METHODOLOGY

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

The samples for the Surveys of South Carolina and Florida Presidential Primary Voters Regarding Travel and Tourism consist of 300 likely Republican and 300 likely Democratic presidential primary voters in each state, selected randomly from a list of past primary voters throughout each state. The calls were conducted by Western Wats according to the specifications designed by Ayres, McHenry & Associates, Inc. All respondents confirmed that they are registered to vote and are likely to vote in next year's presidential primary.

South Carolina

Gender, race, and region quotas consistent with previous turnout were set for each party primary, as follows:

	Republican Primary	Democratic Primary
Gender		
Men	49%	42%
Women	51%	58%
Race		
White	97%	56%
Non-White	3%	44%
Region		
Upstate	34%	25%
Midlands	41%	50%
Lowcountry	25%	25%

Florida

Gender, race, and region quotas consistent with previous turnout were set for each party primary, as follows:

	Republican Primary	Democratic Primary
Gender		
Men	57%	46%
Women	43%	54%
Race		
White	91%	68%
Non-White	9%	32%
Region		
North	32%	31%
Central	33%	30%
Southwest	22%	17%
South	14%	21%

The margin of error for each sample is plus or minus 5.66 percentage points when the results are based on the entire sample and when respondents split evenly on a question, say 50 percent for one response and 50 percent for the other. In other words, 95 times out of 100, the measure based on the sample will fall within plus or minus 5.66 percentage points of the "true" measure if the entire population were interviewed.

The margin of error declines as the split in the respondents becomes less even. For example, the margin of error is plus or minus 4.9 percentage points when the 300 respondents split 75 percent for one response and 25 percent for the other.

The margin of error is higher for subgroups of the sample. For example, when respondents split evenly on a question, the margin of error increases from 5.66 percent to 8.00 percent for subsamples of 150, and to 9.80 percent for subsamples of 100.

Computer analysis was conducted on an Apple Macintosh G5 system using SPSS-Tables for the Macintosh, a statistical software product of SPSS, Inc.