



**Florida 2016 General Election Poll
11/7/16**

Sponsor(s)	N/A
Target Population	Florida; likely general election voters and early/absentee 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 or who indicated that they have already voted in the 2016 general election were included in the sample.</p> <p>Landline: registered voters were contacted on the evenings of November 5th – 6th, 2016 using an interactive voice response system.</p> <p>Mobile: registered voters were contacted on November 5th – 6th, 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, November 7 early turnout figures, and internal projections.</p>
Total Number of Respondents	853 (weighted)
Margin of Error	±3.4% (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 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	607	71.1
Definitely	235	27.5
Considering	11	1.3
Total	853	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	413	48.4
Trump	395	46.4
Johnson	26	3.0
Stein	10	1.1
Undecided	9	1.1
Total	853	100.0



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

Age

	Frequency	Percent
18-29	148	17.3
30-44	173	20.3
45-64	292	34.3
65+	240	28.1
Total	853	100.0

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

Race

	Frequency	Percent
White	554	65.0
African - American	119	14.0
Hispanic / Latino	145	17.0
Other	34	4.0
Total	853	100.0



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

Gender

	Frequency	Percent
Male	374	43.8
Female	479	56.2
Total	853	100.0

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

Party

	Frequency	Percent
Republican	298	34.9
Democrat	325	38.1
Independent	231	27.0
Total	853	100.0

- 7) 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	69	8.1
First Coast	102	11.9
I-4 Corridor	354	41.6
SW FL	69	8.1
SE FL / Miami	259	30.3
Total	853	100.0



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- 8) Collection Mode
 - a) Landline
 - b) Mobile

Collection Mode

	Frequency	Percent
Landline	507	59.4
Mobile	346	40.6
Total	853	100.0