Methodology

Marquette Law School Poll, May 9-12, 2012

The Marquette Law School Poll was conducted May 9-12, 2012. A total of 704 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 534 (76%) landline respondents and 170 (24%) 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 704 respondents is +/- 3.8 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 595 respondents who are likely to vote in the gubernatorial recall election in June, the margin of error is +/- 4.1 percentage points. For the 604 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 4.1 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 unmarried 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 for 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 education for registered voters in the state. Population figures for marital status are based on the American Community Study conducted by the U.S. Census and are for all adults. A "raking" procedure was used to simultaneously balance the weights so that the sample distribution closely approximates the known population distributions for marital status and education. Other demographic characteristics including race, Hispanic origin, sex, age, and region of the state were sufficiently close to the population values that only marital status and education 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 Value %	Unweighted N	%	Weighted N	%
QS2	Male	47.65	334	47.44	328	46.59
	Female	52.35	370	52.56	376	53.41
	Don't know/refused			0.00		0.00
	Total	100.00	704	100.00	704	100.00
Age4	18-29	16.45	47	6.68	56	7.95
	30-44	23.73	98	13.92	88	12.50
	45-59	30.75	243	34.52	234	33.24
	60+	29.07	310	44.03	320	45.45
	Don't know/refused		6	0.85	6	0.85
	Total	100.00	704	100.00	704	100.00
Race3	White	93.35	637	90.48	628	89.33
	Black	4.30	24	3.41	30	4.27
	Other	2.35	34	4.83	36	5.12
	Don't know/refused		9	1.28	9	1.28
	Total	100.00	704	100.00	703	100.00
Hispanic	Hispanic	2.15	17	2.41	18	2.56
	Hispanic No	97.85	682	96.88	680	96.59
	Don't know/refused		5	0.71	6	0.85
	Total	100.00	704	100.00	704	100.00
Ed5	Less than high school	4.76	20	2.84	26	3.69
	High school grad	30.12	189	26.85	238	33.81
	Some college, no degree	20.35	98	13.92	122	17.33
	Associate degree	12.45	72	10.23	87	12.36
	Bachelors or more	32.32	323	45.88	229	32.53
	Don't know/refused		2	0.28	2	0.28
	Total	100.00	704	100.00	704	100.00
Region		Claritas Estimate				
	City of Milwaukee	11.00	76	10.80	86	12.23
	Rest of Milwaukee DMA	30.00	214	30.40	208	29.59
	Madison DMA	17.00	131	18.61	123	17.50
	Green Bay-Appleton DMA	20.00	138	19.60	138	19.63
	Rest of Wisconsin	23.00	145	20.60	148	21.05
	Total	101.00	704	100	703	100

Sample Demographics (continued)

		CPS Value %	Unweighted N	%	Weighted N	%
Cell QF22		National Center for Health Statistics Cell Only Estimate				
	Cell only households	28.60	166	23.58	170	24.15
	Landline households	71.40	538	76.42	534	75.85
	Total	100.00	704	100.00	704	100.00
PID3_wlean		Gallup Estimate (Adult Samples) Jan-June 2011				
	Republican	40.00	325	46.16	319	45.38
	Democrat	45.00	303	43.04	310	44.10
	Independent	15.00	67	9.52	64	9.10
	Don't know/refused		9	1.28	10	1.42
	Total	100.00	704	100.00	703	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan-June 2009				
	Protestant/Christian	49.30	313	44.46	316	44.95
	Catholic	32.20	248	35.23	247	35.14
	Jewish	0.40	9	1.28	9	1.28
	Other	4.70	36	5.11	38	5.41
	None	13.40	74	10.51	70	9.96
	Don't know/refused		24	3.41	23	3.27
	Total	100.00	704	100.00	703	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	464	65.91	410	58.24
	Widowed	5.90	66	9.38	81	11.51
	Divorced	10.20	66	9.38	82	11.65
	Separated	1.10	11	1.56	15	2.13
	Never Married	30.40	89	12.64	108	15.34
	Don't know/refused		8	1.14	8	1.14
	Total	100.00	704	100.00	704	100.00

Marquette Law School Poll
Sample Disposition Details

Interview (Category 1)		Total	
Completes (1.100)		704	
Partial Completes (1.200)		0	
Eligible, Non-Interview (Category 2)			
Refusal (2.100)		1267	
Never available (2.210)		2045	
Physically or mentally unable/incompetent (2.320)		34	
Language (2.330)		67	
Miscellaneous (2.360)		2	
Unknown Eligibility, Non-Interview (Category 3)			
Not attempted or worked (3.110)		8034	
Always busy (3.120)		2136	
No answer (3.130)		1928	
Telephone answering device (don't know if housing unit) (3.140)		58	
Telecommunication technological barriers, e.g., call blocking (3.150)		0	
Not Eligible (Category 4)			
Out of sample (4.100)		119	
Fax/data line (4.100)		579	
Non-working/disconnected number (4.300)		4283	
Number changed (4.410)		1228	
Pagers(4.440)		0	
Business, government office, other organization (4.510)		629	
No eligible respondent (4.700)		149	
Quota filled (4.800)		86	
Completes	I (1.0/1.1)	704	
Partial Completes	P (1.2)	0	
Refusals	R (2.1)	1267	
Non-Contact	NC (2.2)	2045	
Other	O (2.3)	103	
Unknown Household	UH (3.1)	4122	
Unknown Other	UO (3.2, 3.9)	0	
Not Eligible	NE (4.0)	7073	
	Formula		Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	(I+P+R+NC+O)/((I+P+R+NC+O)+NE)		0.368
Response Rate 1	I/((I+P)+(R+NC+O)+(UH+UO))		0.085
Response Rate 2	((I+P)/((I+P)+(R+NC+O)+(UH+UO))		0.085
Response Rate 3	I/((I+P)+(R+NC+O)+e(UH+UO))		0.125
Response Rate 4	(I+P)/((I+P)+(R+NC+O)+e(UH+UO))		0.125
Cooperation Rate 1	I/((I+P)+R+O)		0.339
Cooperation Rate 2	(I+P)/((I+P)+R+O)		0.339
Cooperation Rate 3	I/((I+P)+R)		0.357
Cooperation Rate 4	(I+P)/((I+P)+R)		0.357
Refusal Rate 1	R/((I+P)+(R+NC+O) + UH + UO)		0.154
Refusal Rate 2	R/((I+P)+(R+NC+O) + e(UH + UO))		0.225
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))		0.252
Contact Rate 2	((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))		0.578