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Matt Florell, President

**Subject: 2012 Florida General Election polling results of likely voters for select Florida Senate races**

**Date: October 9, 2012**

### **Executive Summary:**

This poll of 2,528 likely voters was conducted from Wednesday, October 3 to Friday October 5, 2012. This poll used the registered voter lists supplied by the state of Florida as of September 1st, 2012. The sample of voters that were called included random samples of registered voters in each of the 6 Florida Senate districts that we surveyed.

### **Methodology:**

The poll was conducted by an automated phone call polling system. The results were then weighted to account for proportional differences between the respondents' demographics and the demographics of the active voter population. The demographics used were: political party, race, gender and age.

The voters polled were chosen at random within each of the 6 Florida Senate districts that we surveyed. If the phone number being called had multiple voters linked to it and the voters were registered to different political parties, they were not included in the sample.

In order to qualify respondents as likely voters, only those voters that had voted in an election in the last four years were called, and those active voters were asked if they were planning to vote in the November 6<sup>th</sup> general election. Only if they responded that they were planning to vote were they then asked the other questions in this poll.

The scientific results shown in the summary below have their sample size and margin of error listed next to each question.

### **Survey Notes:**

The results for the SD8 race between Hukill and Bruno have changed significantly since we polled this race last month. The reason for the change is the shift in party crossover support. In our September poll, both candidates saw their other-party support at about the same levels. In this new poll, Hukill's support from Democrats is now triple the level of Republican support that Bruno has. During this poll, we also asked the respondents if they consider themselves to be a Republican, Democrat or Independent, and the self-identified party affiliation support in this race was at the same rate as the state supplied registered party support was.

## Summary of Scientific Results:

**In the race for State Senator from District 8 do you support Republican Dorothy L. Hukill or Democrat Frank T. Bruno Jr.?**

Responses: 546 ( $\pm 4.2\%$  margin of error at a 95% confidence level)

Dorothy L. Hukill:	53.5%
Frank T. Bruno Jr.:	33.2%
Undecided:	13.3%

**In the race for State Senator from District 12 do you support Republican Fritz Jackson Seide or Democrat Geraldine F. Thompson?**

Responses: 351 ( $\pm 5.2\%$  margin of error at a 95% confidence level)

Fritz Jackson Seide:	32.5%
Geraldine F. Thompson:	48.2%
Undecided:	19.3%

**In the race for State Senator from District 14 do you support Republican William McBride or Democrat Darren Soto?**

Responses: 446 ( $\pm 4.6\%$  margin of error at a 95% confidence level)

William McBride:	37.1%
Darren Soto:	43.3%
Undecided:	19.6%

**In the race for State Senator from District 20 do you support Republican Jack Latvala or Democrat Ashley M. Rhodes-Courter?**

Responses: 448 ( $\pm 4.6\%$  margin of error at a 95% confidence level)

Jack Latvala:	47.2%
Ashley M. Rhodes-Courter:	38.2%
Undecided:	14.6%

**In the race for State Senator from District 34 do you support Republican Ellyn Bogdanoff or Democrat Maria Sachs?**

Responses: 379 ( $\pm 5.0\%$  margin of error at a 95% confidence level)

Ellyn Bogdanoff:	43.1%
Maria Sachs:	43.5%
Undecided:	13.4%

**In the race for State Senator from District 35 do you support Republican John Daniel Couriel or Democrat Gwen Margolis?**

Responses: 358 ( $\pm 5.2\%$  margin of error at a 95% confidence level)

John Daniel Couriel:	41.8%
Gwen Margolis:	48.5%
Undecided:	9.7%

## Detailed Non-Weighted Results with Demographic Breakdowns for Each Question:

### In the race for State Senator from District 8 do you support Republican Dorothy L. Hukill or Democrat Frank T. Bruno Jr.?

Dorothy L. Hukill: 53.8%  
 Frank T. Bruno Jr.: 33.2%  
 Undecided: 13.0%

#### Political Party Breakdown:

Democratic Party 219 responses  
 Dorothy L. Hukill: 26.9% Frank T. Bruno Jr.: 58.9% Undecided: 14.2%

Republican Party 226 responses  
 Dorothy L. Hukill: 82.7% Frank T. Bruno Jr.: 7.5% Undecided: 9.7%

Independent Voter 82 responses  
 Dorothy L. Hukill: 48.8% Frank T. Bruno Jr.: 36.6% Undecided: 14.6%

#### Race Breakdown:

White, Not Hispanic 477 responses  
 Dorothy L. Hukill: 57.9% Frank T. Bruno Jr.: 30.4% Undecided: 11.7%

Black, Not Hispanic 41 responses  
 Dorothy L. Hukill: 12.2% Frank T. Bruno Jr.: 61.0% Undecided: 26.8%

Asian or Pacific Islander 2 responses  
 Dorothy L. Hukill: 100.0% Frank T. Bruno Jr.: 0% Undecided: 0%

Hispanic 21 responses  
 Dorothy L. Hukill: 38.1% Frank T. Bruno Jr.: 47.6% Undecided: 14.3%

Other or Unknown 5 responses  
 Dorothy L. Hukill: 60.0% Frank T. Bruno Jr.: 20.0% Undecided: 20.0%

#### Gender Breakdown:

Male 261 responses  
 Dorothy L. Hukill: 56.7% Frank T. Bruno Jr.: 32.2% Undecided: 11.1%

Female 283 responses  
 Dorothy L. Hukill: 51.2% Frank T. Bruno Jr.: 34.3% Undecided: 14.5%

#### Age Breakdown:

18 to 29 32 responses  
 Dorothy L. Hukill: 40.6% Frank T. Bruno Jr.: 43.8% Undecided: 15.6%

30 to 49 98 responses  
 Dorothy L. Hukill: 56.1% Frank T. Bruno Jr.: 27.6% Undecided: 16.3%

50 to 69 243 responses  
 Dorothy L. Hukill: 51.0% Frank T. Bruno Jr.: 34.6% Undecided: 14.4%

70 and up 172 responses  
 Dorothy L. Hukill: 59.3% Frank T. Bruno Jr.: 32.6% Undecided: 8.1%

**In the race for State Senator from District 12 do you support Republican Fritz Jackson Seide or Democrat Geraldine F. Thompson? 351 responses**

Fritz Jackson Seide: 33.6%  
 Geraldine F. Thompson: 47.6%  
 Undecided: 18.8%

**Political Party Breakdown:**

Democratic Party 196 responses

Fritz Jackson Seide: 14.3%    Geraldine F. Thompson: 69.9%    Undecided: 15.8%

Republican Party 103 responses

Fritz Jackson Seide: 77.7%    Geraldine F. Thompson: 4.9%    Undecided: 17.5%

Independent Voter 39 responses

Fritz Jackson Seide: 15.4%    Geraldine F. Thompson: 46.2%    Undecided: 38.5%

**Race Breakdown:**

White, Not Hispanic 167 responses

Fritz Jackson Seide: 52.1%    Geraldine F. Thompson: 28.1%    Undecided: 19.8%

Black, Not Hispanic 137 responses

Fritz Jackson Seide: 13.9%    Geraldine F. Thompson: 72.3%    Undecided: 13.9%

Asian or Pacific Islander 12 responses

Fritz Jackson Seide: 33.3%    Geraldine F. Thompson: 33.3%    Undecided: 33.3%

Hispanic 23 responses

Fritz Jackson Seide: 17.4%    Geraldine F. Thompson: 52.2%    Undecided: 30.4%

Other or Unknown 11 responses

Fritz Jackson Seide: 36.4%    Geraldine F. Thompson: 36.4%    Undecided: 27.3%

**Gender Breakdown:**

Male 166 responses

Fritz Jackson Seide: 38.6%    Geraldine F. Thompson: 46.4%    Undecided: 15.1%

Female 182 responses

Fritz Jackson Seide: 29.1%    Geraldine F. Thompson: 48.9%    Undecided: 22.0%

**Age Breakdown:**

18 to 29 43 responses

Fritz Jackson Seide: 18.6%    Geraldine F. Thompson: 62.8%    Undecided: 18.6%

30 to 49 99 responses

Fritz Jackson Seide: 21.2%    Geraldine F. Thompson: 57.6%    Undecided: 21.2%

50 to 69 145 responses

Fritz Jackson Seide: 40.7%    Geraldine F. Thompson: 43.4%    Undecided: 15.9%

70 and up 63 responses

Fritz Jackson Seide: 47.6%    Geraldine F. Thompson: 31.7%    Undecided: 20.6%

**In the race for State Senator from District 14 do you support Republican William McBride or Democrat Darren Soto?  
446 responses**

William McBride: 37.9%  
Darren Soto: 43.0%  
Undecided: 19.1%

**Political Party Breakdown:**

Democratic Party 238 responses  
William McBride: 18.5% Darren Soto: 65.5% Undecided: 16.0%

Republican Party 128 responses  
William McBride: 77.3% Darren Soto: 5.5% Undecided: 17.2%

Independent Voter 69 responses  
William McBride: 31.9% Darren Soto: 39.1% Undecided: 29.0%

**Race Breakdown:**

White, Not Hispanic 218 responses  
William McBride: 49.1% Darren Soto: 33.9% Undecided: 17.0%

Black, Not Hispanic 56 responses  
William McBride: 12.5% Darren Soto: 75.0% Undecided: 12.5%

Asian or Pacific Islander 12 responses  
William McBride: 41.7% Darren Soto: 33.3% Undecided: 25.0%

Hispanic 140 responses  
William McBride: 30.7% Darren Soto: 45.7% Undecided: 23.6%

Other or Unknown 18 responses  
William McBride: 33.3% Darren Soto: 38.9% Undecided: 27.8%

**Gender Breakdown:**

Male 221 responses  
William McBride: 43.0% Darren Soto: 40.3% Undecided: 16.7%

Female 216 responses  
William McBride: 33.3% Darren Soto: 46.3% Undecided: 20.4%

**Age Breakdown:**

18 to 29 50 responses  
William McBride: 30.0% Darren Soto: 46.0% Undecided: 24.0%

30 to 49 129 responses  
William McBride: 37.2% Darren Soto: 44.2% Undecided: 18.6%

50 to 69 201 responses  
William McBride: 37.3% Darren Soto: 43.8% Undecided: 18.9%

70 and up 65 responses  
William McBride: 47.7% Darren Soto: 36.9% Undecided: 15.4%

**In the race for State Senator from District 20 do you support Republican Jack Latvala or Democrat Ashley M. Rhodes-Courter?**

Jack Latvala: 47.8%  
 Ashley M. Rhodes-Courter: 37.7%  
 Undecided: 14.5%

**Political Party Breakdown:**

Democratic Party 165 responses

Jack Latvala: 13.9% Ashley M. Rhodes-Courter: 70.3% Undecided: 15.8%

Republican Party 215 responses

Jack Latvala: 78.6% Ashley M. Rhodes-Courter: 10.2% Undecided: 11.2%

Independent Voter 54 responses

Jack Latvala: 29.6% Ashley M. Rhodes-Courter: 50.0% Undecided: 20.4%

**Race Breakdown:**

White, Not Hispanic 415 responses

Jack Latvala: 49.6% Ashley M. Rhodes-Courter: 36.4% Undecided: 14.0%

Black, Not Hispanic 15 responses

Jack Latvala: 13.3% Ashley M. Rhodes-Courter: 66.7% Undecided: 20.0%

Asian or Pacific Islander 1 responses

Jack Latvala: 0% Ashley M. Rhodes-Courter: 100.0% Undecided: 0%

Hispanic 11 responses

Jack Latvala: 45.5% Ashley M. Rhodes-Courter: 27.3% Undecided: 27.3%

Other or Unknown 9 responses

Jack Latvala: 33.3% Ashley M. Rhodes-Courter: 44.4% Undecided: 22.2%

**Gender Breakdown:**

Male 188 responses

Jack Latvala: 50.5% Ashley M. Rhodes-Courter: 35.1% Undecided: 14.4%

Female 260 responses

Jack Latvala: 45.8% Ashley M. Rhodes-Courter: 40.0% Undecided: 14.2%

**Age Breakdown:**

18 to 29 27 responses

Jack Latvala: 48.1% Ashley M. Rhodes-Courter: 44.4% Undecided: 7.4%

30 to 49 80 responses

Jack Latvala: 46.2% Ashley M. Rhodes-Courter: 38.8% Undecided: 15.0%

50 to 69 205 responses

Jack Latvala: 48.8% Ashley M. Rhodes-Courter: 40.0% Undecided: 11.2%

70 and up 139 responses

Jack Latvala: 47.5% Ashley M. Rhodes-Courter: 32.4% Undecided: 20.1%

**In the race for State Senator from District 34 do you support Republican Ellyn Bogdanoff or Democrat Maria Sachs?**

Ellyn Bogdanoff: 43.5%  
 Maria Sachs: 43.3%  
 Undecided: 13.2%

**Political Party Breakdown:**

Democratic Party 174 responses  
 Ellyn Bogdanoff: 13.8% Maria Sachs: 73.0% Undecided: 13.2%

Republican Party 145 responses  
 Ellyn Bogdanoff: 81.4% Maria Sachs: 8.3% Undecided: 10.3%

Independent Voter 49 responses  
 Ellyn Bogdanoff: 42.9% Maria Sachs: 38.8% Undecided: 18.4%

**Race Breakdown:**

White, Not Hispanic 337 responses  
 Ellyn Bogdanoff: 46.6% Maria Sachs: 40.9% Undecided: 12.5%

Black, Not Hispanic 17 responses  
 Ellyn Bogdanoff: 17.6% Maria Sachs: 76.5% Undecided: 5.9%

Asian or Pacific Islander 1 responses  
 Ellyn Bogdanoff: 0% Maria Sachs: 100.0% Undecided: 0%

Hispanic 12 responses  
 Ellyn Bogdanoff: 16.7% Maria Sachs: 50.0% Undecided: 33.3%

Other or Unknown 12 responses  
 Ellyn Bogdanoff: 25.0% Maria Sachs: 50.0% Undecided: 25.0%

**Gender Breakdown:**

Male 184 responses  
 Ellyn Bogdanoff: 44.0% Maria Sachs: 45.1% Undecided: 10.9%

Female 191 responses  
 Ellyn Bogdanoff: 44.0% Maria Sachs: 41.4% Undecided: 14.7%

**Age Breakdown:**

18 to 29 32 responses  
 Ellyn Bogdanoff: 37.5% Maria Sachs: 40.6% Undecided: 21.9%

30 to 49 84 responses  
 Ellyn Bogdanoff: 42.9% Maria Sachs: 42.9% Undecided: 14.3%

50 to 69 145 responses  
 Ellyn Bogdanoff: 45.5% Maria Sachs: 42.8% Undecided: 11.7%

70 and up 117 responses  
 Ellyn Bogdanoff: 43.6% Maria Sachs: 44.4% Undecided: 12.0%

**In the race for State Senator from District 35 do you support Republican John Daniel Couriel or Democrat Gwen Margolis?**

John Daniel Couriel: 42.6%  
 Gwen Margolis: 48.2%  
 Undecided: 9.2%

**Political Party Breakdown:**

Democratic Party 189 responses

John Daniel Couriel: 21.7% Gwen Margolis: 73.5% Undecided: 4.8%

Republican Party 124 responses

John Daniel Couriel: 79.0% Gwen Margolis: 13.7% Undecided: 7.3%

Independent Voter 52 responses

John Daniel Couriel: 34.6% Gwen Margolis: 38.5% Undecided: 26.9%

**Race Breakdown:**

White, Not Hispanic 236 responses

John Daniel Couriel: 41.9% Gwen Margolis: 49.6% Undecided: 8.5%

Black, Not Hispanic 14 responses

John Daniel Couriel: 21.4% Gwen Margolis: 64.3% Undecided: 14.3%

Asian or Pacific Islander 4 responses

John Daniel Couriel: 25.0% Gwen Margolis: 75.0% Undecided: 0%

Hispanic 103 responses

John Daniel Couriel: 48.5% Gwen Margolis: 41.7% Undecided: 9.7%

Other or Unknown 14 responses

John Daniel Couriel: 35.7% Gwen Margolis: 50.0% Undecided: 14.3%

**Gender Breakdown:**

Male 179 responses

John Daniel Couriel: 40.8% Gwen Margolis: 51.4% Undecided: 7.8%

Female 187 responses

John Daniel Couriel: 45.5% Gwen Margolis: 45.5% Undecided: 9.1%

**Age Breakdown:**

18 to 29 37 responses

John Daniel Couriel: 45.9% Gwen Margolis: 48.6% Undecided: 5.4%

30 to 49 80 responses

John Daniel Couriel: 43.8% Gwen Margolis: 42.5% Undecided: 13.8%

50 to 69 149 responses

John Daniel Couriel: 40.3% Gwen Margolis: 53.0% Undecided: 6.7%

70 and up 104 responses

John Daniel Couriel: 44.2% Gwen Margolis: 46.2% Undecided: 9.6%