



## MEMORANDUM

**TO:** Interested Parties  
**FROM:** Jeffrey Pollock & Joe Hickerson  
**RE:** FL 10 Survey Results  
**DATE:** October 15, 2012

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The results of our survey of likely voters in Florida's 10<sup>th</sup> Congressional District show a tightening race, with Democrat Val Demings trailing incumbent Republican Congressman Daniel Webster by just two points – well within the margin of error.

### POLL RESULTS

- If the election for Congress was today, 41% of likely voters say they would vote for Val Demings, while 43% would vote for Daniel Webster.
- Support for Webster has dropped by three points since September, and his current favorability rating (33% favorable/25% unfavorable) is also worse than it was last month (36% favorable/21% unfavorable).
- Demings is nearly as well-known as Webster but has a much better favorable-to-unfavorable ratio (33% favorable/17% unfavorable). That rating is largely unchanged since September (32% favorable/16% unfavorable).
- In the race for the U.S. Senate, Bill Nelson leads Connie Mack by four points in this district, 47% to 43%.

### METHODOLOGY

- This memorandum summarizes results from a live telephone poll of 401 randomly selected likely voters in Florida's 10<sup>th</sup> Congressional District conducted October 11-14, 2012.
  - The estimation error associated with a sample of 401 is 4.9% at the 95% confidence interval. This means that in 95 of 100 cases, the results of this poll are within plus or minus 4.9 points of the results that would have been obtained if all likely voters had been interviewed. Note that special care was taken to ensure the geographic and demographic divisions of the actual electorate are properly represented.
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