OHIO OMNIBUS SURVEY™
WINTER, 2014 RESULTS
The Ohio Omnibus Survey™ is a quarterly statewide telephone survey conducted of randomly-selected Ohio voters to assess their opinions and preferences about matters of policy, governance and other topics. The interviews are performed by specially-trained opinion research interviewers. Although participants commissioning questions have included trade associations, business and commerce groups, public affairs agencies, government relations agencies, labor unions and political consulting firms, it is open to any organization, association, or committee that wishes to participate, provided that there is no potential conflict of interest with any other questions being asked at the time. In addition to proprietary information for participating organizations, topical questions are often included as a public service to be shared with citizens, interested parties and the general public.
OHIO STATEWIDE SURVEY
Telephone Interviews Performed by Specially-trained Opinion Research Interviewers

Conducted among 804 Randomly-selected Ohio Voters with Histories of Voting in Recent General Elections, using a Combination of Valid Residential and Cellular Telephone Listings

+/- 3.46% Overall Estimated Margin of Sampling Error, with a Confidence Interval of 6.9% Within Which the Results Could Vary

February 19 – February 22, 2014

Data was Stratified so that the Differences in Vital Characteristics, such as Age, Race, Gender and Geography are Represented in Proportion to Their Percentages of the Electorate

Due to rounding, not all results add up to 100%, and the data is presented in a different order than the questions were asked

Methods
Looking at vacation plans, compared to the amounts of money spent in past years, this year do you plan to spend more, about the same or less money?
Thinking more about this, how familiar would you say that you are with Myrtle Beach, South Carolina as a vacation destination?

55% Very or Somewhat Familiar*

* There were no statistically-significant differences by sub-group for this question
Thinking more about this, how familiar would you say that you are with Myrtle Beach, South Carolina as a vacation destination?

**2013 Survey Results**
During the past 6 months, do you recall having seen any advertising on television promoting Myrtle Beach, South Carolina as a vacation destination?

36% Awareness*

* There were no statistically-significant differences by sub-group for this question
During the past 6 months, do you recall having seen any advertising on television promoting Myrtle Beach, South Carolina as a vacation destination?

2013 Survey Results
Looking ahead, how likely would you say that you are to consider traveling to Myrtle Beach, South Carolina for a vacation within the next 12 months?

16% Very or Somewhat Likely
Looking ahead, how likely would you say that you are to consider traveling to Myrtle Beach, South Carolina for a vacation within the next 12 months?

**2013 Survey Results**
Supposing that Rickenbacker Airport provided affordable direct flights to Myrtle Beach, South Carolina. How likely would you be to go there for a vacation?

26% Very or Somewhat Likely
Supposing that Rickenbacker Airport provided affordable direct flights to Myrtle Beach, South Carolina. How likely would you be to go there for a vacation?

26% Very or Somewhat Likely
Supposing that the airport near you provided affordable direct flights to Myrtle Beach, South Carolina. How likely would you be to go there for a vacation?

2013 Survey Results*

*Note the difference in question wording, which may explain regional differences
QUESTIONS?