

Marquette Law School Poll Methodology Statement

Oct. 14-22, 2026

The Marquette Law School Poll is the most extensive statewide polling project in Wisconsin history. The survey was conducted Oct. 14-22, 2026, interviewing 818 Wisconsin registered voters, with a margin of error of +/-4.3 percentage points. For likely voters the sample size is 668 with a margin of error of +/-4.7 percentage points. To cover more subjects, some items were asked of random half-samples of 410 and 408 registered voters with margins of error of +/-6.1 and +/-6.1 percentage points.

Tables that show both October and September results compare this survey with the Marquette Law School Poll conducted Sept. 16-23, 2026, which interviewed 843 Wisconsin registered voters.

Half-sample A items:

- Satisfaction with local public schools
- Reduce property taxes vs. increase school spending
- Return budget surplus to taxpayers vs. fund services
- Evers' 400-year partial veto
- Whether local schools receive enough state funding
- Confidence in 2020 WI vote count accuracy
- Confidence in the accuracy of this November's vote count
- Favor/oppose a state constitutional amendment guaranteeing a right to abortion
- Favor/oppose a 10% income tax cut and eliminating taxes on tips and overtime

Half-sample B items:

- Support/oppose raising tariffs on Canadian goods
- Favor/oppose deporting immigrants living in the U.S. illegally
- Favor/oppose deportation of long-resident immigrants with jobs and no criminal record
- Whether the U.S. is mostly deporting immigrants with criminal records
- Approval of how ICE is enforcing immigration laws
- Whether tariffs are helping or hurting Wisconsin farmers
- Effect of Trump policies on inflation

- US goals achieved / worth the cost in the Iran war

The survey was conducted with a hybrid sample of 613 respondents selected from the Wisconsin voter registration list, and 205 selected from the SSRS Opinion Panel, a sample drawn from postal addresses across the state and invited to take part in surveys online. The interview was conducted online with 747 respondents and with 71 by telephone with a live interviewer. Full details of the methodology are contained in the methodology statement at the link below.

The partisan makeup of the sample is 36% Republican, 32% Democratic and 33% independent. When independents who lean to a party are counted as partisans the sample is 46% Republican, 42% Democratic and 13% independent. In all polls conducted in 2025 and 2026, the combined samples were 36% Republican, 32% Democratic and 32% independent. Counting independents who lean to a party as partisans, the 2025-26 samples were 46% Republican, 42% Democratic and 13% independent.

The entire questionnaire, methodology statement, full results and breakdowns by demographic groups are available at law.marquette.edu/poll/results-and-data

The survey is a sample of registered voters living in Wisconsin.

The sample is weighted to reflect demographic benchmarks of Wisconsin registered voters, the 2020 presidential election result and partisanship. More details are presented in the detailed methodology below.

Target Population

The target population for this poll was adults ages 18 or older who are currently registered to vote in Wisconsin or plan to register. Our sampling approach ensured that we obtained a representative sample of the target population via a full probability design.

SSRS Opinion Panel

SSRS Opinion Panel members are recruited randomly based on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame.

SSRS also has some panelists who were recruited via our now-defunct Telephone Omnibus survey platform. The SSRS Omnibus survey was a nationally representative (including Hawaii and Alaska) bilingual telephone survey designed to meet standards of quality associated with custom research studies. Additionally, SSRS has recruited some panelists from prepaid cell phone sample, which often helps increase the amount of harder-to-reach demographics.

The SSRS Opinion Panel is a multi-mode panel. Internet households participate via web while all non-internet households (including those who have internet but are unwilling to take surveys online) participate via phone.

All sample drawn from the SSRS Opinion Panel for this survey were adults ages 18 or older who live in Wisconsin. All potential respondents were then screened for age, state of residence (confirming Wisconsin), and voter registration prior to administering the survey.

Registration-Based Samples

Registration-based samples were procured from L2, one of the major providers of high-quality voter list samples. The sample frame was split into 90 strata based on presence of an email address, a high connect telephone number, or both, crossed by inferred party ID, DMA regions, and likely or not likely a Trump voter. The sample and completes obtained per strata is in the Appendix.

All telephone sample was dialed up to a maximum of two attempts.

SMS outreach was used to complement the phone sample by converting some of the possible phone sample to complete the study via the web.

AAPOR Transparency Initiative Information

The Marquette Law School Poll follows the guidelines for disclosure of the American Association for Public Opinion Research Transparency Initiative. For more information on the initiative see: AAPOR Transparency

1. The poll is sponsored by Marquette Law School.
2. The Marquette Law School Poll, under the direction of Prof. Charles Franklin, designed the survey instrument and performed all statistical analysis. The data collection was administered by SSRS of Glen Mills PA.
3. Funding for this study was provided by the Marquette Law School Alumni Annual Fund. Their support is gratefully acknowledged.
4. The full survey instrument for this study is available online at Survey Instrument
5. The population surveyed consists of registered voters living in Wisconsin.
6. The sampling frame is a hybrid of SSRS Opinion panel respondents and a RBS sample of registered voters in Wisconsin. See below for full details.
7. Details of design and response rate are given below.
8. The sample was designed to be representative of the registered voter population of Wisconsin. The survey was conducted Oct. 14-22, 2026, interviewing 818 Wisconsin registered voters, with a margin of error of +/-4.3 percentage points. To cover more subjects, a number of items where asked of random half-samples of 410 and 408

registered voters with a margin of error of +/-6.1 percentage points. Half-sample items are listed above.

9. The design effect for this survey is 1.25 which has been incorporated in the calculation of all reported margins of error.
10. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll.
11. The survey was administered in English only and was administered on the web and by telephone. The data were collected Oct. 14-22, 2026.
12. Results for all items in the survey, including the full instrument, topline results, crosstabs and this methodological report are be available online at link
13. For further information contact the survey director, Prof. Charles Franklin at `Charles.franklin@marquette.edu`
14. Further methodological details are included in the attached report from SSRS.

October 2026 Wisconsin Statewide Poll



Methodology Report

Submitted to:

Dr. Charles Franklin

Marquette University Law School

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

October 26, 2026

Prepared by:

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SSRS

Project Number: Z4378



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SUMMARY

The October Wisconsin Poll of Marquette University Law School (MULaw) obtained surveys via web and telephone with a representative sample of n=818 registered voters, ages 18 or older, who live in Wisconsin. Data collection was conducted in English from October 14 – 22, 2026.

Implementing a hybrid sample methodology, including the SSRS Opinion Panel and registration-based sample (RBS) containing a telephone number and/or an email address, SSRS contacted registered voters via email, SMS, and telephone. In total, n=747 surveys were completed via web and n=71 surveys were completed via phone.

Statistical results are weighted to correct known demographic discrepancies. The total sample design effect was 1.55 overall and the margin of error was +/- 4.3 percentage points. The second weight's design effect was 1.55, and its margin of error was +/- 4.3 percentage points. Details can be found in the "Weighting" section.

Details on the design, execution, and analysis of the survey are discussed below.

SAMPLE DESIGN

Target Population

The target population for this poll was adults ages 18 or older who are currently registered to vote in Wisconsin or plan to register. Our sampling approach ensured that we obtained a representative sample of the target population via a full probability-based design utilizing the SSRS Opinion Panel and Registration-Based Sampling (RBS). Each sample mode is described in greater detail below.

SSRS Opinion Panel

SSRS Opinion Panel members are recruited randomly based on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame.

SSRS also has some panelists who were recruited via our now-defunct Telephone Omnibus survey platform. The SSRS Omnibus survey was a nationally representative (including Hawaii and Alaska) bilingual telephone survey designed to meet standards of quality associated with custom research studies. Additionally, SSRS has recruited some

panelists from prepaid cell phone sample, which often helps increase the amount of harder-to-reach demographics.

The SSRS Opinion Panel is a multi-mode panel. Internet households participate via web while all non-internet households (including those who have internet but are unwilling to take surveys online) participate via phone.

All sample drawn from the SSRS Opinion Panel for this survey were adults ages 18 or older who live in Wisconsin. All potential respondents were then screened for age, state of residence (confirming Wisconsin), and voter registration status prior to administering the survey.

Overall, a total of 350 panelists were invited with n=205 (198 web, 7 phone) completes obtained using the SSRS Opinion Panel.

Registration-Based Sample (RBS)

Registration-based samples were procured from L2, one of the major providers of high-quality voter list samples. The sample frame was split into 120 strata based on presence of an email address, a high connect telephone number, or both, crossed by level of inferred Trump support, DMA regions, and age. The sample and completes obtained per strata are in the Appendix.

Replicates were utilized to effectively work the sample and maximize response rate. Of the 29,436 total sample randomly selected, 25,759 (87.5%) were released and invited to participate in the survey via email, outbound phone, and/or SMS. Of the released RBS sample, 2,896 were invited via email only, 14,335 were invited via SMS only, and 8,528 were invited via both email and SMS.

There were 12,169 sample pieces dialed up to two attempts, 88% of which were also texted.

Overall, the RBS sample yielded 613 completes, including 182 email-to-web, 366 SMS-to-web, and 65 phone. The total invited sample and completes yielded by sample type is in Table 1.

Table 1: Total invited sample and completes by RBS mode of contact

RBS Mode of Contact	Total Invited Sample	Total Completes	Completion Rate
Verified Email Only	2,896	46	1.59%
High Connect Phone Only	14,335	243	1.70%
Both	8,528	324	3.80%

TOTAL	**25,759**	**613**	**2.38%**

QUESTIONNAIRE AND LETTER DEVELOPMENT

Questionnaire Development

The questionnaire was developed by MULaw in consultation with the SSRS project team. SSRS reviewed the questionnaire primarily to identify potential problems in the instrument that might increase respondent burden, cause respondents to refuse or terminate the interview, create problems with respondent comprehension, or pose practical challenges for mode-specific administration such as complex skip patterns.

Email Development

Email invitations and reminders were developed by SSRS in consultation with MULaw. Emails explained the purpose of the study, offered electronic gift card compensation for completing the web survey, and provided a unique survey link. An option to opt-out of receiving additional contact was offered.

CONTACT PROCEDURES

Schedule

A "soft launch" inviting a limited number of SSRS Opinion Panel web panelists and RBS sample with email addresses was conducted on October 14, 2026. Dialing started on the night of the full launch. Soft launch data was checked to ensure functionality of the program and administration length of the survey were within the scope of work. The study fully launched after checking soft launch data to ensure that all questionnaire content and skip patterns were correct.

Table 2: Contact Schedule

Task	Date
Soft launch: RBS with email and RBS with active cellphone number invited via SMS	10/14/2026
Soft launch: SSRS Opinion Panel	10/14/2026
Full launch: SSRS Opinion Panel	10/15/2026
Full launch: RBS with email and remaining RBS with active cellphone number invited via SMS	10/15/2026
Outbound dialing to RBS and SSRS Opinion Panel begins	10/15/2026
Reminder emails sent to all RBS with email	10/16/2026
Reminder emails and SMS sent to SSRS Opinion Panel	10/16/2026
Reminder emails sent to all RBS with email	10/17/2026
Reminder emails sent to SSRS Opinion Panel	10/17/2026
Reminder emails sent to SSRS Opinion Panel	10/18/2026
Targeted reminder emails sent to RBS with email	10/19/2026
Reminder emails and SMS sent to SSRS Opinion Panel	10/19/2026
Reminder emails sent to all RBS with email	10/20/2026
Final reminder emails sent to SSRS Opinion Panel	10/20/2026
Final targeted reminder emails sent to RBS with email	10/21/2026
End of phone data collection	10/21/2026 evening
End of web data collection	10/22/2026 morning

Web Contact Procedures

All target respondents with an email address were emailed an invitation to complete the survey online. The email for each respondent included a unique password-embedded link.

In appreciation for their participation, web participants (whether via the SSRS Opinion Panel or RBS) received post-paid compensation in the form of an electronic gift card, sent via email immediately after completion of the survey.

Phone Contact Procedures

For SSRS Opinion "Web Reluctant" Panelists, SSRS' in-house call center interviewers made outbound calls and asked to speak with the person at that number who is a member of the SSRS Opinion Panel. For RBS records, interviewers from MAXimum Research, Inc. (a New Jersey-based call center) made outbound calls and attempted to interview the person who answered the phone. All respondents were screened for age, state of residence, and current voter registration status before accepting them into the interview.

All interviews were completed in English using the Forsta Plus (formerly known as Confirmit) CATI system. The CATI system ensured that complete dispositions of all call attempts were recorded.

CATI interviewers received written materials about the survey instrument and received formal training for this particular project. The written materials were provided prior to commencement of data collection and included an annotated questionnaire that contained information about the goals of the study, detailed explanations about why questions were being asked, the meaning and pronunciation of key terms or names, potential obstacles to overcome in getting good answers to questions, and respondent problems that could be anticipated ahead of time, as well as strategies for addressing the potential problems.

To maximize survey response, SSRS enacted the following procedures during the field period:

- As many as two (2) attempts were made to contact every sampled telephone number.
- Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents.
- Interviewers explained the purpose of the study and its importance.
- Respondents were offered the option of scheduling a callback at their convenience.
- Specially trained interviewers contacted numbers where the initial call resulted in respondents hanging up the phone.

Only participants via SSRS Opinion Panel received compensation after completing the survey via phone. RBS respondents who completed the survey by phone were not offered compensation.

SMS Contact Procedures

SMS outreach was implemented in conjunction with Survey160 to enhance the phone sample by converting potential phone completes to web completes. An invitation with a link to the online survey was sent to the SMS sample through text message. Respondents who completed the survey via SMS were included as web completes.

All L2 sample pieces with an active cellphone number were invited to take the survey via web and yielded n=366 web completes.

PROGRAMMING, DATA PROCESSING, AND INTEGRATION

Programming

Prior to the field period, SSRS programmed the study into its Forsta Plus (formerly known as Confirmit) Web/CATI platform for administration in English. Extensive checking of the program was conducted to ensure that skip patterns and sample splits followed the design of the questionnaire.

Additional steps were employed to ensure a quality experience in survey administration regardless of the device utilized by respondents, whether a desktop computer, tablet, or phone. The web program was optimized for administration via smartphone or other mobile handheld devices. The web program was also checked on multiple devices, including desktop computers and handheld mobile devices, and different web browsers to ensure consistent and optimized visualization across devices and web browsers. The web survey was accessed directly by respondents, using their unique survey links with embedded passwords. This also gave them the ability to return to their survey later if they chose to suspend their survey.

A parallel program for phone participants was set up for interviewer administration and relevant telephone dispositioning codes. It was tailored to the needs of the interviewer by including pronunciation instructions, notably for names and commonly mispronounced words.

Quality Control Checks

Quality checks were incorporated into the survey. For this study, respondents who failed the quality checks were not included in the final dataset. This included:

1. Respondents who answered a trap question incorrectly.
2. Web respondents who finished the survey too quickly (≤5 minutes), designated as speeders.
3. Respondents who skipped more than 10% of the questions asked of them.

4. Respondents whose zip codes were different from their state and/or county provided on the survey.

There were n=7 completed surveys removed after applying these cleaning standards.

Data Processing and Integration

Prior to running the final data set, data from web and telephone modes were combined and thoroughly cleaned with a computer validation program written by one of SSRS's data processing programmers. This program established editing parameters in order to locate any errors, including data that did not follow skip patterns, out-of-range values, and errors in data field locations.

After quality control procedures were carried out, SSRS provided a clean, fully-labeled, and weighted final SPSS dataset to MULaw.

Table 3: Completes by Sample Type

Sample type	Invited Sample	Total Completes
SSRS Opinion Panel	350	205
RBS	25,759	613
TOTAL	**26,109**	**818**

WEIGHTING

The survey data were weighted to account for sampling probabilities and to correct for systematic nonresponse along known population parameters. Weighting involved three stages: a design weight reflecting initial selection probabilities, a nonresponse adjustment (yielding the final base weight), and calibration to registered voter benchmarks.

Sample were recruited from two sources, each of which yielded interviews by Web or phone: the SSRS Opinion Panel and a registration-based sample (RBS) from the L2 voter file. The design weights and nonresponse adjustments were calculated separately for each sample source. The sources were then combined into one sample with a compositing adjustment to reflect each source's share of the sample within Wisconsin. The combined sample was then calibrated.

Design Weight

The design weight accounts for differential probabilities of selection for the samples. The design weight was calculated differently for the SSRS Opinion Panel and RBS samples.

SSRS Opinion Panel Design Weight

Recruitment Design Weight

The panel-wide recruitment design weight for the SSRS Opinion Panel was computed differently depending on whether the panelist was recruited from address-based sample (ABS), a prepaid cell random digit dial (RDD) sample, or the SSRS dual-frame RDD telephone Omnibus.

The panel design weight for ABS recruits corrects for the disproportionate ABS design by adjusting the distribution of sample across the ABS strata to match the distribution of the ABS frame across strata.

ABS recruits come from a variety of sample sources, some of which employ different stratification schemes. The panel design weight for ABS recruits is tailored to the stratification scheme used for the sample from which the panelist was recruited. Currently, ABS recruitment waves for the SSRS Opinion Panel are stratified on a combination of geographic region and model-based indicators of the presence of key subpopulations.

The panel design weight for prepaid cell recruits accounts for any disproportionate sampling of prepaid cell phone numbers from the cell phone RDD frame.

The panel design weight for the telephone Omnibus recruits is their original base weight computed at the time of the original omnibus interview. This base weight accounts for selection probabilities associated with the overlapping dual-frame Omnibus sample design.[1] This base weight is a function of the landline and cell frame sample sizes as well as each respondent's telephone usage and number of adults in the household.

Two adjustments are applied to create the final recruitment design weight for the SSRS Opinion Panel:

- A nonresponse adjustment correcting for variability in the recruitment response rate.
- An attrition adjustment correcting for variability in the rate at which originally recruited panelists are retained on the Panel.

Both steps use a weighting class adjustment in which adjustment cells are defined by a cross of the recruitment channel and geographic strata.

For ABS recruits, a household size adjustment is also applied to correct for the sampling of one adult within each sampled address.

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[1] Buskirk T.D., Best J. (2012) Venn Diagrams, Probability 101 and Sampling Weights Computed for Dual Frame Telephone RDD Designs. *Journal of Statistics and Mathematics*. Vol. 15: 3696-3710.

Panel-Wide Raking

To create the final Panel-wide base weight, the full Panel is raked to target parameters for the population of U.S. adults (ages 18+). Panel-wide raking parameters include gender, age, educational attainment, race/ethnicity, Census division, civic engagement, population density, Internet use frequency, voter registration status, party identification, religion, household size, and home tenure. This raking step uses panelist profile variables; missing data in these variables is filled in using hot decking prior to raking.

Study-Level Design Weight

The study-level design weight adjusts for differential probabilities of selection from the SSRS Opinion Panel into the sample for this specific study. The study-level design weight is calculated as:

$$PABW * \frac{N_h}{n_h}$$

where *PABW* is the Panel-wide base weight calculated as described above; and, for each stratum *h*, N_h is the number of panelists available and n_h is the number invited into the study.

Study-level sampling strata were formed from quantiles of *PABW*, with higher-weight panelists being given a higher probability of selection.

RBS Design Weight

For cases sampled via RBS, the design weight was the inverse of the sampling probability applied to the case's stratum on the RBS frame. Strata were a cross of geographic area, available contact information (email-only, phone-only, and both), modeled 2024 Trump (support, mild support, mild oppose, and oppose), and age (18-29 or missing, 30+) based on the date that the sample design was created.

Nonresponse Adjustment

The next step was to apply a nonresponse adjustment within sample source to account for differential response rates.

For the SSRS Opinion Panel sample, nonresponse adjustment cells were formed using the most up-to-date party and leaned party identification recorded in panelists' profile data. Five adjustment cells were created for this sample:

- Republican Party
- Lean Republican Party
- No Lean
- Lean Democratic Party
- Democratic Party

For the RBS sample, the cells were the cross of the four sampling strata – geographic area, available contact information, modeled 2024 Trump (support, mild support, mild oppose, and oppose), and age.

Within each cell, an adjustment factor was calculated as the inverse of the design-weighted AAPOR Response Rate 3 (RR3). This includes an eligibility adjustment reflecting the estimated percentage of each adjustment cell that were registered voters.

The nonresponse adjustment factor was multiplied by the design weight and normalized to the amount of completes by sample source to obtain the final base weight.

Calibration

The final step in weighting was to calibrate the sample to target demographic distributions for the population of registered voters in Wisconsin.

The sample was calibrated to registered voter benchmarks by age (18–29, 30–39, 40–49, 50–59, 60–69, 70+); education (less than high school/high school graduate, some college, associate's degree, bachelor's degree, post-graduate degree); sex (male, female) by marital status (married, unmarried); leaned self-reported Party ID (Republican/Lean Republican, No lean, Democrat/Lean Democrat); WI region (city of Milwaukee, rest of Milwaukee DMA, city of Madison, city of Green Bay, Rest of state) by L2-modeled Party ID (Republican, Other, Democrat); and 2024 vote mode (did not vote, voted early, voter on Election Day) by L2-modeled Party ID.

Missing data in the raking variables were imputed using hot decking. Hot deck imputation replaces the missing values of a respondent randomly with another similar respondent without missing data.

Weighting was accomplished using the *anesrake* package in R. Weights were trimmed to prevent individual interviews from having too much influence on survey-derived estimates. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

A second weight was computed by following all previous steps, plus an additional calibration margin for recalled 2024 presidential vote.

Margin of Sampling Error

Weighting procedures increase the variance in the data with larger weights causing greater variance. Complex survey designs and post data-collection statistical adjustments increase variance estimates and, as a result, the error terms applied in statistical testing.

The total sample design effect[2] was 1.55 overall and the margin of error was +/- 4.3 percentage points. The second weight's design effect was 1.55, and its margin of error was +/- 4.3 percentage points.

[2] Kish, L. (1992). Weighting for Unequal Pi. Journal of Official Statistics, Vol. 8, No.2, 1992, pp. 183-200

RESPONSE RATES

The table below details the completion and response rates for this study.

Table 4: SSRS Opinion Panel Response Rate

Completion Rates/Composite Response Rates	Total
Total Sample (Invited to participate)	350
Screen-outs	18
Total Eligible	332
Quality control removals	4
Incompletes	27
Quota full	0
Completions*	205
Incidence/Eligibility rate	91.93%
Survey Completion rate (Completions/Total invited to participate)	58.57%
Survey RR3	63.04%

**Excludes screen-outs or data quality removals that completed the survey.*

SSRS Opinion Panel Cumulative Response Rate

Cumulative response rate that takes into consideration the response rate for the panel recruitment survey, percent of recruitment survey respondents that agree to join the panel and the panel survey specific RR3 reported above comes to 2.30%.

RBS Response Rate

Table 5: RBS Response and Completion Rates

Interview (Category 1)	
Complete	613
Partial (started survey but abandoned before finishing)	244
Eligible, non-interview (Category 2)	
Refusal and breakoff	552
Respondent never available	106
Answering Machine household – message left	275
Language Barrier	9
Unknown eligibility, non-interview (Category 3)	
Always busy	92
No answer	5,302
Call blocking	47
Answering Machine don't know if household	4,027
Nothing returned (email/text)/Not attempted/worked (phone)	13,057
Not eligible (Category 4)	
Screenouts	42
Fax/data line	158
Non-working/disconnected number	1131
Business / Non-residence	100
No eligible respondents (minor phone)	1
Other non-eligible	3
Total sample used	**25,759**

Survey Response Rate 3	**4.28%**
Survey Completion Rate	**2.38%**

DELIVERABLES

SSRS delivered to MULaw:

- One final weighted dataset in SPSS
- A detailed methods report, including telephone dispositions
- A full phone file with all call history included

APPENDIX

The 120-strata RBS Invited Sample

Geo	Contact	Trump Support	Age Group	Invited Sample	Completes
MKECity	EMAIL	OpposeTrump	a1829orMissing	60	1
MKECity	EMAIL	OpposeTrump	30+	34	0
MKECity	EMAIL	MildOpposeTrump	a1829orMissing	82	3
MKECity	EMAIL	MildOpposeTrump	30+	26	0
MKECity	EMAIL	MildSupportTrump	a1829orMissing	24	0
MKECity	EMAIL	MildSupportTrump	30+	7	0
MKECity	EMAIL	SupportTrump	a1829orMissing	5	1
MKECity	EMAIL	SupportTrump	30+	3	0
MKECity	PHONE	OpposeTrump	a1829orMissing	142	2
MKECity	PHONE	OpposeTrump	30+	154	5
MKECity	PHONE	MildOpposeTrump	a1829orMissing	199	2
MKECity	PHONE	MildOpposeTrump	30+	108	6
MKECity	PHONE	MildSupportTrump	a1829orMissing	50	1
MKECity	PHONE	MildSupportTrump	30+	41	1
MKECity	PHONE	SupportTrump	a1829orMissing	3	0
MKECity	PHONE	SupportTrump	30+	30	0
MKECity	EMAILPHONE	OpposeTrump	a1829orMissing	113	3
MKECity	EMAILPHONE	OpposeTrump	30+	115	5
MKECity	EMAILPHONE	MildOpposeTrump	a1829orMissing	146	6
MKECity	EMAILPHONE	MildOpposeTrump	30+	74	5
MKECity	EMAILPHONE	MildSupportTrump	a1829orMissing	48	2
MKECity	EMAILPHONE	MildSupportTrump	30+	25	0
MKECity	EMAILPHONE	SupportTrump	a1829orMissing	7	0
MKECity	EMAILPHONE	SupportTrump	30+	21	1
MKEDMA	EMAIL	OpposeTrump	a1829orMissing	10	0
MKEDMA	EMAIL	OpposeTrump	30+	18	3
MKEDMA	EMAIL	MildOpposeTrump	a1829orMissing	90	0
MKEDMA	EMAIL	MildOpposeTrump	30+	67	0
MKEDMA	EMAIL	MildSupportTrump	a1829orMissing	171	2
MKEDMA	EMAIL	MildSupportTrump	30+	155	1
MKEDMA	EMAIL	SupportTrump	a1829orMissing	197	2
MKEDMA	EMAIL	SupportTrump	30+	151	7
MKEDMA	PHONE	OpposeTrump	a1829orMissing	25	1
MKEDMA	PHONE	OpposeTrump	30+	99	5
MKEDMA	PHONE	MildOpposeTrump	a1829orMissing	303	4
MKEDMA	PHONE	MildOpposeTrump	30+	336	11
MKEDMA	PHONE	MildSupportTrump	a1829orMissing	631	14
MKEDMA	PHONE	MildSupportTrump	30+	864	14
MKEDMA	PHONE	SupportTrump	a1829orMissing	1014	13
MKEDMA	PHONE	SupportTrump	30+	938	18
MKEDMA	EMAILPHONE	OpposeTrump	a1829orMissing	25	1
MKEDMA	EMAILPHONE	OpposeTrump	30+	67	7
MKEDMA	EMAILPHONE	MildOpposeTrump	a1829orMissing	223	5

MKEDMA	EMAILPHONE	MildOpposeTrump	30+	225	17
MKEDMA	EMAILPHONE	MildSupportTrump	a1829orMissing	445	17
MKEDMA	EMAILPHONE	MildSupportTrump	30+	515	22
MKEDMA	EMAILPHONE	SupportTrump	a1829orMissing	629	19
MKEDMA	EMAILPHONE	SupportTrump	30+	480	24
Madison	EMAIL	OpposeTrump	a1829orMissing	78	1
Madison	EMAIL	OpposeTrump	30+	53	2
Madison	EMAIL	MildOpposeTrump	a1829orMissing	112	0
Madison	EMAIL	MildOpposeTrump	30+	64	1
Madison	EMAIL	MildSupportTrump	a1829orMissing	61	1
Madison	EMAIL	MildSupportTrump	30+	66	2
Madison	EMAIL	SupportTrump	a1829orMissing	20	1
Madison	EMAIL	SupportTrump	30+	53	0
Madison	PHONE	OpposeTrump	a1829orMissing	108	7
Madison	PHONE	OpposeTrump	30+	211	7
Madison	PHONE	MildOpposeTrump	a1829orMissing	293	1
Madison	PHONE	MildOpposeTrump	30+	317	7
Madison	PHONE	MildSupportTrump	a1829orMissing	217	2
Madison	PHONE	MildSupportTrump	30+	345	5
Madison	PHONE	SupportTrump	a1829orMissing	304	2
Madison	PHONE	SupportTrump	30+	275	6
Madison	EMAILPHONE	OpposeTrump	a1829orMissing	125	10
Madison	EMAILPHONE	OpposeTrump	30+	175	17
Madison	EMAILPHONE	MildOpposeTrump	a1829orMissing	218	5
Madison	EMAILPHONE	MildOpposeTrump	30+	195	7
Madison	EMAILPHONE	MildSupportTrump	a1829orMissing	129	1
Madison	EMAILPHONE	MildSupportTrump	30+	175	8
Madison	EMAILPHONE	SupportTrump	a1829orMissing	602	8
Madison	EMAILPHONE	SupportTrump	30+	120	6
GreenBay	EMAIL	OpposeTrump	a1829orMissing	3	0
GreenBay	EMAIL	OpposeTrump	30+	7	0
GreenBay	EMAIL	MildOpposeTrump	a1829orMissing	44	0
GreenBay	EMAIL	MildOpposeTrump	30+	35	0
GreenBay	EMAIL	MildSupportTrump	a1829orMissing	92	0
GreenBay	EMAIL	MildSupportTrump	30+	97	2
GreenBay	EMAIL	SupportTrump	a1829orMissing	108	0
GreenBay	EMAIL	SupportTrump	30+	121	6
GreenBay	PHONE	OpposeTrump	a1829orMissing	9	0
GreenBay	PHONE	OpposeTrump	30+	37	1
GreenBay	PHONE	MildOpposeTrump	a1829orMissing	177	2
GreenBay	PHONE	MildOpposeTrump	30+	198	4
GreenBay	PHONE	MildSupportTrump	a1829orMissing	443	5
GreenBay	PHONE	MildSupportTrump	30+	601	15
GreenBay	PHONE	SupportTrump	a1829orMissing	752	14
GreenBay	PHONE	SupportTrump	30+	780	14
GreenBay	EMAILPHONE	OpposeTrump	a1829orMissing	7	0
GreenBay	EMAILPHONE	OpposeTrump	30+	24	2
GreenBay	EMAILPHONE	MildOpposeTrump	a1829orMissing	110	6
GreenBay	EMAILPHONE	MildOpposeTrump	30+	112	7

GreenBay	EMAILPHONE	MildSupportTrump	a1829orMissing	251	4
GreenBay	EMAILPHONE	MildSupportTrump	30+	294	11
GreenBay	EMAILPHONE	SupportTrump	a1829orMissing	353	8
GreenBay	EMAILPHONE	SupportTrump	30+	337	15
RestofWI	EMAIL	OpposeTrump	a1829orMissing	6	0
RestofWI	EMAIL	OpposeTrump	30+	18	0
RestofWI	EMAIL	MildOpposeTrump	a1829orMissing	76	1
RestofWI	EMAIL	MildOpposeTrump	30+	55	0
RestofWI	EMAIL	MildSupportTrump	a1829orMissing	136	2
RestofWI	EMAIL	MildSupportTrump	30+	131	2
RestofWI	EMAIL	SupportTrump	a1829orMissing	146	3
RestofWI	EMAIL	SupportTrump	30+	214	2
RestofWI	PHONE	OpposeTrump	a1829orMissing	16	0
RestofWI	PHONE	OpposeTrump	30+	84	2
RestofWI	PHONE	MildOpposeTrump	a1829orMissing	266	5
RestofWI	PHONE	MildOpposeTrump	30+	279	5
RestofWI	PHONE	MildSupportTrump	a1829orMissing	621	7
RestofWI	PHONE	MildSupportTrump	30+	724	7
RestofWI	PHONE	SupportTrump	a1829orMissing	1072	12
RestofWI	PHONE	SupportTrump	30+	1269	16
RestofWI	EMAILPHONE	OpposeTrump	a1829orMissing	15	0
RestofWI	EMAILPHONE	OpposeTrump	30+	52	4
RestofWI	EMAILPHONE	MildOpposeTrump	a1829orMissing	177	2
RestofWI	EMAILPHONE	MildOpposeTrump	30+	153	8
RestofWI	EMAILPHONE	MildSupportTrump	a1829orMissing	339	13
RestofWI	EMAILPHONE	MildSupportTrump	30+	339	16
RestofWI	EMAILPHONE	SupportTrump	a1829orMissing	538	19
RestofWI	EMAILPHONE	SupportTrump	30+	530	13
			TOTALS	**25,759**	**613**

** MKECity – Milwaukee City Limits, MKEDMA – Rest of Milwaukee, Madison – Madison DMA, GreenBay – Green Bay DMA, RestofWI – Rest of Wisconsin DMA*

Table 6. Sample Demographics

CATEGORY	VALUES	PARAMETER	UNWEIGHTED	WEIGHT1	WEIGHT2
AGE	18-29	16.1%	12.7%	15.5%	15.5%
	30-39	15.0%	14.1%	15.2%	15.1%
	40-49	15.8%	13.2%	16.0%	16.0%
	50-59	17.9%	14.2%	18.0%	18.0%
	60-69	17.2%	25.7%	17.5%	17.5%
	70+	17.9%	20.2%	17.9%	17.9%
EDUCATION	HS grad or less	28.6%	18.6%	28.3%	28.4%
	Some college	19.2%	18.9%	19.3%	19.2%
	Assoc degree	14.3%	14.1%	13.9%	13.9%
	Bach degree	27.8%	32.0%	28.3%	28.3%
	Post grad+	10.0%	16.4%	10.2%	10.2%
SEX BY MARITAL STATUS	Male married	28.0%	35.9%	28.2%	28.2%
	Female married	29.1%	23.6%	28.8%	28.8%
	Male not married	20.4%	22.1%	20.5%	20.5%
	Female not married	22.5%	18.3%	22.4%	22.4%
REGION BY PARTY	Milwaukee City Dem	4.8%	5.5%	4.9%	4.9%
	Rest of Milwaukee DMA Dem	7.4%	5.6%	7.2%	7.2%
	Madison Dem	7.1%	6.5%	7.0%	7.1%
	Green Bay Dem	3.8%	2.7%	3.8%	3.9%
	Rest of WI Dem	5.7%	4.3%	5.5%	5.5%
	Milwaukee City Rep	1.0%	2.0%	1.1%	1.1%

	Rest of Milwaukee DMA Rep	17.8%	19.9%	18.2%	18.2%
	Madison Rep	6.6%	6.7%	6.8%	6.7%
	Green Bay Rep	10.1%	12.5%	10.3%	10.3%
	Rest of WI Rep	11.4%	11.0%	11.6%	11.6%
	Milwaukee City Other	1.1%	1.0%	1.1%	1.1%
	Rest of Milwaukee DMA Other	6.4%	5.9%	6.3%	6.3%
	Madison Other	4.5%	4.8%	4.6%	4.6%
	Green Bay Other	5.5%	5.5%	5.3%	5.3%
	Rest of WI Other	6.6%	6.2%	6.4%	6.4%
2024 VOTE MODE BY PARTY	NotVoted Dem	2.1%	2.0%	2.2%	2.2%
	VotedEarly Dem	13.2%	11.2%	13.2%	13.1%
	VotedElection Dem	13.5%	11.4%	13.2%	13.2%
	NotVoted Rep	1.8%	2.7%	1.8%	1.8%
	VotedEarly Rep	21.2%	24.8%	21.5%	21.5%
	VotedElection Rep	24.1%	24.6%	24.5%	24.5%
	NotVoted Other	2.4%	2.0%	2.2%	2.2%
	VotedEarly Other	8.5%	9.0%	8.4%	8.4%
	VotedElection Other	13.2%	12.3%	13.0%	13.0%
PARTY WITH LEAN	Dem	40.8%	44.1%	41.0%	41.0%
	Rep	44.9%	42.3%	44.7%	44.6%
	Other	14.3%	13.6%	14.4%	14.4%
2024 RECALLED VOTE CHOICE	Harris	45.8%	48.4%	47.2%	46.2%
	Trump	46.6%	43.6%	45.7%	46.3%
	Third Party	1.4%	1.3%	1.0%	1.4%
	Did not vote	6.3%	6.6%	6.1%	6.1%

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