

# McLaughlin & Associates

## MEMORANDUM

To: Bill McCollum  
From: John McLaughlin  
Re: Florida Statewide Survey Results  
Date: June 2, 2009

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### Methodology:

*McLaughlin & Associates conducted a Florida statewide survey of 600 likely voters on May 28<sup>th</sup>, 2009. All interviews were conducted via telephone by professional interviewers. Respondents were randomly selected within predetermined geographic units structured to correlate with actual voter turnout. The survey of 600 likely voters has an accuracy of +/- 4.0% at a 95% confidence interval.*

### Major Findings:

#### **I. Florida voters have a more favorable opinion of Bill McCollum than Alex Sink.**

Bill McCollum is more popular and well known among Florida voters than Alex Sink. Bill McCollum has a three to one net positive opinion rating of 41% favorable to 13% unfavorable. In comparison, Alex Sink has a two to one net positive opinion rating of 23% favorable to 12% unfavorable.

Bill McCollum's opinion rating improves more significantly among his base than Alex Sink's does among her base. McCollum's favorable rating increases by 19 points among Republicans to 60%, while Sink's rating increases by only eight points to 31%. McCollum has a net positive rating of 29% favorable to 15% unfavorable among Democrats, while Sink has a net negative rating among Republicans (14%/17%).

*Now, I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so.*

	<b>Bill McCollum</b>	<b>Alex Sink</b>
Favorable	41	23
Unfavorable	13	12
No Opinion	32	31
Never Heard Of	15	35
NET	+28	+11

*McLaughlin & Associates, 5/28/2009, N=600*

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## *Opinion of Bill McCollum by Demographics*

	<b>Total</b>	<b>North</b>	<b>Central</b>	<b>South</b>
Favorable	41	38	46	34
Unfavorable	13	9	15	12
No Opinion	32	34	27	36

	<b>Rep.</b>	<b>Dem.</b>	<b>Ind.</b>	<b>Men</b>	<b>Women</b>
Favorable	60	29	28	42	39
Unfavorable	8	15	20	14	12
No Opinion	22	38	36	32	32

*McLaughlin & Associates, 5/28/2009, N=600*

## *Opinion of Alex Sink by Demographics*

	<b>Total</b>	<b>North</b>	<b>Central</b>	<b>South</b>
Favorable	23	16	29	19
Unfavorable	12	6	15	10
No Opinion	31	39	26	33

	<b>Rep.</b>	<b>Dem.</b>	<b>Ind.</b>	<b>Men</b>	<b>Women</b>
Favorable	14	31	23	25	22
Unfavorable	17	7	12	15	9
No Opinion	29	29	32	31	31

*McLaughlin & Associates, 5/28/2009, N=600*

## **II. Florida voters give Bill McCollum a better job approval rating than Alex Sink.**

In an April Quinnipiac poll, a plurality of voters (48%) approved of the job Bill McCollum is doing as Florida Attorney General, while 18% disapproved. In comparison, a third of voters (33%) approved of the job Alex Sink is doing as Florida's Chief Financial Officer, while 22% disapproved.

In our more recent poll, voters are also more satisfied with the job performance of Bill McCollum. The majority of voters (52%) approves of the job McCollum is doing as Attorney General, while only 11% disapprove. In comparison, Alex Sink has a rating of 38% approve to 13% disapprove as Florida's Chief Financial Officer.

*Do you approve or disapprove of the way \_\_\_\_\_, is handling his/her job as...?*

	<b>Bill McCollum as Attorney General</b>	<b>Alex Sink as Florida's Chief Financial Officer</b>
Approve	48	33
Disapprove	18	22
NET	+30	+11

*Quinnipiac University, 4/6-13/2009, N=1,332*

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Do you approve or disapprove of the way \_\_\_\_\_, is handling his/her job as...?

	Bill McCollum as Attorney General	Alex Sink as Florida's Chief Financial Officer
Approve	52	38
Disapprove	11	13
NET	+41	+25

McLaughlin & Associates, 5/28/2009, N=600

### III. Bill McCollum starts the race with a decisive lead on the Gubernatorial ballot over Alex Sink.

Bill McCollum is the clear frontrunner among Republican primary voters. On the three way Republican primary ballot, six in ten voters (63%) favor McCollum, while only 3% favor both Dan Webster and Paula Dockery.

#### Republican Primary Ballot for Governor

	Total
Bill McCollum	63
Dan Webster	3
Paula Dockery	3
Undecided	32

McLaughlin & Associates, 5/28/2009, N=600

In a Mason Dixon poll conducted in mid-May, McCollum had a six point advantage over Alex Sink on the general election ballot for Governor (40% to 34%). McCollum was stronger than Alex Sink among his partisan base (68% vs. 62%), and Independents preferred McCollum by ten points (38% to 28%). McCollum had a 13 point lead among men (43%/30%), while the candidates were statistically tied among women (37%/38%).

#### General Election Ballot for Governor

	Total	Rep.	Dem.	Ind.	Men	Women
Bill McCollum	40	68	17	38	43	37
Alex Sink	34	6	62	28	30	38
Undecided	26	26	21	34	27	25

Mason Dixon, 5/14-18/2009, N=625

In our more recent poll, Bill McCollum's advantage on the ballot has increased to eight points. Four in ten voters (41%) prefer McCollum, while only a third of voters (33%) prefer Alex Sink. McCollum is much stronger among his base than Sink. McCollum leads 72% to 8% among Republicans, while Sink leads 55% to 19% among Democrats.

#### General Election Ballot for Governor

	Total	North	Central	South	Opinion of Both
Bill McCollum	41	41	43	38	46
Alex Sink	33	28	35	33	41
Undecided	26	31	22	29	13



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	<b>Rep.</b>	<b>Dem.</b>	<b>Ind.</b>	<b>Men</b>	<b>Women</b>
<b>Bill McCollum</b>	72	19	29	44	37
<b>Alex Sink</b>	8	55	32	30	36
<b>Undecided</b>	21	26	39	26	27

*McLaughlin & Associates, 5/28/2009, N=600*

## **Conclusion:**

At this time, Bill McCollum is more popular, receives better job ratings and leads Alex Sink on the ballot. Bill McCollum as Attorney General has done a better job than Alex Sink as CFO and is better qualified to be Governor. He is perceived more positively by the voters than Alex Sink. Voters like McCollum's views, experience, record and honesty. McCollum begins the campaign for Governor with a decisive lead over Alex Sink. Bill McCollum has a stronger base of support, and has the ability to get a greater share of Democrats, win with independents, win every region of the state, and win among both men and women.