

## MEMORANDUM

**TO:** NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE

**FROM:** DAVE SACKETT  
NICHOLAS THOMPSON

**RE:** FINDINGS FROM SURVEY OF VOTERS IN FLORIDA CD 2

**DATE:** APRIL 14, 2010

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The Tarrance Group is pleased to present the National Republican Congressional Committee with the key findings from a survey of voter attitudes in Florida CD 2. These key findings are based on telephone interviews with N=300 “likely” registered voters throughout the district. 54% of respondents were Democrats, 32% were Republicans, and 13% were independents. Responses to this survey were gathered April 12-13, 2010 and the confidence interval associated with a sample of this type is  $\pm 5.8\%$ .

### KEY FINDINGS

- Incumbent Democrat Member of Congress Allen Boyd is extremely vulnerable and very much in danger of being defeated in 2010. Only about one quarter (26%) of voters say he has done a good enough job to deserve re-election, and a strong majority (61%) has already decided that it is time for a new person.
- Negativity toward Boyd is bi-partisan, with a majority (51%) of Democrats saying it is time for a new person, including nearly three quarters (72%) of conservative Democrats.
- Republican Steve Southerland leads Boyd on the ballot test by +15 points, 52% to 37%. Southerland receives significant bi-partisan support, winning a strong majority of the vote (62%) from conservative Democrats. This result is even more promising given Southerland’s “room to grow” – just 16% of voters have formed an opinion of him (14% favorable, 2% unfavorable).
- Intensity is also on the Republican side in this race, with Southerland leading by +23 points (56% - 33%) among the voters who say they are “extremely” likely to vote in November (73% of the sample).

- Boyd is “upside down” in his image rating by 14-points. Only approximately one third (34%) of voters hold a favorable impression of Congressman Boyd, while nearly half (48%) view him unfavorably. Even among his own party he is barely above a 1:1 image ratio, with less than half of Democrats (45%) viewing him favorably, and 39% viewing him unfavorably.
- Congressman Boyd’s vote on health care is certainly driving down his positive ratings, and data on the issue shows it will continue to be a liability for him. More than seven in ten (71%) are less likely to vote for Boyd when they hear that he voted for the Democrats’ trillion-dollar takeover of health care after first voting against it. Nearly as many (65%) are much less likely to vote for Boyd on account of his healthcare vote.
- The political environment among voters in this district also heavily favors Republicans. A majority (55%) disapprove of the job Obama is doing as President, while just over a third (37%) approve. Almost six in ten district voters (58%) have an unfavorable view of Nancy Pelosi, while only a quarter (25%) hold a favorable view.
- Republicans maintain a significant +13 advantage on the generic ballot for Congress. Forty-eight percent (48%) of district voters would vote for the Republican candidate and only thirty-five percent (35%) would vote for the generic Democrat candidate. Partisan intensity is strongly on the Republican side – while 86% of Republicans support their generic candidate, only 57% of Democrats support their candidate. Also, over one quarter (29%) of Democrats are supporting the generic Republican candidate for Congress.

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