



PORL
Public Opinion Research Lab

EMBARGOED UNTIL 5 a.m. EST Monday, Oct. 31

UNF Poll: Waters in Modest Lead vs Burton for Jacksonville Sheriff
Bean ahead of Holloway for U.S. Representative for Florida's 4th District

A new poll of likely voters in Duval County from the Public Opinion Research Lab (PORL) at the University of North Florida shows Republican candidate for Jacksonville Sheriff T.K. Waters with a five-point lead over Democrat Lakesha Burton.

Registered, likely voters in the November 8 midterm election were asked their vote choices in the upcoming election. Duval County residents were asked about the Jacksonville sheriff and 2023 mayoral elections, while residents of Florida's 4th Congressional District (CD 4) were asked about the election for U.S. Representative.

When asked their vote choice for Jacksonville Sheriff, 48% of respondents said they would vote for Republican T.K. Waters, with 43% for Democrat Lakesha Burton. Nine percent said they did not know or refused to answer.

"This race has gotten a lot tighter since the first election back in August when T.K. Waters came in with a 14-point lead," commented Dr. Michael Binder, PORL faculty director and UNF professor of political science. "It's important to note that a good portion (12%) of likely Democrat voters either don't know or refused to say who they're voting for, and if they end up voting party lines, it could boost Burton's chances."

Duval County respondents were also asked their vote choices in the March 2023 election for Jacksonville mayor. All candidates that have filed to run were included in the list of responses for the 2023 election. Democratic candidate Donna Deegan came in with the greatest support at 22%, followed distantly by Republican Daniel Davis with 7%, and Democrat Audrey Gibson with 6%. Forty-seven percent of likely voters said they don't know or refused to answer, which was by far the most popular response. For a full list of mayoral candidates in the answer choices, please see the full survey crosstabulations.

"The mayoral election isn't until March of next year so these numbers will change significantly over the next five months," stated Binder. "Donna Deegan seems to have maintained a comfortable lead since earlier this year, but with a whopping 47% who don't know—53% of registered Republicans—it is still anyone's race."

A separate sample of residents of Florida's newly re-drawn 4th Congressional District were asked their vote choices for U.S. House Representatives. Fifty percent of respondents said they would vote for Republican State Senator Aaron Bean, with 38% for Democrat LJ Holloway, 12% said they did not know or refused to answer.

“This race has been on a lot of folks’ radar since CD 4 was redrawn earlier this year, especially given legal challenges and criticism of the new districts as watering down the Black vote in North Florida,” said Binder. “Not only has LJ Holloway likely feeling some of these redistricting effects as a Black Democrat, but she’s also been far outspent by Aaron Bean on the campaign trail.”

Methodology

The UNF PORL Jax Speaks Poll was conducted from October 20 through October 27, 2022, by the Public Opinion Research Lab (PORL) at the University of North Florida, and consists of two separate random samples: 531 registered, likely voters in Duval County, and 413 registered, likely voters in Florida’s 4th Congressional District. A voter was considered “likely” if they met the following criteria: 1. they voted in the 2018 midterm general election and/or the 2022 primary election; OR 2. they registered to vote in Florida in 2020 or later. Respondents who indicated they would *definitely* not vote or *probably* not vote in the upcoming election were screened out of the survey. The sampling frames were sourced from the Florida voter file. To ensure a representative sample of likely voters, the samples was stratified into eight geographical regions based on House District.

Respondents were contacted by live callers via the telephone between 12:30 and 9:00 p.m. daily with up to three callbacks attempted. PORL interviewers administered surveys in both English and Spanish. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand dialing, upon reaching an individual by phone, asked the listed respondent by name. If the respondent was not available, the call was terminated. This Duval study had a 6.6% response rate, and the CD 4 had a 7.5% response rate, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

The weighting process had three steps. First, data were weighted by geographic strata to reflect the population of likely voters in Duval County and CD 4, followed by educational attainment. Finally, data were weighted to partisan registration, age, race, and sex. Education weights were created from the Census Bureau’s American Community Survey (ACS) 2020 5-year estimates for individuals 25 and over. Partisan registration, sex, race, and age weights were created from the October 2022 update of the Florida Voter File to match likely voters in each sample. All weighted demographic variables were applied using the SPSS version 27 rake weighting function, and are assigned a weight if one of the demographics being weighted on is missing. The margin of sampling error for the Duval County sample is +/- 4.7 percentage points, and for CD4, +/-5.4 points, including the estimated design effect.

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. As members of AAPOR, the PORL’s goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information about methodology, contact Dr. Michael Binder at porl@unf.edu or (904) 620-2784.

About University of North Florida

The University of North Florida is a nationally ranked university located on a beautiful 1,381-acre campus in Jacksonville surrounded by nature. Serving 17,000 students, UNF features six colleges of distinction with innovative programs in high-demand fields. UNF students receive individualized attention from faculty and gain valuable real-world experience engaging with community partners. A top public university, UNF prepares students to make a difference in Florida and around the globe. Learn more at www.unf.edu.

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Jax Speaks Survey - October 20 - 27 , 2022

Crosstabulations

For more information visit:<https://www.unf.edu/coas/por/>

If the election for Jacksonville Sheriff were held today, which of the following candidates would you vote for?

[Likely Voters in Duval County]

	Total n=531	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=221	NPA/ Oth n=72	M n=232	F n=299	No n=229	Yes n=298	White n=358	Afr Am/Black n=130	Hisp n=21	Oth n=22	18-24 n=20	25-34 n=87	35-44 n=102	45-54 n=83	55-64 n=102	65+ n=137
Lakesha Burton, the Democrat	43%	77%	6%	49%	37%	48%	41%	47%	27%	75%	38%	63%	41%	53%	53%	38%	38%	41%
TK Waters, the Republican	48%	11%	90%	39%	55%	43%	50%	44%	66%	11%	43%	31%	41%	32%	35%	53%	56%	57%
Don't know	7%	9%	4%	11%	8%	6%	7%	8%	5%	11%	19%	6%	19%	14%	11%	6%	4%	2%
Refusal	2%	3%	1%	1%	1%	2%	2%	2%	2%	3%	-	-	-	1%	1%	3%	3%	1%

If the 2023 Jacksonville mayoral election were held today, which of the following candidates would you vote for?

[Likely Voters in Duval County]

	Total n=531	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=221	NPA/ Oth n=72	M n=232	F n=299	No n=229	Yes n=298	White n=358	Afr Am/Black n=130	Hisp n=21	Oth n=22	18-24 n=20	25-34 n=87	35-44 n=102	45-54 n=83	55-64 n=102	65+ n=137
Omega Allen, No Party Affiliation	3%	3%	1%	5%	4%	2%	3%	2%	3%	4%	5%	-	3%	4%	3%	4%	1%	2%
LeAnna Cumber, the Republican	6%	1%	12%	6%	7%	5%	6%	6%	9%	1%	5%	-	3%	5%	5%	7%	9%	4%
Donna Deegan, the Democrat	22%	43%	5%	14%	22%	23%	23%	22%	15%	36%	24%	31%	13%	19%	20%	20%	27%	26%
Daniel Davis, the Republican	7%	3%	13%	2%	6%	8%	7%	8%	10%	4%	5%	-	3%	7%	5%	8%	8%	8%
Al Ferraro, the Republican	4%	-	9%	4%	5%	3%	4%	5%	5%	1%	5%	9%	10%	1%	4%	5%	5%	3%
Audrey Gibson, the Democrat	6%	11%	1%	5%	4%	7%	6%	7%	2%	16%	-	3%	3%	4%	6%	8%	9%	4%
Frankie Ray Keasler, Jr., the Republican	1%	-	2%	-	2%	0%	1%	1%	2%	-	-	-	3%	-	-	1%	2%	1%
Darcy G. Richardson, No Party Affiliation	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	-	-		3%	-	2%	-	1%
Theresa Ann Richardson, the Democrat	3%	4%	1%	4%	2%	3%	3%	3%	1%	6%	-	3%	3%	7%	<1%	1%	2%	4%
Someone else	<1%	-	1%	-	0%	0%	-	1%	0%	-	5%	-		-	-	1%	1%	-
Don't know	45%	32%	53%	58%	43%	46%	45%	44%	50%	29%	52%	54%	57%	46%	56%	39%	35%	48%
Refusal	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	-	-		4%	1%	3%	3%	-

If the election for U.S. Representative from Florida's 4th District were being held today, which of the following candidates would you vote for?
[Likely Voters in Florida's 4th Congressional District]

	Total n=413	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=188	Rep n=173	NPA/ Oth n=52	M n=179	F n=234	No n=195	Yes n=216	White n=239	Afr Am/Black n=141	Hisp n=14	Oth n=19	18-24 n=13	25-34 n=60	35-44 n=88	45-54 n=73	55-64 n=76	65+ n=103
Aaron Bean, the Republican	50%	6%	93%	39%	61%	42%	55%	41%	68%	6%	71%	68%	24%	36%	42%	56%	56%	59%
LaShonda "L.J." Holloway, the Democrat	38%	78%	3%	39%	28%	47%	36%	43%	24%	79%	6%	16%	65%	43%	43%	30%	32%	38%
Don't know	8%	11%	3%	17%	9%	8%	7%	12%	6%	12%	16%	12%	16%	13%	10%	7%	3%	
Refusal	3%	5%	1%	6%	2%	4%	3%	4%	3%	3%	12%	-	-	5%	2%	4%	5%	1%

Nature of the Sample: Duval County Likely Voters n=531	
Party Registration	
Democrat	43%
Republican	42%
NPA/Other	16%
Sex	
Male	44%
Female	56%
Race/Ethnicity	
White	63%
African American/Black	27%
Hispanic/Latino	4%
Other	7%
Education	
No Bachelor's Degree	65%
Bachelor's Degree	35%
Age	
18-24	6%
25-34	14%
35-44	15%
45-54	18%
55-64	21%
65+	26%
Phone	
Landline	11%
Cellphone	89%

Nature of the Sample: CD 4 Likely Voters n=413	
Party Registration	
Democrat	39%
Republican	45%
NPA/Other	17%
Sex	
Male	45%
Female	55%
Race/Ethnicity	
White	62%
African American/Black	28%
Hispanic/Latino	4%
Other	6%
Education	
No Bachelor's Degree	69%
Bachelor's Degree	31%
Age	
18-24	4%
25-34	14%
35-44	16%
45-54	17%
55-64	21%
65+	29%
Phone	
Landline	16%
Cellphone	84%