

MASON-DIXON FLORIDA POLL®
MARCH 2015



	Marco Rubio	Debbie Wasserman Schultz	Jeff Atwater	Patrick Murphy
Favorable	46%	19%	24%	16%
Unfavorable	21%	36%	5%	3%
Neutral	29%	21%	39%	14%
Don't Recognize	4%	24%	32%	67%

RUBIO IN GOOD POSITION IF HE DECIDES TO SEEK RE-ELECTION
MURPHY STRONGER OPPONENT THAN WASSERMAN SCHULTZ

ANALYSIS

By: J. Bradford Coker, Managing Director

Although he currently appears to be more committed to running for president than seeking re-election, Republican incumbent **Marco Rubio** still has a viable fallback option should he choose to abandon that bid and run again for his U.S. Senate seat.

Statewide, Rubio holds comfortable leads over potential Democratic challengers U.S. Representative **Debbie Wasserman Schultz** (53%-36%) and U.S. Representative **Patrick Murphy** (50%-38%). In each potential race, he draws solid Republican support and runs ahead among two important swing voting groups – independents and Hispanics.

It is interesting that Murphy -- whose name is recognized by only 33% of Florida voters -- runs stronger against Rubio than the far better known Wasserman Schultz (76% name recognition). From these numbers, it is clear that Murphy offers a cleaner slate for Democrats to work with than Wasserman Schultz. Murphy has only 3% unfavorable name recognition, while Wasserman Schultz's is significantly higher. Statewide, her favorable/unfavorable numbers are upside down by almost a 2-to-1 margin (19% favorable to 36% unfavorable).

If Rubio sticks with his presidential run, the GOP has a strong back-up candidate in State CFO **Jeff Atwater**. Atwater leads both potential Democrats – holding a 45%-35% advantage over Wasserman Schultz and a 46%-32% lead over Murphy.

Although the “undecided” vote is twice as large with Atwater as the Republican candidate, it is largely the result of having lower name recognition than Rubio. Statewide, Rubio has 96% name recognition, compared to just 68% for Atwater.

Atwater is also not encumbered by any significant negatives after running two successful statewide campaigns. Only 5% of Florida voters say their opinion of Atwater is unfavorable.

It is still early in the game and everything hinges on Rubio's final decision. In the meantime, other candidates may surface as Democrats try to determine who would give them the best chance to put the Florida Senate seat in play during the 2016 presidential election cycle.

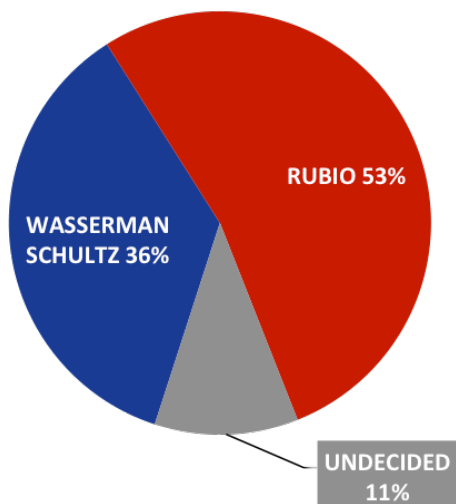
MASON-DIXON FLORIDA POLL
MARCH 2015

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>
Marco Rubio	46%	21%	29%	4%
Jeff Atwater	24%	5%	39%	32%
Debbie Wasserman Shultz	19%	36%	21%	24%
Patrick Murphy	16%	3%	14%	67%

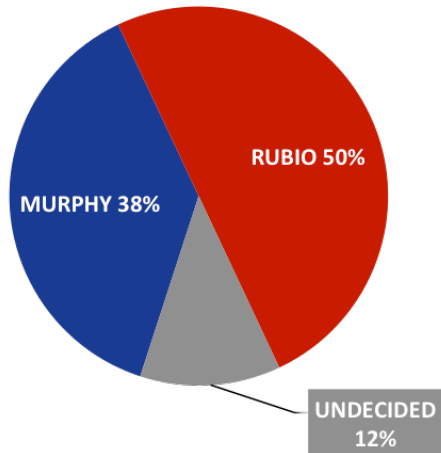
QUESTION: If the 2016 election for Florida's US Senate seat were held today, for whom would you vote if the candidates were Debbie Wasserman Shultz, the Democrat, and Marco Rubio, the Republican?



	STATE	MEN	WOMEN	DEM	REP	IND	WHT	BLK	HISP
RUBIO	53%	63%	44%	16%	93%	56%	63%	9%	44%
WASSERMAN SCHULTZ	36%	30%	41%	70%	2%	29%	28%	78%	39%
UNDECIDED	11%	7%	15%	14%	5%	15%	9%	13%	17%

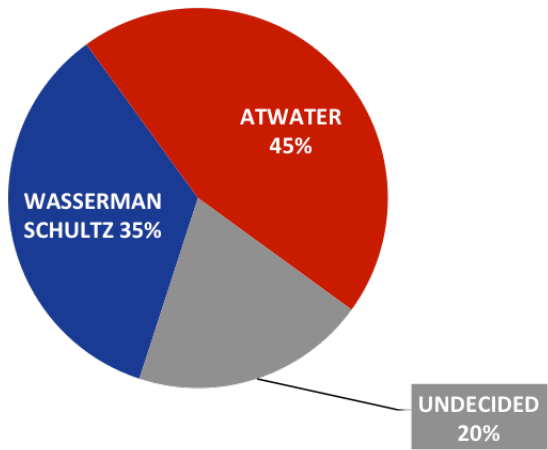
MASON-DIXON FLORIDA POLL
MARCH 2015

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



	STATE	MEN	WOMEN	DEM	REP	IND	WHT	BLK	HISP
RUBIO	50%	58%	43%	13%	89%	51%	59%	8%	45%
MURPHY	38%	33%	43%	71%	4%	32%	32%	73%	35%
UNDECIDED	12%	9%	14%	16%	7%	17%	9%	19%	20%

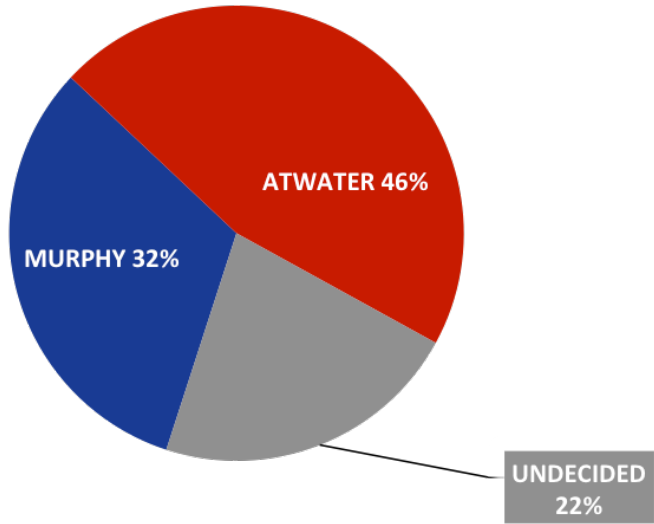
QUESTION: If the 2016 election for Florida's US Senate seat were held today, for whom would you vote if the candidates were Debbie Wasserman Shultz, the Democrat, and Jeff Atwater, the Republican?



	STATE	MEN	WOMEN	DEM	REP	IND	WHT	BLK	HISP
ATWATER	45%	58%	32%	15%	76%	51%	53%	6%	36%
WASSERMAN SCHULTZ	35%	25%	45%	66%	3%	29%	26%	74%	47%
UNDECIDED	20%	17%	23%	19%	21%	20%	21%	20%	17%

MASON-DIXON FLORIDA POLL
MARCH 2015

QUESTION: If the 2016 election for Florida’s US Senate seat were held today, for whom would you vote if the candidates were Patrick Murphy, the Democrat, and Jeff Atwater, the Republican?



	STATE	MEN	WOMEN	DEM	REP	IND	WHT	BLK	HISP
ATWATER	46%	56%	37%	17%	78%	47%	55%	5%	40%
MURPHY	32%	24%	40%	61%	3%	26%	22%	68%	44%
UNDECIDED	22%	20%	23%	22%	19%	27%	23%	27%	16%

DEMOGRAPHICS

PARTY REGISTRATION:

Democrat	338 (42%)
Republican	306 (38%)
Independent or Other	156 (20%)

SEX:

Male	381 (48%)
Female	419 (52%)

AGE:

18-34	137 (17%)
35-49	207 (26%)
50-64	217 (27%)
65+	234 (29%)
Refused	5 (<1%)

REGION:

North Florida	160 (20%)
Central Florida	170 (21%)
Tampa Bay	150 (19%)
Southwest Florida	90 (11%)
Southeast Florida	230 (29%)

MASON-DIXON FLORIDA POLL MARCH 2015

HOW THE POLL WAS CONDUCTED

The Mason-Dixon® Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from March 3 through March 5, 2015. A total of 800 registered Florida 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 ± 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.

**DON'T MISS UPDATES
FOLLOW US ON TWITTER
@MASONDIXONPOLL**

[HTTPS://TWITTER.COM/MASONDIXONPOLL](https://twitter.com/MASONDIXONPOLL)

