Area	GOP Vote Bush	Dem Vote McBride	Ind Vote	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win		%of Marg	%St Tot
FLORIDA			**BUSH WINS**						**Governor, 2002**			
Total for State	**2,856,845**	**2,201,427**	**0**	**5,100,311***	**56.0**	**43.2**	**0.0**	**0.8**	**655,418**	**R**	**12.9**	**100.0**

DMAs, MEDIA MARKETS for 2000

Area	GOP Vote Bush	Dem Vote McBride	Ind Vote	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win		%of Marg	%St Tot
Miami - Ft. Lauderdale, FL	189,323	271,202		464,846*	40.7	58.3		0.9	81,879	D	17.6	9.1
Tallahassee - Thomasville, FL - GA	58,236	92,854		152,340*	38.2	61.0		0.8	34,618	D	22.8	3.0
Orlando - Daytona Beach - Melbourne, FL	**585,062**	**390,641**		**984,731***	**59.4**	**39.7**		**0.9**	**194,421**	**R**	**19.7**	**19.3**
Tampa - St. Petersburg - Sarasota, FL	**755,430**	**538,346**		**1,304,851***	**57.9**	**41.3**		**0.8**	**217,084**	**R**	**16.6**	**25.6**
West Palm Beach - Ft. Pierce, FL	264,508	281,975		550,364*	48.1	51.2		0.7	17,467	D	3.1	10.8
Jacksonville, FL - Brunswick, GA	**277,491**	**146,811**		**427,204***	**65.0**	**34.4**		**0.7**	**130,680**	**R**	**30.6**	**8.4**
Ft. Myers - Naples, FL	**216,557**	**102,429**		**322,456***	**67.2**	**31.8**		**1.1**	**114,128**	**R**	**35.4**	**6.3**
Gainesville, FL	40,656	49,127		90,658*	44.8	54.2		1.0	8,471	D	9.4	1.8
Panama City, FL	**67,039**	**39,518**		**107,479***	**62.4**	**36.8**		**0.9**	**27,521**	**R**	**25.6**	**2.1**
Mobile, AL - Pensacola, FL - MS	**136,436**	**55,055**		**192,928***	**70.7**	**28.5**		**0.7**	**81,381**	**R**	**42.2**	**3.8**

SUMMARY OF UNITS WON

1a. Won by Bush for Republicans:	6	Lowest %	38.2	Tallahassee - Thomasville, FL	Highest %	70.7	Mobile, AL - Pensacola, FL - M
1b. Won by McBride for Democrats:	4	Lowest %	28.5	Mobile, AL - Pensacola, FL - M	Highest %	61.0	Tallahassee - Thomasville, FL

ISRs, INTERNAL STATE REGIONS

Area	GOP Vote Bush	Dem Vote McBride	Ind Vote	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win		%of Marg	%St Tot
Northwest	**273,249**	**195,933**		**473,049***	**57.8**	**41.4**		**0.8**	**77,316**	**R**	**16.4**	**9.3**
Northeast	**321,016**	**198,565**		**523,299***	**61.3**	**37.9**		**0.7**	**122,451**	**R**	**23.4**	**10.3**
Central East	**307,262**	**213,407**		**525,318***	**58.5**	**40.6**		**0.9**	**93,855**	**R**	**17.9**	**10.3**
Central	**477,524**	**300,937**		**785,337***	**60.8**	**38.3**		**0.9**	**176,587**	**R**	**22.5**	**15.4**
Central West	**649,177**	**475,048**		**1,134,179***	**57.2**	**41.9**		**0.9**	**174,129**	**R**	**15.3**	**22.2**
Southwest	**220,690**	**107,291**		**331,549***	**66.6**	**32.4**		**1.1**	**113,399**	**R**	**34.2**	**6.5**
Southeast	341,820	476,777		825,126*	41.4	57.8		0.8	134,957	D	16.4	16.2

SUMMARY OF UNITS WON

1a. Won by Bush for Republicans:	6	Lowest %	41.4	Southeast	Highest %	66.6	Southwest
1b. Won by McBride for Democrats:	1	Lowest %	32.4	Southwest	Highest %	57.8	Southeast

GMRs, METRO GROUPS for 1999

Area	GOP Vote Bush	Dem Vote McBride	Ind Vote	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win		%of Marg	%St Tot
Miami Metro	175,756	259,370		439,179*	40.0	59.1		0.9	83,614	D	19.1	8.6
Tampa-St. Pete Metro	**469,964**	**356,473**		**833,698***	**56.4**	**42.8**		**0.9**	**113,491**	**R**	**13.6**	**16.3**
Jacksonville Metro	**243,919**	**124,491**		**370,758***	**65.8**	**33.6**		**0.6**	**119,428**	**R**	**32.2**	**7.3**
Orlando Metro	**242,388**	**163,082**		**408,126***	**59.4**	**40.0**		**0.7**	**79,306**	**R**	**19.4**	**8.0**
Other Metro	**1,231,410**	**911,093**		**2,161,576***	**57.0**	**42.1**		**0.9**	**320,317**	**R**	**14.9**	**42.4**
Non Metro	**227,301**	**153,449**		**384,520***	**59.1**	**39.9**		**1.0**	**73,852**	**R**	**19.2**	**7.5**

SUMMARY OF UNITS WON

1a. Won by Bush for Republicans:	5	Lowest %	40.0	Miami Metro	Highest %	65.8	Jacksonville Metro
1b. Won by McBride for Democrats:	1	Lowest %	33.6	Jacksonville Metro	Highest %	59.1	Miami Metro

1. BOLDING indicates unit won by REPUBLICANS. Plurality in UPPERCASE indicates party which won unit won with a majority of the vote.

2. Total column may include votes for minor party candidates. An asterisk (*) follows the Total column if it includes votes not listed (see Rem%).

3. % of Marg(in) is Plurality as % of Total Vote. %St/Tot is percentage of Total Vote for Area contributed by this component (MSAs and DMAs may cross state lines).

4. See end of listing for subtable summarizing units won and percentages. See map(s) for geographic distribution of voting behavior.