



**March 16, 2010**  
**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN DATA AND MAPPING STRATEGIES**  
**RE: FLORIDA REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS**

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Magellan Data and Mapping Strategies are pleased to present the topline results of a 639N autodial survey of likely Republican primary voters in the state of Florida. The interviews were conducted March 11<sup>th</sup>, 2010. This survey has a margin of error of +/- 3.88% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2004, 2006, and 2008 Republican primary elections.

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T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Republican.....100%

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T2. How likely are you to vote in the August Republican primary election to choose a candidate for Governor and the US Senate?

Extremely Likely..... 91%  
Very Likely ..... 7%  
Somewhat Likely ..... 2%

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T3. 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?

Voted in every Republican Primary ..... 45%  
Voted in most Republican Primaries ..... 33%  
Voted in half of the Republican Primaries..... 16%  
Not Voted in a Republican Primary..... 6%

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Thinking now about people and organizations active in government.....

T4. Do you have a favorable or unfavorable opinion of Charlie Crist?

Favorable ..... 33%  
Unfavorable ..... 59%  
No Opinion ..... 8%

Name ID ..... 100%  
Hard Name ID ..... 92%  
Never Heard Of ..... 0%

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T5. Do you have a favorable or unfavorable opinion of Marco Rubio?

Favorable ..... 60%  
Unfavorable ..... 13%  
No Opinion ..... 21%

Name ID ..... 94%  
Hard Name ID ..... 73%  
Never Heard Of ..... 6%

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T6. Do you have a favorable or unfavorable opinion of Bill McCollum?

Favorable ..... 44%  
Unfavorable ..... 17%  
No Opinion ..... 35%

Name ID ..... 96%  
Hard Name ID ..... 61%  
Never Heard Of ..... 4%

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T7. Do you have a favorable or unfavorable opinion of Paula Dockery?

Favorable ..... 12%  
Unfavorable ..... 20%  
No Opinion ..... 34%

Name ID ..... 66%  
Hard Name ID ..... 32%  
Never Heard Of ..... 34%

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T8. Do you have a favorable or unfavorable opinion of the Tea Party movement?

Favorable ..... 71%  
Unfavorable ..... 10%  
No Opinion ..... 13%

Name ID ..... 94%  
Hard Name ID ..... 81%  
Never Heard Of..... 6%

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T9. 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?

Marco Rubio ..... 56%  
Charlie Crist ..... 27%  
Someone Else ..... 9%  
Undecided..... 8%

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T10. 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?

Bill McCollum ..... 49%  
Someone Else ..... 23%  
Paula Dockery ..... 6%  
Undecided..... 22%

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T11. 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?

Mitt Romney ..... 29%  
Sarah Palin ..... 20%  
Mike Huckabee ..... 15%  
Newt Gingrich ..... 13%  
Ron Paul ..... 5%  
Someone Else ..... 5%  
Tim Pawlenty ..... 3%  
Undecided..... 10%

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T12. 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?

Conservative..... 70%  
Moderate..... 26%  
Liberal..... 4%

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T13. Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending?

Conservative..... 88%  
Moderate..... 11%  
Liberal..... 1%

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T14. For statistical purposes, are you a man or a woman?

Female..... 51%  
Male..... 49%

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T15. Which of the following age groups applies to you?

18-34..... 5%  
35-44..... 10%  
45-54..... 18%  
55-64..... 21%  
65+..... 46%

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T16. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or something else?

White..... 82%  
Hispanic/Latino..... 12%  
Something Else..... 4%  
Black/African American..... 2%

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