Methodology

Marquette Law School Poll, May 2014

The Marquette Law School Poll was conducted May 15-18, 2014. A total of 805 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 534 (66%) landline respondents and 271 (34%) cell phone respondents. The data collection was managed by LHK Partners Inc, Newtown Square, PA. The margin of error for a single percentage in a sample of 805 respondents is +/- 3.5 percentage points. For subgroups with smaller sample sizes the margin of error is larger.

Post-Stratification

Post-stratification, or weighting, compensates for patterns of non-response that shift sample characteristics from known population values. In telephone surveys it is common for potential respondents who are younger and have fewer years of formal education to exhibit higher rates of non-response resulting in these groups being under-represented in the sample. To compensate for these non-response effects the sample is weighted to bring sample characteristics into line with the population values. In this sample the population values of age groups, education levels, and sex were determined by combining the 2006, 2010 and 2012 Current Population Surveys conducted by the U.S. Census in Wisconsin to estimate the distribution of age, education and sex for registered voters in the state. Data from the Wisconsin Government Accountability Board on the number of registered voters by city and county was also used to determine number of registered voters by region based on data from December 2013. A "raking" procedure was used to simultaneously balance the weights so that the sample distribution closely approximates the known population distributions for age, education, sex and region. The population, unweighted and weighted percentages, as well as sample sizes are shown in the table below. Population values for sex, age, race, Hispanic origin, region and education are based on the Current Population Survey for 2006, 2010 and 2012. The distribution of registered voters by media market (DMA) was calculated from voter registration statistics for December 2013 available at the Government Accountability Board. The Centers for Disease Control and the National Center for Health Statistics provide estimates of the percentage of households that have only cellular telephone service.

Other sample demographics include partisanship, religion and marital status. The Gallup organization provides estimates of party identification and religious affiliation based on their polls in the state over a six to twelve month period. The "leaned" party identification classifies independents who say they are closer to a party as supporters of that party. Gallup's data is based on all adults while the Marquette Law School Poll samples registered voters.

Sample Demographics

		CPS Value %	Unweighted N	%	Weighted N	%
QS2	Male	46.77	411	51.1	376	46.8
	Female	53.23	394	48.9	429	53.2
Age4	18-29	15.94	53	6.6	128	15.9
	30-44	24.62	122	15.2	198	24.6
	45-59	29.32	246	30.6	227	28.2
	60+	30.13	378	47.0	243	30.1
	Don't know/refused		6	0.7	9	1.1
Race/Ethnicity	White	91.16	699	86.8	693	86.1
	Black	4.35	32	4.0	33	4,1
	Hispanic	2.04	20	2.5	24	3.0
	Other	2.46	42	5.2	39	4.8
	NA/Refused		12	1.5	16	2.0
Ed5	Less than high school	5.81	23	2.9	47	5.8
	High school grad	29.70	162	20.1	233	29.0
	Some College	19.67	124	15.4	158	19.7
	Associates degree	12.74	114	14.2	103	12.7
	College Graduate	32.09	378	47.0	258	32.1
	NA/Refused		4	0.5	6	0.7
Region		Registered Voters				
	City of Milwaukee	9.46	87	10.8	76	9.5
	Rest of Milwaukee DMA	31.04	221	27.5	250	31.0
	Madison DMA	17.76	145	18.0	143	17.8
	Green Bay-Appleton DMA	18.69	154	19.1	150	18.7
	Rest of Wisconsin	23.05	198	24.6	186	23.1

Sample Demographics (continued)

		CPS Value %	Unweighted N	%	Weighted N	%
Cell QF22		National Center for Health Statistics Cell Only Estimate				
	Cell households	29.60	271	33.7	336	41.7
	Landline households	70.40	534	66.3	469	58.3
PID3_wlean	Republican	40.00	320	39.8	312	38.8
	Democrat	45.00	408	50.7	414	51.4
	Independent	15.00	66	8.2	67	8.4
	Don't know/refused		11	1.4	11	1.4
Religion religionrecode		Gallup Estimate (Adult Samples) Jan-June 2009				
	Protestant/Christian	49.30	334	41.5	307	38.2
	Catholic	32.20	280	34.8	271	33.7
	Jewish	0.40	13	1.6	7	0.9
	Other	4.70	37	4.6	52	6.4
	None	13.40	122	15.2	147	18.3
	Don't know/refused		19	2.4	20	2.5
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	484	60.1	436	54.2
	Widowed	5.90	77	9.6	59	7.3
	Divorced	10.20	94	11.7	91	11.3
	Separated	1.10	12	1.5	14	1.7
	Never Married	30.40	131	16.3	196	24.4
	Don't know/refused		7	0.8	8	1.1

(All counts are cumulative)	Quota	% Q	% Comp	To Go	To Date	THUR 5/15	5/15 LL	5/15 CELL	FRI 5/16	5/16 LL	5/16 CELL	SAT 5/17	5/17 LL	5/17 CELL	SUN 5/18	5/18 LL	5/18 CELL
Total	800		100.63%	-5	805	309	205	104	519	374	145	709	511	198	805	561	244
TERMINATES					**243**	**91**	**45**	**46**	**161**	**80**	**81**	**200**	**98**	**102**	**243**	**105**	**138**
37 - Missing Data Respondent Deleted					0	0	0	0	0	0	0	0	0	0	0	0	0
S1 - No in in HH 18+					92	38	23	15	62	39	23	73	43	30	92	47	45
S3a - Do not live in Wisconsin					55	19	4	15	36	10	26	46	14	32	55	15	40
S6 - Not registered/do not plan to register to vote					78	28	18	10	53	31	22	68	41	27	78	43	35
18 - QS3B DK/Other and Cell Sample					18	6	0	6	10	0	10	13	0	13	18	0	18
SAMPLE DISPOSITION																	
Total Resolved/Dead					*8573*	*3369*	*3302*	*398*	*4664*	*4550*	*699*	*5328*	*5296*	*996*	*8573*	*5590*	*1553*
Completes					805	309	205	104	519	374	145	709	511	198	805	561	244
Language Problem					94	31	12	19	49	19	30	66	27	39	94	31	63
Non Working #					105	43	35	8	67	52	15	82	63	19	105	74	31
Non Residential #					361	169	142	27	247	216	31	324	283	41	361	303	58
Data/Modem/Fax					163	97	89	8	140	131	9	160	149	11	163	152	11
Hard of Hearing/Deaf/Serious Illness					39	16	13	3	25	21	4	33	28	5	39	32	7
Beeper/Pager					0	0	0	0	0	0	0	0	0	0	0	0	0
Privacy/blocked call					0	0	0	0	0	0	0	0	0	0	0	0	0
Ineligible/Other reason					17	6	6	0	11	11	0	14	14	0	17	14	3
Dialer/Not in service					707	477	459	18	623	579	44	678	623	55	707	630	77
Dialer/Modem answered					595	333	305	28	487	446	41	549	498	51	595	512	83
Dialer/Bad number					1438	1078	1050	28	1352	1309	43	1426	1374	52	1438	1378	60
Dialer/Call not commpleted					0	0	0	0	0	0	0	0	0	0	0	0	0
Dialer/Phone Number changed					999	694	694	0	924	924	0	996	996	0	999	999	0
Maximum Call Made					1	0	0	0	0	0	0	1	1	0	1	1	0
Forced Resolve					0	0	0	0	0	0	0	0	0	0	0	0	0
Respondent not avail during Field dates					12	6	3	3	9	5	4	10	6	4	12	7	5
Over Quota Call Made					83	0	0	0	21	0	21	42	8	34	83	18	65
Unknown Record					0	0	0	0	0	0	0	0	0	0	0	0	0
No Such Person					47	19	15	4	29	18	11	38	18	20	47	21	26
995 - Number killed in FoneFile					2	2	2	0	2	2	0	2	2	0	2	2	0
Total Active/Fresh					**17937**	**21380**	**14214**	**7166**	**19831**	**12966**	**6865**	**18788**	**12220**	**6568**	**17937**	**11926**	**6011**
Fresh Sample - Unreleased					0	0	0	0	0	0	0	0	0	0	0	0	0
Fresh Sample - Released					336	6631	4384	2247	1612	864	748	407	135	272	336	135	201
No Answer					11002	9372	6450	2922	11393	7692	3701	10745	7174	3571	11002	7428	3574
No Answer - 3 busy attempts					940	865	849	16	1042	1027	15	964	955	9	940	927	13
Busy					354	101	101	0	269	263	6	271	264	7	354	345	9
Answering Machine					2300	1704	654	1050	2121	727	1394	2058	627	1431	2300	644	1656
Callback					1510	1369	861	508	1864	1192	672	1991	1222	769	1510	1260	250
Soft Refusal					1495	1338	915	423	1530	1201	329	2352	1843	509	1495	1187	308
Universal code 157 (treat as no answer callback)					2864	0	0	0	0	0	0	0	0	0	2864	0	0
Total REFUSALS					**1432**	**329**	**227**	**102**	**583**	**363**	**220**	**962**	**597**	**365**	**1432**	**750**	**682**
Initial Refusals					1432	329	227	102	583	363	220	962	597	365	1432	750	682
Breakoffs					0	0	0	0	0	0	0	0	0	0	0	0	0
COOPERATION RATE					14.51%	21.67%	47.45%	50.49%	21.64%	50.75%	39.73%	17.21%	46.12%	35.17%	14.51%	42.79%	26.35%
INITIAL AVAILABLE SAMPLE					26510	21689	17516	7564	20350	17516	7564	19497	17516	7564	26510	17516	7564
INCIDENCE (Est %)					76.81%	77.25%	82.00%	69.33%	76.32%	82.38%	64.16%	78.00%	83.91%	66.00%	76.81%	84.23%	63.87%