

FLORIDA POLL RESULTS – JANUARY 2008

The Research 2000 Florida Poll was conducted from January 14 through January 16, 2008. There were a total of 500 likely Democratic and 500 Republican primary voters as well as 500 statewide primary voters interviewed by telephone. The margin for error among each sample is 4.5%.

DEMOCRATIC SECTION ONLY (500 DEMOCRATIC PRIMARY VOTERS)

QUESTION: If the Democratic Primary for President were held today, which of the following candidates would you vote for? (ROTATED):

	CLINTON	OBAMA	EDWARDS	OTHERS	UNDECIDED
ALL	50%	28%	13%	4%	5%
MEN	43%	38%	10%	6%	3%
WOMEN	56%	20%	15%	2%	7%
WHITE	61%	14%	19%	3%	3%
BLACK	20%	63%	5%	5%	7%
HISPANIC	47%	32%	3%	7%	11%
18-29	37%	52%	8%	1%	2%
30-44	52%	23%	14%	4%	7%
45-59	44%	32%	17%	4%	3%
60+	64%	12%	10%	5%	9%
NORTHEAST	34%	41%	15%	6%	4%
CENTRAL	52%	21%	14%	7%	6%
TAMPA	50%	22%	13%	7%	8%
SOUTHWEST	52%	21%	13%	4%	10%
SOUTH	54%	32%	11%	1%	2%

HOW LIKELY TO CHANGE VOTE:

QUESTION: How likely are you to change your mind and vote for another candidate; very likely, likely, not very likely, or not at all likely?

	VERY	LIKELY	NOT VERY	NOT AT ALL
ALL	6%	8%	51%	35%
CLINTON	5%	7%	52%	36%
OBAMA	7%	9%	50%	34%
EDWARDS	6%	9%	51%	34%

WOMAN CANDIDATE:

QUESTION: Would you vote for a woman to be president of the United States?

	YES	NO	NOT SURE
ALL	98%	1%	1%
MEN	97%	2%	1%
WOMEN	99%	-	1%

QUESTION: Do you think your friends would vote for a woman to be president of the United States?

	YES	NO	NOT SURE
ALL	87%	3%	10%
MEN	85%	5%	10%
WOMEN	88%	2%	10%

BLACK CANDIDATE:

QUESTION: Would you vote for a black person to be president of the United States?

	YES	NO	NOT SURE
ALL	98%	1%	1%
WHITE	98%	1%	1%
BLACK	99%	-	1%
HISPANIC	99%	1%	-

QUESTION: Do you think your friends would vote for a black person to be president of the United States?

	YES	NO	NOT SURE
ALL	85%	4%	11%
WHITE	80%	4%	16%
BLACK	93%	3%	4%
HISPANIC	93%	4%	3%

CANDIDATE QUALITIES:

QUESTION: When determining who to vote for in the primary, which of these qualities do you value most? (ROTATED):

	ALL	CLINTON	OBAMA	EDWARDS
Leadership ability	26%	30%	21%	22%
Experience and knowledge	25%	31%	16%	21%
New ideas for solving problems	19%	12%	30%	23%
Cooperation with other countries	11%	11%	11%	12%
Work with those from other parties effectively	12%	10%	15%	14%
Religious beliefs	3%	3%	3%	4%
Other/DK (NOT READ)	4%	3%	4%	4%

ISSUE MOST CONCERNED:

QUESTION: Which of the following issues concerns you most? (ROTATED):

	ALL	CLINTON	OBAMA	EDWARDS
Access to affordable health care	27%	32%	20%	22%
Iraq war	23%	15%	35%	28%
Quality education	19%	21%	18%	15%
Job security	8%	7%	9%	12%
Saving for retirement	7%	8%	5%	7%
Cost of housing and mortgages	7%	6%	7%	7%
Terrorism	4%	6%	2%	2%
Cost of gas	2%	2%	1%	3%
Crime and violence	2%	2%	2%	2%
Other/DK (NOT READ)	1%	1%	1%	2%

CANDIDATE FACTORS:

QUESTION: Which factor is the single most important to you when casting your vote for a presidential candidate in the primary election? (ROTATED):

	ALL	CLINTON	OBAMA	EDWARDS
The candidate's stance on the issues	31%	32%	30%	31%
Likeability of candidate	27%	23%	32%	29%
The candidate's experience in a leadership position	25%	30%	18%	21%
Whether I think the candidate can be elected	15%	13%	18%	17%
Other/DK (NOT READ)	2%	2%	2%	2%

MOST IMPORTANT ISSUE IN VOTING:

QUESTION: Of the issues debated in this election, which is most important to you in your choice of candidate? (ROTATED):

	ALL	CLINTON	OBAMA	EDWARDS
Economy/jobs	27%	28%	24%	30%
Health care	26%	29%	25%	18%
Iraq War	25%	19%	33%	31%
Immigration	7%	8%	3%	7%
Social Security	6%	7%	5%	4%
Environment	5%	4%	7%	6%
Taxes	3%	4%	2%	3%
Other/DK (NOT READ)	1%	1%	1%	1%

REPUBLICAN SECTION ONLY (500 REPUBLICAN PRIMARY VOTERS)

QUESTION: If the Republican Primary for President were held today, which of the following candidates would you vote for? (ROTATED):

	MAC	GIUL	HUCK	ROM	THOM	PAUL	OTH	UND
ALL	26%	22%	17%	16%	7%	5%	2%	5%
MEN	27%	19%	20%	15%	6%	6%	3%	4%
WOMEN	25%	25%	14%	17%	8%	4%	1%	6%
WHITE	25%	21%	18%	16%	8%	6%	2%	4%
HISPANIC	31%	29%	9%	12%	1%	2%	1%	15%
18-29	19%	19%	28%	18%	6%	3%	2%	5%
30-44	20%	22%	19%	12%	10%	9%	2%	6%
45-59	22%	23%	19%	20%	5%	5%	1%	5%
60+	38%	23%	10%	16%	5%	2%	2%	4%
NORTHEAST	25%	11%	30%	14%	8%	5%	2%	5%
CENTRAL	24%	24%	16%	16%	6%	5%	2%	7%
TAMPA	25%	24%	14%	18%	6%	5%	2%	6%
SOUTHWEST	28%	24%	16%	19%	6%	5%	1%	1%
SOUTH	29%	30%	7%	14%	8%	4%	3%	5%

HOW LIKELY TO CHANGE VOTE:

QUESTION: How likely are you to change your mind and vote for another candidate; very likely, likely, not very likely, or not at all likely?

	VERY	LIKELY	NOT VERY	NOT AT ALL
ALL	9%	15%	47%	29%
MCCAIN	10%	16%	45%	29%
GIULIANI	11%	17%	44%	28%
HUCKABEE	7%	13%	49%	31%
ROMNEY	9%	14%	47%	30%
THOMPSON	6%	14%	50%	30%

WOMAN CANDIDATE:

QUESTION: Would you vote for a woman to be president of the United States?

	YES	NO	NOT SURE
ALL	91%	6%	3%
MEN	92%	5%	3%
WOMEN	90%	7%	3%

QUESTION: Do you think your friends would vote for a woman to be president of the United States?

	YES	NO	NOT SURE
ALL	81%	13%	6%
MEN	83%	12%	5%
WOMEN	79%	14%	7%

BLACK CANDIDATE

QUESTION: Would you vote for a black person to be president of the United States?

	YES	NO	NOT SURE
ALL	94%	3%	3%
WHITE	95%	3%	2%
HISPANIC	89%	4%	7%

QUESTION: Do you think your friends would vote for a black person to be president of the United States?

	YES	NO	NOT SURE
ALL	72%	18%	10%
WHITE	73%	17%	10%
HISPANIC	68%	22%	10%

CANDIDATE QUALITIES:

QUESTION: When determining who to vote for in the primary, which of these qualities do you value most? (ROTATED):

	ALL	MAC	GIUL	HUCK	ROM	THOM
Leadership ability	28%	28%	31%	23%	29%	27%
Experience and knowledge	27%	27%	28%	24%	26%	28%
New ideas for solving problems	15%	15%	17%	12%	16%	17%
Religious beliefs	10%	5%	3%	22%	14%	9%
Cooperation with other countries	8%	11%	7%	8%	6%	7%
Work with those from other parties effectively	7%	10%	7%	6%	6%	3%
Other/DK (NOT READ)	5%	4%	7%	5%	3%	9%

ISSUE MOST CONCERNED:

QUESTION: Which of the following issues concerns you most? (ROTATED):

	ALL	MAC	GIUL	HUCK	ROM	THOM
Terrorism	24%	25%	27%	19%	22%	29%
Iraq war	21%	25%	20%	19%	20%	22%
Cost of housing and mortgages	11%	10%	10%	13%	12%	10%
Quality education	10%	9%	11%	12%	8%	8%
Access to affordable health care	8%	8%	8%	8%	11%	6%
Job security	5%	4%	4%	6%	6%	3%
Saving for retirement	4%	3%	4%	4%	4%	4%
Crime and violence	4%	3%	6%	3%	3%	4%
Cost of gas	2%	2%	1%	2%	2%	2%
Other/DK (NOT READ)	11%	11%	9%	14%	12%	12%

CANDIDATE FACTORS:

QUESTION: Which factor is the single most important to you when casting your vote for a presidential candidate in the primary election? (ROTATED):

	ALL	MAC	GIUL	HUCK	ROM	THOM
The candidate's stance on the issues	29%	28%	28%	31%	30%	29%
The candidate's experience in a leadership position	28%	30%	28%	26%	27%	28%
Likeability of candidate	22%	20%	19%	26%	23%	24%
Whether I think the candidate can be elected	14%	15%	15%	12%	15%	14%
Other/DK (NOT READ)	7%	7%	10%	5%	5%	5%

MOST IMPORTANT ISSUE IN VOTING:

QUESTION: Of the issues debated in this election, which is most important to you in your choice of candidate? (ROTATED):

	ALL	MAC	GIUL	HUCK	ROM	THOM
Economy/jobs	23%	26%	22%	24%	23%	17%
Immigration	22%	17%	27%	18%	26%	28%
Iraq War	22%	28%	25%	19%	15%	18%
Taxes	18%	18%	17%	17%	18%	20%
Health care	5%	5%	5%	5%	6%	5%
Abortion	3%	3%	2%	4%	4%	4%
Gay rights	3%	1%	1%	6%	4%	5%
Stem cell research	2%	-	-	5%	3%	2%
Other/DK (NOT READ)	2%	2%	1%	2%	1%	1%

PRIMARY SECTION ONLY (500 STATEWIDE PRIMARY VOTERS)

QUESTION: If the election were held today, would you vote to approve the Legislature's plan to reduce Florida property taxes?

	YES	NO	NOT SURE
ALL	45%	34%	21%
MEN	48%	33%	19%
WOMEN	42%	35%	23%
DEMOCRATS	39%	38%	23%
REPUBLICANS	51%	30%	19%
INDEPENDENTS	48%	33%	19%
18-29	35%	36%	29%
30-44	47%	34%	19%
45-59	44%	36%	20%
60+	48%	32%	20%
NORTHEAST	49%	31%	20%
CENTRAL	47%	32%	21%
TAMPA	45%	35%	20%
SOUTHWEST	47%	32%	21%
SOUTH	41%	37%	22%

QUESTION: Have you calculated what the property tax plan would do for your tax bill?

	YES	NO	DON'T OWN/REF
ALL	52%	31%	17%
DEMOCRATS	50%	32%	18%
REPUBLICANS	54%	30%	16%
INDEPENDENTS	51%	31%	18%

QUESTION: How satisfied are you with Legislature's plan that drops the average homeowner's tax bill by \$220; very satisfied, satisfied, not very satisfied, not satisfied at all?

	VERY	SAT	NOT VERY	NOT AT ALL	NOT SURE
ALL	18%	26%	19%	17%	20%
DEMOCRATS	17%	26%	19%	17%	21%
REPUBLICANS	18%	25%	20%	18%	19%
INDEPENDENTS	19%	27%	19%	17%	18%

QUESTION: If you are not satisfied or not very satisfied at all, who do you blame the most? (ONLY ASKED AMONG THOSE 36% NOT OR NOT VERY SATISFIED)

GOV	LEG	LOCAL	REAL ESTATE	OTH/DK
14%	42%	24%	8%	12%

QUESTION: If this property tax bill does not pass, do you want the Legislature to try again to reform the state's property tax system?

	YES	NO	NOT SURE
ALL	56%	21%	23%
DEMOCRATS	55%	21%	24%
REPUBLICANS	57%	20%	23%
INDEPENDENTS	56%	21%	23%