



MASON-DIXON
POLLING & STRATEGY

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MASON-DIXON® FLORIDA POLL



SEPTEMBER 2018
2018 GOVERNOR'S RACE

EMBARGO: Newspaper Publication -
Broadcast & Internet Release -

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Tracking public opinion in Florida since 1984

STATEWIDE NAME RECOGNITION

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>
Andrew Gillum	43%	26%	18%	13%
Ron DeSantis	39%	34%	20%	7%
Darcy Richardson	4%	1%	15%	80%
Ryan Foley	3%	1%	15%	81%
Bruce Stanley	2%	2%	13%	83%
Kyle "KC" Gibson	1%	1%	11%	87%

QUESTION: If the 2018 election for governor were held today, would you vote for:

- Andrew Gillum – Democrat
- Ron DeSantis – Republican
- Darcy Richardson – Reform Party
- Ryan Foley – No Party Affiliation
- Kyle “KC” Gibson – No Party Affiliation
- Bruce Stanley – No Party Affiliation

	<u>GILLUM</u>	<u>DESANTIS</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
STATE	45%	44%	3%	8%

<u>REGION</u>	<u>GILLUM</u>	<u>DESANTIS</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
North Florida	31%	53%	4%	12%
Central Florida	44%	48%	2%	6%
Tampa Bay	46%	45%	2%	7%
Southwest Florida	38%	51%	4%	7%
Southeast Florida	58%	31%	3%	8%

<u>SEX</u>	<u>GILLUM</u>	<u>DESANTIS</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
Men	37%	53%	3%	7%
Women	51%	38%	3%	8%

<u>AGE</u>	<u>GILLUM</u>	<u>DESANTIS</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
18-34	50%	36%	1%	13%
35-49	48%	44%	2%	6%
50-64	44%	46%	4%	6%
65+	41%	47%	4%	8%

<u>RACE/ETHNICITY</u>	<u>GILLUM</u>	<u>DESANTIS</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
White	35%	54%	4%	7%
Black	89%	4%	-	7%
Hispanic	50%	37%	-	13%

<u>PARTY REGISTRATION</u>	<u>GILLUM</u>	<u>DESANTIS</u>	<u>OTHERS</u>	<u>UNDECIDED</u>
Democrat	84%	5%	3%	8%
Republican	7%	86%	3%	4%
Independent	41%	41%	4%	14%

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from September 24 through September 27, 2018. A total of 815 registered Florida voters were interviewed statewide by telephone. All indicated they were “likely to vote” in the November general election

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, according to standards customarily used by statisticians, is no more than ± 3.5 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

PARTY REGISTRATION:

Democrat	311 (38%)
Republican	301 (37%)
Independent or Other	203 (25%)

AGE:

18-34	136 (17%)
35-49	196 (24%)
50-64	225 (28%)
65+	250 (31%)
Refused	8 (1%)

RACE/ETHNICITY:

White/Caucasian	543 (66%)
Black/African American	113 (14%)
Hispanic or Cuban	135 (17%)
Other	18 (2%)
Refused	6 (1%)

SEX:

Male	365 (45%)
Female	450 (55%)

REGION:

North Florida	180 (22%)
Central Florida	155 (19%)
Tampa Bay	145 (18%)
Southwest Florida	100 (12%)
Southeast Florida	235 (29%)

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.