

HOW THE POLL WAS CONDUCTED

The Mason-Dixon Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from October 4 through October 6, 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 300 (48%)

Women 325 (52%)

Whites 470 (75%) Blacks 75 (12%) Hispanic 72 (12%) Other 8 (1%)

Democrats 267 (43%) Republicans 246 (39%) Independents 112 (18%)

REGION

SAMPLE SIZE

North Florida	120 interviews
Central Florida	130 interviews
Tampa Bay	115 interviews
South Florida	190 interviews
Southwest Florida	70 interviews

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ANALYSIS

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OBAMA MAINTAINS NARROW LEAD OVER MCCAIN

Democrat Barack Obama continues to hold a slim lead over Republican John McCain in Florida. Statewide, 48% of voters currently support Obama, while 46% back McCain, 1% are for other candidates and 6% remain undecided. The results are almost unchanged from the 47%-45% edge that Obama enjoyed two weeks ago.

<u>PRESIDENTIAL VOTE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UND</u>
February 2008	37%	47%	N/A	16%
August 2008	45%	44%	N/A	11%
September 2008	47%	45%	1%	7%
Early October 2008	48%	46%	1%	6%

The key to Florida remains the Tampa Bay region, where Obama currently holds a 48%-44% advantage. The other regions of the state fall into their generally predictable patterns, with Obama holding a wide 61%-33% lead in Southeast Florida and McCain running ahead in North Florida (58%-37%), Central Florida (51%-43%) and Southwest Florida (55%-40%).

Obama runs stronger among Democrats, women, those under 50, blacks and those who have never served in the military, while McCain is stronger with men, Republicans, those over 50, whites and military veterans. Obama has a 50%-41% lead among independent voters, while McCain has a 49%-44% among Hispanic & Cuban voters.

Interesting, despite the fact that he trails, McCain has a higher favorable rating with Florida voters than Obama (47%-46%) and Obama's negatives have increased slightly over the past two weeks.

<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%
Early October 2008	46%	40%	13%	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%	-
Early October 2008	47%	34%	18%	1%

The impact of the vice presidential candidates appears to be minimal. Palin is a bit more popular than Biden, but also has higher negatives.

<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%
Early October 2008	43%	29%	26%	2%

<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%
Early October 2008	46%	38%	22%	1%

Palin has a higher percentage of voters "more likely" to back her ticket than Biden (33%-28%), but also a higher percentage saying they are "less likely" to do so (25%-11%). In general, however, their respective supporters and detractors split along party lines.

<u>BIDEN AS VP</u>	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	<u>NO EFFECT</u>	<u>DK</u>
August 2008	19%	14%	64%	3%
September 2008	21%	15%	60%	4%
Early October 2008	28%	11%	58%	3%

<u>PALIN AS VP</u>	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	<u>NO EFFECT</u>	<u>DK</u>
August 2008	4%	6%	72%	18%
September 2008	36%	23%	37%	4%
Early October 2008	33%	25%	38%	4%

The economy is clearly the most important issue on voter's minds, with a resounding 69% citing it as their top concern, with national security and terrorism a distant second at 12%, the Iraq War was third at 7% and all other issues were mentioned 3% or less.

Only a 48% plurality of Florida voters said that they support the government intervention to resolve the current problems in the credit and financial markets, with 38% opposed and 14% undecided. Only 50% of voters expressed any level of confidence that government intervention would help improve the economy in the long term, while 43% lacked confidence in the effort and 7% were unsure.

STATEWIDE NAME RECOGNITION

Do you recognize the 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>
John McCain	47%	34%	18%	1%
Barack Obama	46%	40%	13%	1%
Sarah Palin	46%	38%	22%	1%
Joe Biden	43%	29%	26%	2%

QUESTION: If the 2008 presidential election were held today, would you vote for the Democratic ticket of Barack Obama & Joe Biden, the Republican ticket of John McCain & Sarah Palin, or one of the other party candidates?

	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
STATE	48%	46%	1%	5%

<u>REGION</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
North Florida	37%	58%	1%	4%
Central Florida	43%	51%	1%	5%
Tampa Bay	48%	44%	2%	6%
Southeast Florida	61%	33%	1%	5%
Southwest Florida	40%	55%	-	5%

<u>SEX</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Men	44%	52%	1%	3%
Women	52%	40%	1%	7%

<u>AGE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
18-34	59%	34%	-	7%
35-49	54%	42%	1%	3%
50-64	44%	47%	1%	7%
65+	41%	54%	1%	4%

<u>RACE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Whites	42%	52%	1%	5%
Blacks	92%	3%	-	5%
Cubans/Hispanics	44%	49%	-	7%

<u>PARTY AFFILIATION</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Democrats	79%	15%	-	6%
Republicans	13%	82%	2%	3%
Independents	50%	41%	3%	6%

<u>SERVED IN MILITARY?</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Yes	29%	68%	-	3%
No	54%	39%	1%	6%

QUESTION: Is your mind made up about whom you will vote for, or do you think you might change your mind before the election?

	<u>MADE UP</u>	<u>MIGHT CHANGE</u>
Obama Voters	88%	12%
McCain Voters	91%	9%

QUESTION: Barack Obama chose 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	28%	27%	29%	43%	9%	31%	8%
LESS LIKELY	11%	13%	9%	8%	14%	9%	8%
NO EFFECT	58%	59%	57%	45%	74%	57%	71%
NOT SURE	3%	1%	5%	4%	3%	3%	13%

QUESTION: John McCain chose 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	33%	33%	33%	14%	56%	27%	11%
LESS LIKELY	25%	23%	27%	39%	8%	28%	12%
NO EFFECT	38%	42%	34%	41%	34%	42%	62%
NOT SURE	4%	2%	6%	6%	2%	3%	15%

QUESTION: What do you feel is the single most important national issue facing the country today?

Economy/Jobs	69%
Terrorism/War on Terror/National Security	12%
War in Iraq	7%
Health Care Issues/Cost of Health Care	3%
Gas prices/Energy Issues	2%
Social Issues/Moral Issues/Family Values	2%
Social Security	2%
Immigration	1%
Education	-
Protecting Environment	-
Other	1%
Not Sure	1%

QUESTION: Do you support or oppose government intervention to help resolve the current problems in the credit and financial markets?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>	UNDECIDED <u>VOTERS</u>
SUPPORT	48%	47%	49%	56%	44%	39%	47%
OPPOSE	38%	41%	35%	29%	45%	47%	38%
UNDECIDED	14%	12%	16%	15%	11%	14%	15%

QUESTION: How confident are you that government intervention will help improve the economy over the long term? Are you:

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>	UNDECIDED <u>VOTERS</u>
VERY CONFIDENT	10%	9%	9%	9%	12%	6%	6%
SW CONFIDENT	40%	39%	42%	42%	40%	37%	34%
NOT TOO CONFIDENT	24%	21%	27%	25%	23%	21%	27%
NOT CONFIDENT	19%	25%	13%	14%	19%	33%	25%
UNDECIDED	7%	6%	9%	10%	6%	3%	8%