Los Angeles Times/Bloomberg

SURVEY OF VOTERS IN FLORIDA AND OHIO-LATE OCTOBER 2008

Field dates: October 25-27, 2008

Press Release: Voter Presidential Preference In Florida and Ohio

Obama Takes the Lead in Two Hotly Contested Battleground States

ith just seven days left to elect a new president, the campaigns are in full swing trying to woo voters in the most important battleground states. The new LA Times/Bloomberg poll has examined voter attitudes in two of these states – Florida and Ohio. Together, they have a combined 47 electoral votes (27 for Florida and 20 for Ohio). No Republican has won the White House without winning Ohio. George W. Bush won both states in 2000 and 2004. If John Kerry won Ohio in 2004, he would have been president.

Among likely voters in the new Times/Bloomberg poll, Democratic candidate Barack Obama beats his Republican opponent, John McCain by seven points in Florida and nine points in Ohio. There has been a big push by both campaigns to get the vote out early. And voters are doing just that. In Florida so far, about a fifth of voters have already voted and they are leaning toward McCain – giving him a four point advantage over his rival. In Ohio, the Secretary of State is conservatively predicting about 25% of the ballots cast will be from absentee/early voting and this poll shows that they are strongly backing Obama.

If the election were being held today, would you vote for:

		FLORIDA		OHIO
	All		All	
	Likely	Already	Likely	Already
	Voters*	<u>Voted</u>	Voters*	<u>Voted</u>
Ohama/Didan	500/	45%	49%	570/
Obama/Biden	50%	, .	/-	57%
McCain/Palin	43	49	40	35
Other	1		3	5
Don't know	6	6	8	3

^{*}includes early voters

FLORIDA

Unlike Ohio, Florida registers by party and there are slightly more voters registered as Democrats than there are Republicans -- 41% to 37%, but 19% are independents. Three percent said they are registered in a minor party. So far, over two million voters have already voted for their candidate in the Sunshine State. There is good news for both candidates among those who voted early – some of the demographic groups appear to be benefitting both candidates. They are: More Democratic and Republican, less independents, women, older voters, voters with a college degree or more, households with less than \$40,000, white households with earnings less than \$50,000, conservatives, conservative Republicans, voters who think of themselves as part of the religious right, and voters living in the northern part of the state (which is heavily Republican). The uncommitted voters are declining as we get closer to the election. Eight percent of likely voters (9% of registered voters) said they were either still undecided about voting for a candidate or they may change their mind and vote for someone else.

More than nine out of ten voters are certain they are going to vote for their candidate and more than nine out of 10 Obama and McCain supporters are certain of their candidate.

The vote: Among likely voters living in Florida, 50% are backing Obama, while 43% are supporting McCain. (Among registered voters, it is 50% to 42%). When all five candidates were mentioned, Obama takes an 11 point lead among likely voters and an eight point lead among registered voters.

Some Demographics

- There is no gender gap, men are marginally supporting Obama by 49% to 44%, while women are solidly behind the Democrat (51% to 41%). But when you look at white men and women, the dynamics change. White men are strongly supporting McCain, giving him a 10 point advantage (51% to 41%), while white women are splitting their vote.
- Working women and women not working are supporting Obama, as are working men and non-working men. Single voters overall are backing the Democrat by 56% to 32%, and married voters are dividing their vote. Single men and women are strongly voting for Obama, while married women are giving Obama a four point advantage over his Republican opponent. Married men are virtually splitting their vote between the two candidates.
- Majorities of men and women with lower education are supporting the Democratic candidate, compared to men with higher education backing McCain. Women with a college degree or more are splitting their vote between the two candidates.
- A majority of Floridian independent voters are going to Obama, while more than a third are backing McCain. Almost three in five moderates are for Obama, while three in 10 are behind McCain. Interestingly, roughly a fifth of conservatives and voters who consider themselves part of the religious right are supporting Obama, while a quarter of white evangelicals are supporting the Democrat. Still, more than seven in ten each of conservatives and members of the religious right are supporting the Republican candidate; two thirds of white evangelicals are supporting McCain as well.
- Senior citizens (65+) is a coveted group, because they are reliable and always come out to vote. This poll finds this group to be giving the edge to McCain by 45% to 42% for Obama, although within the poll's margin of error. More than three-quarters of the youngest voters are not surprisingly for Obama. Half of baby boomers are supporting Obama, while almost the same 48% are supporting McCain.
- Households earning less than \$50,000 are supporting Obama, while those with higher household incomes are backing McCain.
- White working class voters are somewhat splitting their vote 46% for Obama and 43% for McCain.
- Voters living in the Miami/Gold Coast area are heavily supporting Obama giving him a 25 point lead over his opponent; Tampa Bay area voters are giving Obama a 13 point advantage over his Republican rival; Central Florida voters are also giving Obama a five point lead. However those living in Southern Florida are splitting their vote, and voters in Northern Florida are giving McCain a strong 11 point lead.

The I-4 corridor was populated with military families and retirees who favored the social conservatism of the GOP, however, with opportunities expanding in the area (i.e., Orlando) the demographics have changed by drawing in younger workers thereby making the area less predictable. This poll finds that in this area, slightly more than half of the voters are backing Obama and 39% are supporting McCain. However, early voting in this area shows McCain may have a slight lead.

Candidates and The Issues

Positive/Negative Feelings about candidates: More than half of voters have a positive feeling about Obama compared to less than half who have a positive opinion about McCain. Nearly six out of 10 independents have a favorable view of the Democratic candidate, while they have a negative view of McCain (45% negative, 37% positive). Women have a more favorable opinion about Obama than they do of McCain.

Do you have a positive or negative feeling about Barack Obama/John McCain?

	Regis'd			
	Voters	<u>Independents</u>	<u>Men</u>	Women
Barack Obama				
Positive	53%	57%	51%	54%
Negative	35	30	35	36
Neutral	9	9	11	7
Don't know	3	4	3	4
John McCain				
Positive	46%	37%	47%	45%
Negative	40	45	36	44
Neutral	11	14	15	7
Don't know	3	4	2	5

Sarah Palin on the ticket:: Sarah Palin appears to be a drag on the McCain candidacy in many demographic groups, except for the core groups that McCain needs and relies on. Nearly half of voters (48%) believe she is not qualified to be president, 44% thinks she is. Half of all independents believe she is unqualified, as do nearly half of women voters. She is bolstered by the core Republican groups: More than eight out of 10 Republicans, almost three-quarters of conservatives, seven in 10 members of the religious right and more than three-fifths of white evangelicals believe she is qualified to be president if something happens to McCain. However, white men by 51% to 42% think Palin would be a good successor to McCain if something happened, compared to white women who were somewhat divided – 47% qualified to 45% unqualified.

Most voters, on the other hand, have no qualms about Joe Biden. More than seven out of 10 voters think the Democratic vice president is qualified, as do more than three-quarters of independents; more than two-thirds of women, and more than three-quarters of men. Even 53% of Republicans and 58% of conservatives think Biden is qualified to step in as president.

Experience vs. Change: In the beginning of the campaign, McCain was all about touting his experience against Obama's inexperience. But that strategy changed when McCain chose Sarah Palin as his running mate. He changed gears and tried to make the case for himself as the agent of change. But many voters did not agree with his assessment that he was a change agent. Now, nearly half of all voters said they want a candidate who will bring change to Washington and among that group more than eight out of 10 are voting for Obama.

Which of the following is most important to you in choosing a candidate for president: Experience or change?

	Among those who mentioned:		
	Experience	Change	
	(33%)	(49%)	
Voted for:			
Barack Obama	8%	83%	
John McCain	88	9	

Domestic issues vs. National Security: A plurality of voters said the most important issue in choosing a candidate for president is their views on domestic issues, such as health care and the economy, vs. a fifth who think it is national security. A third think both domestic issues and national security are equally important. Among those who mentioned domestic issues, nearly three-quarters are supporting Obama, while those who mentioned national security, nearly three-quarters are supporting McCain. Unfortunately, for McCain, economy and the deepening financial crisis is the number one issue that is uppermost in everyone's mind and they believe the Democratic opponent is the one to turn the economy around.

	Among those	who mentioned
	Domestic IssuesN	ational Security
	(46%)	(20%)
Voted for:		
Barack Obama	74%	19%
John McCain	21	75

Economy: Nearly half of voters trust Obama to make the right decisions about the economy, just 39% think that of McCain. Men and women trust Obama more (by 9 and 11 points respectively). However, among senior citizens, 44% think McCain is more trustworthy on this issue, compared to 42% who think that of Obama. Baby boomers are for Obama on this issue by 46% to 42%. The youngest voters (18-34) overwhelmingly trust Obama over McCain in making the right decisions about the economy. More than half of independents believe Obama is the right candidate to make economic decisions.

Handle financial crisis: Along with making the right decisions about the economy, a plurality of voters (46%) think Obama would do a better job of handling the financial crisis next year, 37% thought that of McCain. Both men and women agree with all voters that Obama is the candidate to handle this issue. Independents give Obama a 20 point advantage over McCain on this issue as well. Baby boomers give this issue to Obama by seven points, but senior citizens think McCain is the candidate to work through the financial crisis – giving him a six point advantage, while more than two-thirds of the youngest voters support Obama.

Health care: Obama and McCain have different health care proposals. McCain wants to give a \$5,000 tax credit for families to help those who do not have health insurance, while Obama would have Americans have the opportunity to purchase health insurance similar to the coverage enjoyed by Congress regardless of pre-existing conditions. In June 2008, a Times/Bloomberg national poll showed that 53% of voters nationwide preferred Obama's plan, compared to 26% for McCain's. In Florida, 52% of voters in this poll believe Obama would be the best candidate to handle health care, compared to just over a third for McCain. Both men (49%) and women (55%) think Obama would be best in dealing with health care issues, as well as 55% of independents.

Iraq: McCain has always won this issue, along with who would be best on terrorism. He still does. Almost half of all voters think McCain would be best at achieving success in Iraq. Most groups, except for Democrats, liberals and moderates think this issue belongs to McCain.

Terrorism: As already mentioned, McCain owns this issue. More than half think he would be best at protecting the country from terrorism. Again, most groups, except for Democrats and liberals believe McCain is best on this issue.

Temperament/personality: McCain has the reputation of being a hothead, and many voters appear to side with that assessment. Almost six out of 10 voters said that Obama had the better temperament to be president of the U.S. Just three in 10 thought that of McCain.

Who would:

	<u>Obama</u>	McCainNeither/Both		
Have better temperament to be president	58%	30	9	
Be best in dealing with health care	52%	34	8	
Make the right decisions about				
the economy	48%	39	8	
Do better job of handling financial crisis	46%	37	8	
Be best at achieving success in Iraq	35%	49	9	
Be best at protecting country from				
terrorism	31%	52	10	

Colin Powell: Almost four out of five voters said Colin Powell's endorsement of the Democratic candidate would not have an effect on their vote, 16% said more likely and 5% said less likely to vote for Obama. Among those who said it would **not** make a difference, McCain would get 49% of their vote to 44% for Obama.

Follow George W. Bush's Policies: In a national Times/Bloomberg poll conducted earlier this month, a majority agreed that McCain would follow in Bush's footsteps. In Florida, however, voters are split as to whether he would continue the policies of the current president (49% to 47%). Slightly more men disagree than agree (49%-47%), while women tend to agree more with this conclusion (50% to 46%).

Obama's Religious beliefs: What is surprising is that only 44% of Florida voters know that Obama is a Christian. Just 7% think he is a Muslim. but 16% said they weren't sure because they heard different things and 28% just don't know. Among those who knew Obama was a Christian, are supporting him by 60% to 34%; among those who weren't sure because they heard different things are supporting McCain by 53% to 46% and those who just hadn't heard enough to form an opinion were split by 44% to McCain, 42% for Obama.

National Issues

GW Bush: President Bush's job rating in Florida is no different than what he is getting in national polls. He is getting the worst ratings of any president since Richard Nixon. Less than a quarter of voters approve of the way he is handling the presidency, 72% disapprove (including 59% who "strongly" disapprove). Two-thirds who disapprove of Bush's job performance are supporting Obama, while just under a quarter are backing McCain. Among those who approve of Bush handling his job, more than nine out of 10 are backing McCain.

Right Direction/Wrong Track: A staggering 82% of Florida voters said the country is seriously off on the wrong track and nearly six out of 10 of this group is supporting Obama.

Economy doing Well/Badly: Nine in 10 voters think the economy is doing badly, including 66% who said "very" badly. Voters who said the economy is doing very badly, 62% are supporting Obama, 31% supporting McCain. Conversely, among the 24% of voters who said the economy is doing fairly badly, 63% of them are backing McCain, while 30% are supporting Obama. Less than one in 10 voters believe the economy is doing well.

Economy affect Family's Situation: Seven in 10 voters said the recent economic situation had a negative effect on their family's financial situation. Just 7% said it had a positive effect and 22% said it had no effect. Most demographic groups, including Republicans and conservatives, say that the country's economic situation is affecting them in a negative way. Another way the economy is helping voters choose Obama over Mccain is that among those who said the recent economic situation is affecting their family's situation negatively, more than half are supporting the Democratic candidate.

OHIO

Voters in the battleground state of Ohio have swung toward the blue end of the spectrum in this presidential election, and are choosing their candidate on the basis of domestic issues and the desire for change in Washington, according to the latest Los Angeles Times/Bloomberg survey. The presidential candidate picked as best to lead the country through troubled economic times and bring change was Barack Obama. The survey also found that early voters in Ohio have cast their ballots overwhelmingly for the Democratic candidate and among all who have already voted or are likely to do so, he is in position to win Ohio's 20 electoral votes if the election were held today, as he leads Republican candidate John McCain among likely voters by nine points and by seven points among all registered voters, a finding just outside the poll's margin of error of plus or minus four percentage points for likely voters and plus or minus three for all registered.

The Economy and The Election in a Swing State

Ohio had already been hit hard by economic changes over the last decades, struggling to adapt as manufacturing jobs have left the Rust Belt and moved overseas. The decline in the auto and steel industries haven't helped. Last August, Forbes Magazine published a top 10 list of dying American cities, based on sluggish growth, declining populations, falling real estate values and high unemployment rates, and included four Ohio cities on that list. While manufacturing jobs are slowly being replaced by information and service sector jobs many areas in Ohio are still struggling with high unemployment and declining populations. So it is not surprising that the survey found voters in the state, even more so than voters nationwide, unhappy about the direction the country is going and unhappy with the policies of president George W. Bush.

In 2006, Ohioans elected a Democratic Governor but in the last two presidential elections, voters in the Buckeye state backed the Republican candidate by narrow margins – in 2004, George W. Bush's win was a razor thin two percentage points over John Kerry, and in 2000, he won by four percentage points over Al Gore. The survey found voters here disappointed by Bush's performance as president - only 22% of Ohioans rated him positively for the job they elected him to do. More than four out of five Ohio voters said the country is seriously off on the wrong track, and nine out of 10 said the economy is doing badly, including three out of five who said it is doing "very badly". Most voters reported a negative affect on their personal financial situation resulting from the country's recent economic troubles.

Obama's message that a John McCain presidency would be a virtual third term for George W. Bush's political agenda seemed to be resonating in this state – 54% said that McCain would continue the policies of George W. Bush, and nearly four out of five of that group backed Obama. The reverse finding is neatly symmetrical - nearly four out of five of those who said that a McCain presidency would *not* be a third term for the incumbent president back the Republican Senator. Voters in the survey who saw McCain as different from Bush were simply outnumbered.

McCain Presidency As A Third Bush Term

Do you agree or disagree with the following statement: "John McCain will continue the policies of George W. Bush"?

Agree (net)	<u>54</u>			
Strongly agree	38	Vote for President am	ong tho	se who
Somewhat agree	16		Agree	<u>Disagree</u>
Disagree (net)	<u>41</u>	Obama	78	12
Somewhat disagree	12	McCain	11	79
Strongly disagree	29	Other	3	2
Don't know (net)	<u>5</u>	Don't know	8	7

Domestic Issues vs. National Security and Experience vs. Change

The idea of changing the government in DC has been a focus of voters nationwide since the beginning of the election campaign and if anything, that desire has only intensified in the face of what is shaping up to be a dramatic downturn in the nation's economic health at the end of eight years of Bush Administration policies. Ohio voters in this survey were 20 points more likely to say they would pick a candidate based on their ability to bring change to Washington over the candidate having the most experience, while 11% volunteered that the two were equally important.

Despite the McCain campaign's efforts to cast their candidate as a maverick who has the best chance of creating real change, Barack Obama is seen by more Ohio voters as the candidate best to accomplish that goal – he wins by nearly eight-to-one among those who want change.

The survey also found voters focused, for the moment, at least, more on the nation's domestic problems than on issues even as momentous as Iraq and terrorism. Half picked domestic issues as more important to their vote choice than national security issues, which was chosen as paramount by only 16%. (About a third volunteered that both are equally important.) And once again, Obama was the choice, by nearly three to one, of those who were most concerned about issues close to home.

There are a large minority of Ohio voters who did not agree - McCain dominated his rival by a wide 55 points among the group who were most concerned about national security, and he won by 10 points among those who thought both domestic issues and national security were equally important. Similarly, those who thought experience is the most important criteria for picking a candidate chose the Republican by nearly eight-to-one, and the small group of voters who said experience and change were equally important were overwhelmingly likely to pick the Arizona Republican as well.

Once again, these large minorities who supported the Republican veteran on the strength of his national security credentials or his experience were again simply outnumbered by those who looked to Obama as the best to lead the way out of the country's economic troubles and bring change.

Which of the following is most important to you in choosing a candidate for president...

...The candidate's views on domestic issues such as the economy and healthcare, or national security issues such as the war on Iraq and terrorism?

		Voted for	or
% who	said	<u>Obama</u>	McCain
50%	Domestic issues	64%	23
16	National security	20%	75
32	Both equally (volunteered)	40%	50

...The candidate who has the most experience or the one who will bring change to Washington?

	1	Voted for	or
% who	said	<u>Obama</u>	McCain
31%	Experience	11%	82
51	Change	81%	10
11	Both equally (volunteered)	22%	64

These findings were echoed when voters were asked to choose, regardless of their vote for president, which of the two candidates would be best at handling the economy, leading through the financial crisis next year, dealing with healthcare, Iraq, and terrorism. Obama won on domestic issues and McCain on Iraq and terrorism.

Candidate Choices on Domestic and National Security Issues (horizontal table)

Which candidate	<u>Obama</u>	McCain
do you trust to make the right decisions about the economy	50%	38
would do a better job of handling the financial crisis	49%	34
would be best in dealing with healthcare	54%	30
would be best at achieving success in Iraq	39%	48
would be best at protecting the country from terrorism	33%	51

A Heartbeat Away...

The survey found that, if voters in Ohio are at all concerned about John McCain's health or his age (he is 72), the Republican vice presidential candidate - Alaska Governor Sarah Palin - may not be much of an asset to the McCain campaign there. More than half – 52% - of Ohio voters said that Palin is not qualified to be president, compared to 76% who said yes when asked the same question about Joe Biden, the Democratic candidate for vice president. The usual partisan divide applied to the question about Palin - by 88% to 9% Democrats said she is not qualified to take over as president. That opinion was echoed by 44% of independents and even 16% of Republicans. Independents were split - 46% said she was qualified. Voters overall who said Palin is not qualified back Obama in the presidential race by 84% to 6%. Women were tougher critics of Palin than men – by 56% to 39% women voters in Ohio said she is not qualified. Men tended toward the opinion that she's not qualified, but by a slim 48% to 43%. Fifteen percent of McCain/Palin voters either said she's not qualified or weren't sure.

However, voters of all partisan affiliations, including 94% of Democrats, 76% of independents and a 52% majority of Republicans said Joe Biden is qualified.

Candidate Impressions

Ohio voters generally felt pretty good about Barack Obama - 51% said they felt positive, including 39% who said they felt very positive toward him, while 36% reported negative feelings, including 25% who felt very negative. John McCain generated much more mixed feelings – 42% positive to 44% negative, with 22% saying "very positive" and 27% saying "very negative".

Nine out of 10 Democrats felt good about Obama, along with 43% of independents and 12% of Republicans. McCain engendered good feelings in 11% of Democrats, 45% of independents and only 84% of Republicans. Similarly, 80% of Republicans felt negative toward Obama, along with 40% of independents and 4% of Democrats. Nearly three-quarters of Democrats felt negative toward McCain, joined by 39% of independents, and 10% of Republicans.

Almost twice as many self-described moderates felt good about Obama than felt that way about McCain. And while 66% of conservatives gave McCain a positive rating, nearly one in four - 23% - gave him a negative one.

Gender Gap

The survey found a gender gap in the presidential vote in Ohio - women voters backed Obama by a sturdy 54% to 38% margin, while men split, tending slightly toward McCain by 44% to 41%. The gender gap appeared again in the impressions the two candidates have left on the voters. Women felt distinctly differently toward each of the candidates – 56% had a positive feeling about Barack Obama, including 45% who had a "very positive" feeling about him, while only 41% felt at all positive about McCain. Male voters tended toward feeling more positive than negative about each the candidates – 46% said they felt good about Obama and 38% felt negative while 43% felt positive about McCain and 41% felt negative.

Other Demographics of the Presidential Vote

Obama's strengths were among affiliated Democrats (91%), non-white voters (87%), liberals (78%) and moderates (56%), voters under age 35 (66%) and to a lesser extent those under age 45 (53%), those without college degrees (49%), voters in households making less than \$50K annually (58%) -- including whites in those households (51%), women (54%), men who are not working (53%) and single voters (71%).

Obama had also made some significant inroads into areas where McCain garnered most of the vote - 22% of conservatives were voting for the Democrat, along with just over three out of 10 white evangelicals and two out of 10 religious conservatives.

Obama and McCain were locked into ties or tight races among whites (42% to 46%), those with college degrees (46% to 43%), voters over age 45 (45% to 44%), men (41% to 44%), Protestants (45% to 45%) and Catholics (44% to 45%).

McCain's main strengths come from among the Republican core - affiliated Republicans (91%), conservatives (68%), religious conservatives (72%), white evangelicals (58%), higher income whites (51%) and men with college degrees (50%). He also has an 11 point lead among independents and picks up about a third of the moderate voters.

Some Selected Demographics of the Presidential Vote (horizontal table)

	<u>Obama</u>	McCain
Liberal Democrats	97	-
Moderate Democrats	86	6
Independents	38	49
Conservative Republicans	3	93
Ages 18-34	66	27
Ages 35-64	43	45
Ages 65+	43	46
No college degree	49	40
College degree +	46	43
HH income less than \$50K	58	33
HH income \$50K +	41	46
White	42	46
White women	49	43
White men	34	49
Non-white	87	10
Men	41	44
Working men	37	47
Non-working men	53	37
Married men	34	49
Single men	64	28
Women	54	38
Working women	54	38
Non-working women	55	38
Married women	44	49
Single women	76	17

State Regions

Cuyahoga County, which encompasses Cleveland and its suburbs, on the shores of Lake Erie, an area hard hit by the downturn in the auto industry. Only 12% of the voters in this area say they are affiliated with the Republican party, compared to nearly half who feel like Democrats. About three in 10 identify as independent. Not surprisingly, Obama has a wide leads in this region - 69% to 26%.

The northeast region of Ohio, which includes the cities of Akron and Canton known for the rubber and steel industries and Youngstown and Lorain, which have suffered population declines in recent years. This is also a very Democratic portion of the state, nearly four in 10 identify as Democrats. And it too is something of an Obama stronghold – voters in the region back Obama by 53% to 34%.

The Central region, which includes the capital city of Columbus, is solidly independent – more than two out of five voters identify as independent, with even numbers of Republicans and Democrats – and their presidential preference reflects the split– 40% back Obama and 42% back McCain.

The Northwest region, which includes the city of Toledo, is heavy on independents, and light on Republicans. Voters here back Obama by 14 points 54% to 40%.

By contrast, the Cincinnati/Dayton area in the southern part of the state mixed, but about three out of 10 voters in the region – the most of any region – identify with the Republican party. This area is backing John McCain by 52% to 39%.

Man of Mystery?

Barack Obama's religious views remain something of a mystery to voters in Ohio, the survey found. When asked an open ended question about whether they know which religion the Democratic candidate practices, 49% said they didn't. Included in those who said they did know, 39% said Obama is a Christian, 7% said he is Muslim and 2% said some other religion. Fifteen percent said they didn't know what his religion was because they've heard different things about him, a figure that rises to 18% among affiliated Republicans.

This finding does not add up to a vote deficit for the Democrat -45% of Obama's own voters said they aren't sure what his religion is. But there is some evidence that the issue could be holding him back from support he might be able to count on otherwise – among the 39% who said they know Obama is a Christian, he bests McCain by 57% to 38%.

Undecided Voters

The election, of course, is far from over - there is one week to go and twelve percent of likely voters in Ohio are either not backing a candidate at this time, or say they could still change their mind. However, these voters, like their more decisive counterparts, tend to pick change over experience and domestic issues over national security, and to look to Obama more than McCain as the best to handle those issues. The undecided voters, who tend to be white, independent and male, may be resonating with the McCain campaign's invocation of Joe the Plumber as the quintessential McCain voter, as well as his campaign's portrayal of Obama as a mysterious figure, not to be trusted. When asked if they know which religion Obama practices, only 16% of undecided voters said that they know he is a Christian. Seven in 10 weren't sure of his religion, among them 47% who said they just don't know enough about him to be sure, and 21% who said they'd heard different things and didn't know what to believe.

Analysis by Susan H. Pinkus and Jill E. Darling

Los Angeles Times/Bloomberg

Data Tables - Survey 563 - Press Release - October 28, 2008

Guide to column headings:

REG All registered voters

LIKELY Registered voters deemed likely to vote for president in November

DEM,IND,REP Affiliated Democrats, Independents and Republicans LIB,MOD,CONS Self-described Liberals, Moderates and Conservatives

MALE, FEMALE Gender

Survey Notes:

- (vol) indicates a volunteered response
- '-' indicates that a response added up to less than 0.5% of the question base
- Numbers are percentages, tables are read vertically
- Tables percentages among all registered voters unless otherwise noted.
- Unless otherwise noted, missing questions are operational

The order of candidate names and the order of any choices, arguments, or statements are rotated in all questions that mention them. Question and group order is also rotated, whenever required to eliminate order bias.

Survey Methodology

The Los Angeles Times / Bloomberg Poll contacted 871 adults in Florida and 856 in Ohio by telephone October 25-27, 2008. Included are 809 registered voters and 639 likely voters in Florida and 816 registered voters and 644 likely voters in Ohio. Likely voters were determined by a screening process which includes early voting and intention to vote. First time voters were not excluded. Telephone numbers were chosen randomly in separate samples of exchanges in each state, allowing listed and unlisted numbers to be contacted, and multiple attempts were made to contact each number. Adults in each sample were adjusted as needed to census proportions of sex, ethnicity, age, education, and region and, in Florida, to the most recent report of party registration. The margin of sampling error for adults and registered voters is plus or minus 3 percentage points in each state; for likely voters, it is 4 points. For smaller subgroups, the error margin may be higher. Survey results may also be affected by factors such as question wording and the order in which they are asked. Interviews were conducted by Interviewing Service of America, Inc. of Van Nuys.

Los Angeles Times and Times/Bloomberg stories, and data may be accessed online at http://latimes.com/timespoll

(COMBINED VOTE FOR PRESIDENT – VOTED AND NOT YET VOTED)

[Did you vote for / If the election were held today would you vote for] Democrats Barack Obama and Joe Biden or for Republicans John McCain and Sarah Palin or for someone else?

	Florida Registered Voters									
	REGIS	LIKELY	DEM	<u>IND</u>	REP	<u>LIB</u>	MOD	CONS	MALE	FEMALE
Obama/Biden	50	50	92	51	5	83	59	21	49	51
McCain/Palin	42	43	6	35	94	13	31	72	44	41
Other	1	1	-	1	-	-	1	1	-	1
Don't know	7	6	2	13	1	4	9	6	7	7
				O	hio Registo	ered Voter	s			
	REGIS	LIKELY	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	MOD	CONS	MALE	<u>FEMALE</u>
Obama/Biden	48	49	91	38	6	78	56	22	41	54
McCain/Palin	41	40	3	49	91	10	32	68	44	38
Other	3	3	-	4	1	3	4	2	5	1
Don't know	8	8	6	9	2	9	8	8	10	7

(ASKED OF THOSE WHO HAVE ALREADY VOTED)

Q4. Did you vote for Democrats Barack Obama and Joe Biden or for Republicans John McCain and Sarah Palin or did you vote for someone else?

Among those who have already voted in

	Florida	<u>On10</u>
Obama/Biden	45	57
McCain/Palin	49	35
Other	-	5
Don't know	6	3

Note: 21% of FL and 13% of Ohio voters surveyed said they have already voted. These figures are similar to George Mason University's US Election Project estimates of early voting.

(ASKED OF THOSE WHO HAVE NOT YET VOTED)

Q5. If the November 2008 general election for president were being held today and the choices were Barack Obama and Joe Biden on the Democrat ticket, and John McCain and Sarah Palin on the Republican ticket, for which ticket would you vote for: Obama and Biden or McCain and Palin, or would you vote for a ticket from some other party? (Includes leaners)

			Flo	orida Regis	stered Vote	rs Who H	ave Not Y	et Voted -		
	<u>REGIS</u> L	<u>IKELY</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	MOD	CONS	MALE	FEMALE
Obama/Biden	52	52	93	54	5	86	60	19	55	48
McCain/Palin	40	41	6	31	94	11	30	73	37	43
Other	1	1	1	1	-	-	1	-	1	1
Don't know	7	6	-	14	1	3	9	8	7	8
	REGIS L	 IKELY	Oh DEM	io Register IND	red Voters REP	Who Have LIB	e Not Yet MOD	Voted CONS		FEMALE
Obama/Biden	47	47	89	38	8	76	52	25	41	52
McCain/Palin	42	41	4	50	89	10	35	66	44	40
Other	2	3	-	3	1	4	4	1	4	1
Don't know	9	9	7	9	2	10	9	8	11	7

(ASKED OF THOSE WHO BACK THE DEMOCRATIC OR REPUBLICAN TICKETS)

Q6. Are you certain you're going to vote for the (Democratic/Republican) ticket, or is it possible that you might end up voting for some other party's ticket?

			Florida '	Voters Who	Back a Do	em/Rep Ca	ndidate		
	<u>REGIS</u>	<u>DEM</u>	IND	<u>REP</u>	LIB	MOD	CONS	MALE FE	MALE
Certain	92	95	88	98	95	88	95	90	95
Might change	6	1	11	2	5	9	4	9	3
Don't know	2	4	1	0	0	3	1	1	2
			Ohio V	oters Who	Back a Dea	m/Rep Can	didate		
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	MOD	CONS	MALE FE	MALE
Certain	93	98	87	95	93	91	95	91	94
Might change	5	1	10	3	6	7	3	8	4
Don't know	2	1	3	2	1	2	2	1	2

Voters Who Have Not Yet Voted And Who Back Either Obama/Biden Or McCain/Palin

	Flo	orida	Oi	iio	
	OBAMA	MCCAIN	<u>OBAMA</u>	MCCAIN	
Certain	92	94	96	89	
Might change	6	5	3	8	
Don't know	2	1	1	3	

(Q7 – Q25 ASKED OF ALL REGISTERED VOTERS)

Q7. What if the November general election for president were being held today and the candidates were Barack Obama, the Democrat, John McCain, the Republican, Independent Ralph Nader, Bob Barr, the Libertarian candidate, and Cynthia McKinney, the Green Party candidate for whom would you vote: Obama, McCain, Nader, Barr, or McKinney? (Includes leaners)

				Fl	orida Regis	stered Vot	ers			
	REGIS	LIKELY	<u>DEM</u>	<u>IND</u>	REP	<u>LIB</u>	MOD	CONS	MALE FI	
Obama	48	49	85	50	5	75	56	20	51	45
McCain	39	40	9	29	92	15	27	71	37	42
Nader	3	3	3	5	-	6	2	2	4	1
Barr	1	1	-	1	1	1	1	1	1	1
McKinney	-	-	-	-	-	-	-	-	-	-
Other	1	-	1	-	-	-	_	_	-	1
Don't know	8	7	2	15	2	3	14	6	7	10
				Ol	nio Registe	red Voters	3			
	<u>REGIS</u>	<u>LIKELY</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	<u>MOD</u>	CONS	MALE FI	<u>EMALE</u>
Obama	44	44	86	34	7	71	52	23	38	50
McCain	37	39	5	42	81	9	29	60	38	36
Nader	3	4	-	7	1	6	2	2	6	1
_		_		2		1	2	4	1	1
Barr	1	1	-	L	-	1	Z	1	1	1
Barr McKinney	1 1	1 1	1	-	1	1	-	1	1	1
	1 1 2	1 1 1	- 1 -	- 1	1 5	1 1 2	3	1 1 1	1 3	1 1 1

Q8. Do you have a positive or negative feeling about Barack Obama? (IF POSITIVE OR NEGATIVE) Is it very or only somewhat (positive/negative)?

Florida Registered Voters									
	REGIS	<u>DEM</u>	IND	REP	LIB	MOD	CONS	MALE F	EMALE
Haven't heard (vol)	<u> </u>		1		<u>2</u>		2	1	1
Positive (net)	<u>53</u>	<u>89</u>	<u>57</u>	$\frac{2}{9}$	<u>82</u>	<u>63</u>	<u>23</u>	<u>51</u>	<u>54</u>
Very positive	33	67	<u>32</u>	$\overline{2}$	56	39	14	32	35
Somewhat positive	20	22	24	7	26	24	9	20	19
Negative (net)	<u>35</u>	<u>4</u>	<u>30</u>	<u>76</u>	<u>9</u>	<u>25</u>	<u>65</u>	<u>35</u>	<u>36</u>
Somewhat negative	10	2	10	14	4	9	16	8	12
Very negative	25	2	21	62	4	16	49	27	24
Neutral (vol)	<u>9</u>	<u>6</u>	$\frac{9}{3}$	<u>11</u>	<u>6</u>	<u>10</u>	<u>9</u>	<u>11</u>	$\frac{7}{3}$
Don't know (net)	<u>9</u> <u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>1</u>	2	<u>1</u>	<u>2</u>	<u>3</u>
				- Ohio Regi	istered Vo	ters			
	<u>REGIS</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	<u>MOD</u>	<u>CONS</u>	MALE F	<u>EMALE</u>
Haven't heard (vol)	-	-	-	-	-	-	-	-	-
Positive (net)	<u>51</u>	<u>90</u>	$\frac{43}{27}$	<u>12</u>	<u>79</u> 63	<u>60</u>	<u>24</u>	$\frac{46}{32}$	<u>56</u> 45
Very positive	39	78	27	6	63	46	18	32	45
Somewhat positive	12	12	17	6	16	15	6	14	11
Negative (net)	<u>36</u>	<u>4</u>	<u>40</u>	<u>80</u>	<u>12</u>	<u>26</u>	<u>61</u>	<u>38</u>	<u>34</u>
Somewhat negative	11	2	14	18	7	10	12	10	11
Very negative	25	2	25	62	5	15	49	28	23
Neutral (vol)	<u>8</u> 5	<u>5</u>	<u>9</u>	<u>5</u> 3	<u>4</u>	<u>8</u>	<u>11</u>	<u>9</u>	<u>7</u>
Don't know (net)	<u>5</u>	<u>1</u>	<u>8</u>	<u>3</u>	<u>5</u>	<u>6</u>	<u>4</u>	<u>7</u>	<u>3</u>

Q9. Do you have a positive or negative feeling about John McCain? (IF POSITIVE OR NEGATIVE) Is it very or only somewhat (positive/negative)?

				- Fiorida K	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	MOD	CONS	MALE F	EMALE
Haven't heard (vol)	_	-	<u>1</u>	-	<u>2</u>	-	-	-	<u>1</u>
Positive (net)	<u>46</u>	<u>17</u>	<u>37</u>	<u>91</u>	<u>17</u>	<u>39</u>	<u>74</u>	<u>47</u>	<u>45</u>
Very positive	$\overline{28}$	9	17	67	10	19	50	26	30
Somewhat positive	18	8	20	24	7	20	24	21	15
Negative (net)	<u>40</u>	<u>68</u>	<u>45</u>	<u>4</u>	<u>65</u>	<u>45</u>	<u>18</u>	<u>36</u>	<u>44</u>
Somewhat negative	17	23	23	<u>1</u>	29	18	8	19	15
Very negative	23	45	22	3	36	26	11	17	29
Neutral (vol)	11	<u>11</u>	<u>14</u>	4	<u>12</u>	<u>14</u>	<u>6</u>	15	<u>7</u>
Don't know (net)	11 3	4	3	$\overline{1}$	4	3	$\overline{1}$	1 <u>5</u> 2	<u>4</u>
, ,	_	_	_	_	_	_	_	_	_
				Ohio Posi	stand Va	toma			
				- Ollio Kegi	stered vo	ters			
	REGIS	<u>DEM</u>	IND	REP	LIB	MOD	CONS	MALE F	EMALE
Haven't heard (vol)	<u>REGIS</u>	<u>DEM</u> -	<u>IND</u> -					MALE F	EMALE
Haven't heard (vol) Positive (net)				REP -	<u>LIB</u>	MOD -	CONS -		
` /	REGIS - 42 22	<u>DEM</u> - <u>11</u> 1	IND - 45 22					MALE F	EMALE - 41 22
Positive (net)	42			REP -	<u>LIB</u> - 20	<u>MOD</u> - <u>32</u>	<u>CONS</u> - <u>66</u>		<u>-</u> 41
Positive (net) Very positive Somewhat positive	42 22 20	11 1 10	45 22 24	REP - 84 55 29	LIB - 20 9 11	MOD 32 14 17	CONS <u>66</u> 41 25	$\frac{43}{23}$ 20	41 22 19
Positive (net) Very positive Somewhat positive Negative (net)	4 <u>2</u> 22	11 1	45 22	REP - 84 55	LIB - 20 9	MOD 32 14	<u>CONS</u> - <u>66</u> 41	43 23	41 22
Positive (net) Very positive Somewhat positive Negative (net) Somewhat negative	42 22 20 44	11 1 10 75	45 22 24 39	REP - 84 55 29 10	LIB - 20 9 11 68	MOD 32 14 17 49	CONS 66 41 25 23	43 23 20 41	41 22 19 46
Positive (net) Very positive Somewhat positive Negative (net) Somewhat negative Very negative	42 22 20 44 17 27	11 1 10 75 25 50	45 22 24 39 16 23	84 55 29 10 7	20 9 11 68 28 40	32 14 17 49 16 34	CONS 66 41 25 23 10 13	43 23 20 41 14 27	41 22 19 46 19 27
Positive (net) Very positive Somewhat positive Negative (net) Somewhat negative	42 22 20 44 17	11 1 10 75 25	45 22 24 39 16	REP - 84 55 29 10 7	LIB 20 9 11 68 28	MOD 32 14 17 49 16	CONS 66 41 25 23 10	43 23 20 41 14	41 22 19 46 19

Q10. Do you think Republican vice presidential candidate Sarah Palin is qualified to become president of the United States if something happens to John McCain, or is she not qualified?

				Florida R	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	<u>MOD</u>	CONS	MALE F	
Qualified	44	12	42	85	19	34	73	46	43
Not qualified	48	80	50	9	72	55	24	48	47
Don't know	8	8	8	6	9	11	3	6	10
				Ohio Regi	istered Vo	ters			
	REGIS	<u>DEM</u>	<u>IND</u>	REP	<u>LIB</u>	<u>MOD</u>	CONS	MALE F	EMALE
Qualified	41	9	46	81	17	33	65	43	39
Not qualified	52	88	44	16	80	59	28	48	56
Don't know	7	3	10	3	3	8	7	9	5

Q11. Do you think Democratic vice presidential candidate Joe Biden is qualified to become president of the United States if something happens to Barack Obama, or is he not qualified?

				Florida R	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	<u>MOD</u>	CONS	MALE F	
Qualified	73	83	77	53	87	79	58	78	68
Not qualified	16	5	11	40	6	10	30	14	19
Don't know	11	12	12	7	7	11	12	8	13
				Ohio Regi	istered Vo	ters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	<u>MOD</u>	CONS	MALE F	<u>EMALE</u>
Qualified	76	94	76	52	92	84	61	76	76
Not qualified	16	2	17	39	5	7	30	17	16
Don't know	8	4	7	9	3	9	9	7	8

Q12. Which of the following is the most important to you in choosing a candidate for president: The candidate's views on domestic issues such as the economy and healthcare, or national security issues such as the war in Iraq and terrorism?

				- Florida Re	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	<u>MOD</u>	CONS	MALE	<u>FEMALE</u>
Neither (vol)	1	-	1	1	-	1	1	1	-
Domestic issues	46	57	56	21	60	55	29	42	49
Nat security issues	20	7	15	39	9	16	31	23	17
Both equally (vol)	33	35	27	39	30	28	39	33	33
Don't know	-	1	1	-	1	-	-	1	1
				_					
	<u>REGIS</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	<u>MOD</u>	<u>CONS</u>	<u>MALE</u>	<u>FEMALE</u>
Neither (vol)	1	-	1	3	1	1	2	2	-
Domestic issues	50	66	49	24	62	53	34	50	50
Nat security issues	16	6	15	36	11	12	26	16	16
Both equally (vol)	32	28	34	36	25	33	37	30	33
Don't know	4		1	- 1	4	4	4	•	1

Q13. Which of the following is most important to you in choosing a candidate for president: The candidate who has the most experience or who will bring change to Washington?

		Florida Registered Voters									
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	<u>MOD</u>	CONS	MALE FE			
Neither (vol)	2	2	3	2	1	4	2	3	2		
Experience	33	7	28	74	11	27	53	36	30		
Change	49	78	56	8	77	54	28	44	53		
Both equally (vol)	14	12	10	15	9	13	16	13	14		
Don't know	2	1	3	1	2	2	1	4	1		
	Ohio Registered Voters										
				- Ohio Regi	istered Vo	ters					
	<u>REGIS</u>	<u>DEM</u>	<u>IND</u>	- Ohio Regi <u>REP</u>	istered Vo <u>LIB</u>	ters <u>MOD</u>	CONS	MALE FE			
Neither (vol)	REGIS 3	<u>DEM</u>	<u>IND</u> 3								
Neither (vol) Experience	REGIS 3 31	<u>DEM</u> - 9	IND 3 32								
Experience	3	DEM - 9 84	3	<u>REP</u> 4	<u>LIB</u> 1	$\frac{\text{MOD}}{3}$	CONS 4	MALE FE	MALE 3		
` /	3 31	9	3 32	REP 4 63	LIB 1 17	MOD 3 26	CONS 4 46	MALE FE 2 29	MALE 3 32		

Now turning back to the candidates running for president. I am going to mention a few things that voters think about when deciding who to vote for in an election. Regardless of your choice for president, please tell me, for each issue I mention, what you think about Barack Obama and John McCain. First,

Q14. Who do you trust more to make the right decisions about the economy: Barack Obama or John McCain?

				- Florida Re	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	<u>MOD</u>	CONS	MALE FE	
Barack Obama	<u>48</u>	<u>84</u>	<u>54</u>	<u>4</u>	<u>80</u>	<u>55</u>	<u>22</u>	<u>47</u>	<u>50</u>
John McCain	<u>39</u>	<u>7</u>	<u>32</u>	<u>87</u>	<u>10</u>	<u> 29</u>	<u>69</u>	<u>38</u>	<u>39</u>
Both equally (vol)	<u>2</u>	<u>3</u>	<u>3</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>
Neither/Other (net)	<u>6</u>	<u>3</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>7</u>	<u>3</u>	<u>7</u>	<u>4</u>
Neither of them (vol)	5	1	6	5	4	6	3	6	4
Other candidate (vol)	1	2	-	-	-	2	-	1	-
Don't know (net)	<u>5</u>	<u>3</u>	<u>5</u>	<u>3</u>	<u>2</u>	<u>7</u>	<u>5</u>	<u>5</u>	<u>5</u>
					stered Vot	ers			
	<u>REGIS</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	MOD	CONS	MALE FE	MALE
Dana da Obana									
Barack Obama	<u>50</u>	<u>90</u>	<u>41</u>	<u>9</u>	<u>77</u>	<u>57</u>	<u>25</u>	44	<u>56</u>
John McCain	<u>50</u> <u>38</u>	<u>90</u> <u>5</u>	<u>41</u> 40	<u>9</u> <u>85</u>	77 11	<u>57</u> <u>27</u>	25 65	44 38	<u>56</u> <u>37</u>
John McCain Both equally (vol)		90 <u>5</u> 1	$\frac{40}{2}$	<u>9</u> <u>85</u> <u>1</u>	77 11 1	<u>57</u> <u>27</u> <u>1</u>	25 65 3	$\frac{38}{3}$	
John McCain Both equally (vol) Neither/Other (net)		90 5 1 1	$\frac{40}{2}$ 13	9 85 1 3	77 11 1 9	57 27 1 11	25 65 3 3	44 38 3 12	
John McCain Both equally (vol) Neither/Other (net) Neither of them (vol)		90 5 1 1	$\frac{40}{2}$	9 85 1 3 2	77 11 1 9 8	57 27 1 11 7	25 65 3 3 3	$\frac{38}{3}$	
John McCain Both equally (vol) Neither/Other (net)		90 5 1 1	$\frac{40}{2}$ 13	9 85 1 3 2	77 11 1 9 8	57 27 1 11 7 4	25 65 3 3 3	$\frac{38}{3}$	

Q15. Who do you think would be best at achieving success in Iraq: Barack Obama or John McCain?

				Florida Re	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	MOD	CONS	MALE FE	MALE
Barack Obama	<u>35</u>	<u>69</u>	<u>31</u>	<u>2</u>	<u>52</u>	<u>43</u>	<u>17</u>	<u>34</u>	<u>36</u>
John McCain	<u>49</u>	<u>15</u>	<u>46</u>	<u>93</u>	<u> 26</u>	<u>36</u>	<u>77</u>	<u>52</u>	<u>45</u>
Both equally (vol)		<u>2</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>
Neither/Other (net)	<u>2</u> 7	<u>8</u>	<u>9</u>	-	<u>11</u>	<u>9</u>	<u>2</u>	<u>6</u>	<u>8</u>
Neither of them (vol)	7	8	9	-	11	9	2	6	8
Other candidate (vol)	-	-	-	-	-	-	-	_	-
Don't know (net)	<u>8</u>	<u>6</u>	<u>10</u>	<u>3</u>	<u>10</u>	<u>8</u>	<u>2</u>	<u>6</u>	<u>9</u>
				Ohio Regi					
	<u>REGIS</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	MOD	CONS	MALE FE	MALE
Barack Obama									
Darack Oballia	<u>39</u>	<u>71</u>	<u>37</u>	<u>5</u>	64	<u>45</u>	<u>18</u>	<u>36</u>	42
John McCain	39 48	<u>71</u> <u>14</u>	<u>37</u> <u>49</u>	<u>5</u> <u>92</u>	64 21	45 39			<u>42</u> <u>46</u>
John McCain Both equally (vol)		71 14 2		$\frac{\frac{5}{92}}{\frac{1}{2}}$	$\frac{21}{2}$	45 39 3	<u>18</u>	<u>36</u>	
John McCain Both equally (vol) Neither/Other (net)		71 14 2 6		$\frac{\frac{5}{92}}{\frac{1}{1}}$		45 39 3 7	<u>18</u>	<u>36</u>	
John McCain Both equally (vol) Neither/Other (net) Neither of them (vol)		$ \begin{array}{r} \frac{71}{14} \\ \frac{2}{6} \\ 5 \end{array} $		5 92 1 1 1	$\frac{21}{2}$	45 39 3 7 5	<u>18</u>	<u>36</u>	
John McCain Both equally (vol) Neither/Other (net)		71 14 2 6 5		5 92 1 1 1	$\frac{21}{2}$	45 39 3 7 5 2	<u>18</u>	<u>36</u>	

Q16. Who do you think would be best in dealing with healthcare: Barack Obama or John McCain?

				Florida R	egistered V	Joters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	MOD	CONS	MALE FE	
Barack Obama	<u>52</u>	<u>87</u>	<u>55</u>	<u>12</u>	<u>77</u>	<u>66</u>	<u>23</u>	$\frac{49}{33}$	<u>55</u>
John McCain	<u>34</u>	4	<u>28</u>	<u>78</u>	<u>15</u>	<u>20</u>	<u>62</u>	<u>33</u>	<u>35</u>
Both equally (vol)	3	3	2	<u>5</u>	2	3	4	4	2
Neither/Other (net)	<u>5</u>	$\frac{2}{2}$	<u>8</u>	$\frac{2}{2}$	3	8	$\frac{4}{4}$	<u>8</u>	3
Neither of them (vol) Other candidate (vol)	5	2	1	2	1	8	4	1	3
Don't know (net)	- 5	4	7	3	1	3	7	6	-
Don't know (net)	<u> </u>	2	<u>,</u>	<u> </u>	=	<u> </u>	<u> </u>	<u>u</u>	<u> </u>
				Ohio Reg	istered Vo	ters			
	REGIS	<u>DEM</u>	<u>IND</u>	REP 0	<u>LIB</u>	MOD	CONS	MALE FE	EMALE
Barack Obama	<u>54</u>	<u>92</u>	<u>47</u>	<u>11</u>	<u>80</u>	<u>61</u>	<u>28</u>	<u>50</u>	<u>57</u>
John McCain	<u>30</u>	<u>3</u>	<u>30</u>	<u>72</u>	<u>12</u>	<u>20</u>	<u>28</u> <u>52</u>	<u>50</u> <u>33</u>	<u>27</u>
Both equally (vol)	2	1	<u>3</u>	<u>2</u> <u>8</u>	2	3	<u>2</u> <u>9</u>	<u>3</u>	1
Neither/Other (net)	<u>8</u>	<u>2</u>	<u>13</u>	8	4	<u>11</u>	9	9	<u>8</u>
Neither of them (vol)	7	1	13	8	4	9	9	8	7
Other candidate (vol)	1	1	-	7	-	2	-	1 5	1
Don't know (net)	<u>o</u>	<u> 4</u>	<u>/</u>	<u>/</u>	<u>Z</u>	<u> </u>	<u>9</u>	<u> 5</u>	<u>/</u>

Q17. Who would be best at protecting the country from terrorism: Barack Obama or John McCain?

				Florida R	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	MOD	CONS	MALE FE	EMALE
Barack Obama	<u>31</u>	<u>65</u>	<u>28</u>	<u>2</u>	<u>50</u>	<u>36</u>	<u>14</u>	<u>27</u> 57	<u>35</u>
John McCain	<u>31</u> <u>52</u>	<u>20</u>	<u>49</u>	<u>96</u>	<u>29</u>	<u>42</u>	<u>82</u>	<u>57</u>	<u>48</u>
Both equally (vol)	<u>5</u>	<u>6</u>	<u>8</u>	-	<u>7</u>	<u>8</u>	<u>1</u>	<u>5</u>	<u>5</u>
Neither/Other (net)	<u>5</u>	<u>3</u>	<u>6</u>	-	<u>6</u>	<u>9</u>	-	<u>5</u>	<u>5</u>
Neither of them (vol)	5	3	6	-	5	9	-	5	5
Other candidate (vol)	-	-	-	-	-	-	-	-	-
Don't know (net)	<u>6</u>	<u>6</u>	<u>9</u>	<u>2</u>	<u>9</u>	<u>6</u>	<u>3</u>	<u>6</u>	<u>7</u>
				_	istered Vo				
	<u>REGIS</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	MOD	CONS	MALE FE	
Barack Obama	<u>33</u>	<u>65</u>	<u>29</u>	<u>3</u>	<u>53</u>	<u>40</u>	<u>16</u>	<u>31</u>	<u>36</u>
John McCain	<u>51</u>	<u>16</u>	<u>57</u>	<u>93</u>	<u>31</u>	<u>41</u>	<u>76</u>	<u>53</u>	<u>50</u>
Both equally (vol)	<u>5</u>	<u>8</u>	<u>5</u>	<u>2</u>	<u>3</u>	<u>8</u>	<u>1</u>	<u>5</u>	<u>4</u>
Neither/Other (net)	<u>4</u>	<u>4</u>	<u>4</u>	<u>1</u>	<u>4</u>	<u>6</u>	<u>3</u>	<u>5</u>	<u>4</u>
Neither of them (vol)	4	4	4	1	5	5	3	4	4
Other candidate (vol)	1	-	-	-	-	1	-	1	-
Don't know (net)	<u>6</u>	<u>7</u>	<u>5</u>	<u>1</u>	<u>9</u>	<u>5</u>	<u>4</u>	<u>6</u>	<u>6</u>

Q18. Who would do a better job of handling the financial crisis next year: Barack Obama or John McCain?

Barack Obama John McCain Both equally (vol) Neither/Other (net) Neither of them (vol) Other candidate (vol) Don't know (net)	REGIS 46 37 2 6 6	DEM 84 6 1 3 3 3 6	IND 46 26 3 12 12 12	Florida Ro <u>REP</u> <u>5</u> <u>90</u> <u>1</u> <u>1</u> 1 -	egistered V LIB 81 9 1 4 4	Voters <u>MOD</u> <u>54</u> <u>26</u> <u>3</u> <u>11</u> 11	CONS 18 67 2 2 2 2	FEMALE 47 37 2 7 7 8
Barack Obama John McCain Both equally (vol) Neither/Other (net) Neither of them (vol) Other candidate (vol) Don't know (net)	REGIS 49 34 3 8 7 1 6	DEM 88 4 1 3 3 3 4 4	IND 42 36 4 11 11	Ohio Regi REP <u>8</u> 77 5 5 5	istered Vo LIB 77 13 1 6 6	ters <u>MOD</u> <u>58</u> <u>23</u> <u>3</u> <u>10</u> 9 1 <u>6</u>	CONS 23 60 3 6 6	FEMALE 52 33 5 4 4 6

Q18a. Who has the better temperament and personality to be president: Barack Obama or John McCain?

				- Florida Re	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	<u>MOD</u>	CONS	MALE FE	
Barack Obama	<u>58</u>	<u>92</u>	<u>62</u>	<u>17</u>	<u>85</u>	<u>66</u>	34 55	<u>56</u>	<u>60</u>
John McCain	<u>30</u>	<u>4</u>	<u>24</u>	<u>72</u>	<u>13</u>	<u>18</u>	<u>55</u>	<u>28</u>	<u>32</u>
Both equally (vol)	<u>7</u>	<u>2</u>	<u>8</u>	<u>6</u>	<u>1</u>	<u>12</u>	<u>4</u>	<u>9</u>	<u>4</u>
Neither/Other (net)	<u>2</u>	-	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>
Neither of them (vol)	1	-	2	-	1	1	1	2	1
Other candidate (vol)	-	-	-	1	-	-	1	1	-
Don't know (net)	<u>4</u>	<u>1</u>	<u>4</u>	<u>3</u>	-	<u>3</u>	<u>5</u>	<u>5</u>	<u>3</u>
				- Ohio Regi	stered Vot	ers			
	REGIS	DEM	IND	REP			CONS	MALE EE	MAIE
	KEOIS	DEM	$\underline{\mathbf{m}}$	KEL	<u>LIB</u>	<u>MOD</u>	CONS	MALE FE	WIALL
Barack Obama	<u>57</u>	91	<u>54</u>			<u>63</u>			
Barack Obama John McCain	57 29		54 30	16 67	84 12	63 21	33 49	<u>MALE FE</u> <u>54</u> <u>29</u>	59 29
	<u>57</u>		<u>54</u>	<u>16</u>	<u>84</u>	<u>63</u>	<u>33</u>		<u>59</u>
John McCain	<u>57</u>		<u>54</u>	<u>16</u>	<u>84</u>	<u>63</u>	<u>33</u>		<u>59</u>
John McCain Both equally (vol) Neither/Other (net) Neither of them (vol)	<u>57</u>		<u>54</u>	<u>16</u>	<u>84</u>	<u>63</u>	<u>33</u>		<u>59</u>
John McCain Both equally (vol) Neither/Other (net)	<u>57</u>		<u>54</u>	<u>16</u>	<u>84</u>	<u>63</u>	<u>33</u>		<u>59</u>

Q19. As you may know, Colin Powell recently endorsed Barack Obama for president. Does knowing this make you more or less likely to vote for Obama for president, or does it not make a difference in your vote either way?

				Florida Re	egistered V	Joters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	<u>MOD</u>	CONS	MALE FE	EMALE
More likely	16	31	17	-	27	19	7	16	16
Less likely	5	-	6	12	8	3	6	6	5
No difference	77	68	75	88	64	78	85	76	78
Don't know	2	1	2	-	1	-	2	2	1
				- Ohio Regi	istered Vo	ters			
	REGIS	<u>DEM</u>	<u>IND</u>	REP	LIB	<u>MOD</u>	CONS	MALE FE	EMALE
More likely	15	26	13	3	14	20	10	13	17
Less likely	3	1	3	7	1	3	5	3	4
Less likely No difference	3 82	1 73	3 83	7 89	1 84	3 77	5 84	3 84	4 79

Q20. Do you agree or disagree with the following statement: "John McCain will continue the policies of George W. Bush"? (IF AGREE/DISAGREE) Do you strongly or only somewhat (agree/disagree) with that statement?

				- Florida Re	egistered \	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	MOD	CONS	MALE FE	
Agree (net)	<u>49</u>	<u>78</u>	<u>52</u>	<u>15</u>	<u>69</u>	<u>57</u>	<u>27</u>	<u>47</u>	<u>50</u>
Strongly agree	34	53	37	8	50	39	16	33	34
Somewhat agree	15	25	15	7	19	18	11	14	16
Disagree (net)	<u>47</u>	<u>19</u>	<u>44</u>	<u>83</u>	<u>27</u>	<u>40</u>	<u>71</u>	<u>49</u>	<u>46</u>
Somewhat disagree	12	7	13	17	9	8	20	12	12
Strongly disagree	35	12	31	66	18	32	51	36	34
Don't know (net)	<u>4</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>4</u>
				- Ohio Regi	stered Vot	ters			
	<u>REGIS</u>	<u>DEM</u>	<u>IND</u>	- Ohio Regi <u>REP</u>	stered Vot <u>LIB</u>	ters <u>MOD</u>	CONS		 MALE
Agree (net)				REP	<u>LIB</u>	<u>MOD</u>	CONS	MALE FE	
Agree (net) Strongly agree	REGIS <u>54</u> 38	DEM 85 63	IND 47 31						MALE <u>54</u> 39
•	<u>54</u>	<u>85</u>	<u>47</u>	<u>REP</u> <u>16</u>	<u>LIB</u> <u>76</u>	MOD 62	<u>CONS</u> <u>33</u>	MALE <u>FE</u> <u>54</u>	<u>54</u>
Strongly agree	54 38 16	85 63 22	47 31 15	REP 16 6 10	LIB 76 54 21	MOD 62 41 21	CONS 33 23 11	MALE FE 54 36 18	54 39 15
Strongly agree Somewhat agree	<u>54</u> 38	85 63	47 31	REP 16 6	<u>LIB</u> <u>76</u> 54	MOD 62 41	<u>CONS</u> <u>33</u> 23	MALE FE 54 36	<u>54</u> 39
Strongly agree Somewhat agree Disagree (net)	54 38 16 41	85 63 22 13	47 31 15 47	REP 16 6 10 77	LIB 76 54 21 22	MOD 62 41 21 35	CONS 33 23 11 61	MALE FE 54 36 18 43	54 39 15 39

Q21. Now, thinking about Barack Obama's religious beliefs: Do you happen to know which religion Barack Obama practices, or not? (IF YES) Which religion does he practice? (DO NOT READ LIST) (IF DON'T KNOW OR REFUSED) Is that because you have heard different things about his religion, or because you just don't know enough about him?

				- Florida Re	egistered V	Joters			
	REGIS	<u>DEM</u>	IND	REP	LIB	MOD	CONS	MALE FE	MALE
Christian	44	53	45	32	49	52	36	47	42
Muslim	7	3	7	12	2	5	11	7	7
Arab	-	-	1	-	-	1	-	-	-
Other religion	1	1	-	2	1	1	1	1	1
No religion	-	-	-	1	-	-	1	-	-
Not sure - Heard different t	things 16	16	14	17	12	14	16	17	14
Not sure - Don't know en	ough 28	21	30	33	29	26	31	23	33
Don't know /Refused	4	6	3	3	7	1	4	5	3
	REGIS	 DEM	IND	- Ohio Regi <u>REP</u>	istered Vot <u>LIB</u>	ters MOD	CONS	 MALE FE	 MALE
Christian	39	44	44	30	43	43	34	43	36
Muslim	7	3	8	11	5	3	10	6	8
Arab	-	-	-	-	-	-	-	-	_
Other religion	2	2	2	4	1	3	2	3	2
No religion	1	-	-	1	-	-	1	_	1
Not sure - Heard different t	things 15	14	13	18	18	12	16	14	15
Not sure - Don't know en	ough 34	35	30	35	30	36	35	32	36
Don't know/Refused	2	2	3	1	3	3	2	2	2

Q22. Do you approve or disapprove of the way George W. Bush is handling his job as president? (IF APPROVE OR DISAPPROVE) Do you (approve/disapprove) strongly or do you (approve/disapprove) somewhat?

				Florida	Registered	Voters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	<u>MOD</u>	CONS	MALE F	
Approve (net)	<u>23</u>	<u>4</u>	<u>16</u>	<u>60</u>	<u>6</u>	<u>11</u>	<u>45</u>	<u>24</u>	<u>21</u>
Approve strongly	7	-	4	22	1	2	14	7	7
Approve somewhat	16	3	12	38	5	9	31	17	15
Disapprove (net)	<u>72</u>	<u>90</u>	<u>83</u>	<u>32</u>	<u>90</u>	<u>84</u>	<u>50</u>	<u>72</u>	<u>73</u>
Disapprove somewhat	13	7	15	15	11	14	15	12	14
Disapprove strongly	59	83	67	17	79	70	35	59	58
Don't know (net)	<u>5</u>	<u>6</u>	<u>1</u>	<u>8</u>	<u>4</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>6</u>
		DEM.			egistered Vo				
	REGIS	<u>DEM</u>	IND	<u>REP</u>	<u>LIB</u>	MOD	CONS	MALE F	
Approve (net)	<u>22</u>	3	<u>19</u>	<u>57</u>	9	<u>14</u>	<u>41</u>	<u>24</u>	<u>21</u>
Approve strongly	7	2	6	19	4	2	15	9	6
Approve somewhat	15	1	13	38	5	11	26	16	15
Disapprove (net)	<u>73</u>	<u>96</u>	<u>75</u>	<u>39</u>	<u>89</u>	<u>82</u>	<u>52</u>	<u>73</u>	<u>74</u>
Disapprove somewhat	16	10	16	27	7	19	18	17	15
Disapprove strongly	57	86	59	12	82	63	34	55	59
Don't know (net)	<u>5</u>								

Q23. Do you think things in this country are generally going in the right direction or are they seriously off on the wrong track?

				Florida Re	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	<u>MOD</u>	CONS	MALE FE	MALE
Right direction	11	4	8	25	3	8	20	12	10
Wrong track	82	94	87	58	96	87	67	80	84
Don't know	7	2	5	17	1	5	13	8	6
				- Ohio Regi	istered Vo	ters			
	<u>REGIS</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>	<u>LIB</u>	<u>MOD</u>	<u>CONS</u>	MALE FE	MALE
Right direction	10	4	9	20	6	7	15	12	8
Wrong track	83	93	84	65	92	87	72	79	86
Don't know	7	3	7	15	2	6	13	9	6

Q24. Generally speaking, do you think the nation's economy these days is doing very well, or fairly well, or fairly badly, or very badly?

				Florida R	egistered V	Voters				
	REGIS	<u>DEM</u>	<u>IND</u>	<u>REP</u>	LIB	MOD	CONS		FEMALE	
Well (net)	<u>9</u>	<u>6</u>	<u>6</u>	<u>18</u>	<u>7</u>	<u>4</u>	<u>16</u>	<u>12</u>	<u>7</u>	
Very well	1	-	1	4	-	1	3	2	1	
Fairly well	8	6	5	15	7	3	13	10	6	
Badly (net)	<u>90</u>	<u>93</u>	94 25	81 39	<u>92</u>	<u>94</u>	<u>84</u>	<u>86</u>	<u>93</u>	
Fairly badly	24	8	25	39	15	18	34	22	24	
Very badly	66	85	69	42	77	76	50	64	69	
Don't know (net)	<u>1</u>	<u>1</u>	-	<u>1</u>	<u>1</u>	<u>2</u>	-	<u>2</u>	-	
	Ohio Registered Voters									
	REGIS	<u>DEM</u>	<u>IND</u>	REP	<u>LIB</u>	MOD	CONS	MALE	<u>FEMALE</u>	
Well (net)	9	4	7	<u>19</u>	5	8	<u>15</u>	12	7	
Very well	_	_	-	_	$\overline{1}$	-	_		-	
Fairly well	9	4	7	19	4	8	14	11	7	
Badly (net)	<u>90</u>	<u>96</u>	<u>92</u>	<u>80</u>	<u>94</u>	<u>90</u>	<u>84</u>	<u>87</u>	<u>91</u>	
Fairly badly	30	25	33	37	21	28	37	35	26	
Very badly	60	71	59	43	74	62	48	53	65	
Don't know (net)	<u>1</u>	-	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	

Q25. Has the country's recent economic situation had an effect on you or your family's own financial situation in any way? (IF AFFECTED) Has it effected you in a very positive, somewhat positive, somewhat negative, or very negative way?

				- Florida Re	egistered V	oters			
	REGIS	<u>DEM</u>	<u>IND</u>	REP	LIB	MOD	CONS	MALE FI	
No effect	<u>22</u>	<u>16</u>	<u>17</u>	<u>32</u>	<u>14</u>	<u>24</u>	<u>25</u>	<u>23</u>	<u>21</u>
Positive (net)	7	<u>5</u>	9	8	<u>5</u>	6	10	7	7
Very positive	4	3	5	$\overline{2}$	2	$\overline{3}$	4	4	3
Somewhat positive	4	2	4	6	2	2	6	3	4
Negative (net)	<u>70</u>	<u>78</u>	<u>74</u>	<u>60</u>	<u>81</u>	<u>69</u>	<u>64</u>	<u>68</u>	<u>72</u>
Somewhat negative	34	33	31	42	38	33	38	35	34
Very negative	35	45	43	18	44	36	27	33	38
Don't know (net)	<u>1</u>	<u>1</u>	-	-	-	<u>2</u>	-	<u>2</u>	-
				- Ohio Regi	istered Vot	ters			
	REGIS	<u>DEM</u>	<u>IND</u>	- Ohio Regi <u>REP</u>	istered Vot LIB	ters <u>MOD</u>	<u>CONS</u>	MALE FI	
No effect		DEM 21		<u>REP</u>	LIB	<u>MOD</u>		MALE FI	
No effect Positive (net)	REGIS 28 9		IND 28 10	_			CONS		<u>EMALE</u>
	<u>28</u>	<u>21</u>	<u>28</u>	REP 36	<u>LIB</u> <u>23</u>	MOD 28	CONS	MALE FI 33	<u>EMALE</u>
Positive (net)	2 <u>8</u> 9	<u>21</u> <u>9</u>	<u>28</u>	REP 36	LIB 23 9	MOD 28	CONS	MALE FI 33 11	<u>EMALE</u>
Positive (net) Very positive	28 9 6 3	21 9 6 2 69	28 10 6 3	REP 36 10 4 5 52	LIB 23 9 6 2	MOD 28 8 6 2 63	CONS 34 7 4 3 58	MALE FI 33 11 8 3 56	<u>EMALE</u>
Positive (net) Very positive Somewhat positive	2 <u>8</u> 9	2 <u>1</u> <u>9</u> 6	<u>28</u>	REP 36	LIB 23 9	MOD 28	CONS 34 7 4 3 58 33	MALE FI 33 11	24 7 4 3
Positive (net) Very positive Somewhat positive Negative (net)	28 9 6 3	21 9 6 2 69	28 10 6 3	REP 36 10 4 5 52	LIB 23 9 6 2	MOD 28 8 6 2 63	CONS 34 7 4 3 58	MALE FI 33 11 8 3 56	24 7 4 3 66