



- 1) Public Policy Polling both sponsored these polls and conducted them using our IVR system. There was not a paying client involved.
- 2) I am including the full results of all four of these surveys, which includes full question wording in the order the questions were asked, topline results, and crosstabs by race, age, gender, party, and top issues for respondents. PPP is proud to be one of the few public pollsters that makes all of this information available on our website free of charge for use by the public.
- 3) In South Carolina the population under study was folks who voted in one of three primary elections- the 2004 Presidential Preference Primary, the 2004 state primary, or the 2006 state primary. In Wisconsin the population under study was folks who voted in the 2004 primary, 2006 primary, or 2006 general election (we broadened our sampling frame based on record turnout through Super Tuesday.)
- 4) Respondents were chosen through an RBS sample provided by Arisotle, Inc. Voters who met the criteria outlined in #3 were randomly chosen to be called for the surveys. No cell phones were called.
- 5) For the South Carolina Republican survey 15,000 likely votes were called and 808 responded in full. For the South Carolina Democratic survey 15,000 likely voters were called and 788 responded in full. For the Wisconsin survey 30,000 likely voters were called and 1,411 Democratic primary voters and 701 Republican primary voters responded in full. Weighting by random deletion to achieve appropriate demographic balance left 772 respondents to the South Carolina Republican survey, 595 respondents to the South Carolina Democratic survey, 822 respondents to the Wisconsin Democratic survey, and 654 respondents to the Wisconsin Republican survey. Most of our 'screening' is done by the voting history based sampling process. We ask folks who answer the phone to hang up if they do not intend to vote in the primary that we are calling about.
- 6) The margins of error for the South Carolina Republican, South Carolina Democratic, Wisconsin Democratic, and Wisconsin Republican surveys were +/- 3.5, +/- 4.0, +/- 3.4, and +/- 3.8% respectively. The South Carolina Republican survey was statistically weighted for gender. The South Carolina Democratic survey was weighted for gender using random deletion and statistically weighted for race. The Wisconsin Democratic survey was weighted for gender and age using random deletion and statistically weighted for race. The Wisconsin Republican survey was weighted for age using random deletion and statistically weighted for gender.

OCT 10 2006





Public Policy Polling

- 7) N/A
- 8) All the surveys were conducted using IVR. The South Carolina Republican survey was conducted the evening of Wednesday, January 16th. The South Carolina Democratic survey was conducted the evening of Thursday, January 24th. All potential respondents were called three times. The Wisconsin surveys were conducted Saturday, February 16th and Sunday, February 17th. All potential respondents were called twelve times.

I am available by e-mail (tomj@publicpolicypolling.com) to answer any further queries as time permits.

Thanks,

Tom Jensen

