Methodology

Marquette Law School Poll, March 2013

The Marquette Law School Poll was conducted March 11-14, 2013. A total of 1060 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 819 (77%) landline respondents and 241 (23%) 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 1060 respondents is +/- 3.1 percentage points. For subgroups with smaller sample sizes the margin of error is larger. This sample included an oversample of 435 residents of the City of Milwaukee to allow more detailed analysis of the city subsample. The sample is weighted to account for this oversampling so results are representative of the state as a whole. The weighted sample size for the City of Milwaukee is 103.

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 and have fewer years of formal education 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 of age groups, education levels, and sex were determined by combining the 2008 and 2010 Current Population Surveys conducted by the U.S. Census in Wisconsin to estimate the distribution of age, education, sex and region for registered voters in 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, education, sex and region. The population, unweighted and weighted percentages, as well as sample sizes are shown in the table below. Population values for sex, age, race, Hispanic origin and education are based on the Current Population Survey for 2010 and 2008. The distribution of registered voters by media market (DMA) was calculated from voter registration statistics for February 2013 available at the Government Accountability Office. 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.

Other sample demographics include partisanship, religion and marital status. 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. Marital status is based on the American Community Study conducted by the U.S. Census and is also for all adults.

Sample Demographics

		CPS Value %	Unweighted N	%	Weighted N	%
QS2	Male	47.65	513	48.4	505	47.7
	Female	52.35	547	51.6	555	52.3
	Don't know/refused			0.00		0.00
Age4	18-29	16.45	83	7.8	174	16.5
	30-44	23.73	164	15.5	252	23.7
	45-59	30.75	334	31.5	317	29.9
	60+	29.07	470	44.3	308	29.1
	Don't know/refused		9	0.8	9	0.9
Race3	White	93.35	789	74.4	907	85.5
	Black	4.30	178	16.8	64	6.0
	Other	2.35	78	7.4	78	7.3
	Don't know/refused		15	1.4	12	1.1
Hispanic	Hispanic	2.15	46	4.3	30	2.8
	Hispanic No	97.85	999	94.2	1014	95.7
	Don't know/refused		15	1.4	16	1.5
Ed5	Less than high school	4.76	62	5.8	50	4.8
	High school grad	30.12	251	23.7	309	29.1
	Some college, no degree	20.35	177	16.7	216	20.3
	Associate degree	12.45	131	12.4	132	12.5
	Bachelors or more	32.32	432	40.8	343	32.3
	Don't know/refused		7	0.7	11	1.0
Region		Registered Voters				
	City of Milwaukee	9.68	435	41.0	103	9.7
	Rest of Milwaukee DMA	30.78	200	18.9	326	30.8
	Madison DMA	17.87	124	11.7	189	17.9
	Green Bay-Appleton DMA	18.67	148	14.0	198	18.7
	Rest of Wisconsin	23.00	153	14.4	244	23.0

Sample Demographics (continued)

		CPS Value %	Unweighted N	%	Weighted N	%
Cell QF22		National Center for Health Statistics Cell Only Estimate				
	Cell only households	28.60	241	22.7	314	29.6
	Landline households	71.40	819	77.3	746	70.4
PID3_wlean	Republican	40.00	365	34.4	443	41.8
	Democrat	45.00	592	55.8	499	47.1
	Independent	15.00	89	8.4	106	10.0
	Don't know/refused		14	1.3	12	1.2
Religion religionrecode		Gallup Estimate (Adult Samples) Jan-June 2009				
	Protestant/Christian	49.30	483	45.6	477	45.0
	Catholic	32.20	350	33.0	354	33.4
	Jewish	0.40	16	1.5	12	1.1
	Other	4.70	68	6.4	73	6.9
	None	13.40	121	11.4	127	11.9
	Don't know/refused		22	2.1	18	1.7
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	559	52.7	619	58.4
	Widowed	5.90	136	12.8	82	7.8
	Divorced	10.20	136	12.8	102	9.6
	Separated	1.10	15	1.4	19	1.8
	Never Married	30.40	203	19.2	225	21.2
	Don't know/refused		11	1.0	13	1.3

Sample Disposition Details

Interview (Cateogry 1)	Total	
Completes (1.100)	1060	
Partial Completes (1.200)	0	
Eligible, Non-Interview (Category 2)		
Refusal (2.100)	2293	
Never available (2.210)	17	
Physically or mentally unable/incompetent (2.320)	32	
Language (2.330)	162	
Miscellaneous (2.360)	49	
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)	0	
Always busy (3.120)	1810	
No answer (3.130)	6658	
Telephone answering device (don't know if housing unit) (3.140)	3847	
Telecommunication technological barriers, e.g., call blocking (3.150)	0	
Not Eligible (Category 4)		
Out of sample (4.100)	342	
Fax/data line (4.100)	229	
Non-working/disconnected number (4.300)	7807	
Number changed (4.410)	928	
Pagers(4.440)	0	
Business, government office, other organization (4.510)	701	
No eligible respondent (4.700)	152	
Quota filled (4.800)	131	

	Formula	Rate
Completes	I (1.0/1.1)	1060
Partial Completes	P (1.2)	0
Refusals	R (2.1)	2293
Non-Contact	NC (2.2)	17
Other	O (2.3)	243
Unknown Household	UH (3.1)	12315
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	10290

	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	(I+P+R+NC+O)/((I+P+R+NC+O)+NE)	0.1378
Response Rate 1	I/((I+P)+(R+NC+O)+(UH+UO))	0.0666
Response Rate 2	((I+P)/((I+P)+(R+NC+O)+(UH+UO))	0.0666
Response Rate 3	I/((I+P)+(R+NC+O)+e(UH+UO))	0.2934
Response Rate 4	(I+P)/((I+P)+(R+NC+O)+e(UH+UO))	0.2934
Cooperation Rate 1	I/((I+P)+R+O)	0.2948
Cooperation Rate 2	(I+P)/((I+P)+R+O)	0.2948
Cooperation Rate 3	I/((I+P)+R)	0.3161
Cooperation Rate 4	(I+P)/((I+P)+R)	0.3161
Refusal Rate 1	R/((I+P)+(R+NC+O) + UH + UO)	0.1440
Refusal Rate 2	R/((I+P)+(R+NC+O) + e(UH + UO))	0.4318
Refusal Rate 3	R/((I+P)+(R+NC+O))	0.6346
Contact Rate 1	((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))	0.2258
Contact Rate 2	((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))	0.6772