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RUBIO & MURPHY HEADED TOWARD COMPETITIVE
GENERAL ELECTION RACE

Republican Marco Rubio and Democrat Patrick Murphy hold commanding leads in their respective primary races and currently appear to be locked in a tight general election race for Florida's U.S. Senate seat.

On the Republican side, Rubio holds a wide 61%-22% lead over his strongest primary challenger Carlos Beruff. Likewise, Murphy leads his leading Democratic primary opponent Alan Grayson by 55%-22%.

Looking ahead to November, Rubio has a narrow 46%-43% advantage over Murphy among likely general election voters. Rubio leads among Republicans (80%-9%) and Independents (47%-40%), while Murphy is ahead among Democrats (76%-15%).

Rubio also leads among white voters (53%-36%) and Hispanics (49%-41%), while Murphy has a wide advantage among African-Americans (79%-12%).

Men favor Rubio by 50%-38%, while women back Murphy 47%-43%.

Rubio runs strong in North Florida (51%-39%) and Southwest Florida (52%-38%) and has smaller leads in Central Florida (49%-44%) and Tampa Bay (45%-39%). Murphy has the edge in Southeast Florida (50%-39%).

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from August 22 through August 24, 2016. A total of 625 registered Florida voters were interviewed statewide by telephone. All indicated they were likely to vote in the November general election.

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 ± 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 age grouping.

This section of the survey also includes and over-sampling of 400 likely Democratic primary voters and 400 likely Republican primary voters. This over-sampling was only done on the questions that relate to the Florida Senate primary. The margin for error among each primary sample is ± 5 percentage points.

*** 400 LIKELY REPUBLICAN PRIMARY VOTERS ***

STATEWIDE NAME RECOGNITION

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

	RECOGNIZE FAVORABLE	RECOGNIZE UNFAVORABLE	RECOGNIZE NEUTRAL	DON'T RECOGNIZE
Marco Rubio	57%	23%	19%	1%
Carlos Beruff	24%	21%	31%	24%

QUESTION: If the August Republican primary for U.S. Senate were held today, which one of the following candidates would get your vote? (LIST READ, ORDER ROTATED)

Marco Rubio	61%
Carlos Beruff	22%
Ernie Rivera	1%
Dwight Mark Anthony Young	1%
Undecided (NOT READ)	15%

*** 400 LIKELY DEMOCRATIC PRIMARY VOTERS ***

STATEWIDE NAME RECOGNITION

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

	RECOGNIZE FAVORABLE	RECOGNIZE UNFAVORABLE	RECOGNIZE NEUTRAL	DON'T RECOGNIZE
Patrick Murphy	49%	7%	29%	15%
Alan Grayson	18%	29%	22%	31%

QUESTION: If the August Democratic primary for U.S. Senate were held today, which one of the following candidates would get your vote? (LIST READ, ORDER ROTATED)

Patrick Murphy	55%
Alan Grayson	22%
Pam Keith	4%
Roque De La Fuente	-
Reginald Luster	-
Undecided (NOT READ)	19%

*** 625 LIKELY GENERAL ELECTION VOTERS ***

STATEWIDE NAME RECOGNITION

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

	RECOGNIZE FAVORABLE	RECOGNIZE UNFAVORABLE	RECOGNIZE NEUTRAL	DON'T RECOGNIZE
Marco Rubio	44%	35%	19%	2%
Patrick Murphy	30%	11%	38%	21%

QUESTION: If the 2016 general election for Florida's U.S. Senate seat were held today, who would you vote for if the candidates were Patrick Murphy, the Democrat and Marco Rubio, the Republican?

	MURPHY	RUBIO	UNDECIDED
STATE	43%	46%	11%

REGION	MURPHY	RUBIO	UNDECIDED
North Florida	39%	51%	10%
Central Florida	44%	49%	7%
Tampa Bay	39%	45%	16%
Southwest Florida	38%	52%	10%
Southeast Florida	50%	39%	11%

SEX	MURPHY	RUBIO	UNDECIDED
Men	38%	50%	12%
Women	47%	42%	11%

AGE	MURPHY	RUBIO	UNDECIDED
18-34	47%	39%	14%
35-49	43%	47%	10%
50-64	44%	45%	11%
65+	40%	50%	10%

RACE/ETHNICITY	MURPHY	RUBIO	UNDECIDED
White	36%	52%	12%
Black	79%	12%	9%
Hispanic	41%	49%	10%

PARTY REGISTRATION	MURPHY	RUBIO	UNDECIDED
Democrat	76%	15%	9%
Republican	9%	80%	11%
Independent	40%	47%	13%

DEMOGRAPHICS

PARTY REGISTRATION:

Democrat	254 (41%)
Republican	238 (38%)
Independent or Other	133 (21%)

AGE:

18-34	107 (17%)
35-49	160 (26%)
50-64	169 (27%)
65+	186 (30%)
Refused	3 -

RACE/ETHNICITY:

White/Caucasian	413 (66%)
Black/African American	81 (13%)
Hispanic or Cuban	109 (17%)
Other	16 (3%)
Refused	6 (1%)

SEX:

Male	298 (48%)
Female	327 (52%)

REGION:

North Florida	135 (22%)
Central Florida	120 (19%)
Tampa Bay	115 (18%)
Southwest Florida	75 (12%)
Southeast Florida	180 (29%)