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

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<tr>
<th></th>
<th>CPS Value</th>
<th>Unweighted</th>
<th>Weighted</th>
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<td></td>
<td>%</td>
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<td>%</td>
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<td>QS2</td>
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### Sample Demographics (continued)

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**INCIDENCE (Est %)**

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<tr>
<th>Initial Available Sample</th>
<th>Answering Machine</th>
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<th>Respondent not avail during Field dates</th>
<th>Dialer/Call not completed</th>
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