

SURVEY OF FLORIDA VOTERS SHOWS CLOSE PRESIDENTIAL RACE; SENATE RACE SHOWS MANY STILL UNDECIDED

NUMBER – 614 VOTERS WHO ARE REGISTERED TO VOTE IN FLORIDA AND SAID THEY WERE CERTAIN TO VOTE OR WOULD PROBABLY VOTE.

MARGIN OF ERROR +/-4%. (SURVEY WAS TAKEN BEFORE, DURING, AND AFTER THE THIRD PRESIDENTIAL DEBATE. PERCEPTIONS ABOUT DEBATES MAY AFFECT THE OPINIONS REFLECTED IN THE SURVEY).

- PRESIDENTIAL RACE IS STATISTICALLY TIED WITH KERRY/EDWARDS AT 45% AND BUSH/CHENEY AT 44%; NADER/CAMEJO AT 2%; 6% UNDECIDED (“LEANERS” WERE NOT PUSHED FOR AN ANSWER).
- SENATE RACE IS ALSO WITHIN THE MARGIN OF ERROR WITH 1 IN 5 VOTERS STILL UNDECIDED. BETTY CASTOR (D) HAS 38%, MEL MARTINEZ (R) HAS 35%. 22% WERE UNDECIDED (“LEANERS” WERE NOT PUSHED FOR AN ANSWER)
- 15%-20% OF THE SAMPLE IDENTIFIED THEMSELVES AS NEW VOTERS BECAUSE OF 1) AGE OR 2) THIS WAS THE FIRST TIME THEY HAD REGISTERED IN FLORIDA(New Residents etc). ACCORDINGLY, HUNDREDS OF THOUSANDS OF NEW VOTERS MAY PARTICIPATE IN FLORIDA ON ELECTION DAY.
- 16% OF VOTERS SAID THEY WOULD VOTE BY ABSENTEE BALLOT. THUS, THE STATE MAY HAVE 500,000 OR MORE ABSENTEE BALLOTS TO COUNT.
- 6% OF VOTERS SAID THEY WILL VOTE IN EARLY VOTING SITES AROUND THE STATE. THIS METHOD ALSO MAY INCLUDE HUNDREDS OF THOUSANDS OF VOTERS.
- HISPANIC VOTERS MADE UP 13% OF THE SAMPLE. HISPANICS AS A WHOLE SUPPORT BUSH; BUT NON-CUBAN HISPANICS ARE SPLIT BETWEEN THE TWO CANDIDATES
- INTEREST IN THE ELECTION IS EXTREMELY HIGH WITH 83% OF THE SAMPLE SAYING THEY ARE VERY INTERESTED IN THIS ELECTION.
- VOTERS OVERWHELMINGLY APPROVE OF THE JOB THAT THE FEDERAL GOVERNMENT AND THE STATE GOVERNMENT OF FLORIDA DID IN HANDLING HURRICANE RELIEF EFFORTS.
- 49% APPROVE OF THE PRESIDENT’S JOB PERFORMANCE; 48% DISAPPROVE. 46% APPROVE OF HOW THE PRESIDENT IS HANDLING IRAQ; 50% DISAPPROVE.

Questionnaire and Frequencies

If the presidential election were held today, for whom would you vote? The Republican ticket Bush/Cheney, the Democratic ticket Kerry/Edwards, or Independent candidates Nader/Camejo?

1. Bush/Cheney	43.8%
2. Kerry/Edwards	45.3%
3. Nader/Camejo	1.8%
4. Other	0.5%
5. Undecided	5.9%
6. Refused	2.8%

Is the election in November the first time you will be old enough to vote in Florida?

1. Yes	8.3%
2. No	91.7%

Is the election in November the first time you will be eligible to vote in Florida? (Does not include 18-21 year olds)

1. Yes	12.6%
2. No	87.2%
3. Do not know/Refused	0.2%

In the race for U.S. Senate in Florida, for whom will you vote?

1. Betty Castor	37.5%
2. Mel Martinez	34.5%
3. Other	2.1%
4. Undecided	23.6%
5. Refused	2.3%

How interested are you in this election?

1. Very interested	83.2%
2. Somewhat interested	14.7%
3. Somewhat not interested	1.5%
4. Not interested at all	0.7%

How do you plan on actually voting in this election?

1. At voting precinct on election day	75.4%
2. Absentee ballot	15.6%
3. Early voting at precinct or supervisor of elections office	5.9%
4. Other	1.1%
5. Do not know	1.8%
6. Refused	0.2%

Do you approve or disapprove of the job George W. Bush is doing as President?

1. Strongly approve	34.7%
2. Somewhat approve	14.0%
3. Somewhat disapprove	10.6%
4. Strongly disapprove	37.3%
5. Do not know	2.3%
6. Refused	1.5%

Do you approve or disapprove of how President Bush is handling the current situation in Iraq?

1. Strongly approve	30.5%
2. Somewhat approve	15.6%
3. Somewhat disapprove	8.1%
4. Strongly disapprove	42.0%
5. Do not know	2.3%
6. Refused	1.5%

Demographics

Political Party Registration

1. Democrat	43.8%
2. Republican	40.1%
3. Independent	10.5%
4. Other/Third Party	2.3%
5. Do not know	1.9%
6. Refused	1.4%

Age

1. 18 to 30	13.3%
2. 31 to 50	33.2%
3. 51 to 65	26.8%
4. Older than 65	25.6%
5. Refused	1.1%

Hispanic/Latino origin

1. Hispanic	13.1%
2. Non-Hispanic	85.3%
3. Refused	1.6%

Cuban origin or some other Latin origin*

1. Cuban	45.2%
2. Other	51.2%
3. Refused	3.6%

*Asked only to respondents that reported Hispanic/Latino origin

Race

1. White	80.2%
2. Black or African-American	10.6%
3. Asian	1.2%
4. Other	6.1%
5. Refused	1.9%

Total household income in 2003

1. Less than \$20,000	12.0%
2. \$20,000 to \$50,000	27.9%
3. \$50,000 to \$100,000	30.4%
4. More than \$100,000	11.4%
5. Refused	18.3%

Gender

1. Male	44.5%
2. Female	55.5%

Stratum	Number of Completions	Percent of total completions
1. Miami-Dade County	78	12.1%
2. Broward and Palm Beach counties	116	18.1%
3. Tampa/St. Pete ¹	71	11.1%
4. Orlando ²	97	15.1%
5. Jacksonville/Northeast Florida ³	51	8.0%
6. Panhandle ⁴	58	9.0%
7. Central/Rural Florida ⁵	78	12.2%
8. Southwest Florida ⁶	92	14.4%

See Methodology Below for Description of Strata

Presidential preference cross tabulations

CAUTION – CROSSTABULATIONS HAVE LOWER NUMBERS OF RESPONDENTS THAN THE SAMPLE AS A WHOLE. MARGIN OF ERROR IS LARGER WITH CROSSTABULATIONS.

Presidential Preference by Party Registration						
	Party Registration					Total
	Democrat	Republican	Independent	Other/third party	Do not know or refused	
Bush/Cheney	15.3%	83.1%	27.1%	7.7%	21.1%	43.8%
Kerry/Edwards	76.4%	9.3%	49.2%	61.5%	42.1%	45.3%
Nader/Camejo	1.8%	0.0%	10.2%	0.0%	0.0%	1.8%
Other	.7%	0.0%	0.0%	0.0%	5.3%	.5%
Undecided	2.9%	5.2%	13.6%	30.8%	15.8%	5.9%
Refused	2.9%	2.4%	0.0%	0.0%	15.8%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Presidential Preference by first time old enough to vote			
	First time old enough to vote?		Total
	Yes	No	
Bush/Cheney	37.3%	44.3%	43.7%
Kerry/Edwards	56.9%	44.3%	45.4%
Nader/Camejo	2.0%	1.8%	1.8%
Other	0.0%	.5%	.5%
Undecided	3.9%	6.0%	5.9%
Refused	0.0%	3.0%	2.8%
Total	100.0%	100.0%	100.0%

Presidential Preference by first time eligible to vote(Does not include 18-21 year olds)				
	Is the election in November the first time you will be eligible to vote in a Presidential election?			Total
	Yes	No	Do not know	
Bush/Cheney	45.1%	44.4%	0.0%	44.4%
Kerry/Edwards	43.7%	44.2%	100.0%	44.2%
Nader/Camejo	4.2%	1.4%	0.0%	1.8%
Other	0.0%	.6%	0.0%	.5%
Undecided	5.6%	6.1%	0.0%	6.0%
Refused	1.4%	3.3%	0.0%	3.0%
Total	100.0%	100.0%	100.0%	100.0%

Presidential Preference by Region									
	Region								Total
	Miami-Dade	Broward/Palm Beach	Tampa/St. Pete	Orlando	Jacksonville	Panhandle	Central Rural	Southwest	
Bush/Cheney	39.1%	31.0%	36.8%	43.6%	65.3%	56.1%	49.4%	44.8%	43.8%
Kerry/Edwards	53.6%	60.2%	50.0%	44.7%	24.5%	31.6%	40.3%	41.4%	45.3%
Nader/Camejo	1.4%	0.0%	1.5%	3.2%	0.0%	1.8%	2.6%	3.4%	1.8%
Other	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.3%	1.1%	.5%
Undecided	5.8%	6.2%	7.4%	4.3%	8.2%	5.3%	5.2%	5.7%	5.9%
Refused	0.0%	2.7%	4.4%	4.3%	0.0%	5.3%	1.3%	3.4%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Presidential Preference by Age						
	Age					Total
	18 to 30	31 to 50	51 to 65	Older than 65	Refused	
Bush/Cheney	34.9%	46.5%	48.8%	41.0%	14.3%	43.8%
Kerry/Edwards	54.2%	45.5%	41.0%	44.2%	57.1%	45.3%
Nader/Camejo	1.2%	1.0%	1.8%	3.2%	0.0%	1.8%
Other	0.0%	1.0%	0.0%	.6%	0.0%	.5%
Undecided	7.2%	4.5%	6.6%	6.4%	0.0%	5.9%
Refused	2.4%	1.5%	1.8%	4.5%	28.6%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Presidential Preference by ethnicity				
	Hispanic or non-Hispanic			Total
	Hispanic	Non-Hispanic	Do not know or refused	
Bush/Cheney	52.7%	43.2%	10.0%	43.8%
Kerry/Edwards	33.8%	46.8%	50.0%	45.3%
Nader/Camejo	0.0%	2.1%	0.0%	1.8%
Other	1.4%	.2%	10.0%	.5%
Undecided	10.8%	5.1%	10.0%	5.9%

Refused	1.4%	2.6%	20.0%	2.8%
Total	100.0%	100.0%	100.0%	100.0%

Presidential preference by Hispanic origin				
	Cuban or other			Total
	Cuban	Other	Refused	
Bush/Cheney	68.8%	41.0%	33.3%	52.7%
Kerry/Edwards	18.8%	46.2%	33.3%	33.8%
Other	0.0%	2.6%	0.0%	1.4%
Undecided	9.4%	10.3%	33.3%	10.8%
Refused	3.1%	0.0%	0.0%	1.4%
Total	0.0%	100.0%	100.0%	100.0%

Presidential preference by race						
	Race					Total
	White	Black or African American	Asian	Other	Do not know or refused	
Bush/Cheney	49.8%	1.6%	62.5%	37.8%	27.3%	43.8%
Kerry/Edwards	39.9%	89.1%	37.5%	45.9%	36.4%	45.3%
Nader/Camejo	1.8%	1.6%	0.0%	2.7%	0.0%	1.8%
Other	.2%	1.6%	0.0%	0.0%	9.1%	.5%
Undecided	5.7%	3.1%	0.0%	13.5%	9.1%	5.9%
Refused	2.6%	3.1%	0.0%	0.0%	18.2%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Presidential preference by income						
	Income					Total
	Less than \$20,000	\$20,000 to \$50,000	\$50,000 to \$100,000	More than \$100,000	Refused	
Bush/Cheney	38.0%	36.6%	49.2%	47.2%	47.2%	43.8%
Kerry/Edwards	54.9%	55.8%	41.4%	38.9%	33.3%	45.3%
Nader/Camejo	2.8%	1.2%	1.6%	2.8%	1.9%	1.8%
Other	0.0%	.6%	.5%	0.0%	.9%	.5%
Undecided	4.2%	4.7%	5.2%	9.7%	7.4%	5.9%
Refused	0.0%	1.2%	2.1%	1.4%	9.3%	2.8%

Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Presidential Preference by Gender			
	Gender		Total
	Male	Female	
Bush/Cheney	47.2%	41.1%	43.8%
Kerry/Edwards	42.8%	47.2%	45.3%
Nader/Camejo	3.3%	.6%	1.8%
Other	.4%	.6%	.5%
Undecided	3.3%	7.9%	5.9%
Refused	3.0%	2.6%	2.8%
Total	100.0%	100.0%	100.0%

Senatorial Preference Cross Tabulations

Senatorial Preference by Political Party Affiliation						
	Party Affiliation					Total
	Democrat	Republican	Independent	Other/third party	Do not know or refused	
Betty Castor	62.9%	10.9%	30.5%	53.8%	26.3%	37.5%
Mel Martinez	10.9%	66.1%	27.1%	0.0%	10.5%	34.5%
Undecided	22.2%	18.5%	40.7%	46.2%	42.1%	23.6%
Other	2.2%	2.0%	1.7%	0.0%	5.3%	2.1%
Refused	1.8%	2.4%	0.0%	0.0%	15.8%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Senatorial Preference by Region									
	Region								Total
	Miami-Dade	Broward/Palm Beach	Tampa/St. Pete	Orlando	Jacksonville	Panhandle	Central Rural	Southwest	
Betty Castor	34.8%	49.6%	44.1%	36.2%	20.4%	28.1%	40.3%	33.3%	37.5%
Mel Martinez	39.1%	23.9%	25.0%	31.9%	53.1%	35.1%	39.0%	40.2%	34.5%
Undecided	24.6%	23.0%	23.5%	27.7%	24.5%	29.8%	16.9%	20.7%	23.6%

Other	1.4%	.9%	4.4%	1.1%	2.0%	3.5%	2.6%	2.3%	2.1%
Refused	0.0%	2.7%	2.9%	3.2%	0.0%	3.5%	1.3%	3.4%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Senatorial Preference by Age						
	Age					Total
	18 to 30	31 to 50	51 to 65	Older than 65	Refused	
Betty Castor	30.1%	36.1%	38.6%	41.7%	42.9%	37.5%
Mel Martinez	21.7%	34.2%	38.6%	39.1%		34.5%
Undecided	44.6%	26.2%	19.3%	12.8%	42.9%	23.6%
Other	2.4%	2.0%	1.2%	3.2%		2.1%
Refused	1.2%	1.5%	2.4%	3.2%	14.3%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Senatorial Preference by Ethnicity				
	Hispanic or Latino			Total
	Hispanic	Non-Hispanic	Do not know or refused	
Betty Castor	18.9%	39.8%	50.0%	37.5%
Mel Martinez	43.2%	34.0%	0.0%	34.5%
Undecided	33.8%	22.1%	30.0%	23.6%
Other	4.1%	1.7%	10.0%	2.1%
Refused	0.0%	2.5%	10.0%	2.3%
Total	100.0%	100.0%	100.0%	100.0%

Senatorial Preference by Hispanic origin				
	Cuban or other			Total
	Cuban	Other	Refused	
Betty Castor	12.5%	23.1%	33.3%	18.9%
Mel Martinez	59.4%	28.2%	66.7%	43.2%
Undecided	28.1%	41.0%	0.0%	33.8%
Other	0.0%	7.7%	0.0%	4.1%
Total	100.0%	100.0%	100.0%	100.0%

Senatorial preference by Race						
	Race					Total
	White	Black or African American	Asian	Other	Do not know or refused	
Betty Castor	33.8%	67.2%	37.5%	32.4%	45.5%	37.5%
Mel Martinez	39.7%	1.6%	37.5%	27.0%	18.2%	34.5%
Undecided	22.9%	28.1%	25.0%	27.0%	18.2%	23.6%
Other	1.4%	0.0%	0.0%	13.5%	9.1%	2.1%
Refused	2.2%	3.1%	0.0%	0.0%	9.1%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Senatorial Preference by Income						
	Income					Total
	Less than \$20,000	\$20,000 to \$50,000	\$50,000 to \$100,000	More than \$100,000	Refused	
Betty Castor	40.8%	42.4%	36.1%	36.1%	30.6%	37.5%
Mel Martinez	32.4%	24.4%	40.3%	43.1%	36.1%	34.5%
Undecided	26.8%	29.7%	19.9%	18.1%	22.2%	23.6%
Other	0.0%	2.9%	1.6%	1.4%	3.7%	2.1%
Refused	0.0%	.6%	2.1%	1.4%	7.4%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Senatorial Preference by Gender			
	Gender		Total
	Male	Female	
Betty Castor	37.6%	37.3%	37.5%
Mel Martinez	34.7%	34.4%	34.5%
Undecided	21.8%	25.1%	23.6%
Other	3.7%	.9%	2.1%
Refused	2.2%	2.3%	2.3%
Total	100.0%	100.0%	100.0%

Methodology for Florida Political Survey

Total Number of Interviews – 641 Registered Voters; 614 Registered Voters said they were certain to vote or probably would vote. The 614 Voters were asked the Presidential Preference and Senate Preference Questions. The remaining respondents were asked only demographic information. Since Florida has many new registered voters, voting history in the state was not used as a question to screen respondents out of the sample.

Margin of error = +/- 4% with a 95% confidence interval
Field dates = October 10—October 15, 2004

Note: Margin of error is higher for cross tabulations

Average Interview Length = 5.5 minutes

Polling Universe = Registered voters in Florida who said they were certain or would probably vote in the November election.

This survey was conducted through the use of Computer Assisted Telephone Interviewing (CATI) at a supervised polling laboratory at the University of North Florida. To ensure a representative sample, phone calls were made between 2:00 p.m. and 6:00 p.m. on Sunday, and 5:00 p.m. to 9:00 p.m. Monday through Friday. A sample of the Polling Universe was selected through the use of Random-Digit-Dialing methodology through the GENESYS sampling system. For non-completes with a working residential phone line, at least 6 callbacks were attempted. Twenty-five students at the University of North Florida performed data collection. Students are trained, compensated and are supervised at all times during data collection. The laboratory employs Spanish-speaking interviewers to ensure ethnic representation.

To ensure geographic representation across the state of Florida, the state was divided into 8 strata. These strata include all major metropolitan areas in the state. Quotas for each stratum were based on population estimates and the number of registered voters in that area. 40 Interviews were conducted in Spanish. Since Party Registration is close to the population parameters (3% difference between Democrats and Republicans in terms of registration), the estimates presented are the actual estimates and not weighted.

Stratum	Number of Completions	Percent of total completions
1. Miami-Dade county	78	12.2%
2. Broward and Palm Beach counties	116	18.1%
3. Tampa/St. Pete ¹	71	11.1%
4. Orlando ²	97	15.1%
5. Jacksonville/Northeast Florida ³	51	8.0%
6. Panhandle ⁴	58	9.0%
7. Central/Rural Florida ⁵	78	12.2%
8. Southwest Florida ⁶	92	14.4%

¹The Tampa/St. Pete Stratum consists of Hillsborough and Pinellas counties

²The Orlando Stratum consists of Brevard, Flagler, Orange, Osceola, Seminole, and Volusia counties

³The Jacksonville/Northeast Florida Stratum consists of Baker, Bradford, Clay, Duval, Nassau, St. Johns, and Union counties

⁴The Panhandle Stratum consists of Bay, Calhoun, Columbia, Dixie, Escambia, Franklin, Gadsen, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Levy, Liberty, Madison, Okaloosa, Santa Rosa, Suwanee, Taylor, Wakulla, Walton, and Washington counties.

⁵The Central/Rural Florida Stratum consists of Alachua, Citrus, Hernando, Lake, Marion, Pasco, Polk, Putnam, and Sumter counties

⁶The Southwest Florida Stratum consists of Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Indian River, Lee, Manatee, Martin, Monroe, Okeechobee, St. Lucie, and Sarasota counties.