



Methodology

Marquette Law School Poll, March 2014

The Marquette Law School Poll was conducted March 20-23, 2014. A total of 801 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 527 (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 801 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	411	51.3	375	46.8
	Female	53.23	390	48.7	426	53.2
Age4	18-29	15.94	50	6.2	128	15.9
	30-44	24.62	112	14.0	197	24.6
	45-59	29.32	240	30.0	229	28.5
	60+	30.13	392	48.9	241	30.1
	Don't know/refused		7	0.9	6	0.8
Race/Ethnicity	White	91.16	684	85.4	676	84.4
	Black	4.35	44	5.5	49	6.1
	Hispanic	2.04	24	3.0	32	4.0
	Other	2.46	41	5.1	38	4.8
	NA/Refused		8	1.0	6	0.7
Ed5	Less than high school	5.81	30	3.7	47	5.8
	High school grad	29.70	181	22.6	236	29.5
	Some College	19.67	135	16.9	158	19.7
	Associates degree	12.74	101	12.6	102	12.7
	College Graduate	32.09	352	43.9	257	32.1
	NA/Refused		2	0.2	1	0.2
Region		Registered Voters				
	City of Milwaukee	9.46	85	10.6	76	9.5
	Rest of Milwaukee DMA	31.04	229	28.6	249	31.0
	Madison DMA	17.76	148	18.5	142	17.8
	Green Bay-Appleton DMA	18.69	151	18.9	150	18.7
	Rest of Wisconsin	23.05	188	23.5	185	23.1

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	29.60	274	34.2	335	41.8
	Landline households	70.40	527	65.8	466	58.2
PID3_wlean	Republican	40.00	335	41.8	323	40.3
	Democrat	45.00	377	47.1	382	47.7
	Independent	15.00	79	9.9	86	10.7
	Don't know/refused		10	1.2	10	1.3
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	363	45.3	363	45.3
	Catholic	32.20	273	34.1	244	30.5
	Jewish	0.40	6	0.7	4	0.4
	Other	4.70	44	5.5	57	7.1
	None	13.40	97	12.1	112	14.0
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	490	61.2	459	57.3
	Widowed	5.90	92	11.5	74	9.3
	Divorced	10.20	89	11.1	82	10.3
	Separated	1.10	9	1.1	9	1.1
	Never Married	30.40	115	14.4	171	21.3
Don't know/refused		6	0.8	5	0.7	

Client:		MLS			
Study Tracking		March 2014 Wisconsin Poll			
Wave # _____					
Interviewing began		3/20/14			
Interviewing finished		3/23/14			
(All counts are cumulative)					
Total	Quota	% Q	% Comp	To Go	To Date
	800		100.13%	-1	801
TERMINATES					214
37 - Missing Data Respondent Deleted					
					0
S1 - No in in HH 18+					
					100
S3a - Do not live in Wisconsin					
					31
S6 - Not registered/do not plan to register to vote					
					76
18 - QS3B DK/Other and Cell Sample					
					7
SAMPLE DISPOSITION					
Total Resolved/Dead					7071
Completes					
					801
Language Problem					
					80
Non Working #					
					366
Non Residential #					
					248
Data/Modem/Fax					
					169
Hard of Hearing/Deaf/Serious Illness					
					31
Beeper/Pager					
					0
Privacy/blocked call					
					0
Ineligible/Other reason					
					6
Dialer/Not in service					
					436
Dialer/Modem answered					
					401
Dialer/Bad number					
					937
Dialer/Call not completed					
					0
Dialer/Phone Number changed					
					906
Maximum Call Made					
					0
Forced Resolve					
					0
Respondent not avail during Field dates					
					23
Over Quota Call Made					
					91
Unknown Record					
					0
No Such Person					
					46
995 - Number killed in FoneFile					
					1
Total Active/Fresh					20832
Fresh Sample - Unreleased					
					0
Fresh Sample - Released					
					3677
No Answer					
					9467
No Answer - 3 busy attempts					
					1157
Busy					
					39
Answering Machine					
					3580
Callback					
					1786
Soft Refusal					
					1126
Universal code 157 (treat as no answer callback)					
					2316
Total REFUSALS					1158
Initial Refusals					
					1158
Breakoffs					
					0
COOPERATION RATE					15.60%
INITIAL AVAILABLE SAMPLE					27903
INCIDENCE (Est %)					78.92%