

MEMORANDUM

To: Tim Stapleton
 From: Jim McLaughlin
 Re: Florida Statewide Polling Results
 Date: July 27, 2010

Methodology:

McLaughlin & Associates conducted a statewide survey of 600 likely Republican primary voters in Florida on July 25th and 26th, 2010. 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 Republican primary voters has an accuracy of +/- 4.0% at a 95% confidence interval.

Summary:

In our most recent poll, in spite of tens of millions of dollars in negative ads from Rick Scott, Bill McCollum (33%) and Rick Scott (37%) are now statistically tied within the margin of error on the Republican primary ballot for Governor. Another 30% of voters are undecided. Since the last poll, Bill McCollum’s vote share has increased (31% to 33%), while Rick Scott’s support remains the same (37% to 37%).

If the Republican Primary election for Governor were held today, and the candidates were Bill McCollum and Rick Scott, which one of the following best describes how you are likely to vote between Bill McCollum and Rick Scott?

	7/25-26	7/22
Bill McCollum	33	31
Rick Scott	37	37
Undecided	30	32

Most disturbing to Rick Scott has to be the fact that as the story of his real record gets out, his negatives continue to rise. Rick Scott has a one to one positive to negative opinion rating of 38% favorable to 37% unfavorable. Among the undecided voters, Rick Scott has a net negative rating of only 16% favorable to 43% unfavorable.

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.

“Rick Scott”

	7/25-26	7/22
Favorable	38	38
Unfavorable	37	32

Rick Scott's only plan for winning seems to be relentless negative attacks on Attorney General Bill McCollum. As a result of Rick Scott's negative attacks, Bill McCollum's opinion rating is now a 37% favorable to 43% unfavorable. However, with resources, Bill McCollum can recover his positive ratings.

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.

"Bill McCollum"

	7/25-26	7/22
Favorable	37	36
Unfavorable	43	39

Conclusion:

Even after being outspent four to one, Bill McCollum, with just enough resources, can win this race. Bill McCollum has to do two things – reacquaint the voters with the facts they know about his record of accomplishments and plan for Florida, and continue to expose Rick Scott's real record as an unethical insider.