



University of North Florida
Public Opinion Research Lab
www.unf.edu/coas/porl/

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Poll of Likely Voters Shows that Hillary Clinton, Marco Rubio Amendment 2 hold onto leads in Florida

Jacksonville, Fla. – A new poll of likely voters in Florida by the Public Opinion Research Laboratory (PORL) at the University of North Florida, shows that in a four candidate contest – with Hillary Clinton, Donald Trump, Gary Johnson and Jill Stein – Clinton leads with 43 percent, Trump followed with 39 percent, Johnson got 6 percent and Stein finished fourth with 3 percent, with 9 percent still undecided. When asked about just two candidates, 46 percent of respondents would vote for Clinton over Trump, 44 percent, if the election were held today.

“There is almost no change from our poll in early October in which Clinton led Trump by three percentage points, 41 – 38, in the four-way contest, but the head-to-head results have tightened considerably” said Dr. Michael Binder, Faculty Director of the Public Opinion Research Laboratory. “This poll has an even distribution of Democrats and Republicans, however in this election Democrats are outperforming their historical norms in absentee and early voting. If this trend continues through Election Day, Clinton could expand this margin and easily win Florida.”

In the Florida Senate race, Marco Rubio leads Patrick Murphy, 49 percent to 43 percent. “Rubio is maintaining his six percentage point lead from our poll earlier in the month. Rubio can attribute his lead to support from NPAs and more Democrats willing to cast a ballot for him than Republicans are for Murphy”, said Dr. Binder.

The majority of Florida likely voters, 73 percent, will vote “yes” on Amendment 2, which allows for the medical use of marijuana. “This is down four percentage points from our last poll, but still well above the 60 percent threshold needed for passage. Interestingly, and just like in our last poll, all age groups and parties support Amendment 2,” Dr. Binder noted.

Methodology

The Florida statewide poll was conducted by the Public Opinion Research Laboratory Thursday, October 20, through Tuesday, October 25, 2016, by live callers over the telephone. Samples were created through the voter file provided by Florida's Division of Elections September 2016 and selected through the use of randomization among likely voters. Interviews were conducted in English and Spanish, with 836 registered likely voters, 18 years of age or older.

Likely voters were considered people who had voted in a statewide election between November 2008 and March 2016 or were too young to vote in 2014 but are now eligible. In addition, to be considered a likely voter, the respondent indicated that they were "Almost Certain" or "Very Likely" to vote in November's general election.

The margin of error is +/- 3.39 percentage points. The breakdown of completed responses on a landline phone to a cell phone was 32 to 68 percent. The sample had quota for geography based on Florida media markets. This survey was sponsored by the Public Opinion Research Laboratory at the University of North Florida and is directed by associate professor of Political Science Dr. Michael Binder.

The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social and cultural projects. The PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research Transparency Initiative and a member of the Association of Academic Survey Research Organization. For more information about methodology, contact Dr. Binder at porl@unf.edu or at (904) 620-2784.

Survey Results

Q3. If the 2016 presidential election were held today, who would you vote for...?

Candidate	Florida Likely Voters n= 786
Hillary Clinton, the Democrat	46%
Donald Trump, the Republican	44%
Someone else (VOL)	3%
Don't Know (VOL)	6%

Q4. If the 2016 presidential election were held today, how would you vote if the candidates were...

Candidate	Florida Likely Voters n= 819
Hillary Clinton, the Democrat	43%
Donald Trump, the Republican	39%
Gary Johnson, the Libertarian	6%
Jill Stein, the Green Party Candidate	2%
Someone else (VOL)	<1%
Don't Know (VOL)	9%

Q6. If the 2016 election for U.S. Senator from Florida were held today, how would you vote if the candidates were...

Candidate	Likely Florida Voters n= 797
Patrick Murphy, the Democrat	43%
Marco Rubio, the Republican	49%
Someone else	<1%
Don't Know	7%

Embargo Until 6:00AM EST Oct 27

Q7. As you may know, there is state Constitutional Amendment #2 on the November 2016 ballot, it reads, “Allows medical use of marijuana for individuals with debilitating medical conditions as determined by a licensed Florida physician. Allows caregivers to assist patients’ medical use of marijuana. The Department of Health shall register and regulate centers that produce and distribute marijuana for medical purposes and shall issue identification cards to patients and caregivers. Applies only to Florida law. Does not immunize violations of federal law or any non-medical use, possession or production of marijuana.” Do you think that you will vote for or against this amendment?

Answer Options	Likely Florida Voters n= 803
Yes	73%
No	22%
Don't Know	5%

Q2. What do you think is the most important problem facing the US today?

Answer Options	Florida Likely Voters n= 836
Jobs and Economy	28%
Education	9%
Healthcare	9%
Immigration	6%
Environment	6%
Social Security	5%
Foreign Policy	5%
Terrorism	13%
Race Relations	1%
Everything	5%
Something Else	11%
Don't Know	3%

Race	Florida Likely Voters n= 836
White (not Hispanic)	68%
Black (not Hispanic)	13%
Hispanic	14%
Other	5%

Gender	Florida Likely Voters n= 836
Men	45%
Women	55%

Party Registration	Florida Likely Voters n= 836
Republican	40%
Democrat	40%
NPA and other	20%

Age	Florida Likely Voters n= 836
18-24	8%
25-34	12%
35-44	10%
45-55	17%
56-64	19%
65 and older	33%

Telephone	Florida Likely Voters n= 799
Landline	32%
Cell phone	68%

Crosstabs

Presidential Vote Choice and Gender

Candidate	Men	Women
Hillary Clinton, the Democrat	38%	47%
Donald Trump, the Republican	46%	34%
Gary Johnson, the Libertarian	6%	6%
Jill Stein, the Green Party Candidate	2%	2%
Someone else (VOL)	1%	<1%
Don't Know (VOL)	8%	10%

Florida Likely Voters n= 819

Presidential Vote Choice and Education

Candidate	College Degree	No College Degree
Hillary Clinton, the Democrat	44%	42%
Donald Trump, the Republican	37%	42%
Gary Johnson, the Libertarian	7%	5%
Jill Stein, the Green Party Candidate	2%	2%
Someone else (VOL)	1%	<1%
Don't Know (VOL)	8%	8%

Florida Likely Voters n= 781

Presidential Vote Choice and Party Registration

Candidate	Democrat	Republican	NPA and other
Hillary Clinton, the Democrat	77%	13%	35%
Donald Trump, the Republican	9%	71%	38%
Gary Johnson, the Libertarian	4%	6%	11%
Jill Stein, the Green Party Candidate	2%	1%	4%
Someone else (VOL)	<1%	<1%	1%
Don't Know (VOL)	8%	9%	10%

Florida Likely Voters n= 819

Presidential Vote Choice and Race

Candidate	White	Black	Hispanic	Other
Hillary Clinton, the Democrat	35%	81%	48%	34%
Donald Trump, the Republican	48%	5%	29%	39%
Gary Johnson, the Libertarian	7%	1%	6%	10%
Jill Stein, the Green Party Candidate	2%	-	3%	6%
Someone else (VOL)	1%	-	1%	-
Don't Know (VOL)	7%	14%	13%	11%

Florida Likely Voters n= 819

Presidential Vote Choice and Age

Candidate	18-24	25-34	35-44	45-55	56-65	65 and older
Hillary Clinton, the Democrat	48%	48%	50%	39%	35%	44%
Donald Trump, the Republican	21%	22%	26%	49%	49%	44%
Gary Johnson, the Libertarian	13%	13%	10%	4%	5%	3%
Jill Stein, the Green Party Candidate	6%	2%	7%	1%	3%	<1%
Someone else (VOL)	2%	2%	-	-	-	<1%
Don't Know (VOL)	11%	12%	7%	8%	9%	9%

Florida Likely Voters n= 819

Senate Vote Choice and Gender

Candidate	Men	Women
Patrick Murphy, the Democrat	38%	46%
Marco Rubio, the Republican	55%	44%
Someone else	2%	1%
Don't Know	5%	8%

Florida Likely Voters n= 797

Senate Vote Choice and Education

Candidate	College Degree	No College Degree
Patrick Murphy, the Democrat	44%	42%
Marco Rubio, the Republican	49%	49%
Someone else	1%	2%
Don't Know	6%	7%

Florida Likely Voters n= 764

Senate Vote Choice and Party Registration

Candidate	Democrat	Republican	NPA and other
Patrick Murphy, the Democrat	75%	10%	44%
Marco Rubio, the Republican	17%	83%	47%
Someone else	1%	1%	3%
Don't Know	7%	7%	6%

Florida Likely Voters n= 797

Senate Vote Choice and Race

Candidate	White	Black	Hispanic	Other
Patrick Murphy, the Democrat	35%	76%	52%	28%
Marco Rubio, the Republican	57%	14%	41%	61%
Someone else	2%	1%	1%	-
Don't Know	6%	9%	6%	10%

Florida Likely Voters n= 797

Senate Vote Choice and Age

Candidate	18-24	25-34	35-44	45-55	56-65	65 and older
Patrick Murphy, the Democrat	47%	44%	53%	39%	42%	40%
Marco Rubio, the Republican	38%	42%	40%	54%	53%	53%
Someone else	1%	1%	1%	-	2%	2%
Don't Know	14%	12%	6%	6%	3%	5%

Florida Likely Voters n= 797

Florida Constitutional Amendment 2 and Party Registration

Answer Options	Democrat	Republican	NPA and others
Yes	81%	63%	76%
No	14%	31%	20%
Don't Know	5%	6%	4%

Florida Likely Voters n= 803

Florida Constitutional Amendment 2 and Age

Answer Options	18-24	25-34	35-44	45-55	56-65	65 and older
Yes	84%	82%	76%	75%	75%	62%
No	7%	13%	18%	20%	21%	32%
Don't Know	9%	5%	6%	5%	4%	6%

Florida Likely Voters n= 803