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MASON-DIXON® FLORIDA POLL



JULY 2018

2018 SENATE RACE

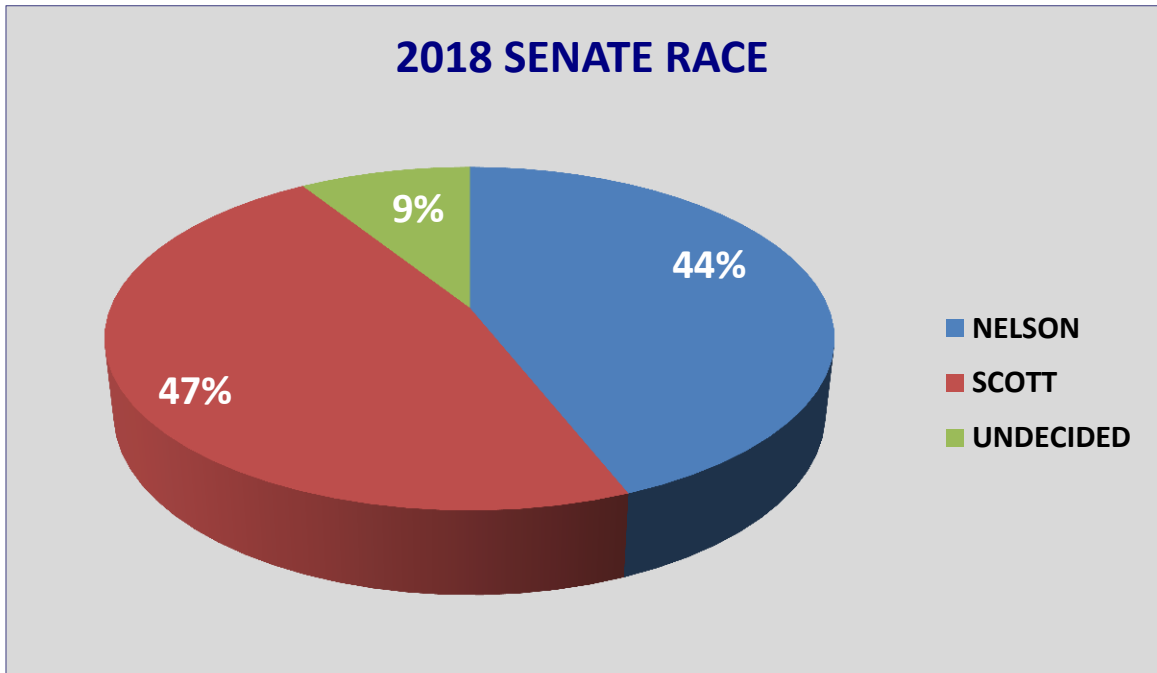
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Tracking public opinion in Florida since 1984

**FLORIDA SENATE RACE REMAINS CLOSE
SCOTT HOLDS 3-POINT LEAD OVER NELSON**

The Senate race between incumbent Democrat Bill Nelson and term-limited Republican Governor Rick Scott continues to be one of the most competitive in the country. Statewide, Scott has now opened a narrow 47%-44% lead over Nelson, a slight shift in the Republican’s favor since February when Nelson was up 45%-44%.



The overall trend line is running in Scott’s favor, as his support has slowly but steadily increased over the last 17 months, while Nelson’s has remained static.

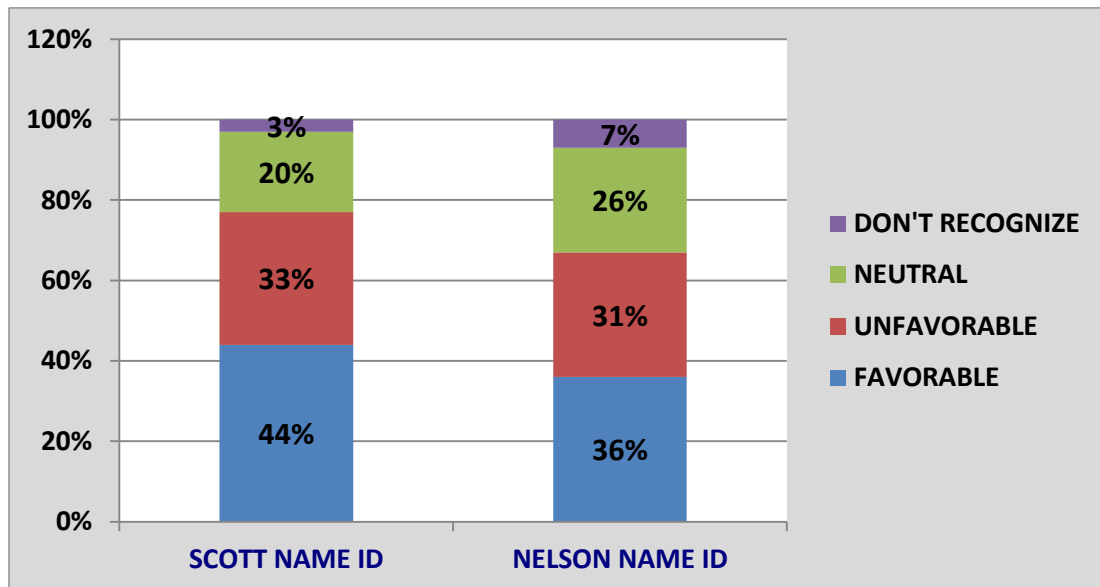
| <u>2018 SENATE RACE</u> | <u>NELSON</u> | <u>SCOTT</u> | <u>UND</u> |
|-------------------------|---------------|--------------|------------|
| February 2017 | 46% | 41% | 13% |
| October 2017 | 44% | 44% | 12% |
| February 2018 | 45% | 44% | 11% |
| July 2018 | 44% | 47% | 9% |

The demographic divides generally remain the same, but there has been a widening on the gender gap. Scott was ahead of Nelson among men by 52%-39% in February, but that has expanded to 55%-34%. Likewise, Nelson led among women by 51%-37% but has grown it slightly to 54%-39%.

As in earlier polls, Nelson remains ahead among Democrats (80%-12%), black voters (83%-4%) and Hispanics (44%-39%). Scott still has the advantage with Republicans (84%-7%) and whites (58%-36%). Those with no party affiliation continue to lean for Scott (47%-43%).

Nelson’s strength remains in Southeast Florida (57%-31%), but Scott continues to hold wide margins in North Florida (56%-38%) and Southwest Florida (59%-33%). The decisive “I-4 corridor” has moved slightly toward Scott, who leads in the Central Florida region (53%-40%), while Nelson has only a 1-point advantage in Tampa Bay (45%-44%).

Scott continues to be viewed favorably by more state voters than Nelson (44%-36%) but the margin who view him unfavorably is now just 2-points (33%-31%).



Opinion of President Donald Trump in Florida remains about even -- 43% favorable/46% unfavorable. All signs continue to point towards a close race, but there has been a small, but clear, shift toward Scott.

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> |
|---------------------|--------------------------------|----------------------------------|------------------------------|----------------------------|
| Rick Scott | 44% | 33% | 20% | 3% |
| Bill Nelson | 36% | 31% | 26% | 7% |
| Donald Trump | 43% | 46% | 11% | - |

QUESTION: If the 2018 election for Florida’s U.S. Senate seat were held today, for whom would you vote if the candidates were Bill Nelson, the Democrat and Rick Scott, the Republican?

| | <u>NELSON</u> | <u>SCOTT</u> | <u>UNDECIDED</u> |
|-------|---------------|--------------|------------------|
| STATE | 44% | 47% | 9% |

| <u>REGION</u> | <u>NELSON</u> | <u>SCOTT</u> | <u>UNDECIDED</u> |
|-------------------|---------------|--------------|------------------|
| North Florida | 38% | 56% | 6% |
| Central Florida | 40% | 53% | 7% |
| Tampa Bay | 45% | 44% | 11% |
| Southwest Florida | 33% | 59% | 8% |
| Southeast Florida | 57% | 31% | 12% |

| <u>SEX</u> | <u>NELSON</u> | <u>SCOTT</u> | <u>UNDECIDED</u> |
|------------|---------------|--------------|------------------|
| Men | 34% | 55% | 11% |
| Women | 54% | 39% | 7% |

| <u>AGE</u> | <u>NELSON</u> | <u>SCOTT</u> | <u>UNDECIDED</u> |
|------------|---------------|--------------|------------------|
| 18-34 | 56% | 33% | 11% |
| 35-49 | 46% | 46% | 8% |
| 50-64 | 39% | 53% | 8% |
| 65+ | 41% | 49% | 10% |

| <u>RACE/ETHNICITY</u> | <u>NELSON</u> | <u>SCOTT</u> | <u>UNDECIDED</u> |
|-----------------------|---------------|--------------|------------------|
| White | 36% | 58% | 6% |
| Black | 83% | 4% | 13% |
| Hispanic | 44% | 39% | 17% |

| <u>PARTY REGISTRATION</u> | <u>NELSON</u> | <u>SCOTT</u> | <u>UNDECIDED</u> |
|---------------------------|---------------|--------------|------------------|
| Democrat | 80% | 12% | 8% |
| Republican | 7% | 84% | 9% |
| Independent | 43% | 47% | 10% |

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from July 24 through July 25, 2018. 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 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 ± 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.

DEMOGRAPHICS

PARTY REGISTRATION:

| | |
|-----------------------------|------------------|
| Democrat | 256 (41%) |
| Republican | 241 (39%) |
| Independent or Other | 128 (20%) |

AGE:

| | |
|----------------|------------------|
| 18-34 | 103 (16%) |
| 35-49 | 162 (26%) |
| 50-64 | 191 (31%) |
| 65+ | 167 (27%) |
| Refused | 2 |

RACE/ETHNICITY:

| | |
|-------------------------------|------------------|
| White/Caucasian | 415 (66%) |
| Black/African American | 90 (14%) |
| Hispanic or Cuban | 104 (17%) |
| Other | 10 (2%) |
| Refused | 6 (1%) |

SEX:

| | |
|--------------|------------------|
| Men | 298 (48%) |
| Women | 327 (52%) |

REGION:

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