Political Polling in Florida: Wave 2
Research undertaken for Reuters

These are findings from an Ipsos poll conducted September 10-12, 2010 on behalf of Reuters. For the survey, a representative, randomly selected sample of exactly 600 adults aged 18 and older across Florida who are registered voters was interviewed by Ipsos. With a sample of this size, the results are considered accurate within 4 percentage points, 19 times out of 20, of what they would have been had the entire population of registered voters in Florida been polled. Likely voters (reported on for ballot questions only) are defined as individuals currently registered to vote, who voted in the 2008 Presidential election, are a 7-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign. Individuals who did not vote in 2008 qualify as likely voters if they are registered to vote, are an 8-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign. Out of our sample of 600 registered voters, 486 are likely voters. With a sample of this size, the results are considered accurate within ±4.6 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled.

*All sample surveys may be subject to other sources of error, including, but not limited to coverage error and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual Florida registered voter population according to U.S. Census figures. Respondents had the option to be interviewed in English or Spanish. Please note that throughout this document, figures based on Independent voters are indicative only due to very small sample size (57). Figures filtered on Democrats, Republicans, and Independents are based on registered voters and not likely voters. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of a per cent. Where figures do not sum to 100, this is due to the effects of rounding. **Where trend data (italicized) is present, it is taken from the last Reuters poll carried out by Ipsos in the state, for which the fieldwork period was July 9-11, 2010.***

PARTY AFFILIATION / IDEOLOGY

1. Are you currently registered to vote, or not?

	All adults	Democrats	Republicans	Independents
Yes	100	100	100	100
No	0	0	0	0

2. Sometimes things come up and people are not able to vote. In the 2008 election for President, did you happen to vote?

Yes	88
No	12
Don't know / Refused	*

3. Why not? *(Base = All who did not vote at 2008 Presidential Election (57))*

Not registered, too busy, something came up	40
Did not approve of candidates	15
Did not live in state/district at the time	13
Health reasons	9
Did not want to vote	5
Forgot to	4
Other	7
Don't know / Refused	8

4. On November 2nd, midterm elections will be held. Florida voters will elect a Senator, Members of Congress, Governor, and other state-level positions. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming elections? You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote.

	Prev. Poll	Current Poll, Sept 10-12			
	RV trend data July 9-11	Registered voters	Democrats	Republicans	Indeps.
1 – Completely certain will NOT vote	*8*	7	6	4	15
2	*2*	*	*	0	0
3	*0*	2	2	*	4
4	***	1	*	*	6
5	*9*	6	5	3	14
6	*3*	4	5	*	11
7	*4*	4	4	2	5
8	*8*	7	10	6	5
9	*7*	4	7	2	3
10 – Completely certain WILL vote	*59*	65	61	82	37
Don't know / Refused	*1*	1	*	1	0

5. How much interest do you have in following news about the campaigns for the midterm elections in Florida?

	Prev. Poll	Current Poll, Sept 10-12			
	RV trend data July 9-11	Registered voters	Democrats	Republicans	Indeps
A great deal	*30*	36	31	44	15
Quite a bit	*29*	28	30	31	14
Only some	*25*	21	29	15	15
Very little	*9*	11	9	6	40
No interest at all	*7*	4	2	4	16
Not sure / Refused	*1*	*	0	1	0
TOTAL: Great deal/Quite a bit	*59*	63	61	75	29
TOTAL: None/Very little	*16*	16	10	10	56

6. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
IF "DEMOCRAT" TO Q7, Q8 ASKED. IF "REPUBLICAN" TO Q7, Q9 ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q7, Q10 ASKED. RESULTS SHOWN IN SUMMARY BELOW.)
7. Do you lean strongly or only moderately toward the Democratic Party?
8. Do you lean strongly or only moderately toward the Republican Party?
9. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	Likely Voters	Registered Voters
Strongly Democrat	22	20
Moderately Democrat	12	12
Lean Democrat	6	8
Strongly Republican	29	22
Moderately Republican	11	10
Lean Republican	9	9
Independent (No lean)	7	13
DK / Ref	4	6
Total Democrats	**41**	**40**
Total Republicans	**49**	**41**
Total Independents	**7**	**13**

10. Generally speaking, would you say things in Florida are heading in the right direction, or are they off on the wrong track? ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.

	Prev. Poll	Current Poll, Sept 10-12			
	RV trend data July 9-11	Registered voters	Democrats	Republicans	Independents
Right direction	*34*	31	36	24	30
Wrong track	*57*	61	57	67	59
Not sure / Refused	*8*	9	6	10	11

11. What do you think are the biggest problems facing Florida now?
    OPEN-ENDED: DO NOT READ OUT. INTERVIEWERS: CODE INTO CATEGORIES BELOW UNLESS RESPONSE ABSOLUTELY DOES NOT FIT. PLEASE CONSIDER THESE 'BROAD' DEFINITIONS AND TRY TO CODE RESPONSES INTO PRECODES BELOW.

	Trend data July 9-11	Current poll Sept 10-12
Economy / jobs *(includes: national economy, Florida's economy, lack of jobs, wrong jobs, not enough work, etc)*	51	61
Government / politics / politicians *(includes: named politicians, corrupt government, legislature, parties, national government, etc)*	14	13
Education	13	12
Taxes *(includes: too much tax, tax increases, disproportionate tax, etc)*	6	9
Healthcare *(includes: national and also within Florida)*	5	8
Housing *(includes: cost of housing, foreclosure, housing insurance rates, etc)*	7	7
Immigration	6	7
Budget / Deficit	4	6
Environment/Pollution *(includes: global warming, damage to natural environment, littering, exhaust from cars, etc)*	15	4
Crime	5	4
Energy *(includes: oil issues/concerns, lack of energy, gas prices, price of power, etc)*	11	3
BP / Gulf oil spill	6	1
Transportation *(includes: lack of public transportation, traffic, car/truck problems, etc)*	1	1
Tourism / tourist industry	1	1
Poverty	n/a	1
Morality / faith	n/a	1
High cost of living	n/a	1
Gay rights issues	n/a	1
Drug abuse	n/a	1
Infrastructure (*roads, highways, bridges, etc*)	n/a	1
Water *(includes: price of water, not enough water, water usage, etc)*	2	*
Other	3	6
Don't know / Refused	5	6

I know it is a long way off, but thinking about the elections in November…

12. …if the election for US Senator were held today, would you vote for Republican candidate Marco Rubio, Democratic candidate Kendrick Meek, or Independent candidate Charlie Crist [REVERSE NAMES]? ASK Q13 IF 'DON'T KNOW / REFUSED' AT Q12

13. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Marco Rubio (Republican)	40	32	4	67	15
Kendrick Meek (Democrat)	21	22	47	4	8
Charlie Crist (Independent)	26	29	31	22	52
Candidate from another political party (VOL)	*	*	0	*	1
DK/Ref/Unsure (VOL)	13	17	18	7	24

14. Now please imagine that Kendrick Meek was not in the race. In this situation, would you vote for Republican candidate Marco Rubio or Independent candidate Charlie Crist [REVERSE NAMES]? ASK Q15 IF 'DON'T KNOW / REFUSED' AT Q14

15. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Marco Rubio (Republican)	46	38	14	70	18
Charlie Crist (Independent)	45	50	72	25	56
Candidate from another political party (VOL)	*	*	1	0	0
DK/Ref/Unsure (VOL)	9	13	13	5	26

16. …and if the election for Governor of Florida were today, would you vote for Republican candidate Rick Scott or Democratic candidate Alex Sink [REVERSE NAMES]? ASK Q17 IF 'DON'T KNOW / REFUSED' AT Q16

17. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

	Likely voters	Registered voters	Democrats (RV)	Republicans (RV)	Independents (RV)
Rick Scott (Republican)	47	41	9	82	21
Alex Sink (Democrat)	45	45	84	10	34
Candidate from another political party (VOL)	*	1	*	1	2
DK/Ref/Unsure (VOL)	8	13	7	7	43

18. Overall, do you approve, disapprove or have mixed feelings about the way Charlie Crist is handling his job as Governor of Florida? IF "APPROVE" OR "DISAPPROVE", ASK Q19. IF "HAVE MIXED FEELINGS /DK/REF", ASK Q20.
19. Is that strongly **(approve/disapprove)** or somewhat **(approve/disapprove)**?
20. If you had to choose, do you lean more towards approve or disapprove?

	Prev. Poll	Current Poll, Sept 10-12			
	RV trend data July 9-11	Registered voters	Democrats	Republicans	Independents
Strongly approve	17	14	17	13	3
Somewhat approve	18	20	24	12	34
Lean approve	17	19	20	17	20
Still have mixed feelings	4	5	4	2	17
Lean disapprove	19	16	17	18	10
Somewhat disapprove	7	9	6	11	8
Strongly disapprove	15	15	8	26	6
Not sure	2	2	3	1	3
TOTAL: Approve	**53**	**53**	**61**	**43**	**57**
TOTAL: Disapprove	**41**	**40**	**32**	**55**	**23**

28. I am going to read out a series of statements. For each one, please tell me which candidate you MOST associate this quality with: Marco Rubio, Charlie Crist or Kendrick Meek [ROTATE CANDIDATE NAMES]? READ OUT EACH A-F AND RANDOMIZE.

REGISTERED VOTERS	Marco Rubio	Charlie Crist	Kendrick Meek	All (VOL)	None (VOL)	DK/REF
A. Is too radical	29	21	19	1	14	17
B. Is the best person to represent Florida	35	37	17	*	3	8
C. Will say anything to win votes	21	39	14	11	4	11
D. Is focused on solutions not politics	31	33	17	1	9	10
E. Understands the problems of someone like me	30	30	18	1	9	12
F. Is part of the problem with politics right now in this country	25	34	15	4	5	18

LIKELY VOTERS	Marco Rubio	Charlie Crist	Kendrick Meek	All (VOL)	None (VOL)	DK/REF
A. Is too radical	32	17	23	1	13	14
B. Is the best person to represent Florida	43	34	17	0	1	5
C. Will say anything to win votes	20	41	16	12	3	9
D. Is focused on solutions not politics	38	32	16	1	8	5
E. Understands the problems of someone like me	33	32	19	1	6	9
F. Is part of the problem with politics right now in this country	27	36	16	4	4	13