

Methodology

Marquette Law School Poll, February 2012

The Marquette Law School Poll was conducted February 16-19, 2012. A total of 716 Wisconsin registered voters and eligible voters who said they would register by Election Day were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 539 (75%) landline respondents and 177 (25%) 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 716 respondents is +/- 3.7 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 283 Republicans and those who lean to the Republican Party the margin of error is +/- 5.9 percentage points. For the 339 Democrats and those who lean to the Democratic Party the margin of error is +/- 5.4 percentage points. For the 424 respondents who said they would vote in the GOP presidential primary, the margin of error is +/- 4.9 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 2008 and 2010 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. Other demographic characteristics including race, Hispanic origin, and region of the state were sufficiently close to the population values that only age, education, and sex were used for estimation of the weights. A “raking” procedure was used to simultaneously balance the weights so that the sample distribution closely approximates the known population distributions for age, education, and sex. 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 and education are based on the Current Population Survey for 2010 and 2008. The distribution of population by media market (DMA) was provided by Claritas, a media research firm. 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. Marital status is based on the American Community Study conducted by the U.S. Census and is also for all adults.

Sample Demographics

		CPS	Unweighted		Weighted	
		Value %	N	%	N	%
QS2	Male	47.65	375	52.37	345	48.18
	Female	52.35	341	47.63	371	51.82
	Don't know/refused			0.00		0.00
	Total	100.00	716	100.00	716	100.00
Age4	18-29	16.45	51	7.12	114	15.90
	30-44	23.73	87	12.15	164	22.87
	45-59	30.75	267	37.29	213	29.71
	60+	29.07	288	40.22	203	28.31
	Don't know/refused		23	3.21	23	3.21
	Total	100.00	716	100.00	717	100.00
Race3	White	93.35	606	84.64	580	81.12
	Black	4.30	33	4.61	39	5.45
	Other	2.35	41	5.73	61	8.53
	Don't know/refused		36	5.03	35	4.90
	Total	100.00	716	100.00	715	100.00
Hispanic	Hispanic	2.15	24	3.35	30	4.19
	Hispanic No	97.85	665	92.88	660	92.18
	Don't know/refused		27	3.77	26	3.63
	Total	100.00	716	100.00	716	100.00
Ed5	Less than high school	4.76	29	4.05	34	4.75
	High school grad	30.12	157	21.93	209	29.19
	Some college, no degree	20.35	145	20.25	140	19.55
	Associate degree	12.45	93	12.99	86	12.01
	Bachelors or more	32.32	269	37.57	224	31.28
	Don't know/refused		23	3.21	23	3.21
	Total	100.00	716	100.00	716	100.00
Region		Claritas Estimate				
	City of Milwaukee	11.00	87	12.15	98	13.69
	Rest of Milwaukee DMA	30.00	219	30.59	206	28.77
	Madison DMA	17.00	120	16.76	108	15.08
	Green Bay-Appleton DMA	20.00	135	18.85	134	18.72
	Rest of Wisconsin	23.00	155	21.65	170	23.74
	Total	101.00	716	100	716	100

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell		National Center for Health Statistics Cell Only Estimate				
QF22	Cell only households	28.60	177	24.72	201	28.07
	Landline households	71.40	539	75.28	515	71.93
	Total	100.00	716	100.00	716	100.00
PID3_wlean	Republican	40.00	291	40.64	283	39.47
	Democrat	45.00	334	46.65	339	47.28
	Independet	15.00	81	11.31	86	11.99
	Don't know/refused		10	1.40	9	1.26
	Total	100.00	716	100.00	717	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	323	45.11	310	43.30
	Catholic	32.20	233	32.54	233	32.54
	Jewish	0.40	12	1.68	13	1.82
	Other	4.70	40	5.59	50	6.98
	None	13.40	70	9.78	75	10.47
	Don't know/refused		38	5.31	35	4.89
	Total	100.00	716	100.00	716	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	430	60.06	408	56.98
	Widowed	5.90	78	10.89	66	9.22
	Divorced	10.20	78	10.89	63	8.80
	Separated	1.10	7	0.98	11	1.54
	Never Married	30.40	99	13.83	144	20.11
	Don't know/refused		24	3.35	24	3.35
	Total	100.00	716	100.00	716	100.00

Marquette Law School Poll Sample Disposition Details

Interview (Category 1)	Total	
Completes (1.100)	716	
Partial Completes (1.200)	0	
Eligible, Non-Interview (Category 2)		
Refusal (2.100)	648	
Never available (2.210)	630	
Physically or mentally unable/incompetent (2.320)	22	
Language (2.330)	51	
Miscellaneous (2.360)	39	
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)	6491	
Always busy (3.120)	680	
No answer (3.130)	2707	
Telephone answering device (don't know if housing unit) (3.140)	2258	
Telecommunication technological barriers, e.g., call blocking (3.150)	0	
Not Eligible (Category 4)		
Out of sample (4.100)	144	
Fax/data line (4.100)	487	
Non-working/disconnected number (4.300)	2836	
Number changed (4.410)	975	
Pagers(4.440)	0	
Business, government office, other organization (4.510)	450	
No eligible respondent (4.700)	39	
Quota filled (4.800)	58	
	Formula	Rate
Completes	I (1.0/1.1)	716
Partial Completes	P (1.2)	0
Refusals	R (2.1)	648
Non-Contact	NC (2.2)	630
Other	O (2.3)	112
Unknown Household	UH (3.1)	5645
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	4989
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.297
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.092
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO))$	0.092
Response Rate 3	$I/((I+P)+(R+NC+O)+e(UH+UO))$	0.189
Response Rate 4	$(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$	0.189
Cooperation Rate 1	$I/((I+P)+R+O)$	0.485
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.485
Cooperation Rate 3	$I/((I+P)+R)$	0.525
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.525
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.084
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.171
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.308
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.190
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.468