

Methodology

Marquette Law School Poll, June 13-16, 2012

The Marquette Law School Poll was conducted June 13-16, 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 525 (72%) landline respondents and 202 (28%) 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 August Republican primary there are 344 likely voters with a margin of error of +/-5.4 percentage points. For the 594 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 November general 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. 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 values, unweighted percentages, weighted percentages, and 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. 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 | 380 | 53.75 | 337 | 47.67 |
| | Female | 52.35 | 327 | 46.25 | 370 | 52.33 |
| | Don't know/refused | | | 0.00 | | 0.00 |
| | Total | 100.00 | 707 | 100.00 | 707 | 100.00 |
| Age4 | 18-29 | 16.45 | 43 | 6.08 | 116 | 16.43 |
| | 30-44 | 23.73 | 107 | 15.13 | 119 | 16.86 |
| | 45-59 | 30.75 | 230 | 32.53 | 257 | 36.40 |
| | 60+ | 29.07 | 319 | 45.12 | 205 | 29.04 |
| | Don't know/refused | | 8 | 1.13 | 9 | 1.27 |
| Total | 100.00 | 707 | 100.00 | 706 | 100.00 | |
| Race3 | White | 93.35 | 628 | 88.83 | 611 | 86.42 |
| | Black | 4.30 | 36 | 5.09 | 50 | 7.07 |
| | Other | 2.35 | 30 | 4.24 | 34 | 4.81 |
| | Don't know/refused | | 13 | 1.84 | 12 | 1.70 |
| Total | 100.00 | 707 | 100.00 | 707 | 100.00 | |
| Hispanic | Hispanic | 2.15 | 17 | 2.40 | 20 | 2.83 |
| | Hispanic No | 97.85 | 680 | 96.18 | 676 | 95.62 |
| | Don't know/refused | | 10 | 1.41 | 11 | 1.56 |
| Total | 100.00 | 707 | 100.00 | 707 | 100.00 | |
| Ed5 | Less than high school | 4.76 | 33 | 4.67 | 30 | 4.24 |
| | High school grad | 30.12 | 175 | 24.75 | 179 | 25.32 |
| | Some college, no degree | 20.35 | 112 | 15.84 | 107 | 15.13 |
| | Associate degree | 12.45 | 100 | 14.14 | 98 | 13.86 |
| | Bachelors or more | 32.32 | 284 | 40.17 | 290 | 41.02 |
| | Don't know/refused | | 3 | 0.42 | 3 | 0.42 |
| Total | 100.00 | 707 | 100.00 | 707 | 100.00 | |
| Region | | Claritas Estimate | | | | |
| | City of Milwaukee | 11.00 | 82 | 11.60 | 94 | 13.28 |
| | Rest of Milwaukee DMA | 30.00 | 216 | 30.55 | 210 | 29.66 |
| | Madison DMA | 17.00 | 119 | 16.83 | 127 | 17.94 |
| | Green Bay-Appleton DMA | 20.00 | 135 | 19.09 | 127 | 17.94 |
| | Rest of Wisconsin | 23.00 | 155 | 21.92 | 150 | 21.19 |
| Total | 101.00 | 707 | 100.00 | 708 | 100.00 | |

Sample Demographics (continued)

| | | CPS Value % | Unweighted | | Weighted | |
|----------------------------|-------------------------|--|------------|--------|----------|--------|
| | | | N | % | N | % |
| Cell | | National Center for Health Statistics Cell Only Estimate | | | | |
| QF22 | Cell only households | 28.60 | 170 | 24.05 | 202 | 28.57 |
| | Landline households | 71.40 | 537 | 75.95 | 505 | 71.43 |
| | Total | 100.00 | 707 | 100.00 | 707 | 100.00 |
| PID3_wlean | | Gallup Estimate (Adult Samples) Jan- June 2011 | | | | |
| | Republican | 40.00 | 307 | 43.42 | 296 | 41.81 |
| | Democrat | 45.00 | 328 | 46.39 | 342 | 48.31 |
| | Independent | 15.00 | 61 | 8.63 | 59 | 8.33 |
| | Don't know/refused | | 11 | 1.56 | 11 | 1.55 |
| | Total | 100.00 | 707 | 100.00 | 708 | 100.00 |
| Religion religionrecode | | Gallup Estimate (Adult Samples) Jan- June 2009 | | | | |
| | Protestant/Christian | 49.30 | 333 | 47.10 | 334 | 47.18 |
| | Catholic | 32.20 | 232 | 32.81 | 211 | 29.80 |
| | Jewish | 0.40 | 5 | 0.71 | 6 | 0.85 |
| | Other | 4.70 | 42 | 5.94 | 44 | 6.21 |
| | None | 13.40 | 77 | 10.89 | 97 | 13.70 |
| | Don't know/refused | | 18 | 2.55 | 16 | 2.26 |
| | Total | 100.00 | 707 | 100.00 | 708 | 100.00 |
| Marital Status QF5 | | Census ACS Adult Population | | | | |
| | Married | 52.40 | 443 | 62.66 | 417 | 58.98 |
| | Widowed | 5.90 | 70 | 9.90 | 48 | 6.79 |
| | Divorced | 10.20 | 62 | 8.77 | 57 | 8.06 |
| | Separated | 1.10 | 11 | 1.56 | 12 | 1.70 |
| | Never Married | 30.40 | 112 | 15.84 | 165 | 23.34 |
| | Don't know/refused | | 9 | 1.27 | 8 | 1.13 |
| | Total | 100.00 | 707 | 100.00 | 707 | 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) | | 689 |
| Never available (2.210) | | 1715 |
| Physically or mentally unable/incompetent (2.320) | | 39 |
| Language (2.330) | | 54 |
| Miscellaneous (2.360) | | 228 |
| Unknown Eligibility, Non-Interview (Category 3) | | |
| Not attempted or worked (3.110) | | 8769 |
| Always busy (3.120) | | 2880 |
| No answer (3.130) | | 3330 |
| Telephone answering device (don't know if housing unit) (3.140) | | 39 |
| Telecommunication technological barriers, e.g., call blocking (3.150) | | 0 |
| Not Eligible (Category 4) | | |
| Out of sample (4.100) | | 149 |
| Fax/data line (4.100) | | 558 |
| Non-working/disconnected number (4.300) | | 3865 |
| Number changed (4.410) | | 1389 |
| Pagers(4.440) | | 0 |
| Business, government office, other organization (4.510) | | 491 |
| No eligible respondent (4.700) | | 21 |
| Quota filled (4.800) | | 45 |
| | | |
| Completes | I (1.0/1.1) | 707 |
| Partial Completes | P (1.2) | 0 |
| Refusals | R (2.1) | 689 |
| Non-Contact | NC (2.2) | 1715 |
| Other | O (2.3) | 321 |
| Unknown Household | UH (3.1) | 6249 |
| Unknown Other | UO (3.2, 3.9) | 0 |
| Not Eligible | NE (4.0) | 6518 |
| | | |
| | Formula | Rate |
| e = Estimated proportion of cases of unknown eligibility that are eligible | $(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$ | 0.345 |
| | | |
| Response Rate 1 | $I/((I+P)+(R+NC+O)+(UH+UO))$ | 0.073 |
| Response Rate 2 | $((I+P)/((I+P)+(R+NC+O)+(UH+UO))$ | 0.073 |
| Response Rate 3 | $I/((I+P)+(R+NC+O)+e(UH+UO))$ | 0.127 |
| Response Rate 4 | $(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$ | 0.127 |
| | | |
| Cooperation Rate 1 | $I/((I+P)+R+O)$ | 0.412 |
| Cooperation Rate 2 | $(I+P)/((I+P)+R+O)$ | 0.412 |
| Cooperation Rate 3 | $I/((I+P)+R)$ | 0.506 |
| Cooperation Rate 4 | $(I+P)/((I+P)+R)$ | 0.506 |
| | | |
| Refusal Rate 1 | $R/((I+P)+(R+NC+O) + UH + UO)$ | 0.071 |
| Refusal Rate 2 | $R/((I+P)+(R+NC+O) + e(UH + UO))$ | 0.123 |
| Refusal Rate 3 | $R/((I+P)+(R+NC+O))$ | 0.201 |
| | | |
| Contact Rate 1 | $((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$ | 0.177 |
| Contact Rate 2 | $((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$ | 0.443 |

