



Florida Statewide Survey

Republican Presidential Primary

Date: January 8, 2008

Contact: Raul Furlong

619-579-8244

www.datamar.com

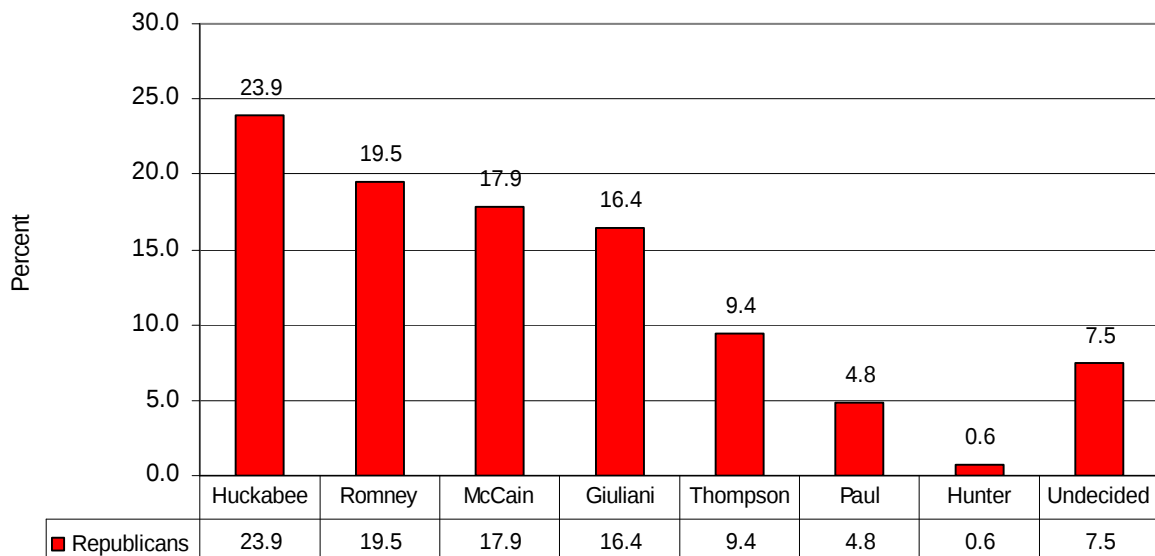
Sample size 481

+/- 4.5 Margin of error

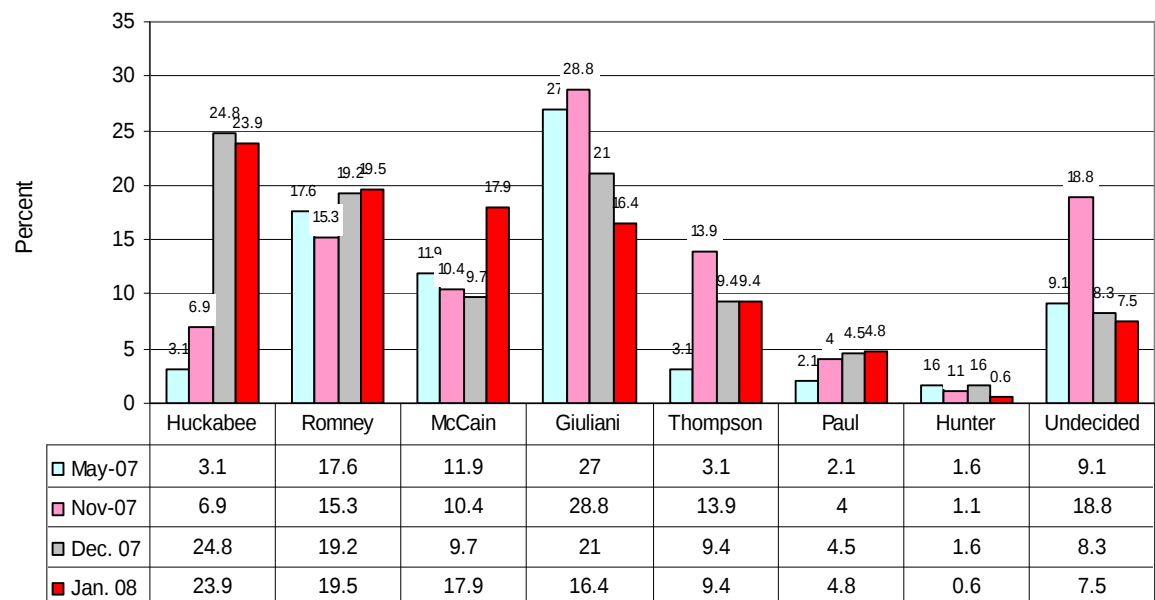
January 5 – 7, 2008

San Diego – A statewide poll of Florida voters for the Republican presidential primary election, released today by Datamar Inc., shows a very close election. Former Governor from Arkansas Mike Huckabee continues in the lead with 23.9%. Former Massachusetts Governor Mitt Romney has moved to second place with 19.5%. U.S. Senator John McCain is in third place with 17.9%. Former U.S. Mayor of New York, Rudy Giuliani has fallen to fourth place in the polls with 16.4%. The findings are based on a January 5 – 7, 2008 survey of Florida voters.

Florida Republican Presidential Primary



Florida Republican Presidential Primary Tracking Chart





Sample size 481
+/- 4.5 Margin of error
January 5 – 7, 2008

Methodology: Findings are from a January 5 – 7, 2008 survey using a comprehensive predictive model of “likely” 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, and political party.

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



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Republican Presidential Primary Toplines

January 5 – 7, 2008 Florida Survey

Sample size 481

+/- 4.5 MOE

January 5 – 7, 2008

Q1. Are you a registered voter in Florida?

	Percent
Yes	100.0

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

	Percent
Republican	100.0

Q3. Are you?

	Percent
Male	52.0
Female	48.0
Total	100.0

Q4. What is your age, please?

	Percent
18-34	13.9
35-49	25.4
50-64	29.3
65 or older	31.4
Total	100.0

Q5. What is the highest level of education you have completed?

	Percent
High school graduate or less	13.9
Some college/trade school	31.4
Graduated college or more	54.7
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	11.4
No	87.5
Don't know	1.0
Total	100.0

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

	Percent
White non-hispanic	91.9
Hispanic/latino	4.0
Black/African-American	1.2
Asian/other	2.9
Total	100.0

Q8. What is your marital status?

	Percent
Married	63.4
Separated/divorced/widowed	27.2
Never married	9.4
Total	100.0

Q9. How long has your family been in this country? Are you first generation American- you emigrated from another country, second generation–your parents emigrated from another country, or third generation or greater–your grandparents emigrated from another country?

	Percent
Emigrated from another country	9.6
Parents emigrated	7.3
Grandparents or greater emigrated	79.2
Don't know	4.0
Total	100.0

Q10. What is your household income?

	Percent
Less than \$40,000	26.4
\$40,001-80,000	40.3
\$80,001-120,000	20.4
\$120,001 or more	12.9
Total	100.0

Q11. Which of the following best describes you politically?

	Percent
Very liberal	1.5
Somewhat liberal	8.3
Somewhat conservative	47.4
Very conservative	39.9
Don't know	2.9
Total	100.0

Q12. Do you approve or disapprove of the way President Bush is handling his job?

	Percent
Approve	64.4
Disapprove	28.5
Don't know	7.1
Total	100.0

Q13. Do you approve or disapprove of the way Congress is handling its job?

	Percent
Approve	7.1
Disapprove	88.6
Don't know	4.4
Total	100.0

Q14. Do you think things in the country are generally going in the right direction or the wrong direction?

	Percent
Right direction	38.0
Wrong direction	54.7
Don't know	7.3
Total	100.0

Q15. Turning to economic conditions in the U.S., do you think that during the next twelve months we will have good times financially, or bad times?

	Percent
Good times	38.9
Bad times	50.7
don't know	10.4
Total	100.0

Q16. 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?

	December 07 Percent	January 08 Percent
Immigration	38.5	35.3
Environment	1.4	1.9
Economy	20.7	22.5
War in Iraq	13.8	15.8
Taxes	11.7	10.6
Health care	6.7	5.2
Other	7.2	8.7
Total	100.0	100.0

Q17. What do you consider your main source for news and information?

	Percent
Newspapers	17.0
Television	67.6
Radio	79.6
Internet	95.0
Friends and family	97.3
Don't know	100.0
Total	

Q18. If the primary election were held today, for whom would you vote? The candidates are:

Duncan Hunter, California Congressman; Ron Paul, Texas Congressman; Mike Huckabee, former Governor of Arkansas; John McCain, U.S. Senator from Arizona; Mitt Romney, former Governor of Massachusetts; Fred Thompson, former U.S. Senator from Tennessee; Rudy Giuliani, former Mayor of New York City.

	May 07 Percent	November 07 Percent	December 07 Percent	January 08 Percent
Hunter	1.6	1.1	1.6	.6
Paul	2.1	4.0	4.5	4.8
Thompson	22.4	13.9	9.4	9.4
McCain	11.9	10.4	9.7	17.9
Romney	17.6	15.3	19.2	19.5
Giuliani	27	28.8	21	16.4
Huckabee	3.1	6.9	24.8	23.9
Undecided	9.1	18.8	8.3	7.5
Total	100.0	100.0	100.0	100.0