



**Florida Statewide Survey**

**Democratic Presidential Primary**

**Date: December 14, 2007**

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[www.datamar.com](http://www.datamar.com)

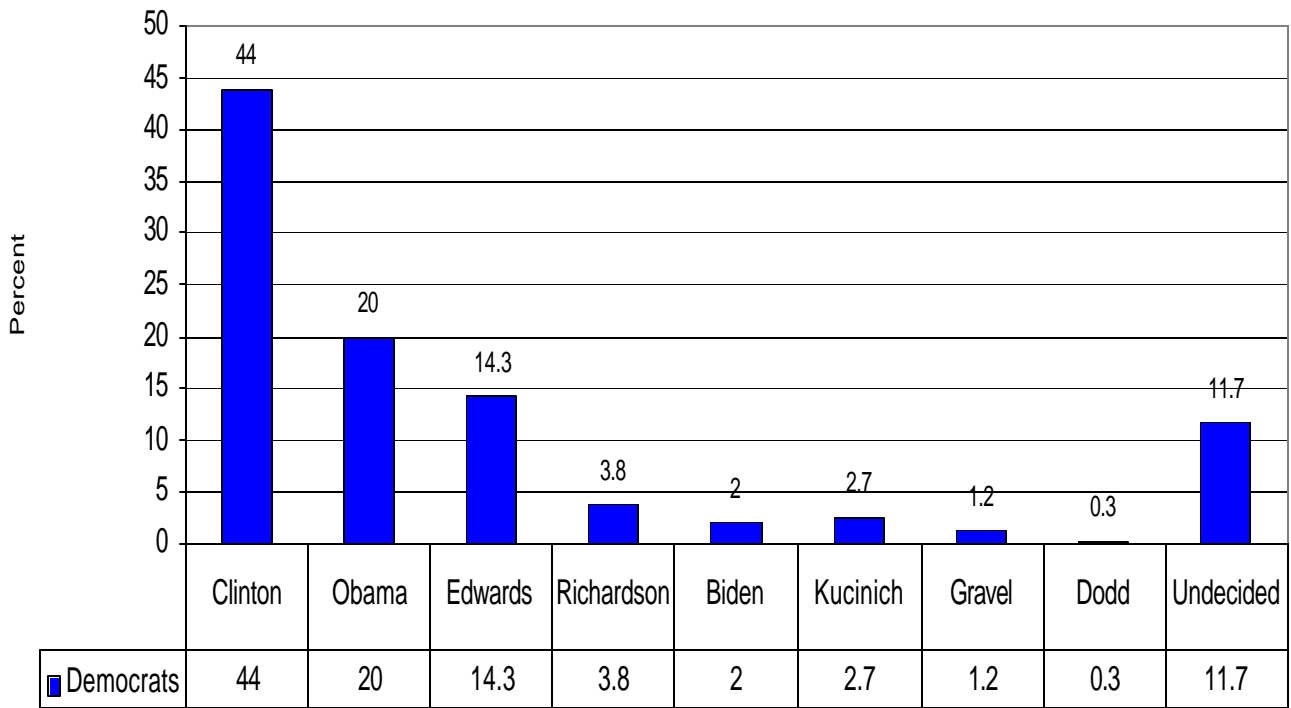
Sample size 600

+/- 4 percent sampling error

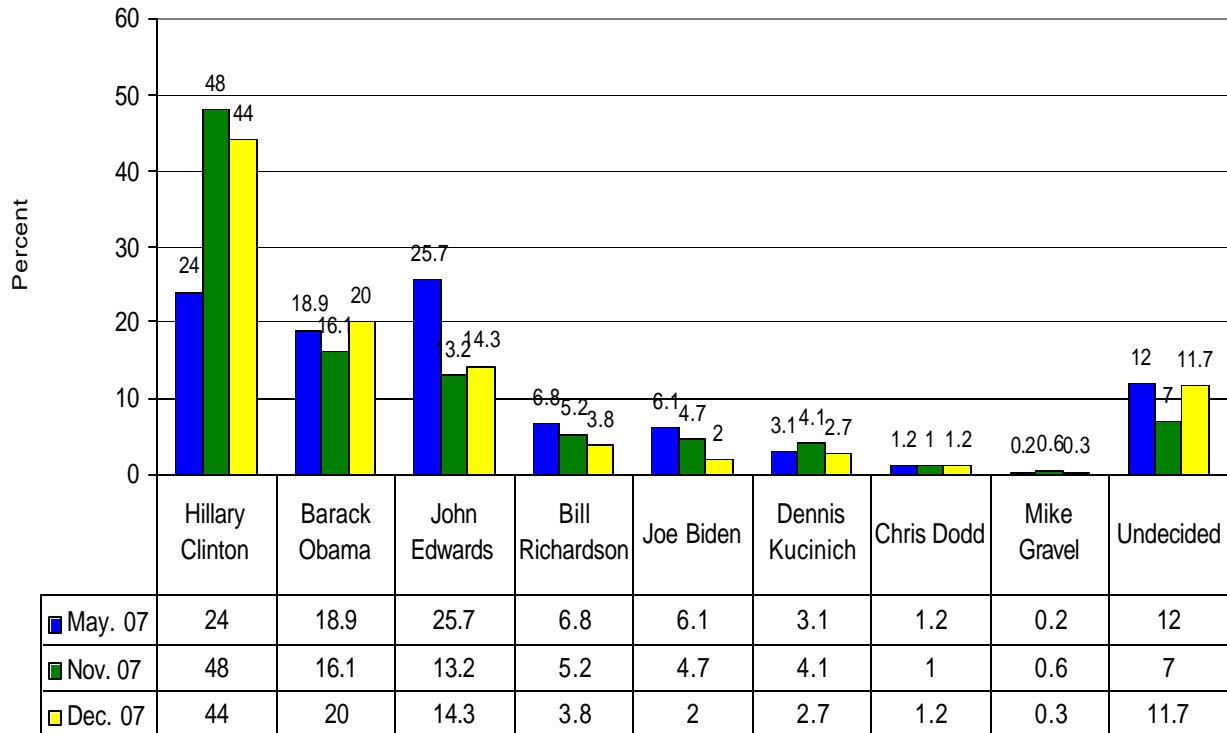
December 9 – 13, 2007

San Diego – A statewide poll of Florida voters for the Democratic presidential primary election released today by Datamar Inc., shows that U.S. Senator Hillary Clinton from New York, has the lead at 44%. U.S. Senator from Illinois Barack Obama, is in second place with 20%. Former U.S. Senator from North Carolina, John Edwards is in third place with 14.3%. The findings are based on a December 9-13, 2007 survey of Florida voters.

### Florida Democratic Presidential Primary



Florida Democratic Presidential Primary Tracking Chart



Sample size 600

+/- 4 percent sampling error

December 9 – 13, 2007

**Methodology:** Findings are from a December 9 - 13, 2007 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 weighted according to age, gender, and political party.

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



## Florida Statewide Survey

### Democratic Presidential Primary Toplines

December 14, 2007 Florida Survey

Sample size 600

+/- 4 percent sampling error

December 9 – 13, 2007

Q1. Are you registered to vote in Florida?

	Percent
Yes	100.0

Q2. Are you registered as Democrat, Republican, another party, or as “no party registration”?

	Percent
Democrat	100.0

Q3. Are you?

	Percent
Male	41.0
Female	59.0
Total	100.0

Q4. What is your age, please?

	Percent
18-34	17.0
35-49	24.3
50-64	26.3
65 or older	32.3
Total	100.0

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

	Percent
High school graduate or less	19.2
Some college/trade school	32.5
Graduated college or more	48.3
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	22.2
No	76.0
Don't know	1.8
Total	100.0

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

	Percent
White non-hispanic	77.8
Hispanic/latino	5.8
Black/African-American	13.2
Asian/other	3.2
Total	100.0

Q8. What is your marital status?

	Percent
Married	54.2
Separated/divorced/widowed	27.0
Never married	18.8
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	10.8
Parents emigrated	9.8
Grandparents or greater emigrated	68.7
Don't know	10.7
Total	100.0

Q10. What is your household income?

	Percent
Less than \$40,000	38.2
\$40,001-80,000	35.8
\$80,001-120,000	16.8
\$120,001 or more	9.2
Total	100.0

Q11. Which of the following best describes you politically?

	Percent
Very liberal	22.0
Somewhat liberal	42.3
Somewhat conservative	22.7
Very conservative	5.0
Don't know	8.0
Total	100.0

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

	Percent
Approve	5.8
Disapprove	89.3
Don't know	4.8
Total	100.0

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

	Percent
Approve	17.2
Disapprove	72.2
Don't know	10.7
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	5.0
Wrong direction	91.0
Don't know	4.0
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	8.3
Bad times	85.0
don't know	6.7
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?

	Percent
Immigration	9.2
Environment	8.7
Economy	31.2
War in Iraq	31.0
Taxes	2.7
Health care	11.8
Other	5.5
Total	100.0

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

	Percent
Newspapers	19.0
Television	54.5
Radio	9.2
Internet	14.5
Friends and family	1.2
Don't know	1.7
Total	100.0

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

Joe Biden, U.S. Senator from Delaware; Chris Dodd, U.S. Senator from Connecticut; Bill Richardson, Governor of New Mexico; Mike Gravel, former U.S. Senator from Virginia; Dennis Kucinich, Congressman from Ohio; John Edwards, former U.S. Senator from North Carolina; Barak Obama, U.S. Senator from Illinois; Hillary Clinton, U.S. Senator from New York.

	May 07 Percent	November 07 Percent	December 07 Percent
Biden	6.1	4.8	2
Dodd	1.2	.9	.3
Richardson	6.8	5.2	3.8
Gravel	.2	.7	1.2
Kucinich	3.1	4.1	2.7
Edwards	25.7	13.2	14.3
Obama	18.9	16.1	20
Clinton	24	48	44
Undecided	12	7	11.7
Total	100	100	100