Methodology: Marquette Law School Poll

Jan. 24-31, 2024

Charles Franklin

2024-02-07

Survey description

The Marquette Law School Poll survey of Wisconsin registered voters was conducted Jan. 24-31, 2024. A total of 930 registered voters were interviewed by SSRS of Glen Mills PA. Implementing a hybrid sample methodology, including the SSRS Opinion Panel and registration-based sample (RBS) containing either a telephone number or an email address, SSRS contacted registered voters via email or via telephone. In total, 814 surveys were completed via web and 116 surveys were completed via phone. Of the phone surveys 78 were via cell phone and 37 were via landline.

The margin of error is +/-4.2 percentage points for the full sample of registered voters. The sample includes 848 (weighted n=808), likely voters with a margin of error of +/-4.4 percentage points. The Republican subsample has a sample size of 418 (weighted n=408),with a margin of error of +/-6.4 percentage points.

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

The sample is weighted to reflect demographic benchmarks of Wisconsin registered voters and the 2020 presidential election result. 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.

A total of 36,953 RBS pieces of sample were procured for this study: 19,409 with verified email only, 8,023 with phone only, and 9,521 with both email and phone. All 28,930 sample pieces with email addresses were invited to take the survey which yielded n=368 web completes.

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

SMS outreach was introduced this wave to complement the phone sample by converting some of the possible phone sample to complete the study via the web. A total of 7,409 random sample pieces with an active cellphone number were invited to take the survey via web which yielded n=116 web completes.

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 sample size is 930. The margin of error, including design effects due to post-stratification is +/-4.2 percentage points for the full sample. The sample includes 848 (weighted n=808) likely voters, with a margin of error of +/-4.4 percentage points. The Republican subsample has a sample size of 418 with a margin of error of +/-6.4 percentage points. There are 366 Democrats, with a margin of error of +/-6.6 percentage points.

9. The design effect for this survey is 1.74 which has been incorporated in the calculation of all reported margins of error.

10. The survey was administered in English only and was administered on the web and by telephone. The data were collected Jan. 24-31, 2024.

11. Results for all items in the survey, including the full instrument, topline results, crosstabs and this methodological report are be available online at link

12. For further information contact the survey director, Prof. Charles Franklin at Charles.franklin@marquette.edu

13. Further methodological details are included in the attached report from SSRS.

January 2024 Wisconsin Statewide Poll

Methodology Report

Submitted to:

Dr. Charles Franklin

Marquette University Law School

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

January 2024

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SSRS

Project Number: W4371

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SUMMARY

The January WI Poll of Marquette University Law School (MULaw) obtained surveys via web and telephone with a representative sample of n=930 registered voters, ages 18 or older, who live in Wisconsin. Data collection was conducted in English from January 24 to February 1, 2024.

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=814 surveys were completed via web and n=116 surveys were completed via phone.

Statistical results are weighted to correct known demographic discrepancies. In this case two weights were provided. The margin of sampling error for the complete set of data weighted to demographics and 2020 recalled votes was ±4.2 percentage points, which was also the margin of sampling error for the complete set of data weighted to only demographics (see "Weighting" section for more details).

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 595 panelists were invited with n=218 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 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 are in the Appendix.

For this study, 74,335 RBS pieces of sample were procured, of which 35,082 were randomly selected to be surveyed: 21,797 with verified email only, 7,662 with phone only, and 5,623 with both email and phone. All 27,420 sample pieces with email addresses were invited to take the survey which yielded n=618 web completes.

A random phone sample of 8,000 were dialed up to a maximum of two attempts and yielded n=109 completes.

SMS outreach was conducted this wave to complement the phone sample by converting some of the possible phone sample to complete the study via the web. A total of 6,955 random sample pieces with an active cellphone number were invited to take the survey via web which yielded n=224 web completes.

Overall, the total RBS sample used for web and phone was 35,082, yielding 727 completes - 618 web (394 email-to-web and 224 SMS-to-web) and 109 phone. The total sample pieces and completes yielded by sample type is in Table 1.

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

RBS Mode of Contact	Total Sample	Total Completes	Completion Rate
Verified Email Only	21,797	351	1.3%
Connect Phone Only	7,662	156	1.9%
Both	5,623	220	3.0%
TOTAL	35,082	727	1.9%

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 January 24-25, 2024. Dialing of RBS phone sample 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 (all strata, random 10%), RBS with active cellphone number invited via SMS (random 10%)	01/24/2024
Full launch: RBS with email (all strata, remaining 90%), RBS with active cellphone number invited via SMS (remaining 90%)	01/25/2024
Soft launch: SSRS Opinion Panel	01/25/2024
Full launch: SSRS Opinion Pamel	01/25/2024
Full launch: RBS with phone	01/26/2024 night shift
Reminder emails sent to RBS with email & SSRS Opinion Panel	01/27/2024
End of phone data collection	01/31/2024 night shift

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. The sample was closely monitored and those in underperforming geographical areas received one reminder email. For SSRS Opinion Panelists who did not respond and who had opted into receiving text messages from the SSRS Opinion Panel also received text message reminders.

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. The outreach was started as a test method to determine if it could help lower costs while increasing response and completion rates among phone sample respondents. The experimental group was assigned to around two-thirds of the entire phone sample with active cellphone numbers. 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.

The impact of texting respondents with MULaw-branded invitations versus not branded invitations was studied for this wave. A random sample of one-third of the cellphone respondents was texted with an invitation branded with MULaw, while a random sample of one-third received an invitation without MULaw branding. The languages for each treatment are in the Appendix.

Two-thirds of the total sample pieces with an active cellphone number were invited to take the survey via web which yielded n=224 web completes. The number of web completes by each experimental treatments are summarized in Table 3.

Table 3: Total SMS Test sample and web completes.

SMS Experimental Treatments	Total Sample	Total Web Completes	Completion Rate
SMS Test A With MULaw Logo	3,416	151	4.4%
SMS Test B Without Logo	3,539	73	2.1%
TOTAL	6,955	224	3.2%

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

No completed surveys were 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 4: Completes by Sample Type

Sample type	Sample Used	Total Completes
SSRS Opinion Panel	534	203

RBS	35,082	727
TOTAL	35,617	930

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 by party (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 Probability Panel and RBS samples.

SSRS Opinion Panel

The panel 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.

ABS Recruits

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.

Prepaid Cell Recruits

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

Telephone Omnibus Recruits

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 the panel design weight to create the final design weight for the SSRS Opinion Panel sample:

- 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.

RBS

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, party registration as recorded in the L2 voter file (3 categories listed above), the available contact information (email-only, phone-only, and both), and modeled 2024 vote (likely Trump voter, not likely Trump voter).

Nonresponse Adjustment by Party

The next step was to apply a nonresponse adjustment to account for differential response rates by party.

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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.

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

- Democratic Party
- Republican Party
- Other

For the RBS sample, the cells were a cross of geographic area, party registration as recorded in the L2 voter file, and modeled 2024 vote.

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, 60–65, 70+); education (less than high school, high school graduate, some college, associate's degree, bachelor's degree, post-graduate); sex (male, female) by marital status (married, unmarried); WI region (city of Milwaukee, rest of Milwaukee county, city of Madison, city of Green Bay, Rest of state); and pseudo-NEP region by leaned party ID (Republican/Lean Republican, No Lean, Democrat/Lean Democrat).

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, then applying a final adjustment which matched the distribution of recalled 2020 presidential vote. The "Did not

vote" percentage was held constant at the percentage estimated by the initial weight, and the other categories were re-percentaged accordingly.

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 of the main weight was 1.74 overall, and the margin of error was +/- 4.2 percentage points. The design effect of the recalled-vote weight was 1.74 overall, and the margin of error was +/- 4.2 percentage points.

RESPONSE RATES

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

Table 5: SSRS Opinion Panel Response Rate

Completion Rates/Composite Response Rates	Total
Total Sample (Invited to participate)	534
Screen-outs	17
Total Eligible	517
Quality control removals	0
Incompletes	8
Quota full	36
Completions*	203
Incidence/Eligibility rate	92.27%
Survey Completion rate (Completions/Total invited to participate)	38.01%
Survey RR3	41.08%

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 2.7%.

RBS Response Rate

Table 5: RBS Response Rate

Interview (Category 1)	
Complete	727
Partial (started survey but abandoned before finishing)	291
Eligible, non-interview (Category 2)	
Refusal	105
Answering machine household – message left	16
Language problem	7
Unknown eligibility, non-interview (Category 3)	
Return (not dialed)	3
Phone fresh sample	8,055
Nothing returned (web)	21,185
Always busy	17
No answer	1,918
Set appointment	34
Answering machine - don't know if household	1,698
Call blocking	4
Other	344

Not eligible (Category 4)	
Terminates / No screener completed	38
Fax/data line	8
Non-working number	455
Business / Non-residence	60
No eligible respondents (minor phone)	6
Other (Failed Relevant ID, quota full web)	111
Total sample used	35,082
Response Rate 3	3.3%

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 90-strata RBS Sample

Geo	Contact	Party	Modeled Trump Voter	Sample Count	Completes
MKECity	EMAIL	Democrats	NotLikelyTrump	156	2
MKECity	EMAIL	Democrats	LikelyTrump	265	2
MKECity	EMAIL	Republicans	NotLikelyTrump	50	1
MKECity	EMAIL	Republicans	LikelyTrump	96	3
MKECity	EMAIL	Other	NotLikelyTrump	142	1
MKECity	EMAIL	Other	LikelyTrump	16	0
MKECity	PHONE	Democrats	NotLikelyTrump	234	4

MKECity	PHONE	Democrats	LikelyTrump	200	3
MKECity	PHONE	Republicans	NotLikelyTrump	70	1
MKECity	PHONE	Republicans	LikelyTrump	24	1
MKECity	PHONE	Other	NotLikelyTrump	97	3
MKECity	PHONE	Other	LikelyTrump	13	0
MKECity	EMAILPHONE	Democrats	NotLikelyTrump	165	3
MKECity	EMAILPHONE	Democrats	LikelyTrump	256	8
MKECity	EMAILPHONE	Republicans	NotLikelyTrump	61	6
MKECity	EMAILPHONE	Republicans	LikelyTrump	35	0
MKECity	EMAILPHONE	Other	NotLikelyTrump	66	2
MKECity	EMAILPHONE	Other	LikelyTrump	8	0
MKEDMA	EMAIL	Democrats	NotLikelyTrump	237	11
MKEDMA	EMAIL	Democrats	LikelyTrump	307	5
MKEDMA	EMAIL	Republicans	NotLikelyTrump	841	17
MKEDMA	EMAIL	Republicans	LikelyTrump	5318	112
MKEDMA	EMAIL	Other	NotLikelyTrump	458	9
MKEDMA	EMAIL	Other	LikelyTrump	167	5
MKEDMA	PHONE	Democrats	NotLikelyTrump	202	4
MKEDMA	PHONE	Democrats	LikelyTrump	383	5
MKEDMA	PHONE	Republicans	NotLikelyTrump	475	11
MKEDMA	PHONE	Republicans	LikelyTrump	815	15
MKEDMA	PHONE	Other	NotLikelyTrump	295	6
MKEDMA	PHONE	Other	LikelyTrump	60	3
MKEDMA	EMAILPHONE	Democrats	NotLikelyTrump	187	10
MKEDMA	EMAILPHONE	Democrats	LikelyTrump	207	10
MKEDMA	EMAILPHONE	Republicans	NotLikelyTrump	398	12
MKEDMA	EMAILPHONE	Republicans	LikelyTrump	476	21
MKEDMA	EMAILPHONE	Other	NotLikelyTrump	310	5
MKEDMA	EMAILPHONE	Other	LikelyTrump	51	0
Madison	EMAIL	Democrats	NotLikelyTrump	270	5
Madison	EMAIL	Democrats	LikelyTrump	304	3
Madison	EMAIL	Republicans	NotLikelyTrump	357	3
Madison	EMAIL	Republicans	LikelyTrump	1739	15
Madison	EMAIL	Other	NotLikelyTrump	485	7
Madison	EMAIL	Other	LikelyTrump	48	1
Madison	PHONE	Democrats	NotLikelyTrump	253	10
Madison	PHONE	Democrats	LikelyTrump	323	10
Madison	PHONE	Republicans	NotLikelyTrump	238	6
Madison	PHONE	Republicans	LikelyTrump	250	7
Madison	PHONE	Other	NotLikelyTrump	272	9
Madison	PHONE	Other	LikelyTrump	27	2
Madison	EMAILPHONE	Democrats	NotLikelyTrump	225	17
Madison	EMAILPHONE	Democrats	LikelyTrump	243	7
Madison	EMAILPHONE	Republicans	NotLikelyTrump	165	10
Madison	EMAILPHONE	Republicans	LikelyTrump	135	6
Madison	EMAILPHONE	Other	NotLikelyTrump	248	12
Madison	EMAILPHONE	Other	LikelyTrump	19	1
GreenBay	EMAIL	Democrats	NotLikelyTrump	119	3
GreenBay	EMAIL	Democrats	LikelyTrump	239	7
GreenBay	EMAIL	Republicans	NotLikelyTrump	500	6

GreenBay	EMAIL	Republicans	LikelyTrump	3130	57
GreenBay	EMAIL	Other	NotLikelyTrump	452	6
GreenBay	EMAIL	Other	LikelyTrump	113	2
GreenBay	PHONE	Democrats	NotLikelyTrump	140	2
GreenBay	PHONE	Democrats	LikelyTrump	222	1
GreenBay	PHONE	Republicans	NotLikelyTrump	389	8
GreenBay	PHONE	Republicans	LikelyTrump	398	10
GreenBay	PHONE	Other	NotLikelyTrump	401	12
GreenBay	PHONE	Other	LikelyTrump	59	1
GreenBay	EMAILPHONE	Democrats	NotLikelyTrump	86	6
GreenBay	EMAILPHONE	Democrats	LikelyTrump	154	4
GreenBay	EMAILPHONE	Republicans	NotLikelyTrump	251	13
GreenBay	EMAILPHONE	Republicans	LikelyTrump	267	12
GreenBay	EMAILPHONE	Other	NotLikelyTrump	288	10
GreenBay	EMAILPHONE	Other	LikelyTrump	37	1
RestOfWI	EMAIL	Democrats	NotLikelyTrump	179	1
RestOfWI	EMAIL	Democrats	LikelyTrump	422	4
RestOfWI	EMAIL	Republicans	NotLikelyTrump	698	9
RestOfWI	EMAIL	Republicans	LikelyTrump	4033	43
RestOfWI	EMAIL	Other	NotLikelyTrump	492	8
RestOfWI	EMAIL	Other	LikelyTrump	164	3
RestOfWI	PHONE	Democrats	NotLikelyTrump	124	3
RestOfWI	PHONE	Democrats	LikelyTrump	282	1
RestOfWI	PHONE	Republicans	NotLikelyTrump	405	6
RestOfWI	PHONE	Republicans	LikelyTrump	550	7
RestOfWI	PHONE	Other	NotLikelyTrump	417	1
RestOfWI	PHONE	Other	LikelyTrump	44	4
RestOfWI	EMAILPHONE	Democrats	NotLikelyTrump	131	5
RestOfWI	EMAILPHONE	Democrats	LikelyTrump	265	8
RestOfWI	EMAILPHONE	Republicans	NotLikelyTrump	281	12
RestOfWI	EMAILPHONE	Republicans	LikelyTrump	224	6
RestOfWI	EMAILPHONE	Other	NotLikelyTrump	342	10
RestOfWI	EMAILPHONE	Other	LikelyTrump	42	3
			TOTAL	35,082	727

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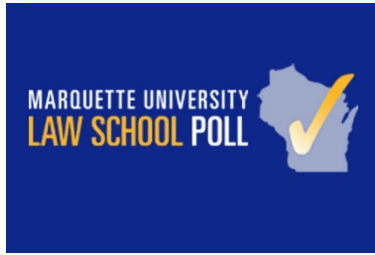
Intro

Hi, I am (intv name) on behalf of the Marquette University Law School Poll.

Can you answer a quick poll of WI voters?

1) Yes

2) No (or QUIT Poll)

3) Not a Wisconsin voter or not 18 (VOL) [Not shown to respondents]

4) Permanent Opt-out (VOL) [Not shown to respondents]

Close

Thanks! Your opinion matters. You can finish the confidential survey here {link a passcode-embedded URL to the word here, so that we don't need to text a messy embedded URL to the respondents}.

If you qualify and complete the survey, we will send you $10 to thank you for your time.

[FOR THOSE WHO DO NOT GET THE LOGO (SMSTEST=1), SHOW THE FOLLOWING:]

Intro

Hi, I am (intv name) with SSRS. We are polling WI voters. Can you answer a quick poll?

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2) No (or QUIT Poll)

3) Not a Wisconsin voter or not 18 (VOL) [Not shown to respondents]

4) Permanent Opt-out (VOL) [Not shown to respondents]

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Thanks! Your opinion matters. You can finish the confidential survey here {link a passcode-embedded URL to the word here, so that we don't need to text a messy embedded URL to the respondents}.

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About SSRS

SSRS is breaking the mold on what research companies can do. A full-service market and survey research firm, we use the latest data collection best practices and apply cutting-edge survey methodologies backed by insight from our industry-leading team. We have genuine enthusiasm for our work and a shared goal to connect people through research. Our solutions include groundbreaking approaches fit for purpose: the SSRS Opinion Panel, Encipher, SSRS Virtual Insights, the SSRS Text Message panel, and more. Our research areas focus on Health Care and Health Policy, Public Opinion and Policy, Political and Election Polling, Consumer and Lifestyle, and Sports and Entertainment. Visit www.ssrs.com to learn more about how we can work together.

Forward thinking research.