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Chance/Party/Household Party/Age/Gender/Media

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Chance/Party/Household Party/Age/Gender/Media

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Chance/Party/Household Party/Age/Gender/Media

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Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547	1437	110	711	650	186	650	681	217	340	480	727	787	760	277	715	555
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1. Excellent	1437	1437	-	670	597	170	608	623	206	321	452	664	728	708	261	666	510
	93%	100%		94%	92%	92%	94%	92%	95%	94%	94%	91%	93%	93%	94%	93%	92%
2. Good	110	-	110	41	53	16	42	58	11	19	28	63	58	52	16	49	45
	7%		100%	6%	8%	8%	6%	8%	5%	6%	6%	9%	7%	7%	6%	7%	8%

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Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS	TLH/ GNV	MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay Centr	SWest	SEast				JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547	309	309	387	155	387	94	75	141	370	313	131	139	286	184	1363	1319	153	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1. Excellent	1437	292	289	354	143	359	88	73	131	345	290	119	128	263	171	1265	1235	136	66
	93%	94%	93%	92%	92%	93%	94%	98%	93%	93%	93%	91%	92%	92%	93%	93%	94%	89%	88%
2. Good	110	18	21	33	12	27	6	2	10	25	23	12	11	22	13	98	84	17	9
	7%	6%	7%	8%	8%	7%	6%	2%	7%	7%	7%	9%	8%	8%	7%	7%	6%	11%	12%

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Q2. In the election for governor would you vote for Republican Rick Scott or Democrat Alex Sink? To vote for Republican Rick Scott, press 1. To vote for Democrat Alex Sink, press 2. For undecided, press 3.

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547	1437	110	711	650	186	650	681	217	340	480	727	787	760	277	715	555
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1. Scott	725	683	42	568	95	63	509	136	80	166	213	345	389	336	158	342	224
	47%	48%	38%	80%	15%	34%	78%	20%	37%	49%	44%	47%	49%	44%	57%	48%	40%
2. Sink	690	639	51	90	512	88	93	490	107	146	225	318	337	353	95	302	292
	45%	44%	46%	13%	79%	47%	14%	72%	49%	43%	47%	44%	43%	46%	34%	42%	53%
3. Someone else/ other	101	90	12	36	36	29	36	42	23	19	33	50	46	56	16	52	33
	7%	6%	11%	5%	5%	16%	5%	6%	11%	5%	7%	7%	6%	7%	6%	7%	6%
4. Undecided	31	25	5	17	8	6	13	12	6	9	8	13	15	15	7	18	5
	2%	2%	5%	2%	1%	3%	2%	2%	3%	3%	2%	2%	2%	2%	3%	3%	1%

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Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS	TLH/ GNV	MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast			JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. Scott	725 47%	167 54%	147 48%	188 49%	87 56%	135 35%	62 66%	32 42%	74 52%	182 49%	151 48%	72 55%	59 42%	94 33%	77 42%	648 48%	686 52%	12 8%	26 35%
2. Sink	690 45%	117 38%	129 42%	158 41%	60 39%	225 58%	24 25%	39 52%	55 39%	154 42%	126 40%	50 39%	69 50%	173 60%	93 50%	597 44%	521 40%	133 87%	36 47%
3. Someone else/ other	101 7%	18 6%	24 8%	29 8%	7 5%	23 6%	7 7%	4 5%	7 5%	25 7%	26 8%	7 6%	7 5%	18 6%	13 7%	89 7%	83 6%	5 3%	13 18%
4. Undecided	31 2%	7 2%	8 3%	11 3%	- 1%	4 1%	2 2%	0 *%	5 4%	9 2%	9 3%	1 1%	3 2%	1 *%	2 1%	28 2%	29 2%	2 1%	-

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Q3. Are you registered to vote as a Republican, a Democrat, an Independent or something else? For Republican, press 1. For Democrat, press 2. For Independent or something else, press 3. If undecided or refuse, press 4.

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547 100%	1437 100%	110 100%	711 100%	650 100%	186 100%	650 100%	681 100%	217 100%	340 100%	480 100%	727 100%	787 100%	760 100%	277 100%	715 100%	555 100%
1. Republican	711 46%	670 47%	41 37%	711 100%	-	-	590 91%	78 12%	43 20%	164 48%	212 44%	336 46%	373 47%	338 44%	146 53%	341 48%	224 40%
2. Democrat	650 42%	597 42%	53 48%	-	650 100%	-	43 7%	572 84%	35 16%	132 39%	211 44%	307 42%	307 39%	343 45%	106 38%	281 39%	262 47%
3. Independent	186 12%	170 12%	16 14%	-	-	186 100%	17 3%	30 4%	138 64%	44 13%	57 12%	84 12%	106 13%	80 10%	24 9%	93 13%	69 12%
4. Undecided/Refuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Q3. Are you registered to vote as a Republican, a Democrat, an Independent or something else? For Republican, press 1. For Democrat, press 2. For Independent or something else, press 3. If undecided or refuse, press 4.

Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS	TLH/ GNV	MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast			JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. Republican	711 46%	155 50%	142 46%	189 49%	86 56%	139 36%	58 62%	31 41%	66 47%	179 48%	153 49%	70 54%	56 40%	98 34%	70 38%	641 47%	669 51%	13 9%	29 38%
2. Democrat	650 42%	125 40%	130 42%	143 37%	47 31%	204 53%	30 32%	38 51%	56 40%	146 40%	117 37%	44 34%	61 44%	157 55%	87 47%	563 41%	488 37%	126 82%	36 48%
3. Independent	186 12%	29 9%	37 12%	55 14%	21 14%	44 11%	5 5%	6 8%	18 13%	45 12%	43 14%	16 12%	22 16%	30 11%	27 15%	159 12%	161 12%	14 9%	10 14%
4. Undecided/Refuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Q4. Party (from record)

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547 100%	1437 100%	110 100%	711 100%	650 100%	186 100%	650 100%	681 100%	217 100%	340 100%	480 100%	727 100%	787 100%	760 100%	277 100%	715 100%	555 100%
1. Republican	650 42%	608 42%	42 38%	590 83%	43 7%	17 9%	650 100%	-	-	160 47%	175 37%	315 43%	346 44%	304 40%	136 49%	311 44%	203 37%
2. Democrat	681 44%	623 43%	58 52%	78 11%	572 88%	30 16%	-	681 100%	-	130 38%	229 48%	321 44%	314 40%	367 48%	112 40%	302 42%	267 48%
3. Independent	217 14%	206 14%	11 10%	43 6%	35 5%	138 74%	-	-	217 100%	50 15%	75 16%	91 13%	127 16%	89 12%	30 11%	102 14%	85 15%

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Q4. Party (from record)

Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS	TLH/ GNV	MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast			JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. Republican	650 42%	141 45%	138 45%	169 44%	86 56%	115 30%	52 56%	21 28%	67 48%	174 47%	132 42%	70 54%	53 38%	79 28%	61 33%	588 43%	612 46%	7 4%	31 41%
2. Democrat	681 44%	132 43%	131 42%	160 41%	53 35%	205 53%	30 32%	43 57%	59 42%	147 40%	135 43%	49 37%	57 41%	161 56%	84 46%	597 44%	520 39%	129 84%	31 42%
3. Independent	217 14%	37 12%	40 13%	58 15%	15 10%	67 17%	11 12%	11 14%	15 10%	49 13%	45 15%	11 9%	29 21%	45 16%	38 21%	178 13%	186 14%	17 11%	13 17%

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Q5. Age (from record)

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547 100%	1437 100%	110 100%	711 100%	650 100%	186 100%	650 100%	681 100%	217 100%	340 100%	480 100%	727 100%	787 100%	760 100%	277 100%	715 100%	555 100%
1. 18-29	124 8%	119 8%	5 5%	50 7%	63 10%	11 6%	48 7%	58 8%	18 8%	124 36%	-	-	67 9%	57 7%	40 15%	57 8%	26 5%
2. 30-44	217 14%	203 14%	14 13%	114 16%	70 11%	33 18%	112 17%	73 11%	32 15%	217 64%	-	-	110 14%	106 14%	50 18%	91 13%	76 14%
3. 45-59	480 31%	452 31%	28 25%	212 30%	211 32%	57 31%	175 27%	229 34%	75 35%	-	480 100%	-	237 30%	243 32%	103 37%	201 28%	176 32%
4. 60+	727 47%	664 46%	63 58%	336 47%	307 47%	84 45%	315 48%	321 47%	91 42%	-	-	727 100%	373 47%	354 47%	84 30%	366 51%	277 50%

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Q5. Age (from record)

Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					TLH/ GNV		MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast	PNS	GNV	JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. 18-29	124 8%	47 15%	25 8%	28 7%	7 4%	17 5%	10 11%	14 19%	23 16%	27 7%	23 8%	7 5%	6 4%	13 5%	87 47%	36 3%	94 7%	16 11%	13 17%
2. 30-44	217 14%	54 17%	41 13%	48 12%	14 9%	61 16%	14 15%	15 20%	25 18%	49 13%	38 12%	10 8%	14 10%	52 18%	32 18%	184 14%	171 13%	29 19%	17 23%
3. 45-59	480 31%	112 36%	80 26%	113 29%	36 23%	138 36%	35 37%	21 28%	56 40%	89 24%	103 33%	30 23%	33 24%	112 39%	36 20%	443 33%	398 30%	58 38%	23 31%
4. 60+	727 47%	97 31%	164 53%	198 51%	99 64%	170 44%	35 37%	25 33%	37 26%	205 55%	148 47%	83 64%	86 62%	108 38%	28 15%	699 51%	656 50%	49 32%	22 29%

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Q6. Gender (from record)

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547	1437	110	711	650	186	650	681	217	340	480	727	787	760	277	715	555
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1. Male	787	728	58	373	307	106	346	314	127	177	237	373	787	-	145	363	278
	51%	51%	53%	53%	47%	57%	53%	46%	59%	52%	49%	51%	100%		52%	51%	50%
2. Female	760	708	52	338	343	80	304	367	89	163	243	354	-	760	132	352	277
	49%	49%	47%	47%	53%	43%	47%	54%	41%	48%	51%	49%	100%		48%	49%	50%

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Q6. Gender (from record)

Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS		MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast		TLH/ GNV	JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. Male	787 51%	166 54%	150 49%	197 51%	78 50%	195 50%	52 55%	46 62%	69 49%	181 49%	161 51%	64 49%	81 59%	134 47%	97 52%	690 51%	677 51%	70 45%	40 53%
2. Female	760 49%	143 46%	159 51%	189 49%	77 50%	192 50%	42 45%	29 38%	72 51%	189 51%	152 49%	67 51%	57 41%	152 53%	88 48%	673 49%	642 49%	84 55%	35 47%

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Q7. Area/county (from record)

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547	1437	110	711	650	186	650	681	217	340	480	727	787	760	277	715	555
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1. North	309	292	18	155	125	29	141	132	37	101	112	97	166	143	277	32	-
	20%	20%	16%	22%	19%	16%	22%	19%	17%	30%	23%	13%	21%	19%	100%	5%	
2. Bay Area	309	289	21	142	130	37	138	131	40	65	80	164	150	159	-	309	-
	20%	20%	19%	20%	20%	20%	21%	19%	18%	19%	17%	22%	19%	21%		43%	
3. Central	387	354	33	189	143	55	169	160	58	75	113	198	197	189	-	346	40
	25%	25%	30%	27%	22%	30%	26%	23%	27%	22%	24%	27%	25%	25%		48%	7%
4. Southwest	155	143	12	86	47	21	86	53	15	21	36	99	78	77	-	27	128
	10%	10%	11%	12%	7%	11%	13%	8%	7%	6%	7%	14%	10%	10%		4%	23%
5. Southeast	387	359	27	139	204	44	115	205	67	78	138	170	195	192	-	-	387
	25%	25%	25%	19%	31%	23%	18%	30%	31%	23%	29%	23%	25%	25%			70%

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Q7. Area/county (from record)

Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS	TLH/ GNV	MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast			JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. North	309 20%	309 100%	-	-	-	-	94 100%	75 100%	141 100%	-	-	-	-	-	48 26%	261 19%	276 21%	34 22%	-
2. Bay Area	309 20%	-	309 100%	-	-	-	-	-	-	309 84%	-	-	-	-	34 19%	275 20%	274 21%	23 15%	13 17%
3. Central	387 25%	-	-	387 100%	-	-	-	-	-	34 9%	313 100%	2 1%	39 28%	-	47 25%	340 25%	342 26%	38 25%	8 10%
4. Southwest	155 10%	-	-	-	155 100%	-	-	-	-	27 7%	-	128 98%	-	-	10 6%	144 11%	147 11%	5 3%	2 3%
5. Southeast	387 25%	-	-	-	-	387 100%	-	-	-	-	-	1 1%	100 72%	286 100%	44 24%	342 25%	280 21%	54 35%	53 70%

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Q8. Media Market (from record)

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547 100%	1437 100%	110 100%	711 100%	650 100%	186 100%	650 100%	681 100%	217 100%	340 100%	480 100%	727 100%	787 100%	760 100%	277 100%	715 100%	555 100%
1. PNS	94 6%	88 6%	6 5%	58 8%	30 5%	5 3%	52 8%	30 4%	11 5%	24 7%	35 7%	35 5%	52 7%	42 6%	94 34%	-	-
2. TLH/GNV	75 5%	73 5%	2 2%	31 4%	38 6%	6 3%	21 3%	43 6%	11 5%	29 9%	21 4%	25 3%	46 6%	29 4%	42 15%	32 5%	-
3. JAX	141 9%	131 9%	10 9%	66 9%	56 9%	18 10%	67 10%	59 9%	15 7%	48 14%	56 12%	37 5%	69 9%	72 10%	141 51%	-	-
4. TPA	370 24%	345 24%	25 23%	179 25%	146 23%	45 24%	174 27%	147 22%	49 23%	76 22%	89 19%	205 28%	181 23%	189 25%	-	370 52%	-
5. MCO	313 20%	290 20%	23 20%	153 21%	117 18%	43 23%	132 20%	135 20%	45 21%	61 18%	103 22%	148 20%	161 20%	152 20%	-	313 44%	-
6. FM	131 8%	119 8%	12 11%	70 10%	44 7%	16 9%	70 11%	49 7%	11 5%	17 5%	30 6%	83 11%	64 8%	67 9%	-	-	131 24%
7. PB	139 9%	128 9%	11 10%	56 8%	61 9%	22 12%	53 8%	57 8%	29 13%	20 6%	33 7%	86 12%	81 10%	57 8%	-	-	139 25%
8. MIA	286 18%	263 18%	22 20%	98 14%	157 24%	30 16%	79 12%	161 24%	45 21%	65 19%	112 23%	108 15%	134 17%	152 20%	-	-	286 52%

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Q8. Media Market (from record)

Area/Media2/Voted/Race

	AREA BREAKS						MEDIA MARKET (GROUP 2)									TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
	TOTAL	North	Bay	Centr	SWest	SEast	PNS	TLH/ GNV	JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp	
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%	
1. PNS	94 6%	94 30%	-	-	-	-	94 100%	-	-	-	-	-	-	-	15 8%	79 6%	86 7%	7 5%	-	
2. TLH/GNV	75 5%	75 24%	-	-	-	-	-	75 100%	-	-	-	-	-	-	9 5%	66 5%	65 5%	10 7%	-	
3. JAX	141 9%	141 46%	-	-	-	-	-	-	141 100%	-	-	-	-	-	25 14%	116 8%	125 9%	16 10%	-	
4. TPA	370 24%	-	309 100%	34 9%	27 17%	-	-	-	-	370 100%	-	-	-	-	39 21%	331 24%	331 25%	27 17%	13 17%	
5. MCO	313 20%	-	-	313 81%	-	-	-	-	-	-	313 100%	-	-	-	41 22%	272 20%	273 21%	32 21%	8 10%	
6. FM	131 8%	-	-	2 *%	128 83%	1 *%	-	-	-	-	-	131 100%	-	-	8 5%	122 9%	125 9%	3 2%	2 3%	
7. PB	139 9%	-	-	39 10%	-	100 26%	-	-	-	-	-	-	139 100%	-	7 4%	132 10%	129 10%	6 4%	4 6%	
8. MIA	286 18%	-	-	-	-	286 74%	-	-	-	-	-	-	-	286 100%	40 22%	246 18%	186 14%	52 34%	48 64%	

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Q9. Times voted 08/06 general elections (from record)

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547	1437	110	711	650	186	650	681	217	340	480	727	787	760	277	715	555
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1. 1X	184	171	13	70	87	27	61	84	38	120	36	28	97	88	44	85	56
	12%	12%	12%	10%	13%	14%	9%	12%	18%	35%	8%	4%	12%	12%	16%	12%	10%
2. 2X	1363	1265	98	641	563	159	588	597	178	221	443	699	690	673	233	630	499
	88%	88%	88%	90%	87%	86%	91%	88%	82%	65%	92%	96%	88%	88%	84%	88%	90%

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Q9. Times voted 08/06 general elections (from record)

Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS	TLH/ GNV	MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast			JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. 1X	184 12%	48 16%	34 11%	47 12%	10 7%	44 11%	15 15%	9 11%	25 18%	39 11%	41 13%	8 6%	7 5%	40 14%	184 100%	-	119 9%	41 27%	24 33%
2. 2X	1363 88%	261 84%	275 89%	340 88%	144 93%	342 89%	79 85%	66 89%	116 82%	331 89%	272 87%	122 94%	132 95%	246 86%	-	1363 100%	1200 91%	113 73%	51 67%

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Q10. Racial heritage (from record)?

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547	1437	110	711	650	186	650	681	217	340	480	727	787	760	277	715	555
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1. Caucasian/other	1319	1235	84	669	488	161	612	520	186	265	398	656	677	642	248	631	439
	85%	86%	76%	94%	75%	87%	94%	76%	86%	78%	83%	90%	86%	84%	90%	88%	79%
2. African American	153	136	17	13	126	14	7	129	17	45	58	49	70	84	29	63	61
	10%	9%	16%	2%	19%	7%	1%	19%	8%	13%	12%	7%	9%	11%	10%	9%	11%
3. Hispanic	75	66	9	29	36	10	31	31	13	30	23	22	40	35	-	20	55
	5%	5%	8%	4%	6%	6%	5%	5%	6%	9%	5%	3%	5%	5%		3%	10%

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Q10. Racial heritage (from record)?

Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS	TLH/ GNV	MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast			JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. Caucasian/other	1319 85%	276 89%	274 89%	342 88%	147 95%	280 73%	86 92%	65 86%	125 89%	331 89%	273 87%	125 96%	129 93%	186 65%	119 65%	1200 88%	1319 100%	-	-
2. African American	153 10%	34 11%	23 7%	38 10%	5 3%	54 14%	7 8%	10 14%	16 11%	27 7%	32 10%	3 3%	6 4%	52 18%	41 22%	113 8%	-	153 100%	-
3. Hispanic	75 5%	-	13 4%	8 2%	2 1%	53 14%	-	-	-	13 3%	8 2%	2 2%	4 3%	48 17%	24 13%	51 4%	-	-	75 100%

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Q11. Media Market (from record)

Chance/Party/Household Party/Age/Gender/Media

	TOTAL	CHANCE OF VOTING		PARTY REGISTRATION (SELF ID)			PARTY REGISTRATION (HOUSEHOLD)			AGE RANGE			GENDER		MEDIA MARKET (GROUP 1)		
		Exc	Good	Rep	Dem	Ind/ot	Rep	Dem	Ind/ot	18-44	45-59	60+	Male	Female	North	Centrl	South
Total	1547 100%	1437 100%	110 100%	711 100%	650 100%	186 100%	650 100%	681 100%	217 100%	340 100%	480 100%	727 100%	787 100%	760 100%	277 100%	715 100%	555 100%
1. North	277 18%	261 18%	16 15%	146 21%	106 16%	24 13%	136 21%	112 16%	30 14%	90 27%	103 21%	84 12%	145 18%	132 17%	277 100%	-	-
2. Central	715 46%	666 46%	49 44%	341 48%	281 43%	93 50%	311 48%	302 44%	102 47%	148 44%	201 42%	366 50%	363 46%	352 46%	-	715 100%	-
3. South	555 36%	510 35%	45 41%	224 32%	262 40%	69 37%	203 31%	267 39%	85 39%	102 30%	176 37%	277 38%	278 35%	277 36%	-	-	555 100%

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Q11. Media Market (from record)

Area/Media2/Voted/Race

	TOTAL	AREA BREAKS					PNS	TLH/ GNV	MEDIA MARKET (GROUP 2)						TIMES VOTED 08/06 GENS		RACIAL HERITAGE		
		North	Bay	Centr	SWest	SEast			JAX	TPA	MCO	FM	PB	MIA	1x	2x	White	Af-Am	Hisp
Total	1547 100%	309 100%	309 100%	387 100%	155 100%	387 100%	94 100%	75 100%	141 100%	370 100%	313 100%	131 100%	139 100%	286 100%	184 100%	1363 100%	1319 100%	153 100%	75 100%
1. North	277 18%	277 90%	-	-	-	-	94 100%	42 57%	141 100%	-	-	-	-	-	44 24%	233 17%	248 19%	29 19%	-
2. Central	715 46%	32 10%	309 100%	346 90%	27 17%	-	-	32 43%	-	370 100%	313 100%	-	-	-	85 46%	630 46%	631 48%	63 41%	20 27%
3. South	555 36%	-	-	40 10%	128 83%	387 100%	-	-	-	-	-	131 100%	139 100%	286 100%	56 30%	499 37%	439 33%	61 40%	55 73%