

Methodology

Marquette Law School Poll, May 23-26, 2012

The Marquette Law School Poll was conducted May 23-26, 2012. A total of 720 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 523 (73%) landline respondents and 197 (27%) 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 720 respondents is +/- 3.7 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 600 respondents who are likely to vote in the gubernatorial recall election in June, the margin of error is +/- 4.1 percentage points. For the 625 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 4.0 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 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 for age 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 education for registered voters in the state. A "raking" procedure was used to simultaneously balance the weights so that the sample distribution closely approximates the known population distributions for age and sex. Other demographic characteristics including education, race, Hispanic origin, marital status, and region of the state were sufficiently close to the population values that only age and sex were used for estimation of the weights. The population, unweighted and weighted percentages, as well as sample sizes are shown in the table below. Population values for sex, age, marital status, 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 and religion. 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.

Sample Demographics

		CPS	Unweighted		Weighted	
		Value %	N	%	N	%
QS2	Male	47.65	364	50.56	343	47.64
	Female	52.35	356	49.44	377	52.36
	Don't know/refused			0.00		0.00
	Total	100.00	720	100.00	720	100.00
Age4	18-29	16.45	44	6.11	118	16.39
	30-44	23.73	117	16.25	127	17.64
	45-59	30.75	243	33.75	262	36.39
	60+	29.07	313	43.47	210	29.17
	Don't know/refused		3	0.42	3	0.42
	Total	100.00	720	100.00	720	100.00
Race3	White	93.35	637	88.47	622	86.39
	Black	4.30	29	4.03	38	5.28
	Other	2.35	39	5.42	45	6.25
	Don't know/refused		15	2.08	15	2.08
	Total	100.00	720	100.00	720	100.00
Hispanic	Hispanic	2.15	15	2.08	16	2.22
	Hispanic No	97.85	697	96.81	696	96.67
	Don't know/refused		8	1.11	8	1.11
	Total	100.00	720	100.00	720	100.00
Ed5	Less than high school	4.76	31	4.31	36	4.99
	High school grad	30.12	188	26.11	181	25.10
	Some college, no degree	20.35	128	17.78	139	19.28
	Associate degree	12.45	88	12.22	84	11.65
	Bachelors or more	32.32	282	39.17	278	38.56
	Don't know/refused		3	0.42	3	0.42
	Total	100.00	720	100.00	721	100.00
Region		Claritas Estimate				
	City of Milwaukee	11.00	87	12.08	91	12.66
	Rest of Milwaukee DMA	30.00	235	32.64	235	32.68
	Madison DMA	17.00	122	16.94	121	16.83
	Green Bay-Appleton DMA	20.00	138	19.17	133	18.50
	Rest of Wisconsin	23.00	138	19.17	139	19.33
	Total	101.00	720	100	719	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	211	29.31	197	27.36
	Landline households	71.40	509	70.69	523	72.64
	Total	100.00	720	100.00	720	100.00
PID3_wlean		Gallup Estimate (Adult Samples) Jan- June 2011				
	Republican	40.00	316	43.83	306	42.50
	Democrat	45.00	336	46.60	346	48.06
	Independent	15.00	58	8.04	58	8.06
	Don't know/refused		11	1.53	10	1.39
	Total	100.00	721	100.00	720	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	318	44.17	321	44.65
	Catholic	32.20	239	33.19	235	32.68
	Jewish	0.40	3	0.42	3	0.42
	Other	4.70	49	6.81	49	6.82
	None	13.40	81	11.25	80	11.13
	Don't know/refused		30	4.17	31	4.31
	Total	100.00	720	100.00	719	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	440	61.20	442	61.39
	Widowed	5.90	44	6.12	45	6.25
	Divorced	10.20	64	8.90	68	9.44
	Separated	1.10	15	2.09	16	2.22
	Never Married	30.40	152	21.14	145	20.14
	Don't know/refused		4	0.56	4	0.56
	Total	100.00	719	100.00	720	100.00

Marquette Law School Poll Sample Disposition Details

Interview (Category 1)		Total
Completes (1.100)		720
Partial Completes (1.200)		0
Eligible, Non-Interview (Category 2)		
Refusal (2.100)		955
Never available (2.210)		1857
Physically or mentally unable/incompetent (2.320)		30
Language (2.330)		80
Miscellaneous (2.360)		11
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)		7442
Always busy (3.120)		2192
No answer (3.130)		2088
Telephone answering device (don't know if housing unit) (3.140)		46
Telecommunication technological barriers, e.g., call blocking (3.150)		0
Not Eligible (Category 4)		
Out of sample (4.100)		114
Fax/data line (4.100)		645
Non-working/disconnected number (4.300)		4020
Number changed (4.410)		1254
Pagers(4.440)		0
Business, government office, other organization (4.510)		602
No eligible respondent (4.700)		39
Quota filled (4.800)		139
Completes	I (1.0/1.1)	720
Partial Completes	P (1.2)	0
Refusals	R (2.1)	955
Non-Contact	NC (2.2)	1857
Other	O (2.3)	121
Unknown Household	UH (3.1)	4326
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	6813
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.349
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.090
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO))$	0.090
Response Rate 3	$I/((I+P)+(R+NC+O)+e(UH+UO))$	0.139
Response Rate 4	$(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$	0.139
Cooperation Rate 1	$I/((I+P)+R+O)$	0.401
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.401
Cooperation Rate 3	$I/((I+P)+R)$	0.430
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.430
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.120
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.185
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.261
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.225
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.543