

Datamar Inc.



Florida Statewide Survey
2008 Presidential General Election
November 3, 2008



Florida Survey
2008 Presidential General Election

Date: November 3, 2008

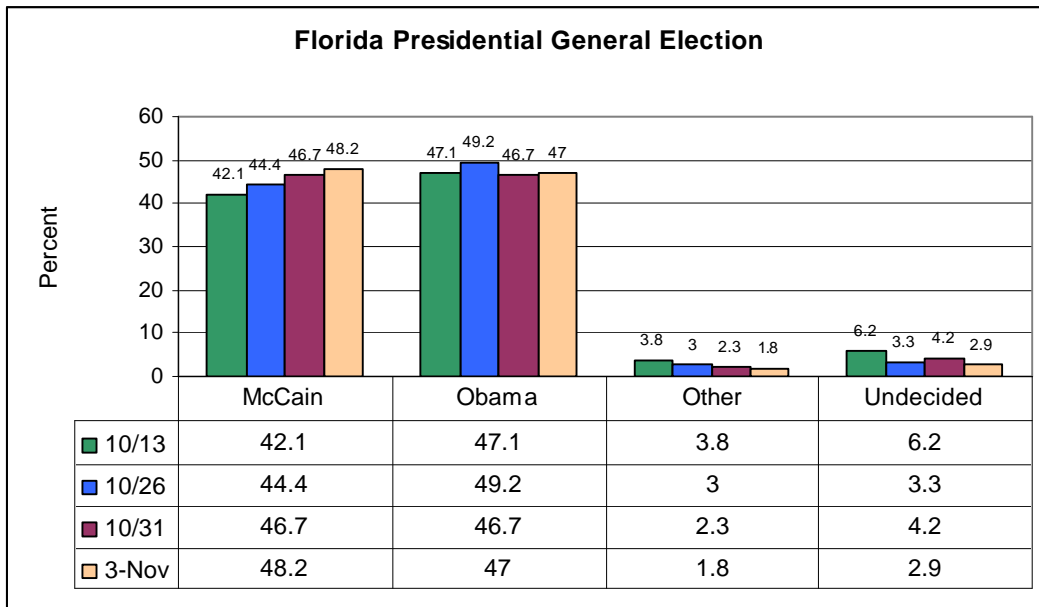
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Sample size 657
 +/-3.8 percent sampling error
 November 1 – 2, 2008

San Diego – A statewide poll of Florida voters for the 2008 Presidential General Election released today by Datamar Inc., shows that U.S. Senator from Arizona John McCain and U.S. Senator from Illinois Barack Obama continue to battle for the lead. Senator McCain has shown a steady improvement over a period of over three weeks, with each week gaining over 2%. The findings are based of a November 1 – 2, 2008 survey of Florida voters.





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Q1. Are you a registered voter in Florida?

	Percent
Yes	100.0

Q2. In what political party are you registered to vote?

	Percent
Democratic	43.7
Republican	41.6
Another party	7.9
No political party	6.8
Total	100.0

Q3. Are you?

	Percent
Male	46.1
Female	53.9
Total	100.0

Q4. What is your age, please?

	Percent
18-34	16.4
35-49	26.9
50-64	27.7
65+	28.9
Total	100.0

Q5. How many years of formal education have you completed?

	Percent
High school graduate or less	12.9
Some college/trade school	35.6
Graduated college or more	51.4
Total	100.0

Q6. Are you or is anyone in your household a member of a labor union, such as trade union, service employee union, public employee union, or teachers union?

	Percent
Yes	16.0
No	82.6
Don't know	1.4
Total	100.0

Q7. What do you consider to be your ethnic group?

	Percent
Cuban	3.2
Mexican	1.4
Hispanic	4.7
Latino	1.4
Other	89.3
Total	100.0

Q8. What do you consider to be your race group?

	Percent
White	83.9
Black/African-American	11.1
Asian/Other	5.0
Total	100.0

Q9. What is your marital status?

	Percent
Married	61.6
Separated/divorced/widowed	25.4
Never married	12.9
Total	100.0

Q10. Are you first generation American- you emigrated from another country, second generation–your parents emigrated from another country, third generation–your grandparents emigrated from another country, fourth generation, fifth generation, or don't know?

	Percent
First generation	13.7
Second generation	10.7
Third generation	19.5
Fourth generation	14.3
Fifth generation or older	32.6
Don't know	9.3
Total	100.0

Q11. What is your household income?

	Percent
Less than \$40,000	30.6
\$40,000-80,000	38.2
\$80,000-120,000	18.6
120,000 or more	12.6
Total	100.0

Q12. Overall, which of the following generally best describes you politically? Very liberal, somewhat liberal, somewhat conservative, very conservative, or don't think of yourself this way?

	Percent
Very liberal	9.6
Somewhat liberal	25.1
Somewhat conservative	28.2
Very conservative	20.5
Don't think of yourself that way	16.6
Total	100.0

Q13. When it come to social issues, which of the following best describes you politically? Very liberal, somewhat liberal, somewhat conservative, very conservative, or don't know?

	Percent
Very liberal	12.8
Somewhat liberal	20.5
Somewhat conservative	29.5
Very conservative	19.0
Don't think of yourself that way	18.1
Total	100.0

Q14. When it come to economic issues, which of the following best describes you politically? Very liberal, somewhat liberal, somewhat conservative, very conservative, or don't know?

	Percent
Very liberal	6.4
Somewhat liberal	18.0
Somewhat conservative	34.1
Very conservative	25.6
Don't think of yourself that way	16.0
Total	100.0

Q15. Overall, what do you think is the most important problem facing the country today? immigration, the environment, the economy, the war in Iraq, taxes, health care, or other?

Q15. Most important issue

	Oct. 13 Percent	Oct.26 Percent	Oct. 31 Percent	Nov. 2 Percent
Immigration	7.4	5.4	7.2	5.2
Environment	3.1	3.8	3.2	3.2
Economy	62.9	63.2	58.5	61.5
War in Iraq	10.5	9.0	10.3	11.3
Taxes	5.6	6.5	7.5	8.7
Health care	4.7	4.4	5.7	5.3
Other	5.9	7.6	7.5	4.9
Total	100.0	100.0	100.0	100.0

Turning our attention to the upcoming November 2008 presidential general election,

Q16. Have you already voted?

	Percent
Yes	60.0
No	40.0
Total	100.0

Q17. If the election were held today, for whom would you vote? The choices are: Democratic Party candidate U.S. Senator Barack Obama, Republican Party candidate U.S. Senator John McCain, other candidate, or are undecided?

	Oct. 13 Percent	Oct. 26 Percent	Oct. 31 Percent	Nov. 2 Percent
John McCain	42.1	44.4	46.7	48.2
Barack Obama	47.1	49.2	46.7	47.0
Other candidate	3.8	3.0	2.3	1.8
Undecided	6.2	3.3	4.2	2.9
Total	100.00	100.0	100.0	100.0

Q18. If the election were held today, who would you prefer to be vice president? Sarah Palin the Republican Party candidate, Joe Biden the Democratic Party candidate, someone else, or do you have no preference?

	Percent
Sarah Palin	47.2
Joe Biden	45.7
Someone else	5.2
No preference	2.0
Total	100.0

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Methodology: Findings are from a November 1 – 2, 2008 survey using a comprehensive predictive model of registered voters, based on election cycles and other factors of voters in Florida. The survey was conducted using an automated telephone dialer and the voice of a professional announcer.

The targeted-registration-based-sampling (TRBS)* selection criteria were based on election cycles and other voter factors in Florida. Datamar proprietary algorithms were used to generate random samples from the target group for calling.

Where necessary, responses were normalized according to age, gender, region, and political party.

? “targeted-registration-based-sampling”, “TRBS” and “(TRBS)” are service marks of Datamar Inc.

