

Methodology

Marquette Law School Poll, January 2012

The Marquette Law School Poll was conducted January 19-22, 2012. A total of 701 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 540 (77%) landline respondents and 161 (23%) 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 701 respondents is +/-3.8 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 309 Republicans and those who lean to the Republican Party the margin of error is +/-5.7 percentage points. For the 322 Democrats and those who lean to the Democratic Party the margin of error is +/-5.6 percentage points. For the difference in percentages between pairs of candidates, the margin of error is larger. For the Walker-Barrett trial heat the difference is 50%-44%=6 percentage points with a margin of error of +/-7.2 percentage points. For the Walker-Falk comparison the difference is 49%-42%=7 and a margin of error of +/-7.0 percentage points. For Walker-Cullen the difference is 50%-40%=10 with a margin of error of +/-7.0 points and for Walker-Obey the difference is 49%-43%=6 and a margin of error of +/-7.1 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 and education levels 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 and education for registered voters in the state. Other demographic characteristics including race, Hispanic origin, sex and region of the state were sufficiently close to the population values that only age and education 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 and education. The population, unweighted and weighted percentages and 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 provides 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 Value %	Unweighted		Weighted	
			N	%	N	%
Sex	Male	47.7	345	49.2	356	50.8
	Female	52.4	356	50.8	345	49.2
	Total	100.0	701	100.0	701	100.0
Age4	18-29	16.5	56	8.0	113	16.1
	30-44	23.7	101	14.4	163	23.3
	45-59	30.8	252	35.9	212	30.3
	60+	29.1	284	40.5	205	29.2
	Don't know/refused		8	1.1	8	1.1
	Total	100.0	701	100.0	701	100.1
Race3	White	93.4	624	89.0	610	87.0
	Black	4.3	33	4.7	42	6.0
	Other	2.4	27	3.9	32	4.6
	Don't know/refused		17	2.4	17	2.4
	Total	100.0	701	100.0	701	100.0
Hispanic	Hispanic	2.2	16	2.3	19	2.8
	Hispanic No	97.9	676	96.4	673	96.1
	Don't know/refused		9	1.3	8	1.2
	Total	100.0	701	100.0	700	100.1
Ed5	Less than high school	4.8	22	3.1	33	4.7
	High school grad	30.1	169	24.1	209	29.8
	Some college, no degree	20.4	123	17.5	140	19.9
	Associate degree	12.5	90	12.8	86	12.2
	Bachelors or more	32.3	286	40.8	223	31.8
	Don't know/refused		11	1.6	11	1.6
	Total	100.0	701	100.0	702	99.9
Region		Claritas Estimate				
	City of Milwaukee	11.0	73	10.4	88	12.6
	Rest of Milwauke DMA	30.0	217	31.0	200	28.6
	Madison DMA	17.0	125	17.8	132	18.8
	Green Bay-Appleton DMA	20.0	134	19.1	129	18.5
	Rest of Wisconsin	23.0	152	21.7	151	21.5
Cell Only		National Center for Helth Statistics Cell Only Estimate				
	Cell only households	28.6	161	23.0	188	26.8
	Landline households	71.4	540	77.0	513	73.2

Sample Demographics (continued)

		Population	Unweighted		Weighted	
		%	N	%	N	%
Party ID, Leaned	Republican	40.0	303	43.2	309	44.0
	Democrat	45.0	324	46.2	322	45.9
	Independent	15.0	53	7.6	60	8.5
	Don't know/refused		21	3.0	11	1.5
Religion	Protestant/Christian	49.3	326	46.5	328	46.8
	Catholic	32.2	240	34.2	227	32.4
	Jew	0.4	7	1.0	6	0.9
	Other	4.7	49	7.0	54	7.7
	None	13.4	79	11.3	86	12.2
Marital Status	Married	52.4	423	60.3	394	56.2
	Widowed	5.9	68	9.7	58	8.2
	Divorced	10.2	76	10.8	65	9.2
	Separated	1.1	8	1.1	8	1.2
	Never Married	30.4	114	16.3	166	23.6

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Sample Disposition Details

Interview (Category 1)		Total
Completes (1.100)		701
Partial Completes (1.200)		0
Eligible, Non-Interview (Category 2)		
Refusal (2.100)		828
Never available (2.210)		968
Physically or mentally unable/incompetent (2.320)		25
Language (2.330)		39
Miscellaneous (2.360)		18
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)		6511
Always busy (3.120)		696
No answer (3.130)		2308
Telephone answering device (don't know if housing unit) (3.140)		1818
Telecommunication technological barriers, e.g., call blocking (3.150)		0
Not Eligible (Category 4)		
Out of sample (4.100)		100
Fax/data line (4.100)		446
Non-working/disconnected number (4.300)		2860
Number changed (4.410)		980
Pagers(4.440)		0
Business, government office, other organization (4.510)		496
No eligible respondent (4.700)		9
Quota filled (4.800)		25
Completes	I (1.0/1.1)	701
Partial Completes	P (1.2)	0
Refusals	R (2.1)	828
Non-Contact	NC (2.2)	968
Other	O (2.3)	82
Unknown Household	UH (3.1)	4822
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	4916
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.344
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.095
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO))$	0.095
Response Rate 3	$I/((I+P)+(R+NC+O)+e(UH+UO))$	0.165
Response Rate 4	$(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$	0.165
Cooperation Rate 1	$I/((I+P)+R+O)$	0.435
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.435
Cooperation Rate 3	$I/((I+P)+R)$	0.458
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.458
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.112
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.195
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.321
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.218
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.493