



Methodology

Marquette Law School Poll, January 2014

The Marquette Law School Poll was conducted January 20-23, 2014. A total of 802 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 528 (66%) landline respondents and 274 (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 802 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		Weighted	
		%	N	%	N	%
QS2	Male	46.77	413	51.5	375	46.8
	Female	53.23	389	48.5	427	53.2
Age4	18-29	15.94	65	8.1	128	15.9
	30-44	24.62	108	13.5	197	24.6
	45-59	29.32	258	32.2	230	28.7
	60+	30.13	366	45.6	242	30.1
	Don't know/refused		5	0.6	5	0.6
Race/Ethnicity	White	91.16	690	86.0	673	83.9
	Black	4.35	35	4.4	36	4.5
	Hispanic	2.04	23	2.9	35	4.3
	Other	2.46	43	5.4	50	6.3
	NA/Refused		11	1.4	8	1.0
Ed5	Less than high school	5.81	22	2.7	47	5.8
	High school grad	29.70	188	23.4	233	29.0
	Some College	19.67	173	21.6	158	19.7
	Associates degree	12.74	99	12.3	102	12.7
	College Graduate	32.09	315	39.3	257	32.1
	NA/Refused		5	0.6	6	0.7
Region		Registered Voters				
	City of Milwaukee	9.46	89	11.1	76	9.5
	Rest of Milwaukee DMA	31.04	225	28.1	249	31.0
	Madison DMA	17.76	145	18.1	142	17.8
	Green Bay-Appleton DMA	18.69	156	19.5	150	18.7
	Rest of Wisconsin	23.05	187	23.3	185	23.0

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	National Center for Health Statistics Cell Only Estimate 29.60	274	34.2	328	40.9
	Landline households	70.40	528	65.8	474	59.1
PID3_wlean	Republican	40.00	324	40.4	324	40.4
	Democrat	45.00	379	47.3	377	47.0
	Independent	15.00	89	11.1	90	11.2
	Don't know/refused		10	1.2	11	1.4
Religion religionrecode	Protestant/Christian	Gallup Estimate (Adult Samples) Jan- June 2009 49.30	389	48.5	384	47.8
	Catholic	32.20	246	30.7	230	28.7
	Jewish	0.40	3	0.4	3	0.3
	Other	4.70	47	5.9	57	7.2
	None	13.40	92	11.5	106	13.3
	Don't know/refused		25	3.1	22	2.7
Marital Status QF5	Married	Census ACS Adult Population 52.40	473	59.0	443	55.3
	Widowed	5.90	92	11.5	78	9.7
	Divorced	10.20	76	9.5	64	7.9
	Separated	1.10	9	1.1	10	1.2
	Never Married	30.40	149	18.6	205	25.6
	Don't know/refused		3	0.4	3	0.4

Study Tracking		January 2014 Wisconsin Poll			
Wave # _____					
Interviewing began		1/20/14			
Interviewing finished		1/23/14			
(All counts are cumulative)					
Total	Quota	% Q	% Comp	To Go	To Date
	800		100.25%	-2	802
TERMINATES					219
37 - Missing Data Respondent Deleted					0
S1 - No in in HH 18+					70
S3a - Do not live in Wisconsin					63
S6 - Not registered/do not plan to register to vote					72
18 - QS3B DK/Other and Cell Sample					14
SAMPLE DISPOSITION					
Total Resolved/Dead					7576
Completes					802
Language Problem					92
Non Working #					284
Non Residential #					316
Data/Modem/Fax					164
Hard of Hearing/Deaf/Serious Illness					23
Beeper/Pager					0
Privacy/blocked call					0
Ineligible/Other reason					50
Dialer/Not in service					338
Dialer/Modem answered					582
Dialer/Bad number					1183
Dialer/Call not completed					0
Dialer/Phone Number changed					786
Maximum Call Made					53
Forced Resolve					0
Respondent not avail during Field dates					10
Over Quota Call Made					115
Unknown Record					25
No Such Person					72
995 - Number killed in FoneFile					0
Total Active/Fresh					17010
Fresh Sample - Unreleased					0
Fresh Sample - Released					3665
No Answer					6551
No Answer - 3 busy attempts					801
Busy					9
Answering Machine					4281
Callback					1259
Soft Refusal					443
Universal code 157 (treat as no answer callback)					2462
Total REFUSALS					1231
Initial Refusals					1231
Breakoffs					0
COOPERATION RATE					15.10%
INITIAL AVAILABLE SAMPLE					24586
INCIDENCE (Est %)					78.55%