

Methodology

Marquette Law School Poll, October 25-28, 2012

The Marquette Law School Poll was conducted October 25-28, 2012. A total of 1,404 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 959 (68%) landline respondents and 445 (32%) 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 1,404 respondents is +/- 2.7 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 1,243 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 2.8 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	Unweighted		Weighted	
		Value %	N	%	N	%
QS2	Male	47.65	672	47.86	711	50.64
	Female	52.35	732	52.14	693	49.36
	Don't know/refused			0.00		0.00
	Total	100.00	1404	100.00	1404	100.00
Age4	18-29	16.45	93	6.62	176	12.54
	30-44	23.73	229	16.31	388	27.64
	45-59	30.75	450	32.05	419	29.84
	60+	29.07	610	43.45	400	28.49
	Don't know/refused		22	1.57	21	1.50
Total	100.00	1404	100.00	1404	100.00	
Race3	White	93.35	1221	86.97	1207	85.91
	Black	4.30	82	5.84	81	5.77
	Other	2.35	71	5.06	86	6.12
	Don't know/refused		30	2.14	31	2.21
Total	100.00	1404	100.00	1405	100.00	
Hispanic	Hispanic	2.15	41	2.92	54	3.85
	Hispanic No	97.85	1342	95.58	1329	94.66
	Don't know/refused		21	1.50	21	1.50
Total	100.00	1404	100.00	1404	100.00	
Ed5	Less than high school	4.76	43	3.06	57	4.06
	High school grad	30.12	338	24.07	429	30.56
	Some college, no degree	20.35	226	16.10	281	20.01
	Associate degree	12.45	187	13.32	172	12.25
	Bachelors or more	32.32	593	42.24	448	31.91
	Don't know/refused		17	1.21	17	1.21
Total	100.00	1404	100.00	1404	100.00	
Region		Claritas Estimate				
	City of Milwaukee	11.00	164	11.68	130	9.25
	Rest of Milwaukee DMA	30.00	438	31.20	434	30.89
	Madison DMA	17.00	242	17.24	248	17.65
	Green Bay-Appleton DMA	20.00	271	19.30	263	18.72
	Rest of Wisconsin	23.00	289	20.58	330	23.49
Total	101.00	1404	100	1405	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	372	26.50	445	31.70
	Landline households	71.40	1032	73.50	959	68.30
	Total	100.00	1404	100.00	1404	100.00
PID3_wlean		Gallup Estimate (Adult Samples) Jan- June 2011				
	Republican	40.00	596	42.45	600	42.74
	Democrat	45.00	705	50.21	696	49.57
	Independent	15.00	81	5.77	85	6.05
	Don't know/refused		22	1.57	23	1.64
	Total	100.00	1404	100.00	1404	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan- June 2009				
	Protestant/Christian	49.30	683	48.65	671	47.79
	Catholic	32.20	452	32.19	452	32.19
	Jewish	0.40	8	0.57	6	0.43
	Other	4.70	65	4.63	76	5.41
	None	13.40	152	10.83	157	11.18
	Don't know/refused		44	3.13	42	2.99
	Total	100.00	1404	100.00	1404	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	872	62.11	824	58.73
	Widowed	5.90	124	8.83	95	6.77
	Divorced	10.20	171	12.18	155	11.05
	Separated	1.10	9	0.64	9	0.64
	Never Married	30.40	203	14.46	298	21.24
	Don't know/refused		25	1.78	22	1.57
	Total	100.00	1404	100.00	1403	100.00

**Marquette Law School Poll
Sample Disposition Details**

Interview (Category 1)		Total
Completes (1.100)		1404
Partial Completes (1.200)		0
Eligible, Non-Interview (Category 2)		
Refusal (2.100)		1281
Never available (2.210)		3659
Physically or mentally unable/incompetent (2.320)		48
Language (2.330)		91
Miscellaneous (2.360)		64
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)		22130
Always busy (3.120)		6674
No answer (3.130)		9020
Telephone answering device (don't know if housing unit) (3.140)		178
Telecommunication technological barriers, e.g., call blocking (3.150)		0
Not Eligible (Category 4)		
Out of sample (4.100)		303
Fax/data line (4.100)		920
Non-working/disconnected number (4.300)		6980
Number changed (4.410)		2200
Pagers(4.440)		0
Business, government office, other organization (4.510)		846
No eligible respondent (4.700)		312
Quota filled (4.800)		125
Completes	I (1.0/1.1)	1404
Partial Completes	P (1.2)	0
Refusals	R (2.1)	1281
Non-Contact	NC (2.2)	3659
Other	O (2.3)	203
Unknown Household	UH (3.1)	15872
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	11686
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.359
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.063
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO)))$	0.063
Response Rate 3	$I/((I+P)+(R+NC+O)+e(UH+UO))$	0.115
Response Rate 4	$(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$	0.115
Cooperation Rate 1	$I/((I+P)+R+O)$	0.486
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.486
Cooperation Rate 3	$I/((I+P)+R)$	0.523
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.523
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.057
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.105
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.196
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.129
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.336