



CONFIDENTIAL MEMORANDUM

TO: TEAM SCOTT

FROM: TONY FABRIZIO
TRAVIS TUNIS

RE: RICK SCOTT/BARACK OBAMA QUINNIPIAC POLL COMPARISON

DATE: DECEMBER 19, 2012

As many of you know, earlier today the Quinnipiac University Polling Institute released the results from a statewide poll they conducted of 1,261 registered voters in Florida from December 11-17. Much of the survey focused on Governor Rick Scott. The results led Quinnipiac Poll assistant director Peter A. Brown to declare, "Gov. Rick Scott's ratings with voters are just plain awful. The numbers cannot be sugar-coated," and "Obviously, the governor has almost two years to go until the election and anything is possible, but he faces a herculean task in changing public opinion to his favor."

While Mr. Brown paints a grim picture of the Governor's re-election chances nearly two years out from the election, it should be noted that Gov. Scott's numbers 23 months from the election are comparable to President Obama's numbers from a Quinnipiac Poll taken in Florida just 14 months out from the 2012 general election (1,007 registered voters, Sep. 14-19, 2011). Despite this, the President was able to turn things around in about half the time available to the Governor, and eventually win the state.

JOB APPROVAL

In both polls, voters were asked if they approved or disapproved of how Gov. Scott and President Obama were handling their respective jobs. Obama was 18-points underwater with Florida voters, as only 39% approved of his job performance, while 57% disapproved. Governor Scott, however is only 9-points down (36% approve, 45% disapprove).

Unfortunately, the Quinnipiac University Polling Institute did not conduct any surveys of Florida voters close to the election, but in June 2012, just nine months from the President's worst numbers, he had narrowed his negative job approval from 18-points to 2-points, indicating the time needed to shift voter opinion is certainly available to the Governor.

	Barack Obama (14 months from election)	Rick Scott (23 months from election)
Approve	39	36
Disapprove	57	45
Net Approve	-18	-9

RE-ELECT

The other question asked of each man on both of the studied Q Polls was a re-elect question, asking if each man does or does not deserve re-election. Unlike with job approval, Gov. Scott does worse on this question (net), but both men showed a negative net re-elect of greater than ten points. Furthermore, a majority of voters (53% for Obama, 52% for Scott) believed each respective man did NOT deserve to be re-elected.

	<u>Barack Obama</u> (14 months from election)	<u>Rick Scott</u> (23 months from election)
Not Re-Elect	53	52

PRESIDENTIAL BALLOT

Along with job approval and re-elect, President Obama was also down in, what was at the time, a theoretical presidential match-up with Governor Romney. In September, 2011, Gov. Romney was the favored candidate of 47% of Florida voters, while President Obama was only chosen by 40% of them. Of course, as was seen, the President was able to reverse this trend just over a year later and win the state by about 1-percentage point.

CONCLUSION

Given the improving economic situation in the state and the welcome addition of Charlie Crist to the field, anyone who dismisses Governor Scott and his chances does so at their own peril. Governor Scott has nearly a year longer to reverse negative numbers similar to what the President had, therefore it seems irresponsible and hasty to count the Governor out from making an equal, if not stronger, turn around.