



Methodology

Marquette Law School Poll, April 7-10, 2015

The Marquette Law School Poll was conducted April 7-10, 2015. A total of 803 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 448 (56%) landline respondents and 335 (44%) 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 803 respondents is +/- 3.5 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For Republicans and independents who lean toward the Republican Party, the sample size is 319, with a margin of error of +/-5.6 percentage points. For Democrats and independents who lean toward the Democratic Party, the sample size is 391, with a margin of error of +/-5.1 percentage points. Republican and Democratic presidential primary items were asked of the corresponding party samples.

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 August 2014. 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 August 2014 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	427	53.2	376	46.8
	Female	53.23	376	46.8	427	53.2
Age4	18-29	15.94	74	9.2	128	15.9
	30-44	24.62	121	15.1	198	24.6
	45-59	29.32	249	31.0	230	28.6
	60+	30.13	355	44.2	242	30.1
	Don't know/refused		4	0.5	6	0.7
Race/Ethnicity	White	91.16	696	86.7	685	85.3
	Black	4.35	31	3.9	30	3.7
	Hispanic	2.04	35	4.4	51	6.4
	Other	2.46	29	3.6	26	3.2
	NA/Refused		12	1.5	12	1.5
Ed5	Less than high school	5.81	32	4.0	47	5.8
	High school grad	29.70	155	19.3	234	29.1
	Some College	19.67	148	18.4	158	19.7
	Associates degree	12.74	105	13.1	102	12.7
	College Graduate	32.09	360	44.8	258	32.1
	NA/Refused		3	0.4	4	0.6
Region		Registered Voters				
	City of Milwaukee	9.46	84	10.5	76	9.4
	Rest of Milwaukee DMA	31.04	246	30.6	245	30.5
	Madison DMA	17.76	155	19.3	137	17.1
	Green Bay-Appleton DMA	18.69	153	19.1	162	20.1
	Rest of Wisconsin	23.05	165	20.5	184	22.9

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	29.60	355	44.2	397	49.4
	Landline households	70.40	448	55.8	406	50.6
PID3_wlean	Republican	40.00	319	39.7	319	39.7
	Democrat	45.00	398	49.6	391	48.8
	Independent	15.00	79	9.8	84	10.4
	Don't know/refused		7	0.9	9	1.1
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	368	45.8	362	45.1
	Catholic	32.20	255	31.8	249	31.0
	Jewish	0.40	5	0.6	3	0.4
	Other	4.70	52	6.5	53	6.7
	None	13.40	95	11.8	101	12.6
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	479	59.7	438	54.5
	Widowed	5.90	72	9.0	59	7.3
	Divorced	10.20	104	13.0	93	11.6
	Separated	1.10	10	1.2	8	1.0
	Never Married	30.40	132	16.4	199	24.7
Don't know/refused		6	0.7	7	0.8	

(All counts are cumulative)					TUES	WED	THURS	FRI									
Quota	% Q	% Comp	To Go	To Date	4/7	4/7 LL	4/7 CELL	4/8	4/8 LL	4/8 CELL	4/9	4/9 LL	4/9 CELL	4/10	4/10 LL	4/10 CELL	
800		100.38%	-3	803	315	191	124	535	313	222	741	442	299	803	481	322	
TERMINATES					273	117	46	71	196	68	128	252	77	175	273	86	187
37 - Missing Data Respondent Deleted					0	0	0	0	0	0	0	0	0	0	0	0	0
S1 - No in in HH 18+					94	49	26	23	75	32	43	86	34	52	94	37	57
S3a - Do not live in Wisconsin					71	28	3	25	52	9	43	69	11	58	71	11	60
S6 - Not registered/do not plan to register to vote					86	34	17	17	58	27	31	77	32	45	86	38	48
18 - QS3B DK/Other and Cell Sample					22	6	0	6	11	0	11	20	0	20	22	0	22
SAMPLE DISPOSITION																	
Total Resolved/Dead					6339	3240	2966	399	4457	3979	801	5804	5077	1239	6339	5550	1421
Completes					803	315	191	124	535	313	222	741	442	299	803	481	322
Language Problem					83	30	14	16	53	19	34	73	21	52	83	23	60
Non Working #					187	75	65	10	111	84	27	160	120	40	187	130	57
Non Residential #					432	184	164	20	290	240	50	390	302	88	432	332	100
Data/Modem/Fax					474	253	249	4	354	350	4	452	447	5	474	469	5
Hard of Hearing/Deaf/Serious Illness					40	12	11	1	25	21	4	37	31	6	40	34	6
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					41	13	13	0	38	24	14	41	27	14	41	27	14
Dialer/Not in service					1536	858	780	78	1142	1046	96	1482	1340	142	1536	1394	142
Dialer/Modem answered					18	7	7	0	11	9	2	14	11	3	18	15	3
Dialer/Bad number					1181	799	784	15	944	924	20	1142	1116	26	1181	1155	26
Dialer/Call not completed					1	0	0	0	1	1	0	1	1	0	1	1	0
Dialer/Phone Number changed					916	558	558	0	718	718	0	894	894	0	916	916	0
Maximum Call Made					194	0	0	0	0	0	0	0	0	0	194	194	0
Forced Resolve					0	0	0	0	0	0	0	0	0	0	0	0	0
Respondent not avail during Field dates					21	5	3	2	13	9	4	19	10	9	21	11	10
Over Quota Call Made					99	0	0	0	2	0	2	66	13	53	99	30	69
Unknown Record					12	1	1	0	1	1	0	12	1	11	12	1	11
No Such Person					28	13	4	9	23	8	15	28	11	17	28	11	17
995 - Number killed in FoneFile					0	0	0	0	0	0	0	0	0	0	0	0	0
Total Active/Fresh					21584	23508	12884	10624	22093	11871	10222	20557	10773	9784	21584	11982	9602
Fresh Sample - Unreleased					0	0	0	0	0	0	0	0	0	0	0	0	0
Fresh Sample - Released					2850	10543	6044	4499	6830	3719	3111	1963	813	1150	2850	1958	892
No Answer					8791	7441	4137	3304	7012	4491	2521	8332	5580	2752	8791	5810	2981
No Answer - 3 busy attempts					1423	832	773	59	1196	1154	42	1389	1299	90	1423	1340	83
Busy					149	7	6	1	128	126	2	144	67	77	149	91	58
Answering Machine					5383	2288	787	1501	4017	953	3064	5028	1127	3901	5383	1156	4227
Callback					1895	929	423	506	1487	671	816	2003	938	1065	1895	973	922
Soft Refusal					1093	1468	714	754	1423	757	666	1698	949	749	1093	654	439
Universal code 157 (treat as no answer callback)					0	0	0	0	0	0	0	0	0	0	0	0	0
Total REFUSALS					632	125	76	49	323	144	179	512	213	299	632	240	392
Initial Refusals					632	125	76	49	323	144	179	512	213	299	632	240	392
Breakoffs					0	0	0	0	0	0	0	0	0	0	0	0	0
COOPERATION RATE					30.17%	48.35%	71.54%	71.68%	37.76%	68.49%	55.36%	32.98%	67.48%	50.00%	30.17%	66.71%	45.10%
INITIAL AVAILABLE SAMPLE					22387	23823	15850	11023	22628	15850	11023	21298	15850	11023	22387	17532	11023
INCIDENCE (Est %)					74.63%	72.92%	80.59%	63.59%	73.19%	82.15%	63.43%	74.62%	85.16%	63.08%	74.63%	84.83%	63.26%