Methodology
Marquette Law School Poll, September 13-16, 2012

The Marquette Law School Poll was conducted September 13-16, 2012. A total of 705 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 490 (70%) landline respondents and 215 (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 705 respondents is +/- 3.8 percentage points. For subgroups with smaller sample sizes the margin of error is larger. For the 601 respondents who are likely to vote in the presidential election in November, the margin of error is +/- 4.1 percentage points. Likely voters are any voters who indicated they were "absolutely certain to vote" 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 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	329	46.67	335	47.52
	Female	52.35	376	53.33	370	52.48
	Don't know/refused			0.00		0.00
	Total	100.00	705	100.00	705	100.00
Age4	18-29	16.45	56	7.94	116	16.45
	30-44	23.73	113	16.03	129	18.30
	45-59	30.75	215	30.50	246	34.89
	60+	29.07	313	44.40	205	29.08
	Don't know/refused		8	1.13	9	1.28
	Total	100.00	705	100.00	705	100.00
Race3	White	93.35	617	87.52	604	85.67
	Black	4.30	36	5.11	42	5.96
	Other	2.35	43	6.10	50	7.09
	Don't know/refused		9	1.28	9	1.28
	Total	100.00	705	100.00	705	100.00
Hispanic	Hispanic	2.15	22	3.16	30	4.26
	Hispanic No	97.85	675	96.84	668	94.75
	Don't know/refused			0.00	7	0.99
	Total	100.00	697	100.00	705	100.00
Ed5	Less than high school	4.76	34	4.82	37	5.25
	High school grad	30.12	151	21.42	147	20.85
	Some college, no degree	20.35	110	15.60	109	15.46
	Associate degree	12.45	96	13.62	98	13.90
	Bachelors or more	32.32	307	43.55	307	43.55
	Don't know/refused		7	0.99	7	0.99
	Total	100.00	705	100.00	705	100.00
Region		Claritas Estimate				
	City of Milwaukee	11.00	83	11.77	94	13.31
	Rest of Milwaukee DMA	30.00	222	31.49	213	30.17
	Madison DMA	17.00	115	16.31	122	17.28
	Green Bay-Appleton DMA	20.00	135	19.15	131	18.56
	Rest of Wisconsin	23.00	150	21.28	146	20.68
	Total	101.00	705	100	706	100

Sample Demographics (continued)

		CPS Value %	Unweighted N	%	Weighted N	%
Cell		National Center for Health Statistics Cell Only Estimate				
QF22	Cell only households	28.60	172	24.40	215	30.50
	Landline households	71.40	533	75.60	490	69.50
	Total	100.00	705	100.00	705	100.00
PID3_wlean		Gallup Estimate (Adult Samples) Jan-June 2011				
	Republican	40.00	289	40.99	282	40.00
	Democrat	45.00	349	49.50	362	51.35
	Independent	15.00	62	8.79	56	7.94
	Don't know/refused		5	0.71	5	0.71
	Total	100.00	705	100.00	705	100.00
Religion religionrecode		Gallup Estimate (Adult Samples) Jan-June 2009				
	Protestant/Christian	49.30	330	46.81	322	45.67
	Catholic	32.20	230	32.62	222	31.49
	Jewish	0.40	6	0.85	5	0.71
	Other	4.70	46	6.52	51	7.23
	None	13.40	77	10.92	90	12.77
	Don't know/refused		16	2.27	15	2.13
	Total	100.00	705	100.00	705	100.00
Marital Status QF5		Census ACS Adult Population				
	Married	52.40	431	61.13	411	58.22
	Widowed	5.90	74	10.50	52	7.37
	Divorced	10.20	81	11.49	75	10.62
	Separated	1.10	6	0.85	6	0.85
	Never Married	30.40	107	15.18	156	22.10
	Don't know/refused		6	0.85	6	0.85
	Total	100.00	705	100.00	706	100.00

Marquette Law School Poll
Sample Disposition Details

Interview (Category 1)		Total	
Completes (1.100)		705	
Partial Completes (1.200)		0	
Eligible, Non-Interview (Category 2)			
Refusal (2.100)		916	
Never available (2.210)		2218	
Physically or mentally unable/incompetent (2.320)		22	
Language (2.330)		56	
Miscellaneous (2.360)		55	
Unknown Eligibility, Non-Interview (Category 3)			
Not attempted or worked (3.110)		10974	
Always busy (3.120)		3568	
No answer (3.130)		3479	
Telephone answering device (don't know if housing unit) (3.140)		432	
Telecommunication technological barriers, e.g., call blocking (3.150)		0	
Not Eligible (Category 4)			
Out of sample (4.100)		151	
Fax/data line (4.100)		601	
Non-working/disconnected number (4.300)		4181	
Number changed (4.410)		1262	
Pagers(4.440)		0	
Business, government office, other organization (4.510)		533	
No eligible respondent (4.700)		50	
Quota filled (4.800)		82	
Completes	I (1.0/1.1)	705	
Partial Completes	P (1.2)	0	
Refusals	R (2.1)	916	
Non-Contact	NC (2.2)	2218	
Other	O (2.3)	133	
Unknown Household	UH (3.1)	7479	
Unknown Other	UO (3.2, 3.9)	0	
Not Eligible	NE (4.0)	6860	
	Formula		Rate
e = Estimated proportion of cases of unknown eligibility that are eligible	(I+P+R+NC+O)/((I+P+R+NC+O)+NE)		0.367
Response Rate 1	I/((I+P)+(R+NC+O)+(UH+UO))		0.062
Response Rate 2	((I+P)/((I+P)+(R+NC+O)+(UH+UO))		0.062
Response Rate 3	I/((I+P)+(R+NC+O)+e(UH+UO))		0.105
Response Rate 4	(I+P)/((I+P)+(R+NC+O)+e(UH+UO))		0.105
Cooperation Rate 1	I/((I+P)+R+O)		0.402
Cooperation Rate 2	(I+P)/((I+P)+R+O)		0.402
Cooperation Rate 3	I/((I+P)+R)		0.435
Cooperation Rate 4	(I+P)/((I+P)+R)		0.435
Refusal Rate 1	R/((I+P)+(R+NC+O) + UH + UO)		0.080
Refusal Rate 2	R/((I+P)+(R+NC+O) + e(UH + UO))		0.136
Refusal Rate 3	R/((I+P)+(R+NC+O))		0.231
Contact Rate 1	((I+P)+R+O)/((I+P)+R+O+NC+(UH + UO))		0.153
Contact Rate 2	((I+P)+R+O)/((I+P)+R+O+NC+e(UH+UO))		0.390