



To: Florida Chamber Board of Directors

From: Marian Johnson, Vice President of Political Strategy

Cc: Mark Wilson, Executive Vice President

Re: Latest October Statewide Polling by the Florida Chamber of Commerce

As part of the Florida Chamber's political program, we frequently poll Florida voters on statewide issues. Below is an executive summary of key findings from our statewide poll conducted October 17 – 19, 2007. The poll had a sample size of 600 likely voters with a +/- 4% margin of error. As always, please feel free to contact me if you would like more information at (850) 521-1241 or marianjohnson@flchamber.com.

Summary of Key Findings:

- Governor Charlie Crist continues to have a broad base of support across party lines, with 79 percent of voters responding favorably when asked compared to 15 percent responding unfavorably.
- Voters overwhelmingly believe that property taxes are the most important issue facing Florida's leaders, and should be dealt with quickly. When asked, 39 percent of respondents indicated that property taxes were the most important issue, followed distantly by health care at 18 percent.
- Property taxes have made a significant increase in voter consciousness, the September 6 – 10, 2007 Florida Chamber poll showed that only 33 percent of voters viewed property taxes as the most important issue. This sudden 6 percent increase underscores the recent increase in voter awareness and frustration with the property tax issue.
- Education was on the mind of 8 percent of the voters. This is the first time in over 15 years of continuous statewide polling that education has been in single digits.
- More than half of voters feel that Florida is heading in the wrong direction. When asked, 51 percent answered that the state is heading in the wrong direction, compared to 32 percent who view the future of Florida favorably. In February 2007, our statewide poll showed the opposite, with 56 percent of respondents indicating that Florida was headed in the right direction and 31 percent responding unfavorably.
- Hillary Clinton continues to hold a strong lead in the Democratic Presidential Primary, with 53 percent of Democratic voters indicating that she is the top choice compared to Barack Obama at 19 percent.
- In the Republican Presidential Primary, Rudy Giuliani holds a strong lead with 33 percent of respondents indicating that they would vote for him if the election was held today. Mitt Romney received 17 percent followed by Fred Thompson with 13 percent of responses.

- In Presidential general ballot match ups, Hillary Clinton holds a slight lead over most Republican candidates, leading Rudy Giuliani 37 percent to 34 percent as well as Mitt Romney 39 percent to 32 percent. Clinton also leads Fred Thompson in a head-to-head match up 39 percent to 31 percent. Clinton's lead over Mayor Giuliani is, however, within the statistical margin of error, showing some erosion of her base when compared to fellow New Yorker Giuliani.

In summary, we regularly poll likely voters to keep our team abreast of emerging issues, voter attitudes and trends.

Poll Findings:

Question: Do you have a favorable or unfavorable opinion of Governor Charlie Crist?

Favorable – 79%
 Unfavorable – 15%
 Undecided 6%

Question: Overall, would you say that things in Florida are heading in the right direction or the wrong direction?

Right Direction – 32%
 Wrong Direction – 51%
 No Opinion – 17%

Question: What is the most important issue you would like the Governor and state legislature to deal with?

October 2007:

Property Taxes – 39%
 Health Care – 18%
 Property Insurance – 16%
 Education – 8%

September 2007:

Property Taxes – 33%
 Health Care – 21%
 Property Insurance – 17%
 Education – 12%

Question: If you are voting in the Republican primary, which of the following candidates would you vote for?

Guiliani – 33%
 Romney – 17%
 Thompson – 13%
 McCain – 9%
 No opinion – 17%

Question: If you are voting in the Democratic primary, which of the following candidates would you vote for?

Clinton – 53%

Obama – 19%
Edwards – 9%
No opinion – 11%

Question: If the election for president were held today, which candidate of the following would you vote for?

Hilliary Clinton – 37%
Rudy Guiliani – 34%
Undecided – 29%

Question: If the election for president were held today, which candidate of the following would you vote for?

Hilliary Clinton – 39%
Fred Thompson – 31%
Undecided – 30%

Question: If the election for president were held today, which candidate of the following would you vote for?

Hilliary Clinton – 39%
Mitt Romney – 32%
Undecided – 29%