**Contingency Analysis of opinion By wording**

**Freq: count**

**Contingency Table**

<table>
<thead>
<tr>
<th>wording</th>
<th>opinion</th>
<th>favor</th>
<th>notfavor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Row %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>leading</td>
<td>403</td>
<td>182</td>
<td>585</td>
</tr>
<tr>
<td></td>
<td>68.89</td>
<td>31.11</td>
<td></td>
</tr>
<tr>
<td>neutral</td>
<td>463</td>
<td>152</td>
<td>615</td>
</tr>
<tr>
<td></td>
<td>75.28</td>
<td>24.72</td>
<td></td>
</tr>
<tr>
<td></td>
<td>866</td>
<td>334</td>
<td>1200</td>
</tr>
</tbody>
</table>

**Tests**

<table>
<thead>
<tr>
<th>Test</th>
<th>ChiSquare</th>
<th>Prob&gt;ChiSq</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood Ratio</td>
<td>6.109</td>
<td>0.0135 *</td>
</tr>
<tr>
<td>Pearson</td>
<td>6.105</td>
<td>0.0135 *</td>
</tr>
</tbody>
</table>

**Fisher’s Exact Test**

<table>
<thead>
<tr>
<th>Test</th>
<th>Prob</th>
<th>Alternative Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left</td>
<td>0.0080 *</td>
<td>Prob(opinion=notfavor) is greater for wording=leading than neutral</td>
</tr>
<tr>
<td>Right</td>
<td>0.9944</td>
<td>Prob(opinion=notfavor) is greater for wording=neutral than leading</td>
</tr>
<tr>
<td>2-Tail</td>
<td>0.0144 *</td>
<td>Prob(opinion=notfavor) is different across wording</td>
</tr>
</tbody>
</table>

**Two Sample Test for Proportions**

<table>
<thead>
<tr>
<th>Description</th>
<th>Proportion Difference</th>
<th>Lower 95%</th>
<th>Upper 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>P(favor</td>
<td>leading)-P(favor</td>
<td>neutral)</td>
<td>-0.06396</td>
</tr>
</tbody>
</table>

**Adjusted Wald Test**

<table>
<thead>
<tr>
<th>Prob</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>P(favor</td>
<td>leading)-P(favor</td>
</tr>
<tr>
<td>P(favor</td>
<td>leading)-P(favor</td>
</tr>
<tr>
<td>P(favor</td>
<td>leading)-P(favor</td>
</tr>
</tbody>
</table>

**Mosaic Plot**