

**TODAY SHOW/NBC NEWS FLORIDA POLL - 9/08**

625 likely voters interviewed statewide September 16-18, 2008 by Mason-Dixon Polling & Research, Inc. of Washington, D.C. Margin for error is plus or minus 4%.

**STATEWIDE NAME RECOGNITION**

Do you recognize the name \_\_\_\_\_?  
(IF YES) Do you have a favorable, unfavorable or neutral opinion  
of \_\_\_\_\_?

	<b><u>RECOGNIZE FAVORABLE</u></b>	<b><u>RECOGNIZE UNFAVORABLE</u></b>	<b><u>RECOGNIZE NEUTRAL</u></b>	<b><u>DON'T RECOGNIZE</u></b>
Barack Obama	47%	37%	15%	1%
John McCain	46%	35%	19%	-
Sarah Palin	45%	31%	22%	2%
Joe Biden	39%	21%	36%	4%

**QUESTION: If the 2008 presidential election were held today, would you vote for: (ORDER ROTATED)**

- the Democratic ticket of Barack Obama & Joe Biden
- the Republican ticket of John McCain & Sarah Palin

	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
<b>STATE</b>	47%	45%	1%	7%

<u>REGION</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
North Florida	37%	55%	2%	6%
Central Florida	42%	49%	1%	8%
Tampa Bay	49%	43%	1%	7%
Southeast Florida	59%	34%	1%	6%
Southwest Florida	39%	53%	-	8%

<u>SEX</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Men	45%	49%	1%	5%
Women	49%	41%	1%	9%

<u>AGE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
18-34	56%	36%	-	8%
35-49	52%	41%	1%	6%
50-64	43%	48%	1%	8%
65+	44%	48%	1%	7%

<u>RACE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Whites	42%	50%	1%	7%
Blacks	88%	5%	-	7%
Cubans/Hispanics	43%	49%	-	8%

<u>PARTY AFFILIATION</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Democrats	79%	13%	1%	7%
Republicans	11%	81%	1%	7%
Independents	47%	42%	4%	7%

<u>SERVED IN MILITARY?</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Yes	37%	59%	1%	3%
No	49%	42%	1%	8%

**QUESTION: Barack Obama has chosen Joe Biden as his vice presidential running-mate. Does the selection of Biden make you more likely to vote for Obama, less likely to vote for Obama, or will it have no real effect on your vote?**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>	<u>UNDECIDED VOTERS</u>
MORE LIKELY	21%	21%	21%	35%	4%	27%	6%
LESS LIKELY	15%	17%	13%	6%	26%	10%	6%
NO EFFECT	60%	59%	61%	54%	68%	59%	76%
NOT SURE	4%	3%	5%	5%	2%	4%	12%

**QUESTION: John McCain has chosen Sarah Palin as his vice presidential running-mate. Does the selection of Palin make you more likely to vote for McCain, less likely to vote for McCain, or will it have no real effect on your vote?**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>	<u>UNDECIDED VOTERS</u>
MORE LIKELY	36%	34%	38%	16%	59%	36%	33%
LESS LIKELY	23%	25%	21%	38%	6%	22%	17%
NO EFFECT	37%	37%	37%	40%	33%	38%	39%
NOT SURE	4%	4%	4%	6%	2%	4%	11%

**QUESTION: Which of the two major presidential candidates - Democrat Barack Obama or Republican John McCain -- do you trust more to handle the following issues?**

	<u>OBAMA</u>	<u>MCCAIN</u>	<u>DK/NO DIFF</u>
<b>- The economy</b>			
All Voters	49%	44%	7%
Undecided Voters	28%	22%	50%
<b>- National security</b>			
All Voters	39%	57%	4%
Undecided Voters	27%	54%	19%
<b>- Reforming government</b>			
All Voters	48%	44%	8%
Undecided Voters	35%	32%	33%
<b>- Developing energy resources and reducing dependence on foreign sources</b>			
All Voters	46%	46%	8%
Undecided Voters	33%	37%	30%

MASON-DIXON FLORIDA POLL TRACKINGS

<u>PRESIDENTIAL VOTE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UND</u>
August 2008	45%	44%	N/A	11%
September 2008	47%	45%	1%	7%

<u>OBAMA NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
November 2007	40%	33%	24%	3%
August 2008	46%	37%	16%	1%
September 2008	47%	37%	15%	1%

<u>MCCAIN NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
November 2007	33%	32%	31%	4%
August 2008	44%	34%	21%	1%
September 2008	46%	35%	19%	-

<u>BIDEN NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
August 2008	37%	21%	33%	9%
September 2008	39%	21%	36%	4%

<u>PALIN NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
August 2008	3%	2%	20%	75%
September 2008	45%	31%	22%	2%