



Methodology

Marquette Law School Poll, September 2014

The Marquette Law School Poll was conducted September 11-14, 2014. A total of 800 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 536 (67%) landline respondents and 264 (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 800 respondents is +/- 3.5 percentage points. For subgroups with smaller sample sizes the margin of error is larger. There are 589 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		Weighted	
		%	N	%	N	%
QS2	Male	46.77	388	48.5	374	46.8
	Female	53.23	412	51.2	426	53.2
Age4	18-29	15.94	61	7.6	127	15.9
	30-44	24.62	101	12.6	197	24.6
	45-59	29.32	230	28.7	231	28.9
	60+	30.13	403	50.4	241	30.1
	Don't know/refused		5	0.6	3	0.4
Race/Ethnicity	White	91.16	702	87.8	699	87.4
	Black	4.35	30	3.8	32	4.1
	Hispanic	2.04	26	3.3	29	3.7
	Other	2.46	28	3.5	29	3.6
	NA/Refused		14	1.8	10	1.2
Ed5	Less than high school	5.81	18	2.3	46	5.8
	High school grad	29.70	170	21.3	235	29.4
	Some College	19.67	139	17.4	157	19.7
	Associates degree	12.74	123	15.4	102	12.7
	College Graduate	32.09	348	43.5	257	32.1
	NA/Refused		2	0.3	2	0.3
Region		Registered Voters				
	City of Milwaukee	9.46	87	10.9	76	9.5
	Rest of Milwaukee DMA	31.04	241	30.1	248	31.0
	Madison DMA	17.76	153	19.1	142	17.8
	Green Bay-Appleton DMA	18.69	147	18.4	150	18.7
	Rest of Wisconsin	23.05	172	21.5	184	23.0

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	29.60	264	33.0	333	41.7
	Landline households	70.40	536	67.0	467	58.3
PID3_wlean	Republican	40.00	370	46.3	373	46.6
	Democrat	45.00	347	43.4	356	44.5
	Independent	15.00	73	9.1	61	7.6
	Don't know/refused		10	1.3	10	1.3
Religion religionrecode	Protestant/Christian	49.30	388	48.5	376	47.0
	Catholic	32.20	258	32.3	257	32.2
	Jewish	0.40	3	0.4	2	0.3
	Other	4.70	40	5.0	38	4.7
	None	13.40	92	11.5	110	13.8
	Don't know/refused		19	2.4	17	2.1
Marital Status QF5	Married	52.40	486	58.3	425	53.1
	Widowed	5.90	103	12.9	84	10.6
	Divorced	10.20	95	11.9	87	10.9
	Separated	1.10	5	0.6	2	0.3
	Never Married	30.40	128	16.0	198	24.8
	Don't know/refused		3	0.4	3	0.4

(All counts are cumulative)	Quota	% Q	% Comp	To Go	THUR			FRI			SAT			SUN			
					To Date	9/11	9/11 LL	9/11 CELL	9/12	9/12 LL	9/12 CELL	9/13	9/13 LL	9/13 CELL	9/14	9/14 LL	9/14 CELL
Total	800		100.00%	0	800	334	233	101	536	373	163	733	518	215	800	560	240
TERMINATES					188	89	40	49	135	54	81	172	80	92	188	87	101
37 - Missing Data Respondent Deleted					0	0	0	0	0	0	0	0	0	0	0	0	0
S1 - No in in HH 18+					60	34	16	18	43	20	23	60	31	29	60	31	29
S3a - Do not live in Wisconsin					63	28	5	23	52	11	41	59	15	44	63	16	47
S6 - Not registered/do not plan to register to vote					60	25	19	6	37	23	14	50	34	16	60	40	20
18 - QS3B DK/Other and Cell Sample					5	2	0	2	3	0	3	3	0	3	5	0	5
SAMPLE DISPOSITION																	
Total Resolved/Dead					4938	2705	2449	422	3636	3230	786	4731	4263	1058	4938	4402	1216
Completes					800	334	233	101	536	373	163	733	518	215	800	560	240
Language Problem					78	38	18	20	59	24	35	69	28	41	78	30	48
Non Working #					406	170	45	125	291	72	219	382	85	297	406	87	319
Non Residential #					332	136	117	19	233	182	51	311	248	63	332	254	78
Data/Modem/Fax					180	94	84	10	120	103	17	177	154	23	180	157	23
Hard of Hearing/Deaf/Serious Illness					18	6	5	1	10	9	1	18	17	1	18	17	1
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					64	28	10	18	28	10	18	61	12	49	64	13	51
Dialer/Not in service					531	319	319	0	415	415	0	521	521	0	531	531	0
Dialer/Modem answered					440	265	265	0	338	338	0	432	432	0	440	440	0
Dialer/Bad number					873	629	629	0	733	733	0	862	862	0	873	873	0
Dialer/Call not completed					0	0	0	0	0	0	0	0	0	0	0	0	0
Dialer/Phone Number changed					936	585	585	0	706	706	0	934	934	0	936	936	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					12	8	4	4	9	4	5	12	6	6	12	6	6
Over Quota Call Made					58	0	0	0	11	1	10	30	9	21	58	19	39
Unknown Record					0	0	0	0	0	0	0	0	0	0	0	0	0
No Such Person					22	4	2	2	12	3	9	17	6	11	22	6	16
995 - Number killed in FoneFile					4	4	4	0	4	4	0	4	4	0	4	4	0
Total Active/Fresh					21107	23854	15552	8302	22709	14771	7938	21404	13738	7666	21107	13599	7508
Fresh Sample - Unreleased					0	0	0	0	0	0	0	0	0	0	0	0	0
Fresh Sample - Released					4607	11028	7272	3756	7951	5576	2375	4672	2504	2168	4607	2495	2112
No Answer					8962	7190	5413	1777	8226	5923	2303	9041	7017	2024	8962	7044	1918
No Answer - 3 busy attempts					1208	875	856	19	960	940	20	1297	1266	31	1208	1185	23
Busy					190	16	13	3	91	91	0	118	118	0	190	190	0
Answering Machine					2838	2229	432	1797	2763	549	2214	2784	690	2094	2838	656	2182
Callback					2117	1583	1101	482	1882	1210	672	2081	1268	813	2117	1206	911
Soft Refusal					1185	933	465	468	836	482	354	1411	875	536	1185	823	362
Universal code 157 (treat as no answer callback)					0	0	0	0	0	0	0	0	0	0	0	0	0
Total REFUSALS					676	162	89	73	376	199	177	586	347	239	676	382	294
Initial Refusals					676	162	89	73	376	199	177	586	347	239	676	382	294
Breakoffs					0	0	0	0	0	0	0	0	0	0	0	0	0
COOPERATION RATE					21.76%	35.46%	72.36%	58.05%	26.42%	65.21%	47.94%	22.69%	59.88%	47.36%	21.76%	59.45%	44.94%
INITIAL AVAILABLE SAMPLE					26045	24188	18001	8724	23245	18001	8724	22137	18001	8724	26045	18001	8724
INCIDENCE (Est %)					80.97%	78.96%	85.35%	67.33%	79.88%	87.35%	66.80%	80.99%	86.62%	70.03%	80.97%	86.55%	70.38%