



Methodology

Marquette Law School Poll, October 2013

The Marquette Law School Poll was conducted October 21-24, 2013. A total of 800 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 616 (77%) landline respondents and 184 (23%) 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 800 respondents is +/- 3.5 percentage points. For subgroups with smaller sample sizes the margin of error is larger. Some items were asked of a random half-sample of 400 respondents. These items have a margin of error of +/-5.0 percentage points.

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. 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. 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 2008 and 2012. The distribution of registered voters by media market (DMA) was calculated from voter registration statistics for September 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. 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	394	49.3	381	47.7
	Female	52.33	406	50.8	419	52.3
Age4	18-29	16.88	41	5.1	132	16.5
	30-44	23.97	129	16.1	190	23.7
	45-59	29.74	222	27.8	240	30.0
	60+	29.41	403	50.4	233	29.1
	Don't know/refused		5	0.6	6	0.7
Race/Ethnicity	White	90.05	707	88.4	702	87.7
	Black	5.04	37	4.6	36	4.5
	Hispanic	2.39	9	1.1	15	1.9
	Other	2.52	47	5.9	42	5.2
Ed5	Less than high school	5.66	19	2.4	38	4.8
	High school grad	30.50	196	24.5	238	29.7
	Associate degree/Some College	32.42	240	30.0	263	32.8
	Bachelors	22.01	168	21.0	133	16.6
	Graduate degree	9.40	175	21.9	126	15.7
Region		Registered Voters				
	City of Milwaukee	9.68	95	11.9	77	9.7
	Rest of Milwaukee DMA	30.78	236	29.5	246	30.8
	Madison DMA	17.87	138	17.3	143	17.9
	Green Bay-Appleton DMA	18.67	144	18.0	149	18.7
	Rest of Wisconsin	23.00	187	23.4	184	23.0

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	29.60	184	23.0	260	32.5
	Landline households	70.40	616	77.0	540	67.5
PID3_wlean	Republican	40.00	319	39.9	337	42.2
	Democrat	45.00	410	51.3	392	49.0
	Independent	15.00	62	7.8	58	7.2
	Don't know/refused		9	1.1	13	1.6
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	394	49.3	401	50.2
	Catholic	32.20	241	30.1	232	29.0
	Jewish	0.40	6	0.8	4	0.5
	Other	4.70	54	6.8	49	6.1
	None	13.40	88	11.0	99	12.4
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	512	64.0	465	58.1
	Widowed	5.90	90	11.3	62	7.8
	Divorced	10.20	82	10.3	82	10.3
	Separated	1.10	14	1.8	17	2.2
	Never Married	30.40	99	12.4	171	21.3
Don't know/refused		3	0.4	3	0.4	

Study Tracking		October 2013 Wisconsin Poll							
Wave # _____									
Interviewing began		10/21/13							
Interviewing finished		10/24/13							
(All counts are cumulative)					Quota	% Q	% Comp	To Go	To Date
Total					800		100.00%	0	800
TERMINATES									275
37 - Missing Data Respondent Deleted									0
S1 - No in in HH 18+									105
S3a - Do not live in Wisconsin									46
S6 - Not registered/do not plan to register to vote									109
18 - QS3B DK/Other and Cell Sample									15
SAMPLE DISPOSITION									
Total Resolved/Dead									10539
Completes									800
Language Problem									77
Non Working #									455
Non Residential #									432
Data/Modem/Fax									227
Hard of Hearing/Deaf/Serious Illness									40
Beeper/Pager									0
Privacy/Blocked call									0
Ineligible/Other reason									10
Dialer/Not in service									794
Dialer/Modem answered									572
Dialer/Bad number									3404
Dialer/Call not completed									0
Dialer/Phone Number changed									1555
Maximum Call Made									0
Forced Resolve									0
Respondent not avail during Field dates									18
Over Quota Call Made									63
Unknown Record									1
No Such Person									48
995 - Number killed in FoneFile									39330
Total Active/Fresh									19665
Fresh Sample - Unreleased									0
Fresh Sample - Released									3835
No Answer									10343
No Answer - 3 busy attempts									963
Busy									173
Answering Machine									1367
Callback									2200
Soft Refusal									784
Universal code 157 (treat as no answer callback)									1768
Total REFUSALS									884
Initial Refusals									884
Breakoffs									0
COOPERATION RATE									23.73%
INITIAL AVAILABLE SAMPLE									30204
INCIDENCE (Est %)									74.42%