



To: Interested Parties

From: Mike Greenfield and Mark Ayoub, Change Research

Date: August 20, 2018

RE: Gillum leading Florida Democratic primary

A recent poll from Change Research of 1,178 likely Democratic primary voters (including 241 early voters) conducted from August 18-19 shows that Tallahassee Mayor Andrew Gillum now leads in the race for the Democratic nomination for Governor of Florida, with 33% choosing Gillum, 22% each choosing Philip Levine and Gwen Graham, and 10% choosing Jeff Greene.

This represents a significant improvement for Gillum from Change Research's previous poll in May, in which he was at 13%, trailing Graham and Levine. The May polling showed that those who knew of Andrew Gillum liked him (32% favorable to 14% unfavorable), and his standing has only improved as voters have learned more about him. He has certainly done well introducing himself to Florida Democrats these past three months, as 76% of Democratic primary voters now have an opinion of him, with 63% viewing him favorably.

Senator Bernie Sanders' endorsement of and recent campaign rally for Gillum appears to also have benefited Gillum, as 80% of the electorate views Senator Sanders favorably. However, as 26% of voters who have not already cast a ballot initially say they are undecided, this race is far from over, underscoring the importance of get-out-the-vote efforts in this final week.

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