

POLL RESULTS

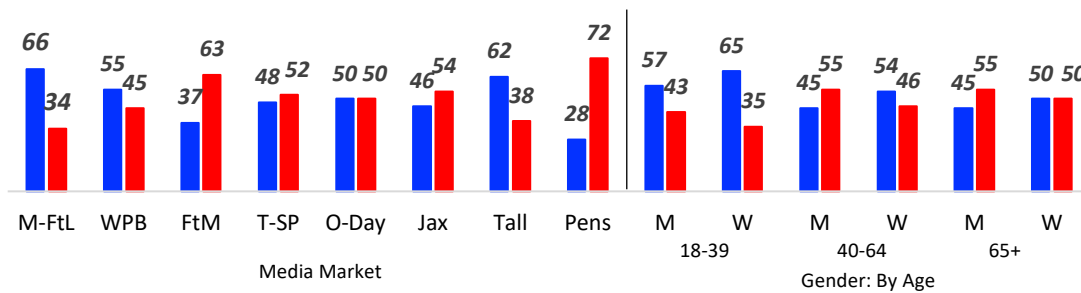
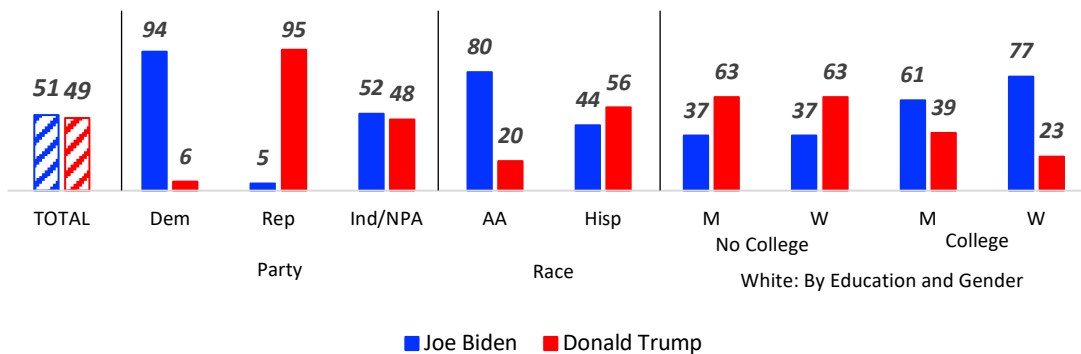
FLORIDA

n=768 voters; October 30-31, 2020

Contact: Keith Frederick @ 703-801-9506

1. Presidential Ballot.

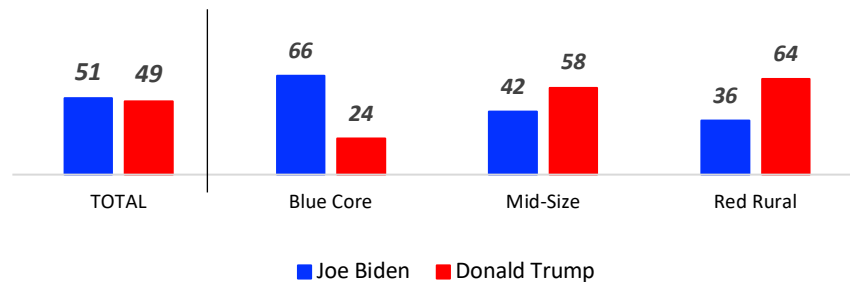
- Joe Biden holds a +2 lead – 51% to 49% -- over Republican Donald Trump.
- Each gains over 90% of their own partisan vote, with Biden gaining a modest 52%-48% lead with Independents that generates his overall statewide lead.
- While Biden gains 80% of the African American vote, Trump holds a 56-44 lead among Florida’s Hispanic voters; boosted by the state’s Cuban Republicans.
- Among whites, Trump holds a sizeable 63-37 lead among non-college voters, but Biden runs stronger among college women (77%), and surprisingly strong with college men (61-39).
- By Media Market, the state plays out as it usually does with Biden strong in South Florida, West Palm, and the college-dominated markets in North Florida. Trump is strong in Ft. Myers (SW) and Jacksonville (NE) as well as the Northwest Panhandle. I-4 markets split.
- Trump holds a slight advantage among voters 65+.



2. Political Geo Area.

- **BACKGROUND:** Elections since 2008 reveal a new alternative geographic-based analysis model for Florida beyond using traditional media markets. In this model, historic Presidential turnout (2008/2012/2016) is:
 - 43% Blue Metro Core (the 6 largest urban core counties, plus Alachua and Leon college-dominated counties).
 - 33% Mid-Sized Swing counties – 13 counties that are either collar counties around Tampa/Hillsborough or stretch up the Atlantic seaboard from St. Lucie to (West) Duval County. Larges are Volusia and Polk.
 - 24% Red Rural – the 46 smallest and traditionally most Republican counties (53% of Democrats’ 2018 Red Rural vote came from the 5 largest of these – Escambia, St. Johns, Lake, Lee and Collier).
- **THIS POLL SAMPLE:** 42% Blue Metro/34% Mid-Sized Swing/24% Red Rural – nearly exact to traditional turnout.

Presidential Ballot: By Political Geo Area



- Blue Metro Core: At 66%, Biden is outperforming Obama (60%) and Clinton (60%) by a substantial margin. This reflects the Democratic bases’ motivation to remove Trump from office.
- Mid-Sized Swing: At 42%, Biden is running equal to Clinton (2016) but below Obama’s 48% average. This reflects his campaign’s focus on the Blue Core counties and Trump’s focus/rallies in these swing areas.
- Red Rural: At 36%, Biden is running between Obama 2008 (38%) and Obama 2012 (35%) but ahead of Clinton 2016 (32%).

3. **Voting Behaviors.**

- 85% report having ALREADY VOTED which is comprised of 45% Democrats, 36% Republicans, and 20% Independents. The remaining Election Day vote is more than 3:1 Republicans over Democrats.
- Ballot vote reflects partisan composition of each voting group:
 - Biden is up 56-44 among those already voted.
 - Trump is up 76-24 among Election Day voters.

Clearly, Trump’s chance for victory in Florida is a huge Election Day surge in vote with big enough numbers to change the partisan registration composition of the electorate.

4. **Vote Influencing Factors.**

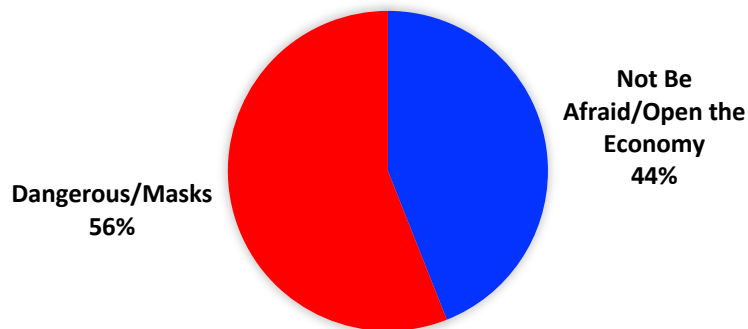
- *U.S. Direction.* President Trump’s case for reelection is made more difficult by the 56% “wrong” vs. 44% “right” direction measure. Feelings on this macro-management measure are tightly correlated with Presidential ballot vote.
- *Coronavirus Attitude.* As the 2020 election is dominated by the impact of the coronavirus and each candidate’s arguments about it, Donald Trump’s viewpoint is at a disadvantage. By 56% to 44%, more Pennsylvania voters believe the virus is a dangerous, serious pandemic requiring everyday precautions including wearing masks than believe we should “not be afraid” and move forward to “open the economy.”

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 won't get it or can recover from it. It is more important to live our lives and OPEN THE ECONOMY.

OR

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.



METHODOLOGY AND KEY DEMOGRAPHICS.

This polling project is a joint venture of FrederickPolls, CompeteDigital, and AMM Political Strategies.

- FrederickPolls has 40 years' experience polling the American electorate for political candidates, ballot issues and for major national trade associations; based in Arlington, Virginia. Role: Questionnaire; Tabulation; Analysis.
- CompeteDigital is a first political cycle startup digital ad creation and placement company based in Washington DC bringing skilled experience from Silicon Valley commercial digital operations to Democratic Politics. Role: Survey Hosting; List Management.
- AMM Political Strategies is a Texas-based data analytics and national voter contact industry leader since 2009 with a record helping winning campaign from President to the State Legislature. Role: Data Collection; Cellphone Text Invites.

Interview Method: These polls employ the newly developed interviewing technique using cell phone texts to recruit respondents to click through to our survey platform and take the poll on their smartphone.

Interview Dates: FRIDAY, 10/30 & SATURDAY, 10/31.

Key Demographics

Total Sample Size	n=768
Margin of Error	3.5%
Party Registration	Democrat: 40% Republican: 38% Independent/NPA: 22%
Gender:	Men: 45% Women: 55%
Age	18-39: 15% 40-64: 53% 65+: 32%
Ethnicity/Race	African American: 15% Hispanic: 21% Asian: 1% Other: 3% White: 60%
Education	High school or less: 18% Some College: 42% College Graduate: 41%

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