

**MEMORANDUM**

To: Interested Parties  
From: John McLaughlin & Jim McLaughlin  
Re: Florida Statewide Polling Results  
Date: February 4, 2010

---

**Summary:**

Bill McCollum begins the year with a decisive double-digit lead over Alex Sink for Governor of Florida. In McLaughlin & Associates' most recent poll, Bill McCollum leads 41% to 30% with an 11 point advantage over Alex Sink. The reasons for Bill McCollum's strengths are very clear. Bill McCollum is stronger among his Republican base (69% to 6%) than Alex Sink is among her Democratic base (53% to 16%), and most importantly, Bill McCollum has a nine point advantage among Independents (39% to 30%). Bill McCollum leads Alex Sink among men, and he now has a significant lead among women (41% to 25%).

Bill McCollum is more well-known than Alex Sink, and he has stronger opinion and job approval ratings. In the recent McLaughlin & Associates poll, Bill McCollum has a two to one net positive opinion rating of 38% favorable to 18% unfavorable. In comparison, only 26% of voters have a favorable opinion of Alex Sink, while 12% have an unfavorable opinion of her. Among Independent voters, Bill McCollum (37%/13%) has a stronger favorable rating than Alex Sink (27%/13%). A plurality of voters (47%) approves of the way Bill McCollum is handling his job as Attorney General, while only 17% disapprove. In contrast, only a third of voters (32%) approve of the way Alex Sink is handling her job as Florida's Chief Financial Officer, while 19% disapprove. Bill McCollum's approval rating is consistent among Independents (48%/17%), while Alex Sink's negatives increase significantly among this important swing group (33%/27%).

Bill McCollum maintains a consistent double digit advantage over Alex Sink in other polls that were conducted this year. In a recent Rasmussen poll, Bill McCollum leads Alex Sink 46% to 35%. Additionally, a Quinnipiac poll shows McCollum with a ten point advantage over Alex Sink (41% to 31%).

***Ballot for Governor of Florida – Bill McCollum vs. Alex Sink***

<b>Pollster</b>	<b>Dates</b>	<b>Sample Size</b>	<b>Vote McCollum</b>	<b>Vote Sink</b>	<b>Undecided</b>	<b>Margin</b>
Rasmussen Reports	1/27/10	1,000 LV	46	35	19	+11
Quinnipiac	1/20-24/10	1,618 RV	41	31	28	+10
McLaughlin & Associates	1/13-14/10	600 LV	41	30	29	+11

Bill McCollum is off to a great start for the year with a decisive double digit lead over Alex Sink. With eight months to go until Election Day, Bill McCollum is setting the agenda, while the Sink campaign is flat and failing to gain support. Needless to say, this race for Governor will have very important implications for the Republican Party in Florida and the nation. Attorney General Bill McCollum has consistently been ahead of Alex Sink since the campaign's inception, and with the critical full financial support of Republican donors, Bill McCollum can and should win this very important campaign to be Florida's next Governor.

Considering the role the next Governor will play on state and national issues, it is extremely important to the future of the Florida Republican Party, the taxpayers and businesses of Florida, and even the nation, that Republican Bill McCollum is elected Florida's next Governor.

**Methodology:**

*McLaughlin & Associates conducted a statewide survey of 600 likely general election voters in Florida on January 13<sup>th</sup> and 14<sup>th</sup>, 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 general election voters has an accuracy of +/- 4.0% at a 95% confidence interval.*