



# Fl ori da Rep Onl y August 2011

Prepared for:

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## **METHODOLOGY**

**1323 Registered Republican Voters in the Florida** were interviewed in a random sample. Interviews were conducted August 2, 2011. Respondents were screened for voter registration and party identification. All interviews were conducted by IVR.

**The margin of error for this survey is +-3.00%** with a 95% confidence level. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias in the findings. Cross Tabs will have a higher margin of error.

## NARRATIVE

### SUMMARY OF KEY FINDINGS

- 20% moderate rule is holding true
  - 44.7% of respondents self identify as Very Conservative
  - 32.2% of respondents self identify as Somewhat Conservative
  - 20.6% of respondents self identify as Moderate
  
- Republicans are more pessimistic about FL than 6 months ago - Right Track / Wrong Track in Florida
  - Right Track 47.6% (-11.6% from 2/13/2011)
  - Wrong Track 40.3% (+10.0% from 2/13/2011)
  - UND 12.1% (+ 1.4% from 2/13/2011)
  
- Governor Scott's Approval Ratings among Reg Rep is 2:1 favorable.
  
- Favorability Ratings - Reg Republicans for FL elected officials.

Official	Very Fav %	SW Fav %	SW Unfav %	Very Unfav %	No Opin %	Never Heard of %
Obama	5.90	8.54	15.50	69.24	0.76	0.08
Nelson	6.73	20.71	29.71	32.73	9.37	0.76
Rubio	63.11	19.35	8.62	4.69	4.01	0.23
Scott	32.58	36.58	14.44	13.83	2.49	0.08
Carroll	8.24	15.04	6.42	2.04	60.54	7.71
Putnam	12.85	14.59	6.95	1.89	54.35	9.37
Atwater	6.65	16.86	8.16	3.02	57.37	7.94
Bondi	25.32	22.90	8.54	4.23	33.64	5.37
Haridopolis	7.03	16.48	9.45	7.11	51.32	8.62
Cannon	2.42	8.09	6.05	2.65	68.56	12.24

- Combined Favorability Ratings - Reg Republicans for FL elected Officials

Official	Fav %	Unfav %	Ratio
Obama	14.44	84.73	1:6
Nelson	27.44	62.43	1:2
Rubio	82.46	13.30	6:1
Scott	69.16	28.27	2:1
Carroll	23.28	8.47	3:1
Putnam	27.44	8.84	3:1
Atwater	23.51	11.19	2:1
Bondi	48.22	12.77	4:1
Haridopolis	23.51	16.55	1:1
Cannon	10.51	8.69	1:1

- # 1 issue among Reg Republicans

Issue	%
Reducing Government Spending	34.2
Improve the State's Economy	18.4
Not Increasing Taxes	16.1
Increasing Integrity	10.9
Offshore drilling	9.9

- Support for Offshore Drilling >100 miles from coast remains strong
  - Agree 74.8%
  - Disagree 16.2%
  - Undecided 9.1%

- Cross Tab Interests - #1 Issue
  - Self Identified – Very, SW Conservative, Moderate

Issue	Self Identify - Political Beliefs		
	Very Conservative %	SW Conservative %	Moderate %
Protecting Environment	1.4	2.8	7.3
Not Increasing Taxes	19.8	13.1	13.6
Increasing Integrity	8.1	12.2	15.4
Offshore drilling	12.5	9.4	5.5
Reducing Government Spending	40.9	33.3	22.3
Improve the State's Economy	12.8	20.4	25.6
Increased Access to Health Care	1.9	3.5	4.4
Decreasing Crime	1	2.6	0.4

Strident conservatives look at Reduction of Government Spending as #1 Issue, as political beliefs move towards the middle “Improve Economy”& “Increasing Integrity” grow in importance.

Among moderates, while reducing government spending remains important (second ranking #1 issue), “Improve Economy” is #1 issue.

- Right Track / Wrong Track
  - Self Identified Very, SW Conservative, Moderate

Right Track / Wrong Track * Self Identify - Political Beliefs Crosstabulation							
% within Self Identify - Political Beliefs							
		Self Identify - Political Beliefs					Total
		Very Conservative	SW Conservative	Moderate	SW Liberal	Very Liberal	
Right Track / Wrong Track	Right Track	58.4%	45.5%	30.8%	12.0%	42.9%	47.6%
	Wrong Track	28.4%	42.3%	58.6%	84.0%	57.1%	40.3%
	Unsure	13.2%	12.2%	10.6%	4.0%		12.1%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Narrative

The most interesting insight gleaned from this poll, is the split between self identified **very conservative**, **somewhat conservative**, and **moderates** of the Republican Party.

## **Right Track / Wrong Track**

As cross tabs clearly indicate, a majority of **very conservative** registered Republicans voters feel that Florida is on the “right track.” Among **somewhat conservative** registered Republicans voters, we see a even split between right / wrong track. When observing **moderate** registered Republicans, a majority of these Republican p voters feel Florida is on the wrong track. In fact, statistically, very conservative and moderates are mirror images of each other when answering the Right Track/Wrong Track question.

When placed in context with the number #1 issue question, an interesting observation is revealed.

## **#1 Issue**

A plurality of **very conservative** registered Republicans voters feel the #1 issue is ‘**reducing government spending.**’

Also a plurality of **somewhat conservative** registered Republicans voters feel the #1 issue is **reducing government spending.** However, we see a shift away from ‘**reducing government spending**’ to ‘**improve state’s economy.**’

When looking at self identified **moderate** registered Republicans, we observe a plurality of moderates identifying the #1 issue to be ‘**improve the state’s economy.**’ ‘**Reducing government spending**’ falls to the second ranked #1 issue.

## **Observations**

Moderate Republicans are not comfortable with current conditions and want the economy improved. HOW the economy is improved – matters less.

If a campaign defines the candidate as the “cut government spending” candidate without putting that message into a larger context of “improving the economy”, the candidate may have difficulty winning swing, moderate voters.

This polling data also illustrates how sensitive moderate voters are to economic conditions in Florida.

SCRIPT

SA. Are you registered and eligible to vote in Florida?

Push 1 for yes

Push 2 for no or if you are unsure

*Push # to hear these options again*

[2 terminate]

Q2. Generally speaking, do you think things in Florida are headed in the right direction, or do you feel that we have gotten off track and are headed in the wrong direction?

Push 1 for right Track

Push 2 for Off Track or Headed in the wrong Direction

Push 3 if you are unsure

*Push # to hear these options again*

Q3. I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just indicate so.

Q3a. Barack Obama

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q3b. Bill Nelson**

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q3c. Marco Rubio**

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q3d. Rick Scott**

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q3e. Jennifer Carroll**

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*



**Q3f.** Adam Putnam

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q3g.** Jeff Atwater

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q3h.** Pam Bondi

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q3f.** Mike Haridopolos

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q3f.** Dean Cannon

Push 1 for Very Favorable

Push 2 for Somewhat Favorable

Push 3 for Somewhat Unfavorable

Push 4 for very unfavorable

Push 5 if you have no opinion

Push 6 if you have never heard of him

*Push # to hear these options again*

**Q4.** From the list I am going to read you, which issue is personally **most** important to you in deciding your vote in statewide elections?

Push 1 for Protecting the Environment

Push 2 for Not increasing Taxes

Push 3 for Increasing Integrity

Push 4 for Offshore Drilling

Push 5 for Reducing Government Spending

Push 6 for Improving the State's Economy

Push 7 for Increasing Access to Healthcare

Push 8 for Decreasing Crime

Push 9 if you are undecided

*Push # to hear these options again*

**Q5.** I am going to read a series of statements pertaining to issues facing Florida. Please respond whether you agree with the statement, disagree with the statement, or are undecided.

**Q5a.** Florida strikes the right balance between environmental protection and growth.

Push 1 if you agree

Push 2 if you disagree

Push 3 if you are undecided

*Push # to hear these options again*

**Q5b.** Florida should allow offshore oil drilling 100 miles of more off its coastline.

Push 1 if you agree

Push 2 if you disagree

Push 3 if you are undecided

*Push # to hear these options again*

**D Intro.** To complete, a few last questions to ensure we have a statistical representation of the population as a whole.

**D1** Are you male or female?

Push 1 for Male

Push 2 for Female

Push # to repeat the options

**D2** Which political party are you registered to vote in?

Push 1 for Republican

Push 2 for Democrat

Push 3 for No Party Affiliation or Independent

Push 4 for other

Push # to repeat the options

**D3** And, just to make sure we have a representative sample, would you tell me your race?

Push 1 African American

Push 2 for Asian

Push 3 for White

Push 4 for if you are Hispanic descent

Push 5 if not listed

D4 What is your age on your most recent birthday?

If your age on your most recent birthday is 18-24, push 1

If your age on your most recent birthday is 25-34, push 2

If your age on your most recent birthday is 35-44, push 3

If your age on your most recent birthday is 45-54, push 4

If your age on your most recent birthday is 55-64, push 5

If your age on your most recent birthday is 65 or over, push 6

If you do not want to answer, push 7.

Push # to hear these options again