



**BRENNAN
CENTER**

FOR JUSTICE

The Pulse of America

NATIONAL OMNIBUS STUDY

March 2020



Methodology



For the Pulse of America poll, Benenson Strategy Group conducted a 20-minute national survey among a representative sample of 1,550 adults using BSG's proprietary SMS Research Methodology.

March 2020						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

The survey fielded March 22-24, 2020.

The margin-of-error for topline results is $\pm 2.5\%$ at the 95% confidence level.

BSG's SMS Research Methodology



BSG's proprietary SMS methodology delivers accurate and statistically representative results based on rigorous data collection.

BSG's SMS research is conducted on a peer-to-peer texting platform using probability-based sampling from a national list of adults in the U.S. It is not panel-based. Field agents individually hand-send text messages to all individuals in our sample, inviting them to participate in an online survey. This method is TCPA compliant.

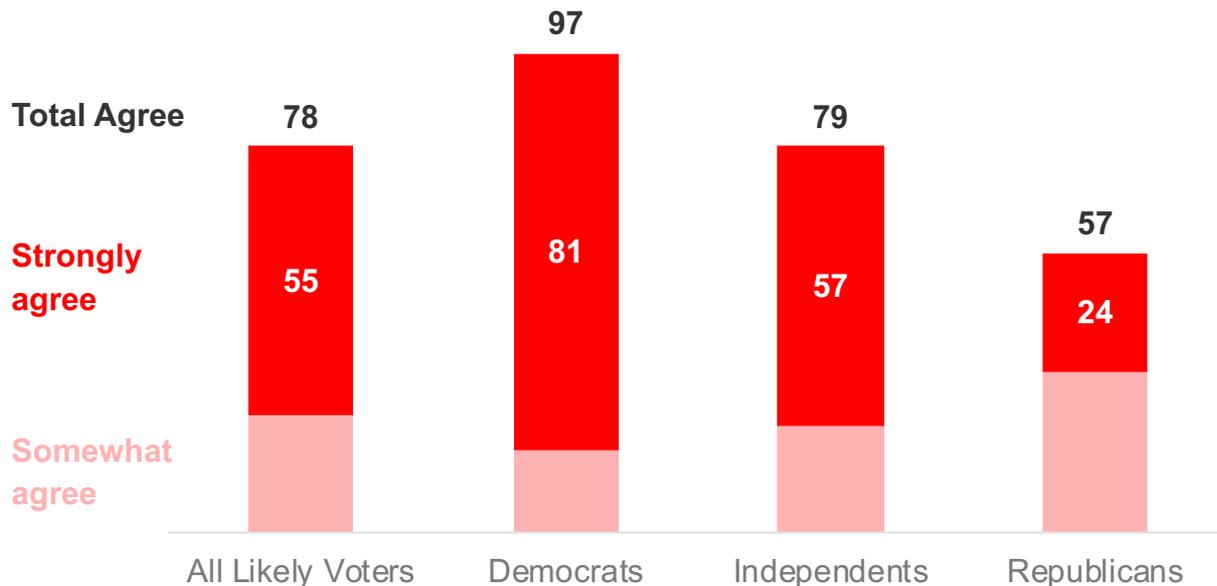
The contact and response rates for BSG's SMS research methodology exceed what is possible for other research methodologies.

- ✓ We design all surveys to work on mobile phones, tablets, laptops, and desktops.
- ✓ Our proprietary relationship with wireless carriers provides us information and feedback to maximize delivery of text messages
- ✓ Texting survey invites to respondents allows them to take surveys when it is convenient according to their own schedules

By using probability sampling, we give all adults in the sample universe a known and equal chance to be selected to participate in our studies. To create our probability samples, we use systematic sampling to select every 'nth' participant from a list of adults in the United States. We then use commercial models to stratify the sample by age and gender to account for different response rates among these demographics.

A strong, bipartisan majority want to improve voting access in 2020 by requiring all states to allow vote by mail or unexcused absentee ballots

Do you agree or disagree that: In the 2020 presidential election, all states should be required to allow vote by mail or unexcused absentee ballots to ensure people can vote with ease and without being in long lines or crowds.



And 2/3 want to extend election day beyond a single day

Do you agree or disagree that: Congress should pass an emergency law extending Election Day beyond a single day to a 10-day or 2-week period to ensure people can vote in the 2020 presidential election with ease and without being in long lines or crowds.

