

Table 1-1
Summary of Key Data

BANNER 2

	BALLOT								IMPORTANT PROBLEMS						CANDIDATE IMAGE								
	TOTAL (A)	DEF CAND (B)	PROB CAND (C)	TOTAL CAND (D)	LEAN/UND (E)	TOTAL OPP (F)	PROB OPP (G)	DEF CAND (H)	HEALTH (I)	ECON (J)	OTHER (K)	GRWTH (L)	GOV'T (M)	TAXES (N)	TOTAL HEARD OF (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)						
BASE=TOTAL SAMPLE	400	107	52	159	67	165	55	111	100	82	65	54	31	14	318	92	154	260	38	134	321		
BALLOT (D/S)	-6	107	52	159	-	-165	-55	-111	-16	-20	9	-	-2	7	5	-71							
	-2%	100%	100%	100%	-	-100%	-100%	-100%	-16%	-25%	13%	-	-8%	47%	2%	-77%							
		EFGH	EFGH	EFGH	FGH	BCDE	BCDE	BCDE	Ln	IJLM	IJ		J	IJKLM	P								
TOTAL CANDIDATE	159	107	52	159	-	-	-	-	35	23	30	21	10	10	137	5	137	5	137	5	137	5	
	40%	100%	100%	100%	-	-	-	-	35%	28%	46%	39%	33%	67%	43%	6%	43%	6%	43%	6%	43%	6%	
		EFGH	EFGH	EFGH						J				IJLM	P								
TOTAL OPPONENT	165	-	-	-	-	165	55	111	51	43	22	21	13	3	131	77	131	77	131	77	131	77	
	41%	-	-	-	-	100%	100%	100%	51%	52%	33%	39%	41%	21%	41%	83%	41%	83%	41%	83%	41%	83%	
						BCDE	BCDE	BCDE	KN	KN					Q	OQ							
UNDECIDED	67	-	-	-	67	-	-	-	12	13	13	11	7	2	44	7	44	7	44	7	44	7	
	17%	-	-	-	100%	-	-	-	12%	16%	20%	21%	21%	12%	14%	8%	14%	8%	14%	8%	14%	8%	
					BCDFG																		
					H																		
CANDIDATE IMAGE (D/S)	-62	-77	-25	-102	-11	50	-	49	-3	-8	-5	-19	-1	-5	-62	92	-154	-47	-26	16	-73		
	-15%	-72%	-49%	-64%	-16%	30%	1%	44%	-3%	-9%	-8%	-35%	-2%	-36%	-19%	100%	-100%	-16%	-66%	11%	-18%		
					BCD	BCDEG	BCDE	BCDEF	Ln	L	L		Ln	Q	OQ			S		RS			
								G															
TOTAL HEARD OF	318	90	46	137	44	131	44	88	81	68	46	42	26	10	318	92	154	260	38	134	321		
	80%	85%	89%	86%	65%	79%	80%	79%	81%	83%	71%	79%	84%	70%	100%	100%	100%	90%	97%	91%	80%		
		E	Ef	E		E	e	e	k	k									R				
TOTAL FAVORABLE	92	1	4	5	7	77	17	59	32	21	15	8	8	2	92	92	-	83	4	64	87		
	23%	1%	8%	3%	11%	46%	32%	54%	32%	26%	23%	15%	26%	14%	29%	100%	-	29%	11%	44%	22%		
			b		Bd	BCDEg	BCDE	BCDEG	Ln					Q	OQ			S		RS			
TOTAL UNFAVORABLE	154	78	30	107	18	27	17	10	35	29	20	27	9	7	154	-	154	130	30	48	160		
	39%	73%	56%	68%	27%	16%	31%	9%	35%	35%	31%	50%	29%	50%	48%	-	100%	45%	76%	33%	40%		
		CEFGH	EFGH	EFGH	fH		fH				ijKM			P			OP	T	RT				
OPPONENT IMAGE (D/S)	-107	18	-12	6	-7	-107	-29	-79	-37	-29	-7	-6	-10	-5	-96	-60	-18	-107	40	-147	-106		
	-27%	17%	-22%	4%	-11%	-65%	-52%	-71%	-37%	-35%	-11%	-12%	-32%	-35%	-30%	-65%	-12%	-37%	100%	-100%	-26%		
		CDEFG	FGH	CEFGH	FGH				IJm	IJ				P		OP	OP	T	RT				
		H																					
TOTAL HEARD OF	290	81	34	115	33	135	44	91	75	62	40	37	24	11	260	83	130	290	40	147	288		
	72%	76%	65%	72%	50%	82%	81%	82%	75%	75%	61%	69%	78%	73%	82%	90%	84%	100%	100%	100%	72%		
		E		E		CDE	cE	CdE	k	k			k		O								
TOTAL FAVORABLE	40	30	3	34	3	1	-	1	8	5	11	7	2	1	38	4	30	40	40	-	39		
	10%	29%	6%	21%	5%	-	-	1%	8%	6%	17%	13%	6%	5%	12%	5%	20%	14%	100%	-	10%		
		CEFGH	fg	CEFGH	g						iJmm			P		OP	T	RT					
TOTAL UNFAVORABLE	147	13	15	28	10	108	29	79	45	34	18	13	12	6	134	64	48	147	-	147	145		
	37%	12%	28%	17%	16%	65%	52%	72%	45%	41%	28%	24%	38%	40%	42%	70%	31%	51%	-	100%	36%		
			Be			BCDE	BCDE	BCDEG	KL	L				Q	OQ		S		RS				

Significance Testing:
Significance Z-testing and T-testing can be included on each banner, as show here in letter-column format.

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J/K/L/M/N O/P/Q R/S/T U
D A T A W I S E

Table 9-1
 QUESTION 5:
 Now I am going to read you several statements about the opponent. After I read each one, please rate each statement on a scale of one to five where five is you agree with this statement and one is you disagree with this statement.

Statement A

BANNER 1

	BALLOT								IMPORTANT PROBLEMS						CANDIDATE IMAGE			OPPONENT IMAGE			DATA
	TOTAL	DEF CAND	PROB CAND	TOTAL CAND	LEAN/UND	TOTAL OPP	PROB OPP	DEF CAND	HEALTH	ECON	OTHER	GRWTH	GOV'T	TAXES	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV	UNWGT
BASE=TOTAL SAMPLE	400 100%	107 27%	52 13%	159 40%	67 17%	165 41%	55 14%	111 28%	100 25%	82 21%	65 16%	54 13%	31 8%	14 4%	318 80%	92 23%	154 39%	290 72%	40 10%	147 37%	400 100%
**D/S (AGREE - DISAGREE)	81 20%	81 76%	31 59%	112 70%	13 19%	-46 -28%	-16 -28%	-30 -27%	17 17%	1 1%	24 36%	3 6%	4 14%	9 63%	72 23%	-8 -9%	67 43%	57 20%	30 76%	9 6%	84 21%
TOTAL AGREE (4-5)	211 53%	88 83%	36 68%	124 78%	31 47%	52 31%	17 32%	34 31%	52 52%	35 43%	41 62%	25 46%	15 48%	11 79%	173 54%	38 41%	97 63%	154 53%	33 83%	68 46%	212 53%
5	67 17%	5 4%	7 13%	11	12	40	12	28	22	12	10	9	4	1	55 17%	28 30%	13 9%	55 19%	3 7%	39 26%	64 16%
4	144 36%	84 78%	29 55%								31 47%	16 30%	10 34%	11 75%	117 37%	10 11%	84 54%	99 34%	30 76%	29 20%	148 37%
3	48 12%	10 9%	12 23%								7 11%	5 9%	4 11%	1 5%	37 12%	5 5%	24 16%	32 11%	4 10%	16 11%	50 13%
2	39 10%	3 3%	2 4%								5 7%	6 12%	4 14%	2 16%	33 10%	10 11%	12 8%	29 10%	1 3%	15 10%	40 10%
1	91 23%	4 4%	3 5%								12 19%	15 28%	6 20%	-	68 21%	36 39%	18 12%	69 24%	2 4%	44 30%	88 22%
TOTAL DISAGREE (1-2)	130 33%	7 7%	5 9%								17 26%	22 40%	11 34%	2 16%	101 32%	47 50%	30 20%	98 34%	3 7%	59 40%	128 32%
DON'T KNOW/REFUSED	10 3%	2 1%	-								-	2 4%	2 7%	-	8 3%	3 3%	3 2%	6 2%	-	4 3%	10 3%
MEAN	3.1	3.8	3.7								3.3	2.9	3.1	3.7	3.2	2.8	3.4	3.2	3.8	3.0	3.2
MEDIAN	4.0	4.0	4.0								4.0	3.0	4.0	4.0	4.0	2.0	4.0	4.0	4.0	3.0	4.0
MODE	4.0	4.0	4.0								4.0	4.0	4.0	4.0	4.0	1.0	4.0	4.0	4.0	1.0	4.0

Mean, Median, Mode:
 Mean, median, mode, or other statistical functions can be added easily on request.

Other statistical functions are:
 - Standard Deviation
 - Standard Error
 - Variance

