

Datamar Inc.



Florida Statewide Survey
2008 Presidential General Election

October 31, 2008



Florida Survey
2008 Presidential General Election

Date: October 31, 2008

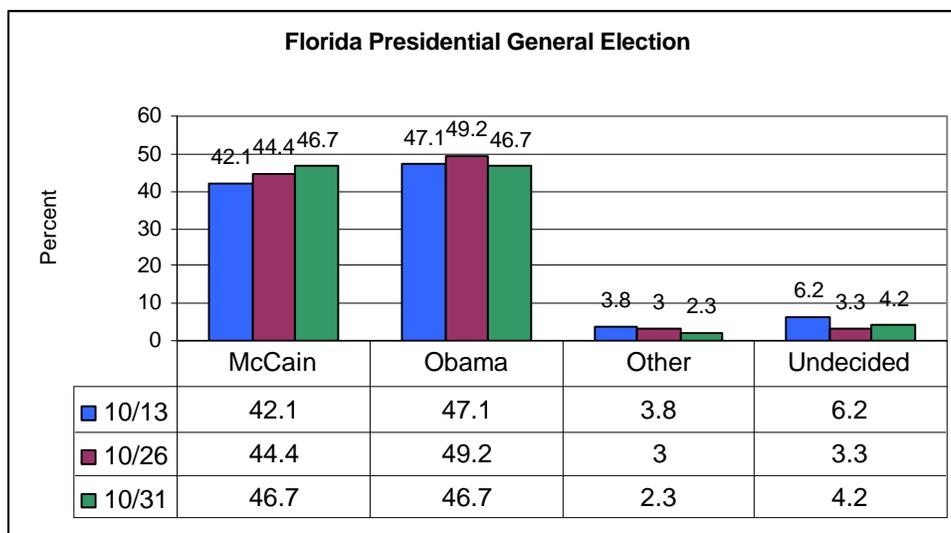
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Sample size 995
 +/-3.1 percent sampling error
 October 29 – 30, 2008

San Diego – A statewide poll of Florida voters for the 2008 Presidential General Election released today by Datamar Inc., shows that U.S. Senator Barack Obama and Arizona Senator John McCain are in a tie. Senator McCain has gained 2.3% and Senator Obama has lost 2.5% from the previous survey of October 26. Senator McCain has shown a steady improvement over a period of three weeks, with each week gaining over 2%. The findings are based on an October 29 – 30, 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	44.2
Republican	39.2
Another party	10.5
No political party	6.1
Total	100.0

Q3. Are you?

	Percent
Male	47.0
Female	53.0
Total	100.0

Q4. What is your age, please?

	Percent
18-34	18.0
35-49	27.0
50-64	27.5
65+	27.4
Total	100.0

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

	Percent
High school graduate or less	16.1
Some college/trade school	35.8
Graduated college or more	48.1
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	17.4
No	81.2
Don't know	1.4
Total	100.0

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

	Percent
Cuban	4.4
Mexican	1.5
Hispanic	4.3
Latino	1.8
Other	87.9
Total	100.0

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

	Oct. 27 Percent	Oct. 30 Percent
White	81.9	83.7
Black/African-American	12.4	10.4
Asian/Other	5.7	5.9
Total	100.0	100.0

Q9. What is your marital status?

	Percent
Married	66.7
Separated/divorced/widowed	19.3
Never married	14.0
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	14.1
Second generation	12.0
Third generation	20.8
Fourth generation	16.9
Fifth generation or older	28.7
Don't know	7.5
Total	100.0

Q11. What is your household income?

	Percent
Less than \$40,000	29.5
\$40,000-80,000	40.0
\$80,000-120,000	19.7
120,000 or more	10.8
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	10.5
Somewhat liberal	24.4
Somewhat conservative	28.6
Very conservative	20.5
Don't know	16.0
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?

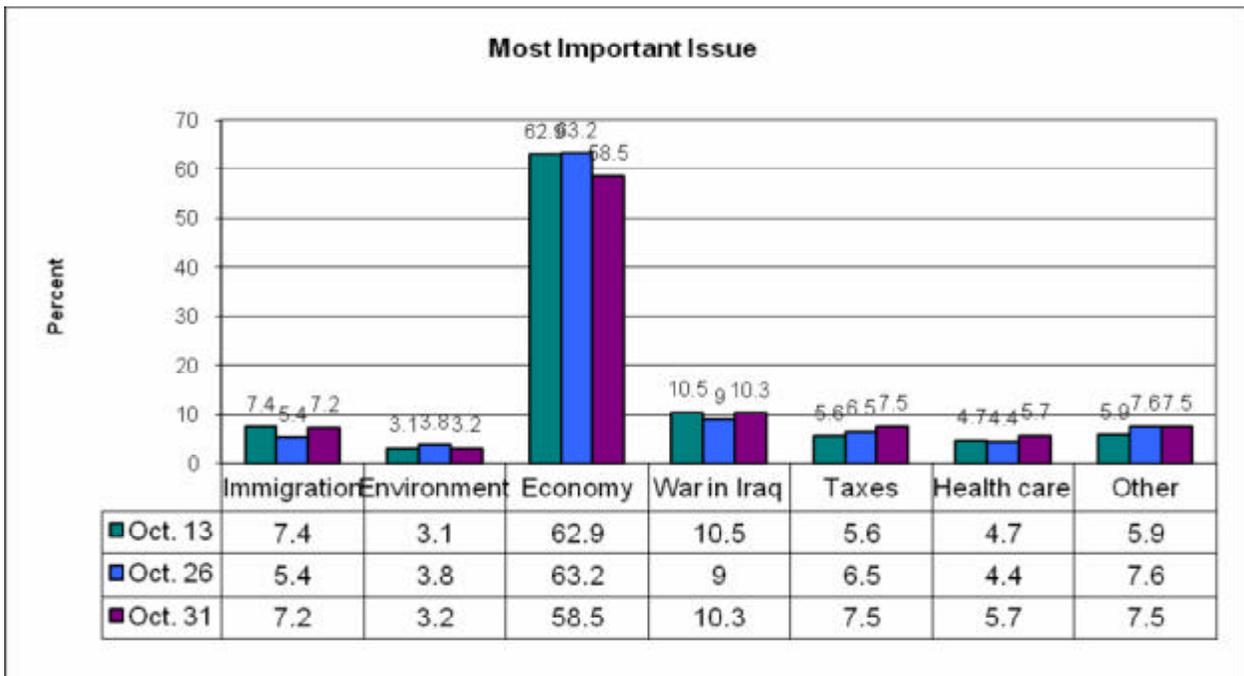
	Percent
Very liberal	11.9
Somewhat liberal	24.9
Somewhat conservative	26.7
Very conservative	21.7
Don't know	14.8
Total	100.0

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	7.9
Somewhat liberal	18.9
Somewhat conservative	33.7
Very conservative	25.2
Don't know	14.3
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?

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



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

Q16. Have you already voted?

	Percent
Yes	51.4
No	48.6
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
John McCain	42.1	44.4	46.7
Barack Obama	47.1	49.2	46.7
Other candidate	3.8	3.0	2.3
Undecided	6.2	3.3	4.2
Total	100.00	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	45.5
Joe Biden	45.6
Someone else	6.2
No preference	2.6
Total	100.0

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Methodology: Findings are from a October 29 – 30, 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 weighted according to age, gender, region, and political party.

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