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## **RUBIO WIDENS LEAD OVER MURPHY IN SENATE RACE**

Republican incumbent Marco Rubio has increased his lead over Democratic challenger Patrick Murphy in the Florida Senate race. Statewide, 47% of likely voters support Rubio, while 40% back Murphy, Libertarian Paul Stanton draws 5%, 2% are split among the other four candidates on the ballot and 6% are still undecided. In late August, before the state primary election, Rubio held only a narrow 46%-43% advantage.

The Rubio campaign has been successful in raising Murphy's negative rating, which now stands at 27% favorable/25% unfavorable. In August it was 30% favorable/11% unfavorable. Rubio's own numbers are stronger (45% favorable/34% unfavorable) and have not significantly changed since last month.

The key to Rubio's success is his ability to run stronger than the average Republican among Hispanic voters. Currently, Hispanics favor Rubio over Murphy 53%-38%, which is helping him pull 16% of Democratic voters. It is extremely difficult now for a Democrat to win in Florida while losing the Hispanic vote. In the presidential race, for example, Hillary Clinton's margin over Donald Trump with Hispanics (64%-29%) is the primary reason she is currently holding a slight statewide lead.

## HOW THE POLL WAS CONDUCTED

**This poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from September 27 through September 29, 2016. A total of 820 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  $\pm 3.5$  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.**

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>
Marco Rubio	45%	34%	19%	2%
Patrick Murphy	27%	25%	33%	15%
Paul Stanton	7%	1%	14%	78%

**QUESTION: If the 2016 election for Florida’s U.S Senate seat were held today, which one of the following candidates would get your vote:**

**Patrick Murphy, Democrat  
 Marco Rubio, Republican  
 Paul Stanton, Libertarian  
 Basil Dalack, No Party Affiliation  
 Tony Khoury, No Party Affiliation  
 Steven Machat, No Party Affiliation  
 Bruce Nathan, No Party Affiliation  
 Or a Write-in candidate**

	<u>MURPHY</u>	<u>RUBIO</u>	<u>STANTON</u>	<u>OTHER</u>	<u>UNDECIDED</u>
<b>STATE</b>	40%	47%	5%	2%	6%
<b><u>REGION</u></b>	<b><u>MURPHY</u></b>	<b><u>RUBIO</u></b>	<b><u>STANTON</u></b>	<b><u>OTHER</u></b>	<b><u>UNDECIDED</u></b>
North Florida	32%	56%	6%	1%	5%
Central Florida	32%	51%	8%	3%	6%
Tampa Bay	40%	46%	4%	3%	7%
Southwest Florida	36%	51%	4%	1%	8%
Southeast Florida	53%	37%	3%	2%	5%
<b><u>SEX</u></b>	<b><u>MURPHY</u></b>	<b><u>RUBIO</u></b>	<b><u>STANTON</u></b>	<b><u>OTHER</u></b>	<b><u>UNDECIDED</u></b>
Men	36%	52%	6%	2%	4%
Women	44%	42%	5%	2%	7%
<b><u>RACE/ETHNICITY</u></b>	<b><u>MURPHY</u></b>	<b><u>RUBIO</u></b>	<b><u>STANTON</u></b>	<b><u>OTHER</u></b>	<b><u>UNDECIDED</u></b>
White	33%	52%	7%	4%	4%
Black	77%	9%	-	1%	13%
Hispanic	38%	53%	1%	-	8%
<b><u>PARTY REGISTRATION</u></b>	<b><u>MURPHY</u></b>	<b><u>RUBIO</u></b>	<b><u>STANTON</u></b>	<b><u>OTHER</u></b>	<b><u>UNDECIDED</u></b>
Democrat	70%	16%	4%	2%	8%
Republican	9%	81%	4%	1%	5%
Independent	38%	46%	8%	1%	7%

## DEMOGRAPHICS

### **PARTY REGISTRATION:**

<b>Democrat</b>	<b>340 (41%)</b>
<b>Republican</b>	<b>317 (39%)</b>
<b>Independent or Other</b>	<b>163 (20%)</b>

### **AGE:**

<b>18-34</b>	<b>158 (19%)</b>
<b>35-49</b>	<b>209 (25%)</b>
<b>50-64</b>	<b>221 (27%)</b>
<b>65+</b>	<b>219 (27%)</b>
<b>Refused</b>	<b>13 (2%)</b>

### **RACE/ETHNICITY:**

<b>White/Caucasian</b>	<b>549 (67%)</b>
<b>Black/African American</b>	<b>107 (13%)</b>
<b>Hispanic or Cuban</b>	<b>133 (16%)</b>
<b>Other</b>	<b>22 (3%)</b>
<b>Refused</b>	<b>9 (1%)</b>

### **SEX:**

<b>Male</b>	<b>395 (48%)</b>
<b>Female</b>	<b>425 (52%)</b>

### **REGION:**

<b>North Florida</b>	<b>180 (22%)</b>
<b>Central Florida</b>	<b>155 (19%)</b>
<b>Tampa Bay</b>	<b>150 (18%)</b>
<b>Southwest Florida</b>	<b>100 (12%)</b>
<b>Southeast Florida</b>	<b>235 (29%)</b>