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MASON-DIXON® FLORIDA POLL



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2018 GUBERNATORIAL PRIMARY RACES

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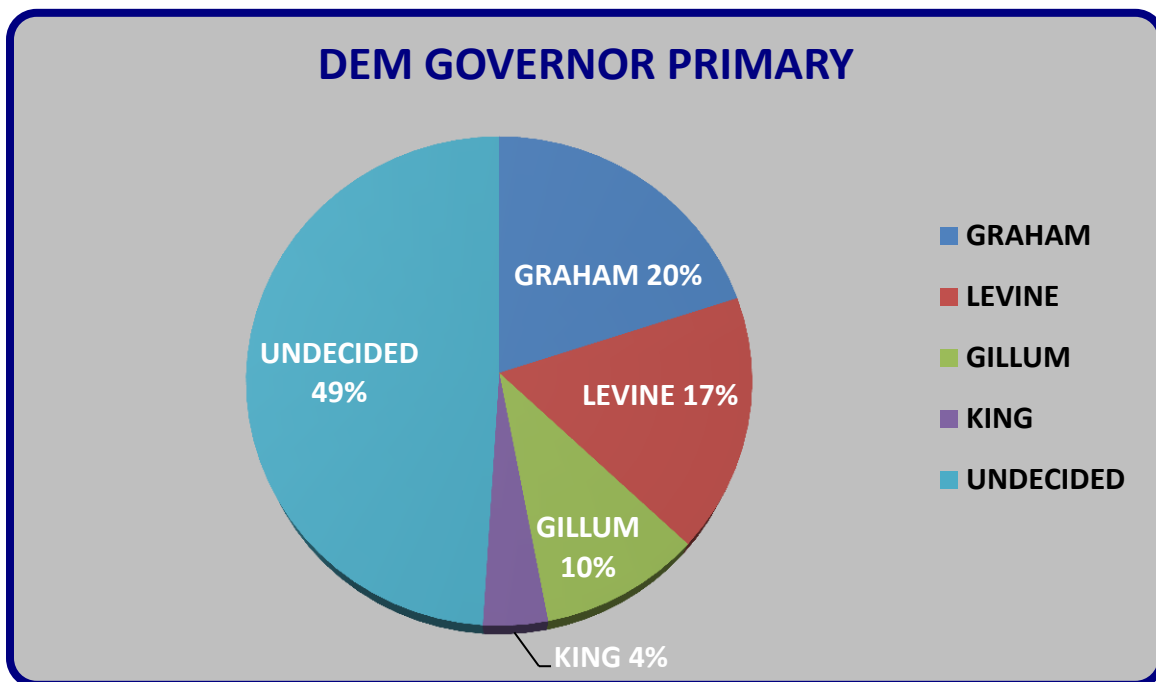
Tracking public opinion in Florida since 1984

BOTH GUBERNATORIAL PRIMARIES HOTLY CONTESTED

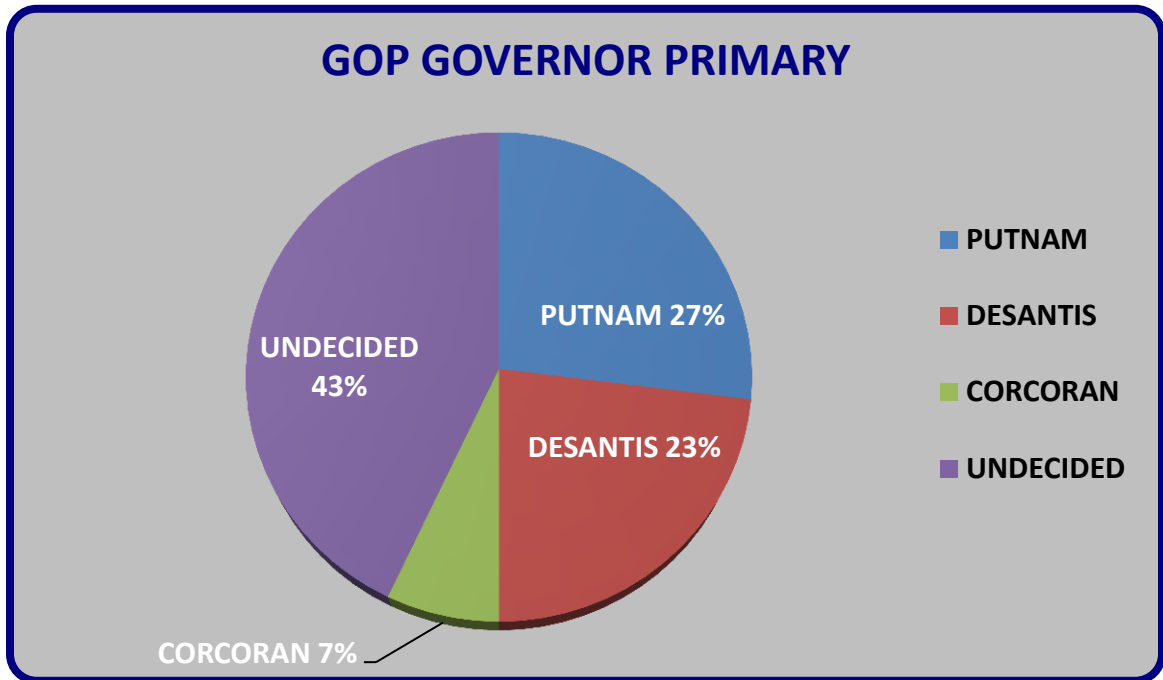
GRAHAM & LEVINE TOP DEMOCRATIC FIELD
PUTNAM & DESANTIS ALSO IN TIGHT BATTLE ON GOP SIDE
OVER 40% STILL UNDECIDED IN EACH RACE

Right now, the only things that are certain about Florida's 2018 gubernatorial primaries are that the outcomes are far from certain, a lot of money is going to be poured into these two very competitive races and the voters are not fully tuned in.

On the Democratic side, former Congresswomen Gwen Graham holds a very slim lead over Miami Beach Mayor Philip Levine. Statewide, 20% of likely Democratic primary voters currently support Graham, while 17% back Levine, 10% are for Tallahassee Mayor Andrew Gillum, just 4% favor businessman Chris King and a significant 49% are undecided.



On the Republican side, Agriculture Commissioner Adam Putnam is slightly ahead of Congressman Ron DeSantis. Statewide, 27% support Putnam, 23% back DeSantis, 7% are for House Speaker Richard Corcoran and 43% are undecided.



The current results largely reflect name recognition and none of the candidates appear to be hampered by high negative ratings from their party voters.

It is interesting to note that both front-runners have leads that are smaller than their recognition advantages. Graham, the daughter of former Governor & Senator Bob Graham, has an 8-point name recognition margin over Levine, but just a 3-point lead. Putnam, the only candidate to have run statewide, has a name recognition advantage of 7-points over DeSantis, but only a 4-point lead.

Graham's total recognition of 65% among Democrats is likely lower than many insiders would expect, but her father's name has not appeared on the state ballot in 20 years. Putnam has only 63% recognition among GOP voters, as his position in the state cabinet is low profile.

Traditional expectations in primary elections based on insider baseball no longer apply in a growing and ever-changing state. As both parties have polarized, establishment backing is no longer a great advantage.

STATEWIDE NAME RECOGNITION

Do you recognize the name _____?

(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

*** 500 DEMOCRATIC PRIMARY VOTERS ***

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Gwen Graham	28%	2%	35%	35%
Philip Levine	17%	3%	37%	43%
Andrew Gillum	13%	3%	24%	60%
Chris King	5%	1%	16%	78%

*** 500 REPUBLICAN PRIMARY VOTERS ***

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Adam Putnam	32%	2%	29%	37%
Ron DeSantis	23%	3%	30%	44%
Richard Corcoran	7%	2%	21%	70%

*****500 DEMOCRATIC PRIMARY VOTERS *****

QUESTION: If the 2018 Democratic primary for governor were held today, for whom would you vote if the choice were between: (ORDER ROTATED)

- Andrew Gillum
- Gwen Graham
- Chris King
- Philip Levine

	<u>GRAHAM</u>	<u>LEVINE</u>	<u>GILLUM</u>	<u>KING</u>	<u>UNDECIDED</u>
STATE	20%	17%	10%	4%	49%

<u>REGION</u>	<u>GRAHAM</u>	<u>LEVINE</u>	<u>GILLUM</u>	<u>KING</u>	<u>UNDECIDED</u>
North Florida	28%	14%	18%	3%	37%
Central Florida	18%	11%	13%	12%	46%
Tampa Bay/SW Gulf Coast	16%	17%	5%	2%	60%
Southeast Florida	19%	22%	7%	2%	50%

<u>SEX</u>	<u>GRAHAM</u>	<u>LEVINE</u>	<u>GILLUM</u>	<u>KING</u>	<u>UNDECIDED</u>
Men	13%	23%	7%	5%	52%
Women	25%	13%	12%	3%	47%

<u>AGE</u>	<u>GRAHAM</u>	<u>LEVINE</u>	<u>GILLUM</u>	<u>KING</u>	<u>UNDECIDED</u>
18-49	17%	12%	13%	1%	57%
50-64	18%	17%	9%	4%	52%
65+	24%	21%	8%	6%	41%

<u>RACE</u>	<u>GRAHAM</u>	<u>LEVINE</u>	<u>GILLUM</u>	<u>KING</u>	<u>UNDECIDED</u>
White	21%	21%	3%	7%	48%
Black	17%	13%	22%	-	48%
Hispanic	21%	12%	11%	-	56%

*****500 REPUBLICAN PRIMARY VOTERS *****

QUESTION: If the 2018 Republican primary for governor were held today, for whom would you vote if the choice were between: (ORDER ROTATED):

- **Richard Corcoran**
- **Ron DeSantis**
- **Adam Putnam**

	<u>PUTNAM</u>	<u>DESANTIS</u>	<u>CORCORAN</u>	<u>UNDECIDED</u>
STATE	27%	23%	7%	43%

<u>REGION</u>	<u>PUTNAM</u>	<u>DESANTIS</u>	<u>CORCORAN</u>	<u>UNDECIDED</u>
North Florida	17%	28%	8%	47%
Central Florida	29%	22%	5%	44%
Tampa Bay/SW Gulf Coast	35%	17%	9%	39%
Southeast Florida	25%	26%	6%	43%

<u>SEX</u>	<u>PUTNAM</u>	<u>DESANTIS</u>	<u>CORCORAN</u>	<u>UNDECIDED</u>
Men	28%	25%	9%	38%
Women	26%	21%	6%	47%

<u>AGE</u>	<u>PUTNAM</u>	<u>DESANTIS</u>	<u>CORCORAN</u>	<u>UNDECIDED</u>
18-49	20%	18%	5%	55%
50-64	27%	25%	6%	42%
65+	32%	25%	9%	34%

<u>RACE</u>	<u>PUTNAM</u>	<u>DESANTIS</u>	<u>CORCORAN</u>	<u>UNDECIDED</u>
White	28%	24%	7%	41%
Hispanic	22%	15%	6%	57%

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from January 29 through February 1, 2018. A total of 500 registered Democratic voters and 500 registered Republican voters in Florida were interviewed statewide by telephone. All stated that regularly voted in their respective state primary elections.

Those interviewed were randomly selected from a phone-matched Florida voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter turnout by county.

The margin for error for each sample, according to standards customarily used by statisticians, is no more than ± 4.5 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.

DEMOGRAPHICS

	<u>DEMOCRATS</u>	<u>REPUBLICANS</u>
AGE:		
18-34	58 (12%)	50 (10%)
35-49	91 (18%)	90 (18%)
50-64	142 (28%)	165 (33%)
65+	206 (41%)	193 (39%)
Refused	3 (1%)	2 -
RACE/ETHNICITY:		
White/Caucasian	266 (53%)	417 (83%)
Black/African American	142 (28%)	4 (1%)
Hispanic or Cuban	75 (15%)	65 (13%)
Other	15 (3%)	9 (2%)
Refused	2 (1%)	5 (1%)
SEX:		
Male	203 (41%)	249 (50%)
Female	297 (59%)	251 (50%)
REGION:		
North Florida	90 (18%)	120 (24%)
Central Florida	105 (21%)	115 (23%)
Tampa Bay/SW Gulf Coast	130 (26%)	155 (31%)
Southeast Florida	175 (35%)	110 (22%)

FLORIDA POLL REGIONS

NORTH FLORIDA: Voters interviewed in Escambia, Okaloosa, Santa Rosa, Bay, Calhoun, Franklin, Gulf, Liberty, Walton, Washington, Holmes, Jackson, Gadsden, Hamilton, Jefferson, Lafayette, Leon, Madison, Suwannee, Taylor, Wakulla, Baker, Bradford, Clay, Columbia, Duval, Nassau, Putnam, St. Johns, Flagler, Union, Alachua, Dixie, Gilchrist and Levy counties.

CENTRAL FLORIDA: Voters interviewed in Brevard, Lake, Marion, Orange, Osceola, Seminole, Citrus, Sumter, Volusia, and Indian River counties.

TAMPA BAY/SOUTHWEST GULF COAST: Voters interviewed in Hernando, Hillsborough, Pasco, Pinellas, Polk, DeSoto, Glades, Hardee, Hendry, Highlands, Manatee, Sarasota, Charlotte, Collier and Lee counties.

SOUTHEAST FLORIDA: Voters interviewed in Okeechobee, St. Lucie, Martin, Palm Beach, Broward, Miami-Dade and Monroe counties.