



AUGUST 2010 FLORIDA PRIMARY POLL

PART II: GOP GOVERNOR & DEM SENATE RACES

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HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from August 17 through August 19, 2010. A total of 500 likely Democratic primary voters and 500 likely Republican primary voters were interviewed statewide by telephone.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized and quotas were assigned to reflect primary voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4.5 percentage points on each primary sample. 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 racial grouping.

ANALYSIS

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MCCOLLUM & MEEK TAKE LEADS INTO CAMPAIGN'S FINAL DAYS

Republican Bill McCollum and Democrat Kendrick Meek continue to lead in their respective party primaries for governor and U.S. Senate. Despite falling behind in the middle of the summer under the weight of heavy television advertising campaigns funded by the independently wealthy businessmen they each oppose, both have rallied in the campaign's final weeks to regain their front-runner positions.

In the Republican gubernatorial primary, McCollum now leads Rick Scott 45%-36% statewide, with 4% for Mike McAlister and 15% undecided. This is up from the 34%-30% advantage that McCollum seized a week ago.

<u>GOP GOVERNOR VOTE</u>	<u>MCCOLLUM</u>	<u>SCOTT</u>	<u>OTHER</u>	<u>UND</u>
June 2009	53%	N/A	4%	43%
March 2010	64%	N/A	9%	27%
May 2010	38%	24%	7%	31%
August 2-4 2010	31%	37%	3%	29%
August 9-11 2010	34%	30%	3%	33%
August 17-19 2010	45%	36%	4%	15%

With the exception of Scott's home region in Southwest Florida, McCollum is ahead in all other areas of the state and among all sub-groups. His strongest showing is in Southeast Florida (51%-27%), which is boosted by his overwhelming advantage among Hispanic, mostly Cuban, Republican voters in Miami-Dade County.

Republican women are also contributing to McCollum's comeback, supporting him over Scott by 47%-33% compared to just 44%-39% among GOP men.

To some extent, McCollum has been able to re-build his popularity with party voters, although he has also suffered considerable damage from Scott's attacks. Statewide, McCollum's favorable rating is up to 43% -- nearly matching the 46% level of May. His unfavorable rating, however, has climbed from 4% in March to its current 32% level.

<u>MCCOLLUM GOP NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
March 2010	39%	4%	47%	10%
June 2009	45%	5%	42%	8%
May 2010	46%	11%	36%	7%
August 2-4 2010	32%	30%	36%	2%
August 9-11 2010	36%	30%	31%	3%
August 17-19 2010	43%	32%	22%	3%

Despite his deep pockets, Scott appears to have come out on the losing end of the television air war. When he launched his ad campaign in May, he shot his favorable rating to 28% almost overnight and had only a 1% negative rating. Four months and tens of millions of dollars later, he finds his polling numbers upside down. Scott enters the final weekend with a 33% favorable rating from GOP voters, only a five-point net gain since May. Meanwhile, his negative rating has skyrocketed from 1% to 40% over the same time period.

<u>SCOTT GOP NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
May 2010	28%	1%	33%	38%
August 2-4 2010	39%	33%	26%	2%
August 9-11 2010	33%	36%	29%	2%
August 17-19 2010	33%	40%	25%	2%

In the race for the Democratic U.S. Senate nomination, Meek has opened up a 42%-30% lead over Greene. Meek had trailed in several other polls during July.

<u>DEM SENATE VOTE</u>	<u>MEEK</u>	<u>GREENE</u>	<u>OTHER</u>	<u>UND</u>
May 2010	47%	2%	6%	45%
August 2-4 2010	33%	29%	7%	31%
August 9-11 2010	40%	26%	6%	28%
August 17-19 2010	42%	30%	5%	23%

Support among African-American Democrats, who will cast 20-25% of the vote in the primary, has sustained Meek against Greene's millions. While Greene still holds a slight 37%-32% lead over Meek among white voters, Meek is drawing 72% of the black vote and is likely to build that even further by primary day. Meek should also benefit from the strong ground organizations of unions and other key Democratic Party grassroots constituency groups

Meek is still viewed favorably by 44% of Democrats, and is seen unfavorably by 29%. He has increased popularity pretty significantly over the past few weeks.

<u>MEEK DEM NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
August 2-4 2010	32%	25%	33%	10%
August 9-11 2010	41%	26%	33%	7%
August 17-19 2010	44%	29%	24%	3%

Greene's numbers are almost the opposite, with a 29% favorable rating and a 42% negative rating. Like Scott, in the end Greene's heavier television spending did not pay huge dividends.

<u>GREENE DEM NAME REC</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
August 2-4 2010	31%	31%	33%	5%
August 9-11 2010	27%	43%	26%	4%
August 17-19 2010	29%	42%	26%	3%

In a year when voters have shown a propensity to vote against incumbents and anti-establishment candidates, Florida appears to be bucking the trend. Does this make Florida different from the rest of the country? The answer is probably not. Incumbents in many local races around the state will likely fall victim to this current sour mood.

There are several notable differences in these two particular Florida races.

In either party primary, an independent businessperson with the resources to fund their own campaign could have easily won. Those who had strong ties to their local community, who were recognized for their charitable support to organizations and a record of success and integrity would have been ideal statewide candidates in the current Florida political environment.

In the cases of Scott and Greene, neither was recognized for their community involvement, were known by many civic and community leaders nor recognized by the public at-large prior to announcing their candidacies.

Most importantly, there were shadows over the way they became wealthy - Scott's questionable management of Columbia/HCA and golden parachute dismissal and Greene's real estate deals. Both appeared to have profited heavily upon the misery of others and/or at the expense of taxpayers. Greene's situation was further complicated by some questionable personal behavior.

Finally, neither one proved to be a good candidate in the public arena. Both relied too heavily on television and other media and neither proved to be a good campaigner who could connect with voters on a personal level. Personal impression and character are very important for a "fresh face" outsider to be successful in traditionally low-turnout primaries where those who vote are more knowledgeable and politically active.

Ducking debates, canceling scheduled joint appearances with the opposing candidate at party forums and avoiding the state press corps were fundamental mistakes that Scott made.

In a state as geographically large and politically diverse as Florida, political rookies have a steep learning curve. Neither Scott nor Greene demonstrated the political savvy and campaign skills necessary to succeed on the state's big stage.

*** 500 LIKELY REPUBLICAN PRIMARY VOTERS ***

STATEWIDE NAME RECOGNITION

QUESTION: I am going to read a list of names.

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>
Bill McCollum	43%	32%	22%	3%
Rick Scott	33%	40%	25%	2%

QUESTION: If the 2010 Republican primary for Governor were held today, which one of the following candidates would get your vote? (ORDER ROTATED)

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>WHITE</u>	<u>HISPANIC</u>
Bill McCollum	45%	44%	47%	43%	61%
Rick Scott	36%	39%	33%	38%	21%
Mike McAlister	4%	2%	6%	5%	-
Undecided (NOT READ)	15%	15%	14%	14%	22%

	<u>STATE</u>	<u>NORTH FLA</u>	<u>CENTRAL FLA</u>	<u>TAMPA BAY</u>	<u>SW FLA</u>	<u>SE FLA</u>
Bill McCollum	45%	46%	44%	44%	39%	51%
Rick Scott	36%	36%	35%	39%	45%	27%
Mike McAlister	4%	3%	5%	6%	3%	3%
Undecided (NOT READ)	15%	15%	16%	11%	13%	19%

*** 500 LIKELY DEMOCRATIC PRIMARY VOTERS ***

STATEWIDE NAME RECOGNITION

QUESTION: I am going to read a list of names.

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>
Kendrick Meek	44%	29%	24%	3%
Jeff Greene	29%	42%	26%	3%

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

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>WHITE</u>	<u>BLACK</u>
Kendrick Meek	42%	39%	44%	32%	72%
Jeff Greene	30%	35%	27%	37%	8%
Maurice Ferre'	4%	5%	3%	5%	-
Glenn Burkett	1%	1%	1%	2%	-
Undecided (NOT READ)	23%	20%	25%	24%	20%

	<u>STATE</u>	<u>NORTH FLA</u>	<u>CENTRAL FLA</u>	<u>TAMPA BAY</u>	<u>SW FLA</u>	<u>SE FLA</u>
Kendrick Meek	42%	32%	38%	44%	39%	46%
Jeff Greene	30%	44%	28%	25%	31%	23%
Maurice Ferre'	4%	-	5%	5%	-	6%
Glen Burkett	1%	3%	1%	1%	-	-
Undecided (NOT READ)	23%	21%	28%	25%	30%	25%