

FLORIDA POLL RESULTS – OCTOBER 2008

The Research 2000 Florida Poll was conducted from October 6 through October 8, 2008. A total of 600 likely voters who vote regularly in state elections were interviewed statewide by telephone. Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges were utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect the voter registration of distribution by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4% percentage points. This means that there is a 95 percent probability that the “true” figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as for gender or party affiliation.

SAMPLE FIGURES:

| | | |
|--------------------|----------------|-------|
| Men | 285 | (48%) |
| Women | 315 | (52%) |
| Democrats | 270 | (45%) |
| Republicans | 227 | (38%) |
| Independents/Other | 103 | (17%) |
| White | 426 | (71%) |
| Black | 84 | (14%) |
| Hispanic | 78 | (13%) |
| Other | 12 | (2%) |
| 18-29 | 108 | (18%) |
| 30-44 | 179 | (30%) |
| 45-59 | 187 | (31%) |
| 60+ | 126 | (21%) |
| Northeast | 97 interviews | |
| Central | 150 interviews | |
| Tampa | 101 interviews | |
| Southwest | 78 interviews | |
| South | 174 interviews | |

PRESIDENTIAL RACE:

QUESTION: If the election for President were held today, would you vote for the Democratic ticket of Barack Obama and Joe Biden, the Republican ticket of John McCain and Sarah Palin, or another candidate?

| | <u>MCCAIN</u> | <u>OBAMA</u> | <u>OTHER</u> | <u>UNDECIDED</u> |
|-------------|---------------|--------------|--------------|------------------|
| ALL | 44% | 49% | 3% | 4% |
| MEN | 50% | 44% | 3% | 3% |
| WOMEN | 38% | 54% | 3% | 5% |
| DEMOCRATS | 10% | 86% | 3% | 1% |
| REPUBLICANS | 85% | 7% | 2% | 6% |
| OTHER | 44% | 47% | 4% | 5% |
| WHITE | 51% | 42% | 4% | 3% |
| BLACK | 3% | 90% | - | 7% |
| HISPANIC | 47% | 44% | 1% | 8% |
| 18-29 | 40% | 54% | 2% | 4% |
| 30-44 | 46% | 48% | 3% | 3% |
| 45-59 | 48% | 44% | 4% | 4% |
| 60+ | 42% | 49% | 3% | 6% |
| NORTHEAST | 54% | 38% | 1% | 7% |
| CENTRAL | 51% | 42% | 3% | 4% |
| TAMPA | 45% | 50% | 3% | 2% |
| SOUTHWEST | 50% | 45% | 2% | 3% |
| SOUTH | 30% | 62% | 5% | 3% |

BAILOUT AFFECT:

QUESTION: Has the national financial situation and the plan approved by Congress affected your choice?

| | <u>ALL</u> |
|-------------------------------------------------------------------|------------|
| No Affect | 69% |
| Confirmed my vote for McCain | 12% |
| Confirmed my vote for Obama | 11% |
| Previously planned to vote for McCain, now plan to vote for Obama | 3% |
| Previously planned to vote for McCain, now am undecided | 3% |
| Previously planned to vote for Obama, now will vote for McCain | 1% |
| Previously planned to vote for Obama, now am undecided | 1% |

TRUST ON ECONOMY:

QUESTION: Which candidate do you trust more on the economy?

| | <u>OBAMA</u> | <u>MCCAIN</u> | <u>NOT SURE</u> |
|--------------|--------------|---------------|-----------------|
| ALL | 52% | 33% | 15% |
| MEN | 54% | 35% | 11% |
| WOMEN | 60% | 27% | 13% |
| DEMOCRATS | 85% | 5% | 10% |
| REPUBLICANS | 13% | 69% | 18% |
| INDEPENDENTS | 52% | 30% | 18% |

VP DEBATE:

QUESTION: Did last Thursday night's debate between Joe Biden and Sarah Palin influence your choice?

| | <u>ALL</u> |
|-------------------------------------------------------------------|------------|
| No Affect | 85% |
| Confirmed my vote for McCain | 6% |
| Confirmed my vote for Obama | 5% |
| Previously planned to vote for McCain, now plan to vote for Obama | 1% |
| Previously planned to vote for McCain, now am undecided | 1% |
| Previously planned to vote for Obama, now will vote for McCain | 1% |
| Previously planned to vote for Obama, now am undecided | 1% |

FINANCIAL CRISIS:

QUESTION: Do you consider the nation's financial situation a crisis?

| | <u>YES</u> | <u>NO</u> | <u>NOT SURE</u> |
|--------------|------------|-----------|-----------------|
| ALL | 71% | 15% | 14% |
| MEN | 69% | 16% | 15% |
| WOMEN | 73% | 14% | 13% |
| DEMOCRATS | 74% | 13% | 13% |
| REPUBLICANS | 67% | 17% | 16% |
| INDEPENDENTS | 72% | 15% | 13% |

QUESTION: Do you approve or disapprove of Congress' handling of the financial situation?

| | <u>STRG</u> <u>APP</u> | <u>APP</u> | <u>DISAPP</u> | <u>STRG</u> <u>DISAPP</u> | <u>NOT</u> <u>SURE</u> |
|--------------|---------------------------|------------|---------------|------------------------------|---------------------------|
| ALL | 13% | 26% | 21% | 28% | 12% |
| MEN | 12% | 24% | 24% | 30% | 10% |
| WOMEN | 14% | 28% | 18% | 26% | 14% |
| DEMOCRATS | 14% | 27% | 20% | 27% | 12% |
| REPUBLICANS | 13% | 26% | 21% | 28% | 12% |
| INDEPENDENTS | 11% | 25% | 22% | 29% | 13% |

QUESTION: Who is to blame for the nation's financial crisis?

| | <u>ALL</u> |
|----------------------------|------------|
| Wall Street investors | 23% |
| Bank CEOs | 19% |
| Government regulators | 18% |
| Congress and the President | 15% |
| Housing speculators | 12% |
| All equally | 11% |
| Not Sure | 2% |

QUESTION: Generally speaking, who do you think the economic rescue package which was just passed by Congress last week will help the most?

| | <u>ALL</u> |
|-----------------------|------------|
| Wall Street | 39% |
| Wealthy investors | 29% |
| Banks | 17% |
| Small business owners | 6% |
| Homeowners | 4% |
| Working families | 3% |
| Not Sure | 2% |

QUESTION: Have you in the past 30 days moved your money from one financial institution to another because of reports about its flagging financial health?

YES NO

43%

57%