



MARCH 2009 FLORIDA POLL

ANALYSIS

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RUBIO LEADS CRIST IN PRIMARY, BOTH REPUBLICANS AHEAD OF MEEK

Marco Rubio holds an 11-point advantage over Charlie Crist in the race for the Republican nomination for Florida's U.S. Senate seat. Statewide, 48% of likely GOP primary voters currently back Rubio, while 37% support Crist and 15% remain undecided.

Crist led Rubio early last summer, although our polling at that time showed his lead was based on name recognition. The two were tied last June among GOP voters who were familiar with both candidates.

<u>GOP PRIMARY VOTE</u>	<u>CRIST</u>	<u>RUBIO</u>	<u>UND</u>
May 2009	53%	18%	29%
June 2009	51%	23%	26%
March 2010	37%	48%	15%

Crist's popularity among members of his own party has dropped significantly over the past year. The governor's favorable rating with Republicans had consistently hovered around 50% since the beginning of his gubernatorial campaign five years ago. It has now dropped all the way to 37%, while at the same time his unfavorable rating has gone up from single-digits to 32%.

<u>CRIST GOP NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
June 2005	46%	6%	33%	15%
March 2006	47%	9%	31%	13%
July 2006	54%	7%	34%	5%
August 2006	55%	14%	28%	3%
May 2009	50%	19%	31%	-
June 2009	49%	22%	29%	-
March 2010	37%	32%	30%	1%

Rubio's rise has been accompanied by a major increase in his name recognition among Republicans. About 10 months ago, only about half of the GOP primary electorate had heard of him but now his recognition is up to 87%. Rubio's favorable rating has jumped from 24% to 42% during that time and his negatives are low at just 10%.

<u>RUBIO GOP NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
May 2009	20%	2%	22%	56%
June 2009	24%	5%	28%	48%
March 2010	42%	10%	35%	13%

In the general election race, both Republicans hold double-digit leads over Democrat Kendrick Meek. Statewide, Crist tops Meek 50%-26%, which is relatively unchanged over the past year, and Rubio is ahead 44%-29%.

<u>GOVERNOR VOTE</u>	<u>CRIST</u>	<u>MEEK</u>	<u>UND</u>
May 2009	55%	24%	21%
June 2009	48%	26%	26%
March 2010	50%	26%	24%

Crist is as popular with voters of other parties as he is with Republicans. His favorable/unfavorable recognition ratio stands at 37%-31%, also down from the 50% range posted since July 2006.

<u>CRIST NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
March 1997	7%	2%	20%	71%
October 1997	8%	2%	21%	69%
April 1998	9%	2%	25%	64%
July 1998	12%	3%	27%	58%
August 1998	15%	7%	24%	54%
September 1998	19%	11%	27%	43%
October 1998	19%	11%	39%	31%
November 1998	21%	16%	34%	29%
April 1999	19%	12%	29%	40%
June 2000	18%	9%	33%	40%
September 2000	21%	10%	30%	39%
October 2000	23%	11%	28%	38%
November 2000	29%	12%	34%	25%
September 2002	29%	11%	34%	26%
October 2002	32%	17%	29%	22%
November 2002	38%	17%	30%	15%
June 2005	41%	8%	32%	19%
March 2006	42%	10%	32%	16%
July 2006	48%	10%	31%	11%
September 2006	54%	13%	31%	2%
October 2006	51%	21%	26%	2%
November 2006	47%	32%	20%	1%
May 2009	49%	15%	34%	2%
June 2009	49%	21%	27%	3%
March 2010	37%	31%	31%	1%

Rubio and Meek still have work to do building name recognition for the general election. Meek remains an unknown to half of the voters.

<u>RUBIO NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
May 2009	13%	5%	21%	61%
June 2009	18%	11%	24%	47%
March 2010	27%	17%	35%	21%

<u>MEEK NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
May 2009	11%	2%	20%	67%
June 2009	11%	5%	22%	62%
March 2010	15%	8%	25%	52%

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from March 23 through March 25, 2010. A total of 625 registered voters were interviewed statewide by telephone. All stated they vote regularly in state elections.

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 voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 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 party grouping.

This survey also includes an over-sampling of 400 likely Republican primary voters. Only the questions relative to the primary election race were asked of these additional voters, and not the questions concerning the general election. The margin for error for this primary voter sub-sample is plus or minus 5%.

STATEWIDE NAME RECOGNITION

QUESTION: I am going to read a list of potential candidates for statewide office in Florida in the 2010 election.

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>
Charlie Crist	37%	31%	31%	1%
Marco Rubio	27%	17%	35%	21%
Kendrick Meek	15%	8%	25%	52%

*** 400 LIKELY REPUBLICAN PRIMARY VOTERS ***

STATEWIDE NAME RECOGNITION

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Marco Rubio	42%	10%	35%	13%
Charlie Crist	37%	32%	30%	1%

QUESTION: If the 2010 Republican primary for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Charlie Crist and Marco Rubio?

RUBIO	48%
CRIST	37%
UNDECIDED	15%

*** ALL VOTERS ***

QUESTION: If the 2010 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Kendrick Meek, the Democrat, and Charlie Crist, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
CRIST	50%	51%	49%	36%	69%	43%
MEEK	26%	24%	28%	45%	6%	24%
UNDECIDED	24%	25%	23%	19%	25%	33%

QUESTION: If the 2010 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Kendrick Meek, the Democrat, and Marco Rubio, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
RUBIO	44%	47%	41%	16%	72%	50%
MEEK	29%	29%	29%	55%	3%	23%
UNDECIDED	27%	24%	30%	29%	25%	27%

DEMOGRAPHICS :

PARTY REGISTRATION:

Democrat	269 (43%)
Republican	238 (38%)
Independent or Other	118 (19%)

AGE:	18-34	95 (15%)
	35-49	163 (26%)
	50-64	167 (27%)
	65+	197 (32%)
	Refused	3 -

RACE/ETHNICITY:

White/Caucasian	460 (74%)
Black/African American	76 (12%)
Hispanic or Cuban	74 (12%)
Other/Refused	15 (2%)

SEX:	Male	303 (48%)
	Female	322 (52%)

REGION:	North Florida	120 (19%)
	Central Florida	130 (21%)
	Tampa Bay	115 (18%)
	Southwest Florida	70 (11%)
	Southeast Florida	190 (30%)