



## **MAY 2009 FLORIDA POLL**

### **HOW THE POLL WAS CONDUCTED**

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from May 14 through May 18, 2009. A total of 625 registered voters were interviewed statewide by telephone. All stated they vote regularly in state elections.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized and quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 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 party grouping.

This survey also includes an over-sampling of 300 likely Democratic primary voters and 300 likely Republican primary voters. Only the questions relative to the primary election races were asked of these additional voters, and not questions concerning the general election. The margin for error for each of these primary voter sub-samples is plus or minus 6%.

STATEWIDE NAME RECOGNITION

QUESTION: I am going to read a list of potential candidates for statewide office in Florida in the 2010 election.

Do you recognize the name \_\_\_\_\_?

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

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Charlie Crist	49%	15%	34%	2%
Marco Rubio	13%	5%	21%	61%
Kendrick Meek	11%	2%	20%	67%
Dan Gelber	6%	2%	12%	80%
Jeb Bush	53%	27%	18%	2%
Bill McCollum	29%	12%	35%	24%
Alex Sink	24%	3%	28%	45%
Charles Bronson	18%	2%	31%	49%
Manny Diaz	16%	6%	21%	57%
Pam Iorio	16%	4%	15%	65%
Buddy Dyer	11%	6%	22%	61%
John Marks	3%	2%	13%	82%

\*\*\* 300 LIKELY DEMOCRATIC PRIMARY VOTERS \*\*\*

STATEWIDE NAME RECOGNITION

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Kendrick Meek	21%	1%	22%	57%
Dan Gelber	10%	-	13%	77%

QUESTION: If the 2010 Democratic primary for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Dan Gelber and Kendrick Meek?

MEEK	26%
GELBER	16%
UNDECIDED	58%

\*\*\* 300 LIKELY REPUBLICAN PRIMARY VOTERS \*\*\*

STATEWIDE NAME RECOGNITION

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Charlie Crist	50%	19%	31%	-
Marco Rubio	20%	2%	22%	56%
Jeb Bush	81%	7%	11%	1%
Bill McCollum	38%	6%	38%	18%
Charles Bronson	23%	-	35%	42%

**QUESTION: If the 2010 Republican primary for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Charlie Crist and Marco Rubio?**

CRIST	53%
RUBIO	18%
UNDECIDED	29%

**QUESTION: If the 2010 Republican primary for Governor were held today, for whom would you vote if the candidates were Charles Bronson and Bill McCollum?**

MCCOLLUM	39%
BRONSON	12%
UNDECIDED	49%

**QUESTION: If the 2010 Republican primary for Governor were held today, for whom would you vote if the candidates were Charles Bronson, Jeb Bush and Bill McCollum?**

BUSH	64%
MCCOLLUM	13%
BRONSON	2%
UNDECIDED	21%

**QUESTION: If the 2010 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Kendrick Meek, the Democrat, and Charlie Crist, the Republican?**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
CRIST	55%	57%	53%	36%	80%	49%
MEEK	24%	22%	26%	44%	4%	19%
UNDECIDED	21%	21%	21%	20%	16%	32%

**QUESTION: If the 2010 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Dan Gelber, the Democrat, and Charlie Crist, the Republican?**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
CRIST	57%	57%	57%	41%	79%	52%
GELBER	22%	20%	24%	37%	6%	18%
UNDECIDED	21%	23%	19%	22%	15%	30%

**QUESTION: If the 2010 election for Governor were held today, for whom would you vote if the candidates were Alex Sink, the Democrat, and Bill McCollum, the Republican?**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
MCCOLLUM	40%	43%	37%	17%	68%	38%
SINK	34%	30%	38%	62%	6%	28%
UNDECIDED	26%	27%	25%	21%	26%	34%

**QUESTION: If the 2010 election for Governor were held today, for whom would you vote if the candidates were Alex Sink, the Democrat, and Charles Bronson, the Republican?**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
SINK	37%	32%	42%	64%	8%	31%
BRONSON	29%	32%	26%	13%	49%	27%
UNDECIDED	34%	36%	32%	23%	43%	42%

**QUESTION: If the 2010 election for Governor were held today, for whom would you vote if the candidates were Alex Sink, the Democrat, and Jeb Bush, the Republican?**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
BUSH	50%	54%	46%	21%	85%	43%
SINK	34%	31%	37%	58%	7%	35%
UNDECIDED	16%	15%	17%	21%	8%	22%

**DEMOGRAPHICS:**

PARTY REGISTRATION:

Democrat	267 (43%)
Republican	238 (38%)
Independent or Other	120 (19%)

AGE:	18-34	107 (17%)
	35-49	156 (25%)
	50-64	157 (25%)
	65+	197 (32%)
	Refused	8 (1%)

RACE/ETHNICITY:

White/Caucasian	458 (73%)
Black/African American	81 (13%)
Hispanic or Cuban	76 (12%)
Other/Refused	10 (2%)

SEX:	Male	304 (49%)
	Female	321 (51%)

REGION:	North Florida	120 (19%)
	Central Florida	130 (21%)
	Tampa Bay	115 (18%)
	Southwest Florida	70 (11%)
	Southeast Florida	190 (30%)