



## Methodology

### Marquette Law School Poll, May 2013

The Marquette Law School Poll was conducted May 6-9, 2013. A total of 717 Wisconsin registered voters were interviewed by a combination of landline and cell phone using random digit dialing (RDD). Interviews were completed with 557 (78%) landline respondents and 160 (22%) 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 717 respondents is +/- 3.7 percentage points. For subgroups with smaller sample sizes the margin of error is larger. The sample of Republicans and independents who lean to the Republican party is 302 respondents, with a margin of error of +/-5.8 percentage points. The sample of Democrats and independents who lean to the Democratic party is 333 respondents with a margin of error of +/-5.5 percentage points.

### 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 and sex 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 and sex. 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		Weighted	
		%	N	%	N	%
QS2	Male	47.65	357	49.8	342	47.6
	Female	52.35	360	50.2	375	52.4
Age4	18-29	16.45	42	5.9	118	16.5
	30-44	23.73	98	13.7	170	23.7
	45-59	30.75	234	32.6	217	30.3
	60+	29.07	339	47.3	208	29.1
	Don't know/refused		4	0.6	3	0.4
Race3	White	93.35	636	88.7	609	84.9
	Black	4.30	38	5.3	61	8.5
	Other	2.35	33	4.6	38	5.2
	Don't know/refused		10	1.4	10	1.4
Hispanic	Hispanic	2.15	16	2.2	21	2.9
	Hispanic No	97.85	697	97.2	692	96.6
	Don't know/refused		4	0.6	4	0.5
Ed5	Less than high school	4.76	21	2.9	34	4.8
	High school grad	30.12	187	26.1	215	29.9
	Some college, no degree	20.35	126	17.6	146	20.4
	Associate degree	12.45	93	13.0	89	12.4
	Bachelors or more	32.32	288	40.2	232	32.3
	Don't know/refused		2	0.3	1	0.2
Region		Registered Voters				
	City of Milwaukee	9.68	86	12.0	113	15.7
	Rest of Milwaukee DMA	30.78	204	28.5	184	25.6
	Madison DMA	17.87	124	17.3	116	16.1
	Green Bay-Appleton DMA	18.67	153	21.3	150	21.0
	Rest of Wisconsin	23.00	150	20.9	154	21.5

**Sample Demographics (continued)**

		CPS Value %	Unweighted		Weighted	
			N	%	N	%
Cell QF22	Cell households	28.60	160	22.3	208	29.1
	Landline households	71.40	557	77.7	509	70.9
PID3_wlean	Republican	40.00	306	42.7	302	42.1
	Democrat	45.00	325	45.3	333	46.4
	Independent	15.00	66	9.2	106	8.8
	Don't know/refused		20	2.8	12	2.7
Religion religionrecode	Protestant/Christian	49.30	332	46.3	316	44.1
	Catholic	32.20	233	32.5	230	32.1
	Jewish	0.40	6	0.8	4	0.6
	Other	4.70	30	4.2	35	4.9
	None	13.40	86	12.0	100	14.0
	Don't know/refused		30	4.2	31	4.3
Marital Status QF5	Married	52.40	446	62.2	404	56.3
	Widowed	5.90	80	11.2	60	8.4
	Divorced	10.20	78	10.9	71	9.9
	Separated	1.10	7	1.0	6	0.9
	Never Married	30.40	96	13.4	164	22.9
	Don't know/refused		10	1.4	11	1.5

## Sample Disposition Details

<b>Interview (Category 1)</b>		<b>Total</b>
Completes (1.100)		717
Partial Completes (1.200)		0
<b>Eligible, Non-Interview (Category 2)</b>		
Refusal (2.100)		3094
Never available (2.210)		10
Physically or mentally unable/incompetent (2.320)		35
Language (2.330)		63
Miscellaneous (2.360)		171
<b>Unknown Eligibility, Non-Interview (Category 3)</b>		
Not attempted or worked (3.110)		0
Always busy (3.120)		0
No answer (3.130)		10267
Telephone answering device (don't know if housing unit) (3.140)		1064
Telecommunication technological barriers, e.g., call blocking (3.150)		0
<b>Not Eligible (Category 4)</b>		
Out of sample (4.100)		0
Fax/data line (4.100)		758
Non-working/disconnected number (4.300)		1621
Number changed (4.410)		2611
Pagers(4.440)		0
Business, government office, other organization (4.510)		535
No eligible respondent (4.700)		6
Quota filled (4.800)		3
Completes	I (1.0/1.1)	717
Partial Completes	P (1.2)	0
Refusals	R (2.1)	3094
Non-Contact	NC (2.2)	10
Other	O (2.3)	269
Unknown Household	UH (3.1)	11331
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	5534
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	$(I+P+R+NC+O)/((I+P+R+NC+O)+NE)$	0.425
Response Rate 1	$I/((I+P)+(R+NC+O)+(UH+UO))$	0.046
Response Rate 2	$((I+P)/((I+P)+(R+NC+O)+(UH+UO))$	0.046
Response Rate 3	$I/((I+P)+(R+NC+O)+e(UH+UO))$	0.081
Response Rate 4	$(I+P)/((I+P)+(R+NC+O)+e(UH+UO))$	0.081
Cooperation Rate 1	$I/((I+P)+R+O)$	0.176
Cooperation Rate 2	$(I+P)/((I+P)+R+O)$	0.176
Cooperation Rate 3	$I/((I+P)+R)$	0.188
Cooperation Rate 4	$(I+P)/((I+P)+R)$	0.188
Refusal Rate 1	$R/((I+P)+(R+NC+O) + UH + UO)$	0.201
Refusal Rate 2	$R/((I+P)+(R+NC+O) + e(UH + UO))$	0.347
Refusal Rate 3	$R/((I+P)+(R+NC+O))$	0.756
Contact Rate 1	$((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))$	0.265
Contact Rate 2	$((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))$	0.459