



Florida Statewide Survey

Democratic Presidential Primary

Date: January 27, 2008

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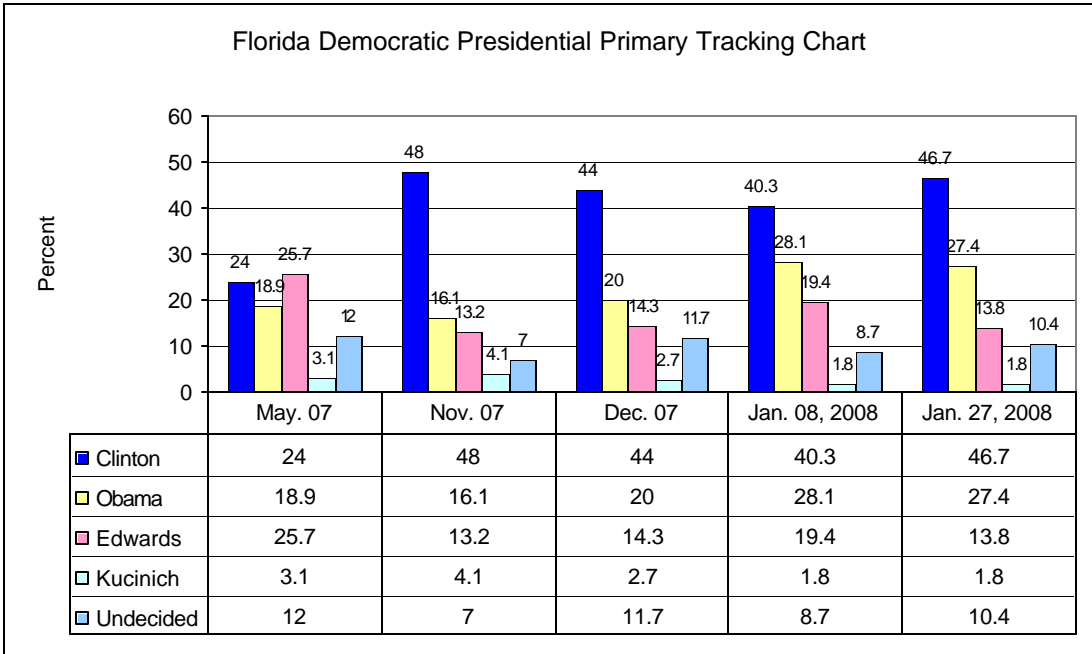
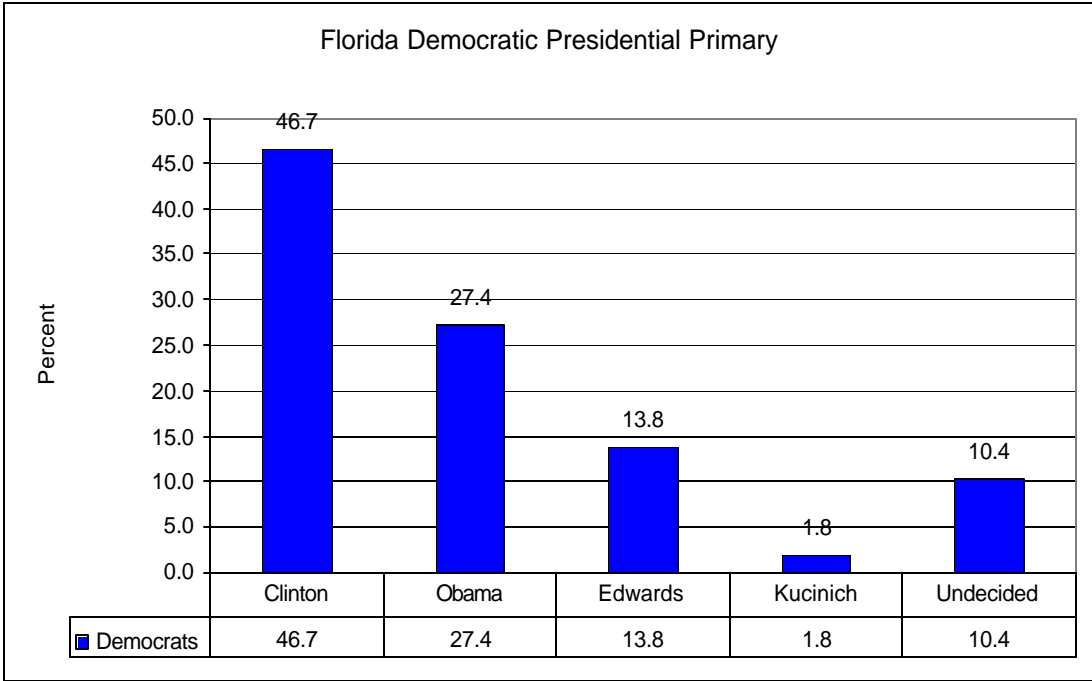
www.datamar.com

Sample size 508

+/- 4.4 percent sampling error

January 25 – 27, 2008

San Diego – A statewide poll of Florida voters for the Democratic presidential primary election released today by Datamar Inc., shows that U.S. Senator Hillary Clinton from New York, has the lead with 46.7%. U.S. Senator from Illinois Barack Obama, is in second place with 27.4%, and Former U.S. Senator from North Carolina, John Edwards is in third place with 13.8%. The findings are based on a January 25 – 27, 2008 survey of Florida voters.



Sample size 508

+/- 4.4 percent sampling error

January 25 – 27, 2008

Methodology: Findings are from a January 25 – 27, 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.



Florida Statewide Survey

Democratic Presidential Primary Toplines And Crosstabs

January 27, 2008 Florida Survey

Sample size 508

+/- 4.4 percent sampling error

January 25 – 27, 2008

Q1. Are you registered to vote in Florida?

	Percent
Yes	100.0

Q2. Are you registered as Democrat, Republican, another party, or as “no party registration”?

	Percent
Democrat	100.0

Q3. Are you?

	Percent
Male	40.0
Female	60.0
Total	100.0

	Gender		Total
	Male	Female	
Kucinich	1.0%	.8%	1.8%
Edwards	7.1%	6.7%	13.8%
Obama	11.0%	16.3%	27.4%
Clinton	15.9%	30.7%	46.7%
Undecided	4.9%	5.5%	10.4%
Total	40.0%	60.0%	100.0%

Q4. What is your age, please?

	Valid Percent	Percent
18-34	15.4	15.4
35-49	22.8	22.8
50-64	29.9	29.9
65 or older	31.9	31.9
Total	100.0	100.0

	Age				Total
	18-34	35-49	50-64	65 or older	
Kucinich		.4%	.8%	.6%	1.8%
Edwards	.6%	4.1%	3.9%	5.1%	13.8%
Obama	6.5%	7.1%	7.5%	6.3%	27.4%
Clinton	6.7%	8.7%	14.2%	17.1%	46.7%
Undecided	1.6%	2.6%	3.5%	2.8%	10.4%
Total	15.4%	22.8%	29.9%	31.9%	100.0%

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

	Percent
High school graduate or less	14.6
Some college/trade school	31.9
Graduated college or more	53.5
Total	100.0

	Education			Total
	High school graduate or less	Some college/trade school	Graduated college or more	
Kucinich	.4%	.4%	1.0%	1.8%
Edwards	1.2%	3.7%	8.9%	13.8%
Obama	3.5%	7.7%	16.1%	27.4%
Clinton	8.1%	15.4%	23.2%	46.7%
Undecided	1.4%	4.7%	4.3%	10.4%
Total	14.6%	31.9%	53.5%	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	17.3
No	81.7
Don't know	1.0
Total	100.0

	Member of labor union			Total
	Yes	No	Don't know	
Kucinich	.2%	1.6%		1.8%
Edwards	2.4%	11.4%		13.8%
Obama	5.1%	21.7%	.6%	27.4%
Clinton	7.7%	38.6%	.4%	46.7%
Undecided	2.0%	8.5%		10.4%
Total	17.3%	81.7%	1.0%	100.0%

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

	Percent
White non-hispanic	78.0
Hispanic/latino	4.5
Black/African-American	11.8
Asian/other	5.7
Total	100.0

	Ethnic group				Total
	White non-hispanic	Hispanic/latino	Black/African-American	Asian/other	
Kucinich	1.6%			.2%	1.8%
Edwards	12.8%		.2%	.8%	13.8%
Obama	16.1%	1.6%	8.7%	1.0%	27.4%
Clinton	39.2%	2.6%	2.4%	2.6%	46.7%
Undecided	8.3%	.4%	.6%	1.2%	10.4%
Total	78.0%	4.5%	11.8%	5.7%	100.0%

Q8. What is your marital status?

	Percent
Married	46.9
Separated/divorced/widowed	36.4
Never married	16.7
Total	100.0

	Marital status			Total
	Married	Separated/divorced/widowed	Never married	
Kucinich	1.0%	.6%	.2%	1.8%
Edwards	6.5%	5.9%	1.4%	13.8%
Obama	13.0%	8.9%	5.5%	27.4%
Clinton	21.5%	16.9%	8.3%	46.7%
Undecided	4.9%	4.1%	1.4%	10.4%
Total	46.9%	36.4%	16.7%	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
Emigrated from another country	13.8
Parents emigrated	11.4
Grandparents or greater emigrated	68.5
Don't know	6.3
Total	100.0

	Generation				Total
	Emigrated from another country	Parents emigrated	Grandparents or greater emigrated	Don't know	
Kucinich	.4%		1.4%		1.8%
Edwards	.8%	.6%	12.0%	.4%	13.8%
Obama	3.9%	3.3%	17.5%	2.6%	27.4%
Clinton	8.1%	6.5%	29.3%	2.8%	46.7%
Undecided	.6%	1.0%	8.3%	.6%	10.4%
Total	13.8%	11.4%	68.5%	6.3%	100.0%

Q10. What is your household income?

	Percent
Less than \$40,000	34.8
\$40,001-80,000	35.8
\$80,001-120,000	18.9
\$120,001 or more	10.4
Total	100.0

	Household income				Total
	Less than \$40,000	\$40,001-80,000	\$80,001-120,000	\$120,001 or more	
Kucinich	1.0%	.4%	.2%	.2%	1.8%
Edwards	4.5%	5.7%	2.6%	1.0%	13.8%
Obama	8.3%	9.8%	5.9%	3.3%	27.4%
Clinton	16.5%	16.1%	8.9%	5.1%	46.7%
Undecided	4.5%	3.7%	1.4%	.8%	10.4%
Total	34.8%	35.8%	18.9%	10.4%	100.0%

Q11. Which of the following best describes you politically?

	Percent
Very liberal	20.3
Somewhat liberal	48.6
Somewhat conservative	19.1
Very conservative	4.3
Don't know	7.7
Total	100.0

	Political ideology					Total
	Very liberal	Somewhat liberal	Somewhat conservative	Very conservative	Don't know	
Kucinich	.6%	.8%	.2%		.2%	1.8%
Edwards	3.0%	5.7%	3.7%	.8%	.6%	13.8%
Obama	5.7%	13.8%	4.5%	1.2%	2.2%	27.4%
Clinton	9.4%	25.8%	6.5%	.6%	4.3%	46.7%
Undecided	1.6%	2.6%	4.1%	1.8%	.4%	10.4%
Total	20.3%	48.6%	19.1%	4.3%	7.7%	100.0%

Q12. Do you approve or disapprove of the way President Bush is handling his job?

	Percent
Approve	7.5
Disapprove	90.4
Don't know	2.2
Total	100.0

	President's approval			Total
	Approve	Disapprove	Don't know	
Kucinich	.2%	1.6%		1.8%
Edwards	1.4%	12.0%	.4%	13.8%
Obama	1.4%	24.8%	1.2%	27.4%
Clinton	.8%	45.3%	.6%	46.7%
Undecided	3.7%	6.7%		10.4%
Total	7.5%	90.4%	2.2%	100.0%

Q13. Do you approve or disapprove of the way Congress is handling its job?

	Percent
Approve	19.1
Disapprove	71.7
Don't know	9.3
Total	100.0

	Congress approval			Total
	Approve	Disapprove	Don't know	
Kucinich	.4%	1.4%		1.8%
Edwards	2.2%	10.6%	1.0%	13.8%
Obama	3.7%	21.3%	2.4%	27.4%
Clinton	11.6%	29.9%	5.1%	46.7%
Undecided	1.2%	8.5%	.8%	10.4%
Total	19.1%	71.7%	9.3%	100.0%

Q14. Do you think things in the country are generally going in the right direction or the wrong direction?

	Percent
Right direction	4.9
Wrong direction	92.3
Don't know	2.8
Total	100.0

	Right wrong direction			Total
	Right direction	Wrong direction	Don't know	
Kucinich		1.8%		1.8%
Edwards	.8%	12.8%	.2%	13.8%
Obama	.4%	26.0%	1.0%	27.4%
Clinton	2.0%	43.7%	1.0%	46.7%
Undecided	1.8%	8.1%	.6%	10.4%
Total	4.9%	92.3%	2.8%	100.0%

Q15. Turning to economic conditions in the U.S., do you think that during the next twelve months we will have good times financially, or bad times?

	Percent
Good times	4.7
Bad times	89.8
don't know	5.5
Total	100.0

	Good times financially			Total
	Good times	Bad times	don't know	
Kucinich	.2%	1.4%	.2%	1.8%
Edwards	.2%	13.0%	.6%	13.8%
Obama	1.6%	24.8%	1.0%	27.4%
Clinton	1.4%	42.9%	2.4%	46.7%
Undecided	1.4%	7.7%	1.4%	10.4%
Total	4.7%	89.8%	5.5%	100.0%

Q16. What do you think is the most important problem facing the country today? Immigration, the environment, the economy, the war in Iraq, taxes, health care, or other?

	Dec. 09, 2007 Percent	Jan. 08, 2008 Percent	Jan. 27, 2008 Percent
Immigration	9.2	6.5	7.3
Environment	8.7	10.0	7.7
Economy	31.2	34.9	45.3
War in Iraq	31.0	31.1	25.4
Taxes	2.7	3.0	2.4
Health care	11.8	9.4	7.7
Other	5.5	5.2	4.3
Total	100.0	100.0	100.0

	Most important issue							Total
	Immigration	Environment	Economy	War in Iraq	Taxes	Health care	Other	
Kucinich		.2%	.4%	1.0%			.2%	1.8%
Edwards	1.8%	1.2%	5.3%	3.7%	.4%	1.0%	.4%	13.8%
Obama	1.4%	3.3%	12.6%	7.3%	.4%	1.8%	.6%	27.4%
Clinton	2.4%	2.4%	23.4%	11.0%	.8%	4.1%	2.6%	46.7%
Undecided	1.8%	.6%	3.5%	2.4%	.8%	.8%	.6%	10.4%
Total	7.3%	7.7%	45.3%	25.4%	2.4%	7.7%	4.3%	100.0%

Q17. What do you consider your main source for news and information?

	Percent
Newspapers	22.2
Television	49.2
Radio	8.1
Internet	17.9
Friends and family	1.4
Don't know	1.2
Total	100.0

Q18. If the primary election were held today, for whom would you vote? The candidates are:

Joe Biden, U.S. Senator from Delaware; Chris Dodd, U.S. Senator from Connecticut; Bill Richardson, Governor of New Mexico; Mike Gravel, former U.S. Senator from Virginia; Dennis Kucinich, Congressman from Ohio; John Edwards, former U.S. Senator from North Carolina; Barak Obama, U.S. Senator from Illinois; Hillary Clinton, U.S. Senator from New York.

	Percent
Kucinich	1.8
Edwards	13.8
Obama	27.4
Clinton	46.7
Undecided	10.4
Total	100.0

	Nov 07 Percent	Dec. 07 Percent	Jan. 08, 2008 Percent	Jan. 27, 2008 Percent
Kucinich	4.1	2.7	1.8	1.8
Edwards	13.2	14.3	19.4	13.8
Obama	16.1	20	28.1	27.4
Clinton	48	44	40.3	46.7
Undecided	7	11.7	8.7	10.4
Total	100	100.0	100.0	100.0