



Methodology

Marquette Law School Poll, July 2013

The Marquette Law School Poll was conducted July 15-18, 2013. A total of 713 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 571 (78%) landline respondents and 180 (20%) 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 713 respondents is +/- 3.7 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 2008 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. A “raking” procedure was used to simultaneously balance the weights so that the sample distribution closely approximates the known population distributions for age, education and sex. 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 2008 and 2012. The distribution of registered voters by media market (DMA) was calculated from voter registration statistics for February 2013 available at the Government Accountability Office. 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. Marital status is based on the American Community Study conducted by the U.S. Census and is also for all adults.

Sample Demographics

		CPS Value	Unweighted		Weighted	
		%	N	%	N	%
QS2	Male	47.67	337	47.3	340	47.7
	Female	52.33	376	52.7	373	52.3
Age4	18-29	16.88	41	5.8	120	16.9
	30-44	23.97	107	15.0	171	24.0
	45-59	29.74	228	32.0	204	28.6
	60+	29.41	329	46.1	210	29.4
	Don't know/refused		8	1.1	8	1.1
Race/Ethnicity	White	90.05	618	86.7	642	90.0
	Black	5.04	42	5.9	36	5.0
	Hispanic	2.39	23	3.2	17	2.4
	Other	2.52	30	4.2	18	2.5
Ed5	Less than high school	5.66	38	5.3	40	5.6
	High school grad	30.50	153	21.5	212	29.7
	Associate degree/Some College	32.42	227	31.8	231	32.5
	Bachelors	22.01	152	21.3	157	22.0
	Graduate degree	9.40	139	19.5	67	9.4
Region		Registered Voters				
	City of Milwaukee	9.68	84	11.8	69	9.7
	Rest of Milwaukee DMA	30.78	204	28.6	219	30.8
	Madison DMA	17.87	124	17.4	127	17.9
	Green Bay-Appleton DMA	18.67	139	19.5	133	18.7
	Rest of Wisconsin	23.00	162	22.7	164	23.0

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	28.60	156	21.9	204	28.6
	Landline households	71.40	557	78.1	509	71.4
PID3_wlean	Republican	40.00	277	38.8	281	39.4
	Democrat	45.00	344	48.2	336	47.2
	Independent	15.00	77	10.8	77	10.7
	Don't know/refused		15	2.1	19	2.7
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	355	49.8	333	46.7
	Catholic	32.20	227	31.8	214	30.1
	Jewish	0.40	4	0.6	5	0.7
	Other	4.70	40	5.6	46	6.5
	None	13.40	72	10.1	101	14.2
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	451	63.3	417	58.4
	Widowed	5.90	79	11.1	60	8.4
	Divorced	10.20	65	9.1	56	7.9
	Separated	1.10	8	1.1	9	1.2
	Never Married	30.40	104	14.6	167	23.5
Don't know/refused		6	0.8	5	0.6	

Client: MLS																		
Study Tracking		July 2013 Wisconsin Poll																
Wave # _____																		
Interviewing began		7/15/13																
Interviewing finished		7/18/13																
<i>(All counts are cumulative)</i>		Quota	% Q	% Comp	To Go	To Date	MON	7/15 LL	7/15 CELL	TUES	7/16 LL	7/16 CELL	WED	7/17 LL	7/17 CELL	THUR	7/18 LL	7/18 CELL
Total	700		101.86%	-13	713	279	220	59	510	412	98	655	530	125	713	571	142	
TERMINATES					266	114	57	57	201	118	83	252	155	97	266	159	107	
37 - Missing Data Respondent Deleted					0	0	0	0	0	0	0	0	0	0	0	0	0	
S1 - No in in HH 18+					100	50	22	28	83	51	32	98	64	34	100	65	35	
S3a - Do not live in Wisconsin					33	14	4	10	21	7	14	31	13	18	33	13	20	
S6 - Not registered/do not plan to register to vote					122	47	31	16	86	60	26	112	78	34	122	81	41	
18 - QS3B DK/Other and Cell Sample					11	3	0	3	11	0	11	11	0	11	11	0	11	
SAMPLE DISPOSITION																		
Total Resolved/Dead					11352	5965	4543	1422	8896	6849	2047	10761	8314	2447	11352	8755	2597	
Completes					713	279	220	59	510	412	98	655	530	125	713	571	142	
Language Problem					73	28	16	12	56	32	24	69	39	30	73	42	31	
Non Working #					4119	3025	1827	1198	3752	2553	1199	4117	2753	1364	4119	2754	1365	
Non Residential #					556	226	207	19	419	385	34	518	475	43	556	511	45	
Data/Modem/Fax					219	118	116	2	166	164	2	210	196	14	219	205	14	
Hard of Hearing/Deaf/Serious Illness					35	6	6	0	22	20	2	30	28	2	35	33	2	
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					6	1	0	1	4	3	1	6	4	2	6	4	2	
Dialer/Not in service					444	240	233	7	351	335	16	411	392	19	444	423	21	
Dialer/Modem answered					554	318	301	17	441	406	35	531	491	40	554	510	44	
Dialer/Bad number					1158	125	125	0	596	178	418	957	471	486	1158	613	545	
Dialer/Call not completed					2	0	0	0	0	0	0	0	0	0	2	1	1	
Dialer/Phone Number changed					1767	1174	1165	9	1500	1480	20	1691	1664	27	1767	1739	28	
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					5	0	0	0	4	2	2	5	3	2	5	3	2	
Over Quota Call Made					143	26	18	8	107	69	38	134	89	45	143	94	49	
Unknown Record					1	0	0	0	0	0	0	1	0	1	1	0	1	
No Such Person					41	11	4	7	24	13	11	38	22	16	41	23	18	
995 - Number killed in FoneFile					3	3	3	0	3	3	0	3	3	0	3	3	0	
Total Active/Fresh					19109	24496	17238	7258	21565	14932	6633	19700	13467	6233	19109	13026	6083	
Fresh Sample - Unreleased					0	0	0	0	0	0	0	0	0	0	0	0	0	
Fresh Sample - Released					3700	13141	8963	4178	7764	5494	2270	5072	3314	1758	3700	2334	1366	
No Answer					9839	7445	5845	1600	8875	6369	2506	9482	6928	2554	9839	7144	2695	
No Answer - 3 busy attempts					1117	837	761	76	972	852	120	1108	985	123	1117	988	129	
Busy					284	15	13	2	19	11	8	69	27	42	284	141	143	
Answering Machine					1397	1389	560	829	1372	616	756	1373	556	817	1397	572	825	
Callback					2227	1453	952	501	2219	1536	683	2222	1486	736	2227	1485	742	
Soft Refusal					545	216	144	72	344	54	290	374	171	203	545	362	183	
Universal code 157 (treat as no answer callback)					0	0	0	0	0	0	0	0	0	0	0	0	0	
Total REFUSALS					1246	271	245	26	740	676	64	1132	998	134	1246	1066	180	
Initial Refusals					1246	271	245	26	740	676	64	1132	998	134	1246	1066	180	
Breakoffs					0	0	0	0	0	0	0	0	0	0	0	0	0	
COOPERATION RATE					36.40%	50.73%	47.31%	69.41%	40.80%	37.87%	60.49%	36.65%	34.69%	48.26%	36.40%	34.88%	44.10%	
INITIAL AVAILABLE SAMPLE					30461	30461	21781	8680	30461	21781	8680	30461	21781	8680	30461	21781	8680	
INCIDENCE (Est %)					72.83%	70.99%	79.42%	50.86%	71.73%	77.74%	54.14%	72.22%	77.37%	56.31%	72.83%	78.22%	57.03%	