

**HOW THE POLL WAS CONDUCTED**

The Mason-Dixon Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C.

This poll consists of two separate sections - a poll of 400 likely Democratic primary voters conducted January 21-23, 2008 and a poll of 400 likely Republican primary voters conducted January 22-23, 2008. Both surveys were conducted randomly by telephone.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 5 percentage points on each primary voter sample. 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 gender grouping.

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## ANALYSIS

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### **ROMNEY HAS SLIGHT EDGE OVER MCCAIN, GIULIANI FADING CLINTON HOLDS BIG LEAD OVER OBAMA & EDWARDS**

As they get set to square off in a final debate five days before Florida's Republican presidential primary, Mitt Romney holds a narrow lead over John McCain among likely GOP voters. Meanwhile, on the Democratic side, Hillary Clinton is maintaining a wide lead over Barack Obama and John Edwards.

Among Republicans, Romney holds a 30%-26% lead over McCain, with Rudy Giuliani fading to third place at 18%, Mike Huckabee getting 13%, Ron Paul 3% and 10% remain undecided.

<u>GOP PRIMARY VOTE</u>	<u>1/08</u>	<u>11/07</u>	<u>9/07</u>	<u>7/07</u>
<b>Romney</b>	<b>30%</b>	<b>15%</b>	<b>13%</b>	<b>7%</b>
<b>McCain</b>	<b>26%</b>	<b>10%</b>	<b>9%</b>	<b>11%</b>
<b>Giuliani</b>	<b>18%</b>	<b>36%</b>	<b>24%</b>	<b>21%</b>
<b>Huckabee</b>	<b>13%</b>	<b>8%</b>	<b>6%</b>	<b>5%</b>
<b>Paul</b>	<b>3%</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Others</b>	<b>-</b>	<b>16%</b>	<b>26%</b>	<b>22%</b>
<b>Undecided</b>	<b>10%</b>	<b>15%</b>	<b>22%</b>	<b>34%</b>

Romney runs fairly strong across Florida, but appears strongest in Tampa Bay/Southwest Florida. Giuliani has strength in Southeast Florida, particularly among Hispanics in Miami-Dade, but his support has largely washed away in other parts of the state.

Republicans are looking largely for a candidate who shares their views in issues and who will provide strong leadership. Romney gets the edge over McCain on issues, while McCain is the choice of most of those voting on leadership.

On specific issues, the economy, terrorism and immigration are the top three in terms of importance to Republicans. Romney gets the support of most of those voting on the economy and immigration, while McCain is backed by most of those most concerned about terrorism.

Among likely Democratic primary voters, 47% back Clinton, while 25% are for Obama, 16% favor Edwards, 2% support Dennis Kucinich and 10% remain undecided. With none of the Democratic candidates actively campaigning in Florida, there has been no relative shift in voter preference over the past six months.

<u>DEM PRIMARY VOTE</u>	<u>1/08</u>	<u>11/07</u>	<u>7/07</u>
Clinton	47%	42%	31%
Obama	25%	15%	17%
Edwards	16%	12%	12%
Kucinich	2%	1%	2%
Others	-	11%	8%
Undecided	10%	19%	30%

Florida is friendly territory for Clinton, as it's older and heavily female Democratic electorate plays to her strength. Not surprisingly, she holds her widest advantages among women and older voters.

Clinton also gets the nod on having the best positions on the issues and on experience, the two top candidate qualities Florida Democrats are looking for. On the three top issues among Democrats - the economy, health care and Iraq - Clinton also comes out ahead of Obama and Edwards by significant margins.

Obama has significant support among African-American voters and runs better among younger voters. However, without any opportunity to appear and organize those forces in the state he has been put at a major disadvantage. In Florida's closed primary, his appeal to independent voters is neutralized and the "pledge" not to campaign here has effectively prevented him from utilizing his organizational and motivational skills.

\*\*\* 400 LIKELY DEMOCRATIC PRIMARY VOTERS \*\*\*

STATEWIDE NAME RECOGNITION - DEMOCRATS

I am going to read a list names.

The first (next) name is \_\_\_\_\_. Do you recognize that 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>
Hillary Clinton	71%	12%	18%	-
Barack Obama	49%	29%	22%	-
John Edwards	45%	24%	31%	-

\*\*\* 400 LIKELY DEMOCRATIC PRIMARY VOTERS \*\*\*

**QUESTION: If the 2008 Florida Democratic primary were held today, which one of the following candidates would get your vote: (ORDER ROTATED)**

	<u>STATE</u>	<u>SEX</u>		<u>AGE</u>	
		<u>MEN</u>	<u>WOMEN</u>	<u>&lt;50</u>	<u>50+</u>
Hillary Clinton	47%	41%	51%	39%	50%
Barack Obama	25%	20%	28%	33%	22%
John Edwards	16%	23%	11%	16%	16%
Dennis Kucinich	2%	4%	1%	1%	2%
Undecided (NOT READ)	10%	12%	9%	11%	10%

	<u>STATE</u>	<u>RACE</u>		
		<u>WHITE</u>	<u>BLACK</u>	<u>HISP</u>
Hillary Clinton	47%	53%	17%	67%
Barack Obama	25%	13%	71%	18%
John Edwards	16%	20%	5%	4%
Dennis Kucinich	2%	3%	-	-
Undecided (NOT READ)	10%	11%	7%	11%

	<u>STATE</u>	<u>REGION</u>			
		<u>NORTH</u>	<u>CENTRAL</u>	<u>TAMPA SW FL</u>	<u>SOUTH</u>
Hillary Clinton	47%	41%	51%	47%	52%
Barack Obama	25%	31%	22%	23%	24%
John Edwards	16%	18%	12%	17%	15%
Dennis Kucinich	2%	3%	2%	2%	2%
Undecided (NOT READ)	10%	7%	13%	11%	7%

**(IF THEY VOTED FOR A CANDIDATE) QUESTION: At this point, would you say you will probably stick with that choice, or are that you still might change your mind?**

	<u>ALL</u>	<u>CLINTON VOTERS</u>	<u>OBAMA VOTERS</u>	<u>EDWARDS VOTERS</u>
STICK W/CHOICE	78%	83%	71%	82%
MIGHT CHANGE MIND	22%	17%	29%	18%

**QUESTION: Which ONE of the following qualities are you most looking for in deciding which candidate to support? Someone who: (ORDER ROTATED)**

- 35% - cares about the issues I care about
- 27% - has the right experience
- 18% - is honest and trustworthy
- 12% - represents change and a new approach
- 3% - has the best chance to win in November
- 5% - Other/Not Sure (NOT READ)

	<u>CHANGE</u>	<u>ISSUES</u>	<u>EXPERIENCE</u>	<u>HONEST</u>
CLINTON	26%	38%	80%	40%
OBAMA	45%	20%	2%	27%
EDWARDS	17%	23%	11%	14%
KUCINICH	-	4%	-	2%
UNDECIDED	12%	15%	7%	17%

**QUESTION: Which ONE of the following issues do you feel is MOST important: (ORDER ROTATED)**

- The Economy & Jobs 44%
- Health care 16%
- Iraq 15%
- National Security or Terrorism 9%
- The Environment, Energy & Climate Change 6%
- Social Security 5%
- Other/Not Sure (NOT READ) 5%

	<u>IRAQ</u>	<u>ECONOMY</u>	<u>HEALTH CARE</u>
CLINTON	50%	49%	50%
OBAMA	23%	25%	19%
EDWARDS	13%	18%	13%
KUCINICH	3%	1%	3%
UNDECIDED	11%	7%	15%

\*\*\* 400 LIKELY REPUBLICAN PRIMARY VOTERS \*\*\*

STATEWIDE NAME RECOGNITION - REPUBLICANS

I am going to read a list of names.

The first (next) name is \_\_\_\_\_. Do you recognize that 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>
Mitt Romney	54%	17%	29%	-
John McCain	50%	26%	24%	-
Rudy Giuliani	49%	20%	31%	-
Mike Huckabee	36%	29%	35%	-

\*\*\* 400 LIKELY REPUBLICAN PRIMARY VOTERS \*\*\*

QUESTION: If the 2008 Florida Republican primary were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

	<u>STATE</u>	<u>SEX</u>		<u>AGE</u>		<u>BORN-AGAIN?</u>	
		<u>MEN</u>	<u>WOMEN</u>	<u>&lt;50</u>	<u>50+</u>	<u>YES</u>	<u>NO</u>
Mitt Romney	30%	34%	26%	28%	31%	28%	31%
John McCain	26%	27%	25%	28%	25%	23%	28%
Rudy Giuliani	18%	14%	22%	18%	18%	9%	23%
Mike Huckabee	13%	13%	13%	13%	13%	27%	5%
Ron Paul	3%	4%	2%	4%	3%	1%	4%
Undecided (NOT READ)	10%	8%	12%	9%	10%	12%	9%

	<u>STATE</u>	<u>REGION</u>			<u>RACE</u>			
		<u>NORTH</u>	<u>CENT</u>	<u>TAMPA</u>	<u>SW</u>	<u>FL</u>	<u>SOUTH</u>	<u>WHITE</u>
Mitt Romney	30%	29%	29%	37%		21%	33%	8%
John McCain	26%	24%	29%	27%		25%	25%	30%
Rudy Giuliani	18%	16%	12%	14%		33%	13%	52%
Mike Huckabee	13%	20%	14%	12%		7%	14%	3%
Ron Paul	3%	2%	5%	2%		2%	3%	-
Undecided (NOT READ)	10%	9%	11%	8%		12%	12%	7%

(IF THEY VOTED FOR A CANDIDATE) QUESTION: At this point, would you say you will probably stick with that choice, or are that you still might change your mind?

	<u>ALL</u>	<u>ROMNEY</u>	<u>MCCAIN</u>	<u>GIULIANI</u>	<u>HUCKABEE</u>
		<u>VOTERS</u>	<u>VOTERS</u>	<u>VOTERS</u>	<u>VOTERS</u>
STICK W/CHOICE	72%	74%	67%	81%	72%
MIGHT CHANGE MIND	28%	26%	33%	19%	28%

**QUESTION: Which ONE of the following qualities are you most looking for in deciding which candidate to support? Someone who: (ORDER ROTATED)**

- 44% - has the strength and leadership to keep America safe
- 29% - shares my values and views on issues
- 12% - has the right experience
- 5% - has the best chance to win in November
- 7% - represents a different approach from President Bush
- 3% - Other/Not Sure (NOT READ)

	<u>VALUES</u>	<u>LEADERSHIP</u>
ROMNEY	39%	23%
MCCAIN	15%	38%
GIULIANI	9%	17%
HUCKABEE	21%	9%
PAUL	7%	-
UNDECIDED	9%	13%

**QUESTION: Which ONE of the following issues do you feel is MOST important: (ORDER ROTATED)**

- The Economy & Jobs 30%
- National Security or Terrorism 29%
- Immigration 11%
- Taxes & Government Spending 9%
- Moral & Family Issues 8%
- Iraq 7%
- Other/Not Sure (NOT READ) 6%

	<u>TERROR</u>	<u>ECONOMY</u>	<u>IMMIGRATION</u>
ROMNEY	27%	36%	48%
MCCAIN	35%	30%	14%
GIULIANI	16%	10%	19%
HUCKABEE	12%	12%	5%
PAUL	-	2%	-
UNDECIDED	10%	10%	14%