

**Florida Republican  
Primary Survey  
March 11<sup>th</sup>, 2010**



**David Flaherty  
CEO**

Magellan Data and Mapping Strategies



**Magellan Data and Mapping Strategies are pleased to present the results of a 639N autodial survey of likely Republican primary voters in Florida. The interviewing was conducted on March 11<sup>th</sup>, 2010. This survey has a margin of error of +/- 3.88% at the 95% confidence interval.**

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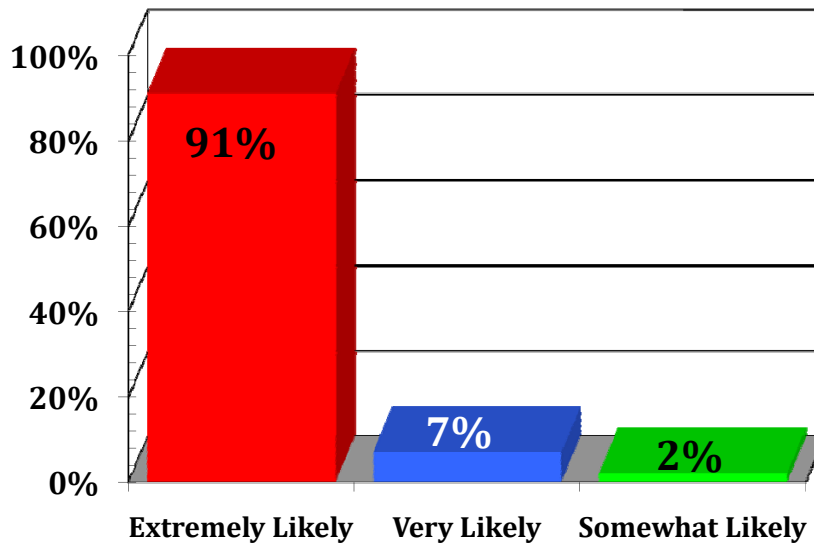


# Voter Frequency

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**How likely are you to vote in the August Republican primary election to choose a candidate for Governor and the US Senate?**



Slide 4

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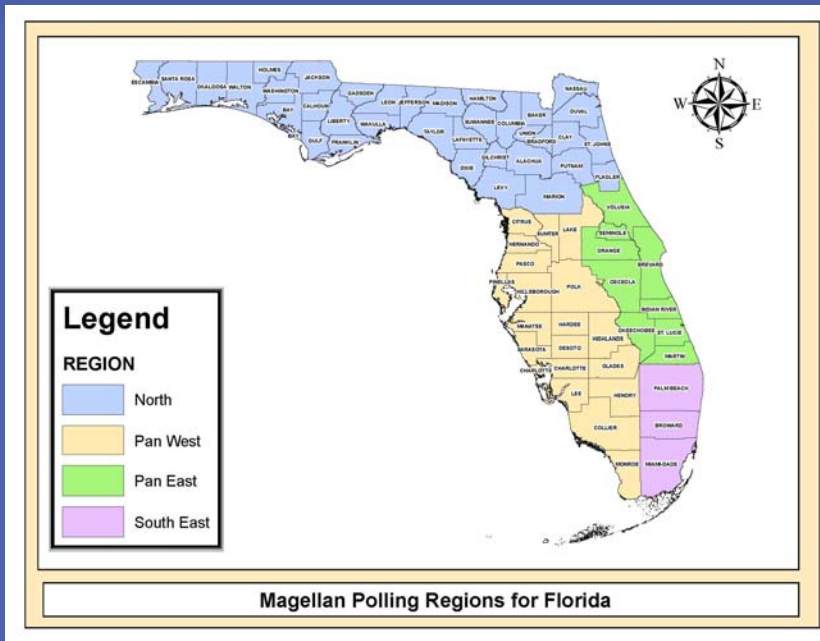
# MAGELLAN DATA AND MAPPING STRATEGIES



## Polling Regions

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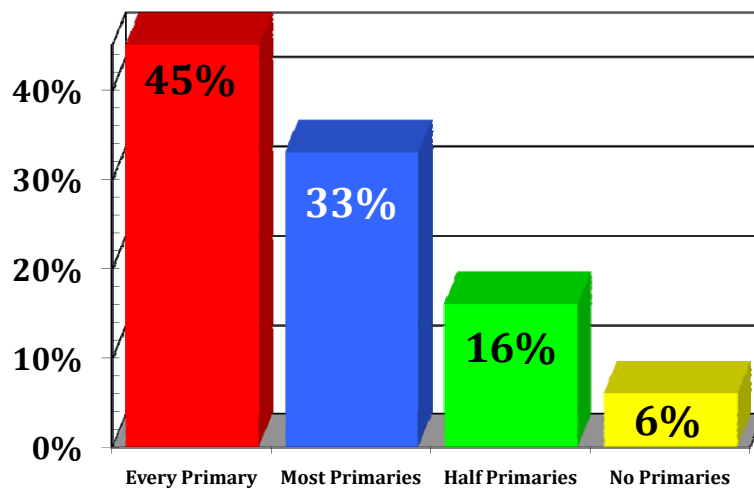


# Voter Turnout in Republican Primaries

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Thinking about ALL Republican primary elections since you have registered to vote, would state records show that you voted in every Republican primary election, in most Republican primary elections, in about half of the Republican primary elections or in none of the Republican primary elections?

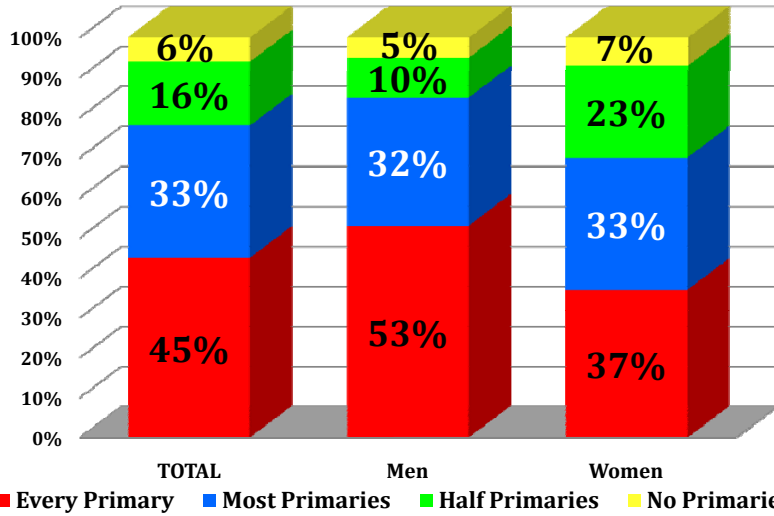


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Thinking about ALL Republican primary elections since you have registered to vote, would state records show that you voted in every Republican primary election, in most Republican primary elections, in about half of the Republican primary elections or in none of the Republican primary elections? (By Gender)

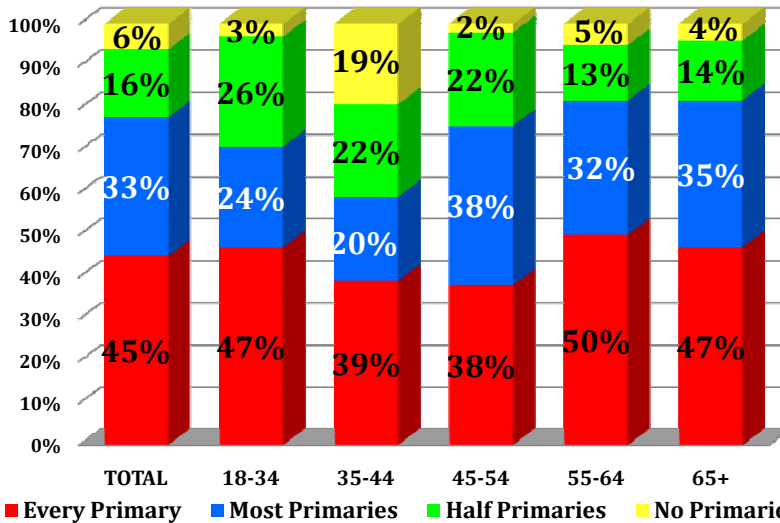


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Thinking about ALL Republican primary elections since you have registered to vote, would state records show that you voted in every Republican primary election, in most Republican primary elections, in about half of the Republican primary elections or in none of the Republican primary elections? (By Age)



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# Crist Image Rating

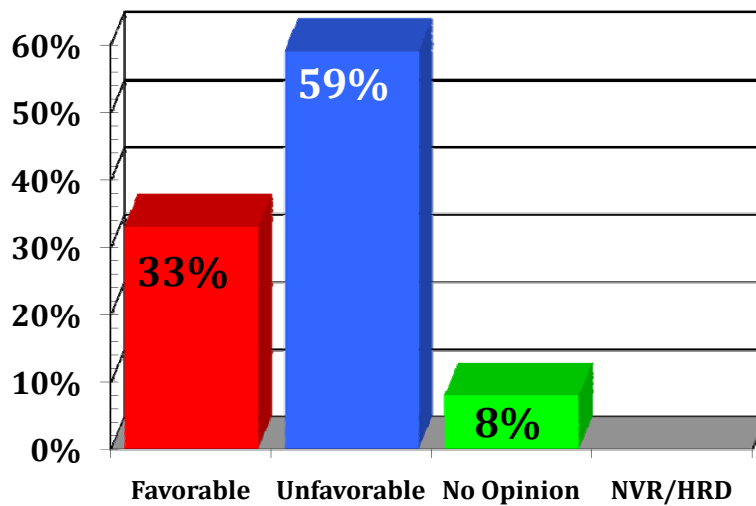
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## Charlie Crist Image Rating

Do you have a favorable or unfavorable opinion of Charlie Crist?

Name ID: 100%

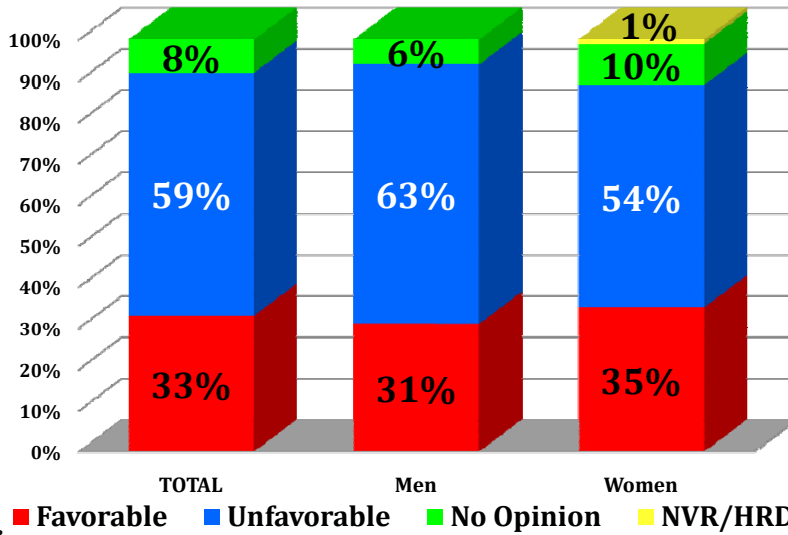


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### Do you have a favorable or unfavorable opinion of Charlie Crist? (By Gender)

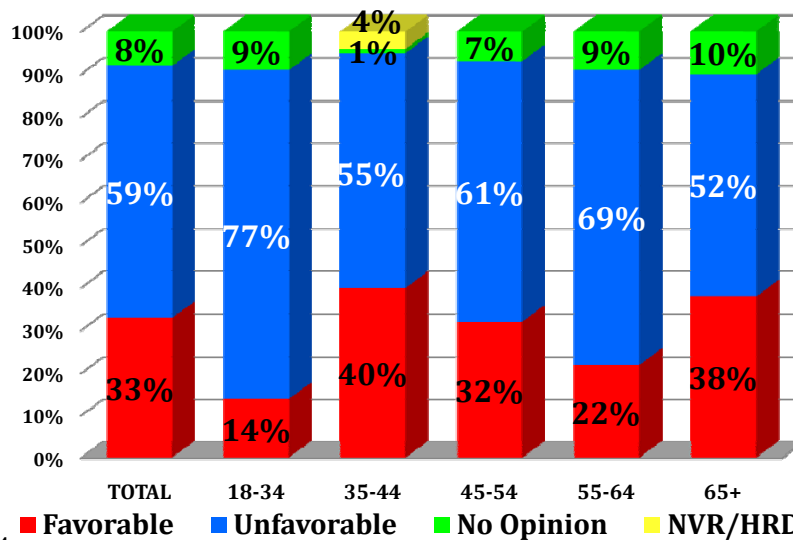


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### Do you have a favorable or unfavorable opinion of Charlie Crist? (By Age)

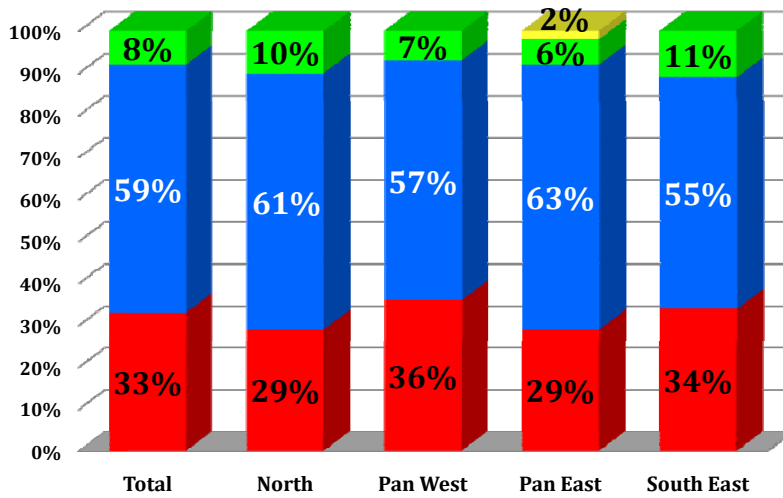


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**Do you have a favorable or unfavorable opinion of Charlie Crist? (By Region)**



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**Rubio Image Rating**

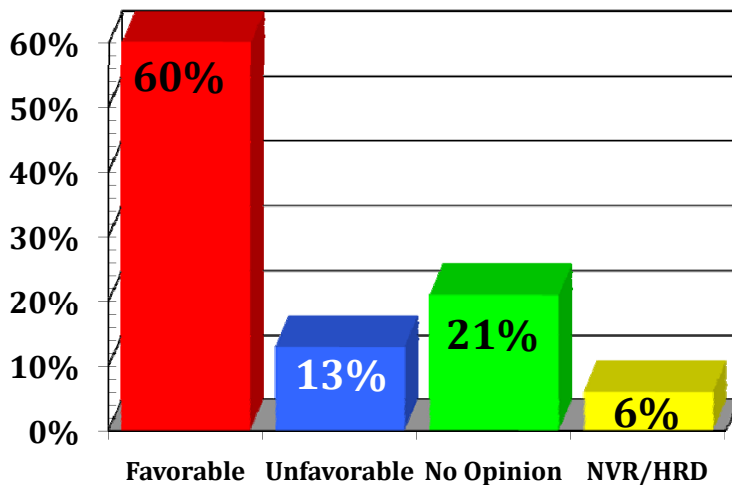
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## Marco Rubio Image Rating

**Do you have a favorable or unfavorable opinion of Marco Rubio?**

**Name ID: 94%**

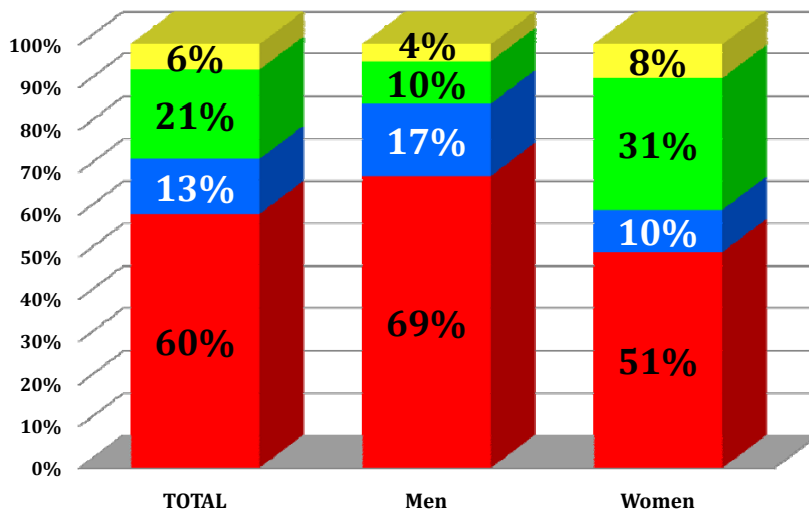


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## **Do you have a favorable or unfavorable opinion of Marco Rubio? (By Gender)**

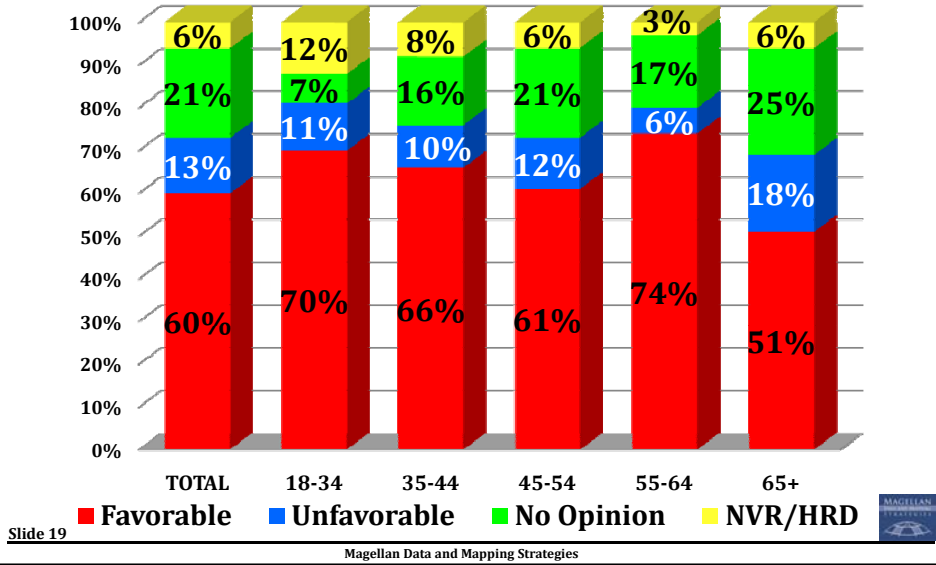


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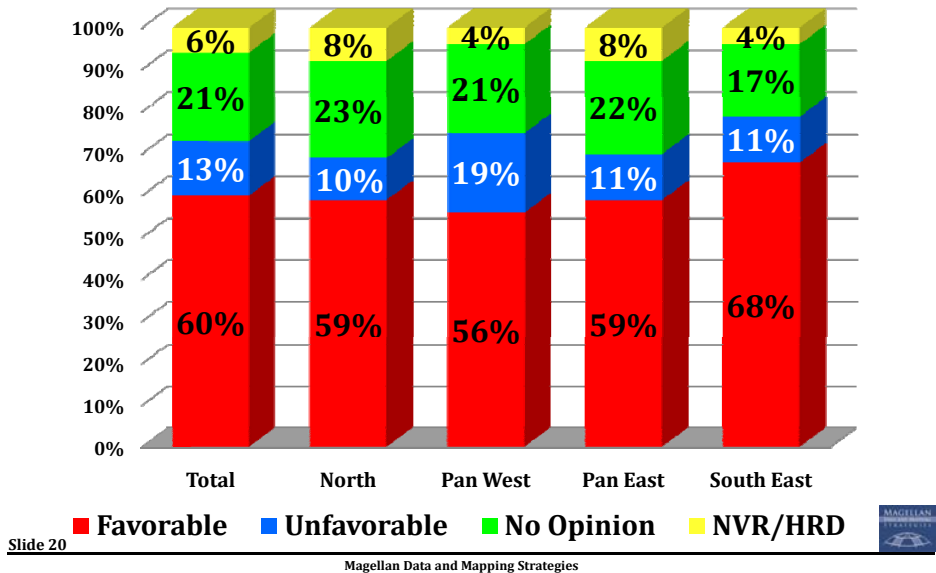
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### Do you have a favorable or unfavorable opinion of Marco Rubio? (By Age)



### Do you have a favorable or unfavorable opinion of Marco Rubio? (By Region)



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# McCollum Image Rating

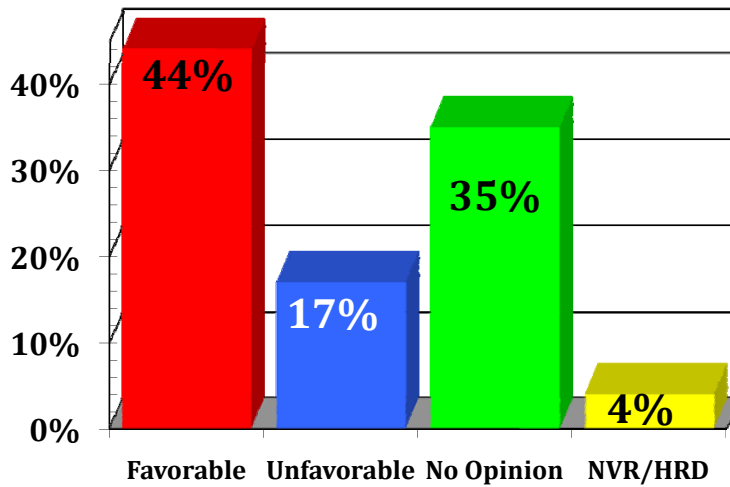
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## Bill McCollum Image Rating

Do you have a favorable or unfavorable opinion of Bill McCollum?

Name ID: 96%

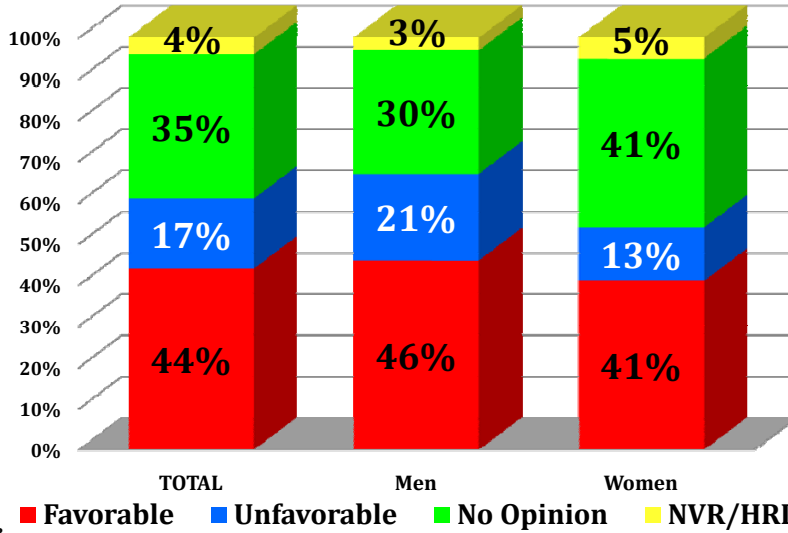


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**Do you have a favorable or unfavorable opinion of Bill McCollum? (By Gender)**

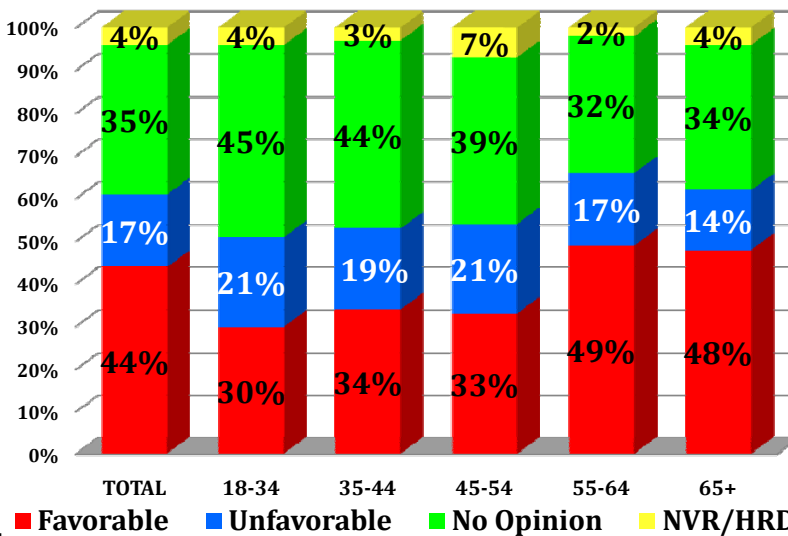


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**Do you have a favorable or unfavorable opinion of Bill McCollum? (By Age)**

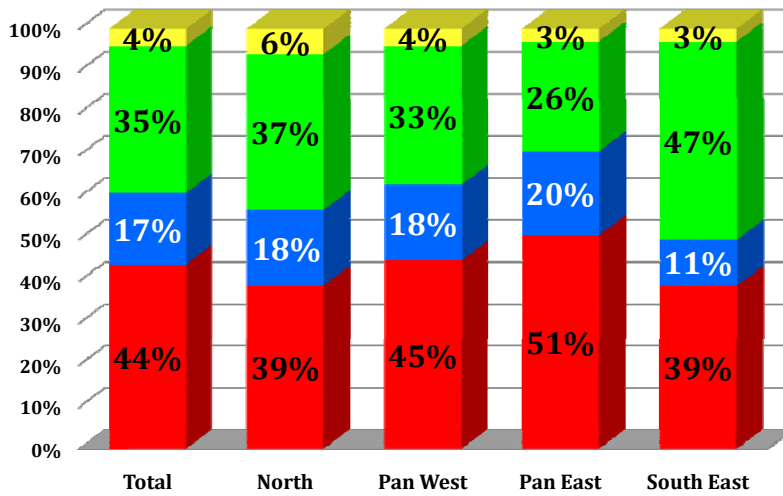


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**Do you have a favorable or unfavorable opinion of Bill McCollum? (By Region)**



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**Dockery Image Rating**

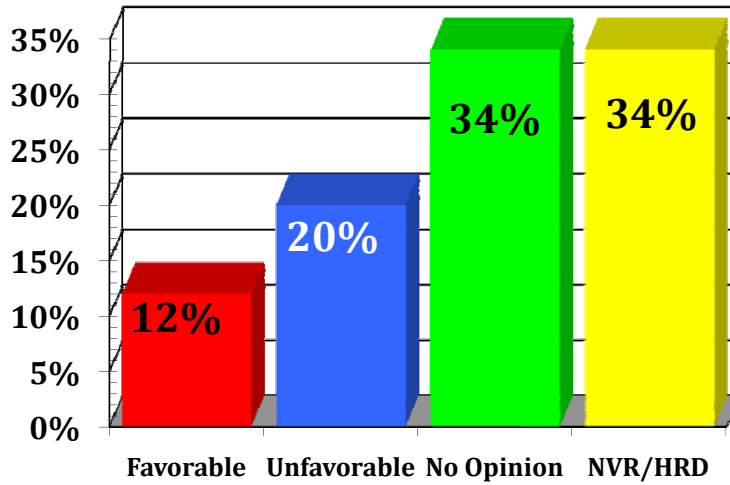
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## Paula Dockery Image Rating

**Do you have a favorable or unfavorable opinion of Paula Dockery?**

**Name ID: 66%**

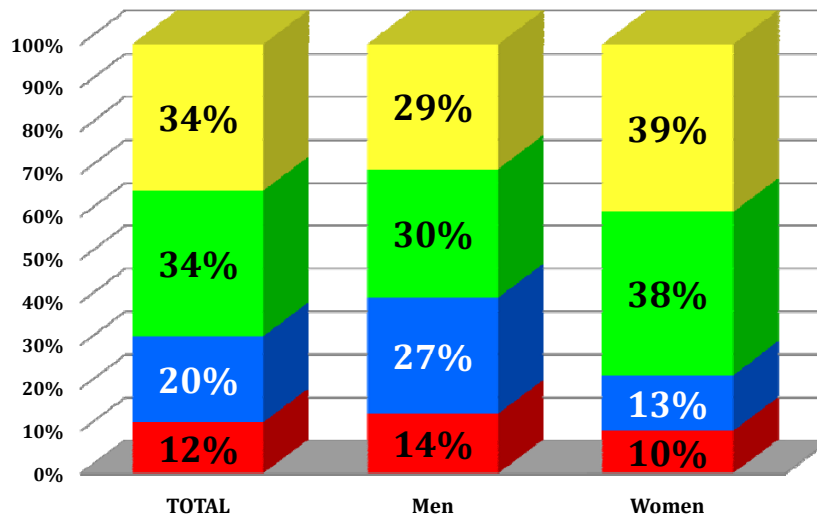


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## Do you have a favorable or unfavorable opinion of Paula Dockery? (By Gender)

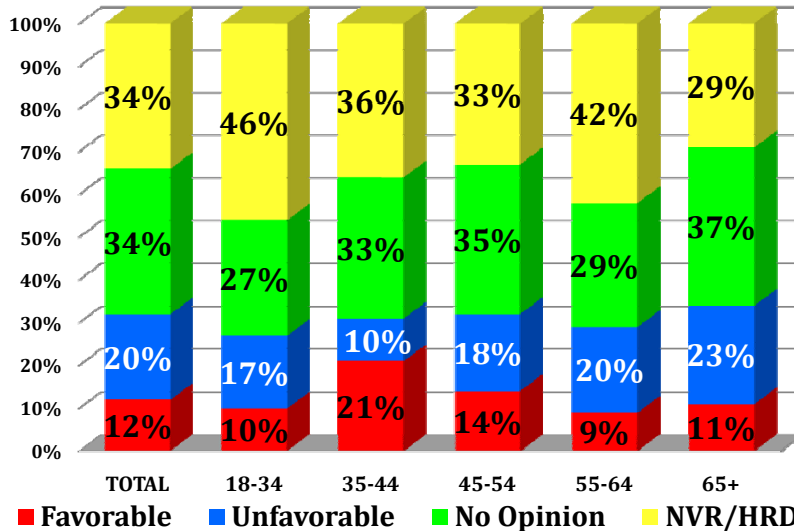


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### Do you have a favorable or unfavorable opinion of Paula Dockery? (By Age)

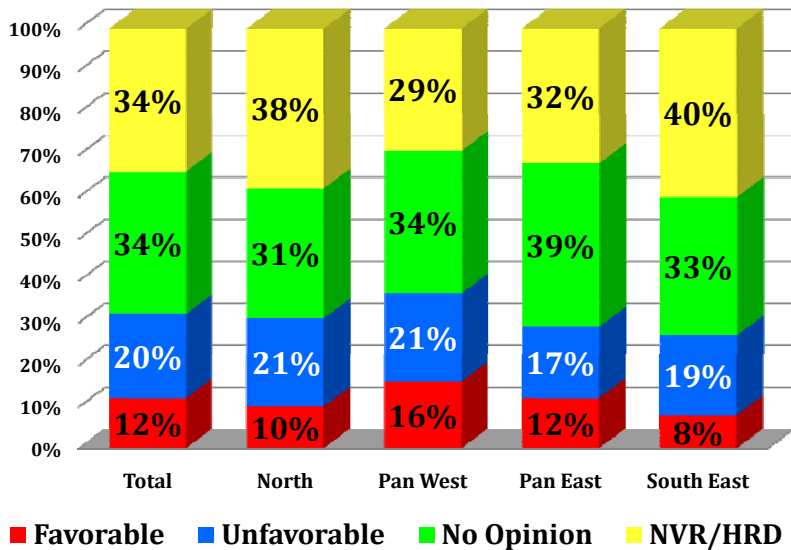


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### Do you have a favorable or unfavorable opinion of Paula Dockery? (By Region)



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# Tea Party Image Rating

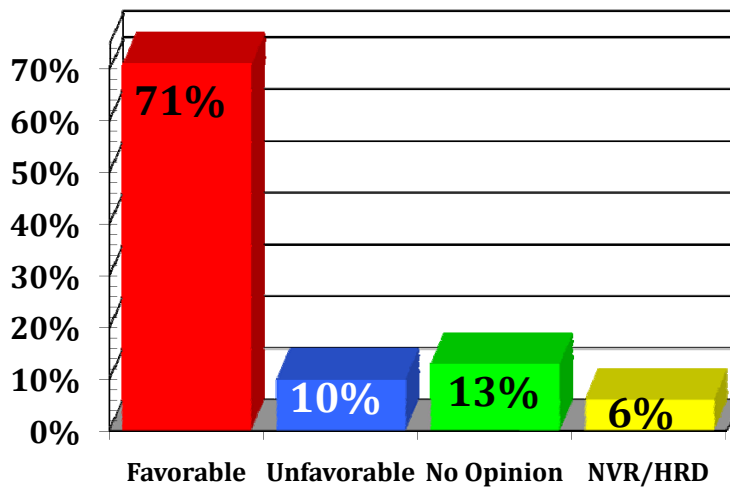
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## Tea Party Image Rating

Do you have a favorable or unfavorable opinion of the Tea Party movement?

Name ID: 94%

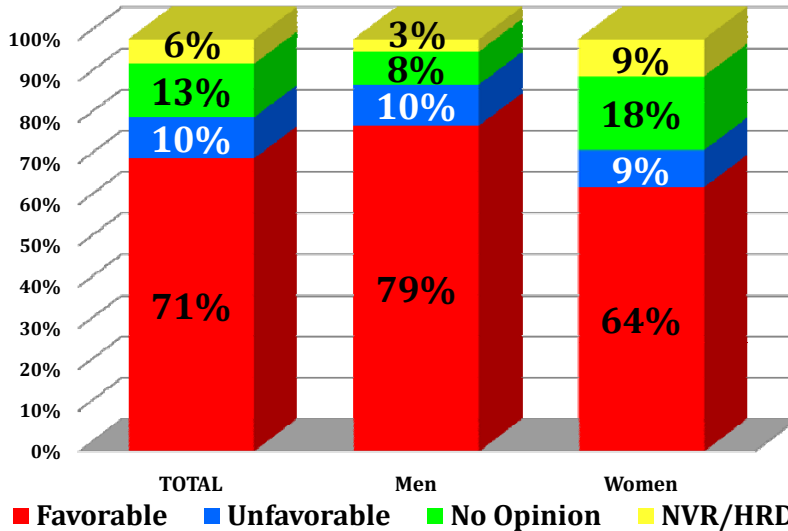


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**Do you have a favorable or unfavorable opinion of the Tea Party movement? (By Gender)**

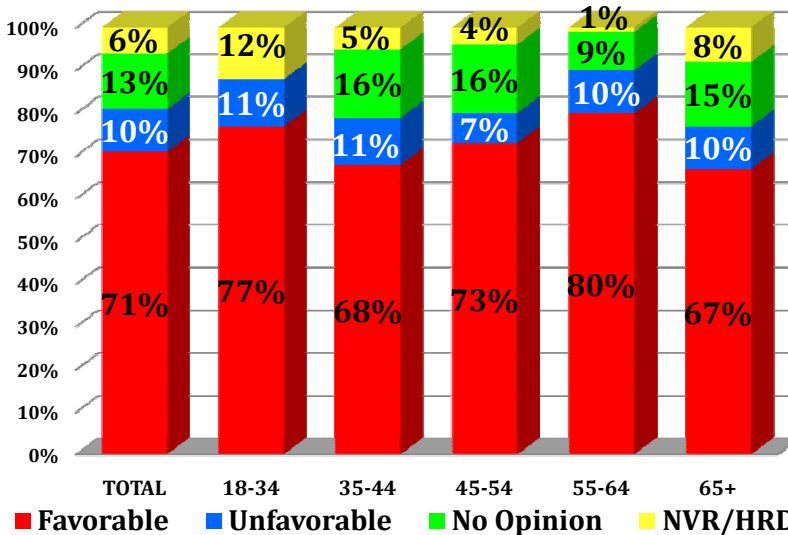


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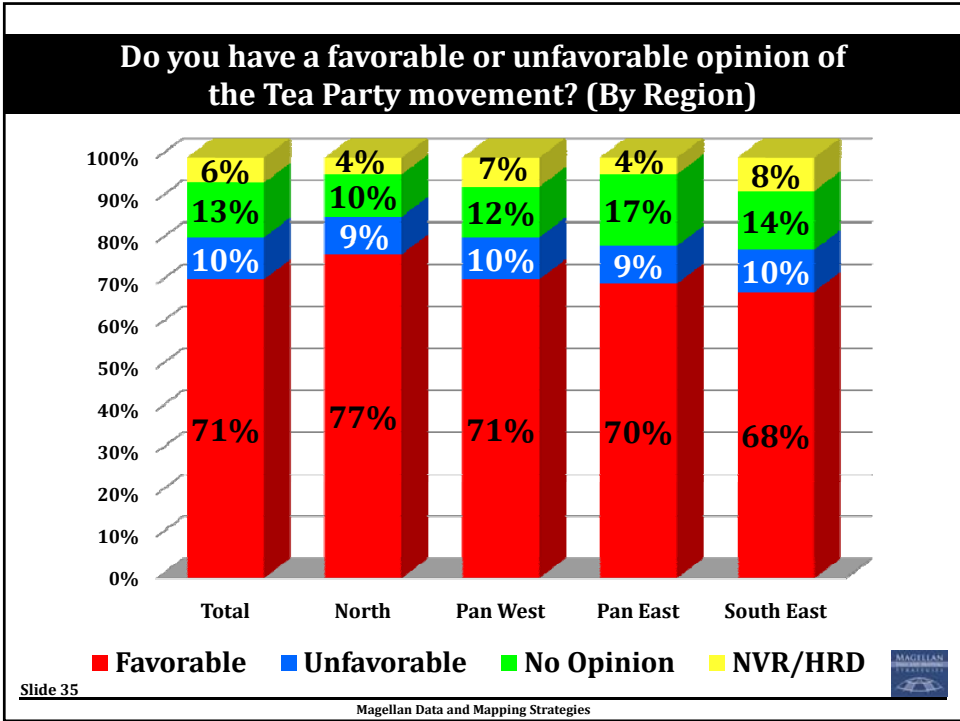
**Do you have a favorable or unfavorable opinion of the Tea Party movement? (By Age)**



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# MAGELLAN

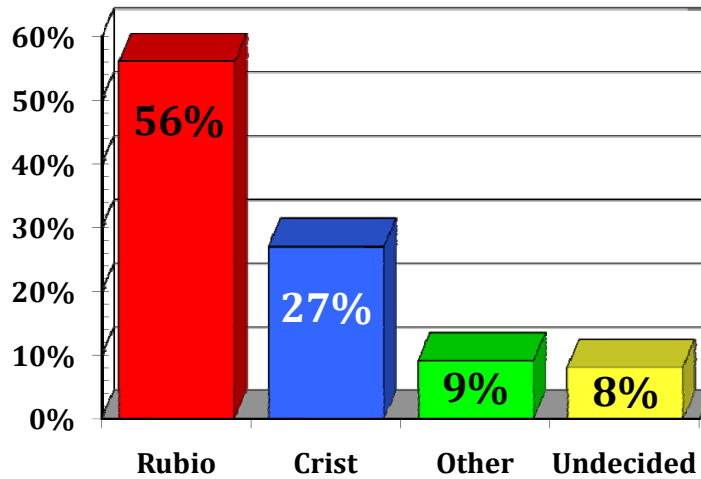
## DATA AND MAPPING STRATEGIES



# US Senate Ballot Test

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**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Charlie Crist, Marco Rubio, or someone else?**

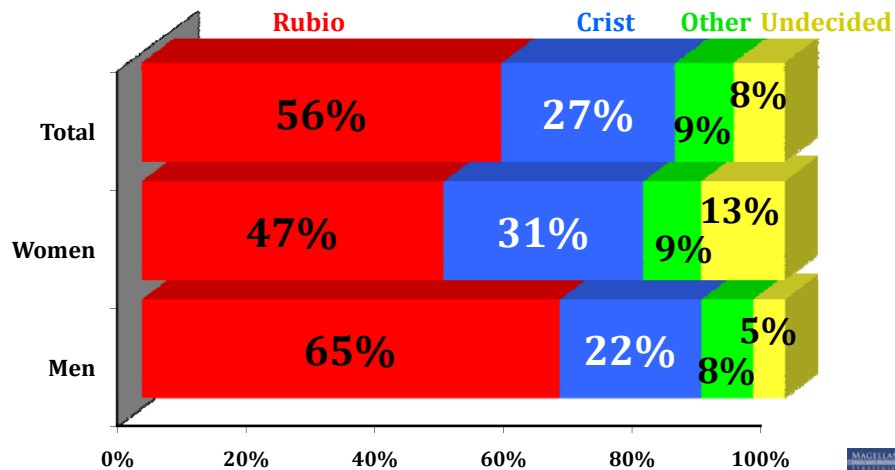


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**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Charlie Crist, Marco Rubio, or someone else? ( By Gender)**

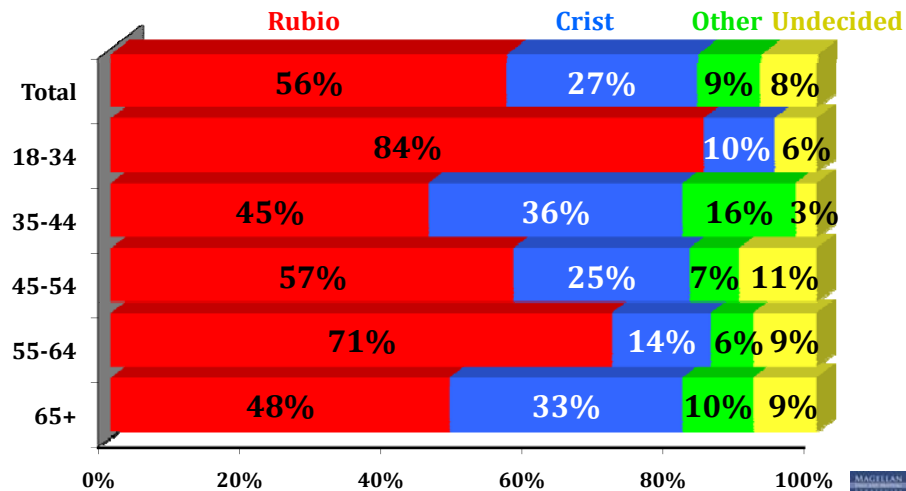


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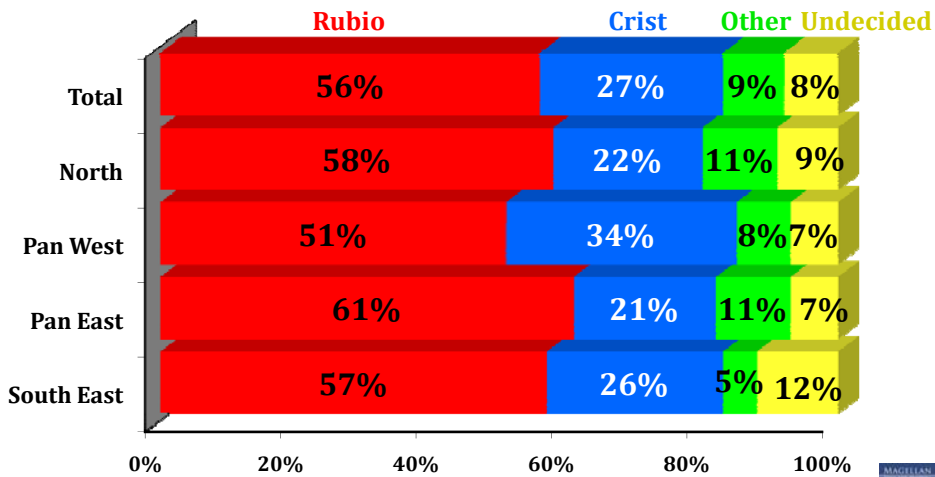
**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Charlie Crist, Marco Rubio, or someone else? (By Age)**



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**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Charlie Crist, Marco Rubio, or someone else? (By Region)**



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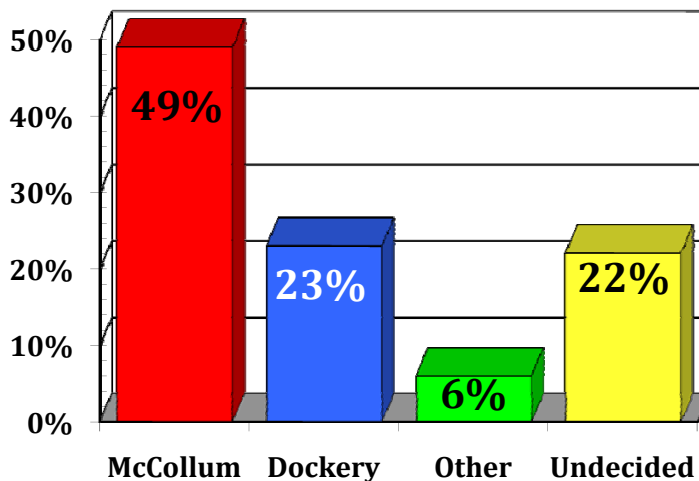


# Governor Ballot Test McCollum vs. Dockery

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If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Bill McCollum, Paula Dockery, or someone else?

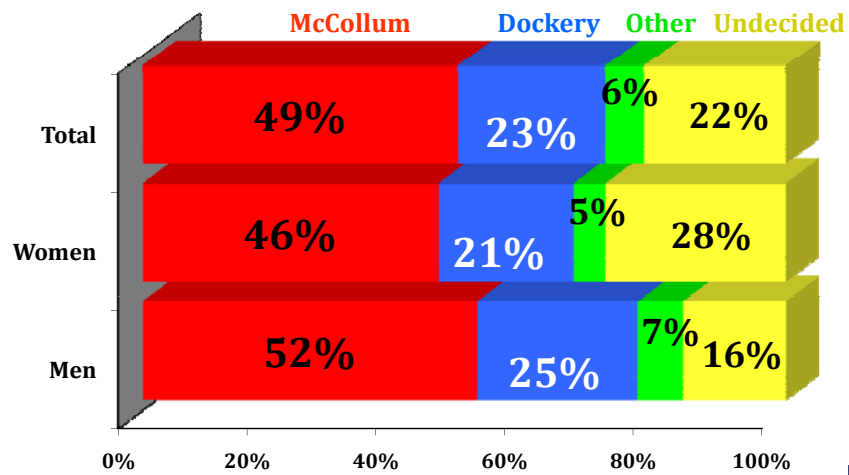


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**If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Bill McCollum, Paula Dockery, or someone else? (By Gender)**

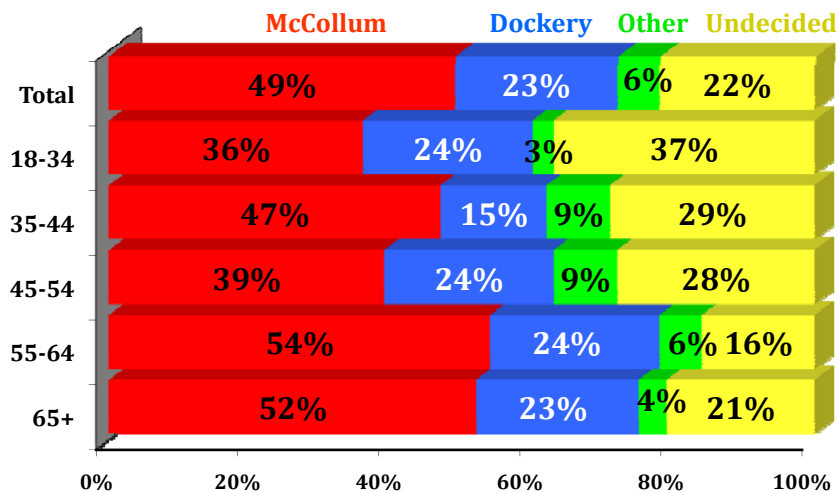


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**If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Bill McCollum, Paula Dockery, or someone else? (By Age)**

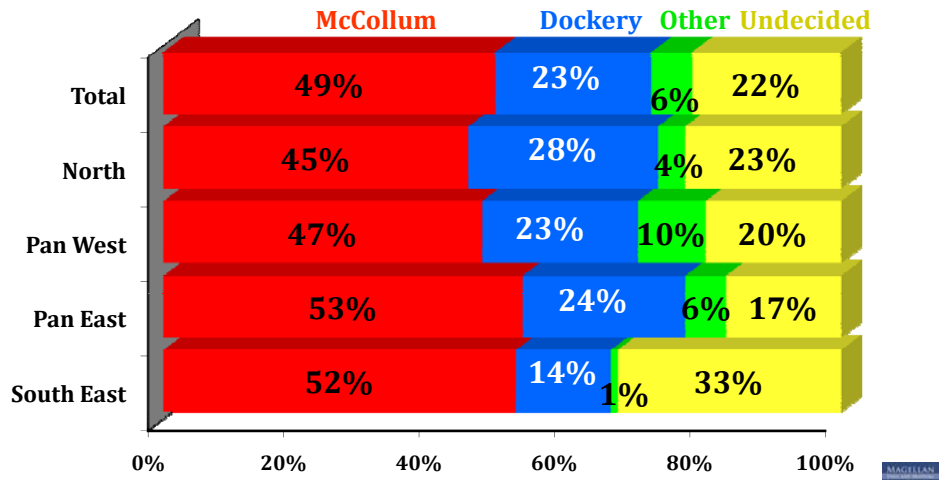


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**If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Bill McCollum, Paula Dockery, or someone else? (By Region)**



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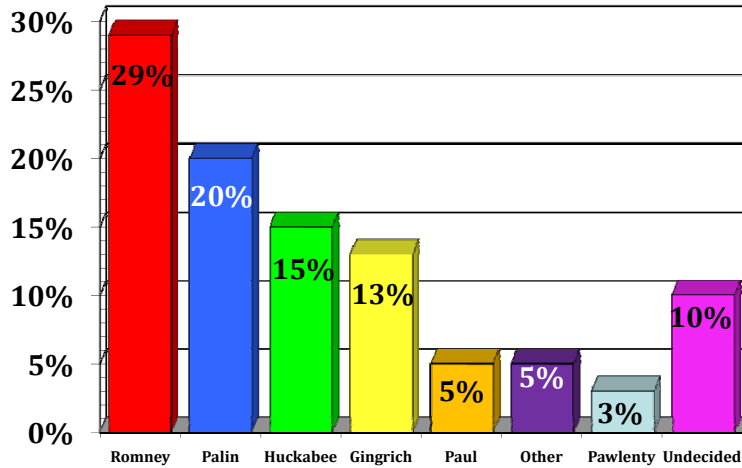


# 2012 Presidential Primary Ballot Test

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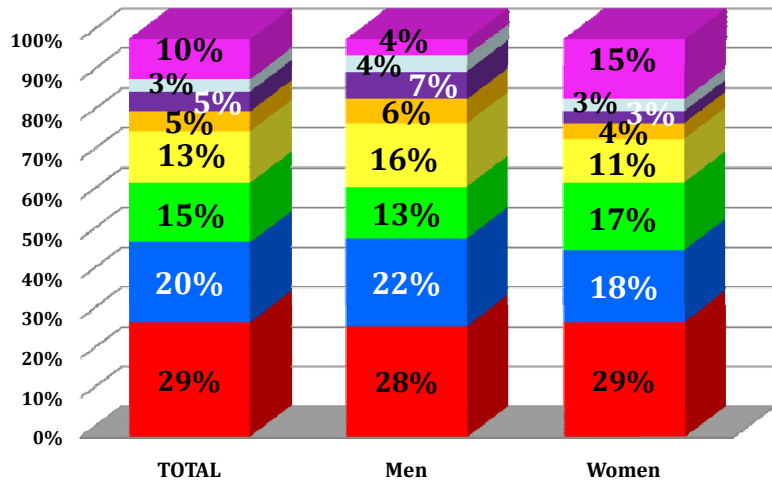
**If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Mike Huckabee, Newt Gingrich, Sarah Palin, Tim Pawlenty, Mitt Romney, Ron Paul, or someone else?**



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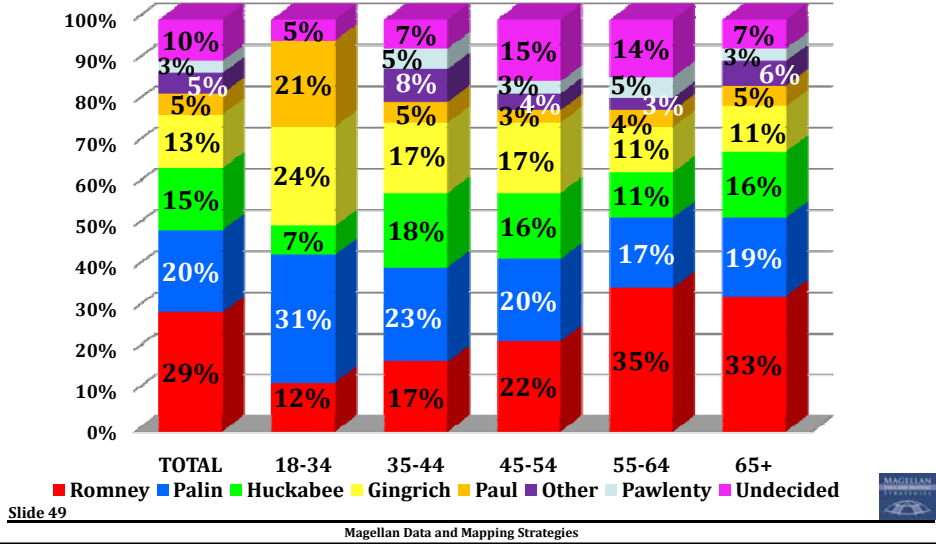
**If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Mike Huckabee, Newt Gingrich, Sarah Palin, Tim Pawlenty, Mitt Romney, Ron Paul, or someone else? (By Gender)**



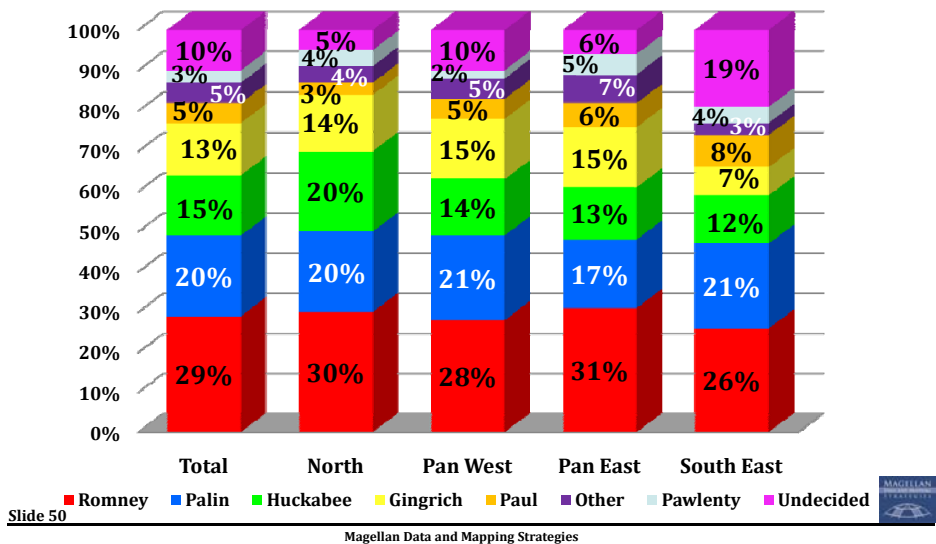
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**If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Mike Huckabee, Newt Gingrich, Sarah Palin, Tim Pawlenty, Mitt Romney, Ron Paul, or someone else? (By Age)**



**If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Mike Huckabee, Newt Gingrich, Sarah Palin, Tim Pawlenty, Mitt Romney, Ron Paul, or someone else? (By Region)**



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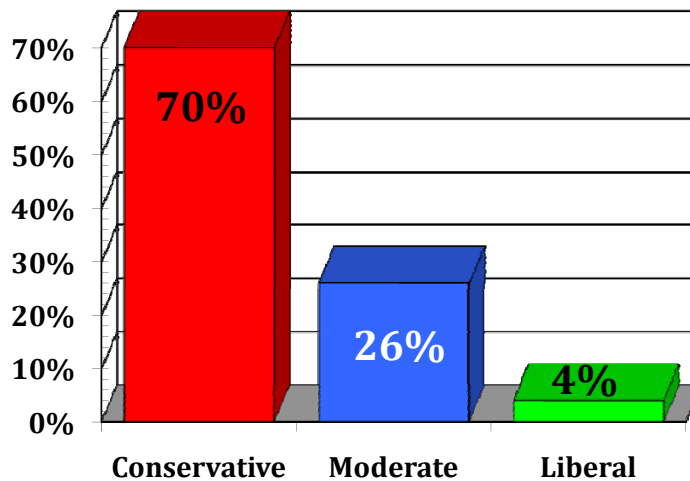


# Social Ideology

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**Do you consider yourself to be a conservative, a moderate, or a liberal in your social beliefs such as same sex marriage, stem-cell research and abortion?**

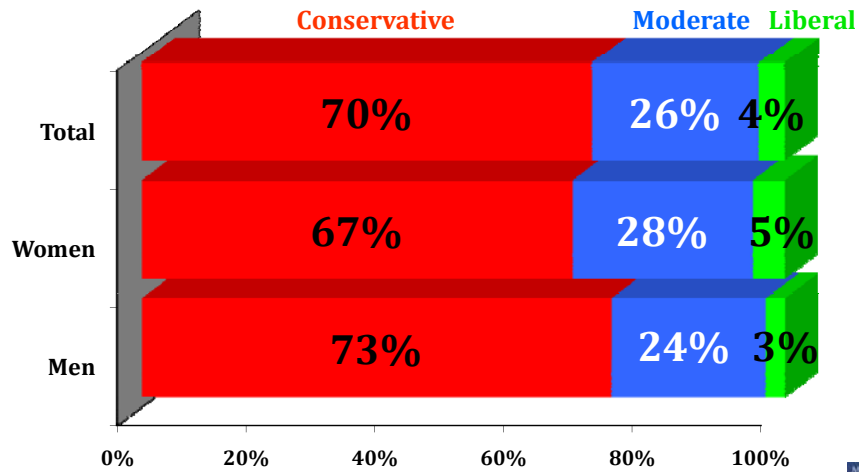


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your social beliefs such as same sex marriage, stem-cell research and abortion? (By Gender)**

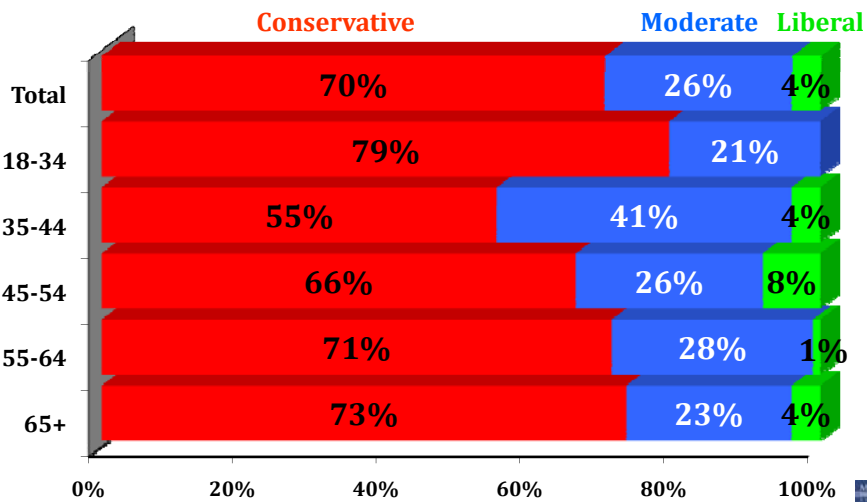


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your social beliefs such as same sex marriage, stem-cell research and abortion? (By Age)**

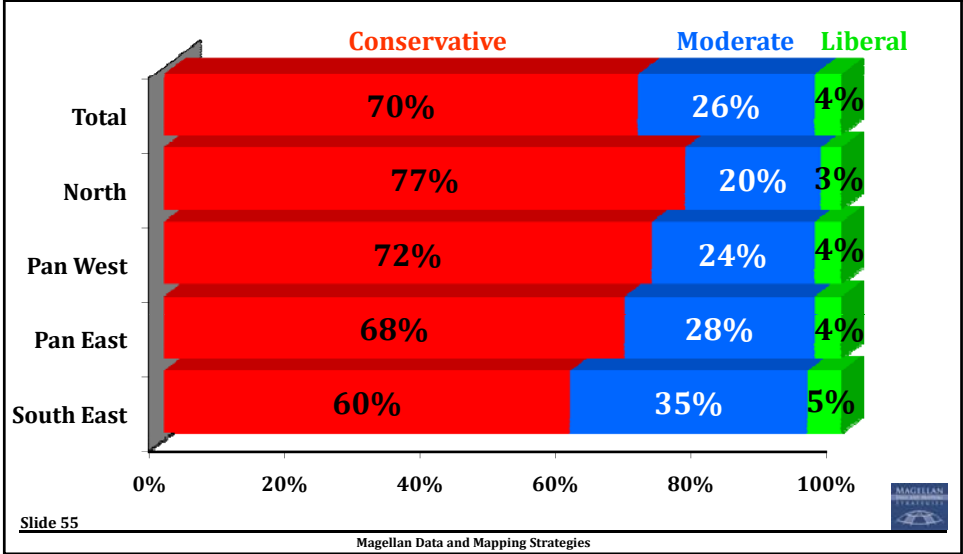


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your social beliefs such as same sex marriage, stem-cell research and abortion? (By Region)**



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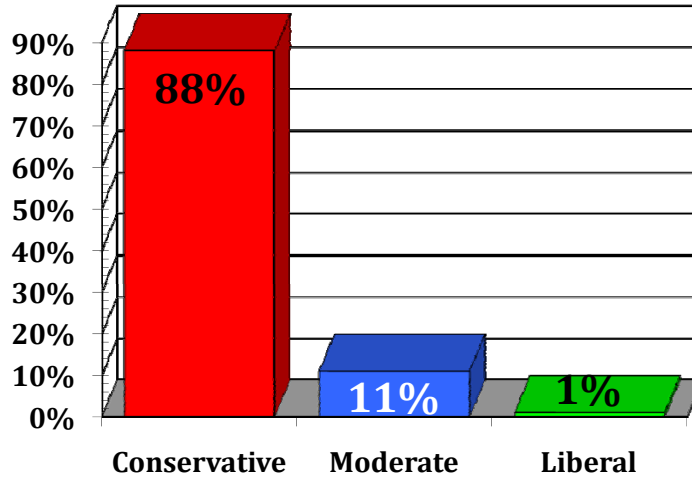


**Fiscal Ideology**

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**Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending?**

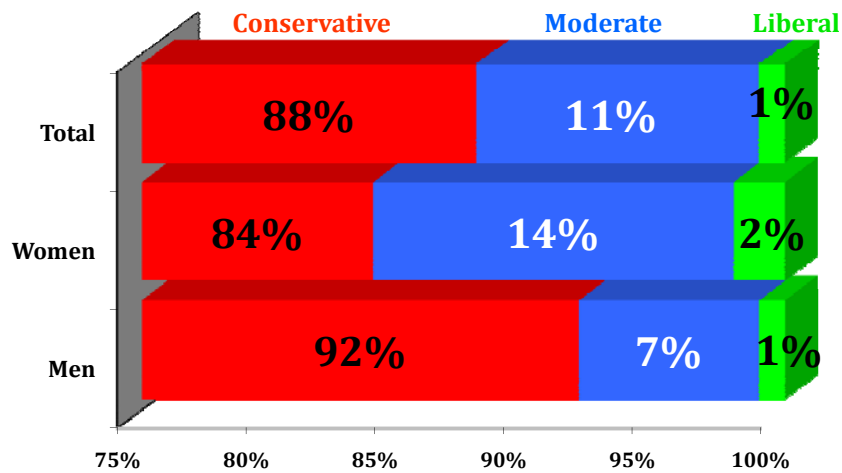


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending? (By Gender)**

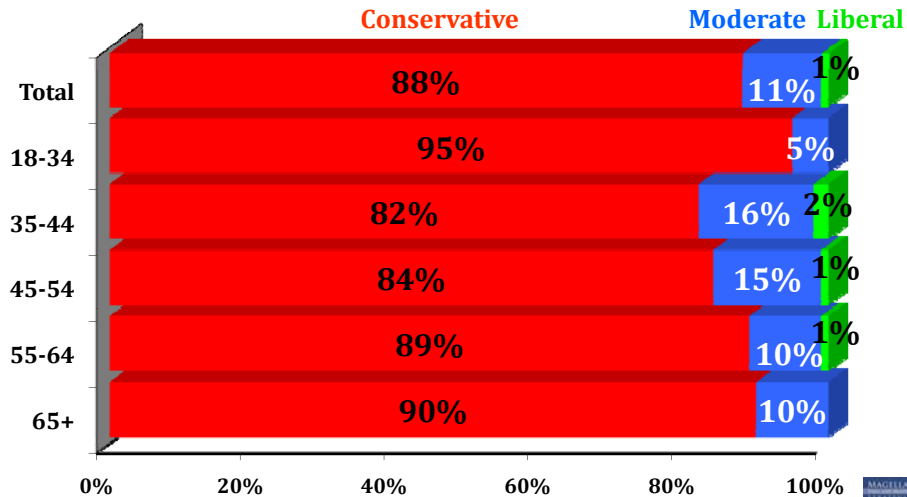


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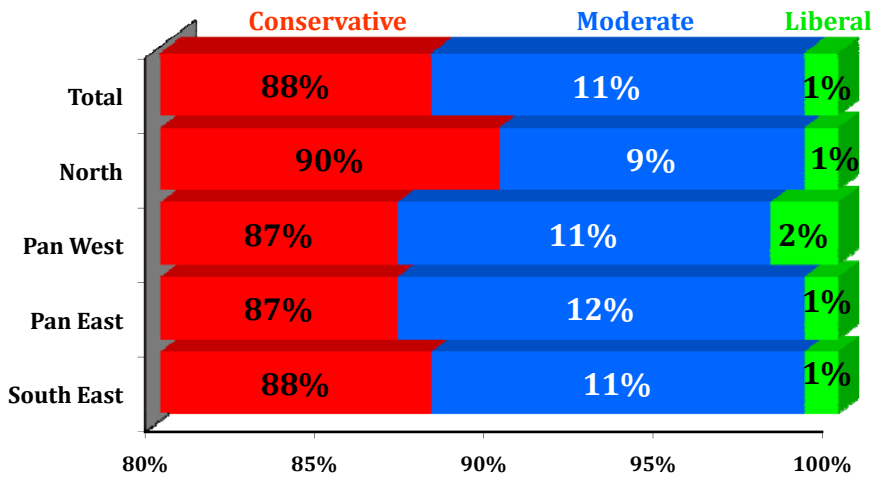
**Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending? (By Age)**



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**Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending? (By Region)**



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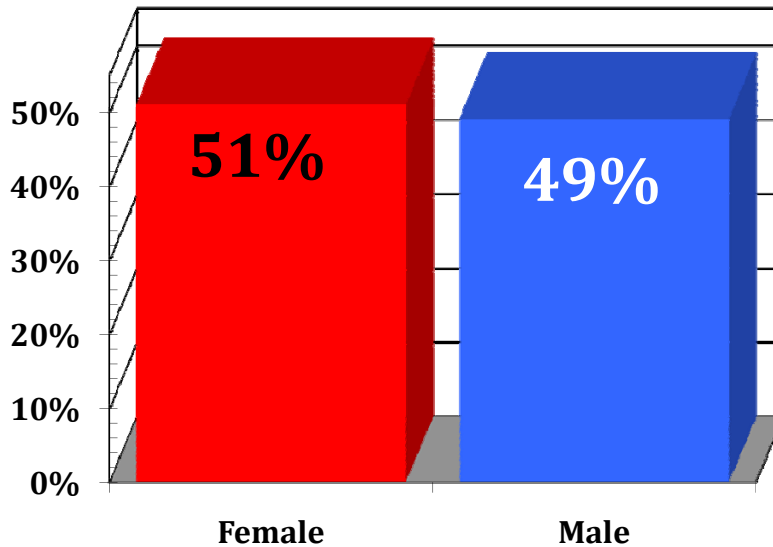


# Survey Demographics

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## Gender Demographics

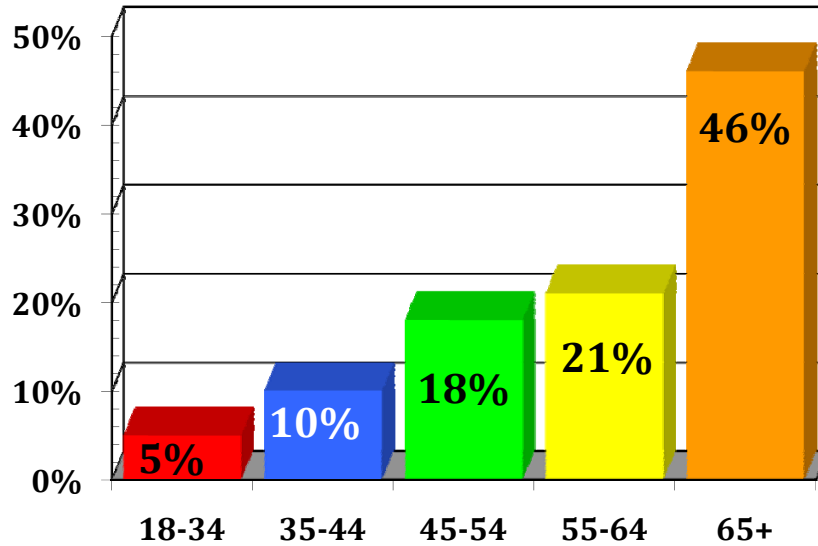


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## Age Group Demographics

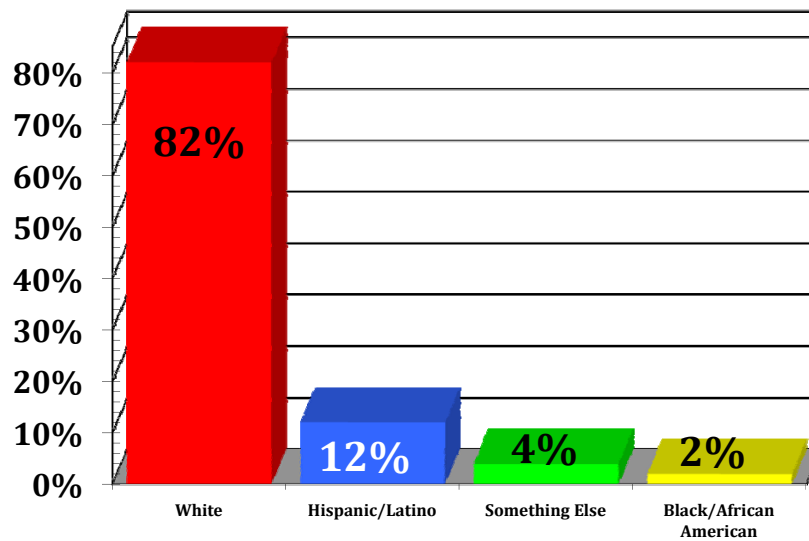


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## Race Demographics

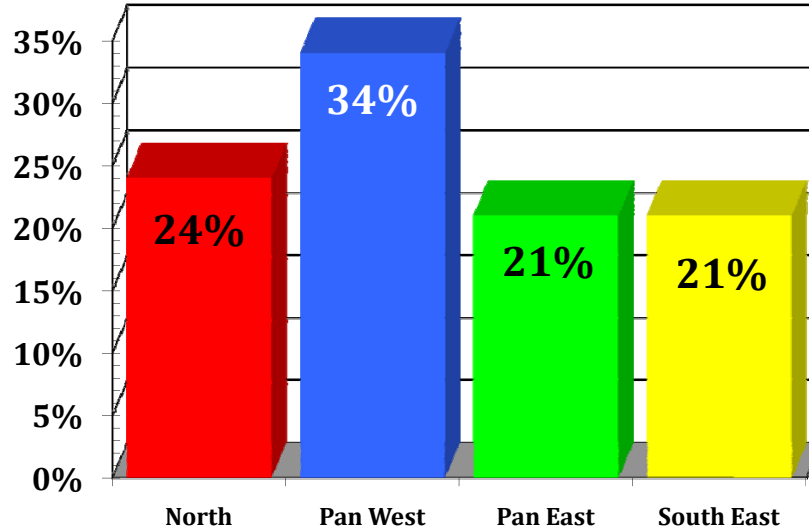


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# Region Demographics



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