

HOW THE POLL WAS CONDUCTED

The Mason-Dixon Florida Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from July 19 through July 21, 2004. A total of 625 registered voters were interviewed statewide by telephone. All stated they were likely to vote in the November general election.

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 survey also includes an over-sampling of 387 likely Democratic primary voters and 374 likely Republican primary voters. This over-sampling was only on the questions related to the respective primary races. The margin for error on each of these groups is plus or minus 5%.

SAMPLE FIGURES: (General election sample)

Men 306 (49%) Women 319 (51%)

Whites 490 (78%) Blacks 64 (10%) Hispanic 65 (10%) Other 6 (1%)

Democrats 281 (45%) Republicans 265 (42%) Independents 79 (13%)

<u>REGION</u>	<u>SAMPLE SIZE</u>
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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**FLORIDA'S SENATE SEAT STILL UP FOR GRABS
CASTOR LEADS DEMS, MCCOLLUM, MARTINEZ TOP GOP FIELD**

The general election race for Florida's open U.S. Senate seat remains competitive, giving the final outcome the potential to determine control of that body. The primary races, however, have clear favorites, with Betty Castor still a strong front-runner among Democrats and Bill McCollum and Mel Martinez battling for the Republican nomination.

On the Democratic side, Castor is currently backed by 37% of likely primary voters, followed by Peter Deutsch with 21%, Alex Penelas at 10%, Bernard Klein with 1% and 31% still undecided.

Among Republican primary voters, McCollum has the support of 29%, followed by Mel Martinez with 24%. The remainder of the field all currently claim only single digit support -- Johnnie Byrd (7%), Doug Gallagher (5%), Larry Klayman (2%), Billy Kogut (1%), Karen Saull (1%) and Sonya March (1%), with 30% undecided.

In general election match-ups, Castor holds a 44%-39% lead over McCollum, while a Castor-Martinez race is a dead-heat (39%-39%).

<u>SENATE VOTE</u>	<u>CASTOR</u>	<u>MCCOLLUM</u>	<u>UNDECIDED</u>
November 2003	36%	35%	29%
April 2004	39%	38%	23%
July 2004	44%	39%	17%

<u>SENATE VOTE</u>	<u>CASTOR</u>	<u>MARTINEZ</u>	<u>UNDECIDED</u>
November 2003	35%	32%	33%
April 2004	39%	36%	25%
July 2004	39%	39%	22%

In other match-ups, Deutsch leads McCollum, but trails Martinez. Both GOP front-runners currently run ahead of Penelas.

STATEWIDE NAME RECOGNITION

I am going to read you the names of several individuals who are candidates for public office in 2004.

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 McCollum	33%	16%	31%	20%
Betty Castor	32%	11%	26%	31%
Mel Martinez	25%	12%	29%	34%
Peter Deutsch	17%	10%	29%	44%
Doug Gallagher	16%	8%	34%	42%
Alex Penelas	13%	12%	30%	45%
Johnnie Byrd	11%	19%	22%	48%
Larry Klayman	5%	3%	22%	70%
Bernard Klein	5%	3%	19%	73%
Karen Saull	5%	4%	13%	78%
Sonya March	4%	2%	15%	79%
Billy Kogut	3%	2%	16%	79%

*** 387 LIKELY DEMOCRATIC PRIMARY VOTERS ***

NAME RECOGNITION - DEMOCRATS

I am going to read you the names of several individuals who are candidates for public office in 2004.

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>
Betty Castor	40%	6%	27%	27%
Peter Deutsch	29%	9%	25%	37%
Alex Penelas	18%	15%	28%	39%
Bernard Klein	7%	4%	20%	69%

*** 387 LIKELY DEMOCRATIC PRIMARY VOTERS ***

QUESTION: If the 2004 Democratic primary election for U.S. Senate were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

Betty Castor	37%
Peter Deutsch	21%
Alex Penelas	10%
Bernard Klein	1%
Undecided (NOT READ)	31%

*** 374 LIKELY REPUBLICAN PRIMARY VOTERS ***

NAME RECOGNITION - REPUBLICANS

I am going to read you the names of several individuals who are candidates for public office in 2004.

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 McCollum	41%	16%	25%	18%
Mel Martinez	32%	9%	28%	31%
Johnnie Byrd	19%	10%	27%	44%
Doug Gallagher	15%	7%	43%	35%
Larry Klayman	7%	4%	23%	66%
Karen Saull	5%	3%	15%	77%
Billy Kogut	4%	1%	18%	77%
Sonya March	4%	1%	14%	81%

*** 374 LIKELY REPUBLICAN PRIMARY VOTERS ***

QUESTION: If the 2004 Republican primary election for U.S. Senate were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

Bill McCollum	29%
Mel Martinez	24%
Johnnie Byrd	7%
Doug Gallagher	5%
Larry Klayman	2%
Billy Kogut	1%
Karen Saull	1%
Sonya March	1%
Undecided (NOT READ)	30%

ALL VOTERS

QUESTION: If the 2004 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Bill McCollum, the Republican, and Betty Castor, the Democrat?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
CASTOR	44%	41%	47%	76%	12%	35%
MCCOLLUM	39%	42%	36%	7%	73%	37%
UNDECIDED	17%	17%	17%	17%	15%	28%

QUESTION: If the 2004 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Mel Martinez, the Republican, and Betty Castor, the Democrat?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
CASTOR	39%	37%	41%	65%	12%	35%
MARTINEZ	39%	42%	36%	11%	69%	36%
UNDECIDED	22%	21%	23%	24%	19%	29%

QUESTION: If the 2004 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Peter Deutsch, the Democrat, and Bill McCollum, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
DEUTSCH	38%	35%	41%	69%	7%	34%
MCCOLLUM	36%	39%	33%	6%	69%	36%
UNDECIDED	26%	26%	26%	25%	24%	30%

QUESTION: If the 2004 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Peter Deutsch, the Democrat, and Mel Martinez, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
MARTINEZ	41%	44%	38%	14%	70%	39%
DEUTSCH	39%	35%	43%	67%	10%	32%
UNDECIDED	20%	21%	19%	19%	20%	29%

QUESTION: If the 2004 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Alex Penelas, the Democrat, and Bill McCollum, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
MCCOLLUM	38%	40%	36%	11%	68%	37%
PENELAS	36%	33%	39%	62%	8%	33%
UNDECIDED	26%	27%	25%	27%	24%	30%

QUESTION: If the 2004 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Alex Penelas, the Democrat, and Mel Martinez, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
MARTINEZ	40%	43%	37%	13%	71%	37%
PENELAS	32%	29%	35%	59%	5%	29%
UNDECIDED	28%	28%	28%	28%	24%	34%