

Nature of the Sample: 806 Wisconsin Registered Voters

This survey of 806 Wisconsin registered voters was conducted on September 26th through September 28th. Registered voters were interviewed by telephone in proportion to the voter turnout in statewide elections in each county. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. In an effort to increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The land-line and cell phone samples were then combined. Results are statistically significant within ± 3.5 percentage points. There are 503 likely voters. The results for this subset are statistically significant within ± 4.5 percentage points. The error margin increases for cross-tabulations.