



Methodology

Marquette Law School Poll, July 2014

The Marquette Law School Poll was conducted July 17-20, 2014. A total of 804 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 539 (67%) landline respondents and 265 (33%) 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 804 respondents is +/- 3.5 percentage points. For subgroups with smaller sample sizes the margin of error is larger. There are 549 likely voters in the sample, those who say they are absolutely certain to vote in the November election. The margin of error for likely voters is +/- 4.3 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 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	402	50.0	376	46.8
	Female	53.23	402	50.0	428	53.2
Age4	18-29	15.94	49	6.1	128	15.9
	30-44	24.62	114	14.2	198	24.6
	45-59	29.32	237	29.5	232	28.9
	60+	30.13	402	50.0	242	30.1
	Don't know/refused		2	0.2	3	0.4
Race/Ethnicity	White	91.16	686	85.3	660	82.1
	Black	4.35	39	4.9	40	5.0
	Hispanic	2.04	28	3.5	49	6.1
	Other	2.46	40	5.0	45	5.5
	NA/Refused		11	1.4	10	1.3
Ed5	Less than high school	5.81	15	1.9	47	5.8
	High school grad	29.70	168	20.9	233	28.9
	Some College	19.67	148	18.4	158	19.7
	Associates degree	12.74	118	14.7	102	12.7
	College Graduate	32.09	351	43.7	258	32.1
	NA/Refused		4	0.5	7	0.8
Region		Registered Voters				
	City of Milwaukee	9.46	90	11.2	76	9.5
	Rest of Milwaukee DMA	31.04	221	27.5	250	31.0
	Madison DMA	17.76	139	17.3	143	17.8
	Green Bay-Appleton DMA	18.69	168	20.9	150	18.7
	Rest of Wisconsin	23.05	186	23.1	185	23.1

Sample Demographics (continued)

		CPS Value	Unweighted		Weighted	
		%	N	%	N	%
Cell QF22	Cell households	National Center for Health Statistics Cell Only Estimate 29.60	265	33.0	342	42.6
	Landline households	70.40	539	67.0	462	57.4
PID3_wlean	Republican	40.00	316	39.3	318	39.6
	Democrat	45.00	402	50.0	383	47.7
	Independent	15.00	79	9.8	86	10.7
	Don't know/refused		7	0.9	17	2.1
Religion religionrecode	Protestant/Christian	Gallup Estimate (Adult Samples) Jan- June 2009 49.30	367	45.6	369	45.9
	Catholic	32.20	251	31.2	238	29.6
	Jewish	0.40	8	1.0	6	0.8
	Other	4.70	50	6.7	47	5.9
	None	13.40	119	14.8	130	16.1
	Don't know/refused		9	1.1	14	1.7
Marital Status QF5	Married	Census ACS Adult Population 52.40	476	59.2	434	54.0
	Widowed	5.90	81	10.1	59	7.4
	Divorced	10.20	101	12.6	92	11.4
	Separated	1.10	10	1.2	11	1.4
	Never Married	30.40	130	16.2	202	25.2
	Don't know/refused		6	0.7	6	0.7

					THUR				FRI				SAT				SUN			
<i>(All counts are cumulative)</i>					To Date	7/17	7/17 LL	7/17 CELL	7/18	7/18 LL	7/18 CELL	7/19	7/19 LL	7/19 CELL	7/20	7/20 LL	7/20 CELL			
Total	Quota	% Q	% Comp	To Go	804	357	253	104	560	399	161	755	552	203	804	562	242			
TERMINATES					231	96	48	48	169	81	88	203	101	102	231	101	130			
37 - Missing Data Respondent Deleted					0	0	0	0	0	0	0	0	0	0	0	0	0			
S1 - No in in HH 18+					84	42	25	17	73	44	29	75	45	30	84	45	39			
S3a - Do not live in Wisconsin					43	16	3	13	27	4	23	37	7	30	43	7	36			
S6 - Not registered/do not plan to register to vote					89	36	20	16	62	33	29	82	49	33	89	49	40			
18 - QS3B DK/Other and Cell Sample					15	2	0	2	7	0	7	9	0	9	15	0	15			
SAMPLE DISPOSITION																				
Total Resolved/Dead					7365	3412	3187	453	4720	4368	768	5474	5243	900	7365	5330	1208			
Completes					804	357	253	104	560	399	161	755	552	203	804	562	242			
Language Problem					82	33	17	16	60	31	29	75	40	35	82	40	42			
Non Working #					349	173	19	154	252	28	224	292	45	247	349	45	304			
Non Residential #					345	142	114	28	238	181	57	326	257	69	345	260	85			
Data/Modem/Fax					150	82	82	0	118	115	3	141	141	0	150	143	7			
Hard of Hearing/Deaf/Serious Illness					52	18	16	2	29	27	2	52	50	2	52	50	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					47	10	7	3	43	7	36	46	8	38	47	8	39			
Dialer/Not in service					515	318	318	0	446	446	0	514	514	0	515	515	0			
Dialer/Modem answered					509	323	323	0	434	434	0	506	502	4	509	509	0			
Dialer/Bad number					1423	1056	1056	0	1343	1343	0	1423	1423	0	1423	1423	0			
Dialer/Call not completed					8	7	7	0	8	8	0	8	8	0	8	8	0			
Dialer/Phone Number changed					1043	777	777	0	971	971	0	1042	1042	0	1043	1043	0			
Maximum Call Made					0	0	0	0	0	0	0	0	0	0	0	0	0			
Forced Resolve					0	0	0	0	0	0	0	0	0	0	0	0	0			
Respondent not avail during Field dates					11	6	4	2	9	6	3	10	7	3	11	7	4			
Over Quota Call Made					97	0	0	0	9	0	9	42	20	22	97	23	74			
Unknown Record					1	1	1	0	1	1	0	1	1	0	1	1	0			
No Such Person					40	13	5	8	30	13	17	38	20	18	40	20	20			
995 - Number killed in FoneFile					2	2	2	0	2	2	0	2	2	0	2	2	0			
Total Active/Fresh					19975	22873	15143	7730	21377	13962	7415	20370	13087	7283	19975	13000	6975			
Fresh Sample - Unreleased					0	0	0	0	0	0	0	0	0	0	0	0	0			
Fresh Sample - Released					831	8175	4896	3279	2665	1434	1231	1256	383	873	831	383	448			
No Answer					9908	8000	6167	1833	9984	7611	2373	9897	7451	2446	9908	7543	2365			
No Answer - 3 busy attempts					1263	1093	1090	3	1381	1374	7	1270	1264	6	1263	1255	8			
Busy					48	180	180	0	88	88	0	29	29	0	48	47	1			
Answering Machine					3314	2185	584	1601	3104	680	2424	3117	631	2486	3314	655	2659			
Callback					3063	2084	1518	566	2988	1983	1005	2971	1994	977	3063	1981	1082			
Soft Refusal					1548	1156	708	448	1167	792	375	1830	1335	495	1548	1136	412			
Universal code 157 (treat as no answer callback)					1658	0	0	0	0	0	0	0	0	0	1658	0	0			
Total REFUSALS					829	226	138	88	414	275	139	667	510	157	829	570	259			
Initial Refusals					829	226	138	88	414	275	139	667	510	157	829	570	259			
Breakoffs					0	0	0	0	0	0	0	0	0	0	0	0	0			
COOPERATION RATE					21.79%	29.81%	64.71%	54.17%	28.99%	59.20%	53.67%	23.33%	51.98%	56.39%	21.79%	49.65%	48.30%			
INITIAL AVAILABLE SAMPLE					27340	23230	18330	8183	21937	18330	8183	21125	18330	8183	27340	18330	8183			
INCIDENCE (Est %)					77.68%	78.81%	84.05%	68.42%	76.82%	83.13%	64.66%	78.81%	84.53%	66.56%	77.68%	84.77%	65.05%			