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Interview dates: 15-19 October 2010
Interviews: 801 registered voters; 577 likely voters in Florida
342 Democrats/Lean Democrats; 337 Republicans/Lean Republicans
Margin of error: \pm 3.5% for registered voters; \pm 4.1% for likely voters
 \pm 5.3% for Democrats; \pm 5.3% for Republicans (registered voters)

Political Polling in Florida: Wave 3

Research undertaken for: *Miami Herald, St. Petersburg Times, BayNews9, and Central Florida News 13*

These are findings from an Ipsos poll conducted October 15-19, 2010 on behalf of the *Miami Herald, St. Petersburg Times, BayNews9, and Central Florida News 13*. For the survey, a representative, randomly selected sample of exactly 801 adults aged 18 and older across Florida who are registered voters (RVs) was interviewed by Ipsos. With a sample of this size, the results are considered accurate within 3.5 percentage points, 19 times out of 20, of what they would have been had the entire population of registered voters in Florida been polled. Likely voters (reported on for ballot questions only) are defined as individuals currently registered to vote, who voted in the 2008 Presidential election, are a 7-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign 'a great deal' or 'quite a bit.' Individuals who did not vote in the 2008 Presidential election qualify as likely voters if they are registered to vote, are an 8-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign 'a great deal' or 'quite a bit.' Out of our sample of 801 registered voters, 577 are likely voters. With a sample of this size, the results are considered accurate within \pm 4.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled.

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual Florida registered voter population according to U.S. Census figures. Respondents were contacted on both landlines and cellular phones, and had the option to be interviewed in English or Spanish. Please note that throughout this document, figures based on Independent voters are indicative only due to very small sample size (71). Figures filtered on Democrats, Republicans, and Independents are based on registered voters and not likely voters. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of a per cent. Where figures do not sum to 100, this is due to the effects of rounding. Where trend data (italicized) is present, it is taken from the last two polls in Florida carried out by Ipsos on behalf of this client group, for which the fieldwork period was carried out in May and August 2010.

PARTY AFFILIATION / IDEOLOGY

1. Are you currently registered to vote in Florida, or not?

	All	Democrats	Republicans	Independents
Yes	100	100	100	100
No	0	0	0	0

2. Sometimes things come up and people are not able to vote. In the 2008 election for President, did you happen to vote?

Yes	87
No	13
Don't know / Refused	0

3. Why not? *BASE = All who did not vote at 2008 Presidential Election (101)*

Not registered, too busy, something came up	34
Too young to vote at the time	20
Did not live in state/district at the time	8
Other	22
DK / Ref	17



4. On November 2nd, midterm elections will be held. Florida voters will elect a Senator, Members of Congress, Governor, and other state-level positions. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming elections? You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote.

	Current wave (October 2010)				Aug 2010 (RVs)	May 2010 (RVs)
	Registered voters	Democrats	Republicans	Independents		
1 – Completely certain will NOT vote	6	6	3	23	8	8
2	1	1	1	0	1	2
3	1	1	1	2	2	0
4	1	1	1	*	1	*
5	4	7	2	4	6	9
6	2	3	1	3	2	3
7	4	5	4	2	4	4
8	4	6	3	4	8	8
9	6	5	7	3	5	7
10 – Completely certain WILL vote	67	62	74	58	61	59
Don't know / Refused	0	0	0	0	3	1
Already voted	3	3	2	*	n/a	n/a

5. How much interest do you have in following news about the campaigns for the midterm elections in Florida?

	Registered voters	Democrats	Republicans	Independents
A great deal	35	29	44	24
Quite a bit	23	27	20	19
Only some	20	25	17	21
Very little	13	11	14	12
No interest at all	8	8	6	22
Not sure / Refused	1	1	*	2
TOTAL: Great deal/Quite a bit	58	56	63	43
TOTAL: None/Very little	21	18	20	34

6. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
 IF "DEM" ASK Q7; IF "REPU" ASK Q8; "INDEP" or "NONE" ASK Q9
7. Do you lean strongly or only moderately toward the Democratic Party?
8. Do you lean strongly or only moderately toward the Republican Party?
9. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	Current Wave (Oct 2010)		Aug 2010 (RVs)	May 2010 (RVs)
	Likely voters	Registered voters		
Strongly Democrat	21	19	19	18
Moderately Democrat	13	14	15	13
Lean Democrat	7	9	9	9
Strongly Republican	28	23	21	19
Moderately Republican	10	12	10	11
Lean Republican	7	7	12	12
Independent (No lean)	8	10	10	14
DK / Ref	7	6	4	5
TOTAL: Democrats	40	42	43	40
TOTAL: Republicans	45	42	43	41
TOTAL: Independents	8	10	10	14



10. Generally speaking, would you say things in Florida are heading in the right direction, or are they off on the wrong track?

	Current wave (October 2010)				Aug 2010 (RVs)
	Registered voters	Democrats	Republicans	Independents	
Right direction	28	37	23	21	27
Wrong track	54	43	63	60	55
Not sure / Refused	17	19	14	19	19

BALLOT QUESTIONS: SENATE

I know it is a long way off, but thinking about the elections this fall... (NOTE: FOR ALL BELOW BALLOT QUESTIONS, THOSE WHO ALREADY VOTED WERE ASKED 'DID YOU VOTE FOR...')

11. ...if the election for US Senator were held today, would you vote for Republican candidate Marco Rubio, Democratic candidate Kendrick Meek, or Independent candidate Charlie Crist [ROTATE NAMES]?
12. ASK IF 'DON'T KNOW / REFUSED' AT Q11: If you had to choose, do you lean more towards Republican candidate Marco Rubio, Democratic candidate Kendrick Meek, or Independent candidate Charlie Crist [ROTATE NAMES]?

COMBINED Q11/12	Current wave (October 2010)					Aug 2010
	Likely voters	Registered voters	Dems (RVs)	Repubs (RVs)	Indeps (RVs)	Registered voters
Marco Rubio (Republican)	41	36	9	70	21	29
Kendrick Meek (Democrat)	20	21	42	4	5	17
Charlie Crist (Independent)	26	28	36	17	40	33
Alexander Snitker (Libertarian) (VOL)	0	0	0	0	0	0
Candidate from another political party (VOL)	1	1	0	0	6	1
DK/Ref/Unsure/May not vote (VOL)*	12	14	13	9	19	20

*includes those who have already voted but refuse to say how they voted

BALLOT QUESTIONS: GOVERNOR

13. ...if the election for Governor of Florida were today, would you vote for Republican candidate Rick Scott or Democratic candidate Alex Sink [ROTATE NAMES]?
14. ASK IF 'DON'T KNOW / REFUSED' AT Q13: If you had to choose, do you lean more towards Republican candidate Rick Scott or Democratic candidate Alex Sink [ROTATE NAMES]?

COMBINED Q13/14	Current wave (October 2010)					Aug 2010
	Likely voters	Registered voters	Dems (RVs)	Repubs (RVs)	Indeps (RVs)	Registered voters
Rick Scott (Republican)	44	43	16	78	25	30
Alex Sink (Democrat)	41	40	73	8	36	29
Bud Chiles (Independent)	n/a	n/a	n/a	n/a	n/a	14
Candidate from another political party (VOL)	3	3	2	3	6	1
DK/Ref/Unsure/May not vote (VOL)*	11	13	10	9	33	26

*includes those who have already voted but refuse to say how they voted



BALLOT QUESTIONS: ATTORNEY GENERAL

- 15. If the election for Attorney General of Florida were held today, would you vote for Republican candidate Pam Bondi or Democratic candidate Dan Gelber [ROTATE NAMES]?
- 16. ASK IF 'DON'T KNOW / REFUSED' AT Q15: If you had to choose, do you lean more towards Republican candidate Pam Bondi or Democratic candidate Dan Gelber [ROTATE NAMES]?

COMBINED Q15/16	Likely voters	Registered voters	Democrats (RVs)	Republicans (RVs)	Independents (RVs)
Pam Bondi (Republican)	44	42	15	77	20
Dan Gelber (Democrat)	36	36	65	9	33
Candidate from another political party (VOL)	2	2	2	2	3
DK/Ref/Unsure/May not vote (VOL)	18	20	19	12	44

BALLOT QUESTIONS: CHIEF FINANCIAL OFFICER

- 17. If the election for Chief Financial Officer of Florida were held today, would you vote for Republican candidate Jeff Atwater or Democratic candidate Lorraine Ausley [ROTATE NAMES]?
- 18. ASK IF 'DON'T KNOW / REFUSED' AT Q17: If you had to choose, do you lean more towards Republican candidate Jeff Atwater or Democratic candidate Lorraine Ausley [ROTATE NAMES]?

COMBINED Q17/18	Likely voters	Registered voters	Democrats (RVs)	Republicans (RVs)	Independents (RVs)
Jeff Atwater (Republican)	45	41	12	75	30
Lorraine Ausley (Democrat)	32	33	62	7	15
Candidate from another political party (VOL)	1	1	1	*	3
DK/Ref/Unsure/May not vote (VOL)	22	26	25	18	52

BALLOT QUESTIONS: COMMISSIONER OF AGRICULTURE AND CONSUMER SERVICES

- 19. If the election for Commissioner of Agriculture and Consumer Services of Florida were held today, would you vote for Republican candidate Adam Putnam or Democratic candidate Scott Maddox [ROTATE NAMES]?
- 20. ASK IF 'DON'T KNOW / REFUSED' AT Q19: If you had to choose, do you lean more towards Republican candidate Adam Putnam or Democratic candidate Scott Maddox [ROTATE NAMES]?

COMBINED Q19/20	Likely voters	Registered voters	Democrats (RVs)	Republicans (RVs)	Independents (RVs)
Adam Putnam (Republican)	44	41	13	77	20
Scott Maddox (Democrat)	33	35	63	7	30
Candidate from another political party (VOL)	1	1	1	0	2
DK/Ref/Unsure/May not vote (VOL)	22	24	24	16	47



APPROVAL RATINGS: CRIST, OBAMA

21. Overall, do you approve, disapprove or have mixed feelings about the way Charlie Crist is handling his job as Governor of Florida? IF "APPROVE" OR "DISAPPROVE" ASK Q22. IF "MIXED /DK/REF" ASK Q23.
 22. Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?
 23. If you had to choose, do you lean more towards approve or disapprove?

	Current wave (October 2010)				Aug 2010 (RVs)	May 2010 (RVs)
	Registered voters	Democrats	Republicans	Independents		
Strongly approve	15	18	12	12	18	16
Somewhat approve	17	19	15	20	16	36
Lean approve	16	19	15	13	17	
Still have mixed feelings	14	14	10	16	10	10
Lean disapprove	15	13	18	12	15	22
Somewhat disapprove	6	5	7	7	7	
Strongly disapprove	17	13	23	21	16	17
TOTAL: Approve	48	55	42	45	51	52
TOTAL: Disapprove	38	31	48	40	38	38

24. Overall, do you approve, disapprove or have mixed feelings about the way Barack Obama is handling his job as President? IF "APPROVE" OR "DISAPPROVE" ASK Q25. IF "MIXED /DK/REF" ASK Q26.
 25. Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?
 26. If you had to choose, do you lean more towards approve or disapprove?

	Current wave (October 2010)				Aug 2010 (RVs)	May 2010 (RVs)
	Registered voters	Democrats	Republicans	Independents		
Strongly approve	25	45	6	21	24	25
Somewhat approve	11	16	3	20	8	23
Lean approve	8	12	3	6	12	
Still have mixed feelings	6	9	2	6	5	6
Lean disapprove	8	5	8	10	6	18
Somewhat disapprove	4	2	5	13	6	
Strongly disapprove	39	10	74	24	39	29
TOTAL: Approve	43	74	12	47	44	48
TOTAL: Disapprove	51	17	86	47	51	46



NOTE: Q27-Q29 WERE RANDOMIZED

BALLOT INITIATIVES: AMENDMENT 4

27. Constitutional Amendment Four is titled the "Referenda Required For Adoption and Amendment of Local Government Comprehensive Land Use Plans." If passed, this initiative would amend the Florida State Constitution to require that, before a local government may adopt a new comprehensive land use plan, or amend a comprehensive land use plan, the proposed plan or amendment would be subject to vote by referendum. Will you / Did you vote...or? READ OUT AND REVERSE

	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RVs)</u>	<u>Republicans (RVs)</u>	<u>Independents (RVs)</u>
'YES' in favor of the amendment	33	33	36	30	36
'NO' against the amendment	36	35	30	40	32
Don't know / Refused (VOL)	32	33	34	30	32

BALLOT INITIATIVES: AMENDMENTS 5 & 6

28. Amendments Five and Six address standards for the legislature to follow in legislative and congressional redistricting. If passed, they would mean the following: That the districts or districting plans may not be drawn to favor or disfavor an incumbent or political party. That districts shall not be drawn to deny racial or language minorities the equal opportunity to participate in the political process and elect representatives of their choice. That districts must be contiguous. That unless otherwise required, districts must be compact, as equal in population as feasible, and where feasible must make use of existing city, county and geographical boundaries. Will you / Did you vote...or? READ OUT AND REVERSE

	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RVs)</u>	<u>Republicans (RVs)</u>	<u>Independents (RVs)</u>
'YES' in favor of the amendment	45	45	51	40	44
'NO' against the amendment	21	21	15	28	20
'Yes' for one but 'no' for another (VOL)	3	3	4	2	1
Don't know / Refused (VOL)	31	31	29	30	36

BALLOT INITIATIVES: AMENDMENT 8

29. Constitutional Amendment Eight is titled the "Revision of the Class Size Requirements for Public Schools." The Florida Constitution currently limits the maximum number of students assigned to each teacher in public school classrooms in the following way: for prekindergarten through grade 3, 18 students; for grades 4 through 8, 22 students; and for grades 9 through 12, 25 students.

If Constitutional Amendment Eight is passed, it would mean that the current limits on the maximum number of students assigned to each teacher in public school classrooms would become limits on the average number of students assigned per class to each teacher. This amendment also adopts new limits on the maximum number of students assigned to each teacher in an individual classroom in the following way: for prekindergarten through grade 3, 21 students; for grades 4 through 8, 27 students; and for grades 9 through 12, 30 students. Will you / Did you vote...or? READ OUT AND REVERSE

	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RVs)</u>	<u>Republicans (RVs)</u>	<u>Independents (RVs)</u>
'YES' in favor of the amendment	43	42	42	44	32
'NO' against the amendment	40	43	42	44	46
Don't know / Refused (VOL)	17	15	16	13	22



MISCELLANEOUS

I am now going to ask you about some other topics

NOTE: Q30 AND Q31 WERE SPLIT SAMPLED, BASE=c.400 FOR EACH (INDEPENDENTS EXCLUDED DUE TO SMALL BASE SIZE)

30. Do you favor or oppose raising the age at which a person can retire and receive Social Security benefits?

<i>(Base=400)</i>	Registered voters	Democrats	Republicans
Favor	24	19	30
Oppose	68	73	63
Unsure (VOL)	8	8	7

31. Do you favor or oppose raising the age at which a person can retire and receive Social Security benefits for Americans who are younger than 55?

<i>(Base=401)</i>	Registered voters	Democrats	Republicans
Favor	27	28	30
Oppose	64	69	58
Unsure (VOL)	8	4	12

32. Do you believe that the healthcare plan passed by Congress earlier this year should remain in place or should be repealed? READ OUT. ROTATE

	Registered voters	Democrats	Republicans	Independents
Remain in place	34	56	11	35
Be repealed	52	25	81	43
Don't know / Refused (VOL)	14	19	7	22

33. As you may know, the Tea Party movement emerged in 2009 to protest the federal government's stimulus package. They staged a series of protests and rallies across the US. Participants are opposed to increased tax and large-scale government spending. To what extent, if at all, do you personally identify with the ideals of the Tea Party movement? READ OUT. REVERSE.

	Current wave (October 2010)				May 2010 (RVs)
	Registered voters	Democrats	Republicans	Independents	
I identify with them strongly	20	7	35	18	22
I identify with them	10	5	17	3	11
I identify with them a little	23	16	28	23	22
I do not identify with them at all	38	60	15	45	33
Don't know / Refused (VOL)	9	12	5	12	12
TOTAL: Identify with them at all	53	28	80	44	55