



EMBARGOED UNTIL 5 a.m. EST Tuesday, July 30, 2024

UNF Poll: Trump has seven-point lead on Harris in home state of Florida *High support for marijuana, abortion amendments*

A new poll of likely Florida voters from the University of North Florida's Public Opinion Research Lab (PORL) shows Donald Trump ahead of Vice President Kamala Harris by seven percentage points. A sample of 774 respondents who said they were either definitely or probably voting in the upcoming election were asked their 2024 vote choice for President, U.S. Senate, and three proposed amendments to the Florida Constitution.

When asked who they would vote for if the Presidential election were held today, 49% of respondents said former President Donald Trump, with 42% indicating a vote for Vice President Kamala Harris, and 4% saying they would vote for another candidate. Six percent were either undecided or refused to answer.

"It's not a huge surprise to see Trump ahead in his home state of Florida, which he won by three points in 2020," said PORL faculty director and professor of political science Dr. Michael Binder. "With Harris just entering the race, enthusiasm amongst her supporters has livened up what was once thought to be an easy win for Trump in Florida."

Respondents were also asked who they would vote for if the election for U.S. Senator from Florida were held today, to which 47% indicated Republican incumbent Rick Scott, and 43% expressing support for Democrat Representative Debbie Mucarsel-Powell. Less than one percent said they would vote for someone else, and 10% said they didn't know or refused to answer.

"What's really interesting is that Trump has a couple point bigger lead than Rick Scott, who's only up by four – just inside the margin of error of this poll," commented Binder, "Scott has a history of winning razor thin statewide races in Florida, and in a state that has become significantly more red in the past six years, this could be another close race for Scott."

In addition to federal offices, respondents were also asked how they would vote on three of the six proposed constitutional amendments on the 2024 ballot. Please see the crosstabulations below for the full text of the ballot summaries.

When asked about Amendment 1, titled "Partisan Election of Members of District School Boards," 40% said they would vote "no," 37% said "yes," and 23% either did not know or refused to answer.

"The language in this ballot measure has some confusing 'legalese' which is likely adding to the uncertainty among voters," Binder said. "Nonetheless, this amendment from the state legislature looks doomed to fail."

Amendment 3, "Adult Personal Use of Marijuana," received much greater support with 64% indicating a vote of "yes," and 31% who said they would vote "no." Respondents were also a bit more decisive, with just 5% undecided or refusing. This is largely consistent with [Fall of 2023](#), when 67% of registered voters said they would vote in favor of the amendment.

“It’s not too clear yet how much money will be injected into the campaign against this amendment,” noted Binder. “If the opposing organizations ramp up their campaigns, we may see this number come down, depending how much cash is spent in opposition.”

Amendment 4, “Amendment to Limit Government Interference with Abortion,” had the greatest support of the three, with 69% indicating a vote of “yes,” and just 23% who said “no.” Eight percent said they did not know or refused to answer. This is somewhat more support than it received from registered voters [last Fall](#), when 62% said they would vote “yes,” and 29% said “no.”

“Again, we have yet to see campaigns on either side of this really get moving,” said Binder. “Factor in the highly contested and contentious financial impact statement recently added to the ballot summary, and I would expect to see support for this amendment drop before November.”

For the full survey results, please see crosstabulations below.

Methodology

The UNF PORL Florida Statewide Poll consists of a random sample of 774 likely Florida voters, and was conducted from July 24 through July 27, 2024, by the Public Opinion Research Lab (PORL) at the University of North Florida. This poll utilized a dual-frame, multi-mode design, incorporating both telephone and web surveys, distributed via text message. The sampling frames, consisting of phone numbers, were sourced from the Florida voter file. A voter was included in the sampling frame if they had voted in either the primary or general elections in 2022 or 2020. A proportional number of voters who were not old enough to vote in previous elections were also included in the sampling frame. Respondents who said they would “probably” or “definitely” not vote in the upcoming election were screened out. Of the 774 likely voters who completed surveys, 301 were completed via telephone and 473 online. To ensure a representative sample, the 10 Florida designated media market areas (DMAs) were stratified into 11 different strata, with Miami-Dade County separated into its own stratum due to its unique population.

The web survey was administered through Qualtrics, an online survey platform, and via MMS text message, and was addressed to the voter by name. For the phone portion, respondents were contacted by live callers via telephone between 4:00 to 9:00 p.m. Wednesday through Friday, with up to three callbacks attempted. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. For both text and phone distributions, a single interviewer, through hand dialing, asked for the listed respondent by name. If they reached the wrong respondent, or the respondent was not available, the interview was terminated. The combined response rate for the phone and web portions of this study was 3.3%, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

All data were weighted by educational attainment, partisan registration, age, race and ethnicity, sex, 2020 vote choice, and geographic strata to match the population of likely voters in Florida. Geography, partisan registration, sex, race and ethnicity, and age weights were created from the Florida Voter File. Education weights were calculated using the Census Bureau’s American Community Survey (ACS) 2021 5-year estimates for individuals 25 and over. 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 overall margin of sampling error is +/- 4.6 percentage points, including estimated design effect due to weighting. It is important to note that estimates for smaller subpopulations will have larger margins of error, indicating greater uncertainty in the data.

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. 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, 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 nearly 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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Public Opinion
Research Lab

Summer 2024 Florida Statewide - Likely Voters

Crosstabulations consist of weighted percentages, while observation counts (n) are unweighted totals. For more about weighting, see the survey methodology.

Unless otherwise noted, the following survey questions were asked of all respondents.

VOL = Volunteered

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

Thinking ahead to the 2024 Presidential election in November, how likely are you to vote?

	Total n=774	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020	
		Dem n=298	Rep n=306	Ind Oth n=170	M n=392	F n=382	No n=291	Yes n=473	White n=502	AfrAm Black n=93	Hisp Lat n=131	Oth n=48	18-24 n=38	25-34 n=108	35-44 n=95	45-54 n=122	55-64 n=136	65+ n=275	Biden n=390	Trump n=297
You will definitely vote	92%	94%	94%	87%	95%	91%	93%	91%	93%	89%	92%	91%	88%	85%	94%	96%	93%	92%	96%	
You will probably vote	7%	5%	5%	13%	5%	9%	6%	9%	6%	9%	8%	7%	13%	14%	6%	5%	4%	6%	7%	3%
You will probably not vote [SCREENED OUT]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
You will definitely not vote [SCREENED OUT]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know/Refusal [VOL]	1%	2%	1%	-	1%	1%	1%	1%	1%	2%	-	2%	-	2%	-	1%	-	1%	<1%	

If the 2024 presidential election were held today, who would you vote for if the candidates were...

	Total n=774	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020	
		Dem n=298	Rep n=306	Ind Oth n=170	M n=392	F n=382	No n=291	Yes n=473	White n=502	AfrAm Black n=93	Hisp Lat n=131	Oth n=48	18-24 n=38	25-34 n=108	35-44 n=95	45-54 n=122	55-64 n=136	65+ n=275	Biden n=390	Trump n=297
Donald Trump, the Republican	49%	8%	82%	50%	50%	47%	54%	39%	53%	16%	57%	38%	35%	47%	43%	60%	49%	49%	10%	94%
Kamala Harris, the Democrat	42%	82%	10%	38%	40%	44%	37%	51%	36%	74%	36%	50%	54%	48%	45%	33%	41%	40%	85%	3%
Another candidate [VOL]	4%	5%	2%	6%	6%	2%	5%	1%	5%	-	2%	7%	2%	3%	4%	3%	7%	2%	3%	1%
Don't know/Refusal [VOL]	6%	5%	7%	6%	4%	8%	4%	9%	6%	10%	5%	5%	8%	2%	8%	4%	3%	9%	3%	2%

If the election for U.S. Senator from Florida were being held today, who would you vote for if the candidates were...

	Total n=774	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020	
		Dem n=298	Rep n=306	Ind Oth n=170	M n=392	F n=382	No n=291	Yes n=473	White n=502	AfrAm Black n=93	Hisp Lat n=131	Oth n=48	18-24 n=38	25-34 n=108	35-44 n=95	45-54 n=122	55-64 n=136	65+ n=275	Biden n=390	Trump n=297
Rick Scott, the Republican	47%	12%	79%	42%	49%	45%	51%	40%	54%	15%	44%	40%	35%	36%	41%	54%	53%	49%	10%	86%
Debbie Mucarsel-Powell, the Democrat	43%	80%	15%	40%	42%	45%	38%	53%	38%	74%	39%	47%	54%	49%	46%	38%	40%	42%	82%	6%
Another candidate [VOL]	<1%	1%	-	-	1%	-	<1%	-	-	2%	-	-	-	2%	-	-	-	-	1%	-
Don't know/Refusal [VOL]	10%	8%	7%	18%	9%	11%	11%	7%	8%	9%	17%	13%	10%	14%	13%	9%	8%	9%	7%	8%

There are several proposed amendments to the Florida Constitution which will appear on the 2024 ballot.

Amendment 1 titled "Partisan Election of Members of District School Boards" states:

Proposing amendments to the State Constitution to require members of a district school board to be elected in a partisan election rather than a nonpartisan election and to specify that the amendment only applies to elections held on or after the November 2026 general election. However, partisan primary elections may occur before the 2026 general election for purposes of nominating political party candidates to that office for placement on the 2026 general election ballot.

If the election were held today, would you vote yes or no for this proposition?

	Total	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020	
		Dem	Rep	Ind Oth	M	F	No	Yes	White	AfrAm Black	Hispanic Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+	Biden	Trump
	n=774	n=298	n=306	n=170	n=392	n=382	n=291	n=473	n=502	n=93	n=131	n=48	n=38	n=108	n=95	n=122	n=136	n=275	n=390	n=297
Yes	37%	24%	45%	41%	39%	35%	39%	35%	36%	25%	41%	53%	29%	38%	41%	35%	38%	37%	26%	52%
No	40%	51%	30%	40%	39%	40%	36%	47%	41%	50%	31%	33%	52%	42%	36%	42%	40%	37%	52%	24%
Don't know/Refusal [VOL]	23%	24%	25%	20%	21%	25%	25%	19%	23%	26%	29%	15%	19%	20%	23%	23%	22%	27%	23%	24%

Amendment 3 titled "Adult Personal Use of Marijuana" states:

Allows adults 21 years or older to possess, purchase, or use marijuana products and marijuana accessories for non-medical personal consumption by smoking, ingestion, or otherwise; allows Medical Marijuana Treatment Centers, and other state licensed entities, to acquire, cultivate, process, manufacture, sell, and distribute such products and accessories. Applies to Florida law; does not change, or immunize violations of, federal law. Establishes possession limits for personal use. Allows consistent legislation. Defines terms. Provides effective date.

If the election were held today, would you vote yes or no for this proposition?

	Total	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020	
		Dem	Rep	Ind Oth	M	F	No	Yes	White	AfrAm Black	Hispanic Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+	Biden	Trump
	n=774	n=298	n=306	n=170	n=392	n=382	n=291	n=473	n=502	n=93	n=131	n=48	n=38	n=108	n=95	n=122	n=136	n=275	n=390	n=297
Yes	64%	79%	50%	63%	65%	62%	65%	64%	69%	60%	63%	72%	76%	71%	60%	66%	54%	78%	50%	
No	31%	17%	43%	30%	30%	32%	29%	34%	31%	26%	31%	36%	15%	21%	25%	34%	29%	42%	18%	44%
Don't know/Refusal [VOL]	5%	3%	7%	7%	5%	6%	6%	3%	5%	5%	9%	2%	13%	4%	4%	6%	5%	5%	4%	6%

Amendment 4 titled "Amendment to Limit Government Interference with Abortion" states:

No law shall prohibit, penalize, delay, or restrict abortion before viability or when necessary to protect the patient's health, as determined by the patient's healthcare provider. This amendment does not change the Legislature's constitutional authority to require notification to a parent or guardian before a minor has an abortion.

If the election were held today, would you vote yes or no for this proposition?

	Total	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020	
		Dem	Rep	Ind Oth	M	F	No	Yes	White	AfrAm Black	Hispanic Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+	Biden	Trump
	n=774	n=298	n=306	n=170	n=392	n=382	n=291	n=473	n=502	n=93	n=131	n=48	n=38	n=108	n=95	n=122	n=136	n=275	n=390	n=297
Yes	69%	87%	53%	71%	66%	72%	67%	74%	71%	67%	64%	75%	66%	81%	73%	55%	68%	70%	87%	51%
No	23%	10%	37%	20%	26%	21%	26%	19%	22%	27%	25%	20%	23%	15%	20%	35%	23%	23%	10%	38%
Don't know/Refusal [VOL]	8%	3%	10%	10%	9%	7%	7%	7%	7%	5%	11%	6%	11%	4%	7%	10%	9%	7%	4%	11%

Thinking back to the 2020 presidential election, who did you vote for?

	Total	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2024	
		Dem	Rep	Ind Oth	M	F	No	Yes	White	AfrAm Black	Hispanic Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+	Harris	Trump
	n=774	n=298	n=306	n=170	n=392	n=382	n=291	n=473	n=502	n=93	n=131	n=48	n=38	n=108	n=95	n=122	n=136	n=275	n=390	n=297
Joe Biden	41%	82%	10%	34%	36%	45%	40%	44%	33%	82%	44%	40%	43%	55%	37%	33%	42%	39%	83%	8%
Donald Trump	42%	3%	78%	38%	43%	42%	47%	35%	51%	6%	39%	35%	28%	25%	37%	55%	46%	48%	3%	82%
Didn't vote	9%	8%	4%	18%	13%	5%	5%	15%	10%	8%	8%	4%	11%	11%	14%	7%	8%	7%	7%	5%
Someone else [VOL]	5%	5%	5%	7%	6%	5%	6%	4%	5%	3%	5%	16%	17%	9%	9%	3%	1%	4%	7%	4%
Don't know/Refusal [VOL]	3%	2%	4%	3%	3%	3%	2%	2%	2%	1%	4%	5%	2%	1%	3%	3%	2%	3%	-	1%

Nature of the Sample

Likely Voters	n=774
Party ID	
Democrat	35%
Republican	41%
Independent/Other	24%
Gender	
Male	47%
Female	53%
Education	
No Bachelor's Degree	62%
Bachelor's Degree	38%
Race/Ethnicity	
White	64%
African American/Black	12%
Hispanic/Latino	17%
Other	7%
Age	
18-24	6%
25-34	14%
35-44	15%
45-54	15%
55-64	18%
65+	31%