#### Methodology Marquette Law School Poll, October 11-14, 2012

The Marquette Law School Poll was conducted October 11-14, 2012. A total of 1,007 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 703 (70%) landline respondents and 304 (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 1,007 respondents is +/- 3.2 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 870 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 3.4 percentage points. Likely voters are any voters who indicated they were "absolutely certain to vote" or had "already voted either by absentee ballot or early in person voting" 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 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				
		Value	Unweighte	ed	Weighted	
		%	Ν	%	N	%
QS2	Male	47.65	514	51.04	479	47.57
	Female	52.35	493	48.96	528	52.43
	Don't know/refused			0.00		0.00
	Total	100.00	1007	100.00	1007	100.00
Age4	18-29	16.45	55	5.46	166	16.47
	30-44	23.73	179	17.78	183	18.15
	45-59	30.75	334	33.17	351	34.82
	60+	29.07	428	42.50	294	29.17
	Don't know/refused		11	1.09	14	1.39
	Total	100.00	1007	100.00	1008	100.00
Race3	White	93.35	889	88.28	882	87.59
	Black	4.30	49	4.87	54	5.36
	Other	2.35	58	5.76	59	5.86
	Don't know/refused		11	1.09	12	1.19
	Total	100.00	1007	100.00	1007	100.00
Hispanic	Hispanic	2.15	31	3.08	40	3.97
	Hispanic No	97.85	969	96.23	959	95.23
	Don't know/refused		7	0.70	8	0.79
	Total	100.00	1007	100.00	1007	100.00
Ed5	Less than high school	4.76	38	3.77	59	5.86
	High school grad	30.12	225	22.34	290	28.80
	Some college, no degree	20.35	164	16.29	204	20.26
	Associate degree	12.45	127	12.61	125	12.41
	Bachelors or more	32.32	449	44.59	325	32.27
	Don't know/refused		4	0.40	4	0.40
	Total	100.00	1007	100.00	1007	100.00
		Claritas				
Region		Estimate				
	City of Milwaukee	11.00	116	11.52	93	9.24
	Rest of Milwaukee DMA	30.00	323	32.08	313	31.11
	Madison DMA	17.00	166	16.48	176	17.50
	Green Bay-Appleton DMA	20.00	199	19.76	189	18.79
	Rest of Wisconsin	23.00	203	20.16	235	23.36
	Total	101.00	1007	100	1006	100

## Sample Demographics (continued)

		CPS Value	Unweighted		Weighted	
		%	N	%	N	%
		National				
		Center for				
		Health				
		Statistics Cell				
Cell		Only Estimate				
	Cell only					
QF22	households	28.60	241	23.93	304	30.19
	Landline					
	households	71.40	766	76.07	703	69.81
	Total	100.00	1007	100.00	1007	100.00
		Gallup				
		Estimate (Adult				
DID2 wloan		Samples) Jan-				
PIDS_wiedii	Republican	Julie 2011	445	11 10	128	12 51
	Democrat	40.00	445	44.15	438	45.54
	Independent	45.00	7/	7 35	451	40.01 6.86
	Don't know/refused	15.00	7	0.70	8	0.00
	Total	100.00	1007	100.00	1006	100.00
	10(8)	100.00	1007	100.00	1000	100.00
		Gallup				
		Estimate (Adult				
		(Addit Samples) Jan-				
Religion		June 2009				
religionrecode	Protestant/Christian	49.30	458	45.48	447	44.39
	Catholic	32.20	358	35.55	347	34.46
	Jewish	0.40	6	0.60	4	0.40
	Other	4.70	63	6.26	65	6.45
	None	13.40	101	10.03	117	11.62
	Don't know/refused		21	2.09	27	2.68
	Total	100.00	1007	100.00	1007	100.00
		Census ACS				
		Adult				
Marital Status		Population				
QF5	Married	52.40	648	64.35	582	57.80
	Widowed	5.90	90	8.94	79	7.85
	Divorced	10.20	106	10.53	96	9.53
	Separated	1.10	13	1.29	15	1.49
	Never Married	30.40	135	13.41	221	21.95
	Don't know/refused		15	1.49	14	1.39
	Total	100.00	1007	100.00	1007	100.00

## Marquette Law School Poll Sample Disposition Details

Completes (1.100)         1007           Partial Completes (1.200)         0           Eligible, Non-Interview (Category 2)         0           Refusal (2.100)         3070           Never available (2.210)         3070           Physically or mentally unable/incompetent (2.320)         22           Language (2.330)         78           Miscellaneous (2.360)         1418           Unknow Eligibility, Non-Interview (Category 3)         1           Not attempted or worked (3.110)         14216           Always busy (3.120)         5045           No answer (3.130)         5045           Telephone answering device (don't know if housing unit) (3.140)         168           Telephone answering device (don't know if housing (3.150)         0           Out of sample (4.100)         234           Fax/data line (4.100)         769           Number changed (4.410)         0           Pagers(4.440)         0           Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         41           Quot af filed (4.800)         672           No eligible respondent (4.700)         672           No eligible respondent (4.700)         672           Completes
Partial Completes (1.200)         Image: Category 2)         Image: Category 2)           Refusal (2.100)         852         1           Never available (2.210)         3070         2           Language (2.330)         78         1           Miscellaneous (2.360)         1418         1           Unknown Eligibility, Non-Interview (Category 3)         1         1           Not attempted or worked (3.110)         14216         1           Always busy (3.120)         4559         1           No answer (3.130)         5045         1           Telephone answering device (don't know if housing unit) (3.140)         168         1           Out of sample (4.100)         234         1           Number changed (4.410)         1811         1           Pagers(4.440)         0         1           Number changed (4.410)         1811         1           Pagers(4.440)         0         1           Quot affiled (4.800)         672         1           Number changed (4.400)         1         1           Pagers(4.40)         0         1         1           Pagers(4.40)         0         1         1           Pagers(4.40)         1         1
Eligible, Non-Interview (Category 2)         Image: Second Se
Refusal (2.100)         852           Never available (2.210)         3070           Physically or mentally unable/incompetent (2.320)         22           Language (2.330)         78           Miscellaneous (2.360)         1418           Unknown Eligibility, Non-Interview (Category 3)         14216           Not attempted or worked (3.110)         14216           Always busy (3.120)         4559           No answer (3.130)         5045           Telephone answering device (don't know if housing unit) (3.140)         168           Telecommunication technological barriers, e.g., call blocking (3.150)         0           Not Eligible (Category 4)         234           Out of sample (4.100)         769           Non-working/disconnected number (4.300)         5335           Number changed (4.410)         1811           Pagers(4.440)         0           Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         41           Quot filled (4.800)         617           Completes         I (1.0/1.1)         1007           Partial Completes         P (1.2)         0           Refusal         R (2.1)         852           Non-Contact         O (2.3) </td
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Language (2.330)         78           Miscellaneous (2.360)         1418           Unknown Eligibility, Non-Interview (Category 3)         1418           Not attempted or worked (3.110)         14216           Always busy (3.120)         14216           No answer (3.130)         5045           Telephone answering device (don't know if housing unit) (3.140)         168           Telecommunication technological barriers, e.g., call blocking (3.150)         0           Not Eligible (Category 4)         234           Out of sample (4.100)         234           Fax/data line (4.100)         769           Non-working/disconnected number (4.300)         5335           Number changed (4.410)         1811           Pagers(4.440)         0           Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         41           Quota filled (4.800)         64           Completes         1 (1.0/1.1)         1007           Partial Completes         P (1.2)         0           Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070           Other         0 (2.3)         1518
Miscellaneous (2.360)         1418           Unknown Eligibility, Non-Interview (Category 3)            Not attempted or worked (3.110)         14216           Always busy (3.120)         14216           No answer (3.130)         5045           Telephone answering device (don't know if housing unit) (3.140)         168           Telecommunication technological barriers, e.g., call blocking (3.150)         0           Not Eligible (Category 4)            Out of sample (4.100)         234           Fax/data line (4.100)         769           Number changed (4.410)         1811           Pagers(4.440)         612           No eligible respondent (4.700)         672           No eligible respondent (4.700)         672           Completes         1 (1.0/1.1)           Partial Completes         P (1.2)           Partial Completes         R (2.1)           Non-Contact         NC (2.2)           Non-Contact         NC (2.3)
Unknown Eligibility, Non-Interview (Category 3)         Image: Category 3         <
Not attempted or worked (3.110)         14216           Always busy (3.120)         4559           No answer (3.130)         5045           Telephone answering device (don't know if housing unit) (3.140)         168           Telecommunication technological barriers, e.g., call blocking (3.150)         0           Not Eligible (Category 4)         0           Out of sample (4.100)         234           Fax/data line (4.100)         769           Non-working/disconnected number (4.300)         5335           Number changed (4.410)         1811           Pagers(4.440)         0           Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         41           Vouta filled (4.800)         64           Completes         I (1.0/1.1)           Partial Completes         P (1.2)           Refusals         R (2.1)           Non-Contact         NC (2.2)           Non-Contact         NC (2.3)
Always busy (3.120)         4559           No answer (3.130)         5045           Telephone answering device (don't know if housing unit) (3.140)         168           Telecommunication technological barriers, e.g., call blocking (3.150)         0           Not Eligible (Category 4)         0           Out of sample (4.100)         234           Fax/data line (4.100)         769           Non-working/disconnected number (4.300)         5335           Number changed (4.410)         1811           Pagers(4.440)         0           Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         411           Quota filled (4.800)         64           Completes         1(1.0/1.1)         1007           Partial Completes         P (1.2)         0           Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070
No answer (3.130)         5045           Telephone answering device (don't know if housing unit) (3.140)         168           Telecommunication technological barriers, e.g., call blocking (3.150)         0           Not Eligible (Category 4)         234           Out of sample (4.100)         234           Fax/data line (4.100)         234           Non-working/disconnected number (4.300)         5335           Number changed (4.410)         1811           Pagers(4.440)         0           Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         41           Quota filled (4.800)         64           Completes         I (1.0/1.1)         1007           Partial Completes         P (1.2)         0           Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070
Telephone answering device (don't know if housing unit) (3.140)         168           Telecommunication technological barriers, e.g., call blocking (3.150)         0           Not Eligible (Category 4)         234           Out of sample (4.100)         234           Fax/data line (4.100)         769           Non-working/disconnected number (4.300)         5335           Number changed (4.410)         1811           Pagers(4.440)         0           Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         41           Quota filled (4.800)         64           Completes         1(1.0/1.1)         1007           Partial Completes         P (1.2)         0           Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070           Other         0 (2.3)         1518
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Out of sample (4.100)         234           Fax/data line (4.100)         769           Non-working/disconnected number (4.300)         5335           Number changed (4.410)         1811           Pagers(4.440)         0           Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         41           Quota filled (4.800)         64           Completes         1 (1.0/1.1)           Partial Completes         P (1.2)           Refusals         R (2.1)           Non-Contact         NC (2.2)           Other         0 (2.3)
Fax/data line (4.100)       769         Non-working/disconnected number (4.300)       5335         Number changed (4.410)       1811         Pagers(4.440)       0         Business, government office, other organization (4.510)       672         No eligible respondent (4.700)       41         Quota filled (4.800)       64         Completes       1 (1.0/1.1)         Partial Completes       P (1.2)         Non-Contact       NC (2.2)         Other       0 (2.3)
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Business, government office, other organization (4.510)         672           No eligible respondent (4.700)         41           Quota filled (4.800)         64           Completes         1007           Partial Completes         P (1.2)           Refusals         R (2.1)           Non-Contact         NC (2.2)           Other         0 (2.3)
No eligible respondent (4.700)         41           Quota filled (4.800)         64           Completes         1 (1.0/1.1)           Partial Completes         P (1.2)           Refusals         R (2.1)           Non-Contact         NC (2.2)           Other         0 (2.3)
Quota filled (4.800)         64           Completes         I (1.0/1.1)         1007           Partial Completes         P (1.2)         0           Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070           Other         O (2.3)         1518
Completes         I (1.0/1.1)         1007           Partial Completes         P (1.2)         0           Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070           Other         O (2.3)         1518
Completes         I (1.0/1.1)         1007           Partial Completes         P (1.2)         0           Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070           Other         O (2.3)         1518
Partial Completes         P (1.2)         0           Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070           Other         O (2.3)         1518
Refusals         R (2.1)         852           Non-Contact         NC (2.2)         3070           Other         O (2.3)         1518
Non-Contact         NC (2.2)         3070           Other         O (2.3)         1518
Other O (2.3) 1518
Unknown Household UH (3.1) 9772
Unknown Other UO (3.2, 3.9) 0
Not Eligible         NE (4.0)         8926
Formula Rate
e = Estimated proportion of cases of unknown eligibility that are
$\frac{(1+P+K+NC+O)}{((1+P+K+NC+O)+NE)} = 0.419$
$\frac{1}{1/(1+D)+(D+NC+O)+(UUU+UO)} = 0.062$
Response Nate 1 $I/((I+F)+(K+NC+O)+(UI+UO))$ 0.002Perponse Pate 2 $((I+P)/((I+P)+(K+NC+O)+(UI+UO)))$ 0.062
Response Rate 2 $I/((I+I)/((I+I)+(K+NC+O)+o(III+OO)))$ 0.002         Response Rate 3 $I/((I+P)+(R+NC+O)+o(III+UO))$ 0.005
Response Nate 5 $I/((I+I)+(K+NC+O)+c(UI+UO))$ 0.095Desponse Date 4 $(I+D)/((I+D)+(D+NC+O)+c(UI+UO))$ 0.005
$\frac{(1+r)/((1+r)+(K+NC+O)+e(OH+OO))}{(1+r)/((1+r)+(K+NC+O)+e(OH+OO))} = 0.093$
$\frac{1}{1}$
$\frac{1}{(1+P)/((1+P)+R+O)} = 0.298$
Cooperation Rate 3 $I/((I+P)+R)$ 0.529
Cooperation Rate 4 $(I+P)/((I+P)+R)$ $0.542$
Refusal Rate 1 $R/((I+P)+(R+NC+O) + IIH + IIO)$ 0.053
Refusal Rate 2 $R/((I+P)+(R+NC+O) + OII + OO)$ 0.0050.081
Refusal Rate 3 $R/((I+P)+(R+NC+O))$ 0.001
Contact Rate 1 $((I+P)+R+O)/((I+P)+R+O+NC+(I+I+IO)) = 0.208$
Contact Rate 2 $((I+P)+R+O)/((I+P)+R+O+NC+e(IJH+UO))$ 0.452