

September 4, 2020

Biden leads Trump in Florida

Survey Findings

To: Interested Parties

From: GQR

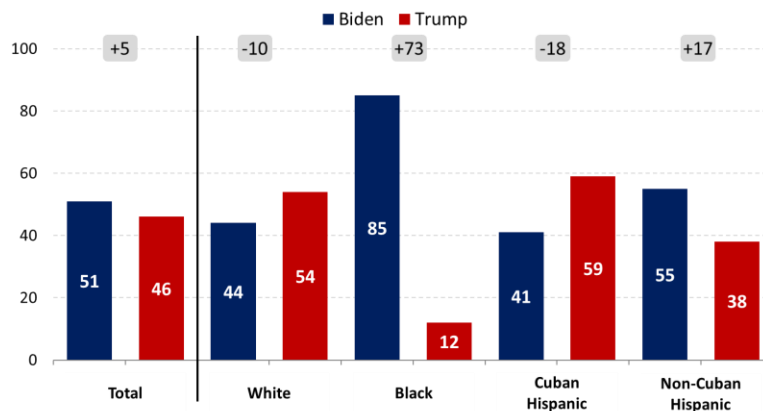
There is no realistic path to a second Trump term without Florida. A recent survey of likely general election voters in Florida shows the race is competitive but finds Democrat Joe Biden with a 5-point lead over Republican Donald Trump: 51 percent Biden, 46 percent Trump.¹ This outcome mirrors a recent Quinnipiac survey showing Biden leading Florida by 3 points.

Biden’s margin reflects a massive lead among Black voters and non-Cuban Hispanics. Biden also leads Trump among No-Party Affiliated voters and white college voters.

Biden’s strength among white college voters (52 percent Biden – 46 percent Trump) will be important to maintain, as it is likely that Biden may not match Clinton’s performance among Hispanics due to Trump’s resurgence among Cuban voters. Trump is currently rated 56 percent favorable – 42 percent unfavorable among Cuban voters and leads Biden by 18 points. Non-Cuban Hispanic voters give Trump a 40 percent favorable - 55 percent unfavorable rating and give Joe Biden a 55 to 38 percent electorate margin.

Biden’s path focuses on holding college educated whites, increasing his support among non-Cuban Hispanics to Clinton levels and turning out African Americans (currently 85 percent Biden).

■ **Figure 1: Presidential Vote by Race**



¹ GQR conducted a live telephone survey of 800 likely general election voters statewide in Florida and an oversample of 200 likely general election Hispanic voters. The survey was conducted August 26 - September 3, 2020. Fifty – one percent of the interviews were conducted on cell phones. The margin of error on the statewide sample is ± 3.5 percent at the 95 percent confidence interval.

Notably, the thing Florida voters believe this election is about is bringing this country together (25 percent) which eclipses the economy and jobs (19 percent), restoring law and order (14 percent) and even solving the coronavirus (12 percent). “Uniting the country/fighting racial equality” is the leading volunteered favorable impression of Joe Biden.