

Methodology

Marquette Law School Poll, April 2012

The Marquette Law School Poll was conducted April 26-29, 2012. A total of 705 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 465 (66%) landline respondents and 240 (34%) 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 705 respondents is +/- 3.8 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 561 respondents who are likely to vote in the gubernatorial recall election in June, the margin of error is +/- 4.2 percentage points. For the 451 registered voters who said they would vote in the Democratic primary in the gubernatorial recall election, the margin of error is +/- 4.7 percentage points. For the 399 respondents who are likely to vote in the Democratic primary in the gubernatorial recall election, the margin of error is +/- 5.0 percentage points. Likely voters are any voters who indicated they were "absolutely certain to vote" in the relevant election.

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	357	50.64	369	52.34
	Female	52.35	348	49.36	336	47.66
	Don't know/refused			0.00		0.00
	Total	100.00	705	100.00	705	100.00
Age4	18-29	16.45	43	6.10	114	16.17
	30-44	23.73	125	17.73	164	23.26
	45-59	30.75	248	35.18	214	30.35
	60+	29.07	278	39.43	202	28.65
	Don't know/refused		11	1.56	11	1.56
Total	100.00	705	100.00	705	100.00	
Race3	White	93.35	622	88.23	603	85.53
	Black	4.30	36	5.11	49	6.95
	Other	2.35	36	5.11	40	5.67
	Don't know/refused		11	1.56	13	1.84
Total	100.00	705	100.00	705	100.00	
Hispanic	Hispanic	2.15	24	3.40	38	5.38
	Hispanic No	97.85	675	95.74	658	93.20
	Don't know/refused		6	0.85	10	1.42
Total	100.00	705	100.00	706	100.00	
Ed5	Less than high school	4.76	15	2.13	34	4.82
	High school grad	30.12	154	21.84	210	29.79
	Some college, no degree	20.35	109	15.46	141	20.00
	Associate degree	12.45	90	12.77	86	12.20
	Bachelors or more	32.32	330	46.81	227	32.20
	Don't know/refused		7	0.99	7	0.99
Total	100.00	705	100.00	705	100.00	
Region		Claritas Estimate				
	City of Milwaukee	11.00	81	11.49	95	13.48
	Rest of Milwaukee DMA	30.00	217	30.78	207	29.36
	Madison DMA	17.00	126	17.87	121	17.16
	Green Bay-Appleton DMA	20.00	135	19.15	132	18.72
	Rest of Wisconsin	23.00	146	20.71	150	21.28
Total	101.00	705	100	705	100	

Sample Demographics (continued)

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell only	National Center for Health Statistics Cell Only Estimate				
	households	28.60	181	25.67	240	34.04
	Landline	71.40	524	74.33	465	65.96
	households	100.00	705	100.00	705	100.00
PID3_wlean	Total					
	Republican	40.00	304	43.12	320	45.39
	Democrat	45.00	346	49.08	335	47.52
	Independent	15.00	46	6.52	40	5.67
	Don't know/refused		9	1.28	10	1.42
	Total	100.00	705	100.00	705	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	326	46.24	340	48.30
	Catholic	32.20	245	34.75	234	33.24
	Jewish	0.40	8	1.13	5	0.71
	Other	4.70	40	5.67	44	6.25
	None	13.40	63	8.94	60	8.52
	Don't know/refused		23	3.26	21	2.98
	Total	100.00	705	100.00	704	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	461	65.39	423	60.00
	Widowed	5.90	60	8.51	49	6.95
	Divorced	10.20	74	10.50	66	9.36
	Separated	1.10	10	1.42	9	1.28
	Never Married	30.40	93	13.19	151	21.42
	Don't know/refused		7	0.99	7	0.99
	Total	100.00	705	100.00	705	100.00

**Marquette Law School Poll
Sample Disposition Details**

Interview (Category 1)		Total
Completes (1.100)		705
Partial Completes (1.200)		0
Eligible, Non-Interview (Category 2)		
Refusal (2.100)		1208
Never available (2.210)		2120
Physically or mentally unable/incompetent (2.320)		26
Language (2.330)		49
Miscellaneous (2.360)		28
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)		11127
Always busy (3.120)		3189
No answer (3.130)		3773
Telephone answering device (don't know if housing unit) (3.140)		344
Telecommunication technological barriers, e.g., call blocking (3.150)		0
Not Eligible (Category 4)		
Out of sample (4.100)		169
Fax/data line (4.100)		611
Non-working/disconnected number (4.300)		3809
Number changed (4.410)		1321
Pagers(4.440)		0
Business, government office, other organization (4.510)		513
No eligible respondent (4.700)		96
Quota filled (4.800)		20
Completes	I (1.0/1.1)	705
Partial Completes	P (1.2)	0
Refusals	R (2.1)	1208
Non-Contact	NC (2.2)	2120
Other	O (2.3)	103
Unknown Household	UH (3.1)	7306
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	6539
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.387
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.062
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO))$	0.062
Response Rate 3	$I/((I+P)+(R+NC+O)+e(UH+UO))$	0.101
Response Rate 4	$(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$	0.101
Cooperation Rate 1	$I/((I+P)+R+O)$	0.350
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.350
Cooperation Rate 3	$I/((I+P)+R)$	0.369
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.369
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.106
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.173
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.292
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.176
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.416

