



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

<b>Sponsor(s)</b>	N/A
<b>Target Population</b>	Florida; likely general election voters and early/absentee voters
<b>Sampling Method</b>	<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 5<sup>th</sup> – 6<sup>th</sup>, 2016 using an interactive voice response system.</p> <p>Mobile: registered voters were contacted on November 5<sup>th</sup> – 6<sup>th</sup>, 2016 on their mobile devices. Respondents answered an identical survey in visual form.</p>
<b>Weighting</b>	<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>
<b>Total Number of Respondents</b>	853 (weighted)
<b>Margin of Error</b>	±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**

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	Frequency	Percent
Voted Early	607	71.1
Definitely	235	27.5
Considering	11	1.3
Total	853	100.0

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- 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**

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	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**

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	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

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

**Race**

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	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**

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	Frequency	Percent
Male	374	43.8
Female	479	56.2
Total	853	100.0

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

**Party**

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

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- 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**

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	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**

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	Frequency	Percent
Landline	507	59.4
Mobile	346	40.6
Total	853	100.0

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