

## **Methodology**

### **Marquette Law School Poll, September 27-30, 2012**

The Marquette Law School Poll was conducted September 27-30, 2012. A total of 1,003 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 714 (71%) landline respondents and 289 (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 1,003 respondents is +/- 3.2 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 894 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 3.3 percentage points. Likely voters are any voters who indicated they were "absolutely certain to vote" in the November 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 female and 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, sex, and education were determined by combining the 2008 and 2010 Current Population Surveys conducted by the U.S. Census in Wisconsin. The distribution of population by media market (DMA) was provided by Claritas, a media research firm. A "raking" procedure was used to simultaneously balance the weights so that the sample distribution closely approximates the known population distributions for age, sex, education, and region. Other demographic characteristics including race, Hispanic origin, and marital status were sufficiently close to the population values that age, sex, education, 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	467	46.56	478	47.66
	Female	52.35	536	53.44	525	52.34
	Don't know/refused			0.00		0.00
	Total	100.00	1003	100.00	1003	100.00
Age4	18-29	16.45	43	4.29	90	8.97
	30-44	23.73	155	15.45	311	31.01
	45-59	30.75	349	34.80	301	30.01
	60+	29.07	446	44.47	291	29.01
	Don't know/refused		10	1.00	10	1.00
Total	100.00	1003	100.00	1003	100.00	
Race3	White	93.35	899	89.63	888	88.53
	Black	4.30	44	4.39	40	3.99
	Other	2.35	42	4.19	57	5.68
	Don't know/refused		18	1.79	18	1.79
Total	100.00	1003	100.00	1003	100.00	
Hispanic	Hispanic	2.15	27	2.69	33	3.29
	Hispanic No	97.85	963	96.01	957	95.51
	Don't know/refused		13	1.30	12	1.20
	Total	100.00	1003	100.00	1002	100.00
Ed5	Less than high school	4.76	24	2.39	36	3.59
	High school grad	30.12	215	21.44	312	31.11
	Some college, no degree	20.35	172	17.15	203	20.24
	Associate degree	12.45	127	12.66	124	12.36
	Bachelors or more	32.32	459	45.76	322	32.10
	Don't know/refused		6	0.60	6	0.60
Total	100.00	1003	100.00	1003	100.00	
Region		Claritas Estimate				
	City of Milwaukee	11.00	123	12.26	93	9.28
	Rest of Milwaukee DMA	30.00	310	30.91	313	31.24
	Madison DMA	17.00	181	18.05	175	17.47
	Green Bay-Appleton DMA	20.00	185	18.44	187	18.66
	Rest of Wisconsin	23.00	204	20.34	234	23.35
Total	101.00	1003	100	1002	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	249	24.83	289	28.81
	Landline households	71.40	754	75.17	714	71.19
	Total	100.00	1003	100.00	1003	100.00
PID3_wlean		Gallup Estimate (Adult Samples) Jan- June 2011				
	Republican	40.00	415	41.38	436	43.47
	Democrat	45.00	519	51.74	506	50.45
	Independent	15.00	65	6.48	57	5.68
	Don't know/refused		4	0.40	4	0.40
	Total	100.00	1003	100.00	1003	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	470	46.86	458	45.66
	Catholic	32.20	355	35.39	367	36.59
	Jewish	0.40	10	1.00	10	1.00
	Other	4.70	50	4.99	59	5.88
	None	13.40	88	8.77	83	8.28
	Don't know/refused		30	2.99	26	2.59
	Total	100.00	1003	100.00	1003	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	653	65.10	620	61.75
	Widowed	5.90	105	10.47	79	7.87
	Divorced	10.20	99	9.87	102	10.16
	Separated	1.10	11	1.10	9	0.90
	Never Married	30.40	124	12.36	183	18.23
	Don't know/refused		11	1.10	11	1.10
	Total	100.00	1003	100.00	1004	100.00

**Marquette Law School Poll  
Sample Disposition Details**

<b>Interview (Category 1)</b>		<b>Total</b>
Completes (1.100)		1003
Partial Completes (1.200)		0
<b>Eligible, Non-Interview (Category 2)</b>		
Refusal (2.100)		708
Never available (2.210)		2450
Physically or mentally unable/incompetent (2.320)		37
Language (2.330)		73
Miscellaneous (2.360)		3079
<b>Unknown Eligibility, Non-Interview (Category 3)</b>		
Not attempted or worked (3.110)		12637
Always busy (3.120)		4275
No answer (3.130)		4815
Telephone answering device (don't know if housing unit) (3.140)		57
Telecommunication technological barriers, e.g., call blocking (3.150)		0
<b>Not Eligible (Category 4)</b>		
Out of sample (4.100)		232
Fax/data line (4.100)		764
Non-working/disconnected number (4.300)		5122
Number changed (4.410)		1837
Pagers(4.440)		0
Business, government office, other organization (4.510)		737
No eligible respondent (4.700)		77
Quota filled (4.800)		110
Completes	I (1.0/1.1)	1003
Partial Completes	P (1.2)	0
Refusals	R (2.1)	708
Non-Contact	NC (2.2)	2450
Other	O (2.3)	3189
Unknown Household	UH (3.1)	9147
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	8879
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.453
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.061
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO))$	0.061
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	$I/((I+P)+R+O)$	0.205
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.205
Cooperation Rate 3	$I/((I+P)+R)$	0.586
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.586
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.043
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.062
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.096
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.297
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.542