



War Room Logistics, LLC  
2831 NW 41<sup>st</sup> Street | Gainesville, FL | 32606  
Phone 352.256.9579 | 202.349.2098 | fax 352.264.9796

# A Survey Conducted for: War Room Logistics – Internal State of Florida

## METHODOLOGY

1981 Likely Voters in The State of Florida were interviewed in a random sample. Interviews were conducted August 15, 2010. Respondents were screened for voter registration and voting intention and the sample was balanced and weighted according to all known demographic factors. All interviews were conducted by IVR. The margin of error for this survey is  $\pm 3.00\%$  with a 95% confidence level.

## NARRATIVE

Voters are mad as hell! Voters thinking Florida is headed on the wrong track has increase 11% in 16 months. President Obama and Governor Crist Job Performance ratings have plummeted over that same 16 months with President Obama's Poor Rating increasing +26.5% from 25.1% to 51.6%. Governor Crist's job performance ratings are trending down with his Poor rating increasing 7.6% over the past 16 months.

### **Right Track / Wrong Track**

62.3% of Florida voters think Florida is heading in the wrong track (+11% from 4/2009). Only 19% think Florida is heading in the right track. (-7% from 4/2009)

### **President Obama's Job Performance**

Rating	8/2010	4/2009	Change
Excellent	19.8%	44.1%	-24.3%
Good	15.0%	15.6%	-0.6%
Fair	12.7%	14.1%	-1.4%
Poor	51.6%	25.10%	+26.5%

### **Governor Crist Job Performance**

Rating	8/2010	4/2009	Change
Excellent	16.9%	22.3%	-5.3%
Good	31.3%	37.6%	-5.4%
Fair	31.4%	27.2%	+4.2%
Poor	19.4%	11.8%	+7.6%

## HEAD TO HEAD MATCH UPS

### **US Senate**

Crist	40.5%
Greene	10.7%
Rubio	43.4%

Crist	36.4%
Meek	13.4%
Rubio	44.2%

### **Florida Governor**

Sink	44.2%
Scott	39.4%
UND	12.1%

McCollum	45.0%
Sink	41.8%
UND	9.3%

### **Florida CFO**

Atwater	45.8%
Ausley	27.5%
UND	26.6%

### **Florida Agriculture Commissioner**

Maddox	32.9%
Putnam	44.6%
UND	22.6%

### **Approve/Disapprove of Off-shore Oil Ban**

Strongly Approve	28.1%
Approve	14.1%
Neutral	17.7%
Disapprove	23.8%
Strongly Disapprove	11.8%

Approve 42.2%:35.6%

Intensity: 3:1 strong app:strong dis app

## **DEMOCRAT CROSS-TAB**

### **Right Track / Wrong Track – Dem Only**

Right Track	29.9%
Wrong Track	50.6%
UND	18.5%

### **US Senate – Dem Primary Greene vs Meek**

Greene	33.6%
Meek	50.2%

### **FL Attorney General – Dem Primary Aronberg v Gelber**

Aronberg	31.5%
Gelber	38.0%
UND	30.5%

### **Approve/Disapprove of Off-shore Oil Ban**

Strongly Approve	42.6%
Approve	15.6%
Neutral	19.5%
Disapprove	11.8%
Strongly Disapprove	5.7%

Approve 57.65%:17.5%

Intensity: 7.5:1 strong app:strong dis app

### **President Obama's Job Performance**

Rating	8/2010	4/2009	Change
Excellent	42.6%	71.3%	-28.7%
Good	28.3%	17.6%	+10.7%
Fair	12.4%	7.9%	+4.5%
Poor	15.9%	2.1%	+13.8%

### **Governor Crist Job Performance**

Rating	8/2010	4/2009	Change
Excellent	24.8%	19.1%	+5.7%
Good	42.1%	39.9%	+2.2%
Fair	23.8%	29.9%	-6.1%
Poor	7.9%	10.0%	-2.1%

## **REPUBLICAN CROSS-TAB**

### **Right Track / Wrong Track – Dem Only**

Right Track	11.6%
Wrong Track	71.2%
UND	17.2%

### **Governor – Rep Primary McCollum / Scott**

McCollum	44.7%
Scott	42.1%
UND	13.2%

### **FL Attorney General – Rep Primary – Benson/Bondi/Kottkamp**

Benson	22.4%
Bondi	25.2%
Kottkamp	28.2%
UND	24.2%

### **Approve/Disapprove of Off-shore Oil Ban**

Strongly Approve	16.8%
Approve	13.3%
Neutral	15.6%
Disapprove	33.6%
Strongly Disapprove	16.4%

Approve 30.1%:50.0%

Intensity: 1:1 strong app:strong dis app

### **President Obama's Job Performance**

Rating	8/2010	4/2009	Change
Excellent	3.2%	10.5%	-7.3%
Good	4.4%	10.9%	-6.5%
Fair	11.8%	21.3%	-9.5%
Poor	79.9%	56.1%	+23.8%

### **Governor Crist Job Performance**

Rating	8/2010	4/2009	Change
Excellent	10.8%	27.1%	-16.3%
Good	22.6%	32.1%	-9.5%
Fair	37.2%	25.4%	+11.8%
Poor	28.8%	14.6%	+14.2%