

Ron Sachs

COMMUNICATIONS

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Sachs/Mason-Dixon Florida Poll Finds President Obama Trailing GOP Hopefuls *Romney Has Seven-Point Lead Over Perry in GOP Primary*

Tallahassee, FL – In the largest swing state in the nation – and one that will help decide the next President of the United States – President Barack Obama trails former Massachusetts Governor Mitt Romney and is in a dead heat with newly announced presidential candidate Texas Governor Rick Perry, according to the latest Sachs/Mason-Dixon Florida Poll. The survey of 625 registered Florida voters taken Aug. 18-22 also found disapproval of President Obama’s job performance to be 56 percent among voters surveyed, with 41 percent approval.

“Unlike 2008, if the election were held today, President Obama would face a stiffer headwind to hold on to Florida and its 29 electoral votes against a top-tier Republican challenger – and that could cost him reelection,” said Ron Sachs, president of Ron Sachs Communications. “Judging by the poll, President Obama’s success in 2008 will be more difficult to duplicate in 2012. The presidency will go to the candidate with the message that resonates with Florida’s unique and diverse population and the resources to ensure that message is received by voters across the state.”

Among the key findings of the August Sachs/Mason-Dixon Florida Poll:

- 51 percent of Floridians would vote for Governor Romney compared to 43 percent for President Obama;
- In a hypothetical matchup with Texas Governor Rick Perry, Perry leads with 46 percent to Obama’s 45 percent;
- President Obama leads Congresswoman Michele Bachmann 46 percent to 44 percent; and
- 41 percent of Floridians approve of President Obama’s job performance while 56 percent disapprove.

(more)

Sachs/Mason-Dixon Florida Poll -- Page Two

In April, a Sachs/Mason-Dixon poll found 51 percent of Floridians disapproving of President Obama's job performance. In that poll, Governor Romney led President Obama in a hypothetical matchup with 48 percent for Romney and 43 percent for President Obama.

The August Sachs/Mason-Dixon Florida Poll also found Governor Romney leading all Republican hopefuls:

Mitt Romney	28%
Rick Perry	21%
Michelle Bachman	13%
Herman Cain	7%
Newt Gingrich	5%
Ron Paul	4%
Rick Santorum	2%
Jon Huntsman	-
Someone Else	3%
Undecided	17%

The April Sachs/Mason-Dixon poll found Governor Romney leading all GOP candidates with 23 percent of the vote. In that poll, Romney led over candidates including former Arkansas Governor Mike Huckabee, billionaire Donald Trump and former House Speaker Newt Gingrich.

The Sachs/Mason-Dixon Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from August 18 through August 22, 2011. A total of 625 registered voters were interviewed statewide by telephone. All stated they vote regularly in state elections.

Those interviewed were selected by the random variation of the last four digits of their telephone numbers. A cross-section of exchanges was utilized and quotas were assigned to reflect voter turnout by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or party grouping.

This survey includes an over-sampling of 300 likely Republican primary voters. These additional voters were only asked the questions relative to the GOP primary races and not questions regarding the general election. The margin for error on this Republican sample is $\pm 5.8\%$.

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***** 300 LIKELY REPUBLICAN PRIMARY VOTERS *****

QUESTION: If the 2012 Republican primary were held today, which one of the following candidates would get your vote? (ORDER ROTATED)

Mitt Romney	28%
Rick Perry	21%
Michelle Bachman	13%
Herman Cain	7%
Newt Gingrich	5%
Ron Paul	4%
Rick Santorum	2%
Jon Huntsman	-
Someone Else	3%
Undecided (NOT READ)	17%

ALL VOTERS

QUESTION: Do you approve or disapprove of Barack Obama's performance as president?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
APPROVE	41%	38%	43%	68%	9%	36%
DISAPPROVE	56%	60%	53%	27%	89%	55%
NOT SURE	3%	2%	4%	5%	2%	9%

QUESTION: If the 2012 presidential election were held today, for whom would you vote if the choice were between Barack Obama, the Democrat, and Mitt Romney, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
ROMNEY	51%	56%	47%	20%	89%	46%
OBAMA	43%	40%	46%	71%	9%	44%
UNDECIDED	6%	4%	7%	9%	2%	10%

QUESTION: If the 2012 presidential election were held today, for whom would you vote if the choice were between Barack Obama, the Democrat, and Rick Perry, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
PERRY	46%	49%	44%	15%	85%	40%
OBAMA	45%	39%	49%	73%	10%	47%
UNDECIDED	9%	12%	7%	12%	5%	13%

QUESTION: If the 2012 presidential election were held today, for whom would you vote if the choice were between Barack Obama, the Democrat, and Michelle Bachman, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
OBAMA	46%	40%	52%	77%	7%	49%
BACHMAN	44%	49%	39%	11%	84%	42%
UNDECIDED	10%	11%	9%	12%	9%	9%

DEMOGRAPHICS :

PARTY REGISTRATION:

Democrat	280 (45%)
Republican	244 (39%)
Independent or Other	101 (16%)

AGE:	18-34	85 (14%)
	35-49	169 (27%)
	50-64	178 (28%)
	65+	192 (31%)
	Refused	1 -

RACE/ETHNICITY:

White/Caucasian	462 (74%)
Black/African American	84 (13%)
Hispanic or Cuban	74 (12%)
Other/Refused	5 (1%)

SEX:	Male	300 (49%)
	Female	325 (51%)

REGION:	North Florida	120 (19%)
	Central Florida	130 (21%)
	Tampa Bay	115 (18%)
	Southwest Florida	70 (11%)
	Southeast Florida	190 (30%)