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Florida Senate Race Up For Grabs

Raleigh, N.C.-- The nature of Florida's upcoming Senate race has changed dramatically since PPP last polled the state June, as Representative Connie Mack has surged to within 2 points of incumbent Bill Nelson. Aided by a sharp dip in Nelson's job approval and a rise in his own name recognition, Mack has been able to close the 13 point gap from PPP's last survey.

Nelson's approval problem stems from a decline among all partisan identifications, with a net loss of 17 points from his own party. Only 50% of Democrats now approve of Nelson's job performance, while Republicans have solidified in their opposition and Independents have swung from a +4 net rating at 33% to 29% to -11 at 30% to 41%. Perhaps more striking is the Senator's loss of support among women. In June, Women approved of the incumbent by a score of 41% to 22%, and now disapprove by 34% to 32%.

Meanwhile, Mack has done little to bulk up his own numbers in the past couple of months. His net favorable is almost unchanged, coming in at -10 compared to -8 in June. His name recognition has ticked up from 53% to 60% and partisan voters are beginning to give more predictable opinions of the challenger, but the electorate's opinion of Mack is stable.

Nelson has lost the independent vote to Mack, having gone from a 20 point advantage with that group to a 7 point deficit, with 38% of unaffiliated voters choosing the incumbent to 45% for Mack. Women have become an unexpected problem for the Nelson reelection effort as well, dropping from +25 for Nelson to +4.

Also concerning for the Nelson camp is his mediocre standing against his two lesser known Republican challengers Mike McCalister and Dave Weldon, at +5 and +7 respectively. Mack leads these opponents in the Republican primary by 33 points.

"The Florida Senate race is starting to look very competitive," said Dean Debnam, President of Public Policy Polling. "The stream of attack ads against Bill Nelson is taking a toll on his image."

PPP surveyed 871 Florida voters, as well as an oversample of 500 usual Republican primary voters, from July 26th to 29th. The margin of error for the survey is +/-3.3%, and +/-4.4% for the primary sample. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



Florida Survey Results

Q1 Do you approve or disapprove of Senator Bill Nelson's job performance?

Approve35% Not sure26%
Disapprove.....40%

Q2 Do you have a favorable or unfavorable opinion of Connie Mack IV?

Favorable.....25%
Unfavorable35%
Not sure40%

Q3 Do you have a favorable or unfavorable opinion of Mike McCalister?

Favorable.....9%
Unfavorable19%
Not sure72%

Q4 Do you have a favorable or unfavorable opinion of Dave Weldon?

Favorable.....9%
Unfavorable18%
Not sure73%

Q5 If the candidates for US Senate this fall were Democrat Bill Nelson and Republican Connie Mack IV, who would you vote for?

Bill Nelson.....45%
Connie Mack IV43%
Undecided.....13%

Q6 If the candidates for US Senate this fall were Democrat Bill Nelson and Republican Mike McCalister, who would you vote for?

Bill Nelson.....45%
Mike McCalister40%
Undecided.....15%

Q7 If the candidates for US Senate this fall were Democrat Bill Nelson and Republican Dave Weldon, who would you vote for?

Bill Nelson.....46%
Dave Weldon39%
Undecided.....15%

Q8 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal.....10%
Somewhat liberal17%
Moderate.....33%
Somewhat conservative.....20%
Very conservative20%

Q9 If you are a woman, press 1. If a man, press 2.

Woman55%
Man.....45%

Q10 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat.....42%
Republican.....40%
Independent/Other19%

Q11 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic.....15%
White69%
African-American11%
Other.....5%



Q12 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	14%
<i>30 to 45</i>	26%
<i>46 to 65</i>	32%
<i>Older than 65</i>	28%



Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Nelson Approval						
Approve	35%	43%	54%	47%	17%	10%
Disapprove	40%	36%	26%	29%	49%	62%
Not sure	26%	21%	20%	24%	34%	28%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Mack Favorability						
Favorable	25%	12%	12%	23%	36%	37%
Unfavorable	35%	54%	53%	35%	20%	22%
Not sure	40%	34%	34%	42%	44%	41%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCalister Favorability						
Favorable	9%	9%	3%	9%	9%	14%
Unfavorable	19%	34%	34%	17%	8%	13%
Not sure	72%	57%	63%	74%	83%	74%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Weldon Favorability						
Favorable	9%	7%	5%	10%	9%	13%
Unfavorable	18%	29%	32%	18%	9%	9%
Not sure	73%	64%	63%	73%	82%	78%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Nelson/Mack						
Bill Nelson	45%	76%	73%	56%	22%	7%
Connie Mack IV	43%	11%	12%	32%	64%	80%
Undecided	13%	13%	15%	11%	15%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Nelson/McCalister						
Bill Nelson	45%	79%	77%	57%	17%	7%
Mike McCalister	40%	9%	14%	25%	62%	81%
Undecided	15%	12%	9%	17%	21%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Nelson/Weldon						
Bill Nelson	46%	80%	83%	57%	20%	7%
Dave Weldon	39%	9%	10%	26%	57%	81%
Undecided	15%	11%	7%	17%	23%	13%

	Base	Gender	
		Woman	Man
Nelson Approval			
Approve	35%	32%	38%
Disapprove	40%	34%	46%
Not sure	26%	34%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Mack Favorability			
Favorable	25%	21%	30%
Unfavorable	35%	32%	38%
Not sure	40%	47%	32%

	Base	Gender	
		Woman	Man
McCalister Favorability			
Favorable	9%	8%	10%
Unfavorable	19%	16%	23%
Not sure	72%	76%	67%

	Base	Gender	
		Woman	Man
Weldon Favorability			
Favorable	9%	8%	11%
Unfavorable	18%	14%	22%
Not sure	73%	78%	67%

	Base	Gender	
		Woman	Man
Nelson/Mack			
Bill Nelson	45%	44%	45%
Connie Mack IV	43%	40%	46%
Undecided	13%	16%	9%





Crosstabs

	Base	Gender	
		Woman	Man
Nelson/McCalister			
Bill Nelson	45%	44%	46%
Mike McCalister	40%	39%	41%
Undecided	15%	17%	13%

	Base	Gender	
		Woman	Man
Nelson/Weldon			
Bill Nelson	46%	47%	45%
Dave Weldon	39%	37%	41%
Undecided	15%	16%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
Nelson Approval				
Approve	35%	50%	20%	30%
Disapprove	40%	24%	56%	41%
Not sure	26%	26%	24%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Mack Favorability				
Favorable	25%	14%	38%	24%
Unfavorable	35%	45%	24%	32%
Not sure	40%	41%	37%	44%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
McCalister Favorability				
Favorable	9%	7%	12%	7%
Unfavorable	19%	23%	15%	20%
Not sure	72%	70%	73%	73%

	Base	Party		
		Democrat	Republican	Independent/Other
Weldon Favorability				
Favorable	9%	7%	11%	11%
Unfavorable	18%	20%	15%	20%
Not sure	73%	73%	75%	69%

	Base	Party		
		Democrat	Republican	Independent/Other
Nelson/Mack				
Bill Nelson	45%	73%	18%	38%
Connie Mack IV	43%	14%	71%	45%
Undecided	13%	14%	10%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Nelson/McCalister				
Bill Nelson	45%	76%	15%	39%
Mike McCalister	40%	11%	71%	40%
Undecided	15%	13%	14%	21%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Nelson/Weldon				
Bill Nelson	46%	78%	16%	40%
Dave Weldon	39%	11%	67%	40%
Undecided	15%	12%	16%	20%

	Base	Race			
		Hispanic	White	African-American	Other
Nelson Approval					
Approve	35%	31%	35%	30%	54%
Disapprove	40%	49%	41%	28%	25%
Not sure	26%	20%	25%	42%	22%

	Base	Race			
		Hispanic	White	African-American	Other
Mack Favorability					
Favorable	25%	22%	28%	17%	19%
Unfavorable	35%	40%	33%	29%	56%
Not sure	40%	38%	39%	54%	25%

	Base	Race			
		Hispanic	White	African-American	Other
McCalister Favorability					
Favorable	9%	13%	8%	9%	16%
Unfavorable	19%	23%	17%	22%	26%
Not sure	72%	64%	75%	69%	58%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Weldon Favorability					
Favorable	9%	11%	9%	5%	14%
Unfavorable	18%	20%	15%	27%	22%
Not sure	73%	69%	75%	68%	64%

	Base	Race			
		Hispanic	White	African-American	Other
Nelson/Mack					
Bill Nelson	45%	52%	40%	63%	53%
Connie Mack IV	43%	34%	50%	14%	27%
Undecided	13%	15%	10%	23%	20%

	Base	Race			
		Hispanic	White	African-American	Other
Nelson/McCalister					
Bill Nelson	45%	52%	38%	71%	59%
Mike McCalister	40%	35%	47%	14%	20%
Undecided	15%	14%	15%	16%	21%

	Base	Race			
		Hispanic	White	African-American	Other
Nelson/Weldon					
Bill Nelson	46%	58%	39%	74%	54%
Dave Weldon	39%	31%	45%	14%	30%
Undecided	15%	11%	16%	12%	16%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Nelson Approval					
Approve	35%	30%	37%	36%	32%
Disapprove	40%	33%	43%	38%	43%
Not sure	26%	37%	20%	26%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Mack Favorability					
Favorable	25%	21%	22%	27%	29%
Unfavorable	35%	30%	42%	31%	34%
Not sure	40%	49%	36%	42%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCalister Favorability					
Favorable	9%	12%	8%	10%	7%
Unfavorable	19%	12%	31%	17%	15%
Not sure	72%	77%	60%	73%	78%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Weldon Favorability					
Favorable	9%	9%	7%	12%	8%
Unfavorable	18%	14%	27%	15%	14%
Not sure	73%	77%	66%	73%	78%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Nelson/Mack					
Bill Nelson	45%	51%	45%	42%	43%
Connie Mack IV	43%	35%	41%	44%	46%
Undecided	13%	14%	14%	13%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Nelson/McCalister					
Bill Nelson	45%	47%	47%	44%	43%
Mike McCalister	40%	30%	42%	42%	42%
Undecided	15%	23%	12%	14%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Nelson/Weldon					
Bill Nelson	46%	53%	48%	44%	44%
Dave Weldon	39%	28%	40%	42%	40%
Undecided	15%	19%	13%	14%	17%





Florida Survey Results

Q1 Do you have a favorable or unfavorable opinion of Connie Mack IV?

Favorable..... 44%
Unfavorable 22%
Not sure 34%

Q2 Do you have a favorable or unfavorable opinion of Mike McCalister?

Favorable..... 11%
Unfavorable 11%
Not sure 79%

Q3 Do you have a favorable or unfavorable opinion of Dave Weldon?

Favorable..... 13%
Unfavorable 11%
Not sure 76%

Q4 The main Republican candidates for Senate are Connie Mack IV, Mike McCalister, and Dave Weldon. If the primary was today, who would you vote for?

Connie Mack IV 47%
Mike McCalister 10%
Dave Weldon 14%
Someone Else 6%
Undecided..... 23%

Q5 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 2%
Somewhat liberal 4%
Moderate..... 20%
Somewhat conservative..... 38%
Very conservative 36%

Q6 If you are a woman, press 1. If a man, press 2.

Woman 45%
Man..... 55%

Q7 If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

18 to 45..... 20%
46 to 65..... 43%
Older than 65..... 37%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Mack Favorability						
Favorable	44%	16%	18%	36%	48%	48%
Unfavorable	22%	51%	45%	29%	15%	21%
Not sure	34%	33%	37%	35%	37%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCalister Favorability						
Favorable	11%	16%	11%	10%	9%	13%
Unfavorable	11%	42%	19%	15%	7%	9%
Not sure	79%	42%	71%	75%	83%	78%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Weldon Favorability						
Favorable	13%	-	4%	16%	11%	14%
Unfavorable	11%	42%	19%	19%	8%	9%
Not sure	76%	58%	78%	66%	81%	77%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 GOP Sen Primary						
Connie Mack IV	47%	32%	15%	33%	52%	53%
Mike McCalister	10%	9%	22%	12%	7%	10%
Dave Weldon	14%	25%	15%	23%	10%	12%
Someone Else	6%	26%	19%	8%	7%	3%
Undecided	23%	9%	29%	23%	24%	22%





Crosstabs

	Base	Gender	
		Woman	Man
Mack Favorability			
Favorable	44%	38%	49%
Unfavorable	22%	22%	21%
Not sure	34%	40%	29%

	Base	Gender	
		Woman	Man
McCalister Favorability			
Favorable	11%	9%	12%
Unfavorable	11%	10%	11%
Not sure	79%	81%	77%

	Base	Gender	
		Woman	Man
Weldon Favorability			
Favorable	13%	10%	15%
Unfavorable	11%	11%	12%
Not sure	76%	79%	73%

	Base	Gender	
		Woman	Man
2012 GOP Sen Primary			
Connie Mack IV	47%	43%	50%
Mike McCalister	10%	10%	9%
Dave Weldon	14%	14%	13%
Someone Else	6%	6%	7%
Undecided	23%	27%	20%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Mack Favorability				
Favorable	44%	34%	43%	50%
Unfavorable	22%	38%	18%	17%
Not sure	34%	28%	38%	33%

	Base	Age		
		18 to 45	46 to 65	Older than 65
McCalister Favorability				
Favorable	11%	8%	13%	10%
Unfavorable	11%	18%	9%	8%
Not sure	79%	74%	78%	82%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Weldon Favorability				
Favorable	13%	8%	16%	12%
Unfavorable	11%	20%	10%	8%
Not sure	76%	72%	74%	80%

	Base	Age		
		18 to 45	46 to 65	Older than 65
2012 GOP Sen Primary				
Connie Mack IV	47%	48%	43%	52%
Mike McCalister	10%	18%	8%	8%
Dave Weldon	14%	6%	17%	14%
Someone Else	6%	10%	5%	6%
Undecided	23%	18%	28%	20%

