Methodology
Marquette Law School Poll, August 16-19, 2012

The Marquette Law School Poll was conducted August 16-19, 2012. A total of 706 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 501 (71%) landline respondents and 205 (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 706 respondents is +/- 3.8 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 576 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 4.2 percentage points. Likely voters are any voters who indicated they were "absolutely certain to vote" in the particular 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 and sex were determined by combining the 2008 and 2010 Current Population Surveys conducted by the U.S. Census in Wisconsin. A "raking" procedure was used to simultaneously balance the weights so that the sample distribution closely approximates the known population distributions for age and sex. Other demographic characteristics including education, race, Hispanic origin, marital status, and region were sufficiently close to the population values that only age and sex 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 %	Unweighted N	%	Weighted N	%
QS2	Male	47.65	371	52.55	336	47.59
	Female	52.35	335	47.45	370	52.41
	Don't know/refused		0	0.00	0	0.00
	Total	100.00	706	100.00	706	100.00
Age4	18-29	16.45	47	6.66	116	16.43
	30-44	23.73	90	12.75	108	15.30
	45-59	30.75	201	28.47	243	34.42
	60+	29.07	341	48.30	205	29.04
	Don't know/refused		27	3.82	34	4.82
	Total	100.00	706	100.00	706	100.00
Race3	White	93.35	601	85.13	576	81.59
	Black	4.30	36	5.10	46	6.52
	Other	2.35	32	4.53	41	5.81
	Don't know/refused		37	5.24	43	6.09
	Total	100.00	706	100.00	706	100.00
Hispanic	Hispanic	2.15	31	4.39	34	4.82
	Hispanic No	97.85	645	91.36	635	89.94
	Don't know/refused		30	4.25	37	5.24
	Total	100.00	706	100.00	706	100.00
Ed5	Less than high school	4.76	20	2.83	17	2.40
	High school grad	30.12	168	23.80	151	21.36
	Some college, no degree	20.35	114	16.15	116	16.41
	Associate degree	12.45	79	11.19	85	12.02
	Bachelors or more	32.32	299	42.35	304	43.00
	Don't know/refused		26	3.68	34	4.81
	Total	100.00	706	100.00	707	100.00
Region		Claritas Estimate				
	City of Milwaukee	11.00	91	12.89	102	14.43
	Rest of Milwaukee DMA	30.00	232	32.86	227	32.11
	Madison DMA	17.00	128	18.13	129	18.25
	Green Bay-Appleton DMA	20.00	140	19.83	131	18.53
	Rest of Wisconsin	23.00	115	16.29	118	16.69
	Total	101.00	706	100	707	100

Sample Demographics (continued)

		CPS Value	Unweighted		Weighted	
		%	N	%	N	%
Cell QF22		National Center for Health Statistics Cell Only Estimate				
	Cell only households	28.60	170	24.08	205	29.04
	Landline households	71.40	536	75.92	501	70.96
	Total	100.00	706	100.00	706	100.00
PID3_wlean		Gallup Estimate (Adult Samples) Jan-June 2011				
	Republican	40.00	324	45.89	307	43.48
	Democrat	45.00	303	42.92	309	43.77
	Independent	15.00	74	10.48	84	11.90
	Don't know/refused		5	0.71	6	0.85
	Total	100.00	706	100.00	706	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan-June 2009				
	Protestant/Christian	49.30	324	45.89	312	44.26
	Catholic	32.20	246	34.84	234	33.19
	Jewish	0.40	5	0.71	4	0.57
	Other	4.70	25	3.54	25	3.55
	None	13.40	66	9.35	82	11.63
	Don't know/refused		40	5.67	48	6.81
	Total	100.00	706	100.00	705	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	417	59.07	380	53.67
	Widowed	5.90	68	9.63	52	7.34
	Divorced	10.20	86	12.18	77	10.88
	Separated	1.10	19	2.69	21	2.97
	Never Married	30.40	86	12.18	139	19.63
	Don't know/refused		30	4.25	39	5.51
	Total	100.00	706	100.00	708	100.00

Marquette Law School Poll
Sample Disposition Details

Interview (Category 1)	Total	
Completes (1.100)	706	
Partial Completes (1.200)	0	
Eligible, Non-Interview (Category 2)		
Refusal (2.100)	618	
Never available (2.210)	1375	
Physically or mentally unable/incompetent (2.320)	13	
Language (2.330)	61	
Miscellaneous (2.360)	17	
Unknown Eligibility, Non-Interview (Category 3)		
Not attempted or worked (3.110)	8041	
Always busy (3.120)	1651	
No answer (3.130)	4096	
Telephone answering device (don't know if housing unit) (3.140)	66	
Telecommunication technological barriers, e.g., call blocking (3.150)	0	
Not Eligible (Category 4)		
Out of sample (4.100)	182	
Fax/data line (4.100)	559	
Non-working/disconnected number (4.300)	3347	
Number changed (4.410)	1316	
Pagers(4.440)	0	
Business, government office, other organization (4.510)	470	
No eligible respondent (4.700)	20	
Quota filled (4.800)	26	
Completes	I (1.0/1.1)	706
Partial Completes	P (1.2)	0
Refusals	R (2.1)	618
Non-Contact	NC (2.2)	1375
Other	O (2.3)	91
Unknown Household	UH (3.1)	5813
Unknown Other	UO (3.2, 3.9)	0
Not Eligible	NE (4.0)	5920
	Formula	Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	(I+P+R+NC+O)/((I+P+R+NC+O)+NE)	0.320
Response Rate 1	I/((I+P)+(R+NC+O)+(UH+UO))	0.082
Response Rate 2	((I+P)/((I+P)+(R+NC+O)+(UH+UO))	0.082
Response Rate 3	I/((I+P)+(R+NC+O)+e(UH+UO))	0.152
Response Rate 4	(I+P)/((I+P)+(R+NC+O)+e(UH+UO))	0.152
Cooperation Rate 1	I/((I+P)+R+O)	0.499
Cooperation Rate 2	(I+P)/((I+P)+R+O)	0.499
Cooperation Rate 3	I/((I+P)+R)	0.533
Cooperation Rate 4	(I+P)/((I+P)+R)	0.533
Refusal Rate 1	R/((I+P)+(R+NC+O) + UH + UO)	0.072
Refusal Rate 2	R/((I+P)+(R+NC+O) + e(UH + UO))	0.133
Refusal Rate 3	R/((I+P)+(R+NC+O))	0.222
Contact Rate 1	((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))	0.164
Contact Rate 2	((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))	0.432