



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%

