



**Florida 2016 General Election Poll  
11/3/16**

<b>Sponsor(s)</b>	Fox 13 Tampa Bay Fox 35 Orlando
<b>Target Population</b>	Florida; likely general election voters and early/absentee voters
<b>Sampling Method</b>	Blended sample; mixed mode:  Likely voters were selected from a list of registered Florida voters. Only voters determined likely to vote or who indicated that they have already voted in the 2016 general election were included in the sample.  Landline: registered voters were contacted on the evenings of November 1 <sup>st</sup> – 2 <sup>nd</sup> , 2016 using an interactive voice response system.  Mobile: registered voters were contacted on November 1 <sup>st</sup> – 2 <sup>nd</sup> , 2016 on their mobile devices. Respondents answered an identical survey in visual form.
<b>Weighting</b>	The poll was weighted for age, race, gender, party-within-early voters, party, and region using propensity scores. Weighting benchmarks were determined using a calculation of historic voter turnout, November 3 early turnout figures <sup>1</sup> , and internal projections.
<b>Total Number of Respondents</b>	603 (weighted)
<b>Margin of Error</b>	±4.0% (95% confidence)

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<sup>1</sup> As provided by the Florida Department of State, Division of Elections, including all returned absentee and in-person early votes. The weights for party-within-early voters, as of November 3<sup>rd</sup> are as follows: Republican 40%; Democrat 40%; Independent/other 20%.



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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 voted early or absentee
  - b) I will definitely vote
  - c) I am considering voting
  - d) I have not decided, or I do not plan on voting [EXCLUDED]

**Likely**

	Frequency	Percent
Voted Early	333	55.2
Definitely	265	43.9
Considering	6	.9
Total	603	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	297	49.3
Trump	272	45.0
Johnson	15	2.6
Stein	7	1.1
Undecided	12	2.0
Total	603	100.0

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- 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	299	<b>49.6</b>
Murphy	277	<b>46.0</b>
Undecided	27	<b>4.4</b>
Total	603	<b>100.0</b>

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

**Age**

	Frequency	Percent
18-29	102	<b>17.0</b>
30-44	121	<b>20.0</b>
45-64	205	<b>34.0</b>
65+	175	<b>29.1</b>
Total	603	<b>100.0</b>

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

**Race**

	Frequency	Percent
White	399	<b>66.1</b>
African - American	84	<b>13.9</b>
Hispanic / Latino	97	<b>16.1</b>
Other	24	<b>4.0</b>
Total	603	<b>100.0</b>



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

**Gender**

	Frequency	Percent
Male	265	44.0
Female	338	56.0
Total	603	100.0

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

**Party**

	Frequency	Percent
Republican	220	36.5
Democrat	220	36.5
Independent	163	27.0
Total	603	100.0

- 8) 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	48	8.0
First Coast	72	12.0
I-4 Corridor	253	42.0
SW FL	48	8.0
SE FL / Miami	181	30.0
Total	603	100.0



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- 9) Collection Mode  
a) Landline  
b) Mobile

**Collection Mode**

	Frequency	Percent
Landline	403	<b>66.8</b>
Mobile	200	<b>33.2</b>
Total	603	<b>100.0</b>