



Results from Florida Likely Voter Survey

Methodology

Gravis Marketing conducted an automated survey of 1060 likely voters in Florida on November 4-5, 2012. The margin of error for the survey is +/-3.1% and higher for subgroups.

Results shown by gender and party represent those respondents within those subgroups. All numbers shown in the tables represent percentages rounded to the nearest whole percentage.

The questions were asked in the order of the question numbers which appear in this report. Results only include respondents who answered that they were registered voters, somewhat likely, likely, or very likely to vote. The statistical methodology comprised weighing various groups for anticipated voting proportions, by using census data and voter turnout models from previous elections.

The poll was conducted on behalf of Gravis Marketing, Inc., Gravis Marketing is a non-partisan marketing and research firm located in Winter Springs, Florida. Contact Doug Kaplan (407) 242-1870 doug@gravismarketing.com

Key Findings

- President Obama and Governor Romney are tied in the final day of the presidential campaign in Florida. Florida voters currently give each candidate 49 percent of the vote.
- President Obama holds a five percentage point lead with early voters (52 to 47 percent), while Mitt Romney leads by 4 percentage points with those who have not yet cast their ballot (50 to 46 percent). Half of voters (50 percent) say they have already voted in Florida.
- 46 percent of Florida voters approve of President Obama's job performance, while more than half (51 percent) of likely voters do not approve of his performance.
- 46 percent of Florida likely voters think the country is headed in the right direction, while 49 percent say the country is headed in the wrong direction.

Ballot, Job Performance & Direction of the Country

Presidential Ballot: Question 3 & 4 Combined Early & Likely Voters	Florida Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Democrat Barack Obama	49	49	49	83	13	51
Republican Mitt Romney	49	49	48	15	84	45
Undecided	3	2	3	2	2	3

Question 5: Do you approve of President Obama's job performance?	Florida Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Yes	46	46	46	77	14	45
No	51	52	50	18	84	52
Undecided	3	2	4	4	2	3

Question 6: Do you think the United States of America is headed in the right direction or wrong direction?	Florida Voters	Gender		Party		
		Men	Women	Democrat	Republican	Independent
Right Direction	46	48	45	78	13	47
Wrong Direction	49	51	48	17	82	49
Undecided	5	2	7	6	5	4

Early Vs. Likely Vote Balloting
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Question 3: EARLY VOTERS ONLY: Which candidate did you already vote for? [NOTE SMALL SAMPLE SIZE]	Florida Voters
Democrat Barack Obama	52
Republican Mitt Romney	47
Rather not say or unsure	2

Question 4: DID NOT VOTE YET: If the election for President of the United States were held today who would you vote for?	Florida Voters
Democrat Barack Obama	46
Republican Mitt Romney	50
Undecided	3

Screeners & Demographics

Question 1: Are you registered to vote?	Florida Voters
Yes	100
No	0

Question 2: How likely are you to vote in this year's presidential election?	Florida Voters
Very unlikely	0
Unlikely	0
Somewhat unlikely	0
Somewhat likely	2
Likely	10
Very likely	38
Already voted	50

Question 7: What is your political party affiliation? [FIRST TWO CHOICES ROTATED]	Florida Voters
Democrat	37
Republican	37
Independent or in another party	26

Question 8: What race do you identify yourself as?	Florida Voters
White/Caucasian	67
African-American	13
Hispanic	16
Asian	1
Other	3

Question 9: Which of the following best represents your religious affiliation?	Florida Voters
Catholic	31
Protestant/Other Christian	49
Jewish	8
Muslim	2
Other	10

Question 10: What is your age?	Florida Voters
18-29	16
30-49	28
50-64	34
65+	22

Question 11: What is your gender?	Florida Voters
Male	46
Female	54