Methodology

Marquette Law School Poll, August 2014

The Marquette Law School Poll was conducted August 21-24, 2014. A total of 815 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 552 (68%) landline respondents and 263 (32%) 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 815 respondents is +/- 3.5 percentage points. For subgroups with smaller sample sizes the margin of error is larger. There are 609 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 +/- 4.1 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 N	%	Weighted N	%
QS2	Male	46.77	424	52.0	381	46.8
	Female	53.23	391	48.0	434	53.2
Age4	18-29	15.94	57	7.0	130	15.9
	30-44	24.62	97	11.9	201	24.6
	45-59	29.32	269	33.0	233	28.5
	60+	30.13	388	47.6	246	30.1
	Don't know/refused		4	0.5	6	0.8
Race/Ethnicity	White	91.16	704	86.4	677	83.0
	Black	4.35	40	4.9	52	6.4
	Hispanic	2.04	18	2.2	34	4.2
	Other	2.46	39	4.8	40	4.9
	NA/Refused		14	1.7	12	1.5
Ed5	Less than high school	5.81	22	2.7	47	5.8
	High school grad	29.70	185	22.7	236	29.0
	Some College	19.67	166	20.4	160	19.7
	Associates degree	12.74	101	12.4	104	12.7
	College Graduate	32.09	336	41.2	261	32.1
	NA/Refused		5	0.6	6	0.7
Region		Registered Voters				
	City of Milwaukee	9.46	90	11.0	77	9.5
	Rest of Milwaukee DMA	31.04	222	27.2	253	31.0
	Madison DMA	17.76	145	17.8	145	17.8
	Green Bay-Appleton DMA	18.69	156	19.1	152	18.7
	Rest of Wisconsin	23.05	202	24.8	188	23.1

Sample Demographics (continued)

		CPS Value %	Unweighted N	%	Weighted N	%
Cell QF22		National Center for Health Statistics Cell Only Estimate				
	Cell households	29.60	263	32.3	311	38.1
	Landline households	70.40	552	67.7	504	61.9
PID3_wlean	Republican	40.00	363	44.5	348	42.6
	Democrat	45.00	365	44.8	371	45.5
	Independent	15.00	75	9.2	82	10.1
	Don't know/refused		12	1.5	15	1.8
Religion religionrecode		Gallup Estimate (Adult Samples) Jan-June 2009				
	Protestant/Christian	49.30	401	49.2	383	47.0
	Catholic	32.20	270	33.1	255	31.3
	Jewish	0.40	4	0.5	2	0.3
	Other	4.70	32	3.9	39	4.8
	None	13.40	88	10.8	108	13.2
	Don't know/refused		20	2.5	27	3.4
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	504	61.8	467	57.3
	Widowed	5.90	82	10.1	69	8.5
	Divorced	10.20	95	11.7	78	9.6
	Separated	1.10	5	0.6	5	0.6
	Never Married	30.40	121	14.8	188	23.1
	Don't know/refused		8	1.0	8	0.9

(All counts are cumulative)	Quota	% Q	% Comp	To Go	To Date	THUR 8/21	8/21 LL	8/21 CELL	FRI 8/22	8/22 LL	8/22 CELL	SAT 8/23	8/23 LL	8/23 CELL	SUN 8/24	8/24 LL	8/24 CELL
Total	800		101.88%	-15	815	351	252	99	577	415	162	715	504	211	815	573	242
TERMINATES																	
37 - Missing Data Respondent Deleted					0	0	0	0	0	0	0	0	0	0	0	0	0
S1 - No in HH 18+					75	21	16	5	42	32	10	47	33	14	75	45	30
S3a - Do not live in Wisconsin					80	29	9	20	50	18	32	66	23	43	80	25	55
S6 - Not registered/do not plan to register to vote					81	27	14	13	59	34	25	71	40	31	81	45	36
18 - QS3B DK/Other and Cell Sample					21	7	0	7	11	0	11	14	0	14	21	0	21
Total					257	84	39	45	162	84	78	198	96	102	257	115	142
SAMPLE DISPOSITION																	
Total Resolved/Dead					6303	3081	2893	338	3994	3732	596	4482	4219	900	6303	5955	1176
Completes					815	351	252	99	577	415	162	715	504	211	815	573	242
Language Problem					93	28	18	10	68	44	24	85	50	35	93	53	40
Non Working #					264	102	20	82	173	50	123	214	57	157	264	63	201
Non Residential #					365	153	131	22	246	210	36	312	243	69	365	275	90
Data/Modem/Fax					140	92	92	0	116	115	1	123	121	2	140	138	2
Hard of Hearing/Deaf/Serious Illness					46	13	12	1	31	28	3	39	35	4	46	39	7
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					28	24	0	24	26	1	25	27	2	25	28	3	25
Dialer/Not in service					552	396	396	0	478	478	0	497	497	0	552	552	0
Dialer/Modem answered					430	316	316	0	370	370	0	385	385	0	430	430	0
Dialer/Bad number					1049	843	843	0	926	926	0	942	942	0	1049	1049	0
Dialer/Call not conmpleted					3	0	0	0	3	3	0	3	3	0	3	3	0
Dialer/Phone Number changed					826	642	642	0	729	729	0	738	738	0	826	826	0
Maximum Call Made					1236	0	0	0	0	0	0	46	46	0	1236	1236	0
Forced Resolve					18	5	2	3	9	5	4	17	9	8	18	10	8
Respondent not avail during Field dates					113	0	0	0	27	3	24	77	24	53	113	41	72
Over Quota Call Made					34	30	30	0	30	30	0	33	33	0	34	34	0
Unknown Record					34	2	0	2	30	0	30	33	0	33	34	0	34
No Such Person					34	2	0	2	23	7	16	31	19	12	34	21	13
995 - Number killed in FoneFile					6	6	4	2	6	4	2	6	4	2	6	4	2
Total/Active/Fresh					19231	23131	15420	7711	22034	14581	7453	21243	14094	7149	19231	12358	6873
Fresh Sample - Unreleased					0	0	0	0	0	0	0	0	0	0	0	0	0
Fresh Sample - Released					3552	10783	6064	4719	7205	4984	2221	6272	4813	1459	3552	2913	639
No Answer					8817	7187	6062	1125	7710	5971	1739	8653	6529	2124	8817	6368	2449
No Answer - 3 busy attempts					1370	942	939	3	1238	1234	4	1256	1250	6	1370	1363	7
Busy					89	27	27	0	43	43	0	113	113	0	89	89	0
Answering Machine					3530	1769	628	1141	2920	489	2431	3583	567	3016	3530	555	2975
Callback					1200	1414	1006	408	1958	1186	772	1091	710	381	1200	774	426
Soft Refusal					673	1009	694	315	960	674	286	275	112	163	673	296	377
Universal code 157 (treat as no answer callback)					0	0	0	0	0	0	0	0	0	0	0	0	0
Total/REFUSALS					822	144	96	48	328	221	107	631	411	220	822	490	332
Initial Refusals					822	144	96	48	328	221	107	631	411	220	822	490	332
Breakoffs					0	0	0	0	0	0	0	0	0	0	0	0	0
INITIAL AVAILABLE SAMPLE					25534	23482	18313	8049	22611	18313	8049	21958	18313	8049	25534	18313	8049
COOPERATION RATE					23.82%	36.84%	72.41%	67.35%	33.06%	65.25%	60.22%	23.88%	55.08%	48.96%	23.82%	55.90%	42.16%
INCIDENCE (Est %)					76.03%	80.69%	86.60%	68.75%	78.08%	83.17%	67.50%	78.31%	84.00%	67.41%	76.03%	83.28%	63.02%