



## Florida Statewide Survey

### 2008 Presidential General Election

**Date: October 14, 2008**

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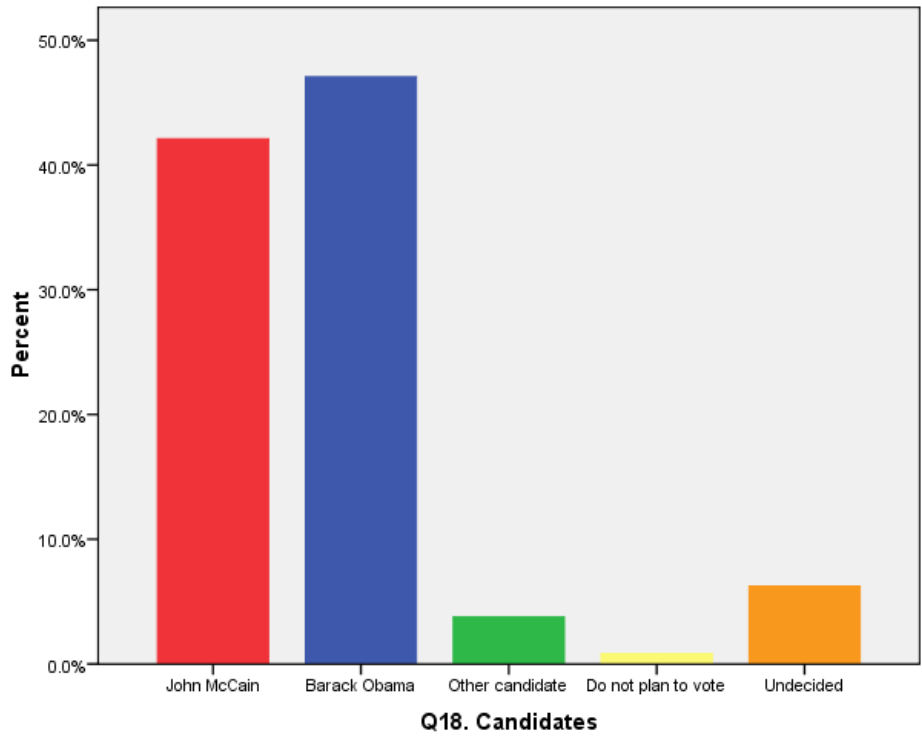
[www.datamar.com](http://www.datamar.com)

Sample size 1328

+/- 2.7 percent sampling error

October 12 – 13, 2008

San Diego – A statewide poll of Florida voters for the 2008 Presidential Primary election, released today by Datamar Inc., shows a close election. U.S. Senator from Illinois Barack Obama is in the lead with 47.1%. U.S. Senator John McCain trails with 42.1%. The undecided vote accounts for 6.2%. A difference of 5% separates them with just 21 days before the election, November 4. The Findings are based on an October 12 – 13, 2008 survey of Florida registered voters.



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**Methodology:** Findings are from an October 12 – 13, 2008 survey using a comprehensive predictive model of “likely” voters, based on election cycles and other factors of voters in Florida. The survey was conducted using an automated telephone dialer and the voice of a professional announcer.

The targeted-registration-based-sampling (TRBS)\* selection criteria were based on election cycles and other voter factors in Florida. Datamar proprietary algorithms were used to generate random samples from the target group for calling.

Where necessary, responses were weighted according to age, gender, and political party.

? “targeted-registration-based-sampling”, “TRBS” and “(TRBS)” are service marks of Datamar Inc.



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Q1. Are you a registered voter in Florida?

	Percent
Yes	100.0

Q2. In what political party are you registered to vote?

	Percent
Democratic	41.8
Republican	37.8
Another party	15.1
No party registration	5.3
Total	100.0

Q3. Are you?

	Percent
Male	46.8
Female	53.2
Total	100.0

Q4. What is your age, please?

	Percent
18-34	21.3
35-49	25.7
50-64	26.2
65+	26.8
Total	100.0

Q5. What is the highest level of education you have completed?

	Percent
High school graduate or less	15.5
Some college/trade school	34.6
Graduated college or more	49.9
Total	100.0

Q6. Are you or is anyone in your household a member of a labor union, such as trade union, service employee union, public employee union, or teachers union?

	Percent
Yes	17.7
No	81.2
Don't know	1.1
Total	100.0

Q7. What do you consider to be your ethnic group?

	Percent
White/non-Hispanic	80.5
Hispanic/Latino	6.6
Black/African-American	9.0
Asian/other	3.9
Total	100.0

Q8. What is your marital status?

	Percent
Married	64.8
Separated/divorced/widowed	20.3
Never married	14.9
Total	100.0

Q9. How long has your family been in this country? Are you first generation American- you emigrated from another country, second generation–your parents emigrated from another country, or third generation or greater–your grandparents emigrated from another country?

	Percent
First generation	14.0
Second generation	11.1
Third generation or greater	68.0
Don't know	6.9
Total	100.0

Q10. What is your household income?

	Percent
Less than \$40,000	30.0
\$40,000-80,000	37.0
\$80,000-120,000	20.2
120,000 or more	12.8
Total	100.0

Q11. Overall, which of the following generally best describes you politically?

	Percent
Very liberal	11.1
Somewhat liberal	27.4
Somewhat conservative	34.9
Very conservative	19.9
Don't know	6.7
Total	100.0

Q12. When it come to social issues, which of the following best describes you politically?

	Percent
Very liberal	13.0
Somewhat liberal	26.4
Somewhat conservative	33.4
Very conservative	20.6
Don't know	6.6
Total	100.0

Q13. When it come to economic issues, which of the following best describes you politically?

	Percent
Very liberal	7.9
Somewhat liberal	21.1
Somewhat conservative	36.7
Very conservative	27.2
Don't know	7.2
Total	100.0

Q14. Do you approve or disapprove of the way President Bush is handling his job?

	Percent
Approve	28.6
Disapprove	64.8
Don't know	6.6
Total	100.0



Q15. Do you approve or disapprove of the way Congress is handling its job?

	Percent
Approve	9.9
Disapprove	82.9
Don't know	7.2
Total	100.0

Q16. Do you think that during the next twelve months we will have good times financially, or bad times?

	Percent
Very good times	3.7
Somewhat good times	26.9
Somewhat bad times	42.5
Very bad times	23.4
Don't know	3.5
Total	100.0

Q17. Overall, what do you think is the most important problem facing the country today?

	Percent
Immigration	7.4
Environment	3.1
Economy	62.9
War in Iraq	10.5
Taxes	5.6
Health care	4.7
Other	5.9
Total	100.0

Q18. Turning our attention to the upcoming November 2008 presidential general election, the choices are: Democratic Party candidate U.S. Senator Barack Obama, Republican Party candidate U.S. Senator John McCain, other candidate, do not plan to vote, or are undecided?

	Percent
John McCain	42.1
Barack Obama	47.1
Other candidate	3.8
Do not plan to vote	.8
Undecided	6.2
Total	100.0