



Methodology

Marquette Law School Poll, October 23-26, 2014

The Marquette Law School Poll was conducted October 23-26, 2014. A total of 1409 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 917 (65%) landline respondents and 492 (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 1409 respondents is +/- 2.7 percentage points. For subgroups with smaller sample sizes the margin of error is larger. There are 1164 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 +/- 3.0 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	690	49.0	659	46.8
	Female	53.23	719	51.0	750	53.2
Age4	18-29	15.94	85	6.0	224	15.9
	30-44	24.62	162	11.5	347	24.6
	45-59	29.32	430	30.5	406	28.8
	60+	30.13	725	51.5	425	30.1
	Don't know/refused		7	0.5	7	0.5
Race/Ethnicity	White	91.16	1217	86.4	1172	83.1
	Black	4.35	66	4.7	70	5.0
	Hispanic	2.04	43	3.1	60	4.3
	Other	2.46	61	4.3	89	6.3
	NA/Refused		22	1.6	19	1.3
Ed5	Less than high school	5.81	45	3.2	82	5.8
	High school grad	29.70	303	21.5	412	29.3
	Some College	19.67	218	15.5	277	19.7
	Associates degree	12.74	191	13.6	180	12.7
	College Graduate	32.09	646	45.8	452	32.1
	NA/Refused		6	0.4	6	0.4
Region		Registered Voters				
	City of Milwaukee	9.46	170	12.1	133	9.4
	Rest of Milwaukee DMA	31.04	421	29.9	430	30.5
	Madison DMA	17.76	269	19.1	240	17.1
	Green Bay-Appleton DMA	18.69	268	19.0	283	20.1
	Rest of Wisconsin	23.05	281	19.9	322	22.9

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	29.60	492	34.9	601	42.7
	Landline households	70.40	917	65.1	808	57.3
PID3_wlean	Republican	40.00	612	43.4	612	43.5
	Democrat	45.00	667	47.3	659	46.8
	Independent	15.00	118	8.4	125	8.9
	Don't know/refused		12	0.9	12	0.9
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	643	45.6	621	44.1
	Catholic	32.20	491	34.8	463	32.9
	Jewish	0.40	11	0.8	7	0.5
	Other	4.70	74	5.3	94	6.6
	None	13.40	159	11.3	194	13.8
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	889	63.1	818	58.1
	Widowed	5.90	163	11.6	119	8.4
	Divorced	10.20	147	10.4	139	9.8
	Separated	1.10	15	1.1	15	1.1
	Never Married	30.40	185	13.1	310	22.0
Don't know/refused		10	0.7	9	0.6	

(All counts are cumulative)	Quota	% Q	% Comp	To Go	THUR			FRI			SAT			SUN			
					To Date	10/23	10/23 LL	10/23 CELL	10/24	10/24 LL	10/24 CELL	10/25	10/25 LL	10/25 CELL	10/26	10/26 LL	10/26 CELL
Total	1400		100.64%	-9	1409	558	401	157	929	666	263	1195	854	341	1409	984	425
TERMINATES					439	150	69	81	272	127	145	361	172	189	439	190	249
37 - Missing Data Respondent Deleted					0	0	0	0	0	0	0	0	0	0	0	0	0
S1 - No in in HH 18+					162	65	36	29	108	61	47	154	91	63	162	94	68
S3a - Do not live in Wisconsin					110	31	6	25	60	16	44	78	20	58	110	23	87
S6 - Not registered/do not plan to register to vote					146	51	27	24	92	50	42	115	61	54	146	73	73
18 - QS3B DK/Other and Cell Sample					21	3	0	3	12	0	12	14	0	14	21	0	21
SAMPLE DISPOSITION																	
Total Resolved/Dead					11252	5258	4965	490	7290	6648	1029	9127	8208	1536	11252	9935	2232
Completes					1409	558	401	157	929	666	263	1195	854	341	1409	984	425
Language Problem					134	39	18	21	89	45	44	109	53	56	134	64	70
Non Working #					547	165	44	121	370	65	305	514	85	429	547	108	439
Non Residential #					499	174	146	28	334	273	61	424	337	87	499	389	110
Data/Modem/Fax					304	129	122	7	196	184	12	262	225	37	304	264	40
Hard of Hearing/Deaf/Serious Illness					57	14	12	2	28	25	3	42	38	4	57	49	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					71	2	1	1	52	2	50	68	11	57	71	13	58
Dialer/Not in service					2233	1130	1130	0	1465	1465	0	1709	1709	0	2233	2064	169
Dialer/Modem answered					771	390	390	0	498	498	0	592	592	0	771	741	30
Dialer/Bad number					2296	1326	1326	0	1600	1600	0	1822	1822	0	2296	2209	87
Dialer/Call not completed					6	0	0	0	6	6	0	6	6	0	6	6	0
Dialer/Phone Number changed					1982	1136	1136	0	1382	1382	0	1651	1651	0	1982	1980	2
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					39	6	3	3	7	4	3	38	9	29	39	9	30
Over Quota Call Made					182	0	0	0	9	0	9	57	22	35	182	77	105
Unknown Record					245	29	29	0	31	31	0	245	245	0	245	245	0
No Such Person					38	10	3	7	22	12	10	32	18	14	38	21	17
995 - Number killed in FoneFile					3	3	2	1	3	2	1	3	2	1	3	2	1
Total Active/Fresh					36521	43233	28492	14741	41011	26809	14202	38944	25249	13695	36521	23522	12999
Fresh Sample - Unreleased					0	0	0	0	0	0	0	0	0	0	0	0	0
Fresh Sample - Released					3570	21811	14047	7764	15601	11641	3960	11123	8224	2899	3570	2631	939
No Answer					18565	12323	9692	2631	13567	9816	3751	15431	10926	4505	18565	13343	5222
No Answer - 3 busy attempts					2888	1624	1614	10	1817	1801	16	2260	2241	19	2888	2763	125
Busy					285	23	23	0	48	48	0	96	96	0	285	249	36
Answering Machine					6378	4063	940	3123	5789	937	4852	6681	1008	5673	6378	1294	5084
Callback					2916	1740	1174	566	2695	1644	1051	2075	1476	599	2916	1784	1132
Soft Refusal					1919	1649	1002	647	1494	922	572	1278	1278	0	1919	1458	461
Universal code 157 (treat as no answer callback)					0	0	0	0	0	0	0	0	0	0	0	0	0
Total REFUSALS					912	194	133	61	384	261	123	614	357	257	912	520	392
Initial Refusals					912	194	133	61	384	261	123	614	357	257	912	520	392
Breakoffs					0	0	0	0	0	0	0	0	0	0	0	0	0
COOPERATION RATE					32.49%	43.60%	75.09%	72.02%	41.46%	71.84%	68.13%	37.03%	70.52%	57.02%	32.49%	65.43%	52.02%
INITIAL AVAILABLE SAMPLE					47773	43791	33457	15231	41940	33457	15231	40139	33457	15231	47773	33457	15231
INCIDENCE (Est %)					76.24%	78.81%	85.32%	65.97%	77.35%	83.98%	64.46%	76.80%	83.24%	64.34%	76.24%	83.82%	63.06%