



**Florida 2016 General Election Poll
10/12/16**

Sponsor(s)	N/A
Target Population	Florida; likely general election voters
Sampling Method	<p>Blended sample; mixed mode:</p> <p>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.</p> <p>Landline: registered voters were contacted on the evenings of October 10th and 11th, 2016 using an interactive voice response system.</p> <p>Mobile: registered voters were contacted on October 10th and 11th, 2016 on their mobile devices. Respondents answered an identical survey in visual form.</p>
Weighting	<p>The poll was weighted for age, race, gender, party-within-age, party, and region using propensity scores. Weighting benchmarks were determined using a calculation of historic voter turnout and internal projections.</p>
Total Number of Respondents	533 (weighted)
Margin of Error	±4.2% (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	524	98.2
Considering	9	1.8
Total	533	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	250	46.9
Trump	235	44.1
Johnson	28	5.3
Stein	4	.8
Undecided	15	2.9
Total	533	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	254	47.6
Murphy	234	44.0
Undecided	45	8.5
Total	533	100.0

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- 4) Who do you believe was the winner, or performed the best in the Presidential debate held on Sunday, October 9th?
- a) Clinton
 - b) Trump
 - c) Did not watch

Debate

	Frequency	Percent
Clinton	254	47.7
Trump	232	43.6
Did not watch	46	8.7
Total	533	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	91	17.0
30-44	107	20.1
45-64	181	34.0
65+	155	29.0
Total	533	100.0

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

Race

	Frequency	Percent
White	352	65.9
African - American	75	14.0
Hispanic / Latino	86	16.1
Other	21	4.0
Total	533	100.0

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

Gender

	Frequency	Percent
Male	234	43.9
Female	299	56.1
Total	533	100.0

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

Party

	Frequency	Percent
Republican	187	35.0
Democrat	203	38.0
Independent	144	27.0
Total	533	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	42	7.9
First Coast	64	12.0
I-4 Corridor	224	42.1
SW FL	42	7.9
SE FL / Miami	160	30.0
Total	533	100.0



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- 10) Collection Mode
a) Landline
b) Mobile

Collector		
	Frequency	Percent
Landline	360	67.6
Mobile	173	32.4
Total	533	100.0