

## FLORIDA MARGINALS

## AREA

N=		600	100%
South	1	168	28%
North	2	132	22%
West	3	156	26%
East	4	144	24%

## INT00

Hello, my name is \$I and I am conducting a survey for 7NEWS/Suffolk University and I would like to get your opinions on some political questions...{INFO} Would you be willing to spend five minutes answering some questions?

N=		600	100%
Continue	00	600	100%

## GENDR

## RECORD GENDER

N=		600	100%
Male	1	287	48%
Female	2	313	52%

## S1. Thank You. Are you currently registered to vote in Florida?

N=		600	100%
Yes	1	600	100%
No	2	0	0%

## S2. How likely are you to vote this November - very likely, somewhat likely, 50-50, not very likely, or not at all likely?

N=		600	100%
Very likely	1	580	97%
Somewhat likely	2	20	3%
50-50	3	0	0%
Not very likely	4	0	0%
Not at all likely	5	0	0%
Und/Refused	6	0	0%

## S3. Are you enrolled as a Democrat, Republican, or Independent / No Party Affiliation?

N=		600	100%
Democrat	1	246	41%
Republican	2	219	37%
No party	3	135	23%

## S4. What is your age category?

N=		600	100%
18-34 YRS	1	72	12%
35-44 YRS	2	115	19%
45-54 YRS	3	121	20%
55-64 YRS	4	124	21%
65-74 YRS	5	98	16%
75+ YRS	6	60	10%
Refused	7	10	2%

## S5. For statistical purposes only, can you please tell me what your ethnic background / ancestry is?

N=		600	100%
White/Caucasian	1	423	71%
Black/African-American	2	80	13%
American Indian/Alaska Native	3	8	1%
Asian	4	6	1%
Native Hawaiian/Other Pacific Islander	5	2	0%
Hispanic/Latino	6	76	13%
Other	7	4	1%
Don't know (DO NOT READ)	8	1	0%

## PRE1

Great, I am going to read you a list of individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Barack Obama

N=		600	100%
Continue	1	600	100%

Q1. Is your opinion of Barack Obama generally favorable or generally unfavorable?		
N=		600 100%
Never heard .....	1	1 0%
Favorable .....	2	283 47%
Unfavorable .....	3	285 48%
Heard of/Undecided .....	4	31 5%
Q2. Is your opinion of Rick Scott generally favorable or generally unfavorable?		
N=		600 100%
Never heard .....	1	20 3%
Favorable .....	2	179 30%
Unfavorable .....	3	287 48%
Heard of/Undecided .....	4	114 19%
Q3. Is your opinion of Bill Nelson generally favorable or generally unfavorable?		
N=		600 100%
Never heard .....	1	54 9%
Favorable .....	2	214 36%
Unfavorable .....	3	166 28%
Heard of/Undecided .....	4	166 28%
Q4. Is your opinion of Marco Rubio (ROO-be-oh) generally favorable or generally unfavorable?		
N=		600 100%
Never heard .....	1	33 6%
Favorable .....	2	260 43%
Unfavorable .....	3	191 32%
Heard of/Undecided .....	4	116 19%
Q5. Is your opinion of Hillary Clinton generally favorable or generally unfavorable?		
N=		600 100%
Never heard .....	1	1 0%
Favorable .....	2	376 63%
Unfavorable .....	3	178 30%
Heard of/Undecided .....	4	45 8%
Q6. Is your opinion of Mitt Romney generally favorable or generally unfavorable?		
N=		600 100%
Never heard .....	1	12 2%
Favorable .....	2	261 44%
Unfavorable .....	3	222 37%
Heard of/Undecided .....	4	105 18%
Q7. Is your opinion of Newt Gingrich generally favorable or generally unfavorable?		
N=		600 100%
Never heard .....	1	11 2%
Favorable .....	2	172 29%
Unfavorable .....	3	349 58%
Heard of/Undecided .....	4	68 11%
The following are questions about Florida politicians and issues:		
Q8. Do you think the Florida is heading in the right direction or is on the wrong track?		
N=		600 100%
Right direction .....	1	187 31%
Wrong Track .....	2	279 47%
Undecided .....	3	134 22%
Q9. Do you think the country is heading in the right direction or is on the wrong track?		
N=		600 100%
Right direction .....	1	163 27%
Wrong Track .....	2	345 58%
Undecided .....	3	92 15%
Q10. Do you approve or disapprove of the job Barack Obama is doing as President?		
N=		600 100%
Approve .....	1	242 40%
Disapprove .....	2	295 49%
Undecided .....	3	63 11%

Q11. Do you approve or disapprove of the job Rick Scott is doing as Governor?		
N=		600 100%
Approve .....	1	208 35%
Disapprove .....	2	272 45%
Undecided .....	3	120 20%
Q12. Is the recession over in Florida?		
N=		600 100%
Yes .....	1	54 9%
No .....	2	476 79%
Undecided .....	3	70 12%
Q13. Is the housing market getting better in Florida?		
N=		600 100%
Yes .....	1	177 30%
No .....	2	338 56%
Undecided .....	3	85 14%
Q14. Which is more important to you: maintaining state services or cutting state spending?		
N=		600 100%
Maintain services .....	1	261 44%
Cut spending .....	2	261 44%
Undecided .....	3	78 13%
Q15. Would you prefer a flat tax for all taxpayers to pay which would replace the current progressive federal tax code?		
N=		600 100%
Yes .....	1	300 50%
No .....	2	164 27%
Undecided .....	3	136 23%
Q16. If the General Election for United States Senate were held today and the candidates were Republican Mike McCalister and Democrat Bill Nelson for whom will you vote or towards whom do you LEAN at this time?		
N=		600 100%
McCalister .....	1	153 26%
Nelson .....	2	271 45%
Other (DO NOT READ) .....	3	10 2%
Undecided (DO NOT READ) .....	4	166 28%
{RANDOMIZE}		
Q17. How about Republican Adam Hasner and Democrat Bill Nelson?		
N=		600 100%
Hasner .....	1	138 23%
Nelson .....	2	282 47%
Other (DO NOT READ) .....	3	11 2%
Undecided (DO NOT READ) .....	4	169 28%
Q18. How about Republican George LeMieux and Democrat Bill Nelson?		
N=		600 100%
LeMieux .....	1	134 22%
Nelson .....	2	274 46%
Other (DO NOT READ) .....	3	13 2%
Undecided (DO NOT READ) .....	4	179 30%
Q19. How about Republican Connie Mack and Democrat Bill Nelson?		
N=		600 100%
Mack .....	1	190 32%
Nelson .....	2	251 42%
Other (DO NOT READ) .....	3	7 1%
Undecided (DO NOT READ) .....	4	152 25%
Q20. If the General Election for United States President were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney for whom will you vote or towards whom do you LEAN at this time?		
N=		600 100%
Obama .....	1	253 42%
Romney .....	2	281 47%
Other (DO NOT READ) .....	3	7 1%
Undecided (DO NOT READ) .....	4	59 10%
Refused (DO NOT READ) .....	5	0 0%

Q21. If the General Election for United States President were held today and the candidates were Democrat Barack Obama and Republican Newt Gingrich for whom will you vote or towards whom do you LEAN at this time

N=		600	100%
Obama	1	292	49%
Gingrich	2	240	40%
Other (DO NOT READ)	3	14	2%
Undecided (DO NOT READ)	4	50	8%
Refused (DO NOT READ)	5	4	1%

Q22. Is your vote more a vote FOR Obama or AGAINST Republican Mitt Romney?

N=		253	100%
For Obama	1	210	83%
Against Romney	2	43	17%

Q23. Is your vote more a vote FOR Romney or AGAINST Democrat Barack Obama?

N=		281	100%
For Romney	1	145	52%
Against Obama	2	136	48%

Q24. Of the four options, would your vote be FOR Obama, FOR Romney, AGAINST Obama or AGAINST Romney, thinking about how you feel today?

N=		66	100%
For Obama	1	35	53%
For Romney	2	6	9%
Against Obama	3	23	35%
Against Romney	4	2	3%

Q25. If the economy improved between now and the election, how likely are you to vote for President Obama?

N=		600	100%
Very likely	1	254	42%
Somewhat likely	2	57	10%
Not very likely	3	55	9%
Not at all likely	4	211	35%
Undecided (DO NOT READ)	5	23	4%

Q26. If the economy got worse between now and the election, how likely are you to vote against Barack Obama?

N=		600	100%
Very likely	1	291	49%
Somewhat likely	2	50	8%
Not very likely	3	58	10%
Not at all likely	4	167	28%
Undecided (DO NOT READ)	5	34	6%

Q27. Which candidate - Barack Obama or Mitt Romney - is better equipped to fix the economy?

N=		600	100%
Obama	1	244	41%
Romney	2	276	46%
Other (DO NOT READ)	3	5	1%
Undecided (DO NOT READ)	4	75	13%

Q28. Which of the two - Obama or Romney - would you rather have dinner with?

N=		600	100%
Obama	1	304	51%
Romney	2	209	35%
Other (DO NOT READ)	3	31	5%
Undecided (DO NOT READ)	4	56	9%

Q29. If you had fifty thousand dollars to invest, who would you prefer to get investment advice from - Obama or Romney?

N=		600	100%
Obama	1	166	28%
Romney	2	316	53%
Other (DO NOT READ)	3	31	5%
Undecided (DO NOT READ)	4	87	15%

Q30. Whose family is more like yours - Obama's or Romney's?

N=		600	100%
Obama	1	229	38%
Romney	2	188	31%
Other (DO NOT READ)	3	48	8%
Undecided (DO NOT READ)	4	135	23%

Q31. Who would you respect more as your boss - Obama or Romney?		
N=		600 100%
Obama .....	1	248 41%
Romney .....	2	253 42%
Other (DO NOT READ) .....	3	18 3%
Undecided (DO NOT READ) .....	4	81 14%
Q32. Assume for a moment that Marco Rubio was selected as the vice presidential candidate of the Republican Party in 2012. Knowing this, would you vote for the Democratic ticket of Obama-Biden or a Republican ticket of Romney-Rubio?		
N=		600 100%
Dem Ticket Obama-Biden .....	1	261 44%
Rep Ticket Romney-Rubio .....	2	277 46%
Independent candidate (DO NOT READ) .....	3	8 1%
Undecided (DO NOT READ) .....	4	54 9%
Q33. Assume for a moment that Hillary Clinton was selected as the vice presidential candidate of the Democratic Party in 2012-instead of Joe Biden. Knowing this, would you vote for the Democratic ticket of Obama-Clinton or for a Republican ticket of Romney-Rubio?		
N=		600 100%
Dem Ticket Obama-Clinton .....	1	295 49%
Rep Ticket Romney-Rubio .....	2	254 42%
Independent candidate (DO NOT READ) .....	3	7 1%
Undecided (DO NOT READ) .....	4	44 7%
Q34. Let's add New Jersey Governor Chris Christie into the mix. If the 2012 general election for president were held today, would you vote for the Democratic ticket of Obama-Biden or a Republican ticket of Mitt Romney and Chris Christie?		
N=		600 100%
Dem Ticket Obama-Biden .....	1	267 45%
Rep Ticket Romney-Christie .....	2	273 46%
Independent candidate (DO NOT READ) .....	3	5 1%
Undecided (DO NOT READ) .....	4	55 9%
Q35. Now, if the 2012 general election for president were held today, would you vote for a Democratic ticket of Barack Obama and Hillary Clinton or a Republican ticket of Mitt Romney and Chris Christie?		
N=		600 100%
Dem Ticket Obama-Clinton .....	1	280 47%
Rep Ticket Romney-Christie .....	2	273 46%
Independent candidate (DO NOT READ) .....	3	1 0%
Undecided (DO NOT READ) .....	4	46 8%
Q36. Some people describe Mitt Romney's tenure at Bain Capital as a cold-hearted, job killing operation; other people say that Mitt Romney restructured companies to maximize profits and create jobs. Which is closer to your view?		
N=		600 100%
Cold-hearted/Job killing .....	1	150 25%
Restructure/Create jobs .....	2	277 46%
Undecided (DO NOT READ) .....	3	173 29%
Q37. Does Mitt Romney's Mormon religion have any effect on your vote-does it make you more likely to vote for him, less likely to vote for him or does it make no difference?		
N=		600 100%
More likely .....	1	24 4%
Less likely .....	2	64 11%
No difference .....	3	493 82%
Undecided (DO NOT READ) .....	4	13 2%
Refused (DO NOT READ) .....	5	6 1%
Q38. Question #6 on the Florida ballot is a proposed amendment that provides that public funds may NOT be expended for any abortion or for health-benefits coverage that includes coverage of abortion. At this point, would you vote yes or no on question #6?		
A yes vote would prohibit public funds for abortion or would you vote no?		
N=		600 100%
Yes, prohibit public funds for abortion .....	1	209 35%
No .....	2	321 54%
Undecided (DO NOT READ) .....	3	70 12%

Q39. What do you think is the most important issue facing the country right now:

READ LIST - ONE ANSWER ONLY

N=		600	100%
Reducing the national debt .....	01	78	13%
Taxes .....	02	12	2%
Jobs and the economy .....	03	285	48%
Schools and education .....	04	56	9%
Health care .....	05	31	5%
Income inequality .....	06	24	4%
Energy independence .....	07	11	2%
Illegal immigration .....	08	15	3%
Terrorism and national security .....	09	24	4%
Military involvement in Iraq, Afghanistan, Libya	10	28	5%
Undecided (DO NOT READ) .....	11	36	6%

DEMO

THE FINAL THREE QUESTIONS WILL HELP US CLASSIFY YOUR ANSWERS WITH OTHERS TAKING THE SURVEY

N=		600	100%
Continue .....	1	600	100%

Q40. Are there any members of your household who are union members?

N=		600	100%
Yes .....	1	83	14%
No .....	2	514	86%
Undecided (DO NOT READ) .....	3	3	1%

Q41. Do you currently have children in the school system?

N=		600	100%
Yes .....	1	140	23%
No .....	2	457	76%
Undecided (DO NOT READ) .....	3	3	1%

Q42. Are there any members in your household who own cats or dogs?

N=		600	100%
Yes .....	1	322	54%
No .....	2	271	45%
Undecided (DO NOT READ) .....	3	7	1%