



**University of North Florida**  
Public Opinion Research Lab  
[www.unf.edu/coas/porl/](http://www.unf.edu/coas/porl/)

October 13, 2016  
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### **UNF Poll Shows Crist Holds Lead Over Jolly in Florida Congressional District 13**

Jacksonville, Fla. – A new poll of likely voters in Florida Congressional District 13 by the Public Opinion Research Laboratory (PORL) at the University of North Florida shows that democrat Charlie Crist, has a sizeable lead, 54 percent, over incumbent David Jolly, 36 percent.

Republican David Jolly became a member of the U.S. House of Representatives for Florida's 13th Congressional District in a special election in 2014. Before his 2016 re-election campaign began, he had his eye on a U.S. Senate seat, but stepped aside when Sen. Marco Rubio re-entered that contest. Although Jolly is the incumbent in this race, he faces a tough democrat challenger in former Florida Gov. Crist.

Crist has a lengthy political resume, which includes governor and attorney general of Florida. Narrowly defeated by Rick Scott in his bid to regain the governor's seat in 2014, Crist has returned to his hometown and is looking to represent the district in Washington, D.C. While Crist has not always been a member of the Democratic Party—he was previously both republican and independent—his chances look promising to represent the 13<sup>th</sup> District, which is leaning more democratic since Florida's redistricting.

"This relatively large lead for Crist is due, in part, to name recognition, and I think this will play out in other races as well. Donald Trump and Hillary Clinton have dominated the media, making it a struggle in this environment for candidates without highly recognized names," said Dr. Michael Binder, faculty director of the PORL.

"Another advantage for Crist is that he is faring well across party lines and, perhaps because he was once a republican, he's getting 22 percent of republican support," Binder continued. "Even though Crist is doing quite well with African-American (87 percent) and Hispanic (72 percent) voters, this district is predominately white, and he is winning there too with 47 percent compared, with 42 percent for Jolly."

## Methodology

The Florida statewide poll was conducted by the Public Opinion Research Laboratory Sunday, Oct. 9, through Tuesday, Oct. 11, by live callers over the telephone. Samples were created through the voter file provided by Florida's Division of Elections September 2016 and selected through the use of randomization among likely voters. Interviews were conducted in English and Spanish, with 611 registered likely voters, 18 years of age or older.

Likely voters were considered people who had voted in a statewide election between November 2008 and March 2016 or were too young to vote in 2014 but are now eligible. In addition, to be considered a likely voter, the respondent indicated that they were "Almost Certain" or "Very Likely" to vote in November's general election. Data are weighted to the likely voter demographics – gender, race and party registration – prior to applying question regarding the respondent's likelihood of voting.

The margin of error is +/- 4 percentage points. The breakdown of completed responses was 28 percent on a landline phone to 72 percent a cell phone. This survey was sponsored by the Public Opinion Research Laboratory at the University of North Florida and is directed by Associate Professor of Political Science Dr. Michael Binder.

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 and a charter member of the American Association for Public Opinion Research Transparency Initiative. For more information about methodology, contact Binder at [porl@unf.edu](mailto:porl@unf.edu) or at (904) 620-2784.

## Survey Results

Q1. If the election for Florida's 13th Congressional District were being held today, who would you vote for...

Candidate	Florida Congressional District 13 Likely Voters n=590
Charlie Crist, the Democrat	54%
David Jolly, the Republican	36%
Someone else	1%
Don't Know	9%

Party Registration	Florida Congressional District 13 Likely Voters n=611
Democrat	41%
Republican	37%
NPA and Other	22%

Race	Florida Congressional District 13 Likely Voters n=611
White (not Hispanic)	82%
Black (not Hispanic)	10%
Hispanic	4%
Other	4%

Gender	Florida Congressional District 13 Likely Voters n=611
Men	44%
Women	56%

Age	Florida Congressional District 13 Likely Voters n=611
18-24	5%
25-34	15%
35-44	10%
45-55	16%
56-64	19%
65 and older	34%

Telephone	Florida Congressional District 13 Likely Voters n=611
Landline	28%
Cell phone	72%

Crosstabs

Vote Choice and Party Registration

	Florida Congressional District 13 Likely Voters n=590		
Candidate	Democrat	Republican	NPA and other
Charlie Crist, the Democrat	86%	22%	48%
David Jolly, the Republican	7%	70%	33%
Someone else	-	<1%	3%
Don't Know	7%	8%	16%

Vote Choice and Race

	Florida Congressional District 13 Likely Voters n=590			
Candidate	White	Black	Hispanic	Other
Charlie Crist, the Democrat	47%	87%	72%	83%
David Jolly, the Republican	42%	5%	18%	17%
Someone else	1%	-	-	-
Don't Know	10%	8%	9%	-

Vote Choice by Gender

Florida Congressional District 13 Likely Voters n=590		
Candidate	Men	Women
Charlie Crist, the Democrat	51%	56%
David Jolly, the Republican	42%	32%
Someone else	2%	-
Don't Know	6%	12%

Vote Choice and Age

Florida Congressional District 13 Likely Voters n=590						
Candidate	18-24	25-34	35-44	45-55	56-65	65 and older
Charlie Crist, the Democrat	66%	58%	59%	51%	52%	50%
David Jolly, the Republican	28%	26%	26%	44%	34%	43%
Someone else	-	1%	5%	-	-	-
Don't Know	6%	15%	9%	4%	14%	7%

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Thursday, Oct 14.