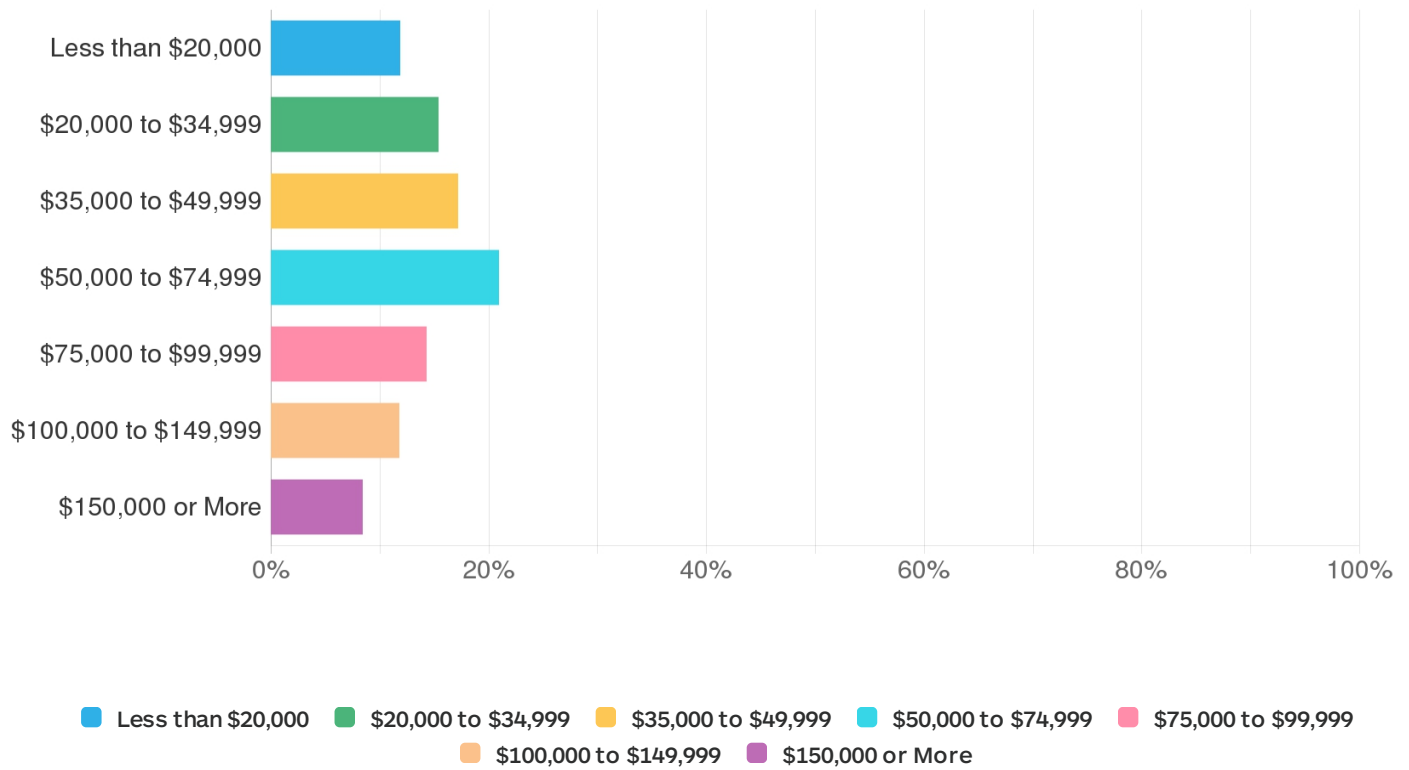


18-34 35-54 55-64 65 or Over

Value	Frequency	Percent
18-34	102	14.57%
35-54	150	21.43%
55-64	202	28.86%
65 or Over	246	35.14%
Total	700	100%

Q25: Household Income

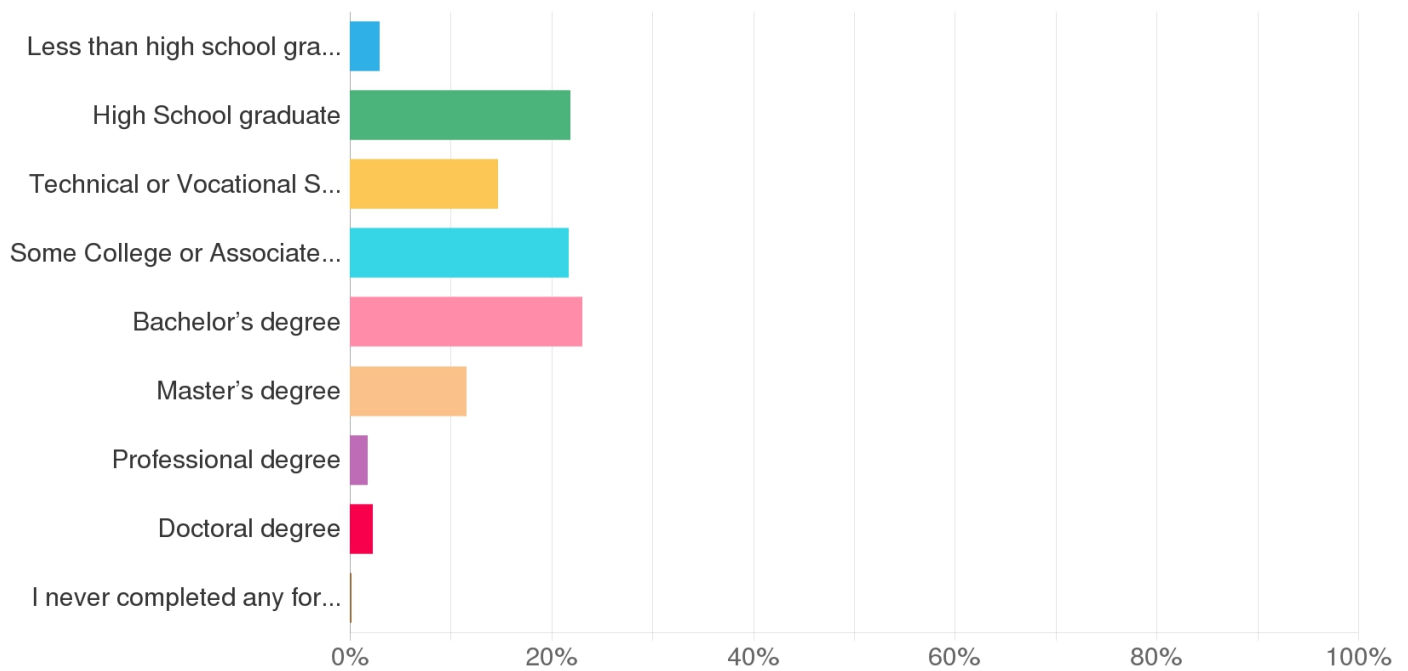
What is your total household income?



Value	Frequency	Percent
Less than \$20,000	83	11.87%
\$20,000 to \$34,999	108	15.43%
\$35,000 to \$49,999	120	17.18%
\$50,000 to \$74,999	147	20.99%
\$75,000 to \$99,999	100	14.29%
\$100,000 to \$149,999	83	11.79%
\$150,000 or More	59	8.45%
Total	700	100%

Q26: Education

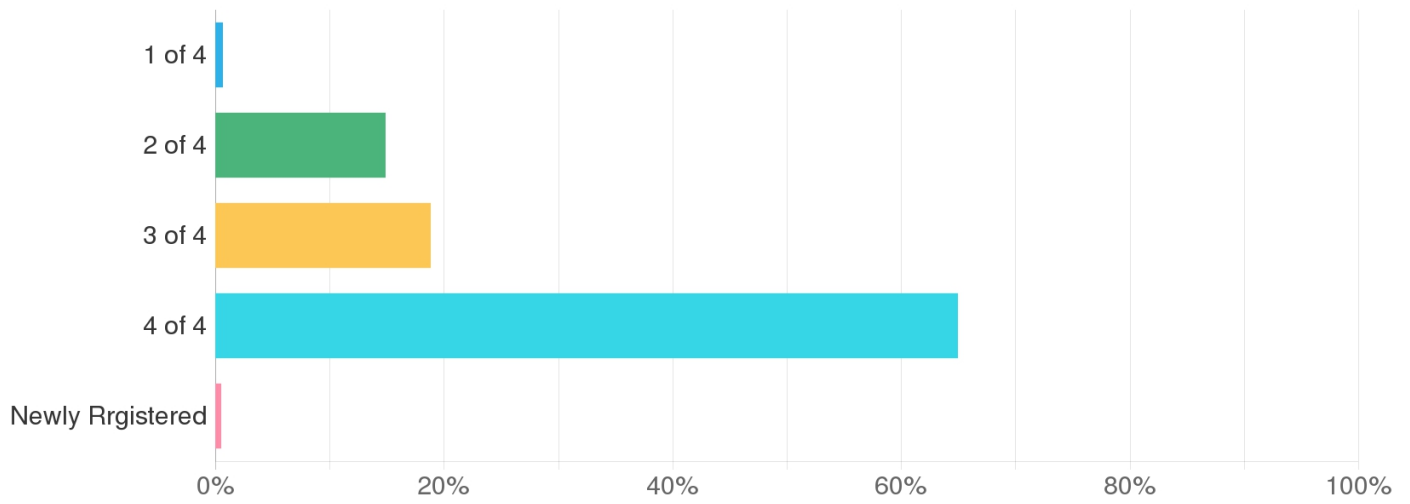
What is the highest level of formal education you have completed?



■ Less than high school gra...
 ■ High School graduate
 ■ Technical or Vocational S...
 ■ Some College or Associate...
 ■ Bachelor's degree
 ■ Master's degree
 ■ Professional degree
 ■ Doctoral degree
 ■ I never completed any for...

Value	Frequency	Percent
Less than high school graduate	21	2.97%
High School graduate	153	21.85%
Technical or Vocational School	103	14.72%
Some College or Associate's Degree	152	21.67%
Bachelor's degree	162	23.08%
Master's degree	81	11.54%
Professional degree	12	1.76%
Doctoral degree	16	2.26%
I never completed any formal education	1	0.14%
Total	700	100%

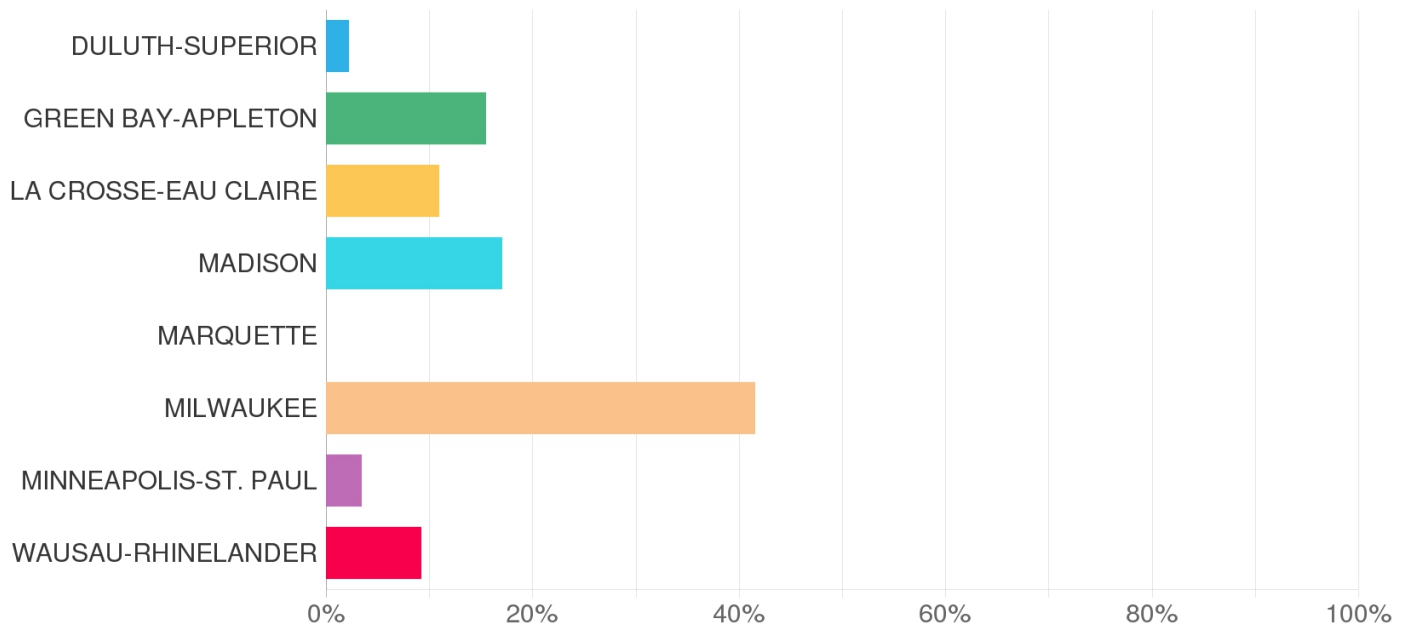
Q27: General Vote History
General Vote History



1 of 4 2 of 4 3 of 4 4 of 4 Newly Rrgistered

Value	Frequency	Percent
1 of 4	5	0.68%
2 of 4	104	14.92%
3 of 4	132	18.86%
4 of 4	455	65%
Newly Rrgistered	4	0.54%
Total	700	100%

Q28: DMA
DMA



■ DULUTH-SUPERIOR
 ■ GREEN BAY-APPLETON
 ■ LA CROSSE-EAU CLAIRE
 ■ MADISON
 ■ MARQUETTE
 ■ MILWAUKEE
 ■ MINNEAPOLIS-ST. PAUL
 ■ WAUSAU-RHINELANDER

Value	Frequency	Percent
DULUTH-SUPERIOR	15	2.21%
GREEN BAY-APPLETON	108	15.49%
LA CROSSE-EAU CLAIRE	77	11%
MADISON	119	17.05%
MARQUETTE	0	0%
MILWAUKEE	291	41.55%
MINNEAPOLIS-ST. PAUL	24	3.42%
WAUSAU-RHINELANDER	65	9.27%
Total	700	100%