OPINION SAVVY

Florida 2016 General Election Poll
9/30/16

Sponsor(s)	Fox 13 Tampa Bay Fox 35 Orlando
Target Population	Florida; likely general election voters
Sampling Method	Blended sample; mixed mode: Likely voters were selected from a list of registered Florida voters. Only voters determined likely to vote in the 2016 general election were included in the sample. Landline: registered voters were contacted on the evenings of September 28th and 29th, 2016 using an interactive voice response system. Mobile: registered voters were contacted on September 28th and 29th, 2016 on their mobile devices. Respondents answered an identical survey in visual form.
Weighting	The poll was weighted for age, race, gender, party affiliation, and region using propensity scores. Weighting benchmarks were determined using a calculation of historic voter turnout and internal projections.
Total Number of Respondents	619 (weighted)
Margin of Error	±4.0% (95% confidence)

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1) How likely are you to vote in the November 2016 general election to determine the next President of the United States, as well as other public officials and issues?
   a) I will definitely vote
   b) I am considering voting
   c) I have not decided, or I do not plan on voting [EXCLUDED]

Likely

	Frequency	**Percent**
Definitely	607	**98.1**
Considering	12	**1.9**
Total	619	**100.0**

2) If the election to determine the next President of the United States were held today and your choices were: Democratic nominee Hillary Clinton; Republican nominee Donald Trump; Libertarian nominee Gary Johnson; and Green Party nominee Jill Stein; for whom would you vote?
   a) Hillary Clinton
   b) Donald Trump
   c) Gary Johnson
   d) Jill Stein
   e) Undecided

Presidential HR

	Frequency	**Percent**
Clinton	287	**46.6**
Trump	286	**46.3**
Johnson	24	**3.9**
Stein	11	**1.7**
Undecided	9	**1.4**
Total	617	**100.0**

3) If the election to determine the United States senator for Florida were held today and your choices were: Republican incumbent Marco Rubio; and Democratic candidate Patrick Murphy; for whom would you vote?
   a) Marco Rubio
   b) Patrick Murphy
   c) Undecided

Senate HR

	Frequency	**Percent**
Rubio	290	**47.1**
Murphy	265	**42.9**
Undecided	62	**10.0**
Total	617	**100.0**

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4) Who do you believe was the winner, or performed the best in the Presidential debate held on Monday, September 26th?
   a) Clinton
   b) Trump
   c) Did not watch

Debate

	Frequency	**Percent**
Clinton	313	**50.6**
Trump	250	**40.5**
Did not watch	55	**8.8**
Total	618	**100.0**

5) What is your age?
   a) 18-29
   b) 30-44
   c) 45-64
   d) 65 or over

Age

	Frequency	**Percent**
18-29	105	**16.9**
30-44	124	**20.0**
45-64	211	**34.1**
65+	180	**29.0**
Total	619	**100.0**

6) What is your race/ethnicity?
   a) White
   b) African-American
   c) Hispanic or Latino
   d) Other

Race

	Frequency	**Percent**
White	409	**66.0**
African - American	86	**14.0**
Hispanic / Latino	99	**16.0**
Other	25	**4.0**
Total	619	**100.0**

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7) What is your gender?
   a) Male
   b) Female

Gender

	Frequency	**Percent**
Male	272	**44.0**
Female	347	**56.0**
Total	619	**100.0**

8) Party
   a) Republican
   b) Democrat
   c) Libertarian/Green/Independent

Party

	Frequency	**Percent**
Republican	223	**36.0**
Democrat	229	**37.0**
Independent	167	**27.0**
Total	619	**100.0**

9) Region
   a) Panhandle
   b) First Coast and North Florida
   c) Central Florida and the I-4 corridor
   d) Southwest Florida
   e) Southeast Florida/Metro Miami

Region

	Frequency	**Percent**
Panhandle	50	**8.0**
First Coast	74	**12.0**
I-4 Corridor	260	**42.0**
SW FL	50	**8.0**
SE FL / Miami	185	**29.9**
Total	619	**100.0**

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10) Collection Mode
    a) Landline
    b) Mobile

Collector

	Frequency	**Percent**
Landline	432	**69.7**
Mobile	188	**30.3**
Total	619	**100.0**

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		Debate		
		Clinton	Trump	Did not watch
		Column N %	Column N %	Column N %
Presidential HR	Clinton	86.8%	3.3%	14.1%
	Trump	7.1%	93.1%	57.1%
	Johnson	3.5%	2.1%	14.6%
	Stein	1.5%	1.2%	5.9%
	Undecided	1.2%	.3%	8.4%
Senate HR	Rubio	17.3%	81.4%	63.8%
	Murphy	74.7%	8.0%	20.9%
	Undecided	8.1%	10.6%	15.3%
Debate	Clinton	100.0%	0.0%	0.0%
	Trump	0.0%	100.0%	0.0%
	Did not watch	0.0%	0.0%	100.0%
Age	18-29	14.5%	16.4%	30.8%
	30-44	22.7%	17.2%	17.9%
	45-64	33.8%	34.1%	36.7%
	65+	29.0%	32.4%	14.7%
Race	White	63.7%	68.0%	68.9%
	African - American	16.4%	12.3%	8.2%
	Hispanic / Latino	15.8%	15.4%	20.1%
	Other	4.1%	4.2%	2.8%
Gender	Male	42.5%	45.6%	43.2%
	Female	57.5%	54.4%	56.8%
Party	Republican	16.2%	59.8%	38.5%
	Democrat	56.2%	14.8%	29.1%
	Independent	27.6%	25.3%	32.3%
Region	Panhandle	6.3%	9.9%	9.3%
	First Coast	11.5%	12.8%	11.5%
	I-4 Corridor	45.2%	38.7%	40.0%
	SW FL	7.0%	9.9%	5.9%
	SE FL / Miami	30.0%	28.6%	33.4%
Collector	Landline	68.3%	74.6%	57.5%
	Mobile	31.7%	25.4%	42.5%

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		Age			
		18-29	30-44	45-64	65+
		Column N %	Column N %	Column N %	Column N %
Presidential HR	Clinton	39.2%	55.1%	46.9%	44.6%
	Trump	47.9%	38.9%	45.8%	51.1%
	Johnson	7.5%	3.3%	3.7%	2.5%
	Stein	4.1%	1.0%	2.5%	0.0%
	Undecided	1.3%	1.7%	1.1%	1.8%
Senate HR	Rubio	49.5%	36.5%	48.6%	51.1%
	Murphy	36.1%	47.2%	43.2%	43.7%
	Undecided	14.4%	16.3%	8.2%	5.2%
Debate	Clinton	43.9%	57.4%	50.1%	50.4%
	Trump	39.8%	34.7%	40.4%	45.1%
	Did not watch	16.3%	7.9%	9.5%	4.5%
Age	18-29	100.0%	0.0%	0.0%	0.0%
	30-44	0.0%	100.0%	0.0%	0.0%
	45-64	0.0%	0.0%	100.0%	0.0%
	65+	0.0%	0.0%	0.0%	100.0%
Race	White	39.5%	40.5%	74.8%	88.7%
	African - American	19.6%	20.1%	13.4%	7.1%
	Hispanic / Latino	37.5%	33.6%	7.5%	1.4%
	Other	3.4%	5.8%	4.3%	2.9%
Gender	Male	37.6%	52.2%	44.1%	41.9%
	Female	62.4%	47.8%	55.9%	58.1%
Party	Republican	25.7%	30.9%	36.5%	45.0%
	Democrat	43.8%	39.6%	34.4%	34.1%
	Independent	30.5%	29.5%	29.1%	20.9%
Region	Panhandle	4.8%	3.8%	12.1%	8.1%
	First Coast	6.5%	15.4%	13.1%	11.5%
	I-4 Corridor	46.8%	36.4%	42.8%	42.1%
	SW FL	3.0%	7.2%	9.0%	10.4%
	SE FL / Miami	39.0%	37.1%	22.9%	27.9%
Collector	Landline	22.6%	21.6%	96.6%	98.7%
	Mobile	77.4%	78.4%	3.4%	1.3%

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		Race			
		White	African - American	Hispanic / Latino	Other
		Column N %	Column N %	Column N %	Column N %
Presidential HR	Clinton	42.9%	63.8%	48.0%	41.8%
	Trump	47.6%	32.8%	52.0%	49.0%
	Johnson	5.7%	0.0%	0.0%	3.1%
	Stein	1.6%	3.5%	0.0%	4.5%
	Undecided	2.1%	0.0%	0.0%	1.6%
Senate HR	Rubio	47.6%	33.9%	54.7%	53.3%
	Murphy	42.8%	63.7%	26.7%	39.9%
	Undecided	9.7%	2.5%	18.6%	6.8%
Debate	Clinton	48.9%	59.2%	50.0%	51.5%
	Trump	41.8%	35.7%	39.0%	42.4%
	Did not watch	9.2%	5.2%	11.1%	6.1%
Age	18-29	10.1%	23.7%	39.6%	14.3%
	30-44	12.3%	28.7%	42.0%	28.8%
	45-64	38.6%	32.8%	15.9%	36.1%
	65+	39.0%	14.7%	2.4%	20.8%
Race	White	100.0%	0.0%	0.0%	0.0%
	African - American	0.0%	100.0%	0.0%	0.0%
	Hispanic / Latino	0.0%	0.0%	100.0%	0.0%
	Other	0.0%	0.0%	0.0%	100.0%
Gender	Male	45.5%	23.0%	53.2%	55.3%
	Female	54.5%	77.0%	46.8%	44.7%
Party	Republican	42.6%	12.6%	28.6%	38.3%
	Democrat	31.5%	67.2%	36.1%	24.8%
	Independent	25.9%	20.2%	35.3%	37.0%
Region	Panhandle	8.8%	10.3%	4.4%	2.9%
	First Coast	13.3%	15.7%	1.5%	19.8%
	I-4 Corridor	44.0%	32.2%	38.0%	58.1%
	SW FL	9.1%	8.2%	4.4%	4.3%
	SE FL / Miami	24.8%	33.6%	51.7%	14.9%
Collector	Landline	80.9%	77.3%	17.1%	68.3%
	Mobile	19.1%	22.7%	82.9%	31.7%

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		Gender	
		Male	Female
		Column N %	Column N %
Presidential HR	Clinton	44.1%	48.5%
	Trump	47.1%	45.8%
	Johnson	6.5%	1.9%
	Stein	1.3%	2.1%
	Undecided	1.1%	1.7%
Senate HR	Rubio	44.6%	49.1%
	Murphy	43.7%	42.4%
	Undecided	11.8%	8.6%
Debate	Clinton	49.1%	51.8%
	Trump	42.1%	39.3%
	Did not watch	8.7%	8.9%
Age	18-29	14.5%	18.8%
	30-44	23.7%	17.1%
	45-64	34.2%	34.0%
	65+	27.6%	30.1%
Race	White	68.3%	64.2%
	African - American	7.3%	19.2%
	Hispanic / Latino	19.3%	13.4%
	Other	5.1%	3.2%
Gender	Male	100.0%	0.0%
	Female	0.0%	100.0%
Party	Republican	38.6%	33.9%
	Democrat	27.2%	44.6%
	Independent	34.2%	21.4%
Region	Panhandle	8.3%	7.8%
	First Coast	12.9%	11.3%
	I-4 Corridor	42.1%	41.9%
	SW FL	6.3%	9.4%
	SE FL / Miami	30.4%	29.5%
Collector	Landline	63.7%	74.4%
	Mobile	36.3%	25.6%

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		Party		
		Republican	Democrat	Independent
		Column N %	Column N %	Column N %
Presidential HR	Clinton	17.1%	78.8%	41.9%
	Trump	77.7%	18.4%	42.5%
	Johnson	3.0%	1.7%	8.1%
	Stein	0.0%	0.0%	6.4%
	Undecided	2.2%	1.1%	1.0%
Senate HR	Rubio	75.6%	23.0%	42.2%
	Murphy	15.3%	68.8%	44.2%
	Undecided	9.1%	8.2%	13.6%
Debate	Clinton	22.8%	76.8%	51.6%
	Trump	67.7%	16.2%	37.9%
	Did not watch	9.5%	6.9%	10.6%
Age	18-29	12.1%	20.1%	19.1%
	30-44	17.2%	21.4%	21.8%
	45-64	34.5%	31.7%	36.7%
	65+	36.3%	26.8%	22.4%
Race	White	78.1%	56.3%	63.1%
	African - American	4.9%	25.4%	10.4%
	Hispanic / Latino	12.7%	15.6%	20.9%
	Other	4.3%	2.7%	5.5%
Gender	Male	47.2%	32.4%	55.6%
	Female	52.8%	67.6%	44.4%
Party	Republican	100.0%	0.0%	0.0%
	Democrat	0.0%	100.0%	0.0%
	Independent	0.0%	0.0%	100.0%
Region	Panhandle	9.7%	7.1%	7.1%
	First Coast	13.7%	14.2%	6.7%
	I-4 Corridor	40.3%	43.8%	41.9%
	SW FL	7.8%	4.7%	13.0%
	SE FL / Miami	28.5%	30.4%	31.2%
Collector	Landline	74.9%	69.8%	62.7%
	Mobile	25.1%	30.2%	37.3%

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		Region				
		Panhandle	First Coast	I-4 Corridor	SW FL	SE FL / Miami
		Column N %	Column N %	Column N %	Column N %	Column N %
Presidential HR	Clinton	36.1%	45.1%	49.1%	42.5%	47.3%
	Trump	58.2%	48.7%	42.3%	49.6%	47.1%
	Johnson	0.0%	3.5%	5.8%	7.9%	1.3%
	Stein	0.0%	1.6%	2.0%	0.0%	2.3%
	Undecided	5.6%	1.1%	.8%	0.0%	1.9%
Senate HR	Rubio	49.0%	56.0%	44.7%	48.5%	45.9%
	Murphy	36.8%	33.4%	46.4%	33.6%	46.0%
	Undecided	14.2%	10.6%	8.9%	17.9%	8.1%
Debate	Clinton	39.8%	48.5%	54.3%	43.7%	51.1%
	Trump	50.0%	43.0%	37.3%	49.8%	39.0%
	Did not watch	10.2%	8.4%	8.4%	6.5%	9.9%
Age	18-29	10.1%	9.1%	18.9%	6.3%	22.0%
	30-44	9.4%	25.8%	17.3%	18.0%	24.8%
	45-64	51.3%	37.2%	34.7%	38.3%	26.1%
	65+	29.2%	27.9%	29.1%	37.4%	27.1%
Race	White	71.9%	73.1%	69.2%	74.9%	54.7%
	African - American	17.8%	18.2%	10.7%	14.3%	15.7%
	Hispanic / Latino	8.8%	2.0%	14.5%	8.7%	27.6%
	Other	1.5%	6.7%	5.6%	2.2%	2.0%
Gender	Male	45.4%	47.2%	44.1%	34.3%	44.7%
	Female	54.6%	52.8%	55.9%	65.7%	55.3%
Party	Republican	43.4%	41.2%	34.6%	34.8%	34.3%
	Democrat	32.6%	43.7%	38.5%	21.4%	37.5%
	Independent	24.0%	15.2%	26.9%	43.8%	28.2%
Region	Panhandle	100.0%	0.0%	0.0%	0.0%	0.0%
	First Coast	0.0%	100.0%	0.0%	0.0%	0.0%
	I-4 Corridor	0.0%	0.0%	100.0%	0.0%	0.0%
	SW FL	0.0%	0.0%	0.0%	100.0%	0.0%
	SE FL / Miami	0.0%	0.0%	0.0%	0.0%	100.0%
Collector	Landline	80.5%	79.6%	68.6%	75.8%	62.7%
	Mobile	19.5%	20.4%	31.4%	24.2%	37.3%

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		Collector	
		Landline	Mobile
		Column N %	Column N %
Presidential HR	Clinton	44.8%	50.5%
	Trump	49.4%	39.3%
	Johnson	3.3%	5.3%
	Stein	1.2%	2.9%
	Undecided	1.3%	1.9%
Senate HR	Rubio	51.0%	38.0%
	Murphy	43.4%	41.8%
	Undecided	5.6%	20.2%
Debate	Clinton	49.5%	53.3%
	Trump	43.2%	34.2%
	Did not watch	7.3%	12.5%
Age	18-29	5.5%	43.2%
	30-44	6.2%	51.7%
	45-64	47.2%	3.8%
	65+	41.1%	1.3%
Race	White	76.6%	41.6%
	African - American	15.5%	10.4%
	Hispanic / Latino	3.9%	43.7%
	Other	4.0%	4.2%
Gender	Male	40.2%	52.7%
	Female	59.8%	47.3%
Party	Republican	38.7%	29.9%
	Democrat	37.0%	36.9%
	Independent	24.3%	33.3%
Region	Panhandle	9.3%	5.2%
	First Coast	13.7%	8.1%
	I-4 Corridor	41.3%	43.6%
	SW FL	8.7%	6.4%
	SE FL / Miami	26.9%	36.8%
Collector	Landline	100.0%	0.0%
	Mobile	0.0%	100.0%