PRESIDENTIAL RACE CLOSE IN FLORIDA --
SO WHAT ELSE IS NEW?

Here we go again. Democrat Hillary Clinton holds a slim 44%-42% lead over Donald Trump in Florida, with Libertarian Gary Johnson drawing 6%, Green Party candidate Jill Stein getting 2% and 6% still undecided.

The race in Florida clearly divides along the traditional demographic lines. Clinton leads among Democrats (83%-7%), women (51-37%), blacks (91%-5%), Hispanics (63%-27%) and in Southeast Florida (56%-31%).

Trump is ahead with Republicans (78%-10%), unaffiliated voters (44%-30%), men (47%-36%) and non-Hispanic whites (54%-29%). Trump has very strong support in North Florida (52%-33%) and Southwest Florida (52%-35%).

The battleground once again is in the I-4 corridor. The race in that area is essentially tied, with Clinton leading 44%-40% in the Tampa Bay region and Trump leading 46%-42% in Central Florida.

With sharp geographic and demographic splits across the state, the outcome – at least right now – appears to hinge on turn-out.

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from August 22 through August 24, 2016. A total of 625 registered Florida voters were interviewed statewide by telephone. All indicated they were likely to vote in the November general election.

Those interviewed on land-lines were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Those interviewed on cell phones were selected from a list of working cell phone numbers. Quotas were assigned to reflect voter turnout by county.

The margin for error, according to standards customarily used by statisticians, is no more than ± 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.

STATEWIDE NAME RECOGNITION

Do you recognize the name _____?
(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	RECOGNIZE FAVORABLE	RECOGNIZE UNFAVORABLE	RECOGNIZE NEUTRAL	DON'T RECOGNIZE
Hillary Clinton	35%	45%	20%	-
Donald Trump	29%	52%	19%	-
Gary Johnson	19%	10%	30%	41%
Jill Stein	7%	5%	11%	77%

QUESTION: If the 2016 general election for president were held today would you vote for:

      – Hillary Clinton, the Democratic Party candidate
      – Donald Trump, the Republican Party candidate
      – Gary Johnson, the Libertarian Party candidate
      – Jill Stein, the Green Party candidate?

	CLINTON	TRUMP	JOHNSON	STEIN	UND
STATE	44%	42%	6%	2%	6%

REGION	CLINTON	TRUMP	JOHNSON	STEIN	UND
North Florida	33%	52%	7%	2%	6%
Central Florida	42%	46%	6%	2%	4%
Tampa Bay	44%	40%	5%	3%	8%
Southwest Florida	35%	52%	7%	1%	5%
Southeast Florida	56%	31%	6%	2%	5%

SEX	CLINTON	TRUMP	JOHNSON	STEIN	UND
Men	36%	47%	9%	3%	5%
Women	51%	37%	4%	1%	7%

AGE	CLINTON	TRUMP	JOHNSON	STEIN	UND
18-34	45%	29%	14%	4%	8%
35-49	45%	43%	4%	3%	5%
50-64	41%	46%	5%	2%	6%
65+	45%	45%	4%	–	6%

RACE/ETHNICITY	CLINTON	TRUMP	JOHNSON	STEIN	UND
White	29%	54%	8%	3%	6%
Black	91%	5%	–	–	4%
Hispanic	63%	27%	3%	1%	6%

PARTY REGISTRATION	CLINTON	TRUMP	JOHNSON	STEIN	UND
Democrat	83%	7%	2%	3%	5%
Republican	10%	78%	7%	–	5%
Independent	30%	44%	13%	5%	8%

DEMOGRAPHICS

PARTY REGISTRATION:

Democrat	254 (41%)
Republican	238 (38%)
Independent or Other	133 (21%)

AGE:

18-34	107 (17%)
35-49	160 (26%)
50-64	169 (27%)
65+	186 (30%)
Refused	3 -

RACE/ETHNICITY:

White/Caucasian	413 (66%)
Black/African American	81 (13%)
Hispanic or Cuban	109 (17%)
Other	16 (3%)
Refused	6 (1%)

SEX:

Male	298 (48%)
Female	327 (52%)

REGION:

North Florida	135 (22%)
Central Florida	120 (19%)
Tampa Bay	115 (18%)
Southwest Florida	75 (12%)
Southeast Florida	180 (29%)