

**HOW THE POLL WAS CONDUCTED**

The Mason-Dixon Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from October 20 through October 21, 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.

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**SAMPLE FIGURES:**

Men 306 (49%)                      Women 319 (51%)  
  
Whites 464 (74%) Blacks 79 (13%) Hispanic 72 (12%) Other 10 (2%)  
  
Democrats 278 (44%)    Republicans 235 (38%)    Independents 112 (18%)

<u>REGION</u>	<u>SAMPLE SIZE</u>
North Florida	120 interviews
Central Florida	130 interviews
Tampa Bay	115 interviews
Southeast Florida	190 interviews
Southwest Florida	70 interviews

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Internet Sites & TV Broadcast	12 noon, Wednesday, October 22, 2008
Print Publication	Thursday, October 23, 2008

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## ANALYSIS

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Please attribute all quotes to Mr. Coker and Mason-Dixon.  
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### **FLORIDA STILL A TOSS-UP**

Republican John McCain has moved narrowly ahead of Democrat Barack Obama in Florida. Statewide, 46% of voters currently support McCain, while 45% back Obama, 2% are for other candidates and 7% remain undecided. Obama held a similarly slim 48%-46% lead two weeks ago.

<u>PRESIDENTIAL VOTE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UND</u>
<b>February 2008</b>	<b>37%</b>	<b>47%</b>	<b>N/A</b>	<b>16%</b>
<b>August 2008</b>	<b>45%</b>	<b>44%</b>	<b>N/A</b>	<b>11%</b>
<b>September 2008</b>	<b>47%</b>	<b>45%</b>	<b>1%</b>	<b>7%</b>
<b>Early October 2008</b>	<b>48%</b>	<b>46%</b>	<b>1%</b>	<b>6%</b>
<b>Mid October 2008</b>	<b>45%</b>	<b>46%</b>	<b>2%</b>	<b>7%</b>

In the key Tampa Bay region, McCain now has a 47%-44% lead, reversing Obama's 48%-44% advantage from early October. The other regions of the state continue to follow their historical patterns, with Obama holding a wide 58%-32% lead in Southeast Florida and McCain running ahead in North Florida (56%-35%), Central Florida (53%-39%) and Southwest Florida (54%-38%).

Obama continues to run stronger among Democrats, women, those under 35, blacks and those who have never served in the military, while McCain is stronger with men, Republicans, those over 65, whites and military veterans. Obama has a 47%-41% lead among independent voters, while McCain has a 47%-44% among Hispanic & Cuban voters.

McCain still has a higher favorable rating with Florida voters than Obama (51%-49%), while Obama's negatives are a bit higher than McCain's (37%-33%).

<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%
Mid October 2008	49%	37%	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%
Mid October 2008	51%	33%	15%	1%

Joe Biden is now relatively more popular than Sarah Palin.

<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%
Mid October 2008	47%	29%	22%	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%	31%	22%	1%
Mid October 2008	43%	35%	21%	1%

State voters give Obama a slight edge on the issue of handling the economy (45%-41%), as well as on managing health care (50%-34%) and energy policy (45%-40%), while McCain gets stronger marks for national security (54%-37%), managing government spending & taxes (50%-38%) and handling the Iraq War (50%-39%).

The economy remains the top issue, but there has been some drop off (from 69% to 61%), with the shift primarily coming from voters expressing increased concern about taxes and government spending.

**STATEWIDE NAME RECOGNITION**

Do you recognize the name \_\_\_\_\_?  
(IF YES) Do you have a favorable, unfavorable or neutral opinion of  
\_\_\_\_\_?

	<b><u>RECOGNIZE FAVORABLE</u></b>	<b><u>RECOGNIZE UNFAVORABLE</u></b>	<b><u>RECOGNIZE NEUTRAL</u></b>	<b><u>DON'T RECOGNIZE</u></b>
John McCain	51%	33%	15%	1%
Barack Obama	49%	37%	13%	1%
Joe Biden	47%	29%	22%	2%
Sarah Palin	43%	35%	21%	1%

**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>
<b>STATE</b>	45%	46%	2%	7%

<u>REGION</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
North Florida	35%	56%	2%	7%
Central Florida	39%	53%	3%	5%
Tampa Bay	44%	47%	3%	6%
Southeast Florida	58%	32%	1%	9%
Southwest Florida	38%	54%	1%	7%

<u>SEX</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Men	39%	50%	3%	8%
Women	51%	42%	1%	8%

<u>AGE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
18-34	60%	34%	1%	5%
35-49	44%	46%	2%	8%
50-64	42%	49%	2%	7%
65+	38%	51%	3%	7%

<u>RACE</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Whites	37%	53%	3%	7%
Blacks	95%	3%	-	2%
Cubans/Hispanics	44%	47%	-	9%

<u>PARTY AFFILIATION</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Democrats	75%	17%	1%	7%
Republicans	9%	83%	2%	6%
Independents	47%	41%	3%	9%

<u>SERVED IN MILITARY?</u>	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Yes	24%	70%	2%	4%
No	50%	40%	2%	8%

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

Economy/Jobs	61%
Terrorism/War on Terror/National Security	10%
Taxes/Government Spending	9%
War in Iraq	6%
Health Care Issues/Cost of Health Care	4%
Social Issues/Moral Issues/Family Values	3%
Social Security	2%
Gas prices/Energy Issues	1%
Immigration	1%
Education	-
Protecting Environment	-
Other	1%
Not Sure	2%

**QUESTION: Which of the two major presidential candidates - Democrat Barack Obama or Republican John McCain -- do you trust more to handle the following issues?**

	<u>OBAMA</u>	<u>MCCAIN</u>	<u>DK/NO DIFF</u>
- <b>The economy</b>	45%	41%	14%
- <b>National security</b>	37%	54%	9%
- <b>Improving health care</b>	50%	34%	16%
- <b>Managing government spending &amp; cutting taxes</b>	38%	50%	12%
- <b>Developing energy resources and reducing dependence on foreign sources</b>	45%	40%	15%
- <b>Managing the Iraq War</b>	39%	50%	11%

**QUESTION: What do you feel is more responsible for the current economic situation: (ORDER ROTATED)**

- The lending practices at government-backed Fannie Mae and Freddie Mac, which encouraged giving home mortgages to less qualified applicants.
- The business practices of banks and brokerages on Wall Street who made and marketed risky investments.

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>	<u>UNDECIDED VOTERS</u>
FANNIE MAE	39%	41%	37%	34%	49%	30%	29%
WALL STREET	21%	23%	19%	26%	15%	24%	23%
BOTH (NOT READ)	30%	27%	33%	27%	28%	37%	37%
NOT SURE	10%	9%	11%	13%	8%	9%	11%

**QUESTION: Who do you blame more for allowing the current economic situation to develop: (ORDER ROTATED)**

- The Bush Administration and Republicans who supported deregulation in the banking and financial industries.
- The Democrats in Congress who opposed increased regulation of lending practices at government-backed Fannie Mae and Freddie Mac.

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>	<u>UNDECIDED VOTERS</u>
BUSH/GOP	42%	38%	46%	69%	11%	41%	41%
CONGRESS/DEMS	33%	35%	31%	13%	59%	28%	21%
BOTH (NOT READ)	18%	18%	18%	13%	21%	22%	25%
NOT SURE	7%	9%	5%	5%	9%	9%	13%