



Methodology

Marquette Law School Poll, September 25-28, 2014

The Marquette Law School Poll was conducted September 25-28, 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 525 (66%) landline respondents and 276 (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. There are 585 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	387	48.3	375	46.8
	Female	53.23	414	51.7	426	53.2
Age4	18-29	15.94	49	6.1	128	15.9
	30-44	24.62	106	13.2	197	24.6
	45-59	29.32	234	29.2	232	28.9
	60+	30.13	409	51.1	241	30.1
	Don't know/refused		3	0.4	3	0.4
Race/Ethnicity	White	91.16	698	87.1	672	83.9
	Black	4.35	36	3.5	43	5.4
	Hispanic	2.04	27	3.4	38	4.8
	Other	2.46	27	3.4	33	4.1
	NA/Refused		13	1.6	15	1.9
Ed5	Less than high school	5.81	27	3.4	47	5.8
	High school grad	29.70	157	19.6	229	28.5
	Some College	19.67	151	18.9	158	19.7
	Associates degree	12.74	105	13.1	102	12.7
	College Graduate	32.09	355	44.3	257	32.1
	NA/Refused		6	0.7	9	1.2
Region		Registered Voters				
	City of Milwaukee	9.46	90	11.2	76	9.5
	Rest of Milwaukee DMA	31.04	249	31.1	249	31.0
	Madison DMA	17.76	142	17.7	142	17.8
	Green Bay-Appleton DMA	18.69	154	19.2	150	18.7
	Rest of Wisconsin	23.05	166	20.7	185	23.0

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	29.60	276	34.5	348	43.5
	Landline households	70.40	525	65.5	453	56.5
PID3_wlean	Republican	40.00	358	44.7	354	44.3
	Democrat	45.00	356	44.4	357	44.6
	Independent	15.00	80	10.0	81	10.1
	Don't know/refused		7	0.9	9	1.1
Religion religionrecode	Protestant/Christian	49.30	384	47.9	380	47.4
	Catholic	32.20	267	33.3	245	30.6
	Jewish	0.40	8	1.0	8	1.0
	Other	4.70	35	4.4	46	5.8
	None	13.40	90	11.2	104	12.9
	Don't know/refused		17	2.1	18	2.3
Marital Status QF5	Married	52.40	490	61.2	435	54.3
	Widowed	5.90	90	11.2	65	8.1
	Divorced	10.20	92	11.5	96	12.0
	Separated	1.10	7	0.9	6	0.8
	Never Married	30.40	118	14.7	198	24.4
	Don't know/refused		4	0.5	3	0.4

			THUR			FRI			SAT			SUN			
% Q	% Comp	To Go	To Date	9/25	9/25 LL	9/25 CELL	9/26	9/26 LL	9/26 CELL	9/27	9/27 LL	9/27 CELL	9/28	9/28 LL	9/28 CELL
	100.13%	-1	801	378	276	102	599	424	175	763	538	225	801	560	241
			215	94	43	51	149	63	86	203	87	116	215	89	126
			0	0	0	0	0	0	0	0	0	0	0	0	0
			65	35	14	21	50	16	34	63	21	42	65	21	44
			56	26	7	19	38	9	29	53	12	41	56	12	44
			81	30	22	8	52	38	14	75	54	21	81	56	25
			13	3	0	3	9	0	9	12	0	12	13	0	13
			12546	4115	3870	441	9916	9543	788	12343	11945	1118	12546	12080	1245
			801	378	276	102	599	424	175	763	538	225	801	560	241
			73	35	24	11	57	37	20	71	45	26	73	45	28
			577	275	133	142	384	166	218	541	227	314	577	235	342
			1766	1156	1133	23	1412	1363	49	1732	1656	76	1766	1684	82
			211	127	120	7	145	133	12	194	172	22	211	179	32
			30	12	10	2	15	13	2	27	23	4	30	26	4
			0	0	0	0	0	0	0	0	0	0	0	0	0
			0	0	0	0	0	0	0	0	0	0	0	0	0
			73	54	47	7	69	48	21	73	52	21	73	52	21
			347	248	248	0	289	289	0	341	341	0	347	347	0
			433	295	295	0	324	324	0	424	424	0	433	433	0
			450	329	329	0	355	355	0	443	443	0	450	450	0
			2	2	2	0	2	2	0	2	2	0	2	2	0
			1498	1080	1080	0	1101	1101	0	1486	1486	0	1498	1498	0
			5903	0	0	0	4923	4922	1	5903	5880	23	5903	5880	23
			0	0	0	0	0	0	0	0	0	0	0	0	0
			11	5	1	4	8	4	4	10	5	5	11	6	5
			114	0	0	0	49	33	16	88	43	45	114	58	56
			9	7	7	0	8	8	0	9	9	0	9	9	0
			33	18	8	10	27	10	17	33	15	18	33	15	18
			2	2	1	1	2	1	1	2	1	1	2	1	1
			13262	22275	13829	8446	16256	8157	8099	13524	5755	7769	13262	5620	7642
			0	0	0	0	0	0	0	0	0	0	0	0	0
			2490	8525	5419	3106	8519	5417	3102	2756	1686	1070	2490	1587	903
			5860	7066	4767	2299	2861	1056	1805	5796	2755	3041	5860	2688	3172
			401	834	824	10	160	133	27	457	415	42	401	363	38
			75	301	296	5	32	32	0	40	40	0	75	72	3
			2804	2647	630	2017	2305	220	2085	2625	447	2178	2804	435	2369
			1122	1796	1164	632	1702	965	737	1099	326	773	1122	355	767
			510	1106	729	377	677	334	343	751	86	665	510	120	390
			0	0	0	0	0	0	0	0	0	0	0	0	0
			777	194	113	81	413	247	166	718	496	222	777	511	266
			777	194	113	81	413	247	166	718	496	222	777	511	266
			0	0	0	0	0	0	0	0	0	0	0	0	0
			21.67%	32.64%	70.95%	55.74%	26.51%	63.19%	51.32%	22.04%	52.03%	50.34%	21.67%	52.29%	47.53%
			25808	22653	17699	8887	16855	17700	8887	14287	17700	8887	25808	17700	8887
			78.84%	80.08%	86.52%	66.67%	80.08%	87.06%	67.05%	78.99%	86.08%	65.98%	78.84%	86.29%	65.67%