

**SURVEY OF FLORIDA LIKELY PRESIDENTIAL PRIMARY  
VOTERS REGARDING TRAVEL AND TOURISM  
OCTOBER 24, 25, 27, 28, AND 29, 2007**

Hello, may I please speak with \_\_\_\_\_? Mr./Ms. \_\_\_\_\_, this is \_\_\_\_\_ with Ayres, McHenry & Associates, a public opinion research company. We're talking with people throughout the state today for just a few minutes about travel, tourism, and the presidential election. We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation (DO NOT PAUSE).

A. Our information indicates that you are registered to vote in Florida. Is that correct?

YES.....GO TO QUESTION B  
NO ..... THANK AND CLOSE

B. Are you absolutely certain, very likely, somewhat likely, or not too likely to vote in the presidential primary election on January 29th?

	<i>REP</i>	<i>DEM</i>
ABSOLUTELY CERTAIN.....	73%	72%
VERY LIKELY.....	27%	28%
SOMEWHAT LIKELY/NOT TOO LIKELY.....		THANK AND CLOSE
DON'T KNOW/NO OPINION.....		THANK AND CLOSE

C. In next year's presidential primary elections, are you likely to vote in the Republican primary, the Democratic primary, or neither one?

REPUBLICAN.....	1	GO TO Q. D
DEMOCRATIC.....	2	GO TO Q. D
NEITHER ONE.....	3	THANK AND CLOSE
REFUSED.....	4	THANK AND CLOSE

D. Does anyone in this household work for a radio station, a television station, a newspaper, an advertising agency, or a market research firm?

YES.....	1	THANK AND CLOSE
NO.....	2	GO TO Q. E
DON'T KNOW/NO OPINION/REFUSED.....	3	THANK AND CLOSE

E. And does anyone in this household work actively in politics for a political party or as a campaign worker?

YES.....	1	THANK AND CLOSE
NO.....	2	GO TO Q. 1
DON'T KNOW/NO OPINION/REFUSED.....	3	THANK AND CLOSE

Note: Percentages may not equal 100 percent due to rounding.

REP results are based on 300 likely Republican presidential primary voters; DEM results are based on 300 likely Democratic primary voters. Margin of error for each sample is plus-or-minus 5.66 percent.

## Importance of Travel

1. About how often do you or members of your immediate family travel more than fifty miles from home for business or pleasure: several times a month, about once a month, several times a year, about once a year, less than once a year, or almost never?

	<i>REP</i>	<i>DEM</i>
SEVERAL TIMES A MONTH.....	25%	23%
ABOUT ONCE A MONTH.....	19%	11%
SEVERAL TIMES A YEAR.....	41%	36%
ABOUT ONCE A YEAR.....	8%	19%
LESS THAN ONCE A YEAR.....	1%	1%
ALMOST NEVER.....	6%	9%
DON'T KNOW/NO OPINION.....	0%	1%

2. How important would you say travel is to your life and the life of your family: very important, somewhat important, or not too important?

	<i>REP</i>	<i>DEM</i>
VERY IMPORTANT.....	51%	50%
SOMEWHAT IMPORTANT.....	30%	32%
NOT TOO IMPORTANT.....	19%	17%
DON'T KNOW/NO OPINION.....	0%	2%

## Traveling by Air

3. How often do you travel by airplane: at least once a month, several times a year, about once a year, less than once a year, or never?

	<i>REP</i>	<i>DEM</i>
AT LEAST ONCE A MONTH.....	7%	5%
SEVERAL TIMES A YEAR.....	30%	30%
ONCE A YEAR.....	28%	24%
LESS THAN ONCE A YEAR.....	19%	20%
NEVER.....	16%	21%
DON'T KNOW/REFUSED.....	1%	1%

4. When you travel by airplane, about what proportion of your travel is for business: all, more than half, about half, less than half, or none?

	<i>REP</i>	<i>DEM</i>
ALL.....	6%	6%
MORE THAN HALF.....	12%	10%
ABOUT HALF.....	9%	10%
LESS THAN HALF.....	11%	12%
NONE.....	61%	62%
DON'T KNOW/REFUSED.....	0%	0%

Note: Results are based on 193 Republican primary voters and 176 Democratic primary voters who travel by airplane.

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5. In your opinion, what is the biggest government-related problem with air travel (ROTATE: flight delays, inefficient security screening procedures, rude treatment by security officials, or confusing restrictions on what is allowed through security)?

	<i>REP</i>	<i>DEM</i>
FLIGHT DELAYS .....	33%	34%
INEFFICIENT PROCEDURES .....	23%	20%
RUDE TREATMENT .....	4%	6%
CONFUSING RESTRICTIONS .....	14%	16%
DON'T KNOW/NO OPINION.....	25%	23%

6. In the current travel environment, are you more likely or less likely to travel by air than before nine eleven, or are you about as likely to travel by air?

IF MORE/LESS LIKELY, ASK: Would that be much more/less likely, or just somewhat more/less likely?

	<i>REP</i>	<i>DEM</i>
MUCH MORE LIKELY .....	4%	6%
SOMEWHAT MORE LIKELY .....	2%	8%
SOMEWHAT LESS LIKELY .....	5%	8%
MUCH LESS LIKELY .....	9%	12%
ABOUT AS LIKELY.....	75%	60%
DON'T KNOW/NO OPINION.....	5%	6%

### The Federal Government's Role In Air Travel

The federal government plays a large role in our country's air travel system. Two of the most important roles are conducting the security screening for airline passengers, and operating the air traffic control system. I have a few questions about the federal government's role in air travel.

7. Which of the following statements comes closer to your view about security screening at airports: (ROTATE)
- a) Long lines and wait times at airport security check points are the inevitable result of living in an age of terrorism where all passengers need to be thoroughly checked before boarding airplanes.
  - b) While thorough passenger screening in an age of terrorism is critically important, the long lines and wait times at airport security check points are made far worse by outdated technology and inefficient procedures.

	<i>REP</i>	<i>DEM</i>
LONG LINES INEVITABLE .....	52%	47%
OUTDATED TECHNOLOGY/INEFFICIENCY.....	36%	38%
DON'T KNOW/NO OPINION .....	12%	15%

8. Do you think it is possible or not possible to reduce wait times and still maintain the same level of security in airports?

	<i>REP</i>	<i>DEM</i>
POSSIBLE.....	68%	72%
NOT POSSIBLE.....	22%	17%
DON'T KNOW/NO OPINION .....	10%	12%

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9. There is a new system being planned to upgrade the technology for the air traffic control system by using G-P-S or satellite technology. Ideally, that system will improve safety and reduce flight delays and cancellations, but it is expensive. How important would you say it is to develop and implement that newer air traffic control system: very important, somewhat important, or not too important?

	<i>REP</i>	<i>DEM</i>
VERY IMPORTANT .....	61%	59%
SOMEWHAT IMPORTANT .....	26%	25%
NOT TOO IMPORTANT .....	8%	9%
DON'T KNOW/NO OPINION .....	5%	6%

10. Which of the following statements comes closer to your view about the federal government's role in air travel: (ROTATE)

- a) The federal government has done all it can reasonably do to create an efficient system to get airline passengers to their destination quickly and safely.
- b) The federal government could do far more to improve the efficiency of the system to get airline passengers to their destination quickly and safely.

	<i>REP</i>	<i>DEM</i>
FEDS DONE ALL THEY CAN DO.....	33%	26%
FEDS CAN DO FAR MORE .....	56%	66%
DON'T KNOW/NO OPINION .....	12%	8%

### **Importance of Travel and Tourism to the State's Economy**

11. How important would you say travel and tourism are to Florida's economy: very important, somewhat important, or not too important?

	<i>REP</i>	<i>DEM</i>
VERY IMPORTANT .....	88%	89%
SOMEWHAT IMPORTANT .....	9%	9%
NOT TOO IMPORTANT .....	3%	1%
DON'T KNOW/NO OPINION.....	1%	1%

12. If travel and tourism declined significantly in Florida, what effect do you think that would have on the state's economy: very negative, somewhat negative, or no real effect?

	<i>REP</i>	<i>DEM</i>
VERY NEGATIVE EFFECT.....	64%	62%
SOMEWHAT NEGATIVE EFFECT.....	28%	29%
NO REAL EFFECT.....	6%	4%
DON'T KNOW/NO OPINION.....	2%	4%

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## The Presidential Campaign

13. Based on what you have heard, would you say the candidates for President in 2008 have or have not adequately addressed issues surrounding travel and tourism?

	<i>REP</i>	<i>DEM</i>
HAVE ADDRESSED.....	8%	10%
HAVE NOT ADDRESSED .....	68%	67%
DON'T KNOW/NO OPINION .....	24%	23%

14. Would you be more likely or less likely to vote for a candidate for President who addresses travel and tourism issues?

	<i>REP</i>	<i>DEM</i>
MORE LIKELY .....	36%	46%
LESS LIKELY .....	12%	10%
NO REAL EFFECT (VOLUNTEERED).....	40%	31%
DON'T KNOW/NO OPINION .....	12%	13%

ASK ONLY OF REPUBLICAN PRIMARY VOTERS (RESPONSE 1 IN QUESTION C)

15. If the Republican primary for President were being held today and the candidates were (ROTATE: Rudy Giuliani, Mike Huckabee, Duncan Hunter, John McCain, Ron Paul, Mitt Romney, Tom Tancredo, and Fred Thompson) for which candidate would you vote?

IF REFUSED OR UNDECIDED,	GIULIANI.....	26%
ASK: Which way do you lean as of	LEAN GIULIANI.....	5%
today, toward (ROTATE: Giuliani,	HUCKABEE.....	9%
Huckabee, Hunter, McCain, Paul,	LEAN HUCKABEE .....	1%
Romney, Tancredo, or Thompson)?	HUNTER .....	1%
	LEAN HUNTER.....	0%
	MCCAIN.....	7%
	LEAN MCCAIN .....	1%
	PAUL .....	2%
	LEAN PAUL .....	0%
	ROMNEY .....	9%
	LEAN ROMNEY.....	4%
	TANCREDO .....	0%
	LEAN TANCREDO .....	0%
	THOMPSON.....	12%
	LEAN THOMPSON .....	3%
	UNDECIDED .....	20%

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ASK ONLY OF DEMOCRATIC PRIMARY VOTERS (RESPONSE 2 IN QUESTION C)

16. If the Democratic primary for President were being held today and the candidates were (ROTATE: Joe Biden, Hillary Clinton, Chris Dodd, John Edwards, Mike Gravel, Dennis Kucinich, Barack Obama, and Bill Richardson) for which candidate would you vote?

IF REFUSED OR UNDECIDED,	BIDEN .....	2%
ASK: Which way do you lean as of	LEAN BIDEN.....	0%
today, toward (ROTATE: Biden,	CLINTON .....	44%
Clinton, Dodd, Edwards, Gravel,	LEAN CLINTON .....	4%
Kucinich, Obama, or Richardson)?	DODD .....	0%
	LEAN DODD .....	0%
	EDWARDS.....	12%
	LEAN EDWARDS .....	2%
	GRAVEL .....	1%
	LEAN GRAVEL.....	0%
	KUCINICH .....	1%
	LEAN KUCINICH .....	0%
	OBAMA.....	12%
	LEAN OBAMA .....	1%
	RICHARDSON.....	1%
	LEAN RICHARDSON .....	1%
	UNDECIDED .....	20%

## Demographics

Now I have a few questions just for statistical purposes.

17. In politics today, do you normally think of yourself as (ROTATE: a Republican, an independent, or a Democrat)?

	<i>REP</i>	<i>DEM</i>
IF "REPUBLICAN" OR "DEMOCRAT", ASK:	STRONG REP.....	2%
Would you consider yourself a strong or	NOT-SO-STRONG REP.....	2%
a not-so-strong Republican/Democrat?	IND LEAN REPUBLICAN .....	1%
	IND/NO PREFERENCE .....	8%
IF "INDEPENDENT," ASK:	IND LEAN DEMOCRAT .....	14%
Do you think of yourself as closer to the	NOT-SO-STRONG DEM .....	21%
(ROTATE: Republican or Democratic	STRONG DEM .....	51%
Party)?	REFUSED .....	1%

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18. When thinking about politics today, do you normally consider yourself to be (ROTATE: very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative)?

	<i>REP</i>	<i>DEM</i>
VERY LIBERAL .....	1%	10%
SOMEWHAT LIBERAL .....	4%	26%
MODERATE .....	19%	31%
SOMEWHAT CONSERVATIVE.....	37%	20%
VERY CONSERVATIVE.....	36%	8%
NO OPINION .....	3%	5%

19. Would you please stop me when I read the correct category for your total household income?

	<i>REP</i>	<i>DEM</i>
\$25,000 OR LESS .....	8%	17%
\$25,000 TO \$50,000.....	14%	21%
\$50,000 TO \$75,000 .....	24%	25%
\$75,000 OR MORE .....	38%	28%
DON'T KNOW/REFUSED .....	16%	10%

That's all the questions I have. Thank you very much for sharing your opinions with us.

20. GENDER (FROM SAMPLE)

	<i>REP</i>	<i>DEM</i>
MALE.....	57%	46%
FEMALE .....	43%	54%

21. AGE (FROM SAMPLE) \_\_\_\_\_

	<i>REP</i>	<i>DEM</i>
18-49.....	30%	30%
50-64.....	38%	40%
65+.....	31%	30%

22. RACE (FROM SAMPLE) \_\_\_\_\_

	<i>REP</i>	<i>DEM</i>
WHITE .....	91%	68%
BLACK/AFRICAN AMERICAN.....	1%	24%
HISPANIC/OTHER .....	8%	8%

23. COUNTY FIPS (FROM SAMPLE) \_\_\_\_\_

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