

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.

This section of the survey also includes an over-sampling of 400 regular Democratic primary voters and 400 regular Republican primary voters. Only the questions relative to the primary election races were asked of these additional voters, and not questions concerning the general election. The margin for error in each of these primary voter sub-samples is plus or minus 5%.

SAMPLE FIGURES: (General election sample)

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

By: J. Bradford Coker, Managing Director
Mason-Dixon Polling & Research, Inc.

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Mr. Coker is available to answer questions at (904) 261-2444.

**CRIST AND DAVIS ARE EARLY PRIMARY FAVORITES IN 2006 GOV RACE,
BUT MOST ARE STILL UNDECIDED**

Republican Attorney General Charlie Crist and Democratic Congressman Jim Davis are the respective early front-runners in their party primary races for governor.

Statewide, Crist tops the Republican field with the support of 41% of regular GOP voters, followed by Tom Gallagher with 23%, Toni Jennings at 7% and 29% are undecided. If Jennings decides not to enter the race, Crist holds a 43%-24% advantage over Gallagher.

Among regular Democratic primary voters, Davis leads with 23%, followed by Scott Maddox at 12%, while Rod Smith gets 4% and 61% are undecided.

In the general election, both leading Republicans - Crist and Gallagher - hold early leads over Democrat Davis. These results, along with those for the primary races, are largely a function of name recognition at this stage.

<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%

<u>GALLAGHER NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
September 1998	29%	18%	30%	23%
October 1999	31%	16%	33%	20%
April 1999	37%	8%	33%	22%
October 1999	37%	9%	38%	16%
March 2000	41%	12%	34%	13%
June 2000	37%	14%	36%	13%
September 2000	40%	13%	37%	10%
October 2000	38%	14%	38%	10%
November 2000	39%	16%	36%	9%
June 2005	33%	8%	40%	19%

<u>JENNINGS NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
April 1999	21%	4%	23%	52%
June 2005	18%	7%	22%	53%

<u>DAVIS NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
February 2001	12%	3%	19%	66%
July 2001	13%	4%	27%	56%
June 2005	14%	4%	23%	59%

<u>MADDOX NAME RECOGNITION</u>	<u>FAV</u>	<u>UNFAV</u>	<u>NEUT</u>	<u>DR</u>
February 2001	6%	2%	15%	77%
June 2005	7%	5%	19%	69%

Although Republicans Crist and Gallagher have name recognition advantages over the rest of the field, the GOP nominee that emerges from the primary could also be helped by the continued popularity of Governor Jeb Bush. Statewide, 55% of voters rate Bush's job performance as "excellent" or "good."

<u>JEB BUSH JOB PERFORMANCE</u>	<u>EXC</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>UND</u>
April 1999	15%	42%	20%	7%	16%
October 1999	15%	45%	26%	10%	4%
March 2000	11%	45%	27%	15%	2%
June 2000	21%	42%	22%	13%	2%
December 2000	24%	34%	25%	15%	2%
February 2001	19%	37%	28%	14%	2%
July 2001	12%	40%	31%	15%	2%
January 2002	18%	40%	27%	14%	1%
June 2002	16%	46%	26%	12%	-
July 2003	20%	34%	23%	23%	-
April 2004	22%	32%	23%	23%	-
October 2004	31%	30%	24%	14%	1%
June 2005	22%	33%	25%	19%	1%

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>
Charlie Crist	41%	8%	32%	19%
Tom Gallagher	33%	8%	40%	19%
Toni Jennings	18%	7%	22%	53%
Jim Davis	14%	4%	23%	59%
Scott Maddox	7%	5%	19%	69%
Rod Smith	5%	3%	17%	75%

*** 400 REGULAR DEMOCRATIC PRIMARY VOTERS ***

NAME RECOGNITION - DEMOCRATS

I am going to read a list of potential candidates for statewide office in Florida in the 2006 election.

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>
Jim Davis	21%	1%	26%	52%
Scott Maddox	11%	4%	24%	61%
Rod Smith	6%	3%	24%	67%

*** 400 REGULAR DEMOCRATIC PRIMARY VOTERS ***

QUESTION: If the 2006 Democratic primary election for Governor held today, for whom would you vote if the choice were between:
(ORDER ROTATED)

Jim Davis	23%
Scott Maddox	12%
Rod Smith	4%
Undecided (NOT READ)	61%

*** 400 REGULAR REPUBLICAN PRIMARY VOTERS ***

NAME RECOGNITION - REPUBLICANS

I am going to read a list of potential candidates for statewide office in Florida in the 2006 election.

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>
Charlie Crist	46%	6%	33%	15%
Tom Gallagher	36%	2%	48%	14%
Toni Jennings	21%	4%	26%	49%

*** 400 REGULAR REPUBLICAN PRIMARY VOTERS ***

QUESTION: If the 2006 Republican primary election for Governor were held today, for whom would you vote if the choice were between: (ORDER ROTATED)

Charlie Crist	41%
Tom Gallagher	23%
Toni Jennings	7%
Undecided (NOT READ)	29%

QUESTION: If the 2006 Republican primary election for Governor were held today, for whom would you vote if the choice were between: (ORDER ROTATED)

Charlie Crist	43%
Tom Gallagher	24%
Undecided (NOT READ)	33%

GENERAL ELECTION VOTERS

QUESTION: If the 2006 election for Governor were held today, for whom would you vote if the candidates were Jim Davis, the Democrat, and Charlie Crist, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
CRIST	41%	46%	36%	17%	69%	38%
DAVIS	28%	27%	29%	50%	9%	18%
UNDECIDED	31%	27%	35%	33%	22%	44%

QUESTION: If the 2006 election for Governor were held today, for whom would you vote if the candidates were Jim Davis, the Democrat, and Tom Gallagher, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
GALLAGHER	38%	41%	35%	13%	66%	33%
DAVIS	29%	27%	31%	56%	4%	21%
UNDECIDED	33%	32%	34%	31%	30%	46%

QUESTION: How would you rate the performance of Jeb Bush as Governor: excellent, pretty good, only fair or poor?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
EXCELLENT	22%	25%	19%	2%	45%	17%
GOOD	33%	35%	31%	29%	36%	38%
FAIR	25%	23%	27%	36%	12%	26%
POOR	19%	16%	22%	32%	6%	18%
UNDECIDED	1%	1%	1%	1%	1%	1%