



Marquette Law School Poll – July 22-27, 2026

[START TIMER]

[FOR WEB, TIMER WILL START AFTER INITIAL LOGIN]

WEB LANDING PAGE AND INTRODUCTION

[ASK IF WEB (XCHANNEL=1)]

[PN: INSERT COMPENSATION AMOUNT]

[SHELL QUESTION]

WS1. <<PN: SHOW IF PROB PANEL SAMPLE (USERDATA=50): Thank you for being a valued member of the SSRS Opinion Panel. We are excited to share this survey opportunity with you.

In appreciation of your time, if you qualify you will receive <<\$INSERT>> in compensation via an electronic gift code immediately upon completion of this survey.>>

<<PN: SHOW IF RBS SAMPLE (USERDATA=23): Thank you for your help with this important poll that is being conducted on behalf of Marquette University. It should take you about 5 minutes to complete the survey. In appreciation of your time, if you qualify for and complete this survey, you will receive <<\$INSERT>> in compensation via an electronic gift code immediately upon completion of this survey. >>

Your answers are confidential. You are not required to answer any question you do not wish to answer.

By continuing, you are giving your consent to participate.

Please click the Next button to begin your survey.

[END TIMING MODULE]

CATI INTRODUCTION FOR SSRS PANEL CATI

[ASK IF PROB PANEL CATI (USERDATA=39 AND XCHANNEL=2)]

[SHELL QUESTION]

CS1. <<PN: IF XCHANNEL=2 AND USERDATA=39, INSERT: Hello, my name is _____ calling on behalf of the SSRS Opinion Panel. This is NOT a sales call. This call may be monitored or recorded for quality assurance.>>

May I please speak to <<INSERT PANELIST NAME; IF NO PANELIST NAME, INSERT: the member of this household who joined the SSRS Opinion Panel>>?

(READ IF PERSON ON PHONE ASKS THE PURPOSE OF CALL: "<<INSERT PANELIST NAME; IF NO PANELIST NAME, INSERT: An adult at this number>> joined the SSRS Opinion Panel. We are reaching out to them for their next survey opportunity.")

- 1 Respondent already on the phone
- 2 Respondent coming to phone
- 3 Respondent is unavailable
- 999 Refused

[PN: IF CS1=1,2, CONTINUE]

[PN: IF CS1=3, GET NAME AND SET FOR CALLBACK]

[PN: IF CS1=999, THANK AND TERMINATE – SHOW CS1 TERM TEXT – RECORD AS 'CS1-SCREENING REFUSAL' AND SET FOR REFUSAL CONVERSION (UNRESOLVED)]

[PN: CS1 TERMINATION TEXT: "Thank you for your time. Have a good day/evening."]

[ASK IF CS1=1,2]

[PN: IF RESPONDENT CAME TO PHONE (CS1=2), INSERT TEXT AS SHOWN]

[PN: INSERT COMPENSATION AMOUNT]

[SHELL QUESTION]

CS1T. <<INSERT IF CS1=2: Hello, my name is _____ calling on behalf of the SSRS Opinion Panel. This is NOT a sales call. This call may be monitored or recorded for quality assurance.>> Thank you for being a valued member of the SSRS Opinion Panel. You will receive a <<\$INSERT>> check in the mail for completing the following survey.

1	Continue
999	Refusal

[PN: IF CS1T=1, CONTINUE]

[PN: IF CS1T=999, THANK AND TERMINATE – SHOW CS1 TERM TEXT – RECORD AS 'CS1T-INITIAL REFUSAL' - SET FOR CALLBACK IN REFUSAL CONVERTER GROUP (CODE 41)]

[PN: CS1T TERMINATION TEXT: "Thank you very much for your time. Have a good day/evening."]

CATI INTRODUCTION FOR RBS CATI

[INTRODUCTION FOR RBS CATI (USERDATA=23 AND XCHANNEL=2)]

[SHELL QUESTION]

CS7. Hello, my name is _____, calling for SSRS, a national research firm. I am calling on behalf of Marquette University. We're conducting a survey about your views on issues in Wisconsin today. Your participation is completely voluntary, and your responses will be kept confidential. No one will ever try to sell you anything as a result of your responses. This call may be monitored or recorded for quality assurance purposes.

(READ IF NECESSARY: "We are not selling any products or services. We are only asking your opinions. Your answers will remain confidential.")

(READ IF NECESSARY: "You don't have to answer any question you don't want to, and you can end the interview at any time.")

(READ IF RESPONDENT ASKS WHAT IS SSRS: "SSRS is a non-partisan research firm that conducts studies for clients such as news organizations, universities, and local government. You can go to our website for more information about our company. I can give you the web address when we've finished talking today.")

[VOICEMAIL MESSAGE FOR OUTBOUND RBS]

[SHELL QUESTION]

Hello, my name is _____, calling for SSRS, a national research firm. This is NOT a sales call. I am calling on behalf of Marquette University. We're conducting a survey about your views on issues in Wisconsin today and we would appreciate your participation. We'll try to reach you again.

[ASK IF RBS CATI (USERDATA=23 AND XCHANNEL=2)]

[PN: DO NOT NEED TO ASK IF SSRS PANEL CATI]

[SHELL QUESTION]

CS5. Are you using a landline or cell phone for this call?

- 0 Landline
- 1 Cell phone
- 999 (DO NOT READ) Don't know/Refused

[ASK IF CS5=1,999 OR BLANDCELL=1]

[SHELL QUESTION]

CS6. Are you now driving a car or doing any activity requiring your full attention?

- 1 Yes, driving
- 2 No, not driving
- 999 (DO NOT READ) Don't know/Refused

[PN: IF CS6=1, SET FOR CALLBACK]

[PN: IF CS6=2, CONTINUE]

[PN: IF USERDATA=23 & CS6=999 (RBS AND REFUSED), SKIP TO NAMEVER1 THEN THANK AND TERMINATE – RECORD AS CS6-SCREENING REFUSAL' (CODE 45)]

[PN: IF USERDATA=39 & CS6=999 (PANEL AND REFUSED), THANK AND TERMINATE – RECORD AS CS6-SCREENING REFUSAL' (CODE 45)]

[PN: CS6 TERMINATION TEXT: "Thank you very much for your time. Have a good (day/evening)."]

MAIN QUESTIONNAIRE

[START TIMING MODULE]

[PN: INCLUDE RANDOMIZATION VARIABLE IN DATASET]

ASK IF PANEL FRESH SAMPLE ONLY

[PN: ROTATE QUESTION TEXT IN PARENS ALONG WITH RESPONSE OPTIONS 1-2/2-1]

SCREENER1. If you vote in the primary election in August, will you vote in the (Republican) primary or the (Democratic) primary for governor, or if you already voted, in which primary did you vote?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Republican primary
- 2 Democratic primary
- 3 Not registered to vote/not planning to vote
- 997 [PN: IF CATI:] (DO NOT READ) Would vote in both
- 998 [PN: IF CATI:] (DO NOT READ) Would not vote in either primary
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: IF SCREENER1=1, 3, 997, 998, 999: Thank and terminate]

TRANSITION1. Next, we'd like to get your opinion of someone you may or may not be familiar with. Please indicate if you have a favorable or unfavorable opinion of them or if you haven't heard enough about them yet to have an opinion.

ASK ALL

Q0. Do you have a favorable or unfavorable opinion of David Crowley, or haven't you heard enough about him yet?

- 1 Favorable
- 2 Unfavorable
- 3 Haven't heard enough
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[PN: RANDOMIZE ORDER OF CODES 1-5 ANCHOR CODE 6 AS LAST; STORE AS VAR IN DATA]
ASK ALL

Q1. In the Democratic primary for Governor, will you vote for

[PN: IF CATI:] (READ LIST)

- 1 Mandela Barnes
- 2 Joel Brennan
- 3 David Crowley
- 4 Francesca Hong
- 5 Kelda Roys
- 6 Haven't decided
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK if 1-5 in Q1

[PN: Keep same order as in Q1; exclude Q1 response]

Q2. Who would be your second choice in the Democratic primary for governor?

[PN: IF CATI:] (READ LIST)

- 1 Mandela Barnes
- 2 Joel Brennan
- 3 David Crowley
- 4 Francesca Hong
- 5 Kelda Roys
- 6 Haven't decided
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK if 6 in Q1

[PN: Keep same order as in Q1]

Q3. If you had to choose now, which candidate are you leaning towards?

- 1 Mandela Barnes
- 2 Joel Brennan
- 3 David Crowley
- 4 Francesca Hong
- 5 Kelda Roys
- 6 Haven't decided
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK ALL

Q4. Have you heard that Gov. Tony Evers has endorsed David Crowley?

- 1 Yes, have heard
- 2 No, have not heard
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK ALL

Q5. Does Gov. Evers' endorsement of Crowley make you more likely to support Crowley, less likely or doesn't it make any difference?

- 1 More likely
- 2 Less likely
- 3 Doesn't make any difference
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

DEMOS FOR FRESH OPINION PANEL SAMPLE

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

S2. [PN: IF WEB:] Do you describe yourself as a man, a woman, or in some other way?

[PN: IF CATI:] Record Gender: (DO NOT ASK. RECORD ONLY ONE RESPONSE)

- 1 Man
- 2 Woman
- 3 [PN: IF WEB:] Some other way
- 999 [PN: IF CATI:] (DO NOT READ) Don't know/Refused / [PN: IF WEB:] Web blank

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z3. What is the highest level of education you completed?

[PN: IF CATI:] (READ LIST)

- 01 Elementary school only
- 02 Some high school but did not finish
- 03 Completed high school
- 04 Some college but didn't finish
- 05 Two year college degree
- 06 Four year college degree
- 07 Some graduate work
- 08 Completed masters or professional degree
- 09 Advanced graduate work or PhD
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z5. Are you currently married, living with a partner but not married, widowed, divorced, separated, or have you never been married?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Married
- 2 Living with a partner but not married
- 3 Widowed
- 4 Divorced

5 Separated
6 Never Married
998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[PN: IF CATI (XCHANNEL=2), PROVIDE INPUT BOX WITH ALLOWED RANGE 1-9]

[PN: IF WEB (XCHANNEL=1), DISPLAY A DROP-DOWN LIST OF 1 TO 9 (CODED AS 1-9) WITH INCREMENTS OF 1, THEN "10 OR MORE" CODED AS 10]

[SHELL QUESTION]

Z6. How many adults who currently live with you are 18 years old or older? Please be sure to include yourself.

[PN: IF CATI:] (READ IF NECESSARY: "This does not include college students living away from home or military who are deployed and living somewhere else.")

_____ [PN: IF CATI:] (RECORD EXACT NUMBER 1-9) / [PN: IF WEB: INSERT DROP-DOWN OF 1-9]

10 [PN: IF CATI:] (DO NOT READ) 10 or more (VOL) / [PN: IF WEB:] 10 or more
998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z7. How many children under 18 are currently living with you, if any?

[PN: IF CATI:] (READ LIST IF NECESSARY)

0 None
1 One
2 Two
3 Three
4 Four
5 Five or more
998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z8. Are you of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

1 Yes
2 No
998 [PN: IF CATI:] (DO NOT READ) Don't know
999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[PN: PROVIDE AN INPUT BOX FOR 97 (OTHER-SPECIFY)]

[SHELL QUESTION]

Z9. Would you describe yourself as White, African American or Black, Asian, Native American, of more than one race or some other race?

- 01 White
- 02 African American or Black
- 03 Asian, South Asian, or Pacific Islander
- 04 Native American or American Indian
- 05 More than one race
- 97 Other, Specify _____
- 06 [PN: IF CATI:] (DO NOT READ) Hispanic or Latino (VOL)
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z10. Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 More than once a week
- 2 Once a week
- 3 Once or twice a month
- 4 A few times a year
- 5 Seldom
- 6 Never
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z11. What is your religious preference – are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion?

[PN: IF CATI:] (READ LIST IF NECESSARY)

[PN: IF CATI:] (IF RESPONDENT NAMES ANYTHING ELSE, ASK: Would that fall under the general category of Protestant religions, is it a Christian religion, but not Protestant, or is it something else?)

- 01 Protestant
- 02 Roman Catholic
- 03 Jewish
- 04 Muslim/Islam
- 05 Mormon/Latter-Day Saints
- 06 Other Christian Religion
- 07 Other Non-Christian Religion
- 08 No Religion/Atheist/Agnostic
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

[ASK IF Z11=01, 06; PROTESTANT OR OTHER CHRISTIAN RELIGION]

[SHELL QUESTION]

Z12. Would you describe yourself as a "born-again" or evangelical Christian, or not?

- 1 Yes, would
- 2 No, would not
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z13. Last year, that is in 2025, what was your total household income from all sources, before taxes?
<<DISPLAY ONLY IF CATI: "Just stop me when I get to the right category.">>

[PN: IF CATI:] (READ LIST)

- 01 [PN: IF WEB:] Less than \$10,000 [PN: IF CATI:] Less than \$10,000
- 02 [PN: IF WEB:] \$10,000 to less than \$20,000 [PN: IF CATI:] 10 to under \$20,000
- 03 [PN: IF WEB:] \$20,000 to less than \$30,000 [PN: IF CATI:] 20 to under \$30,000
- 04 [PN: IF WEB:] \$30,000 to less than \$40,000 [PN: IF CATI:] 30 to less than \$40,000
- 05 [PN: IF WEB:] \$40,000 to less than \$50,000 [PN: IF CATI:] 40 to less than \$50,000
- 06 [PN: IF WEB:] \$50,000 to less than \$75,000 [PN: IF CATI:] 50 to less than \$75,000
- 07 [PN: IF WEB:] \$75,000 to less than \$100,000 [PN: IF CATI:] 75 to less than \$100,000
- 08 [PN: IF WEB:] \$100,000 to less than \$150,000 [PN: IF CATI:] 100 to less than \$150,000
- 09 [PN: IF WEB:] \$150,000 to less than \$200,000 [PN: IF CATI:] 150 to less than \$200,000
- 10 [PN: IF WEB:] \$200,000 and over [PN: IF CATI:] Over \$200,000
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z14. Would you describe the place where you live as urban, suburban or rural?

[PN: IF CATI:] (INTERVIEWER, IF NECESSARY: "Urban is a big city like Milwaukee, Madison, or Green Bay. Suburban is a built-up place close to a big city and rural is less built up with fewer people and further away from a big city")

- 1 Urban
- 2 Suburban
- 3 Rural
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z16. Are you or any member of your household a member of a local, state or national labor union?

[PN: IF CATI:] (READ LIST IF NECESSARY)

- 1 Yes, respondent
- 2 Yes, another household member
- 3 Yes, both respondent and another household member
- 4 No, nobody in household
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[PN: REQUIRE 5-DIGIT RESPONSE.]

[SHELL QUESTION]

Z17. What is your zip code?

[PN: IF CATI:] (INTERVIEWER: READ BACK AND CONFIRM CORRECT ZIP CODE)

_____ (Enter 5-digit zip code.)

99999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

GE2024. Did you vote in the general election in 2024?

- 1 Yes, did vote in the 2024 general election
- 2 No, did not vote in the 2024 general election
- 999 [PN: IF CATI:] (DO NOT READ) Don't know/Refused / [PN: IF WEB:] WEB BLANK

[ASK IF GE2024 = 1 (REGISTERED VOTERS WHO VOTED FOR PRESIDENT IN 2024)]

[PN: ROTATE RESPONSES 1-2/2-1 AND INCLUDE ORDER IN DATA FILE]

[PN: RANDOMIZE RESPONSES 3-5 AND INCLUDE ORDER IN DATA FILE]

[PN: IF THE WEB RESPONDENT INITIALLY TRIES TO SKIP, PROMPT ONCE FOR COMPLETION: "Your answers are important to us, and we don't want someone else to speak for you. Keeping in mind that this is a confidential survey, we'd really appreciate it if you would tell us who you voted for in 2024."; ALLOW THE WEB RESPONDENT TO CONTINUE IF THEY SKIP AGAIN]

[PN: ADD VARIABLE "SKIP_Z18B" TO FLAG IF THE R INITIALLY TRIED TO SKIP THIS QUESTION (SKIP_Z18B=1)]

[SHELL QUESTION]

Z18B. Which presidential candidate did you vote for in 2024?

[[PN: IF CATI:] (IF DON'T KNOW/REFUSED, PROBE ONCE: "Your answers are important to us, and we don't want someone else to speak for you. Keeping in mind that this is a confidential survey, we'd really appreciate it if you would tell us who you voted for in 2024.")

- 1 Donald Trump
- 2 Kamala [PN: IF CATI: PRONO: "KAH-ma-la"] Harris
- 3 Chase Oliver
- 4 Jill Stein
- 5 Robert F. Kennedy, Jr.
- 6 Another candidate
- 7 I did not vote in the 2024 presidential election
- 999 [PN: IF CATI:] (DO NOT READ) Don't know/Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE ONLY

[SHELL QUESTION]

Z19. Of all the personal telephone calls that you receive, do you get...?

[PN: IF CATI:] (READ LIST)

- 1 All or almost all on a cell phone
- 2 Some on a cell phone and some on a home phone
- 3 All or almost all on a regular home phone
- 998 [PN: IF CATI:] (DO NOT READ) Don't know
- 999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE AND CATI ONLY

[SHELL QUESTION]

Z20. Is this phone a cell phone?

- 1 Yes
- 2 No
- 999 [PN: IF CATI:] (DO NOT READ) Refused

ASK IF PANEL FRESH SAMPLE ONLY AND IF SOME COLLEGE OR MORE (Z3=04-09)

[SHELL QUESTION]

SCHOOLVER1. Have you ever attended or are currently attending Marquette University?

[PN: IF CATI:] (READ LIST IF NECESSARY)

1 Yes, currently attending/a student

2 Yes, attended in past

3 Never attended Marquette University

998 [PN: IF CATI:] (DO NOT READ) Don't know

999 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] WEB BLANK

ASK IF PANEL FRESH SAMPLE AND PFIPS=55079 (MILWAUKEE COUNTY)

FORCE RESPONSE

S4. Do you currently live within the Milwaukee city limits?

1 Yes

2 No

999 Prefer not to say