



**MASON-DIXON  
POLLING & STRATEGY**

---

WASHINGTON, DC - 202-548-2680  
JACKSONVILLE, FL - 904-261-2444

---

**MASON-DIXON® FLORIDA POLL**



---

**JULY 2018**

**2018 GOVERNOR'S RACE**

**EMBARGO: Newspaper Publication - Friday, July 27, 2018  
Broadcast & Internet Release - 6 am. Friday, July 27, 2018**

© Copyright 2018

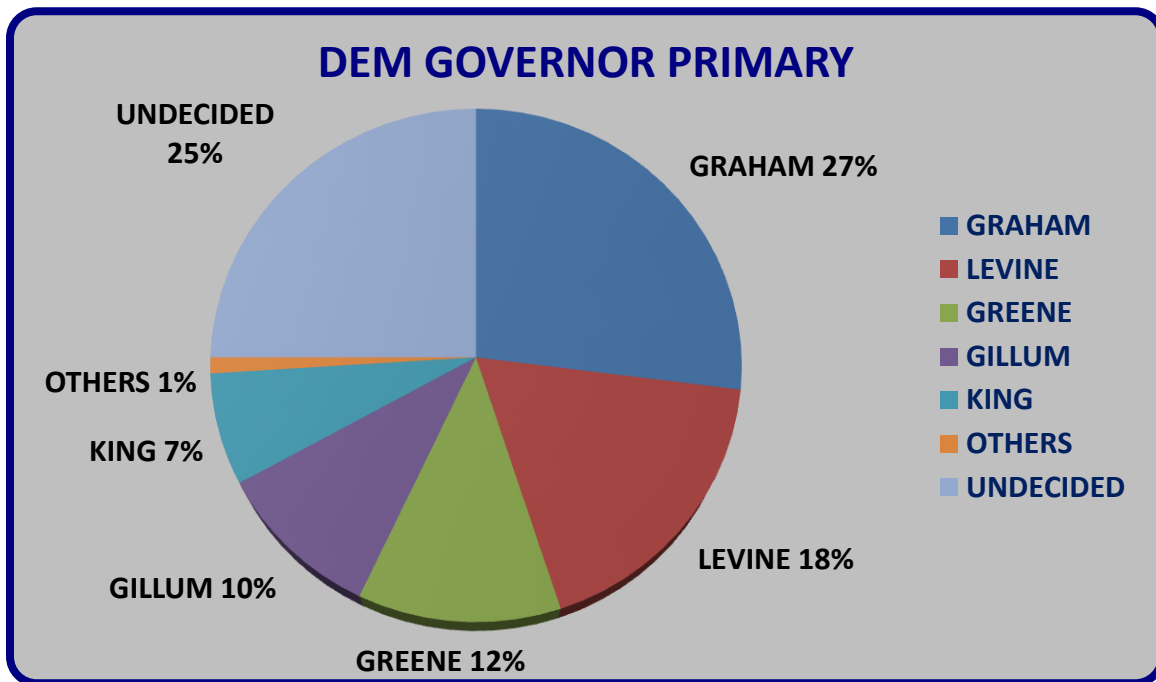
***Tracking public opinion in Florida since 1984***

## GRAHAM & DESANTIS TOP PRIMARY RACES

### LEVINE & GREENE SPLITTING VOTES ON DEMOCRATIC SIDE PUTNAM LOSES GROUND IN GOP RACE

Democrat Gwen Graham and Republican Ron DeSantis have established themselves as the clear front-runners in their respective gubernatorial primaries.

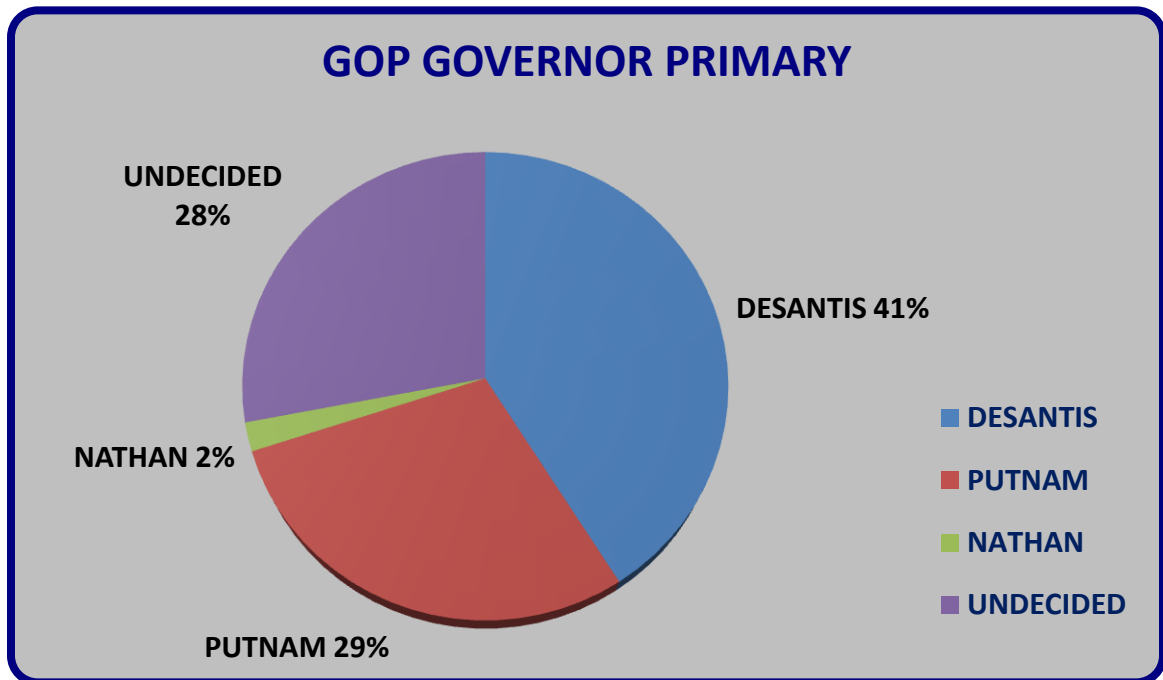
On the Democratic side, Graham has opened up a 9-point lead over top challenger Philip Levine, whose previously growing base of support appears to be stalled with the late entrance of Jeff Greene into the governor's race. Statewide, 27% of likely Democratic primary voters currently support Graham, while 18% back Levine, 12% are for Greene, with Andrew Gillum (10%) and Chris King (7%) farther back. However, one out of four Democrats (25%) is still undecided.



Graham is benefitting as the only female candidate, receiving the support of 30% of Democratic women. She also has the highest name recognition (79%) and the highest favorable rating (45%) among Democrats.

Levine had been running about even with Graham until Greene jumped in. Both men have extremely similar profiles – politically experienced, successful business owners who are white, male, Jewish and from South Florida. They each have tremendous personal wealth that gives them the ability to put a considerable amount of their own money into their campaigns. With this over-lapping appeal, the two are drawing a combined 30% of voters -- slightly more than Graham.

On the Republican side, DeSantis has opened a double-digit lead over Adam Putnam. Statewide, 41% of GOP voters support DeSantis and 23% back Putnam, with 2% for Bruce Nathan and 28% undecided. It is likely that President Donald Trump’s endorsement of DeSantis is the driving factor behind the shift in the race.



Given the number of possible general election match-ups, it is likely that head-to-head races would not have much meaning right now. However, in the larger picture it is worth noting that Graham has the highest favorable rating, and the top two Republicans have higher negative ratings than all of the Democrats.

## 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>
<b>Gwen Graham</b>	<b>35%</b>	<b>5%</b>	<b>29%</b>	<b>31%</b>
<b>Ron DeSantis</b>	<b>32%</b>	<b>21%</b>	<b>25%</b>	<b>22%</b>
<b>Adam Putnam</b>	<b>27%</b>	<b>17%</b>	<b>35%</b>	<b>21%</b>
<b>Philip Levine</b>	<b>25%</b>	<b>8%</b>	<b>34%</b>	<b>33%</b>
<b>Jeff Greene</b>	<b>19%</b>	<b>15%</b>	<b>25%</b>	<b>41%</b>
<b>Chris King</b>	<b>15%</b>	<b>2%</b>	<b>20%</b>	<b>63%</b>
<b>Andrew Gillum</b>	<b>12%</b>	<b>1%</b>	<b>19%</b>	<b>68%</b>

**\*\*\*500 DEMOCRATIC PRIMARY VOTERS \*\*\***

**STATEWIDE NAME RECOGNITION**

**Do you recognize the name \_\_\_\_\_?**

**(IF YES) Do you have a favorable, unfavorable or neutral opinion of \_\_\_\_\_?**

	<b><u>RECOGNIZE FAVORABLE</u></b>	<b><u>RECOGNIZE UNFAVORABLE</u></b>	<b><u>RECOGNIZE NEUTRAL</u></b>	<b><u>DON'T RECOGNIZE</u></b>
<b>Gwen Graham</b>	<b>45%</b>	<b>2%</b>	<b>32%</b>	<b>21%</b>
<b>Philip Levine</b>	<b>34%</b>	<b>4%</b>	<b>39%</b>	<b>23%</b>
<b>Jeff Greene</b>	<b>27%</b>	<b>10%</b>	<b>35%</b>	<b>28%</b>
<b>Andrew Gillum</b>	<b>17%</b>	<b>7%</b>	<b>22%</b>	<b>54%</b>
<b>Chris King</b>	<b>16%</b>	<b>1%</b>	<b>23%</b>	<b>60%</b>

**QUESTION: If the 2018 Democratic primary for governor were held today, which one of the following candidates would get your vote: (ORDER ROTATED)**

	<b><u>STATE</u></b>	<b><u>MEN</u></b>	<b><u>WOMEN</u></b>	<b><u>WHITE</u></b>	<b><u>BLACK</u></b>	<b><u>HISPANIC</u></b>
<b>Gwen Graham</b>	<b>27%</b>	<b>22%</b>	<b>30%</b>	<b>27%</b>	<b>23%</b>	<b>33%</b>
<b>Philip Levine</b>	<b>18%</b>	<b>21%</b>	<b>16%</b>	<b>24%</b>	<b>10%</b>	<b>11%</b>
<b>Jeff Greene</b>	<b>12%</b>	<b>17%</b>	<b>9%</b>	<b>16%</b>	<b>8%</b>	<b>7%</b>
<b>Andrew Gillum</b>	<b>10%</b>	<b>6%</b>	<b>13%</b>	<b>3%</b>	<b>27%</b>	<b>3%</b>
<b>Chris King</b>	<b>7%</b>	<b>10%</b>	<b>5%</b>	<b>11%</b>	<b>2%</b>	<b>3%</b>
<b>Alex "Lundy" Lundmark</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>-</b>	<b>-</b>
<b>John Wetherbee</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Undecided (NOT READ)</b>	<b>25%</b>	<b>23%</b>	<b>26%</b>	<b>18%</b>	<b>30%</b>	<b>43%</b>

**\*\*\*500 REPUBLICAN PRIMARY VOTERS \*\*\***

**STATEWIDE NAME RECOGNITION**

**Do you recognize the name \_\_\_\_\_?**

**(IF YES) Do you have a favorable, unfavorable or neutral opinion of \_\_\_\_\_?**

	<b><u>RECOGNIZE FAVORABLE</u></b>	<b><u>RECOGNIZE UNFAVORABLE</u></b>	<b><u>RECOGNIZE NEUTRAL</u></b>	<b><u>DON'T RECOGNIZE</u></b>
<b>Ron DeSantis</b>	<b>44%</b>	<b>13%</b>	<b>26%</b>	<b>17%</b>
<b>Adam Putnam</b>	<b>37%</b>	<b>12%</b>	<b>33%</b>	<b>18%</b>

**QUESTION: If the 2018 Republican primary for governor were held today, which one of the following candidates would get your vote: (ORDER ROTATED):**

	<b><u>STATE</u></b>	<b><u>MEN</u></b>	<b><u>WOMEN</u></b>	<b><u>WHITE</u></b>	<b><u>HISPANIC</u></b>
<b>Ron DeSantis</b>	<b>41%</b>	<b>46%</b>	<b>37%</b>	<b>43%</b>	<b>31%</b>
<b>Adam Putnam</b>	<b>29%</b>	<b>27%</b>	<b>31%</b>	<b>28%</b>	<b>32%</b>
<b>Bruce Nathan</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>	<b>-</b>
<b>Don Baldouf</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Timothy Levine</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Bob Langford</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>John Joseph Mercadante</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Bob White</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Undecided (DO NOT READ)</b>	<b>28%</b>	<b>24%</b>	<b>31%</b>	<b>27%</b>	<b>37%</b>

## HOW THE POLL WAS CONDUCTED

**This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from July 23 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  $\pm 4$  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 survey also includes an over-sampling of 500 likely Democratic primary voters and 500 likely Republican primary voters. The margin for error for the results of each of these polls is  $\pm 4.5$  percentage points.**

## DEMOGRAPHICS

### **PARTY REGISTRATION:**

<b>Democrat</b>	<b>256 (41%)</b>
<b>Republican</b>	<b>241 (39%)</b>
<b>Independent or Other</b>	<b>128 (20%)</b>

### **AGE:**

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

### **RACE/ETHNICITY:**

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

### **SEX:**

<b>Men</b>	<b>298 (48%)</b>
<b>Women</b>	<b>327 (52%)</b>

### **REGION:**

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



## 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.