Methodology: Marquette Law School Poll

June 12-20, 2024

Charles Franklin

2024-06-24

Survey description

The Marquette Law School Poll survey of Wisconsin registered voters was conducted June 12-20, 2024. A total of 871 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, 769 surveys were completed via web and 102 surveys were completed via phone. Of the phone surveys 83 were via cell phone and 19 were via landline.

The margin of error is +/-4.6 percentage points for the full sample of registered voters. The sample includes 784 (weighted n=756), likely voters with a margin of error of +/-4.9 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, the 2020 presidential election result and partisanship. The sample was weighted by SSRS Weight2 (demographics plus 2020 vote) and by partisanship since 2022. 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 871. The margin of error, including design effects due to post-stratification is +/-4.6 percentage points for the full sample. The sample includes 784 (weighted n=756) likely voters, with a margin of error of +/-4.9 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 June 12-20, 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.

June 2024 Wisconsin Statewide Poll

Methodology Report

Submitted to:

Dr. Charles Franklin

Marquette University Law School

MARQUETTE UNIVERSITY LAW SCHOOL POLL

June 24, 2024

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SSRS

Project Number: X4369

ssrs redefining research

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SUMMARY

The June WI Poll of Marquette University Law School (MULaw) obtained surveys via web and telephone with a representative sample of n=871 registered voters, ages 18 or older, who live in Wisconsin. Data collection was conducted in English from June 12 to 20, 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=769 surveys were completed via web and n=102 surveys were completed via phone.

Statistical results are weighted to correct known demographic discrepancies. The total sample design effect after the data was weighted against the demographics was 1.94 with margin of sampling error +/- 4.6 percentage points. Whereas the total sample design effect after weighting the data against the demographics including the recalled 2020 vote was 1.92 with margin of sampling error +/- 4.6 percentage points. Four other weights were calculated but excluding L2-party definitions. 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 562 panelists were invited with n=234 (226 web, 8 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 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 45,610 total sample procured, 26,269 were randomly selected, and only 18,389 (or 70%) were released and invited to participate in the survey via email, outbound phone, and/or SMS. Of the released RBS sample, 9,649 were invited via email only, 10,752 were invited via SMS only, and 4,032 were invited via both email and SMS. There were 6,714 sample pieces dialed up to two attempts, 80% of which were also texted. Overall, the RBS sample yielded 637 completes, including 221 email-to-web, 322 SMS-to-web, and 94 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	4,970	111	2.2%
High Connect Phone Only	8,740	253	2.9%
Both	4,679	273	5.8%
TOTAL	18,389	637	3.5%

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 June 12-13, 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%)	06/12/2024
Soft launch: SSRS Opinion Panel	06/12/2024
Full launch: RBS with email (all strata, random 45%) and remaining RBS with active cellphone number invited via SMS	06/13/2024
Full launch: SSRS Opinion Panel	06/13/2024
Full launch of outbound dialing to SSRS Opinion Panel and RBS	06/13/2024 evening shift
Targeted reminder emails sent to RBS with email	06/17/2024
End of phone data collection	06/20/2024 evening shift
End of web data collection	06/20/2024

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 as well as geographic areas that were short in likely Trump voters received one reminder email. 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 invitation text message sent to RBS sample pieces with active cellphone number is in the Appendix.

All sample pieces with an active cellphone number were invited to take the survey via web and yielded n=322 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 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.

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

Only one (0.1%) completed survey was 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	562	234
RBS	18,389	637
TOTAL	18,951	871

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:

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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.

- 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.

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 the 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 DMA, Madison DMA, Green Bay DMA, rest of WI DMA) 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. A third weight computed identically to the first weight but replaced the 2020 vote mode by L2-modeled Party ID calibration margin with 2020 vote mode alone. A fourth weight was computed to the specifications of the third weight with an additional calibration margin for recalled 2020 presidential vote. A fifth weight was computed identically to the third weight but replaced WI region by L2-modeled Party ID with WI region alone. A sixth weight was computed to the specifications of the fifth weight with 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 effect[2] was 1.94 overall and the margin of error was +/- 4.6 percentage points. The second weight's design effect was 1.92, and its margin of error was +/- 4.6 percentage points. The third weight's design effect was 1.90, and its margin of error was +/- 4.6 percentage points. The fourth weight's design effect was 1.91, and its margin of error was +/- 4.6 percentage points. The fifth weight's design effect was 1.79, and its margin of error was +/- 4.4 percentage points as well. The sixth weight's design effect was 1.79, and its margin of error was +/- 4.4 percentage points as well.

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)	562
Screen-outs	20
Total Eligible	542
Quality control removals	0
Incompletes	3
Quota full	14
Completions*	234
Incidence/Eligibility rate	92.13%
Survey Completion rate (Completions/Total invited to participate)	41.64%
Survey RR3	45.15%

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

**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. The panel survey specific RR3 reported above comes to 2.8%.

RBS Response Rate

Table 5: RBS Response and Completion Rates

Interview (Category 1)	
Complete	637
Partial (started survey but abandoned before finishing)	97
Eligible, non-interview (Category 2)	
Refusal and breakoff	756
Respondent never available	41
Answering machine (household)	71
Language Barrier	11
Unknown eligibility, non-interview (Category 3)	
Always busy	18
No answer	2,778
Answering machine (don't know if household)	1,838
Call blocking	5
Technical phone problems	1
Nothing returned (email/text)	11,730
Other	12
Not eligible (Category 4)	

Screenouts	23
Fax/data line	11
Non-working/disconnected number	333
Business / Non-residence	34
No eligible respondents (minor phone)	2
Total sample used	18,389
Survey Response Rate 3	4.3%
Survey Completion Rate	3.5%

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 Invited Sample

Geo	Contact	Party	Modeled Trump Voter	Invited Sample	Completes
MKECity	EMAIL	Democrats	NotLikelyTrump	23	1
MKECity	EMAIL	Democrats	LikelyTrump	66	1
MKECity	EMAIL	Republicans	NotLikelyTrump	21	1
MKECity	EMAIL	Republicans	LikelyTrump	17	1
MKECity	EMAIL	Other	NotLikelyTrump	31	2
MKECity	EMAIL	Other	LikelyTrump	5	2
MKECity	PHONE	Democrats	NotLikelyTrump	54	1
MKECity	PHONE	Democrats	LikelyTrump	129	1
MKECity	PHONE	Republicans	NotLikelyTrump	48	3
MKECity	PHONE	Republicans	LikelyTrump	35	2
MKECity	PHONE	Other	NotLikelyTrump	48	5
MKECity	PHONE	Other	LikelyTrump	12	4
MKECity	EMAILPHONE	Democrats	NotLikelyTrump	38	3
MKECity	EMAILPHONE	Democrats	LikelyTrump	78	5
MKECity	EMAILPHONE	Republicans	NotLikelyTrump	36	3
MKECity	EMAILPHONE	Republicans	LikelyTrump	21	17
MKECity	EMAILPHONE	Other	NotLikelyTrump	48	8
MKECity	EMAILPHONE	Other	LikelyTrump	13	4
MKEDMA	EMAIL	Democrats	NotLikelyTrump	65	2
MKEDMA	EMAIL	Democrats	LikelyTrump	125	3
MKEDMA	EMAIL	Republicans	NotLikelyTrump	510	7
MKEDMA	EMAIL	Republicans	LikelyTrump	508	27
MKEDMA	EMAIL	Other	NotLikelyTrump	191	36
MKEDMA	EMAIL	Other	LikelyTrump	63	10
MKEDMA	PHONE	Democrats	NotLikelyTrump	116	4
MKEDMA	PHONE	Democrats	LikelyTrump	219	4
MKEDMA	PHONE	Republicans	NotLikelyTrump	969	8
MKEDMA	PHONE	Republicans	LikelyTrump	912	42
MKEDMA	PHONE	Other	NotLikelyTrump	311	33
MKEDMA	PHONE	Other	LikelyTrump	117	13
MKEDMA	EMAILPHONE	Democrats	NotLikelyTrump	68	5
MKEDMA	EMAILPHONE	Democrats	LikelyTrump	132	2
MKEDMA	EMAILPHONE	Republicans	NotLikelyTrump	584	4
MKEDMA	EMAILPHONE	Republicans	LikelyTrump	461	2
MKEDMA	EMAILPHONE	Other	NotLikelyTrump	203	5
MKEDMA	EMAILPHONE	Other	LikelyTrump	69	7
Madison	EMAIL	Democrats	NotLikelyTrump	60	4
Madison	EMAIL	Democrats	LikelyTrump	121	17
Madison	EMAIL	Republicans	NotLikelyTrump	181	4
Madison	EMAIL	Republicans	LikelyTrump	138	3
Madison	EMAIL	Other	NotLikelyTrump	162	7

Madison	EMAIL	Other	LikelyTrump	39	3
Madison	PHONE	Democrats	NotLikelyTrump	100	11
Madison	PHONE	Democrats	LikelyTrump	178	10
Madison	PHONE	Republicans	NotLikelyTrump	320	16
Madison	PHONE	Republicans	LikelyTrump	238	2
Madison	PHONE	Other	NotLikelyTrump	200	10
Madison	PHONE	Other	LikelyTrump	52	13
Madison	EMAILPHONE	Democrats	NotLikelyTrump	69	1
Madison	EMAILPHONE	Democrats	LikelyTrump	112	5
Madison	EMAILPHONE	Republicans	NotLikelyTrump	205	4
Madison	EMAILPHONE	Republicans	LikelyTrump	117	21
Madison	EMAILPHONE	Other	NotLikelyTrump	159	21
Madison	EMAILPHONE	Other	LikelyTrump	33	7
GreenBay	EMAIL	Democrats	NotLikelyTrump	41	5
GreenBay	EMAIL	Democrats	LikelyTrump	99	5
GreenBay	EMAIL	Republicans	NotLikelyTrump	410	2
GreenBay	EMAIL	Republicans	LikelyTrump	380	22
GreenBay	EMAIL	Other	NotLikelyTrump	204	14
GreenBay	EMAIL	Other	LikelyTrump	79	10
GreenBay	PHONE	Democrats	NotLikelyTrump	77	1
GreenBay	PHONE	Democrats	LikelyTrump	189	1
GreenBay	PHONE	Republicans	NotLikelyTrump	764	1
GreenBay	PHONE	Republicans	LikelyTrump	715	9
GreenBay	PHONE	Other	NotLikelyTrump	401	12
GreenBay	PHONE	Other	LikelyTrump	154	7
GreenBay	EMAILPHONE	Democrats	NotLikelyTrump	41	1
GreenBay	EMAILPHONE	Democrats	LikelyTrump	90	4
GreenBay	EMAILPHONE	Republicans	NotLikelyTrump	374	4
GreenBay	EMAILPHONE	Republicans	LikelyTrump	289	19
GreenBay	EMAILPHONE	Other	NotLikelyTrump	208	12
GreenBay	EMAILPHONE	Other	LikelyTrump	78	12
RestOfWI	EMAIL	Democrats	NotLikelyTrump	55	6
RestOfWI	EMAIL	Democrats	LikelyTrump	161	4
RestOfWI	EMAIL	Republicans	NotLikelyTrump	483	6
RestOfWI	EMAIL	Republicans	LikelyTrump	396	17
RestOfWI	EMAIL	Other	NotLikelyTrump	247	14
RestOfWI	EMAIL	Other	LikelyTrump	89	10
RestOfWI	PHONE	Democrats	NotLikelyTrump	107	2
RestOfWI	PHONE	Democrats	LikelyTrump	229	1
RestOfWI	PHONE	Republicans	NotLikelyTrump	753	1
RestOfWI	PHONE	Republicans	LikelyTrump	700	1
RestOfWI	PHONE	Other	NotLikelyTrump	419	1
RestOfWI	PHONE	Other	LikelyTrump	174	2
RestOfWI	EMAILPHONE	Democrats	NotLikelyTrump	55	2
RestOfWI	EMAILPHONE	Democrats	LikelyTrump	111	1
RestOfWI	EMAILPHONE	Republicans	NotLikelyTrump	382	1
RestOfWI	EMAILPHONE	Republicans	LikelyTrump	273	3
RestOfWI	EMAILPHONE	Other	NotLikelyTrump	240	2

RestOfWI	EMAILPHONE	Other	LikelyTrump	92	5
			TOTAL	**18,389**	**637**

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

SMS Test Language

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.

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

rward thinking research.

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.