

How the Survey was Conducted

Nature of the Sample: Wisconsin Poll of 3,020 Adults

This survey of 3,020 adults was conducted on March 26th and March 27th, 2012. Adults 18 years of age and older residing in the state of Wisconsin were interviewed by telephone. 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. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results for adults are statistically significant within ± 1.8 percentage points. There are 2,792 registered voters. The results for this subset are statistically significant within ± 1.9 percentage points. There are 1,164 potential Republican primary voters, that is, voters who identify as Republicans, Republican leaning independents, and those who plan to vote in the Wisconsin Republican Presidential Primary. The results for this subset are statistically significant within ± 2.9 percentage points. There are 740 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the 2012 Wisconsin Republican Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.6 percentage points. The error margin increases for cross-tabulations.