

Appendix
Joint Center for Political and Economic Studies
National Survey of 2008 Likely Black Primary Voters

Methodology. The survey was designed and the questionnaire developed at the Joint Center for Political and Economic Studies. The overall study design consisted of 750 African Americans who were screened for likely participation in the 2008 presidential primaries or caucuses. The screen was a light screen based upon their self-described likelihood of participating in the nominating process.

The survey results are based upon (random digit dialing) telephone interviews with 750 African Americans that were conducted between October 5, 2007 and November 2, 2007. The field work was done by *Research America* of Philadelphia, PA. Randomized procedures were used to select respondents within each household reached by telephone, and after the initial call, there were at least eight *call-backs* if no interview was completed.

The results of this survey should be interpreted with a statistical margin of error of ± 3.7 percentage points. That is, one can say with 95 percent confidence that the statements made based upon the procedures employed have a random error (sampling error, random measurement error, *etc.*) component of ± 3.7 percentage points. The ± 3.7 percentage points is a conservative estimate of margin of error; *i.e.*, some items—especially those where large majorities of either sample hold similar positions—have a margin of error smaller than ± 3.7 percentage points.

During the field work phase of the survey, an effort was made to maximize the use of same-race interviewers, and a majority of the interviews were conducted with same-race interviewers.

The sample data from the overall survey are weighted by age and gender in the analyses from parameters estimated from exit polling from the 2004 presidential primaries.