



PORL
Public Opinion Research Lab



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February 20, 2020

**New UNF/First Coast News Presidential Preference Poll
Reveals Tight Race Between Trump and Potential Democratic Nominees**
Voters Split on Trump Job Approval Rating

The Public Opinion Research Lab (PORL) at the University of North Florida completed a new poll of Florida registered voters that shows there is no clear front-runner between President Donald Trump and potential Democratic nominees for the general election in November 2020. Michael Bloomberg was the only Democratic candidate to have a meaningful lead over Trump. The survey also shows voters are torn regarding Donald Trump's approval rating.

When Michael Bloomberg is paired against Donald Trump, 50% of respondents indicated they would vote for Bloomberg while only 44% indicated a vote for Trump. In a head to head between Joe Biden and Donald Trump, Biden edges Trump 49% to 48%. Bernie Sanders and Donald Trump are tied, as each candidate received 48%. When paired against Elizabeth Warren, Donald Trump and Warren both had 47%. Between Trump and Pete Buttigieg, 49% indicated a vote for Trump, while 45% indicated a vote for Buttigieg. Lastly, when paired against Amy Klobuchar, Trump received 48% and Klobuchar received 44%.

"Apart from Bloomberg's lead, the other top candidates for the Democratic party are either tied or losing to Trump," stated Dr. Michael Binder, director of the Public Opinion Research Lab, "Given the amount of money Bloomberg has poured into advertising in Florida, it isn't surprising that he is doing well, but considering the relative weakness of the other candidates this is a pretty positive poll result for Donald Trump."

Additionally, PORL asked about the job approval ratings for Donald Trump and Florida Senators Marco Rubio and Rick Scott. Voters indicated 47% approval and 51% disapproval for the job Donald Trump is doing as President of the United States. Among Republicans, Trump had 87% approval, with 14% of Democrats approving. Rubio garnered a slightly higher job approval rating overall, with 49% of respondents stating they approve and 36% stating they disapprove of the job he is doing as United States Senator. Rubio's approval among Republicans is at 77%, but is only at 23% among Democrats. For Rick Scott, 44% of respondents indicated they approve of the job he is doing as United States Senator, while 36% disapproved. Broken down by partisanship, 74% of Republicans approve of the job Scott is doing, while only 19% of Democrats approve of Scott.

Binder noted, "The high level of partisan polarization in Florida is highlighted by the gulf in Trump's job approval when split between Republicans and Democrats. Following the

impeachment trial, Republicans are still firmly behind the president and Trump is seeing some of his highest job approval ratings of his presidency, not only here in Florida, but nationally.”

For details about the methodology of the survey and additional crosstabs by partisanship, age, race, sex, and education, visit the [Recent Polls](#) section of the [PORK website](#).

Survey Results¹

If the general election were held today and the candidates were Donald Trump and Michael Bloomberg, who would you vote for?

Answer Options	Florida Voters n=672
Donald Trump	44%
Michael Bloomberg	50%
Don't Know	6%

Answer Options	Democratic Voters n=274	Republican Voters n=257	NPA Voters n=141
Donald Trump	10%	84%	37%
Michael Bloomberg	86%	12%	52%
Don't Know	5%	5%	11%

If the general election were held today and the candidates were Donald Trump and Joe Biden, who would you vote for?

Answer Options	Florida Voters n=668
Donald Trump	48%
Joe Biden	49%
Don't Know	3%

Answer Options	Democratic Voters n=271	Republican Voters n=253	NPA Voters n=144
Donald Trump	11%	89%	44%
Joe Biden	88%	9%	49%
Don't Know	1%	3%	7%

¹ Respondents who selected “Wouldn't Vote” and “Refusal” were coded as missing and not included in the results presented

If the general election were held today and the candidates were Donald Trump and Bernie Sanders, who would you vote for?

Answer Options	Florida Voters n=671
Donald Trump	48%
Bernie Sanders	48%
Don't Know	4%

Answer Options	Democratic Voters n=277	Republican Voters n=252	NPA Voters n=142
Donald Trump	11%	89%	46%
Bernie Sanders	87%	10%	46%
Don't Know	2%	2%	8%

If the general election were held today and the candidates were Donald Trump and Elizabeth Warren, who would you vote for?

Answer Options	Florida Voters n=661
Donald Trump	47%
Elizabeth Warren	47%
Don't Know	6%

Answer Options	Democratic Voters n=269	Republican Voters n=252	NPA Voters n=140
Donald Trump	11%	88%	40%
Elizabeth Warren	87%	7%	47%
Don't Know	2%	5%	13%

If the general election were held today and the candidates were Donald Trump and Pete Buttigieg, who would you vote for?

Answer Options	Florida Voters n=664
Donald Trump	49%
Pete Buttigieg	45%
Don't Know	7%

Answer Options	Democratic Voters n=268	Republican Voters n=255	NPA Voters n=141
Donald Trump	14%	85%	45%
Pete Buttigieg	81%	10%	43%
Don't Know	5%	5%	12%

If the general election were held today and the candidates were Donald Trump and Amy Klobuchar, who would you vote for?

Answer Options	Florida Voters n=662
Donald Trump	48%
Amy Klobuchar	44%
Don't Know	8%

Answer Options	Democratic Voters n=268	Republican Voters n=253	NPA Voters n=141
Donald Trump	13%	86%	44%
Amy Klobuchar	81%	9%	41%
Don't Know	6%	5%	15%

Do you approve or disapprove of the way that Donald Trump is handling his job as President of the United States?

Answer Options	Florida Voters n=715
Strongly Approve	31%
Somewhat Approve	16%
Somewhat Disapprove	10%
Strongly Disapprove	41%
Don't Know	2%

Answer Options	Democratic Voters n=296	Republican Voters n=261	NPA Voters n=158
Strongly Approve	8%	62%	24%
Somewhat Approve	6%	25%	19%
Somewhat Disapprove	8%	4%	21%
Strongly Disapprove	76%	8%	34%
Don't Know	2%	2%	3%

Do you approve or disapprove of the way that Marco Rubio is handling his job as United States Senator?

Answer Options	Florida Voters n=715
Strongly Approve	21%
Somewhat Approve	28%
Somewhat Disapprove	15%
Strongly Disapprove	21%
Don't Know	15%

Answer Options	Democratic Voters n=295	Republican Voters n=263	NPA Voters n=157
Strongly Approve	7%	41%	15%
Somewhat Approve	16%	36%	34%
Somewhat Disapprove	20%	8%	15%
Strongly Disapprove	41%	3%	17%
Don't Know	16%	12%	19%

Do you approve or disapprove of the way that Rick Scott is handling his job as United States Senator?

Answer Options	Florida Voters n=719
Strongly Approve	21%
Somewhat Approve	23%
Somewhat Disapprove	14%
Strongly Disapprove	22%
Don't Know	19%

Answer Options	Democratic Voters n=296	Republican Voters n=263	NPA Voters n=160
Strongly Approve	6%	43%	15%
Somewhat Approve	13%	31%	26%
Somewhat Disapprove	17%	6%	21%
Strongly Disapprove	43%	5%	16%
Don't Know	21%	15%	21%

Survey Demographics

What is the highest grade in school or year of college you have completed?

Answer Options	Florida Voters n=725
Less than High School Degree	3%
High School Graduate	22%
Some College	46%
College Graduate	17%
Postgraduate	12%

Currently, do you consider yourself a Republican, Democrat, or no party affiliation?

Answer Options	Florida Voters n=725
Democrat	37%
Republican	35%
NPA/Independent	28%

[If NPA/Independent] Do you think of yourself closer to the Republican Party or Democratic Party?

Answer Options	Florida Voters n=249
Closer to Republican	37%
Neither	25%
Closer to Democratic	33%
Don't Know	3%

Age	Florida Voters n=725
18-24	8%
25-34	15%
35-44	14%
45-54	15%
55-64	18%
65 and older	29%

Race	Florida Voters n=725
White (Not Hispanic)	63%
Black (Not Hispanic)	13%
Hispanic	17%
Other	12%

Sex	Florida Voters n=725
Male	46%
Female	54%

Telephone	Florida Voters n=
Landline	20%
Cellphone	80%
Refusal	<1%

Methodology

The UNF/First Coast News Florida Statewide Poll is comprised of 725 Florida registered voters and was conducted Monday, Feb. 10 through Tuesday, Feb. 18, 2020 by the Public Opinion Research Lab (PORL) at the University of North Florida who sponsored in partnership with First Coast News. The sample frame was comprised of registered Florida voters, 18 years of age or older, contacted by live callers via the telephone from 5 to 9 p.m. daily with a maximum of five callbacks attempted. The phone numbers used for this survey were sourced from the December update of the Florida voter file. UNF undergraduate students and employees conducted interviews in Spanish and English. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system.

The margin of sampling error for the total sample is +/- 3.6 percentage points. The breakdown of completed responses on a landline phone to a cellphone was 20% to 80%, with less than 1% unidentified. Through hand dialing, an interviewer upon reaching the individual as specified in the voter file asked that respondent to participate, regardless of landline telephone or cellphone. Data were then weighted by partisan registration, age, race, sex, and education. Education weights were created from the Census' 2018 American Community Survey (ACS) estimate for the percent of college-educated individuals in the state of Florida, approximately 29%. Partisan registration, sex, race, and age weights were created from the December update of the Florida Voter File to match the active registered voters in Florida. These demographic characteristics were pulled from the voter file list. To ensure a representative sample of registered voters, the 10 Florida designated market areas were stratified. Quotas were placed on each of these stratified areas to ensure a proportionate number of completed surveys from across the state.

All weighted demographic variables were applied using the SPSS version 25 rake weighting function, which will not assign a weight if one of the demographics being weighted on is missing. In this case, respondents missing a response for any of the demographic information were given a weight of 1. There were no statistical adjustments made due to design effects. This study had a 12.2% response rate. The American Association for Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used which consists of an estimate of what proportion of cases of unknown eligibility are truly eligible. This survey was directed by Dr. Michael Binder, UNF associate professor of political science.

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 at (904) 620-2784.

About University of North Florida

UNF is a nationally ranked university in Jacksonville, Florida, that is nestled on a beautiful 1,300-acre campus surrounded by nature. The University features six colleges of distinction, premiere flagship specialties, with 60 bachelor degree programs and 78 areas of academic concentration for a student-centered educational experience that is creating the next generation of thinkers, leaders and problem solvers. More information at www.unf.edu.

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Public Opinion Research Lab at the University of North Florida - UNF/First Coast News Presidential Preference Poll

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

February 20, 2020

As a note, due to rounding, percentages may not equal 100%

If the general election were held today and the candidates were Donald Trump and Michael Bloomberg, who would you vote for?

n=672	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem n=274	Rep n=257	NPA/Other n=141	M n=352	F n=320	Yes n=346	No n=323	White n=459	Afr Amer /Black n=93	Hispanic n=83	Other n=37	18-24 n=55	25-34 n=82	35-44 n=93	45-54 n=97	55-64 n=134	65+ n=211
Donald Trump	44%	10%	84%	37%	53%	37%	39%	46%	57%	6%	24%	33%	21%	34%	32%	56%	56%	49%
Michael Bloomberg	50%	86%	12%	52%	42%	56%	54%	48%	38%	84%	68%	64%	70%	57%	59%	38%	41%	48%
Don't Know	6%	5%	5%	11%	5%	7%	7%	6%	5%	10%	8%	3%	9%	9%	10%	6%	4%	4%

If the general election were held today and the candidates were Donald Trump and Joe Biden, who would you vote for?

n=668	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem n=271	Rep n=253	NPA/Other n=144	M n=352	F n=316	Yes n=340	No n=325	White n=455	Afr Amer /Black n=92	Hispanic n=82	Other n=39	18-24 n=55	25-34 n=84	35-44 n=94	45-54 n=96	55-64 n=132	65+ n=207
Donald Trump	48%	11%	89%	44%	56%	42%	43%	50%	61%	10%	31%	28%	24%	38%	36%	60%	59%	53%
Joe Biden	49%	88%	9%	49%	41%	55%	53%	47%	37%	86%	63%	64%	75%	56%	61%	36%	39%	45%
Don't Know	3%	1%	3%	7%	3%	3%	4%	3%	2%	4%	6%	8%	2%	6%	3%	4%	2%	2%

If the general election were held today and the candidates were Donald Trump and Bernie Sanders, who would you vote for?

n=671	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem n=277	Rep n=252	NPA/Other n=142	M n=353	F n=318	Yes n=341	No n=327	White n=455	Afr Amer /Black n=94	Hispanic n=81	Other n=41	18-24 n=59	25-34 n=87	35-44 n=95	45-54 n=95	55-64 n=132	65+ n=203
Donald Trump	48%	11%	89%	46%	55%	43%	44%	50%	62%	7%	32%	26%	24%	34%	36%	61%	61%	53%
Bernie Sanders	48%	87%	10%	46%	41%	54%	51%	47%	35%	86%	63%	69%	75%	60%	58%	34%	38%	44%
Don't Know	4%	2%	2%	8%	4%	3%	6%	3%	3%	6%	5%	5%	2%	6%	7%	5%	2%	3%

If the general election were held today and the candidates were Donald Trump and Elizabeth Warren, who would you vote for?

n=661	Total	Party			Sex		Education (College Degree)		Race/Ethnicity				Age					
		Dem n=269	Rep n=252	NPA/Other n=140	M n=347	F n=314	Yes n=335	No n=323	White n=451	Afr Amer /Black n=89	Hispanic n=83	Other n=38	18-24 n=55	25-34 n=83	35-44 n=94	45-54 n=96	55-64 n=130	65+ n=203
Donald Trump	47%	11%	88%	40%	56%	40%	45%	48%	60%	8%	28%	35%	27%	35%	34%	58%	58%	53%
Elizabeth Warren	47%	87%	7%	47%	39%	54%	48%	47%	36%	86%	60%	57%	71%	57%	57%	33%	40%	43%
Don't Know	6%	2%	5%	13%	5%	6%	7%	6%	4%	7%	12%	8%	2%	8%	9%	9%	2%	5%

If the general election were held today and the candidates were Donald Trump and Pete Buttigieg, who would you vote for?

n=664	Total	Party			Sex		Education (College Degree)		Race/Ethnicity				Age					
		Dem n=268	Rep n=255	NPA/Other n=141	M n=353	F n=311	Yes n=342	No n=319	White n=457	Afr Amer /Black n=88	Hispanic n=81	Other n=38	18-24 n=56	25-34 n=83	35-44 n=92	45-54 n=93	55-64 n=134	65+ n=206
Donald Trump	49%	14%	85%	45%	58%	41%	43%	51%	60%	12%	33%	35%	28%	40%	39%	61%	55%	52%
Pete Buttigieg	45%	81%	10%	43%	37%	51%	50%	42%	35%	76%	54%	62%	69%	51%	52%	30%	38%	44%
Don't Know	7%	5%	5%	12%	5%	8%	7%	7%	5%	12%	13%	3%	4%	10%	9%	9%	7%	4%

If the general election were held today and the candidates were Donald Trump and Amy Klobuchar, who would you vote for?

n=662	Total	Party			Sex		Education (College Degree)		Race/Ethnicity				Age					
		Dem n=268	Rep n=253	NPA/Other n=141	M n=351	F n=311	Yes n=340	No n=319	White n=453	Afr Amer /Black n=89	Hispanic n=82	Other n=38	18-24 n=57	25-34 n=82	35-44 n=92	45-54 n=93	55-64 n=132	65+ n=206
Donald Trump	48%	13%	86%	44%	57%	41%	45%	49%	60%	11%	33%	32%	21%	37%	41%	61%	57%	52%
Amy Klobuchar	44%	81%	9%	41%	38%	48%	48%	42%	35%	75%	56%	53%	62%	51%	48%	31%	38%	43%
Don't Know	8%	6%	5%	15%	5%	11%	8%	9%	6%	15%	11%	16%	17%	13%	11%	8%	5%	5%

Do you approve or disapprove of the way that Donald Trump is handling his job as President of the United States?

n=715	Total	Party			Sex		Education (College Degree)		Race/Ethnicity				Age					
		Dem n=296	Rep n=261	NPA/Other n=158	M n=381	F n=334	Yes n=365	No n=347	White n=470	Afr Amer /Black n=107	Hispanic n=92	Other n=46	18-24 n=61	25-34 n=94	35-44 n=102	45-54 n=103	55-64 n=137	65+ n=218
Strongly Approve	31%	8%	62%	24%	36%	27%	26%	33%	42%	3%	18%	21%	11%	12%	21%	43%	40%	40%
Somewhat Approve	16%	6%	25%	19%	18%	15%	18%	16%	18%	7%	16%	17%	11%	25%	20%	14%	14%	15%
Somewhat Disapprove	10%	8%	4%	21%	11%	10%	13%	9%	7%	18%	11%	17%	21%	21%	12%	4%	7%	5%
Strongly Disapprove	41%	76%	8%	34%	33%	47%	42%	40%	32%	70%	52%	40%	58%	40%	46%	33%	38%	40%
Don't Know	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	3%	4%	2%	2%	7%	2%		

Do you approve or disapprove of the way that Marco Rubio is handling his job as United States Senator?

n=715	Total	Party			Sex		Education (College Degree)		Race/Ethnicity				Age					
		Dem n=295	Rep n=263	NPA/Other n=157	M n=380	F n=335	Yes n=363	No n=349	White n=469	Afr Amer /Black n=108	Hispanic n=92	Other n=46	18-24 n=61	25-34 n=91	35-44 n=102	45-54 n=105	55-64 n=138	65+ n=218
Strongly Approve	21%	7%	41%	15%	26%	18%	19%	22%	28%	2%	17%	9%	7%	10%	11%	25%	27%	30%
Somewhat Approve	28%	16%	36%	34%	25%	30%	26%	29%	29%	24%	34%	13%	26%	31%	26%	31%	31%	25%
Somewhat Disapprove	15%	20%	8%	15%	15%	14%	16%	14%	11%	26%	17%	19%	26%	21%	15%	16%	11%	9%
Strongly Disapprove	21%	41%	3%	17%	24%	18%	26%	19%	18%	29%	22%	23%	18%	18%	29%	12%	22%	23%
Don't Know	15%	16%	12%	19%	11%	20%	14%	16%	14%	19%	10%	36%	23%	21%	19%	16%	9%	13%

Do you approve or disapprove of the way that Rick Scott is handling his job as United States Senator?

n=719	Total	Party			Sex		Education (College Degree)		Race/Ethnicity				Age					
		Dem n=296	Rep n=263	NPA/Other n=160	M n=382	F n=337	Yes n=365	No n=351	White n=471	Afr Amer /Black n=108	Hispanic n=93	Other n=47	18-24 n=62	25-34 n=94	35-44 n=102	45-54 n=105	55-64 n=138	65+ n=218
Strongly Approve	21%	6%	43%	15%	27%	16%	22%	21%	28%	3%	15%	14%	10%	12%	13%	26%	26%	28%
Somewhat Approve	23%	13%	31%	26%	24%	23%	22%	24%	24%	12%	32%	18%	31%	22%	20%	21%	26%	23%
Somewhat Disapprove	14%	17%	6%	21%	12%	16%	16%	14%	10%	27%	16%	22%	22%	18%	24%	19%	10%	5%
Strongly Disapprove	22%	43%	5%	16%	23%	22%	28%	20%	20%	37%	16%	25%	24%	25%	23%	11%	22%	26%
Don't Know	19%	21%	15%	21%	15%	23%	14%	21%	18%	22%	21%	20%	12%	23%	20%	23%	16%	18%

Nature of the Sample	
Florida Voters	n=725
Party Registration	
Democrat	37%
Republican	35%
NPA/Other	28%
Sex	
Male	46%
Female	54%
Education (College Degree)	
Less than high school	3%
High school graduate	22%
Some college	46%
College graduate	17%
Post graduate degree	12%
Race/Ethnicity	
White	63%
African American/Black	13%
Hispanic	17%
Other	7%
Age	
18-24	8%
25-34	15%
35-44	14%
45-54	15%
55-64	18%
65+	29%

Florida Designated Market Area	
DMA	Sample Size
Escambia	30
Panama City	9
Tallahassee	15
Duval	67
Gainseville	13
Orlando	143
Tampa	181
West Palm B	65
Fort Myers	49
Broward/Keys	75
*Miami	78
Total	725

* Because of Miami-Dade County's unique population, it was separately accounted for in its own strata, creating 11 strata from the 10 DMAs