Methodology
Marquette Law School Poll
April 19-24, 2022

The Marquette Law School Poll was conducted April 19-24, 2022. A total of 805 registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 214 (27%) landline respondents and 591 (73%) cell phone respondents. The data collection was managed by SSRS, Glen Mills, PA, with telephone interviews conducted by MAXimum Research, Inc., Cherry Hill, NJ.

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

The sample size for registered voters is 805. The margin of error, including design effects due to post-stratification is ±4.1 percentage points for the full sample. The weighted sample size for registered voters is the same as the unweighted sample size, 805.

Republican primary voters include Republicans and independents who lean Republican plus independents who do not lean to either party but who say they will vote in the Republican primary, and similarly for Democratic primary voters. Primary vote choices have an unweighted sample size of 413 for the Republican primary and 311 for the Democratic primary, with margins of error of +/- 5.6 and +/- 6.6 for the Republican and Democratic primaries respectively. The weighted Republican primary sample size is 375 and 363 for the Democratic primary.

Some items were asked of half the sample. Those on Form A were asked of 400 and have a margin of error of ±5.8 percentage points. Form B items were asked of 405 and have a margin of error of ±5.8 percentage points.

Items asked of half-samples include on Form A whether wisconsin is headed in the right direction or off on the wrong track, concern for inflation, public education, the coronavirus pandemic, illegal immigration and crime in the community. Form B items included school curriculum, vouchers, importance of property tax reduction or increased spending on public schools, licensed and unlicensed concealed handgun carry and support for same sex marriage.

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 1996-2020 releases of the Current Population Survey (CPS) and data on registered voters supplied by the Wisconsin Elections Commission (WEC)).

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, marital status, and sex. The population, raw sample size, unweighted and weighted percentages, as well as population parameters from the CPS and Wisconsin Elections Commissions are shown in the table below.

Comparison of final weighted data to CPS and WEC parameters

		Wisconsin		
Group	Raw N	Unweighted	Weighted	Parameter
Gender				
Male	461	57	48	48
Female	344	43	52	52
Gender and Marital Status				
Married Male	273	34	30	30
Married Female	177	22	31	31
Unmarried Male	188	23	18	18
Unmarried Female	167	21	21	21
Age				
18-29	73	9	15	15
30-39	73	9	16	16
40-49	106	13	14	14
50-59	149	19	17	17
60-69	200	25	22	22
70+	201	25	17	17
Age NA	3	0	0	
Education				
Less than high school	23	3	3	3
High school	170	21	27	27
Some college	125	16	19	19
Associates degree	114	14	12	12
College Graduate	201	25	25	25
Post-Graduate	171	21	13	13
Education NA	1	0	0	
Region				
City of Milwaukee	67	8	8	9
Rest of Milwaukee DMA	249	31	31	31
Madison DMA	150	19	18	18
Green Bay-Appleton DMA	155	19	19	19
Rest of Wisconsin	184	23	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 SSRS, Glen Mills, PA with telephone interviews conducted by MAXimum Research, Inc., Cherry Hill, NJ.
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. The registered voter sample size is 805. The margin of error, including design effects due to post-stratification is ± 4.1 percentage points for the full sample. The weighted sample size for registered voters is the same as the unweighted sample size, 805.

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unweighted sample size of 413 for the Republican primary and 311 for the Democratic primary, with margins of error of +/- 5.6 and +/- 6.6 for the Republican and Democratic primaries respectively. The weighted Republican primary sample size is 375 and 363 for the Democratic primary.

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In this sample the population values of age groups, education levels, geographic region and sex were determined using the 1996-2020 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 Elections Commission.

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 1.41. 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 April 19-24, 2022.

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 2.2%.

Sample Disposition and Response Rate

Disposition	Description
805	I=Completes
4096	R=Refusals and breakoffs
256	NC=Non-contact
176	O=Other
8098	OF=Out of sampling frame/business/not working
78714	UH=Unknown household (No answer, answering machine)
1571	UO=Unknown Other
0.4	AAPOR's e=(I+R+NC+O)/(I+R+NC+O+OF)
2.2	AAPOR RR3=I/(I+R+NC+O+(e*(UH+UO)))*100