

HOW THE POLL WAS CONDUCTED

The Mason-Dixon Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from August 25 through August 26, 2008. 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 302 (48%) Women 323 (52%)

Whites 475 (76%) Blacks 71 (11%) Hispanic 71 (11%) Other 8 (1%)

Democrats 277 (44%) Republicans 248 (40%) Independents 100 (16%)

REGION

SAMPLE SIZE

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

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ANALYSIS

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PRESIDENTIAL RACE IN FLORIDA IS TIGHT, ROMNEY SEEN AS BEST VP CHOICE FOR MCCAIN

Once again, the battle for Florida appears to be at the political epicenter of another presidential race. As Democrats hold their National Convention, their presumptive nominee Barack Obama holds only a statistically insignificant 1-point lead over likely Republican candidate John McCain. Statewide, 45% of Florida voters currently support Obama, while 44% back McCain and 11% remain undecided.

Obama has the lead in South Florida (53%-37%), while McCain runs strong in North Florida (50%-38%). The outcome will depend upon which candidate runs strongest in the I-4 corridor. Currently, McCain has a 45%-42% lead in Central Florida and a 46%-44% edge in the Tampa Bay/Southwest Gulf Coast region.

Obama has slightly higher favorable name recognition than McCain (46%-44%), but also higher negatives (37%-34%).

OBAMA NAME REC

FAV UNFAV NEUT DR

November 2007 **40%** **33%** **24%** **3%**

August 2008 **46%** **37%** **16%** **1%**

MCCAIN NAME REC

FAV UNFAV NEUT DR

November 2007 **33%** **32%** **31%** **4%**

August 2008 **44%** **34%** **21%** **1%**

Obama's selection of Joe Biden does not appear to have had a big impact in Florida. Statewide, 19% said the choice made them "more likely" to back Obama, while 14% said it made them "less likely" to do so and 64% said it would have no effect on their vote. The numbers were very similar among "undecided" voters, with 62% indicating it would have "no effect".

Mitt Romney seems to be the strongest potential vice-presidential pick for McCain in Florida – even stronger than Governor Charlie Crist. Romney particularly helps strengthen McCain’s GOP base, with 50% of Republicans saying selecting Romney makes them “more likely” to back McCain. With McCain’s GOP support running under 80% in the state, solidifying the party base is an important consideration.

MCCAIN VP SELECTION **MORE LIKELY** **LESS LIKELY** **NO**
EFFECT/DK

Mitt Romney	32%	16%	52%
Charlie Crist	17%	13%	70%
Joe Lieberman	14%	27%	59%
Tim Pawlenty	4%	6%	90%
Sarah Palin	4%	6%	90%

While Florida voters like Crist, it is probably safe to say that they prefer the first-term governor stay in Tallahassee and do the job he was elected to do less than two years ago.

Selecting Joe Lieberman could surprisingly have a negative effect in Florida. In 2000, Lieberman’s presence on the Democratic ticket almost delivered the state to Al Gore because of strong Jewish voter support in South Florida. Eight years later, however, many Democrats are not happy with Lieberman’s abandoning of the Senate’s Democratic caucus and 25% of Republican voters do not want him on the GOP ticket. With

apparently limited cross-over appeal and the risk of losses among the fragile GOP base, a Lieberman selection would be dangerous.

Among other possible choices, Minnesota Governor Tim Pawlenty and Alaska Governor Sarah Palin are simply not well known in Florida. Their selection would have little immediate impact in the state, although increased exposure and positive performance over the course of the campaign could ultimately make them good choices.

STATEWIDE NAME RECOGNITION

I am going to read a list of candidates for office in 2008.

The first (next) name is _____. Do you recognize that name?

(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE</u>	<u>RECOGNIZE</u>	<u>RECOGNIZE</u>	<u>DON'T</u>
		<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>NEUTRAL</u>
Barack Obama	46%	37%	16%	1%
John McCain	44%	34%	21%	1%
Charlie Crist	46%	22%	29%	3%
Mitt Romney	39%	26%	31%	4%
Joe Biden	37%	21%	33%	9%
Joe Lieberman	31%	25%	38%	6%

Tim Pawlenty	6%	2%	28%	64%
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Sarah Palin	3%	2%	20%	75%
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QUESTION: If the 2008 presidential election were held today, would you vote for Barack Obama, the Democrat, or John McCain, the Republican?

OBAMA MCCAIN UNDECIDED

STATE 45% 44% 11%

REGION **OBAMA MCCAIN UNDECIDED**

North Florida 38% 50% 12%

Central Florida 42% 45% 13%

Tampa Bay/Gulf Coast 44% 46% 10%

Southeast Florida 53% 37% 10%

SEX **OBAMA MCCAIN UNDECIDED**

Men 39% 51% 10%

Women 51% 37% 12%

AGE **OBAMA MCCAIN UNDECIDED**

18-34 53% 37% 10%

35-49	52%	39%	9%
50-64	42%	45%	13%
65+	39%	50%	11%

RACE **OBAMA** **MCCAIN** **UNDECIDED**

Whites	40%	49%	11%
Blacks	86%	4%	10%
Cubans/Hispanics	39%	51%	10%

PARTY AFFILIATION **OBAMA** **MCCAIN** **UNDECIDED**

Democrats	74%	14%	12%
Republicans	11%	78%	11%
Independents	48%	42%	10%

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?

UNDECIDED

STATE MEN WOMEN DEM REP IND VOTERS

MORE LIKELY	19%	17%	21%	33%	6%	13%	19%
LESS LIKELY	14%	19%	9%	4%	25%	11%	15%
NO EFFECT	64%	62%	66%	60%	67%	73%	62%
NOT SURE	3%	2%	4%	3%	2%	3%	4%

QUESTION: If John McCain chooses Charlie Crist as his vice presidential running-mate, would you be more likely to vote for McCain, less likely to vote for McCain, or will it have no real effect on your vote?

UNDECIDED

STATE MEN WOMEN DEM REP IND VOTERS

MORE LIKELY	17%	19%	15%	9%	25%	16%	19%
LESS LIKELY	13%	11%	15%	16%	9%	15%	14%
NO EFFECT	67%	67%	67%	73%	62%	66%	63%
NOT SURE	3%	3%	3%	2%	4%	3%	4%

QUESTION: If John McCain chooses Mitt Romney as his vice presidential running-mate, would you be more likely to vote for McCain, less likely to vote for McCain, or will it have no real effect on your vote?

UNDECIDED

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>	<u>VOTERS</u>
MORE LIKELY	32%	34%	30%	16%	50%	33%	29%
LESS LIKELY	16%	14%	18%	23%	9%	17%	14%
NO EFFECT	51%	51%	51%	61%	39%	49%	55%
NOT SURE	1%	1%	1%	-	2%	1%	2%

QUESTION: If John McCain chooses Joe Lieberman as his vice presidential running-mate, would you be more likely to vote for McCain, less likely to vote for McCain, or will it have no real effect on your vote?

UNDECIDED

STATE MEN WOMEN DEM REP IND VOTERS

MORE LIKELY	14%	15%	13%	8%	19%	17%	19%
LESS LIKELY	27%	29%	25%	29%	25%	25%	24%
NO EFFECT	55%	53%	57%	60%	50%	54%	53%
NOT SURE	4%	3%	5%	3%	6%	4%	4%

QUESTION: If John McCain chooses Tim Pawlenty as his vice presidential running-mate, would you be more likely to vote for McCain, less likely to vote for McCain, or will it have no real effect on your vote?

UNDECIDED

STATE MEN WOMEN DEM REP IND VOTERS

MORE LIKELY	4%	3%	5%	-	9%	3%	2%
LESS LIKELY	6%	6%	6%	7%	4%	6%	5%
NO EFFECT	72%	74%	70%	84%	59%	75%	64%
NOT SURE	18%	17%	19%	9%	28%	16%	29%

QUESTION: If John McCain chooses Sarah Palin as his vice presidential running-mate, would you be more likely to vote for McCain, less likely to vote for McCain, or will it have no real effect on your vote?

UNDECIDED

STATE MEN WOMEN DEM REP IND VOTERS

MORE LIKELY	4%	2%	6%	-	9%	3%	1%
LESS LIKELY	6%	8%	4%	7%	6%	4%	4%
NO EFFECT	72%	70%	74%	81%	60%	77%	62%
NOT SURE	18%	20%	16%	12%	25%	16%	33%