

Political Fix Florida

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Q-Poll: No matter who wins governor's race, voters won't like them

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Negative political ads work, but they also anger voters.

In what comes as little surprise, voters don't like Gov. Rick Scott or his likely Democratic nominee Charlie Crist, according to a [Quinnipiac University Poll out Wednesday](#).

From the beginning of the campaign, Crist and Scott have been hammering each other with negative ads, which has had the effect of pushing down approval ratings for both campaigns.

Overall, Crist leads Scott by a 39-37 margin, which is a statistical dead-heat. What should worry both sides is that Libertarian candidate Adrian Wyllie is getting 9 percent of the vote, pulling equally from Republicans and Democrats. It's one of the first polls to include Wyllie.

"Libertarian Adrian Wyllie is not, at this point, a serious contender to win the governorship. But he may have a great deal to say about who does win," said Peter Brown, assistant director of the Quinnipiac University Poll.

Because both campaigns are so well known, Crist is a former Republican governor, the campaigns did not have to spend a lot on softer ads introducing their candidates to voters.

That means the mud was flying early. ([Here's a breakdown of media buys through mid-July](#))

Only 40 percent of voters approve of Scott's performance, while 45 percent don't approval, according to Quinnipiac University. Though no campaign wants an under-water approval rating, Quinnipiac University has never had Scott with higher than a 40 percent approval rating, meaning he is technically at his all-time high.

The same can't be said for Crist.

Only 40 percent of voters view Crist favorably, with 42 percent having a unfavorable view. That number has consistently dropped as Crist formally became a candidate and started facing a barrage of negative ads from the Scott campaign.

A positive for Crist is another negative. Voters do not think Scott deserves to be reelected by a 51 – 40 margin.

Quinnipiac was in the field from July 17-21 and surveyed 1,251 registered voters with a margin of error of 2.8 percentage-points.

The poll did include 32 percent of voters who self-identify as “independent,” which is much higher than the current makeup of Florida's electorate. Quinnipiac does not tie a state's partisan makeup to its sample size, so this is common with the university's polls.

Fairing worse than the gubernatorial candidates is the state Legislature. Only 36 percent of voters approve of lawmaker's performance, while 48 percent disapprove. The Legislature has never been popular, reaching an all-time Quinnipiac high of 51 percent in 2004.

The 36 percent favorability number is actually higher than recent polls. In an April Quinnipiac poll, that number was 31 percent.

This entry was posted in Uncategorized on July 23, 2014 [<http://www.politicalfixflorida.com/2014/07/23/q-poll-no-matter-who-wins-governors-race-voters-wont-like-them/>] by Matt Dixon.

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