



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

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DAVID FLAHERTY 303-861-8585**

**FLORIDA 2012 GENERAL ELECTION SURVEY RELEASE
OBAMA JOB APPROVAL: 37% APPROVE, 57% DISSAPPROVE
OBAMA IMAGE RATING: 40% FAVORABLE, 55% UNFAVORABLE
OBAMA DESERVES RE-ELECT: 37% YES, 57% NO
BILL NELSON-GOP CANDIDATE BALLOT TEST:
GOP CANDIDATE 43%, NELSON 38%, UNDECIDED 19%
NELSON JOB APPROVAL: 27% APPROVE, 40% DISAPPROVE**

Louisville, CO – Magellan Data and Mapping Strategies today released the results of an autodial survey of 723 likely 2012 general election voters in Florida.

Florida Voter Mood

This survey finds an electorate in a sour mood with only 20% of respondents thinking things in the country are headed in the right direction, and 72% thinking things are off on the wrong track. These numbers should be alarming for all incumbents, regardless of party. Large majorities of significant Florida voter subgroups are clearly unhappy with the direction of the country, with 74% of independents, 74% of seniors (voters aged 65 or older), and 79% of Hispanic voters thinking things in the country are off on the wrong track.

Barack Obama is Upside Down on Image, Job Approval, and Re-Elect Ratings

Barack Obama and his team have a lot of work to do with Florida voters to hold on to the state's 29 electoral votes in 2012. The survey asked three questions to measure voter opinion of the President, including image rating, job approval and re-elect rating. The findings of all three questions show the President in "net-negative" territory among all voters and key voter subgroup constituencies.

Barack Obama Image Rating

Currently, the President's image rating is upside down with 40% of respondents having a favorable opinion of him, and 55% having an unfavorable opinion. Looking at responses among key voter subgroups, 52% of women, 53% of independents, 67% of Hispanics, and 58% of seniors have an unfavorable opinion of the President. Among voters aged 18 to 29, a vital voter subgroup in Barack Obama's 2008 victory, 39% have a favorable image of him and 49% have an unfavorable image of him.

Barack Obama Job Approval

Among all respondents, only 37% approve of the job the President is doing and 57% disapprove of the job he is doing. Again looking at key voter subgroups, 53% of

women, 56% of independents, 72% of Hispanics and 59% of seniors disapprove of the job Barack Obama is doing. The most alarming number for the President and his election team is that 26% of Democrats disapprove of the job he is doing. Among voters aged 18 to 29, 48% approve of the job he is doing and 52% disapprove of the job he is doing.

Barack Obama Re-Elect Rating

Among all respondents, 37% think Barack Obama deserves re-election and 57% think he does not deserve re-election. Among women voters, 55% do not think the President deserves re-election. Among other key voting subgroups, 55% of independents, 72% of Hispanics, 60% of seniors, and 27% of Democrats think the President does not deserve re-election. Among voters aged 18 to 29, 38% think Barack Obama deserves re-election and 50% think he does not deserve re-election.

Republican Presidential Candidates Image Ratings

This survey tested the image ratings of three Republican Presidential candidates, Mitt Romney, Michele Bachmann and Rick Perry. None of the three Republican Presidential candidates have strong image ratings at this time. Among all respondents, 38% have a favorable opinion of Mitt Romney and 40% have an unfavorable opinion, and 20% have heard of Mitt Romney but do not have an opinion of him. Rick Perry's image rating shows 33% having a favorable opinion of him, 30% having an unfavorable opinion, and 28% having heard of him but do not have an opinion of him. Michele Bachmann's image rating is upside down by 10 points, with 33% having a favorable opinion of her, 43% having an unfavorable opinion, and 19% having heard of her but do not have an opinion.

Republican Presidential Candidate Image Ratings*

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>Heard of, No Opinion</u>	<u>Never Heard Of</u>
Romney	38%	40%	20%	2%
Bachmann	33%	43%	19%	5%
Perry	33%	30%	28%	9%

**Survey results are rounded to a whole number from actual crosstab results.*

Barack Obama-Republican Presidential Candidate Ballot Tests

The three ballot tests between Barack Obama and the Republican Presidential candidates find the President trailing Mitt Romney and Rick Perry by 10 and 7 points respectively, and Michele Bachmann by 1 point. What is striking is how poorly Barack Obama is doing among Hispanic and Latino voters in Florida. The ballot test between Barack Obama and Mitt Romney finds the President trailing Mitt Romney by 39 points, with 62% of Hispanic voters supporting Mitt Romney and only 23% supporting Barack Obama. The Perry-Obama ballot test among Hispanic voters finds 56% supporting Rick Perry and 25% supporting the President. The Bachmann-Obama ballot test among Hispanic voters finds Michele Bachmann with 51% support and 30% for Barack Obama. The following tables show all three ballot



tests among key voter subgroups.

Romney-Obama Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Seniors 65+</u>	<u>Voters 18-29</u>	<u>Ind. Voters</u>	<u>Hisp. Voters</u>
Romney Margin	+10	+16	+5	+15	+1	+11	+39
Romney	49%	52%	46%	51%	43%	44%	62%
Obama	39%	36%	41%	36%	42%	33%	23%
Undecided	12%	12%	13%	13%	15%	23%	15%

**Survey results are rounded to a whole number from actual crosstab results.*

Perry-Obama Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Seniors 65+</u>	<u>Voters 18-29</u>	<u>Ind. Voters</u>	<u>Hisp. Voters</u>
Perry Margin	+7	+18	-1	+12	-1	+7	+31
Perry	46%	52%	41%	49%	41%	38%	56%
Obama	39%	34%	42%	37%	42%	31%	25%
Undecided	15%	14%	17%	14%	17%	31%	19%

**Survey results are rounded to a whole number from actual crosstab results.*

Bachmann-Obama Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Seniors 65+</u>	<u>Voters 18-29</u>	<u>Ind. Voters</u>	<u>Hisp. Voters</u>
Bachmann Margin	+1	+11	-7	+1	-12	-4	+21
Bachmann	43%	48%	38%	41%	33%	33%	51%
Obama	42%	37%	45%	40%	45%	37%	30%
Undecided	15%	15%	17%	19%	22%	30%	19%

**Survey results are rounded to a whole number from actual crosstab results.*

Senator Bill Nelson's Image Rating, Job Approval and Re-elect Rating

The survey measured Senator Bill Nelson's standing with Florida voters by looking at his image rating, job approval and re-elect rating. The survey findings are far from rosy for the Senator. Among all respondents, his image is upside down, with 27% of voters having a favorable opinion of the Senator, 38% having an unfavorable opinion, and 27% having no opinion of him. Among independents, 26% have a favorable opinion, 25% have an unfavorable opinion, and 35% have no opinion. Among seniors, 32% have a favorable opinion, 33% have an unfavorable opinion, and 30% have no opinion.

Bill Nelson's job approval numbers are also upside down, with 27% approving of the job he is doing and 40% disapproving. Among independent voters, his job approval ratio is 1 to 1, with 26% approving of the job he is doing and 26% disapproving. Among all voters, his re-elect rating is very similar to his image and job approval ratings, with 26% responding that he deserves to be re-elected and



39% responding that he does not deserve to be re-elected.

Bill Nelson-Republican Candidate Ballot Test

"If the 2012 election for United States Senate was being held today, would you vote for Bill Nelson, Democrat or the Republican candidate?"

Among all respondents, the generic Republican candidate leads Bill Nelson by 5 points. The Republican candidate has 43% support, Bill Nelson has 38% support, and 19% are undecided. The following table shows the ballot test by voter subgroup.

Republican Generic Candidate-Nelson Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Ind. Voters</u>	<u>Seniors 65+</u>	<u>Hispanic Voters</u>
Republican lead	+5	+13	-2	-6	+8	+22
Republican	43%	48%	39%	30%	45%	48%
Nelson	38%	35%	41%	36%	37%	26%
Undecided	19%	17%	20%	34%	18%	26%

**Survey results are rounded to a whole number from actual crosstab results.*

Generic Congressional Ballot Test

"If the election for Congress was being held today, and all you knew about the two candidates was that one was a Democrat and the other was a Republican, for whom would you vote?"

The generic Congressional ballot test finds the generic Republican candidate leading the generic Democrat candidate by 6 points, with the Republican candidate receiving 42% support and the Democrat candidate receiving 36% support. The ballot test results are below by voter subgroup.

Generic Congressional Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Ind. Voters</u>	<u>Seniors 65+</u>	<u>Hispanic Voters</u>
Republican Margin	+6	+11	+3	+2	+13	+36
Republican	42%	43%	41%	30%	46%	57%
Democrat	36%	32%	38%	28%	33%	21%
Undecided	22%	25%	21%	42%	21%	22%

Survey Commissioned By

Magellan Data and Mapping Strategies fielded this survey with their own resources and do not have a business relationship with any candidate, campaign, committee or group interested in the Republican Presidential primary or the 2012 US Senate election.



Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a Florida voter file. The survey response data was weighted to reflect past general election voting demographics from prior general election cycles. The 723 interviews were completed on August 16th, 17th and 18th, 2011 from 5:30 to 8:00pm. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.64% at the 95 percent confidence interval.

The survey topline results are included in this document. The full survey press release, toplines, crosstabs and presentation can be downloaded at www.MagellanStrategies.com under the "Survey Archives" tab on the front page of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan Data and Mapping Strategies offers a wide array of data driven products and services to Republican political candidates and government affairs firms including live, automated and online survey research, modeling and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at MagellanStrategies.com for more information about our firm.





August 23, 2011
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: FLORIDA 2012 GENERAL ELECTION SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 723N autodial survey of likely general election voters in the state of Florida. The interviews were conducted August 16th, 17th, 18th, 2011. This survey has a margin of error of +/- 3.64% at the 95 percent confidence interval. The survey results are weighted based upon past Florida voter turnout demographics.

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Republican.....	39%
Democrat	42%
Independent	19%

T2. How likely are you to vote in the 2012 November election for President, the United States Senate and Congress?

Extremely Likely.....	88%
Very Likely	8%
Somewhat Likely	4%

T3. Overall, do you think that things in the country are headed in the right direction, or do you think that things are off on the wrong track?

Right Direction	20%
Wrong Track.....	72%
No Opinion	8%

T4. If the election for Congress was being held today, and all you knew about the two candidates was that one was a Democrat and the other was a Republican, for whom would you vote?

Republican candidate 42%
Democrat candidate 36%
Undecided..... 22%

Thinking now about people active in politics.....

T5. Do you have a favorable or unfavorable opinion of Barack Obama?

Favorable 40%
Unfavorable 55%
No Opinion 5%

Name ID 100%
Hard Name ID 95%
Never Heard Of..... 0%

T6. Do you have a favorable or unfavorable opinion of Bill Nelson?

Favorable 27%
Unfavorable 38%
No Opinion 27%

Name ID 92%
Hard Name ID 65%
Never Heard Of..... 8%

T7. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 38%
Unfavorable 40%
No Opinion 20%

Name ID 98%
Hard Name ID 78%
Never Heard Of..... 2%



T8. Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable 33%
Unfavorable 43%
No Opinion 19%

Name ID 95%
Hard Name ID 76%
Never Heard Of..... 5%

T9. Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable 33%
Unfavorable 30%
No Opinion 28%

Name ID 91%
Hard Name ID 63%
Never Heard Of..... 9%

T10. Do you approve or disapprove of the job Barack Obama is doing as President?

Approve 37%
Disapprove 57%
No Opinion 6%

T11. Do you approve or disapprove of the job Bill Nelson is doing as United States Senator?

Approve 27%
Disapprove 40%
No Opinion 33%

T12. Do you think that Barack Obama deserves to be re-elected, or do you think that Barack Obama does not deserve to be re-elected?

Deserves to be re-elected 37%
Does not deserve to be re-elected..... 57%
Undecided/No opinion 6%



T13. Do you think that Bill Nelson deserves to be re-elected, or do you think that Bill Nelson does not deserve to be re-elected?

Deserves to be re-elected 26%
Does not deserve to be re-elected..... 39%
Undecided/No opinion 35%

T14. If the 2012 Presidential election was being held today, for whom would you vote if the candidates were Barack Obama, Democrat or Mitt Romney, Republican?

Mitt Romney 49%
Barack Obama..... 39%
Undecided..... 12%

T15. If the 2012 Presidential election was being held today, for whom would you vote if the candidates were Barack Obama, Democrat or Michele Bachmann, Republican?

Michele Bachmann 43%
Barack Obama..... 42%
Undecided..... 15%

T16. If the 2012 Presidential election was being held today, for whom would you vote if the candidates were Barack Obama, Democrat or Rick Perry, Republican?

Rick Perry 46%
Barack Obama..... 39%
Undecided..... 15%

T17. If the 2012 election for United States Senate was being held today, would you vote for Bill Nelson, Democrat or the Republican candidate?

Republican candidate 43%
Bill Nelson 38%
Undecided..... 19%

T18. For statistical purposes, are you a man or a woman?

Female..... 55%
Male..... 45%



T19. Which of the following age groups applies to you?

18-34.....	17%
35-44.....	15%
45-54.....	20%
55-64.....	19%
65+.....	29%

T20. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are another ethnic group.

White	70%
Hispanic/Latino	13%
Black/African American.....	11%
Another ethnic group	6%

