

Methodology

Marquette Law School Poll, March 2012

The Marquette Law School Poll was conducted March 22-25, 2012. A total of 707 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 501 (71%) landline respondents and 206 (29%) 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 707 respondents is +/- 3.8 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 295 Republicans and those who lean to the Republican Party the margin of error is +/- 5.8 percentage points. For the 342 Democrats and those who lean to the Democratic Party the margin of error is +/- 5.4 percentage points. For the 349 respondents who said they would vote in the GOP presidential primary, the margin of error is +/- 5.4 percentage points. For the 370 respondents who said they would vote in the Democratic primary in the gubernatorial recall election, the margin of error is +/- 5.2 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 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, 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	360	50.92	368	52.05
	Female	52.35	347	49.08	339	47.95
	Don't know/refused			0.00		0.00
	Total	100.00	707	100.00	707	100.00
Age4	18-29	16.45	25	3.54	49	6.93
	30-44	23.73	131	18.53	233	32.96
	45-59	30.75	243	34.37	216	30.55
	60+	29.07	304	43.00	205	29.00
	Don't know/refused		4	0.57	4	0.57
Total	100.00	707	100	707	100	
Race3	White	93.35	610	86.28	593	83.76
	Black	4.30	38	5.37	45	6.36
	Other	2.35	36	5.09	39	5.51
	Don't know/refused		23	3.25	31	4.38
Total	100.00	707	100.00	708	100.00	
Hispanic	Hispanic	2.15	13	1.84	17	2.40
	Hispanic No	97.85	683	96.61	673	95.19
	Don't know/refused		11	1.56	17	2.40
Total	100.00	707	100.00	707	100.00	
Ed5	Less than high school	4.76	19	2.69	32	4.53
	High school grad	30.12	153	21.64	211	29.84
	Some college, no degree	20.35	128	18.10	142	20.08
	Associate degree	12.45	85	12.02	87	12.31
	Bachelors or more	32.32	312	44.13	225	31.82
	Don't know/refused		10	1.41	10	1.41
Total	100.00	707	100	707	100	
Region		Claritas Estimate				
	City of Milwaukee	11.00	84	11.88	90	12.71
	Rest of Milwaukee DMA	30.00	216	30.55	202	28.53
	Madison DMA	17.00	135	19.09	137	19.35
	Green Bay-Appleton DMA	20.00	136	19.24	145	20.48
	Rest of Wisconsin	23.00	136	19.24	134	18.93
Total	101.00	707	100	708	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	179	25.32	206	29.14
	Landline households	71.40	528	74.68	501	70.86
	Total	100.00	707	100.00	707	100.00
PID3_wlean	Republican	40.00	290	41.02	295	41.67
	Democrat	45.00	350	49.50	342	48.31
	Independent	15.00	60	8.49	65	9.18
	Don't know/refused		7	0.99	6	0.85
	Total	100.00	707	100.00	708	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	302	42.72	279	39.41
	Catholic	32.20	244	34.51	248	35.03
	Jewish	0.40	13	1.84	11	1.55
	Other	4.70	51	7.21	63	8.90
	None	13.40	67	9.48	72	10.17
	Don't know/refused		30	4.24	35	4.94
	Total	100.00	707	100.00	708	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	469	66.34	452	64.02
	Widowed	5.90	74	10.47	64	9.07
	Divorced	10.20	86	12.16	81	11.47
	Separated	1.10	7	0.99	7	0.99
	Never Married	30.40	64	9.05	94	13.31
	Don't know/refused		7	0.99	8	1.13
	Total	100.00	707	100.00	706	100.00

Marquette Law School Poll Sample Disposition Details

Interview (Category 1)		Total
Completes (1.100)		707
Partial Completes (1.200)		0
Eligible, Non-Interview (Category 2)		
Refusal (2.100)		1105
Never available (2.210)		1290
Physically or mentally unable/incompetent (2.320)		21
Language (2.330)		45
Miscellaneous (2.360)		25
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)		2403
Always busy (3.120)		618
No answer (3.130)		2312
Telephone answering device (don't know if housing unit) (3.140)		2407
Telecommunication technological barriers, e.g., call blocking (3.150)		0
Not Eligible (Category 4)		
Out of sample (4.100)		172
Fax/data line (4.100)		524
Non-working/disconnected number (4.300)		3565
Number changed (4.410)		1288
Pagers(4.440)		0
Business, government office, other organization (4.510)		544
No eligible respondent (4.700)		24
Quota filled (4.800)		31
Completes	I (1.0/1.1)	707
Partial Completes	P (1.2)	0
Refusals	R (2.1)	1105
Non-Contact	NC (2.2)	1290
Other	O (2.3)	91
Unknown Household	UH (3.1)	5337
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	6148
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.342
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.083
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO))$	0.083
Response Rate 3	$I/((I+P)+(R+NC+O)+e(UH+UO))$	0.141
Response Rate 4	$(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$	0.141
Cooperation Rate 1	$I/((I+P)+R+O)$	0.372
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.372
Cooperation Rate 3	$I/((I+P)+R)$	0.390
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.390
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.130
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.220
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.346
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.223
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.511