



**TO: LET AMERICA WORK SUPPORTERS**  
**FROM: CURT ANDERSON**  
**RE: MARQUETTE UNIVERSITY POLL**  
**DATE: FEBRUARY 1, 2016**

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The recent MU poll is bogus, the race remains tied.

As the leader of Ron Johnson's race in 2010, we had to deal with misleading and inaccurate polling several times, and this recent Marquette poll is no different.

We conducted a poll late last fall, when MU polling showed a big lead for Feingold, and we found that the Senate race is a tossup, and it remains a tossup today. [Click here to view the press release.](#)

Of course, Marquette will contend that they are correct based on their past track record, but even that is inaccurate. For instance, in August of 2012, they showed Tommy Thompson with a double digit lead over Senator Baldwin. I had a poll at the exact same time which showed the race to be a tie.

I understand completely that most reporters will disregard our complaints about the Marquette poll, and will chalk them up to partisanship.

But I will make this point for reporters -- we only stay in business if we are accurate, media polls have no such problem. I've been working on campaigns in Wisconsin for many years, for Johnson, for the RGA in the Walker recall, for congressman Ribble, and others. This race is currently tied, of that much I can assure you.

So, for those interested in the truth, here it is –

The Marquette methodology is unsound, for the following reasons:

### **They interviewed the wrong people**

- Instead of interviewing “likely voters” they chose to interview “registered voters.” This always leads to inaccurate results.
- Instead of calling a list of voters, they chose to call from a list of all adults in the state. This usually leads to inaccurate results.
- Even odder, they allow respondents to be in the survey if they simply said that they plan to register to vote. (I plan to lose weight). This is just plain strange.

### **They manipulated the data**

- From looking at their data, it is obvious that they made significant adjustments to it. In other words, they are not actually reporting the results of their poll. They are reporting the results of their poll AFTER they weighted the data to fit their own view of what makes sense. This always leads to inaccurate results.
- It looks like they manipulated four categories before releasing the data – age, gender, education, and geography. This always leads to inaccurate results.
- Not to get geeky here, but some of the manipulation is really whacky -- they decided to double the results of 18-29 year olds in their survey, and tried to make their sample reflect census data, which has nothing to do with voter turnout here on planet earth.
- One of the most egregious and obvious errors is that they chose to value Republicans at only 25% of the state. This is silly from a data perspective, but it's all just goofy to the naked eye. Republicans hold a majority of the state senate, state house, congressional delegation, and statewide offices in Wisconsin. Any accurate statewide poll in Wisconsin will show Republicans 31-36%.

I would go on, but I seriously doubt anyone has read this far.

One final fun fact that shows how unserious this MU poll is – in the Presidential race they show Bernie Sanders leading Marco Rubio 49%-38%. This is, um, not serious.

With your continued support, we will win this race. Before Ron showed up 6 years ago, Feingold had won 8 straight elections. But we have his number, and there is simply no appetite to send Russ back to Washington, or for the weak-kneed liberalism he is selling.

Please call me directly if you have any questions: 1-410-295-9710.