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Survey Overview

Dixie Strategies is pleased to present the results of this Dixie Strategies public opinion survey. This section outlines the research techniques used in gathering the information presented in this report. The project director for this study was Jon Woodard, and he was assisted by general staff support. This report contains the results of a telephone survey of N= 698 “likely” General Election voters statewide in Florida. Responses to this survey were gathered October 25 - 26, 2016.

Dixie Strategies’ polling is conducted by automated dialing services for landline phones and live calls for cellular phones. The model for this survey was created using a modeling software package specifically designed for Dixie Strategies, using a combination of random and stratified sampling. All respondents interviewed in this study were part of a fully representative sample based on the latest voter registration figures and turnout models built using recent election data. The confidence interval associated with a sample of this type is such that 95% of the time results will be within the margin of error of the “true values” where “true values” refers to the results obtained if it were possible to interview every “likely” voter in the state.

Editing, coding, and computer processing of the data was done at the St. Augustine, FL office of Dixie Strategies. The computer tabulation was produced using a software program specifically designed for Dixie Strategies and verified by Dixie Strategies staff members for accuracy.

Survey date = October 25 - 26, 2016

Sample Size = 698 likely voters

Margin of Error = $\pm 3.71\%$

Confidence level = 95%

Sample = 698

Margin of Error +/- 3.71%

Confidence Level 95%

If the election for president were held today for whom would you vote?

	Overall	Republican	Democrats	Other Party	White	Black	Hispanic	Other Ethnicity	Male	Female
Donald Trump, Republican	45.70%	79.40%	16.78%	46.04%	59.91%	5.80%	43.14%	37.93%	47.87%	44.23%
Hillary Clinton, Democrat	42.41%	14.82%	72.26%	38.85%	34.25%	86.96%	49.02%	48.28%	39.01%	44.71%
Gary Johnson, Libertarian	2.01%	1.76%	2.05%	2.16%	1.84%	1.45%	1.96%	6.90%	1.06%	2.64%
Darrell L. Castle, Constitution Party	1.15%	0.75%	1.03%	1.44%	1.08%	0%	1.96%	0%	1.06%	1.20%
Jill Stein, Green party	1.43%	0.75%	2.40%	0.72%	1.54%	1.45%	0%	0%	1.42%	1.44%
another candidate	1.00%	0.25%	1.71%	1.44%	1.08%	1.45%	0%	0%	2.13%	0.24%
undecided	6.30%	2.26%	3.77%	9.35%	0.31%	2.90%	3.92%	6.90%	7.45%	5.53%

If the election for US Senate were held today, for whom would you vote?

	Overall	Republican	Democrats	Other Party	White	Black	Hispanic	Other Ethnicity	Male	Female
Marco Rubio, Republican	48.64%	78.96%	17.80%	51.61%	58.06%	6.67%	52.27%	42.31%	50.97%	46.99%
Patrick Murphy, Democrat	43.02%	13.66%	73.86%	41.94%	34.52%	85.00%	40.91%	46.15%	39.30%	45.63%
another candidate	3.85%	3.83%	4.17%	2.42%	3.71%	5.00%	4.55%	0.00%	3.11%	4.37%
undecided	4.49%	3.55%	4.17%	4.03%	3.71%	3.33%	2.27%	11.54%	6.61%	3.01%

Which of the following best describes your opinion of Donald Trump?

	Overall	Republican	Democrats	Other Party	White	Black	Hispanic	Other Ethnicity	Male	Female
Very Favorable	35.41%	59.49%	14.29%	36.36%	43.71%	7.02%	37.84%	28.00%	37.18%	34.20%
Somewhat Favorable	17.79%	21.81%	8.73%	14.88%	16.89%	5.26%	16.22%	20.00%	20.51%	15.94%
Somewhat Unfavorable	6.91%	3.97%	10.71%	8.26%	6.13%	17.54%	2.70%	12.00%	8.97%	5.51%
Very Unfavorable	36.79%	12.75%	63.89%	33.88%	30.79%	68.42%	37.84%	28.00%	29.91%	41.45%
undecided	3.11%	1.98%	2.38%	6.61%	2.48%	1.75%	5.41%	12.00%	3.42%	2.90%

Which of the following best describes your opinion of Hillary Clinton?

	Overall	Republican	Democrats	Other Party	White	Black	Hispanic	Other Ethnicity	Male	Female
Very Favorable	25.39%	7.41%	50.00%	20.17%	18.80%	68.52%	33.33%	45.93%	24.46%	26.02%
Somewhat Favorable	15.30%	7.98%	22.00%	16.81%	13.98%	16.67%	23.08%	4.17%	11.16%	18.13%
Somewhat Unfavorable	9.74%	7.69%	8.80%	13.45%	9.32%	9.26%	0%	16.67%	9.44%	9.94%
Very Unfavorable	48.00%	76.07%	16.40%	47.06%	55.91%	5.56%	43.59%	29.17%	52.79%	44.74%
undecided	1.57%	0.85%	2.80%	2.52%	2.00%	0.00%	0%	4.17%	2.15%	1.17%