

To: Americans United For Change From: The Mellman Group, Inc.

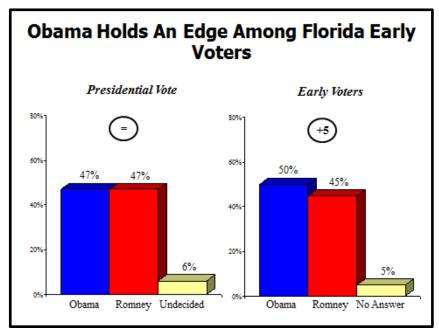
Re: President Obama Ties Romney Overall, But Leads Early Voters In Florida

Date: October 22, 2012

This analysis represents the findings of a statewide survey of the likely November 2012 Florida electorate using a registration-based sample including cellphones and landlines. Eight hundred (800) interviews were conducted in English and Spanish October 18-21. The margin of error for the whole sample is +/-3.4% at a 95% level of confidence and higher for subgroups depending upon size.

Our just completed survey shows that the presidential race in the Sunshine State will be yet another nail-biter, but President Obama has some key advantages over Romney beneath the surface.

Obama and Romney split voters evenly (47%-47%), with 6% still undecided. However, Obama leads Romney 50% to 45% among the 17% of voters who have already cast ballots, with the



remaining 5% declining to reveal their decision.

The President leads registered independents 49%-44% (7% undecided), and self-described moderates by a larger 59% to 29% margin. Our results also suggest Obama holds an image advantage among the undecided—with 41% holding a favorable and 37% unfavorable. However undecideds harbor quite negative views of Governor Romney, with just 25% favorable and a 51% majority offering an unfavorable opinion of the GOP challenger.

The President holds sizeable leads among several key groups, including women (51%-45%), younger (under 50) voters (51% to 40%), Hispanics (60%-39%), and African-Americans (90%-7%).

With a strong and disciplined get-out-the vote effort, President Obama has a strong chance to repeat his 2008 win in Florida.