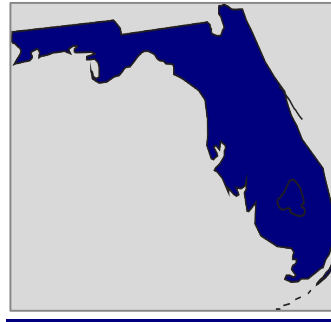




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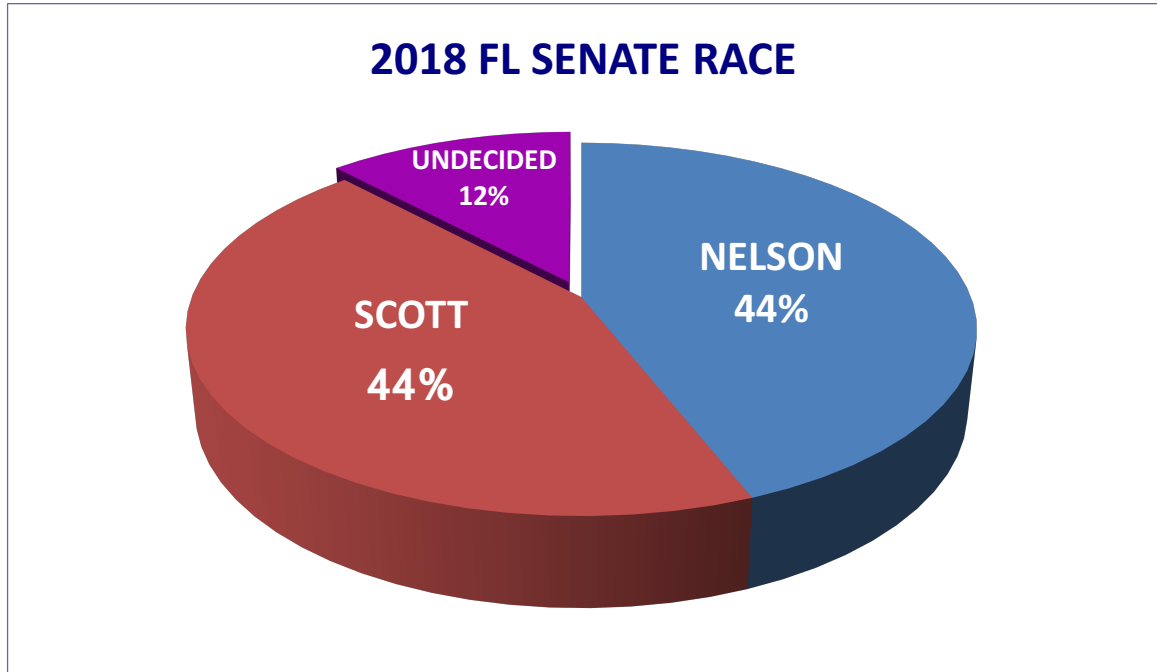
OCTOBER 2017 2018 SENATE RACE

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Tracking public opinion in Florida since 1984

NELSON & SCOTT TIED IN SENATE RACE

Democratic Senator Bill Nelson and Republican Governor Rick Scott are currently dead-locked in their anticipated election match-up for Florida’s U.S. Senate seat in 2018. Statewide, Nelson and Scott are each supported by 44% of Florida voters and 12% are undecided.



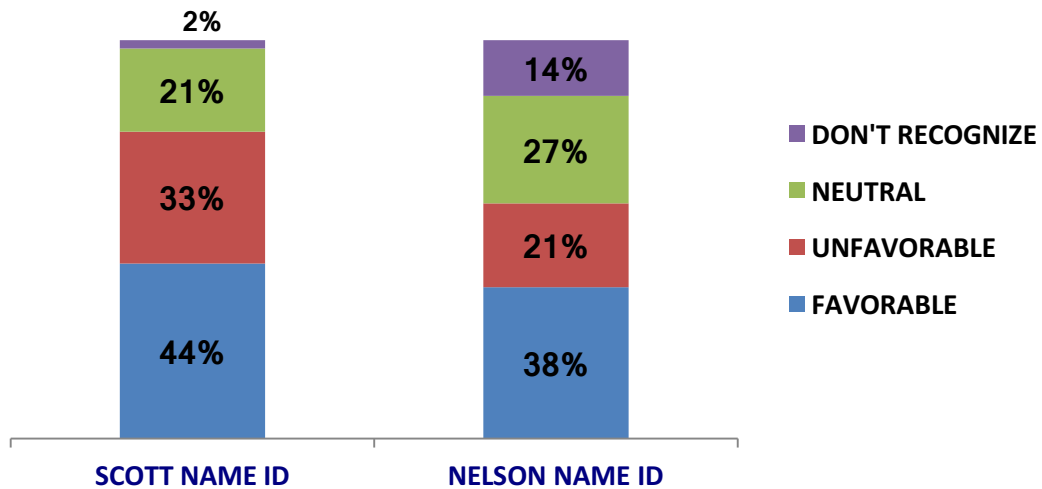
This shows a bounce for Scott, who trailed Nelson by five points in February.

<u>2018 SENATE RACE</u>	<u>NELSON</u>	<u>SCOTT</u>	<u>UND</u>
February 2017	46%	41%	13%
October 2017	44%	44%	12%

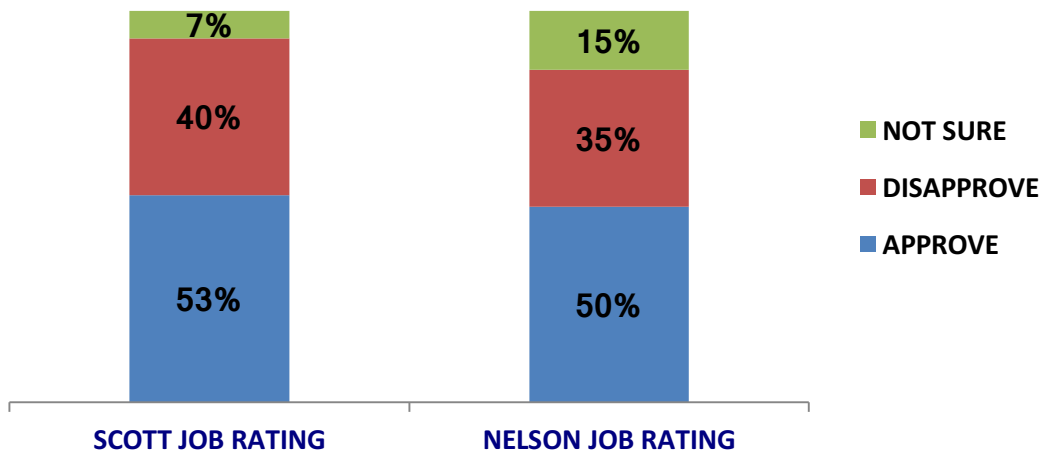
Nelson remains ahead among Democrats (82%-9%), Women (47%-40%), Blacks (87%-4%) and Hispanics (54%-32%). Scott still has the advantage with Republicans (81%-6%), Men (49%-40%) and Whites (54%-34%). The swing has come primarily among unaffiliated voters, with Scott taking a 44%-40% lead. In February, Nelson was ahead of Scott 46%-37% among these Independents.

Nelson still has a large lead in Southeast Florida (58%-31%), but Scott continues to hold wide margins in North Florida (57%-33%) and Southwest Florida (53%-36%). Scott has pulled slightly ahead in Central Florida (45%-42%) and the race is now tied in Tampa Bay (42%-42%)

Scott is now seen more favorably by state voters than Nelson (44%-38%), but there are also more voters who view him unfavorably (33%-21%).



Scott also has a higher job performance rating (53%) than Nelson (50%).



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%	21%	2%
Bill Nelson	38%	21%	27%	14%
Donald Trump	37%	46%	17%	-

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%	44%	12%

<u>REGION</u>	<u>NELSON</u>	<u>SCOTT</u>	<u>UNDECIDED</u>
North Florida	33%	57%	10%
Central Florida	42%	45%	13%
Tampa Bay	42%	42%	16%
Southwest Florida	36%	53%	11%
Southeast Florida	58%	31%	11%

<u>SEX</u>	<u>NELSON</u>	<u>SCOTT</u>	<u>UNDECIDED</u>
Men	40%	49%	11%
Women	47%	40%	13%

<u>AGE</u>	<u>NELSON</u>	<u>SCOTT</u>	<u>UNDECIDED</u>
18-34	50%	35%	15%
35-49	44%	44%	12%
50-64	43%	45%	12%
65+	41%	49%	10%

<u>RACE/ETHNICITY</u>	<u>NELSON</u>	<u>SCOTT</u>	<u>UNDECIDED</u>
White	34%	54%	12%
Black	87%	4%	9%
Hispanic	54%	32%	14%

<u>PARTY REGISTRATION</u>	<u>NELSON</u>	<u>SCOTT</u>	<u>UNDECIDED</u>
Democrat	82%	9%	9%
Republican	6%	81%	13%
Independent	40%	44%	16%

QUESTION: Do you approve or disapprove of Rick Scott's job performance as governor?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
APPROVE	53%	57%	50%	19%	87%	56%
DISAPPROVE	40%	37%	42%	75%	8%	32%
NOT SURE	7%	6%	8%	6%	5%	12%

QUESTION: Do you approve or disapprove of Bill Nelson's job performance as Florida's U.S. Senator?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
APPROVE	50%	47%	52%	79%	21%	48%
DISAPPROVE	35%	40%	31%	11%	62%	32%
NOT SURE	15%	13%	17%	10%	17%	20%

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from October 17 through October 19, 2017. A total of 625 registered Florida voters were interviewed statewide by telephone. All said they regularly vote in state elections.

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	243 (39%)
Republican	232 (37%)
Independent or Other	150 (24%)

AGE:

18-34	112 (18%)
35-49	158 (25%)
50-64	178 (28%)
65+	172 (28%)
Refused	5 (1%)

RACE/ETHNICITY:

White/Caucasian	417 (67%)
Black/African American	81 (13%)
Hispanic or Cuban	102 (16%)
Other	19 (3%)
Refused	6 (1%)

SEX:

Male	302 (48%)
Female	323 (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: Voters interviewed in Hernando, Hillsborough, Pasco, Pinellas and Polk counties.

SOUTHWEST FLORIDA: Voters interviewed in 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.