

FLORIDA: PRESIDENTIAL PREFERENCE
HOW THE POLL WAS CONDUCTED

The Mason-Dixon Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from Oct. 14 through Oct. 16, 2004. A total of 625 registered voters were interviewed statewide by telephone. All stated they were likely to vote in the November general election.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized and quotas were assigned to reflect voter turn-out 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 all voters were surveyed. The margin for error is higher for any subgroup, such as a regional or party grouping.

SAMPLE FIGURES:

Men 305 (49%) Women 320 (51%)
Whites 487 (78%) Blacks 65 (10%) Hispanic 69 (11%) Other 4 (1%)
Democrats 281 (45%) Republicans 259 (41%) Independents 85 (14%)

REGION

SAMPLE SIZE

North Florida	115 interviews
Central Florida	140 interviews
Gulf Coast	195 interviews
South Florida	175 interviews

<u>PRESIDENTIAL VOTE</u>	<u>BUSH</u>	<u>KERRY</u>	<u>OTHERS</u>	<u>UND</u>
November 2003	57%	34%	N/A	9%
April 2004	51%	43%	N/A	6%
July 2004	48%	46%	2%	4%
Early October 2004	48%	44%	3%	5%
Mid October 2004	48%	45%	1%	6%

<u>G.W. BUSH NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
July 2004	47%	40%	13%	-
Early October 2004	47%	40%	13%	-
Mid October 2004	49%	40%	11%	-

Kerry's unfavorable name recognition (42%) remains higher than his favorable recognition (41%).

<u>KERRY NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
November 2003	23%	21%	26%	30%
April 2004	32%	42%	25%	1%
July 2004	43%	41%	16%	-
Early October 2004	41%	42%	17%	-
Mid October 2004	41%	42%	17%	-

STATEWIDE NAME RECOGNITION

I am going to read you the names of several individuals who are candidates for public office in 2004.

The first name is _____. Do you recognize that name?
(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
George W. Bush	49%	40%	11%	-
John Kerry	41%	42%	17%	-

QUESTION: If the 2004 presidential election were held today, would you vote for:

- the Democratic ticket of John Kerry & John Edwards,
- the Republican ticket of George W. Bush & Dick Cheney,
- the independent ticket of Ralph Nader & Peter Camejo
- or one of the other party tickets?

	<u>BUSH</u>	<u>KERRY</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
STATE	48%	45%	1%	6%

<u>REGION</u>	<u>BUSH</u>	<u>KERRY</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
North Florida	60%	34%	-	6%
Central Florida	52%	41%	1%	6%
Gulf Coast	51%	42%	1%	6%
Southeast Florida	34%	59%	1%	6%

<u>SEX</u>	<u>BUSH</u>	<u>KERRY</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
Men	54%	41%	1%	4%
Women	42%	49%	1%	8%

<u>AGE</u>	<u>BUSH</u>	<u>KERRY</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
18-34	41%	51%	1%	7%
35-49	51%	41%	-	8%
50-64	49%	46%	1%	4%
65+	47%	47%	1%	5%

<u>RACE</u>	<u>BUSH</u>	<u>KERRY</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
Whites	51%	43%	1%	5%
Blacks	5%	82%	-	14%
Cubans/Hispanics	68%	28%	-	4%

<u>PARTY AFFILIATION</u>	<u>BUSH</u>	<u>KERRY</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
Democrats	14%	79%	1%	6%
Republicans	88%	7%	-	5%
Independents	39%	49%	2%	9%

** Nader received 0.6% and others received 0.2