



Republican Presidential Preference Primary Brushfire
Likely Republican Primary Voters
January 28, 2012 • n = 831 • Margin of Error +/- 3.5%

Q1 - How likely are you to vote in the Florida Republican Presidential Primary election this Tuesday?		
Base	Very Likely	Somewhat Likely

Age			
Base	831	96%	4%
18-49	254	91%	9%
50-64	267	98%	2%
65 AND OLDER	308	97%	3%
Refused	2	100%	-

Gender			
Base	831	96%	4%
Male	405	94%	6%
Female	426	97%	3%

region			
Base	831	96%	4%
NORTH FLORIDA/ JACKSONVILLE	137	97%	3%
ORLANDO/ SPACE COAST	189	97%	3%
SOUTHERN	279	93%	7%
TAMPA/ GULF COAST	226	97%	3%



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Q2 - Do you have a favorable or unfavorable impression of Newt Gingrich?

Base	Favorable	Unfavorable	Know/ No Opinion	Never Heard Of
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Age					
Base	831	46%	45%	8%	*
18-49	254	42%	42%	15%	1%
50-64	267	51%	45%	5%	*
65 AND OLDER	308	45%	49%	6%	-
Refused	2	37%	63%	-	-
Gender					
Base	831	46%	45%	8%	*
Male	405	47%	44%	10%	-
Female	426	45%	47%	7%	1%
region					
Base	831	46%	45%	8%	*
NORTH FLORIDA/ JACKSONVILLE	137	52%	38%	8%	2%
ORLANDO/ SPACE COAST	189	49%	43%	7%	-
SOUTHERN	279	43%	46%	11%	-
TAMPA/ GULF COAST	226	43%	51%	6%	-



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Q3 - Do you have a favorable of unfavorable impression of Ron Paul?			
Base	Favorable	Unfavorable	Know/ No Opinion

Age				
Base	831	30%	61%	10%
18-49	254	38%	53%	9%
50-64	267	26%	68%	6%
65 AND OLDER	308	26%	61%	13%
Refused	2	49%	51%	-

Gender				
Base	831	30%	61%	10%
Male	405	33%	59%	8%
Female	426	26%	62%	11%

region				
Base	831	30%	61%	10%
NORTH FLORIDA/ JACKSONVILLE	137	33%	60%	6%
ORLANDO/ SPACE COAST	189	29%	61%	9%
SOUTHERN	279	28%	62%	9%
TAMPA/ GULF COAST	226	29%	59%	12%



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Q4 - Do you have a favorable or unfavorable impression of Mitt Romney?

Base	Favorable	Unfavorable	Know/ No Opinion	Never Heard Of
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Age					
Base	831	56%	38%	4%	2%
18-49	254	42%	47%	6%	5%
50-64	267	61%	35%	3%	*
65 AND OLDER	308	63%	32%	4%	1%
Refused	2	83%	17%	-	-
Gender					
Base	831	56%	38%	4%	2%
Male	405	52%	40%	5%	3%
Female	426	60%	35%	4%	1%
region					
Base	831	56%	38%	4%	2%
NORTH FLORIDA/ JACKSONVILLE	137	50%	42%	3%	5%
ORLANDO/ SPACE COAST	189	57%	40%	3%	1%
SOUTHERN	279	59%	33%	6%	2%
TAMPA/ GULF COAST	226	55%	39%	5%	1%



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Q5 - Do you have a favorable or unfavorable impression of Rick Santorum					
Base	Favorable	Unfavorable	Know/ No Opinion	Never Heard Of	

Age					
Base	831	58%	31%	11%	*
18-49	254	58%	28%	13%	1%
50-64	267	63%	29%	8%	-
65 AND OLDER	308	54%	35%	11%	*
Refused	2	-	61%	39%	-
Gender					
Base	831	58%	31%	11%	*
Male	405	54%	35%	10%	1%
Female	426	61%	27%	12%	*
region					
Base	831	58%	31%	11%	*
NORTH FLORIDA/ JACKSONVILLE	137	54%	35%	10%	2%
ORLANDO/ SPACE COAST	189	52%	34%	13%	*
SOUTHERN	279	65%	26%	9%	-
TAMPA/ GULF COAST	226	56%	31%	13%	*



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Q6 - If the Republican Presidential Primary election were held today, would you be voting for Newt Gingrich, Ron Paul, Mitt Romney, or Rick Santorum?						
Base	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum	Unsure	

Age						
Base	831	30%	8%	40%	16%	7%
18-49	254	28%	13%	30%	21%	8%
50-64	267	30%	6%	41%	17%	5%
65 AND OLDER	308	32%	5%	46%	12%	6%
Refused	2	17%	-	38%	-	45%
Gender						
Base	831	30%	8%	40%	16%	7%
Male	405	30%	11%	38%	15%	6%
Female	426	31%	4%	41%	17%	7%
region						
Base	831	30%	8%	40%	16%	7%
NORTH FLORIDA/ JACKSONVILLE	137	35%	15%	27%	16%	7%
ORLANDO/ SPACE COAST	189	30%	7%	44%	14%	5%
SOUTHERN	279	28%	4%	44%	17%	7%
TAMPA/ GULF COAST	226	31%	8%	38%	18%	6%



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Q7 - Age				
Base	18-49	50-64	65 AND OLDER	Refused

Age					
Base	831	31%	32%	37%	*
18-49	254	100%	-	-	-
50-64	267	-	100%	-	-
65 AND OLDER	308	-	-	100%	-
Refused	2	-	-	-	100%

Gender					
Base	831	31%	32%	37%	*
Male	405	33%	32%	35%	*
Female	426	28%	32%	39%	*

region					
Base	831	31%	32%	37%	*
NORTH FLORIDA/ JACKSONVILLE	137	39%	33%	27%	1%
ORLANDO/ SPACE COAST	189	34%	36%	29%	1%
SOUTHERN	279	29%	26%	45%	-
TAMPA/ GULF COAST	226	24%	36%	39%	*



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Q8 - Gender		
Base	Male	Female

Age			
Base	831	49%	51%
18-49	254	53%	47%
50-64	267	49%	51%
65 AND OLDER	308	46%	54%
Refused	2	41%	59%

Gender			
Base	831	49%	51%
Male	405	100%	-
Female	426	-	100%

region			
Base	831	49%	51%
NORTH FLORIDA/ JACKSONVILLE	137	54%	46%
ORLANDO/ SPACE COAST	189	44%	56%
SOUTHERN	279	47%	53%
TAMPA/ GULF COAST	226	52%	48%