

Methodology

Marquette Law School Poll, July 5-8, 2012

The Marquette Law School Poll was conducted July 5-8, 2012. A total of 1,000 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 704 (70%) landline respondents and 296 (30%) 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 1,000 respondents is +/- 3.2 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the August Republican primary there are 432 likely voters with a margin of error of +/- 4.8 percentage points. For the 810 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 3.5 percentage points. Likely voters are any voters who indicated they were "absolutely certain to vote" in November general election. The sample size for Q25-Q27 and all subparts was 697 with a margin of error of +/- 3.8 percentage points. Included in the sample was a 300-person oversample of seven counties in southeastern Wisconsin. The oversampled counties are: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. All toplines and crosstabs have been weighted so that the sample reflects the regional distribution of the state.

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. The geographic distribution was based on the number of registered voters in each county across 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, sex, and region. Other demographic characteristics including education, race, Hispanic origin, and marital status were sufficiently close to the population values that only age, sex, and region 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	502	50.20	475	47.50
	Female	52.35	498	49.80	525	52.50
	Don't know/refused			0.00		0.00
	Total	100.00	1000	100.00	1000	100.00
Age4	18-29	16.45	69	6.90	167	16.70
	30-44	23.73	166	16.60	171	17.10
	45-59	30.75	346	34.60	362	36.20
	60+	29.07	409	40.90	290	29.00
	Don't know/refused		10	1.00	10	1.00
Total	100.00	1000	100.00	1000	100.00	
Race3	White	93.35	875	87.50	883	88.30
	Black	4.30	50	5.00	42	4.20
	Other	2.35	60	6.00	63	6.30
	Don't know/refused		15	1.50	12	1.20
Total	100.00	1000	100.00	1000	100.00	
Hispanic	Hispanic	2.15	35	3.50	36	3.60
	Hispanic No	97.85	952	95.20	955	95.40
	Don't know/refused		13	1.30	10	1.00
	Total	100.00	1000	100.00	1001	100.00
Ed5	Less than high school	4.76	40	4.00	40	4.00
	High school grad	30.12	198	19.80	194	19.40
	Some college, no degree	20.35	189	18.90	191	19.10
	Associate degree	12.45	130	13.00	150	15.00
	Bachelors or more	32.32	430	43.00	409	40.90
	Don't know/refused		13	1.30	16	1.60
Total	100.00	1000	100.00	1000	100.00	
Region		Claritas Estimate				
	City of Milwaukee	11.00	155	15.50	101	10.10
	Rest of Milwaukee DMA	30.00	441	44.10	294	29.40
	Madison DMA	17.00	116	11.60	177	17.70
	Green Bay-Appleton DMA	20.00	136	13.60	198	19.80
	Rest of Wisconsin	23.00	152	15.20	230	23.00
Total	101.00	1000	100	1000	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	239	23.90	296	29.60
	Landline households	71.40	761	76.10	704	70.40
	Total	100.00	1000	100.00	1000	100.00
PID3_wlean		Gallup Estimate (Adult Samples) Jan- June 2011				
	Republican	40.00	451	45.10	435	43.50
	Democrat	45.00	459	45.90	470	47.00
	Independent	15.00	81	8.10	85	8.50
	Don't know/refused		9	0.90	10	1.00
	Total	100.00	1000	100.00	1000	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	459	45.90	454	45.40
	Catholic	32.20	341	34.10	321	32.10
	Jewish	0.40	9	0.90	10	1.00
	Other	4.70	49	4.90	55	5.50
	None	13.40	110	11.00	127	12.70
	Don't know/refused		32	3.20	33	3.30
	Total	100.00	1000	100.00	1000	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	621	62.10	596	59.54
	Widowed	5.90	109	10.90	87	8.69
	Divorced	10.20	95	9.50	84	8.39
	Separated	1.10	12	1.20	16	1.60
	Never Married	30.40	149	14.90	205	20.48
	Don't know/refused		14	1.40	13	1.30
	Total	100.00	1000	100.00	1001	100.00

**Marquette Law School Poll
Sample Disposition Details**

Interview (Category 1)		Total
Completes (1.100)		1000
Partial Completes (1.200)		0
Eligible, Non-Interview (Category 2)		
Refusal (2.100)		905
Never available (2.210)		4089
Physically or mentally unable/incompetent (2.320)		67
Language (2.330)		98
Miscellaneous (2.360)		920
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)		15857
Always busy (3.120)		5649
No answer (3.130)		4672
Telephone answering device (don't know if housing unit) (3.140)		148
Telecommunication technological barriers, e.g., call blocking (3.150)		0
Not Eligible (Category 4)		
Out of sample (4.100)		282
Fax/data line (4.100)		891
Non-working/disconnected number (4.300)		5890
Number changed (4.410)		1648
Pagers(4.440)		0
Business, government office, other organization (4.510)		740
No eligible respondent (4.700)		217
Quota filled (4.800)		99
Completes	I (1.0/1.1)	1000
Partial Completes	P (1.2)	0
Refusals	R (2.1)	905
Non-Contact	NC (2.2)	4089
Other	O (2.3)	1085
Unknown Household	UH (3.1)	10469
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	9767
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.420
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.057
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO))$	0.057
Response Rate 3	$I/((I+P)+(R+NC+O)+e(UH+UO))$	0.087
Response Rate 4	$(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$	0.087
Cooperation Rate 1	$I/((I+P)+R+O)$	0.334
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.334
Cooperation Rate 3	$I/((I+P)+R)$	0.525
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.525
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.052
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.079
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.128
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.170
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.405

