

**Florida Statewide
November 2020
Job 3109**

FL A 1	TOTAL 768	-PARTY-			-RACE-		-WHITE: BY EDUC. AND GENDER-				-GEO AREA-			-MEDIA MARKETS-							
		Dem	Rep	Ind	AA	Hisp	-No Coll.- M W	-College- M W	Blue Urban	Mid- Size Swing	Red Rural	Mia/ FtL	WPB	FtM	T-SP	Orl- Day	Jax	G'ville Tall	PC- Pens		
		307	292	169	115	161	143	188	56	74	324	258	186	129	92	57	185	173	63	30	39

A. Registered to Vote/Party ID.

Democrat	40%	100%	0%	0%	73%	31%	27%	29%	40%	63%	53%	33%	27%	53%	46%	28%	37%	39%	32%	49%	24%
Republican	38%	0%	100%	0%	7%	39%	54%	57%	19%	16%	29%	42%	49%	27%	36%	41%	43%	37%	46%	27%	53%
Independent/other	22%	0%	0%	100%	20%	31%	20%	14%	41%	21%	18%	25%	24%	20%	18%	31%	20%	24%	22%	24%	23%

B. November 3rd Voter.

Already voted	85%	95%	80%	76%	85%	88%	80%	82%	88%	92%	88%	84%	81%	91%	91%	77%	87%	78%	78%	90%	90%
Plan to vote on Election Day or before	15%	5%	20%	24%	15%	12%	20%	18%	12%	8%	12%	16%	19%	9%	9%	23%	13%	22%	22%	10%	10%

1. President.

Donald Trump/Republican	49%	6%	95%	48%	20%	56%	63%	63%	39%	23%	34%	58%	64%	34%	45%	63%	52%	50%	54%	38%	72%
Joe Biden/Democrat	51%	94%	5%	52%	80%	44%	37%	37%	61%	77%	66%	42%	36%	66%	55%	37%	48%	50%	46%	62%	28%

2. Is the United States today heading in the RIGHT or WRONG direction?

Right direction	44%	9%	83%	40%	23%	48%	56%	55%	32%	21%	32%	52%	53%	33%	44%	49%	44%	46%	47%	33%	63%
Wrong direction	56%	91%	17%	60%	77%	52%	44%	45%	68%	79%	68%	48%	47%	67%	56%	51%	56%	54%	53%	67%	37%

3. When it comes to the coronavirus, which statement is closer to your opinion?

We should NOT BE AFRAID of the virus since the vast majority of Americans either will not get it or can recover from it. It is more important to live our lives and OPEN THE ECONOMY.	44%	7%	83%	43%	21%	53%	55%	51%	37%	20%	31%	52%	55%	32%	35%	49%	48%	45%	53%	38%	60%
This pandemic is DANGEROUS, KILLS people, and should be taken seriously with precautions everyday like wearing MASKS, LIMITED social gatherings, and LIMITED business operations UNTIL there is a WIDELY AVAILABLE CURE or VACCINE.	56%	93%	17%	57%	79%	47%	45%	49%	63%	80%	69%	48%	45%	68%	65%	51%	52%	55%	47%	62%	40%

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4. Gender.

Men	45%	36%	45%	59%	38%	53%	100%	0%	100%	0%	43%	47%	45%	40%	50%	39%	40%	45%	55%	49%	56%
Women	55%	64%	55%	41%	62%	47%	0%	100%	0%	100%	57%	53%	55%	60%	50%	61%	60%	55%	45%	51%	44%

5. Age.

18-39	15%	19%	7%	21%	31%	14%	16%	4%	22%	12%	19%	10%	13%	16%	8%	20%	10%	17%	20%	39%	9%
40-54	28%	22%	29%	37%	23%	44%	18%	25%	22%	24%	27%	30%	26%	32%	17%	29%	29%	30%	28%	18%	28%
55-64	25%	28%	26%	18%	34%	22%	22%	28%	16%	27%	24%	28%	23%	24%	28%	18%	29%	26%	24%	12%	27%
65-Up	32%	31%	38%	24%	13%	20%	44%	43%	40%	37%	29%	32%	37%	28%	47%	34%	32%	28%	28%	31%	36%

6. Ethnicity/Race.

African American/Black	15%	27%	3%	14%	100%	0%	0%	0%	0%	0%	24%	9%	8%	34%	8%	10%	9%	13%	21%	14%	4%
Hispanic	21%	16%	21%	29%	0%	100%	0%	0%	0%	0%	30%	15%	15%	41%	14%	16%	12%	24%	16%	20%	17%
Asian	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	3%	1%	3%	0%	1%	0%	8%	0%	0%
White	60%	53%	71%	55%	0%	0%	100%	100%	100%	100%	43%	71%	73%	23%	72%	74%	75%	59%	50%	66%	80%
Other	3%	2%	4%	3%	0%	0%	0%	0%	0%	0%	2%	4%	1%	1%	4%	0%	3%	4%	4%	0%	0%

7. Education Level.

0-11	2%	2%	1%	2%	4%	0%	2%	1%	0%	0%	1%	3%	1%	0%	0%	0%	4%	1%	4%	0%	0%
12/HS graduate	16%	15%	17%	14%	13%	10%	30%	23%	0%	0%	14%	16%	17%	8%	14%	23%	11%	21%	18%	25%	23%
Business school/some college	42%	30%	57%	37%	22%	34%	68%	76%	0%	0%	36%	45%	48%	34%	48%	48%	55%	33%	32%	34%	48%
College graduate	24%	30%	14%	30%	33%	38%	0%	0%	61%	55%	30%	21%	18%	35%	19%	14%	19%	27%	25%	33%	16%
Graduate degree or higher	17%	24%	9%	17%	28%	19%	0%	0%	39%	45%	19%	15%	16%	23%	18%	16%	11%	18%	22%	9%	13%

Media Market

Pensacola	5%	3%	7%	5%	1%	4%	9%	6%	3%	6%	0%	0%	21%	0%	0%	0%	0%	0%	0%	0%	100%
Tallahassee	2%	2%	2%	2%	4%	0%	4%	2%	1%	2%	3%	0%	2%	0%	0%	0%	0%	0%	0%	51%	0%
Jacksonville	8%	7%	10%	8%	12%	6%	7%	6%	13%	6%	0%	12%	17%	0%	0%	0%	0%	0%	100%	0%	0%
Gainesville	2%	2%	1%	2%	0%	4%	2%	1%	2%	5%	4%	0%	1%	0%	0%	0%	0%	0%	0%	49%	0%
Orlando-Daytona	23%	22%	22%	25%	19%	26%	25%	19%	26%	22%	23%	29%	13%	0%	0%	0%	0%	100%	0%	0%	0%
Tampa-St. Pete	24%	22%	27%	22%	15%	14%	25%	37%	25%	27%	16%	49%	5%	0%	0%	0%	100%	0%	0%	0%	0%
West Palm Beach	12%	14%	11%	10%	6%	8%	17%	13%	12%	16%	15%	10%	9%	0%	100%	0%	0%	0%	0%	0%	0%
Ft. Myers	7%	5%	8%	11%	5%	6%	7%	12%	8%	7%	0%	0%	31%	0%	0%	100%	0%	0%	0%	0%	0%
Miami-Ft. Lauderdale	17%	22%	12%	15%	39%	33%	3%	6%	11%	10%	39%	0%	2%	100%	0%	0%	0%	0%	0%	0%	0%

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Partisan Area Breaks

Blue Metro	42%	56%	32%	35%	68%	60%	30%	28%	29%	38%	100%	0%	0%	97%	54%	0%	27%	43%	0%	81%	0%
Mid-Sized Swing	34%	28%	37%	38%	20%	23%	38%	41%	47%	35%	0%	100%	0%	0%	28%	0%	68%	44%	49%	0%	0%
Red Rural	24%	16%	31%	26%	12%	17%	32%	31%	24%	27%	0%	0%	100%	3%	18%	100%	5%	14%	51%	19%	100%