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Survey Methodology 1/23/08 - 1/25/08

Survey Methodology [South Carolina Poll] 1/24/08 - 1/25/08

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Zogby International was commissioned by [Reuters and C-Span] to conduct a telephone survey of [Likely Democratic Primary Voters].

The target sample is [811] interviews with approximately [25] questions asked. Samples are randomly drawn from telephone cd's of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies[1] and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.[2] Weighting by [party, age, race, gender]is used to adjust for non-response. The margin of error is +/- 3.4 percentage points. Margins of error are higher in sub-groups.

Survey Methodology [Florida Poll] 1/23/08 - 1/25/08

Zogby International was commissioned by [Reuters and C-Span] to conduct a telephone survey of [Likely Republican Primary Voters].

The target sample is [814] interviews with approximately [25] questions asked. Samples are randomly drawn from telephone cd's of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies[3] and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.[4] Weighting by [age, gender] is used to adjust for non-response. The margin of error is +/- 3.4 percentage points. Margins of error are higher in sub-groups.

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[1] See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association

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for Public Opinion Research, (2000).

[2] *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

[3] See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

[4] *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

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