



## Wisconsin Midterm Elections 2022

### ABOUT THE POLL

- [What Is the CD Media Big Data Poll?](#)
- [Scope of Survey](#)
- [Methodology and Monthly Summary](#)
- [Who Sponsors the Poll?](#)

### RESPONSE MAPS

- [Peer-2-Peer SMS Participation](#)
- [OSP Participation](#)

### DEMOGRAPHIC SAMPLES

- [Subgroup Representation Tables](#)

### WEIGHTING BY REGION

- [Regional Definitions By County](#)

### SAMPLE DESIGN

- [Voter File Query Parameters](#)
- [Online Survey Panel Design](#)

## ABOUT THE POLL

### What Is the CD Media Big Data Poll?

The CD Media Big Data Poll is a survey sponsored by Creative Destruction Media, LLC (CD Media) and conducted by the independent polling firm, Big Data Poll. Beginning in 2021, the partnership has resulted in polling that has accurately predicted the Virginia Gubernatorial Election, as well as primary winners in Georgia and Arizona. Read more about the accuracy and track record of the Big Data Poll in [2016](#) and [2020](#).

### Scope of Survey

- Likely Voter Screens
- Presidential Approval Rating
- 2024 Presidential Vote Preference Rematch
- 2022 Gubernatorial Vote Preference
- 2022 Senatorial Vote Preference
- Generic Ballot
- Most Important Issues

### Methodology and Monthly Summary

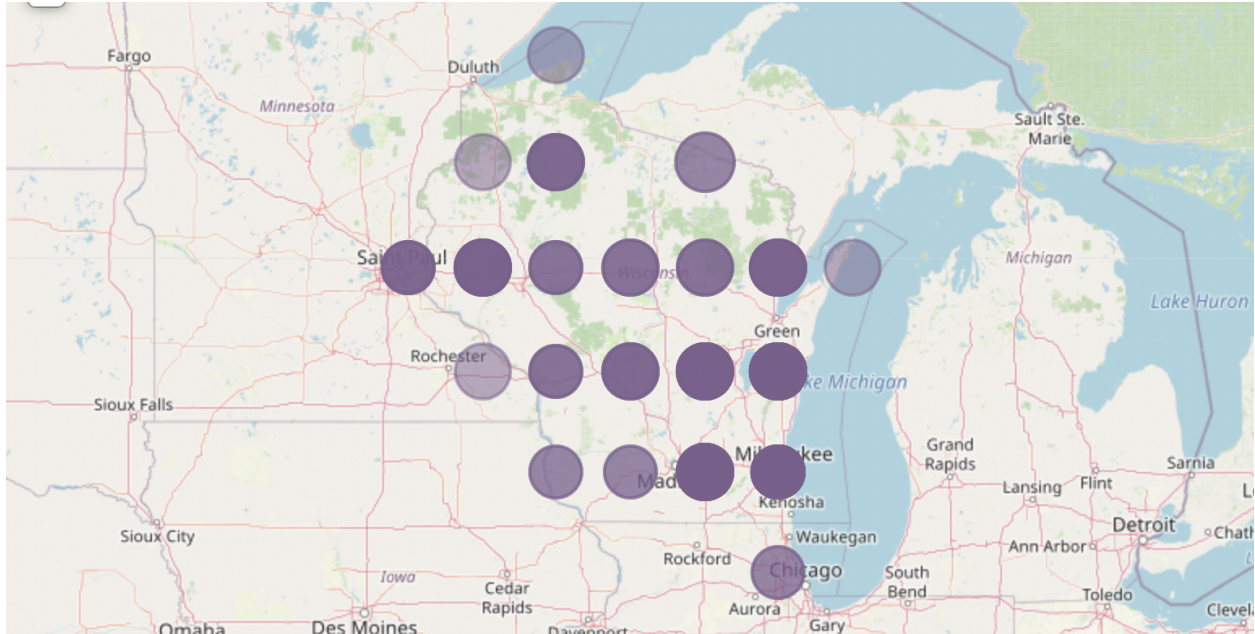
The CD Media Big Data Poll for the Wisconsin Midterm Elections was conducted by Big Data Poll and interviewed 852 likely general election midterm voters statewide via Peer-2-Peer SMS/OSP from September 17 to September 18, 2022. The overall survey sampling error is  $\pm 3.4\%$  at a 95% confidence interval. It's important to note that sampling errors for subgroups are higher. Results are weighted to represent statewide voter file (Aristotle) demographics to include gender, age, race and ethnicity, education and region. The proprietary likely voter model is determined by both self-reported likelihood and vote history. The full crosstabs can be viewed on [MarketSight](#).

### Who Sponsors the Poll?

The CD Media Big Data Poll is sponsored by Creative Destruction Media, LLC. (CD Media).

## RESPONSE MAPS

### Regional Participation



- Locations are depicted as spatial roof-top and may appear outside the scope of fieldwork.

## DEMOGRAPHIC SAMPLES

### Subgroup Representation Tables

Demographic	Sample %
<b>Party Detail</b>	
Republican	34.5
Democrat	31.8
Independent / Other	35.7
<b>Ideology</b>	
Liberal	25.2
Moderate	38.4
Conservative	36.4
<b>Gender</b>	
Male	51.3
Female	48.7
<b>Race</b>	
White (NOT Hispanic)	88.5
Black / African American	5.1
Hispanic / Latino	2.2
Asian / Other	4.2
<b>Religion</b>	
Protestant / Other Christian	48.1
Catholic	25.9
Jewish	1.8
Another religion	6.9
No religion	17.3
<b>Education</b>	
HS/ Less	23.3

Demographic	Sample %
Some / Associate	35.5
4-Year / Undergrad	24.1
Advanced / Postgrad	17.1
<b>Age Detail</b>	
18-24	4.5
25-29	6.2
30-39	13.4
40-49	15.8
50-64	31.5
65+	28.6
<b>Region</b>	
Milwaukee	14.4
Southeast	29.1
Southwest	22.5
Northeast	16.5
Northwest	17.5

## WEIGHTING BY REGION

### Regional Definitions By County

The CD Media Big Data Poll notably mirrors regions observed by traditional exit polls in Wisconsin and weights accordingly to ensure better representation in rural and suburban areas due to higher participation rates in higher population, metro and urban areas.

Milwaukee: Milwaukee County

Southeast: Calumet, Columbia, Dodge, Fond du Lac, Green Lake, Jefferson, Kenosha, Manitowoc, Marquette, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha, Waushara, Winnebago

Southwest: Adams, Crawford, Dane, Grant, Green, Iowa, Juneau, La Crosse, Lafayette, Monroe, Richland, Sauk, Vernon

Northeast: Door, Florence, Forest, Kewaunee, Langlade, Lincoln, Marinette, Menominee, Oconto, Oneida, Outagamie, Portage, Brown, Shawano, Vilas, Waupaca

Northwest: Ashland, Barron, Bayfield, Buffalo, Burnett, Chippawa, Clark, Douglas, Dunn, Eau Claire, Iron, Jackson, Marathon, Peirce, Polk, Price, Rusk, Sawyer, St. Croix, Taylor, Trempealeau, Washburn, Wood

## SAMPLE DESIGN

### Voter File Query Parameters

The following voter file parameter represents the query used to pull a targeted random sample from the National Voter File Database:

*State Select State is (Wisconsin) and (Exclude Deceased AND Exclude Movers) and ((((((Include Only Records with Mobiles AND (Validated Mobile Number)) AND (Exclude Numbers Ported to Landline)) AND (Exclude numbers on FTC DNC Registry)) AND (Mobile Number Code is (1 or 2 or 3 or 4 or 5))) AND (Mobile Confidence Level is (High or Medium High))))))*

If needed, project-specific targets and quotas for online panels will be detailed in the following section on survey design.

## Online Survey Panel Design

To ensure representation and balanced collection, quotas are used only for gender, age and region. If used, interlocking quotas will be included below.

Demographic	Percentage
Gender	
Male	48%
Female	52%
Age	
18-24	7%
25-29	9%
30-39	16%
40-49	17%
50-64	30%
65+	21%