



Florida Results

For 9/2/2012



Contact: Doug Kaplan, 407-242-1870

Executive Summary

Gravis Marketing and Capitol Correspondent conducted a telephone survey of 1,288 likely or somewhat likely voters in the state of Florida on the afternoon and early evening of September 2, 2012. The questions covered preference for a given presidential candidate, the Florida U.S. Senate Race between Connie Mack and Bill Nelson, and Governor Rick Scott's performance rating. The full list of questions are given on page 3. Overall, Romney holds a 48.0% to a 46.7% lead over Obama, with a margin of error of about 2.7%.

Analysis

How is the Republican National Convention Helping Romney?

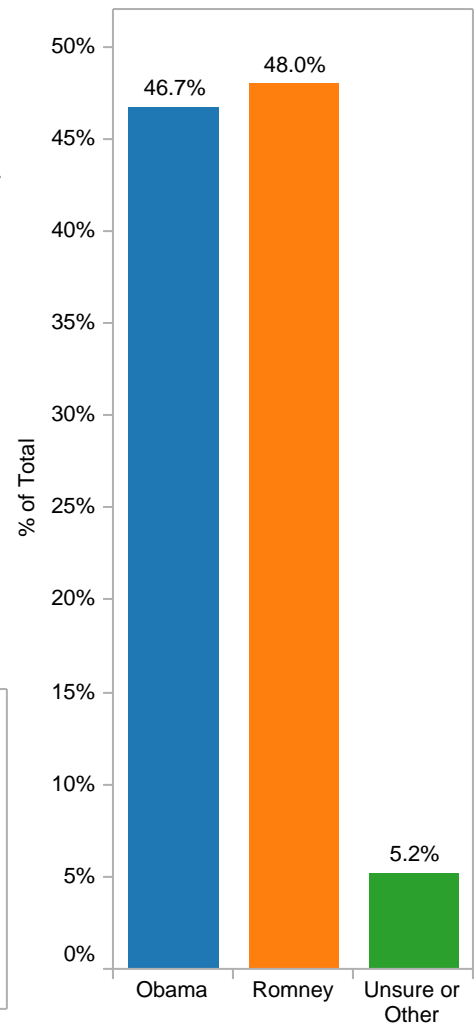
The Republican National Convention does not appear to have helped Romney, with Romney at the same 48% take as he was on our August 20th poll. Over this time frame, Obama has gained 1.7% from his 45% August 20th take.

Does there continue to be a Gary Johnson effect?

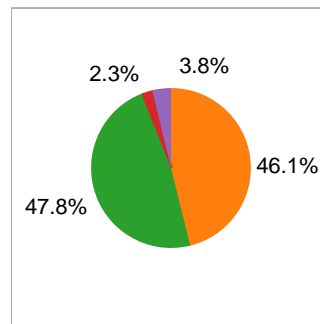
The August 20th poll indicated a Johnson effect of -1.7% on Romney and -0.5% for Obama. The September 2nd results indicate a decreased Johnson effect on Romney to -0.2%, while increasing the take from Obama by 0.6%. Depending upon how the unsure group end up voting, the Johnson effect continues to be a potential factor.

Presidential Election

Obama, Romney, Other?



Presidential Election with Johnson



Obama, Romney, Johnson?

- Obama
- Romney
- Johnson
- Other or Unsure

Obama, Romney, Other?

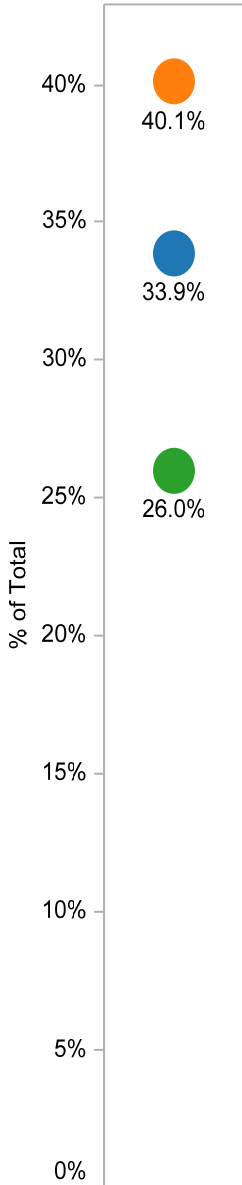
- Obama
- Romney
- Unsure or Other

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Rick Scott's Approval Rating



How is Rick Scott Doing?

The August 20th poll gave Rick Scott an approval rating of 35% and a 38% disapproval rating. Overall, his approval rating has deteriorated over the past two weeks, with the most current approval reading dropping to 33.9% and a disapproval rating increasing to 40.1%.

The Senate Race: Connie Mack or Bill Nelson

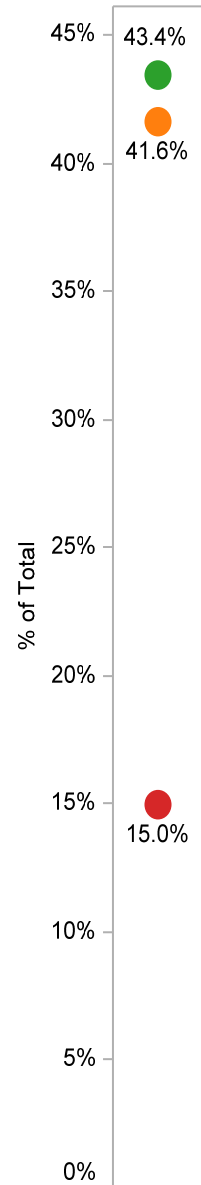
The August 20th poll gave Bill Nelson a 46% to 38% lead over Connie Mack. The race has narrowed over the past two weeks, with the most recent reading giving Nelson a 43.4% to 41.6% lead. The convention appears to have helped Nelson.

The Presidential Election: How Does It Look by Gender?

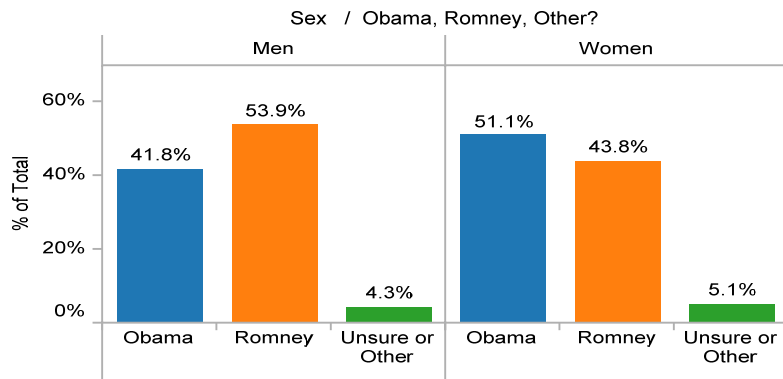
Romney continues to hold a double digit lead among men, while Obama currently holds about a seven point lead among women. The tabulations are reported below.

Thanks for reading. There is a lot of detail not reported in this two page summary. Please call with questions

Mack or Nelson?



Obama & Romney by Sex



Gov Scott's job performance?

- Approve
- Disapprove
- Unsure

Obama, Romney, Other?

- Obama
- Romney
- Unsure or Other

Mack, Nelson, Other?

- Mack
- Nelson
- Other or Unsure



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1. Are you a registered voter?
2. Do you plan on voting in the presidential election on November 6th?
3. Which party are you either registered to vote or do you consider yourself a member of?
4. If the election were held today, would you vote for Obama, Romney, or not sure/other?
5. If the election were held today, would you vote for Obama, Romney, Libertarian Gary Johnson, or someone else/unsure?
6. If the election were held today, would you vote for Obama-Biden, Romney-Ryan, or note sure?
7. If the election were held today, would you vote for Obama-Clinton, Romney-Ryan, or note sure?
8. If the election were held today, would you vote for Connie Mack or Bill Nelson?
9. How would you rate Rick Scott's job performance as Governor?
10. What's your race?
11. Do you consider yourself Hispanic or Latino?
12. What's your religious affiliation?
13. What's your age group? 18-29; 30-39; 40-49; 50+
14. What's your gender?

The results were weighted by the anticipated voting groups in the upcoming 2012 election.

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