



Methodology

Marquette Law School Poll, October 9-12, 2014

The Marquette Law School Poll was conducted October 9-12, 2014. A total of 1004 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 650 (65%) landline respondents and 354 (35%) 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 1004 respondents is +/- 3.2 percentage points. For subgroups with smaller sample sizes the margin of error is larger. There are 803 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 +/- 3.5 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	498	49.6	470	46.8
	Female	53.23	506	50.4	534	53.2
Age4	18-29	15.94	55	5.5	160	15.9
	30-44	24.62	135	13.4	247	24.6
	45-59	29.32	288	28.7	283	28.2
	60+	30.13	517	51.5	303	30.1
	Don't know/refused		9	0.9	11	1.1
Race/Ethnicity	White	91.16	874	87.1	858	85.5
	Black	4.35	50	5.0	49	4.8
	Hispanic	2.04	23	2.3	38	3.8
	Other	2.46	41	4.1	45	4.5
	NA/Refused		16	1.6	15	1.5
Ed5	Less than high school	5.81	37	3.7	58	5.8
	High school grad	29.70	193	19.2	284	28.3
	Some College	19.67	185	18.4	197	19.7
	Associates degree	12.74	144	14.3	128	12.7
	College Graduate	32.09	436	43.4	322	32.1
	NA/Refused		9	0.9	15	1.4
Region		Registered Voters				
	City of Milwaukee	9.46	113	11.3	95	9.4
	Rest of Milwaukee DMA	31.04	317	31.6	307	30.5
	Madison DMA	17.76	196	19.5	171	17.1
	Green Bay-Appleton DMA	18.69	175	17.4	202	20.1
	Rest of Wisconsin	23.05	203	20.2	230	22.9

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	National Center for Health Statistics Cell Only Estimate 29.60	354	35.3	444	44.3
	Landline households	70.40	650	64.7	560	55.7
PID3_wlean	Republican	40.00	441	43.9	446	44.4
	Democrat	45.00	480	47.8	463	46.1
	Independent	15.00	71	7.1	80	8.0
	Don't know/refused		12	1.2	16	1.6
Religion religionrecode	Protestant/Christian	Gallup Estimate (Adult Samples) Jan- June 2009 49.30	455	45.3	437	43.6
	Catholic	32.20	310	30.9	287	28.5
	Jewish	0.40	11	1.1	6	0.6
	Other	4.70	61	6.1	85	8.4
	None	13.40	136	13.5	158	15.7
	Don't know/refused		31	3.1	31	3.1
Marital Status QF5	Married	Census ACS Adult Population 52.40	626	62.4	588	58.5
	Widowed	5.90	112	11.2	85	8.5
	Divorced	10.20	110	11.0	96	9.5
	Separated	1.10	10	1.0	10	1.0
	Never Married	30.40	139	13.8	218	21.7
	Don't know/refused		7	0.7	8	0.8

(All counts are cumulative)	Quota	% Q	% Comp	To Go	THUR			FRI			SAT			SUN			
					To Date	10/9	10/9 LL	10/9 CELL	10/10	10/10 LL	10/10 CELL	10/11	10/11 LL	10/11 CELL	10/12	10/12 LL	10/12 CELL
Total	1000		100.40%	1000	1004	454	347	107	715	500	215	904	636	268	1004	703	301
TERMINATES					228	87	46	41	161	68	93	211	81	130	228	86	142
37 - Missing Data Respondent Deleted					0	0	0	0	0	0	0	0	0	0	0	0	0
S1 - No in in HH 18+					75	29	15	14	50	24	26	70	29	41	75	30	45
S3a - Do not live in Wisconsin					57	17	6	11	43	11	32	53	13	40	57	14	43
S6 - Not registered/do not plan to register to vote					87	39	25	14	60	33	27	79	39	40	87	42	45
18 - QS3B DK/Other and Cell Sample					9	2	0	2	8	0	8	9	0	9	9	0	9
SAMPLE DISPOSITION																	
Total Resolved/Dead					6686	3735	3537	405	4899	4374	881	6233	5582	1178	6686	5961	1326
Completes					1004	454	347	107	715	500	215	904	636	268	1004	703	301
Language Problem					90	42	24	18	70	31	39	87	38	49	90	39	51
Non Working #					454	132	23	109	302	35	267	412	72	340	454	78	376
Non Residential #					374	172	146	26	265	215	50	352	271	81	374	287	87
Data/Modem/Fax					206	112	89	23	153	115	38	196	150	46	206	156	50
Hard of Hearing/Deaf/Serious Illness					58	11	9	2	22	20	2	54	46	8	58	50	8
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					29	22	9	13	25	10	15	28	11	17	29	12	17
Dialer/Not in service					708	446	446	0	539	539	0	668	668	0	708	708	0
Dialer/Modem answered					495	317	317	0	368	368	0	457	457	0	495	495	0
Dialer/Bad number					1546	1058	1058	0	1189	1189	0	1479	1479	0	1546	1546	0
Dialer/Call not completed					0	0	0	0	0	0	0	0	0	0	0	0	0
Dialer/Phone Number changed					1379	871	871	0	1051	1051	0	1302	1302	0	1379	1379	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					10	1	1	0	7	4	3	9	6	3	10	6	4
Over Quota Call Made					78	0	0	0	14	6	8	52	31	21	78	46	32
Unknown Record					0	0	0	0	0	0	0	0	0	0	0	0	0
No Such Person					26	10	0	10	17	4	13	22	9	13	26	10	16
995 - Number killed in FoneFile					3	3	3	0	3	3	0	4	3	1	3	3	0
Total Active/Fresh					26990	30335	19948	10387	29022	19111	9911	27517	17903	9614	26990	17524	9466
Fresh Sample - Unreleased					0	0	0	0	0	0	0	0	0	0	0	0	0
Fresh Sample - Released					3832	15586	9675	5911	11192	7642	3550	5405	3371	2034	3832	2242	1590
No Answer					13292	8409	6696	1713	10414	7810	2604	12179	9009	3170	13292	9809	3483
No Answer - 3 busy attempts					2052	1126	1112	14	621	601	20	1755	1733	22	2052	2029	23
Busy					242	122	122	0	342	342	0	512	511	1	242	241	1
Answering Machine					3899	2409	494	1915	3117	598	2519	3606	695	2911	3899	704	3195
Callback					2247	1496	1112	384	2194	1485	709	2400	1590	810	2247	1479	768
Soft Refusal					1425	1187	737	450	1141	633	508	1660	994	666	1425	1020	405
Universal code 157 (treat as no answer callback)					1	0	0	0	1	0	1	0	0	0	1	0	1
Total REFUSALS					599	204	148	56	354	216	138	523	322	201	599	357	242
Initial Refusals					599	204	148	56	354	216	138	523	322	201	599	357	242
Breakoffs					0	0	0	0	0	0	0	0	0	0	0	0	0
COOPERATION RATE					27.57%	29.90%	70.10%	65.64%	31.26%	69.83%	60.91%	28.75%	66.39%	57.14%	27.57%	66.32%	55.43%
INITIAL AVAILABLE SAMPLE					33676	30789	23485	10792	29737	23485	10792	28421	23485	10792	33676	23485	10792
INCIDENCE (Est %)					81.49%	83.92%	88.30%	72.30%	81.62%	88.03%	69.81%	81.08%	88.70%	67.34%	81.49%	89.10%	67.95%