

MEMORANDUM

To: Florida Chamber of Commerce
From: John McLaughlin
Re: Florida Statewide Polling Results
Date: August 13, 2010

Major Findings:

Bill McCollum has regained the lead in Florida's Republican primary race for Governor. In McLaughlin and Associates' most recent poll, Bill McCollum has a 12 point advantage over Rick Scott on the Republican primary ballot for Governor (45% to 33%). Another 20% of voters are undecided. Bill McCollum leads among important demographic groups such as moderates (48%/27%), conservatives (43%/36%), white voters (45%/33%), Hispanic voters (52%/21%), men (45%/33%), women (45%/32%), voters under age 55 (43%/32%) and voters over age 55 (46%/33%).

If the Republican Primary election for Governor were held today, and the candidates were Bill McCollum and Rick Scott, which one of the following best describes how you are likely to vote between Bill McCollum and Rick Scott?

	Total
Bill McCollum	45%
Rick Scott	33%
Undecided	20%

In addition to a significant lead in the polls, Republican primary voters view Bill McCollum as a better candidate than Rick Scott. By a margin of 37% to 32%, voters think that Bill McCollum will win the Republican primary for Governor.

Regardless of who you are voting for, who do you think will win the Republican primary for Governor, Bill McCollum or Rick Scott?

	Total
Bill McCollum	37%
Rick Scott	32%
Don't Know/Refused	32%

Bill McCollum has a better ratio of positives to negatives than Rick Scott among the primary electorate. A plurality of voters (48%) has a favorable opinion of Bill McCollum, while 35% have an unfavorable opinion of him. In comparison, Rick Scott has a net negative opinion rating of 36% favorable to 43% unfavorable.

Now, 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 say so.

“Bill McCollum”

	Total
Favorable	48%
Unfavorable	35%

Now, 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 say so.

“Rick Scott”

	Total
Favorable	36%
Unfavorable	43%

Conclusions:

With less than two weeks until Election Day, Bill McCollum has regained momentum and has taken the lead once again over Rick Scott in the Republican primary race for Governor of Florida. Despite significantly outpacing the McCollum campaign, Rick Scott now trails Bill McCollum by double digits and has a net negative rating among Republican primary voters.

Methodology:

McLaughlin & Associates conducted a statewide survey of 600 likely Republican primary voters in Florida on August 11-12, 2010. All interviews were conducted via telephone by professional interviewers. Respondents were randomly selected within predetermined geographic units structured to correlate with actual voter turnout. The survey of 600 likely Republican primary voters has an accuracy of +/- 4.0% at a 95% confidence interval.