

HOW THE POLL WAS CONDUCTED

The Mason-Dixon Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from June 14 through June 16, 2005. 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 regional or party grouping.

SAMPLE FIGURES:

Men 306 (49%) Women 319 (51%)
Whites 475 (76%) Blacks 71 (11%) Hispanic 73 (12%) Other 6 (1%)
Democrats 269 (43%) Republicans 252 (40%) Independents 104 (17%)

REGION

SAMPLE SIZE

North Florida	115 interviews
Central Florida	140 interviews
Gulf Coast	195 interviews
South Florida	175 interviews

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ANALYSIS

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Please attribute all quotes to Mr. Coker and Mason-Dixon.
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NELSON LEADING HARRIS IN FLORIDA SENATE RACE

Democratic Senator Bill Nelson is an early re-election favorite for 2006, as he currently holds a sizeable over advantage over just-announced Republican challenger Katherine Harris. Statewide, 53% of voters currently support Nelson, while 36% back Harris and 11% are undecided.

Nelson is running very strong among Democratic voters, topping Harris by an overwhelming 86%-8% margin. Nelson also leads among independents 54%-27%, while Harris is ahead among Republicans 64%-17%.

Nelson's solid base among Democrats is also evident by his strength in South Florida (60%-29%) and African-American voters (89%-3%). He also leads in the remaining three regions of the state - including Republican-leaning North Florida (48%-37%) and Central Florida (53%-34%).

At present, the key to the race is that Harris remains a polarizing figure with Florida voters. Nelson, on the other hand, appears to be carrying little political baggage. Statewide, 44% have a favorable opinion of Nelson and only 10% have an unfavorable view. Voters are split on Harris, with almost as many having an unfavorable opinion of her (30%) as having a favorable opinion (32%).

<u>NELSON NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
September 1998	33%	15%	31%	21%
October 1998	39%	13%	31%	17%
April 1999	42%	11%	28%	19%
October 1999	44%	12%	28%	16%
March 2000	43%	16%	31%	10%
June 2000	44%	13%	31%	12%
September 2000	42%	15%	30%	13%
October 2000	39%	16%	33%	12%
November 2000	41%	30%	24%	5%
June 2005	44%	10%	39%	7%

<u>HARRIS NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
November 1998	27%	9%	39%	25%
July 2003	28%	27%	27%	18%

June 2005

32%

30%

23%

15%

STATEWIDE NAME RECOGNITION

I am going to read a list of potential candidates for statewide office in Florida in the 2006 election. After I mention each name, I would simply like you to tell me if you recognize that individual. If you do recognize a name, I will then ask you if you have a favorable, unfavorable or neutral opinion of that person.

The first name is _____. Do you recognize that 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 Nelson	44%	10%	39%	7%
Katherine Harris	32%	30%	23%	15%

QUESTION: If the 2005 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 Katherine Harris, the Republican?

	<u>NELSON</u>	<u>HARRIS</u>	<u>UNDECIDED</u>
STATE	53%	36%	11%
<u>REGION</u>	<u>NELSON</u>	<u>HARRIS</u>	<u>UNDECIDED</u>
North Florida	48%	37%	15%
Central Florida	53%	34%	13%
Gulf Coast	49%	42%	9%
South Florida	60%	29%	11%
<u>SEX</u>	<u>NELSON</u>	<u>HARRIS</u>	<u>UNDECIDED</u>
Men	52%	39%	9%
Women	54%	33%	13%
<u>AGE</u>	<u>NELSON</u>	<u>HARRIS</u>	<u>UNDECIDED</u>
18-34	54%	30%	16%
35-49	47%	41%	12%
50-64	53%	37%	10%
65+	57%	33%	10%
<u>RACE</u>	<u>NELSON</u>	<u>HARRIS</u>	<u>UNDECIDED</u>
Whites	50%	41%	9%
Blacks	89%	3%	8%
Hispanics	34%	37%	29%
<u>PARTY AFFILIATION</u>	<u>NELSON</u>	<u>HARRIS</u>	<u>UNDECIDED</u>
Democrats	86%	8%	6%
Republicans	17%	69%	14%
Independents	54%	27%	19%

