



# FLORIDA STATEWIDE

## 2016

Survey conducted October 30, 2016. 989 likely General Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 General Election. Margin of Error is +/- 3.11% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



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**Q:** The candidates in the General Election for President of the United States are the Republican Donald Trump, the Democrat Hillary Clinton and the Libertarian Gary Johnson or someone else. If the election were held today, for whom would you vote? **(ROTATE)**

Donald Trump: 48%

Hillary Clinton: 44%

Gary Johnson: 2%

Someone else: 2%

Undecided: 4%



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MEDIA MARKET				
Column %	MIAMI	ORLANDO	TAMPA	W PALM BEACH
Donald Trump	29%	53%	50%	43%
Hillary Clinton	68%	35%	41%	50%
Gary Johnson	1%	2%	3%	5%
Someone else	0%	5%	1%	0%
Undecided	1%	3%	6%	3%

PARTY			
Column %	Republican	Democrat	Non-Partisan
Donald Trump	75%	21%	49%
Hillary Clinton	19%	72%	36%
Gary Johnson	3%	1%	2%
Someone else	2%	2%	4%
Undecided	1%	4%	9%

GENDER		
Column %	Female	Male
Donald Trump	44%	52%
Hillary Clinton	49%	38%
Gary Johnson	2%	3%
Someone else	0%	5%
Undecided	5%	2%

AGE					
Column %	18-29	30-39	40-49	50-69	70+
Donald Trump	42%	45%	56%	43%	54%
Hillary Clinton	50%	36%	36%	51%	40%
Gary Johnson	3%	0%	3%	3%	2%
Someone else	0%	12%	4%	0%	0%
Undecided	4%	7%	1%	3%	4%



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RACE				
Column %	White	African-American	Hispanic	Other
Donald Trump	56%	22%	42%	33%
Hillary Clinton	36%	70%	53%	43%
Gary Johnson	2%	1%	1%	4%
Someone else	1%	5%	0%	11%
Undecided	4%	1%	4%	9%



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### Weighted Demographics

<b>MEDIA MARKET</b>	
	%
Ft. Myers-Naples, FL	6%
Gainesville, FL	2%
Jacksonville, FL	9%
Miami-Ft. Lauderdale, FL	20%
Mobile et al, AL-FL	4%
Orlando et al, FL	21%
Panama City, FL	2%
Tallahassee et al, FL-GA	3%
Tampa et al, FL	24%
W. Palm Beach et al, FL	9%

<b>PARTY</b>	
	%
Republican	40%
Democrat	40%
Non-Partisan	20%

<b>GENDER</b>	
	%
Female	55%
Male	45%

<b>AGE</b>	
	%
18-29	9%
30-39	12%
40-49	15%
50-69	40%
70+	25%



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<b>RACE</b>	
	%
White	64%
African-American	15%
Hispanic	18%
Other	3%