Methodology
Marquette Law School Poll, August 2-5, 2012

The Marquette Law School Poll was conducted August 2-5, 2012. A total of 1,400 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 1,000 (71%) landline respondents and 400 (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 1,400 respondents is +/- 2.7 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the August Republican primary there are 725 registered voters with a margin of error of +/- 3.7 percentage points. For the August Republican primary there are 519 likely voters with a margin of error of +/- 4.4 percentage points. For the 1,188 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 2.9 percentage points. Likely voters are any voters who indicated they were "absolutely certain to vote" in the particular 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 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 Value %	Unweighted N	%	Weighted N	%
QS2	Male	47.65	749	53.50	669	47.79
	Female	52.35	651	46.50	731	52.21
	Don't know/refused			0.00		0.00
	Total	100.00	1400	100.00	1400	100.00
Age4	18-29	16.45	92	6.57	230	16.42
	30-44	23.73	220	15.71	232	16.56
	45-59	30.75	476	34.00	503	35.90
	60+	29.07	586	41.86	407	29.05
	Don't know/refused		26	1.86	29	2.07
	Total	100.00	1400	100.00	1401	100.00
Race3	White	93.35	1224	87.43	1190	85.00
	Black	4.30	63	4.50	72	5.14
	Other	2.35	78	5.57	100	7.14
	Don't know/refused		35	2.50	38	2.71
	Total	100.00	1400	100.00	1400	100.00
Hispanic	Hispanic	2.15	53	3.79	63	4.50
	Hispanic No	97.85	1321	94.36	1310	93.57
	Don't know/refused		26	1.86	27	1.93
	Total	100.00	1400	100.00	1400	100.00
Ed5	Less than high school	4.76	46	3.29	48	3.43
	High school grad	30.12	326	23.29	314	22.43
	Some college, no degree	20.35	241	17.21	246	17.57
	Associate degree	12.45	168	12.00	171	12.21
	Bachelors or more	32.32	605	43.21	607	43.36
	Don't know/refused		14	1.00	14	1.00
	Total	100.00	1400	100.00	1400	100.00
Region		Claritas Estimate				
	City of Milwaukee	11.00	163	11.64	184	13.13
	Rest of Milwaukee DMA	30.00	429	30.64	426	30.41
	Madison DMA	17.00	241	17.21	233	16.63
	Green Bay-Appleton DMA	20.00	256	18.29	259	18.49
	Rest of Wisconsin	23.00	311	22.21	299	21.34
	Total	101.00	1400	100	1401	100

Sample Demographics (continued)

		CPS Value	Unweighted		Weighted	
		%	N	%	N	%
Cell QF22		National Center for Health Statistics Cell Only Estimate				
	Cell only households	28.60	335	23.93	400	28.57
	Landline households	71.40	1065	76.07	1000	71.43
	Total	100.00	1400	100.00	1400	100.00
PID3_wlean		Gallup Estimate (Adult Samples) Jan-June 2011				
	Republican	40.00	638	45.57	625	44.64
	Democrat	45.00	631	45.07	644	46.00
	Independent	15.00	107	7.64	109	7.79
	Don't know/refused		24	1.71	22	1.57
	Total	100.00	1400	100.00	1400	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan-June 2009				
	Protestant/Christian	49.30	656	46.86	638	45.54
	Catholic	32.20	475	33.93	449	32.05
	Jewish	0.40	10	0.71	13	0.93
	Other	4.70	78	5.57	91	6.50
	None	13.40	139	9.93	168	11.99
	Don't know/refused		42	3.00	42	3.00
	Total	100.00	1400	100.00	1401	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	871	62.21	822	58.76
	Widowed	5.90	156	11.14	123	8.79
	Divorced	10.20	129	9.21	119	8.51
	Separated	1.10	18	1.29	16	1.14
	Never Married	30.40	198	14.14	291	20.80
	Don't know/refused		28	2.00	28	2.00
	Total	100.00	1400	100.00	1399	100.00

Marquette Law School Poll
Sample Disposition Details

Interview (Category 1)	Total	
Completes (1.100)	1400	
Partial Completes (1.200)	0	
Eligible, Non-Interview (Category 2)		
Refusal (2.100)	1350	
Never available (2.210)	2160	
Physically or mentally unable/incompetent (2.320)	79	
Language (2.330)	104	
Miscellaneous (2.360)	132	
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)	26696	
Always busy (3.120)	2619	
No answer (3.130)	19382	
Telephone answering device (don't know if housing unit) (3.140)	31	
Telecommunication technological barriers, e.g., call blocking (3.150)	0	
Not Eligible (Category 4)		
Out of sample (4.100)	351	
Fax/data line (4.100)	1174	
Non-working/disconnected number (4.300)	7842	
Number changed (4.410)	2837	
Pagers(4.440)	0	
Business, government office, other organization (4.510)	1150	
No eligible respondent (4.700)	77	
Quota filled (4.800)	74	
Completes	I (1.0/1.1)	1400
Partial Completes	P (1.2)	0
Refusals	R (2.1)	1350
Non-Contact	NC (2.2)	2160
Other	O (2.3)	315
Unknown Household	UH (3.1)	22032
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	13505
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	(I+P+R+NC+O)/((I+P+R+NC+O)+NE)	0.279
Response Rate 1	I/((I+P)+(R+NC+O)+(UH+UO))	0.051
Response Rate 2	((I+P)/((I+P)+(R+NC+O)+(UH+UO))	0.051
Response Rate 3	I/((I+P)+(R+NC+O)+e(UH+UO))	0.123
Response Rate 4	(I+P)/((I+P)+(R+NC+O)+e(UH+UO))	0.123
Cooperation Rate 1	I/((I+P)+R+O)	0.457
Cooperation Rate 2	(I+P)/((I+P)+R+O)	0.457
Cooperation Rate 3	I/((I+P)+R)	0.509
Cooperation Rate 4	(I+P)/((I+P)+R)	0.509
Refusal Rate 1	R/((I+P)+(R+NC+O) + UH + UO)	0.050
Refusal Rate 2	R/((I+P)+(R+NC+O) + e(UH + UO))	0.119
Refusal Rate 3	R/((I+P)+(R+NC+O))	0.258
Contact Rate 1	((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))	0.112
Contact Rate 2	((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))	0.333