

Methodology: Marquette Law School Poll

April 3-10, 2024

Charles Franklin

2024-04-16

Survey description

The Marquette Law School Poll survey of Wisconsin registered voters was conducted April 3-10, 2024. A total of 814 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, 653 surveys were completed via web and 161 surveys were completed via phone. Of the phone surveys 129 were via cell phone and 31 were via landline.

The margin of error is +/-4.8 percentage points for the full sample of registered voters. The sample includes 736 (weighted n=707), likely voters with a margin of error of +/-5.0 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.

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 sample size is 814. The margin of error, including design effects due

to post-stratification is +/-4.8 percentage points for the full sample. The sample includes 736 (weighted n=707) likely voters, with a margin of error of +/-5.0 percentage points.

9. The design effect for this survey is 1.95 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 April 3-10, 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.

April 2024 Wisconsin Statewide Poll

Methodology Report

Submitted to:

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Marquette University Law School



April 15, 2024



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SSRS

Project Number: X4367



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SUMMARY

The April WI Poll of Marquette University Law School (MULaw) obtained surveys via web and telephone with a representative sample of n=814 registered voters, ages 18 or older, who live in Wisconsin. Data collection was conducted in English from April 3 to 11, 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=653 surveys were completed via web and n=161 surveys were completed via phone.

Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the total sample weighted against the demographics and recalled-vote was +/- 4.8 percentage points (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 528 panelists were invited with n=226 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.

Replicates were utilized to effectively work the sample and maximize response rate. Of the 62,528 total sample procured, only 12,814 (or 55%) of the total randomly selected sample pieces were utilized and invited to participate in the survey via email, outbound phone, and/or SMS.

Web completions included 157 from those invited via email and 277 from those invited via text message. Dialing web-reluctant respondents for up to two attempts resulted in a total of 154 completes. Overall, the RBS sample yielded 588 completes, including 157 email-to-web, 277 SMS-to-web, and 154 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	2,747	52	1.9%
High Connect Phone Only	5,058	197	3.9%
Both	5,009	339	6.8%
TOTAL	12,814	588	4.6%

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 April 3-4, 2024. 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 (all strata, random 25%)	04/03/2024
Soft launch: SSRS Opinion Panel	04/03/2024
Full launch: RBS with email and RBS with active cellphone number invited via SMS (all strata, random 15%)	04/04/2024
Full launch: SSRS Opinion Panel	04/04/2024
Full launch of outbound dialing to SSRS Opinion Panel and RBS	04/04/2024 night shift
Reminder emails sent to RBS with email	04/06/2024
RBS with email and RBS with active cellphone number invited via SMS (all strata, random 15%)	04/08/2024
End of phone data collection	04/10/2024 night shift
End of web data collection	04/11/2024 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. 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. 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 with an accompanying MULaw logo versus without an accompanying logo image was studied. Half of the cellphone respondents were texted with an invitation branded with MULaw including a logo, while the other half received an invitation without a logo. The languages for each treatment are in the Appendix.

Fifty-five per cent of the total sample pieces with an active cellphone number were invited to take the survey via web and yielded n=277 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	4,279	137	3.2%
SMS Test B Without Logo	4,191	140	3.3%
TOTAL	8,470	277	3.3%

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	528	226
RBS	12,814	588
TOTAL	13,242	814

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 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 (Democratic, Republican, Other), modeled 2024 vote (likely Trump voter, not a likely Trump voter), and the available contact information (email-only, phone-only, and both).

Nonresponse Adjustment by Party

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

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 degree); sex (male, female) by marital status (married, unmarried); self-reported Party ID (Republican, Independent, Democrat); WI region (city of Milwaukee, rest of Milwaukee county, city of Madison, city of Green Bay, Rest of state) by L2-modeled Party ID (Republican, Independent, Democrat), and 2020 vote mode (did not vote, voted early, voter on Election Day) by L2-modeled Party ID.

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 2020 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 effect² was 1.92 overall and the margin of error was +/- 4.8 percentage points. On the other hand, the recalled-vote weight's design effect was 1.95, and its margin of error was +/- 4.8 percentage points as well.

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)	528
Screen-outs	13
Total Eligible	515
Quality control removals	0
Incompletes	5
Quota full	27
Completions*	226

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

Incidence/Eligibility rate	94.56%
Survey Completion rate (Completions/Total invited to participate)	42.80%
Survey RR3	45.21%

**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 2.8%.

RBS Response Rate

Table 5: RBS Response Rate

Interview (Category 1)	
Complete	588
Partial (started survey but abandoned before finishing)	60
Eligible, non-interview (Category 2)	
Refusal	91
Breakoff	524
Answering machine – message left	2,612
Language Barrier	17
Unknown eligibility, non-interview (Category 3)	
Not dialed	2,740
Nothing returned / Web link never opened	2,671
Always busy	31

No answer	2,728
Set appointment	44
Take me off list/DNC	41
Call blocking	13
Not eligible (Category 4)	
Terminates / No screener completed	28
Fax/data line	35
Non-working/disconnected number	506
Business / Non-residence	80
No eligible respondents (minor phone)	4
Other ineligible	1
Total sample used	12,814
Survey Response Rate 3	4.9%
Survey Completion Rate	4.6%

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	40	1
MKECity	EMAIL	Democrats	LikelyTrump	111	1
MKECity	EMAIL	Republicans	NotLikelyTrump	12	1
MKECity	EMAIL	Republicans	LikelyTrump	52	4
MKECity	EMAIL	Other	NotLikelyTrump	12	1
MKECity	EMAIL	Other	LikelyTrump	31	1
MKECity	PHONE	Democrats	NotLikelyTrump	94	6
MKECity	PHONE	Democrats	LikelyTrump	183	2
MKECity	PHONE	Republicans	NotLikelyTrump	17	1
MKECity	PHONE	Republicans	LikelyTrump	84	8
MKECity	PHONE	Other	NotLikelyTrump	23	3
MKECity	PHONE	Other	LikelyTrump	41	6
MKECity	EMAILPHONE	Democrats	NotLikelyTrump	130	5
MKECity	EMAILPHONE	Democrats	LikelyTrump	164	2
MKECity	EMAILPHONE	Republicans	NotLikelyTrump	45	5
MKECity	EMAILPHONE	Republicans	LikelyTrump	105	3
MKECity	EMAILPHONE	Other	NotLikelyTrump	26	2
MKECity	EMAILPHONE	Other	LikelyTrump	73	5
MKEDMA	EMAIL	Democrats	NotLikelyTrump	88	3
MKEDMA	EMAIL	Democrats	LikelyTrump	110	7
MKEDMA	EMAIL	Republicans	NotLikelyTrump	140	7
MKEDMA	EMAIL	Republicans	LikelyTrump	230	15
MKEDMA	EMAIL	Other	NotLikelyTrump	30	29
MKEDMA	EMAIL	Other	LikelyTrump	77	7
MKEDMA	PHONE	Democrats	NotLikelyTrump	139	9
MKEDMA	PHONE	Democrats	LikelyTrump	211	16
MKEDMA	PHONE	Republicans	NotLikelyTrump	450	15
MKEDMA	PHONE	Republicans	LikelyTrump	564	24
MKEDMA	PHONE	Other	NotLikelyTrump	113	44
MKEDMA	PHONE	Other	LikelyTrump	147	4
MKEDMA	EMAILPHONE	Democrats	NotLikelyTrump	129	5
MKEDMA	EMAILPHONE	Democrats	LikelyTrump	203	4
MKEDMA	EMAILPHONE	Republicans	NotLikelyTrump	368	2
MKEDMA	EMAILPHONE	Republicans	LikelyTrump	535	1
MKEDMA	EMAILPHONE	Other	NotLikelyTrump	63	2
MKEDMA	EMAILPHONE	Other	LikelyTrump	174	1
Madison	EMAIL	Democrats	NotLikelyTrump	68	2
Madison	EMAIL	Democrats	LikelyTrump	127	10
Madison	EMAIL	Republicans	NotLikelyTrump	107	1
Madison	EMAIL	Republicans	LikelyTrump	110	8
Madison	EMAIL	Other	NotLikelyTrump	81	3

Madison	EMAIL	Other	LikelyTrump	48	10
Madison	PHONE	Democrats	NotLikelyTrump	88	11
Madison	PHONE	Democrats	LikelyTrump	140	5
Madison	PHONE	Republicans	NotLikelyTrump	55	44
Madison	PHONE	Republicans	LikelyTrump	194	6
Madison	PHONE	Other	NotLikelyTrump	61	4
Madison	PHONE	Other	LikelyTrump	52	3
Madison	EMAILPHONE	Democrats	NotLikelyTrump	102	1
Madison	EMAILPHONE	Democrats	LikelyTrump	168	2
Madison	EMAILPHONE	Republicans	NotLikelyTrump	42	8
Madison	EMAILPHONE	Republicans	LikelyTrump	509	2
Madison	EMAILPHONE	Other	NotLikelyTrump	50	2
Madison	EMAILPHONE	Other	LikelyTrump	93	3
GreenBay	EMAIL	Democrats	NotLikelyTrump	47	6
GreenBay	EMAIL	Democrats	LikelyTrump	93	13
GreenBay	EMAIL	Republicans	NotLikelyTrump	132	2
GreenBay	EMAIL	Republicans	LikelyTrump	155	2
GreenBay	EMAIL	Other	NotLikelyTrump	61	15
GreenBay	EMAIL	Other	LikelyTrump	70	10
GreenBay	PHONE	Democrats	NotLikelyTrump	99	6
GreenBay	PHONE	Democrats	LikelyTrump	123	19
GreenBay	PHONE	Republicans	NotLikelyTrump	231	4
GreenBay	PHONE	Republicans	LikelyTrump	363	15
GreenBay	PHONE	Other	NotLikelyTrump	111	2
GreenBay	PHONE	Other	LikelyTrump	147	2
GreenBay	EMAILPHONE	Democrats	NotLikelyTrump	127	4
GreenBay	EMAILPHONE	Democrats	LikelyTrump	117	1
GreenBay	EMAILPHONE	Republicans	NotLikelyTrump	106	1
GreenBay	EMAILPHONE	Republicans	LikelyTrump	291	7
GreenBay	EMAILPHONE	Other	NotLikelyTrump	58	13
GreenBay	EMAILPHONE	Other	LikelyTrump	233	7
RestOfWI	EMAIL	Democrats	NotLikelyTrump	73	17
RestOfWI	EMAIL	Democrats	LikelyTrump	121	6
RestOfWI	EMAIL	Republicans	NotLikelyTrump	161	6
RestOfWI	EMAIL	Republicans	LikelyTrump	180	9
RestOfWI	EMAIL	Other	NotLikelyTrump	92	5
RestOfWI	EMAIL	Other	LikelyTrump	88	7
RestOfWI	PHONE	Democrats	NotLikelyTrump	122	17
RestOfWI	PHONE	Democrats	LikelyTrump	194	4
RestOfWI	PHONE	Republicans	NotLikelyTrump	297	11
RestOfWI	PHONE	Republicans	LikelyTrump	380	588
RestOfWI	PHONE	Other	NotLikelyTrump	181	1
RestOfWI	PHONE	Other	LikelyTrump	154	1
RestOfWI	EMAILPHONE	Democrats	NotLikelyTrump	116	1
RestOfWI	EMAILPHONE	Democrats	LikelyTrump	147	4
RestOfWI	EMAILPHONE	Republicans	NotLikelyTrump	188	1
RestOfWI	EMAILPHONE	Republicans	LikelyTrump	292	1
RestOfWI	EMAILPHONE	Other	NotLikelyTrump	110	6

RestOfWI	EMAILPHONE	Other	LikelyTrump	245	2
TOTAL				12,814	588

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

SMS Test Language



[SHOW LOGO IF SMSTEST=0 AND THE FOLLOWING TEXT:]

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 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.

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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.



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