



**Florida Statewide Survey**

**Republican Presidential Primary**

**Date: January 27, 2008**

**Contact: Raul Furlong**

619-579-8244

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

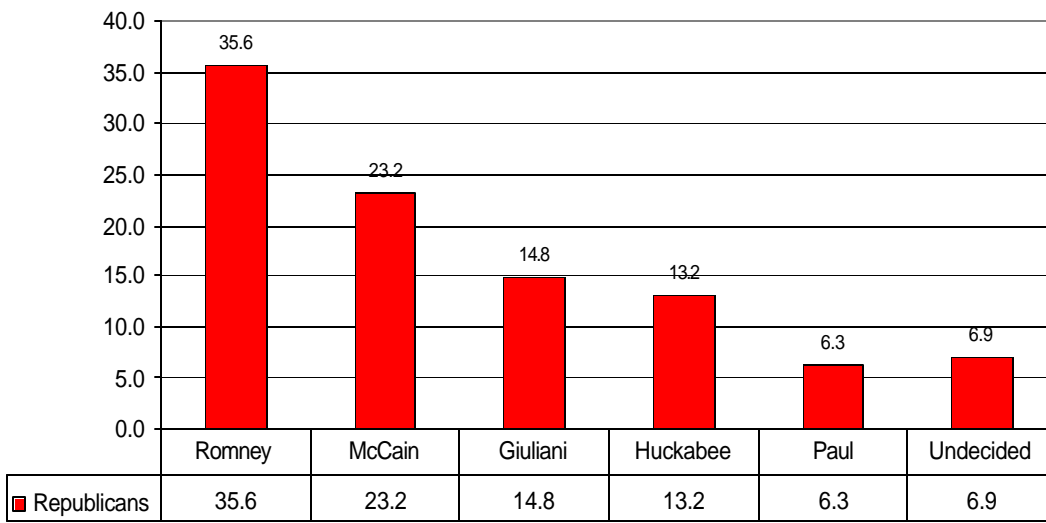
Sample size 492

+/- 4.4 percent sampling error

January 25 – 27, 2008

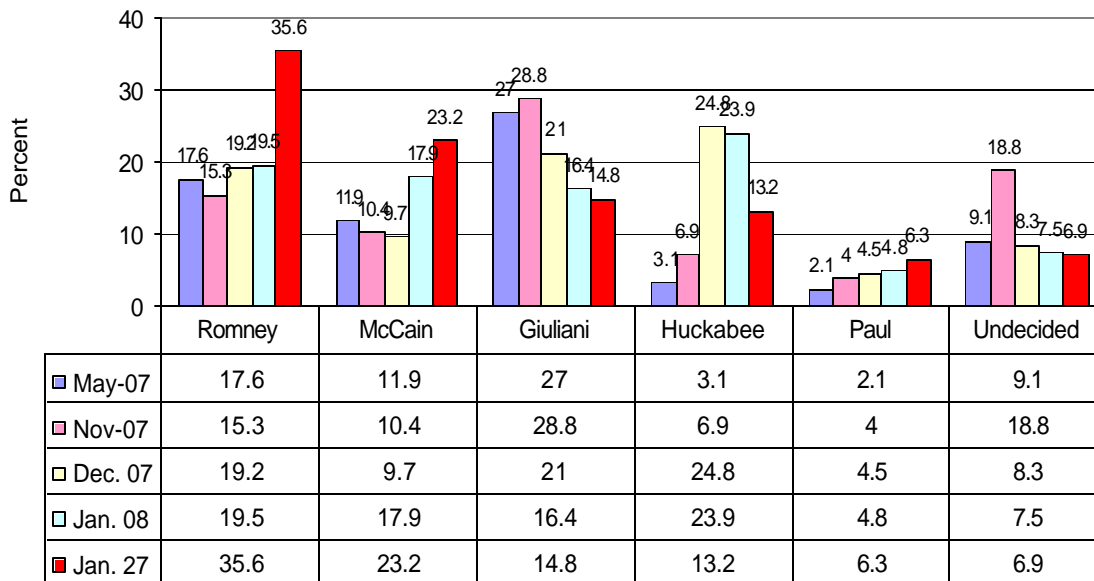
San Diego – A statewide poll of Florida voters for the Republican presidential primary election, released today by Datamar Inc., shows former Massachusetts Governor Mitt Romney in first place with 35.6%. U.S. Senator John McCain is in second place with 23.2%; former Mayor of New York, Rudy Giuliani is in third place in the polls with 14.8%; and former Governor from Arkansas Mike Huckabee is in fourth place with 13.2%. The findings are based on a January 25 – 27, 2008 survey of Florida voters.

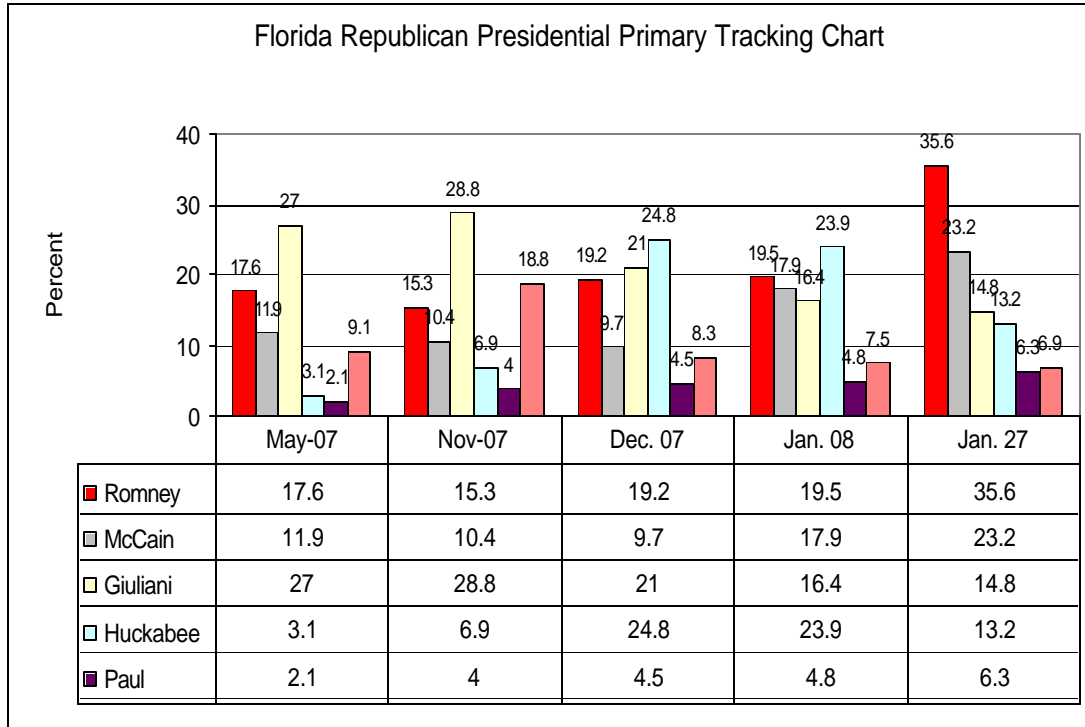
### Florida Republican Presidential Primary



Percent

### Florida Republican Presidential Primary Tracking Chart





Sample size 492

+/- 4.4 percent sampling error

January 25 – 27, 2008

**Methodology:** Findings are from a January 25 – 27, 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 weighted according to age, gender, and political party.

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



**Florida Statewide Survey**

**Republican Presidential Primary Toplines And Crosstabs**

**January 27, 2008 Florida Survey**

Sample size 492

+/- 4.4 percent sampling error

January 25 – 27, 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	48.0
Female	52.0
Total	100.0

	Gender		Total
	Male	Female	
Paul	3.5%	2.8%	6.3%
Huckabee	5.9%	7.3%	13.2%
Giuliani	7.1%	7.7%	14.8%
Romney	20.9%	14.6%	35.6%
McCain	7.9%	15.2%	23.2%
Undecided	2.6%	4.3%	6.9%
Total	48.0%	52.0%	100.0%

Q4. What is your age, please?

	Percent
18-34	13.0
35-49	23.0
50-64	30.9
65 or older	33.1
Total	100.0

	Age				Total
	18-34	35-49	50-64	65 or older	
Paul	1.6%	1.2%	1.6%	1.8%	6.3%
Huckabee	1.8%	4.3%	4.7%	2.4%	13.2%
Giuliani	2.8%	4.3%	4.3%	3.5%	14.8%
Romney	2.8%	5.3%	13.0%	14.4%	35.6%
McCain	3.0%	5.5%	4.7%	10.0%	23.2%
Undecided	.8%	2.4%	2.6%	1.0%	6.9%
Total	13.0%	23.0%	30.9%	33.1%	100.0%

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

	Percent
High school graduate or less	13.6
Some college/trade school	33.7
Graduated college or more	52.6
Total	100.0

	Education			Total
	High school graduate or less	Some college/trade school	Graduated college or more	
Paul	.6%	1.0%	4.7%	6.3%
Huckabee	2.0%	6.1%	5.1%	13.2%
Giuliani	1.8%	5.1%	7.9%	14.8%
Romney	3.7%	13.2%	18.7%	35.6%
McCain	4.1%	6.1%	13.0%	23.2%
Undecided	1.4%	2.2%	3.3%	6.9%
Total	13.6%	33.7%	52.6%	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	8.9
No	90.4
Don't know	.6
Total	100.0

	Member of labor union			Total
	Yes	No	Don't know	
Paul		6.1%	.2%	6.3%
Huckabee	1.4%	11.8%		13.2%
Giuliani	2.0%	12.6%	.2%	14.8%
Romney	3.0%	32.5%		35.6%
McCain	1.6%	21.3%	.2%	23.2%
Undecided	.8%	6.1%		6.9%
Total	8.9%	90.4%	.6%	100.0%



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

	Percent
White non-hispanic	92.7
Hispanic/latino	3.9
Black/African-American	.8
Asian/other	2.6
Total	100.0

	Ethnic group				Total
	White non-hispanic	Hispanic/latino	Black/African-American	Asian/other	
Paul	5.9%			.4%	6.3%
Huckabee	12.4%	.2%	.2%	.4%	13.2%
Giuliani	13.4%	.8%		.6%	14.8%
Romney	33.9%	1.0%	.2%	.4%	35.6%
McCain	22.0%	.6%		.6%	23.2%
Undecided	5.1%	1.2%	.4%	.2%	6.9%
Total	92.7%	3.9%	.8%	2.6%	100.0%

Q8. What is your marital status?

	Percent
Married	64.8
Separated/divorced/widowed	25.6
Never married	9.6
Total	100.0

	Marital status			Total
	Married	Separated/divorced/widowed	Never married	
Paul	4.1%	1.0%	1.2%	6.3%
Huckabee	9.1%	2.4%	1.6%	13.2%
Giuliani	8.5%	3.9%	2.4%	14.8%
Romney	25.8%	8.7%	1.0%	35.6%
McCain	13.0%	8.1%	2.0%	23.2%
Undecided	4.3%	1.4%	1.2%	6.9%
Total	64.8%	25.6%	9.6%	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	7.7
Grandparents or greater emigrated	78.5
Don't know	4.3
Total	100.0

	Generation				Total
	Emigrated from another country	Parents emigrated	Grandparents or greater emigrated	Don't know	
Paul	.4%	.2%	5.7%		6.3%
Huckabee	1.2%	1.0%	10.4%	.6%	13.2%
Giuliani	2.0%	1.2%	11.6%		14.8%
Romney	3.5%	2.6%	27.6%	1.8%	35.6%
McCain	2.0%	2.0%	17.9%	1.2%	23.2%
Undecided	.4%	.6%	5.3%	.6%	6.9%
Total	9.6%	7.7%	78.5%	4.3%	100.0%

Q10. What is your household income?

	Percent
Less than \$40,000	25.6
\$40,001-80,000	36.4
\$80,001-120,000	22.2
\$120,001 or more	15.9
Total	100.0

	Household income				Total
	Less than \$40,000	\$40,001-80,000	\$80,001-120,000	\$120,001 or more	
Paul	1.8%	2.4%	1.2%	.8%	6.3%
Huckabee	3.3%	4.7%	2.8%	2.4%	13.2%
Giuliani	4.5%	3.5%	3.3%	3.7%	14.8%
Romney	8.7%	13.0%	8.3%	5.5%	35.6%
McCain	5.9%	9.1%	5.7%	2.4%	23.2%
Undecided	1.4%	3.7%	.8%	1.0%	6.9%
Total	25.6%	36.4%	22.2%	15.9%	100.0%

Q11. Which of the following best describes you politically?

	Percent
Very liberal	1.6
Somewhat liberal	9.1
Somewhat conservative	39.8
Very conservative	44.7
Don't know	4.7
Total	100.0

	Political ideology					Total
	Very liberal	Somewhat liberal	Somewhat conservative	Very conservative	Don't know	Very liberal
Paul	.8%	.8%	2.2%	2.4%		6.3%
Huckabee	.2%	1.2%	4.3%	6.9%	.6%	13.2%
Giuliani		1.0%	7.7%	5.5%	.6%	14.8%
Romney		1.8%	10.8%	22.2%	.8%	35.6%
McCain	.4%	3.3%	13.0%	5.3%	1.2%	23.2%
Undecided	.2%	1.0%	1.8%	2.4%	1.4%	6.9%
Total	1.6%	9.1%	39.8%	44.7%	4.7%	100.0%

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

	Percent
Approve	61.0
Disapprove	31.1
Don't know	7.9
Total	100.0

	President's approval			Total
	Approve	Disapprove	Don't know	
Paul	1.8%	3.9%	.6%	6.3%
Huckabee	8.1%	3.9%	1.2%	13.2%
Giuliani	10.8%	3.0%	1.0%	14.8%
Romney	24.8%	8.7%	2.0%	35.6%
McCain	12.0%	8.7%	2.4%	23.2%
Undecided	3.5%	2.8%	.6%	6.9%
Total	61.0%	31.1%	7.9%	100.0%

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

	Percent
Approve	7.3
Disapprove	87.0
Don't know	5.7
Total	100.0

	Congress approval			Total
	Approve	Disapprove	Don't know	
Paul	.4%	5.5%	.4%	6.3%
Huckabee	1.0%	11.6%	.6%	13.2%
Giuliani	1.6%	12.4%	.8%	14.8%
Romney	1.6%	32.5%	1.4%	35.6%
McCain	1.8%	19.5%	1.8%	23.2%
Undecided	.8%	5.5%	.6%	6.9%
Total	7.3%	87.0%	5.7%	100.0%

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

	Percent
Right direction	35.2
Wrong direction	55.9
Don't know	8.9
Total	100.0

	Right wrong direction			Total
	Right direction	Wrong direction	Don't know	
Paul	.8%	5.1%	.4%	6.3%
Huckabee	3.9%	8.1%	1.2%	13.2%
Giuliani	6.7%	7.3%	.8%	14.8%
Romney	16.5%	15.9%	3.3%	35.6%
McCain	5.1%	15.4%	2.6%	23.2%
Undecided	2.2%	4.1%	.6%	6.9%
Total	35.2%	55.9%	8.9%	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	33.5
Bad times	55.9
don't know	10.6
Total	100.0

	Good times financially			Total
	Good times	Bad times	don't know	
Paul	1.0%	5.3%		6.3%
Huckabee	3.7%	7.9%	1.6%	13.2%
Giuliani	6.5%	7.5%	.8%	14.8%
Romney	15.7%	15.0%	4.9%	35.6%
McCain	5.1%	15.7%	2.4%	23.2%
Undecided	1.6%	4.5%	.8%	6.9%
Total	33.5%	55.9%	10.6%	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	Jan. 08, 2008 Percent	Jan. 28, 2008 Percent
Immigration	38.5	35.3	28.3
Environment	1.4	1.9	1.0
Economy	20.7	22.5	35.8
War in Iraq	13.8	15.8	12.0
Taxes	11.7	10.6	7.3
Health care	6.7	5.2	7.3
Other	7.2	8.7	8.3
Total	100.0	100.0	100.0

	Most important issue							Total
	Immigration	Environment	Economy	War in Iraq	Taxes	Health care	Other	
Paul	1.0%		1.8%	.6%	.6%	1.0%	1.2%	6.3%
Huckabee	2.4%	.4%	3.5%	1.6%	1.8%	1.4%	2.0%	13.2%
Giuliani	4.1%	.2%	6.5%	1.4%	1.0%	.8%	.8%	14.8%
Romney	14.8%	.4%	12.8%	2.6%	2.0%	1.0%	1.8%	35.6%
McCain	4.3%		8.7%	3.9%	1.6%	2.8%	1.8%	23.2%
Undecided	1.6%		2.4%	1.8%	.2%	.2%	.6%	6.9%
Total	28.3%	1.0%	35.8%	12.0%	7.3%	7.3%	8.3%	100.0%

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

	Percent
Newspapers	14.4
Television	56.3
Radio	11.4
Internet	15.7
Friends and family	1.0
Don't know	1.2
Total	100.0

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

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

	Percent
Paul	6.3
Huckabee	13.2
Giuliani	14.8
Romney	35.6
McCain	23.2
Undecided	6.9
Total	100.0