Florida Likely Voters Post-P5 Convention September 2011

Prepared for:

INTERNAL USE ONLY

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METHODOLOGY

1331 Likely Voters in the Florida were interviewed in a random sample. Interviews were conducted September 30, 2011. Respondents were screened for voter registration, party identification and voter intent. The poll result was weighted to all know demographic factors. 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.

The margin of error for the Republican only sample is +-4.20% 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

US Presidential Primary – Republican Only

	MOE: 4.0 9.20.2011	MOE: 4.2% 9.30.2011	
	Percent	Percent	Difference
Bachman	5.2%	3.4%	-1.8%
Cain	4.9%	23.70%	18.80%
Gingrich	8.7%	9.80%	1.06%
Huntsman	2.4%	1.80%	-0.65%
Paul	7.5%	3.40%	-4.12%
Perry	24.7%	9.10%	-15.55%
Romney	25.0%	28.20%	3.20%
Santorum	.9%	0.50%	-0.37%
Und	20.6%	20.10%	-0.53%
Total		100.0	

When comparing the 9.30.2011 survey (completed post Florida's P5 RPOF convention) to the 9.20.2011 survey (completed prior to Florida's P5 RPOF convention), we see a significant change in the trend among Republican likely voters.

We observe an 18.8% gain for Herman Cain post P5. This corresponds to a 15.5% point loss for Rick Perry and a 4% loss for Ron Paul.

We also observe a smaller, but statistically valid bump for front-runner Mitt Romney of 3.2%.

Rick Perry statistically shares 3rd place along with Newt Gingrich among Florida likely Republican voters.

US Presidential – Hypothetical Head to Head match ups

MOE: 3.0%			MOE: 3.0%			
Survey Date: 9.20.2011			Survey Date: 9.30.2011			
Obama	Bachman	Margin	Obama	Cain	Margin	Diff (margin)
55.30%	34.50%	-20.80%	55.20%	33.60%	-21.60%	-0.80%
Obama	Cain	Margin	Obama	Cain	Margin	Diff (margin)
53.30%	32.90%	-20.40%	51.70%	37.10%	-14.60%	5.80%
Obama	Gingrich	Margin	Obama	Gingrich	Margin	
54.80%	32.90%	-21.90%	53.90%	36.20%	-17.70%	4.20%
Obama	Huntsman	Margin	Obama	Hunstman	Margin	
51.50%	31.40%	-20.10%	50.90%	33.30%	-17.60%	2.50%
Obama	Paul	Margin	Obama	Paul	Margin	
52.20%	33.30%	-18.90%	51.40%	33.80%	-17.60%	1.30%
Obama	Perry	Margin	Obama	Perry	Margin	
53.40%	35.90%	-17.50%	53.30%	36.30%	-17.00%	0.50%
Obama	Romney	Margin	Obama	Romney	Margin	
49.00%	39.80%	-9.20%	47.50%	42.30%	**-5.20%**	4.00%
Obama	Santorum	Margin	Obama	Santorum		
53.50%	31.10%	-22.40%	52.10%	33.10%	-19.00%	3.40%

When all likely voters were asked hypothetical head-to-head match ups, our polling shows Mitt Romney with the closest showing to President Obama (47.5:42.3), an improvement of 4% over the Pre-P5 survey.

Also showing improvement are Herman Cain and Newt Gingrich.

US Senate – FL Republican Primary

	MOE: 4.0 9.20.2011	MOE: 4.2% 9.30.2011	
	Percent	Percent	Difference
Hasner	2.6%	3.0%	0.4%
LeMieux	7.5%	7.70%	0.20%
McCalister	3.7%	4.60%	0.90%
Miller	2.8%	1.80%	-1.00%
Und	83.4%	82.90%	-0.50%
Total		100.0	

When comparing the pre-P5 and post-P5 survey results, we see no change in the results.