

**Contingency Analysis of opinion By wording**

Freq: count

**Contingency Table**

|         |         | opinion |          |      |
|---------|---------|---------|----------|------|
| Count   |         | favor   | notfavor |      |
| Row %   |         |         |          |      |
| wording | leading | 403     | 182      | 585  |
|         |         | 68.89   | 31.11    |      |
| neutral | neutral | 463     | 152      | 615  |
|         |         | 75.28   | 24.72    |      |
|         |         | 866     | 334      | 1200 |

**Tests**

| N    | DF | -LogLike  | RSquare (U) |
|------|----|-----------|-------------|
| 1200 | 1  | 3.0542719 | 0.0043      |

| Test             | ChiSquare | Prob>ChiSq |
|------------------|-----------|------------|
| Likelihood Ratio | 6.109     | 0.0135 *   |
| Pearson          | 6.105     | 0.0135 *   |

**Fisher's**

| Exact Test | Prob     | Alternative Hypothesis   |
|------------|----------|--|
| Left       | 0.0080 * | Prob(opinion=notfavor) is greater for wording=leading than neutral |
| Right      | 0.9944   | Prob(opinion=notfavor) is greater for wording=neutral than leading |
| 2-Tail     | 0.0144 * | Prob(opinion=notfavor) is different across wording                 |

**Two Sample Test for Proportions**

| Description                       | Proportion |           |           |
|-----------------------------------|------------|-----------|-----------|
|                                   | Difference | Lower 95% | Upper 95% |
| P(favor leading)-P(favor neutral) | -0.06396   | -0.11443  | -0.01313  |

| Adjusted Wald Test                    | Prob     |
|---------------------------------------|----------|
| P(favor leading)-P(favor neutral) ≥ 0 | 0.9932   |
| P(favor leading)-P(favor neutral) ≤ 0 | 0.0068 * |
| P(favor leading)-P(favor neutral) = 0 | 0.0136 * |

**Mosaic Plot**

