



Methodology

Marquette Law School Poll

March 24-28, 2016

The Marquette Law School Poll was conducted March 24-28, 2016. A total of 1405 registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 688 (49%) landline respondents and 717 (51%) cell phone respondents. The data collection was managed by LHK Partners, Inc. with telephone interviews conducted by SHC Universal.

The geographic coverage of the sample was the 72 counties of the state of Wisconsin.

Registered Voter Sample Characteristics

The sample size is 1405. The margin of error, including design effects due to post-stratification is ± 3.3 percentage points for the full sample. For the Republican presidential primary the sample size is 606 with a margin of error, including design effect, of ± 5.0 percentage points. The Democratic primary sample size is 552 with a margin of error, including design effect of ± 5.3 percentage points.

Likely Voter Sample Characteristics

The sample size for likely voters in the April 2016 election is 957. The margin of error, including design effects due to post-stratification is ± 4.1 percentage points for the full sample. For the Republican presidential primary the sample size is 471 with a margin of error, including design effect, of ± 5.8 percentage points. The Democratic primary sample size is 405 with a margin of error, including design effect of ± 6.3 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 demographic characteristics into line with the population values. In this sample the registered voter population values of age groups, education levels, geographic region of the state, marital status and sex were determined using the 2004-2014 releases of the Current Population Survey (CPS) and data on registered voters supplied by the Wisconsin Government Accountability Board (GAB).

A raking algorithm was used to simultaneously balance the weights so that the sample distribu-

tion closely approximates the known population distributions for age, education, geographic region, marital status, and sex. The population, raw sample size, unweighted and weighted percentages, as well as population parameters from the CPS and GAB are shown in the table below.

Comparison of final weighted data to CPS and GAB parameters

Group	Raw N	Wisconsin		Parameter
		Unweighted	Weighted	
Gender				
Male	771	55	48	48
Female	634	45	52	52
Gender and Marital Status				
Married Male	481	34	31	31
Married Female	337	24	30	30
Unmarried Male	290	21	17	17
Unmarried Female	297	21	22	22
Age				
18-29	124	9	16	16
30-39	137	10	16	16
40-49	185	13	19	19
50-59	292	21	21	21
60-69	365	26	13	13
70+	295	21	15	15
Age NA	7	0	0	
Education				
Less than high school	47	3	6	6
High school	280	20	31	32
Some college	255	18	19	19
Associates degree	170	12	13	13
College Graduate	316	22	21	21
Post-Graduate	327	23	9	9
Education NA	10	1	1	
Region				
City of Milwaukee	164	12	9	9
Rest of Milwaukee DMA	394	28	31	31
Madison DMA	287	20	18	18
Green Bay-Appleton DMA	257	18	19	19
Rest of Wisconsin	303	22	23	23

AAPOR Transparency Initiative Information

The Marquette Law School Poll follows the guidelines for disclosure of the American Association for Public Opinion Research Transparency Initiative. For more information on the initiative see: <http://www.aapor.org/AAPORKentico/transparency.aspx>

1. The poll is sponsored by Marquette Law School.
2. The Marquette Law School Poll, under the direction of Prof. Charles Franklin, designed the survey instrument and sampling design. The data collection was administered by LHK Partners, Inc. with telephone interviews conducted by SHC Universal.
3. Funding for this study was provided by the Marquette Law School Alumni Annual Fund. Their support is gratefully acknowledged.
4. The full survey instrument is available online at <https://law.marquette.edu/poll/results-data/>
5. The population surveyed consists of registered voters in the 72 counties of Wisconsin. Registration is determined by self-report. Those who are not registered but who say they will register by election day and included as registered voters.
6. The sample frame is a dual frame landline and cell telephone sample using a random digit dialing design. Sampling was stratified by region of the state to provide approximately proportional sample sizes for each region.
7. The sample was supplied by Marketing Systems Group (MSG).
8. The dual-frame random digit dial design was used to ensure that both cell phone and landlines and listed and unlisted numbers would be included in the sample. Registered voters, age 18 and over, in the landline sample were selected using the “most recent birthday” method. Respondents were also screened to ensure they were current residents of the 72 counties of Wisconsin included in the sampling frame. Interviews in the cell phone sample were conducted with the person who answered the phone if they were registered voter, age 18 or over, and lived in one of the 72 Wisconsin counties.
9. The sample is a probability design using a random digit dialed (RDD) dual-frame design of cell phone and landline numbers.
10. See 8 and 9 above.
11. The sample was designed to be representative of the state of Wisconsin.

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Likely Voter Sample Characteristics

The sample size for likely voters in the April 2016 election is 957. The margin of error, including design effects due to post-stratification is ± 4.1 percentage points for the full sample. For the Republican presidential primary the sample size is 471 with a margin of error, including design effect, of ± 5.8 percentage points. The Democratic primary sample size is 405 with a margin of error, including design effect of ± 6.3 percentage points.

In this sample the population values of age groups, education levels, geographic region and sex were determined using the 2012-2014 data from the Current Population Survey conducted by the U.S. Census Bureau in Wisconsin and from data on registered voters reported by the Wisconsin Government Accountability Board.

A raking algorithm was used to simultaneously balance the weights so that the sample distribution closely approximates the known population distributions for age, education, geographic region, and sex.

The design effect, *deff*, for a sample of size n and with each case having a weight, w_i , is calculated as:

$$deff = \frac{n \sum_{i=1}^n w_i^2}{\left(\sum_{i=1}^n w_i \right)^2}$$

Incorporating the design effect, the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1 - \hat{p})}{n - 1}} \right)$$

where \hat{p} is the sample estimate and n is unweighted number of cases.

The design effects due to post-stratification for the sample is 1.60. That effect is included in the calculated margin of error reported above.

12. The design effect has been incorporated in the calculation of all reported margins of error.
13. Results reported reflect the full sample within Wisconsin, with the margins of error corresponding to those reported above in item 11. When subsamples are reported the appropriate margin of error is also reported, as in item 11 above.
14. The survey was administered in English by telephone (landline and cell) using live interviewers. The data were collected March 24-28, 2016.
15. Full results, including the complete instrument, topline results and crosstabs as well as this methodological report are available online at <https://law.marquette.edu/poll/results-data/>
For further information contact the survey director, Prof. Charles Franklin at Charles.franklin@marquette.edu

Sample Disposition and Response Rate Report

The table below presents the disposition of all sampled numbers that were ever dialed as part of this survey. The response rate is computed according to the AAPOR standard definition 3. In this survey the response rate was 8.5%.

Sample Disposition and Response Rate

Disposition	Description
1405	I=Completes
2722	R=Refusals and breakoffs
39	NC=Non-contact
192	O=Other
8137	OF=Out of sampling frame/business/not working
32601	UH=Unknown household (No answer, answering machine)
2536	UO=Unknown Other
0.35	AAPOR's $e=(I+R+NC+O)/(I+R+NC+O+OF)$
8.5	AAPOR $RR3=I/(I+R+NC+O+(e*(UH+UO)))*100$