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MASON-DIXON® FLORIDA POLL APRIL 2015

2016 FLORIDA SENATE RACE – WHO’S RUNNING & WHO’S THAT?

ANALYSIS

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The vacancy of Marco Rubio’s US Senate seat, and Jeff Atwater’s decision not to seek it, has left a field of many unknown potential candidates and one who is better known, but has had difficulty winning statewide office - including major primary and general election losses.

On the Democratic side Patrick Murphy has made an early jump into the race and has become at least the marginal frontrunner. His most visible potential opponent is Alan Grayson, who has recently expressed an increased interest in running.

Grayson, however, is seen as a divisive candidate even by Democratic voters. Murphy starts the race with a much cleaner slate and it is demonstrated by the fact that he has a 23%-14% lead over the better-known Grayson. Still, 63% remain undecided.

The story on the Republican side is similar, with seven candidates that are unknown to at least two-thirds of GOP voters, and one who is better known but does not draw overwhelming support.

Despite a 40% name recognition advantage over his closest opponent, Bill McCollum draws just 20% backing as the leader of the current potential GOP field. All of the remaining candidates only have support in the single-digits. Just under half of Republican voters (48%) are undecided.

The current field will likely change - some will run, others will pass and some new faces may enter the fray. No matter who eventually runs all will face the tough task of getting Florida voters to know who they are and what sets them apart.

*** 400 REGISTERED DEMOCRATIC VOTERS ***

STATEWIDE NAME RECOGNITION

QUESTION: 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>
Patrick Murphy	18%	2%	17%	63%
Alan Grayson	13%	14%	19%	54%

QUESTION: If the Democratic primary for Florida's US Senate seat
were held today, for whom would you vote if the choice were
between: (ORDER ROTATED)

PATRICK MURPHY	23%
ALAN GRAYSON	14%
UNDECIDED (NOT READ)	63%

*** 400 REGISTERED REPUBLICAN VOTERS ***

STATEWIDE NAME RECOGNITION

QUESTION: 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>
Bill McCollum	29%	7%	39%	25%
Vern Buchanan	11%	3%	19%	67%
David Jolly	10%	3%	13%	74%
Ron DeSantis	9%	1%	11%	79%
Tom Rooney	8%	4%	17%	71%
Carlos Lopez-Cantera	8%	1%	18%	73%
George LeMieux	7%	2%	16%	75%
Don Gaetz	5%	1%	13%	81%

QUESTION: If the Republican primary for Florida's US Senate seat
 were held today, for whom would you vote if the choice were
 between: (ORDER ROTATED)

BILL MCCOLLUM	20%
DAVID JOLLY	8%
VERN BUCHANAN	7%
TOM ROONEY	5%
RON DESANTIS	4%
CARLOS LOPEZ-CANTERA	4%
GEORGE LEMIEUX	3%
DON GAETZ	1%
UNDECIDED (NOT READ)	48%

HOW THE POLL WAS CONDUCTED

The Mason-Dixon® Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from April 14 through April 16, 2015. For this section of the poll 400 registered Republican voters and 400 registered Democratic voters were interviewed statewide by telephone.

Those interviewed on land-lines were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Those interviewed on cell phones were selected from a list of working cell phone numbers. Quotas were assigned to reflect voter turnout by county.

The margin for error, according to standards customarily used by statisticians, is no more than 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.