



EMBARGOED UNTIL 5 a.m. EST Monday, October 21, 2024

UNF Poll shows Trump ahead by double digits in Florida *Abortion rights amendment hangs in the balance*

A new poll from the University of North Florida's Public Opinion Research Lab (PORL) shows former President Donald Trump ahead of Vice President Kamala Harris by 10 percentage points. A sample of 977 likely Florida voters were asked their 2024 vote choice for President, U.S. Senate, and other policy issues.

After the initial president and senate vote choice questions, undecided respondents were then asked in a follow-up question who they lean toward if they had to choose between the candidates. In addition, responses were recorded from those who refused to take the survey, but volunteered who they would vote for before hanging up the phone. These "leaners" and "blurters" are included in the point estimates for president and senate vote choices. Please see the methodology for more about these calculations.

The full sample of respondents were asked who they would vote for if the Presidential election were held today. Including leaners and blurters, 53% of respondents indicated a vote for former President Donald Trump, with 43% indicating a vote for Vice President Kamala Harris, and 2% saying they would vote for another candidate. Two percent were undecided. For this and all ballot questions, respondents who refused to answer are excluded from analysis.

"Hurricane Milton making landfall smack dab in the middle of our field period for this poll proved a big challenge, so we made some methodological choices to increase our coverage and ensure a representative sample," said PORL faculty director and professor of political science Dr. Michael Binder. "Prior research tells us that the folks who blurt out their candidate vote choice and then hang up are very likely to vote, and most of those 'blurters' are Trump supporters. This might help explain why his lead widened to 10 points, up from 7 in our [last poll back in July](#)."

Respondents were also asked who they would vote for if the election for U.S. Senator from Florida were held today. Including leaners, 49% indicated Republican incumbent Rick Scott, and 46% expressed support for Democrat Representative Debbie Mucarsel-Powell. One percent of respondents said they would vote for someone else, and 4% were undecided.

"At just three percentage points, Rick Scott's lead is significantly narrower than Trump's, similar to what we saw back in July," commented Binder, "Much like the rest of the country, Trump is running notably ahead of senate candidates in the same state."

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

First, respondents were asked whether they would vote yes or no on Amendment 1, titled "Partisan Election of Members of District School Boards." Forty-one percent said they would vote "yes," while 30% said "no," and another 30% said they did not know.

“While more people support the partisan school board amendment than oppose, it still falls far short of the 60% it needs to pass,” Binder said. “The large number of folks who said they don’t know may be partially due to the confusing legal language, especially when read over the phone, more than people being truly undecided on the issue,” he added.

Amendment 3, “Adult Personal Use of Marijuana,” received much greater and definitive support with 66% indicating a vote of “yes,” 32% who said they would vote “no,” and 8% who said they don’t know. Support for this amendment has increased by two percentage points since the last PORL statewide poll in July of this year, in which 64% of likely voters indicated a vote of “yes.”

“After years of polling on marijuana in Florida, both medical and recreational, it is clear that the majority is in favor of legalization,” noted Binder. “Closing in on election day, despite some heavy campaigning, we’re seeing support for this amendment and is on track to exceed the 60% supermajority required to pass.”

Amendment 4, “Amendment to Limit Government Interference with Abortion,” just reached the threshold for a supermajority, with 60% indicating a vote of “yes,” and 32% who said “no.” Eight percent of respondents said they did not know.

“Since campaigning has picked up against the amendment, support for abortion protection has dropped from 69% of likely voters back in July,” Binder commented. “Now, just barely reaching the 60% it needs to pass, it looks like the fate of abortion in Florida will come down to turnout on Election Day.”

Respondents were also asked whether they agree or disagree with the Supreme Court’s *Dobbs* decision, which held that the U.S. Constitution does not protect the right to an abortion. Forty-six percent of respondents said they disagree with the decision, either strongly or somewhat, while 42% said they agree with the decision. Eleven percent said they don’t know, and 2% refused to answer.

When asked about their personal stance on abortion policy, 56% of respondents said they describe themselves as pro-choice, while 34% said they were pro-life, and 7% said they fall somewhere in between. Two percent said they don’t know or refused to answer. Among registered Democrats, 82% said they were pro-choice and 9% pro-life, while 59% of Republicans said they were pro-life, and 34% pro-choice. Among independents, 59% said they were pro-choice, and 29% pro-life.

“It’s interesting that a majority of independents and over a third of Republicans identify as pro-choice,” said Binder. “Even more, 24% of people who said they are pro-life also said they would vote ‘yes,’ on Amendment 4. Now, some might say that’s just confusion about the ballot summary language, but we see the same thing among pro-lifers when 29% said they disagree with the *Dobbs* decision.”

Respondents were also asked their level of trust in both the U.S. Supreme Court and the Florida Supreme Court. Of the two, respondents indicated more overall trust in the Florida Supreme Court, with a total of 55% who said they trust the Court either a lot or some, and 38% said they have little or no trust at all. In comparison, 50% said they trust the U.S. Supreme Court, with 49% who indicated distrust.

“Trust in the courts is above water, both for U.S. and Florida Supreme Courts,” Binder stated. “Of course, Republicans are much more trusting of the ideologically aligned bodies.”

For the full survey results, please see crosstabulations below.

Methodology

The UNF PORL Florida Statewide Poll consists of a random sample of 977 likely Florida voters, and was conducted from October 7 through October 18, 2024, by the Public Opinion Research Lab (PORL) at the University of North Florida. The sampling frame, consisting of landline and cell phone

numbers, was sourced from the September 2024 Florida voter file. A voter was included in the sampling frame if they had voted in any of the 2016, 2018, 2020, or 2022 general elections, or the 2020, 2022, or 2024 primary elections. A proportional number of new registrants were also included in the sampling frame. Respondents who said they would “probably” or “definitely” not vote in the upcoming election, or refused to answer, were screened out. To ensure a representative sample, the 10 Florida designated media market areas (DMAs) were stratified into 18 different strata, according to geography and urbanicity. The final sample consists of completed and partially completed surveys, as well as 31 respondents who volunteered their vote choice before hanging up the phone.

For cases in which a respondent dropped off between presidential vote choice and senate vote choice, the respondent’s vote choice for senate was imputed based on the probability that a respondent who indicates a vote for Trump will also indicate a vote for Scott (85%), or that a respondent who indicates a vote for Harris will also indicate a vote for Mucarsel-Powell (90%).

Respondents were contacted by live callers via telephone between 5:00 to 9:00 p.m. Monday through Friday and 1:00 to 5:00 p.m. Saturday and Sunday, with up to 5 callbacks attempted. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. 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 response rate of this study was 4.6%, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

The weighting process had two steps: All data were weighted by educational attainment, partisan registration, age, race and ethnicity, sex, and geographic strata to match the population of likely voters in Florida. Then, the base weight was multiplied by the probability of turnout, based on respondents’ self-reported likelihood to vote. 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) 2023 5-year estimates for individuals 25 and over. Vote probability was calculated using survey and voter turnout data from the 2020 general election. 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 vote choice questions is +/- 3.49 percentage points, including estimated design effect due to weighting, with the remaining questions at +/- 3.78. 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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Media Contact:

Amanda Ennis
Media Relations Manager
(904) 620-2192

Methodology Results Contact

Dr. Michael Binder
Public Opinion Research Lab Director
(904) 620-2784



Fall 2024 Florida Statewide Poll - 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 by respondent

Leaners = Respondents who are undecided, but lean to one candidate when prompted

Blurters = Respondents who refused to take the survey, but volunteered presidential vote choice before hanging up

Drop-offs = Respondents who only partially completed the survey

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

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

	Total	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020			Pro-	
		Dem	Rep	NPA Oth	M	F	No	Yes	White	AfrAm Black	Hisp Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+	Biden	Trump	None Oth	Choice	Life
	n=840	n=328	n=342	n=170	n=427	n=413	n=391	n=433	n=483	n=149	n=175	n=33	n=56	n=109	n=129	n=125	n=167	n=254	n=386	n=347	n=74	n=484	n=283
You will definitely vote	88%	84%	93%	85%	87%	89%	87%	90%	87%	87%	91%	91%	85%	88%	90%	95%	88%	85%	84%	94%	83%	85%	93%
You will probably vote	4%	4%	2%	10%	4%	5%	5%	4%	3%	8%	6%	7%	10%	10%	7%	3%	4%	1%	3%	2%	16%	5%	3%
You will probably not vote [SCREENED OUT]																							
You will definitely not vote [SCREENED OUT]																							
Already voted (by mail) [VOL]	8%	12%	5%	5%	9%	6%	8%	6%	10%	5%	4%	2%	5%	3%	3%	2%	9%	14%	12%	4%	1%	10%	4%
Don't know [VOL] [SCREENED OUT]																							
Refusal [VOL] [SCREENED OUT]																							

[Includes leaners, blurters, & drop-offs]

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

	Total	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020			Pro-	
		Dem	Rep	NPA Oth	M	F	No	Yes	White	AfrAm Black	Hisp Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+	Biden	Trump	None Oth	Choice	Life
	n=977	n=371	n=404	n=202	n=505	n=472	n=391	n=433	n=540	n=190	n=207	n=40	n=68	n=128	n=151	n=152	n=187	n=291	n=386	n=347	n=74	n=484	n=283
Donald Trump, the Republican [w/ leaners, blurters, & drop-offs]	53%	8%	94%	44%	57%	49%	56%	46%	60%	10%	55%	53%	44%	51%	54%	51%	52%	54%	6%	97%	51%	29%	89%
Kamala Harris, the Democrat [w/ leaners, blurters, & drop-offs]	43%	88%	6%	45%	38%	48%	40%	50%	36%	84%	41%	41%	46%	45%	34%	43%	45%	44%	91%	2%	27%	66%	9%
Someone else (combined) [VOL]	2%	2%	<1%	6%	3%	2%	2%	2%	2%	4%	3%	3%	5%	1%	7%	4%	1%	1%	2%	1%	7%	2%	1%
Don't know [VOL]	2%	2%	1%	5%	3%	2%	3%	2%	2%	3%	1%	3%	5%	3%	5%	2%	2%	1%	2%	<1%	14%	3%	2%
Refusal [VOL] *excluded from analysis*																							

[Only respondents who answered "don't know" to first presidential vote choice question]

If you had to decide between the two today, would you lean more toward...

	Total
	n=40
Donald Trump, the Republican	15%
Kamala Harris, the Democrat	29%
Wouldn't vote [VOL]	7%
Don't know [VOL]	50%
Refusal [VOL] *excluded from analysis*	

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 n=853	Party ID			Gender		College		Race/Ethnicity				Age					Vote 2020			Pro-		
		Dem n=332	Rep n=349	NPA Oth n=172	M n=432	F n=421	No n=389	Yes n=428	White n=488	AfrAm Black n=154	Hispanic Lat n=178	Oth n=33	18-24 n=58	25-34 n=113	35-44 n=133	45-54 n=127	55-64 n=167	65+ n=255	Biden n=384	Trump n=343	None Oth n=73	Choice n=482	Life n=279
Yes	60%	84%	38%	66%	60%	61%	61%	60%	58%	74%	58%	67%	82%	73%	62%	64%	54%	54%	86%	34%	67%	83%	24%
No	32%	11%	52%	28%	35%	30%	33%	32%	34%	20%	36%	22%	18%	18%	33%	32%	37%	36%	9%	56%	29%	12%	68%
Don't know [VOL]	8%	5%	10%	7%	6%	9%	6%	8%	8%	6%	6%	10%	-	10%	5%	4%	8%	10%	6%	10%	4%	5%	9%
Refusal [VOL] *excluded from analysis*																							

The Supreme Court's Dobbs decision held that the Constitution does not protect the right to an abortion, reversing Roe v. Wade. State and federal legislatures can regulate aspects of abortion not protected by federal law. How would you rate your agreement or disagreement with this decision?

	Total n=840	Party ID			Gender		College		Race/Ethnicity				Age					Vote 2020			Pro-		
		Dem n=328	Rep n=342	NPA Oth n=170	M n=427	F n=413	No n=391	Yes n=433	White n=483	AfrAm Black n=149	Hispanic Lat n=175	Oth n=33	18-24 n=56	25-34 n=109	35-44 n=129	45-54 n=125	55-64 n=167	65+ n=254	Biden n=386	Trump n=347	None Oth n=74	Choice n=484	Life n=283
Strongly Agree	23%	13%	31%	25%	26%	21%	23%	24%	27%	13%	20%	12%	6%	15%	18%	32%	28%	24%	14%	34%	19%	15%	37%
Somewhat Agree	19%	9%	28%	18%	20%	18%	21%	15%	21%	14%	16%	20%	34%	29%	19%	20%	15%	16%	11%	26%	20%	15%	24%
Somewhat Disagree	8%	8%	8%	8%	8%	8%	7%	10%	8%	10%	8%	6%	16%	11%	7%	4%	9%	8%	6%	9%	16%	8%	8%
Strongly Disagree	38%	60%	19%	39%	36%	40%	36%	41%	34%	49%	42%	47%	38%	39%	46%	34%	38%	36%	58%	20%	35%	51%	20%
Don't know [VOL]	11%	10%	12%	9%	8%	12%	11%	9%	9%	14%	13%	14%	6%	6%	10%	9%	9%	14%	10%	10%	10%	11%	9%
Refusal [VOL]	2%	2%	2%	1%	1%	2%	1%	1%	2%	-	2%	-	-	-	-	1%	1%	3%	2%	1%	-	1%	2%

When it comes to abortion, would you personally describe yourself as pro-choice or pro-life?

	Total n=840	Party ID			Gender		College		Race/Ethnicity				Age					Vote 2020			Pro-		
		Dem n=328	Rep n=342	NPA Oth n=170	M n=427	F n=413	No n=391	Yes n=433	White n=483	AfrAm Black n=149	Hispanic Lat n=175	Oth n=33	18-24 n=56	25-34 n=109	35-44 n=129	45-54 n=125	55-64 n=167	65+ n=254	Biden n=386	Trump n=347	None Oth n=74	Choice n=484	Life n=283
Pro-Choice	56%	82%	34%	59%	53%	59%	55%	60%	53%	68%	57%	67%	74%	67%	56%	56%	47%	56%	83%	29%	63%	100%	-
Pro-Life	34%	9%	59%	29%	37%	32%	36%	32%	38%	18%	40%	12%	27%	25%	29%	34%	41%	38%	8%	64%	20%	-	100%
Somewhere in between / Something else [VOL]	7%	7%	6%	9%	7%	8%	7%	7%	7%	12%	2%	18%	-	7%	13%	8%	9%	5%	7%	6%	10%	-	-
Don't know [VOL]	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	-	-	-	1%	2%	1%	1%	1%	1%	1%	4%	-	-
Refusal [VOL]	1%	2%	0%	1%	1%	1%	1%	1%	1%	-	1%	2%	-	-	-	1%	2%	1%	1%	-	3%	-	-

How much trust would you say you have in the Supreme Court of the United States?

	Total n=840	Party ID			Gender		College		Race/Ethnicity				Age					Vote 2020			Pro-		
		Dem n=328	Rep n=342	NPA Oth n=170	M n=427	F n=413	No n=391	Yes n=433	White n=483	AfrAm Black n=149	Hispanic Lat n=175	Oth n=33	18-24 n=56	25-34 n=109	35-44 n=129	45-54 n=125	55-64 n=167	65+ n=254	Biden n=386	Trump n=347	None Oth n=74	Choice n=484	Life n=283
A lot of trust	18%	3%	33%	12%	25%	12%	17%	19%	22%	3%	16%	4%	3%	4%	8%	12%	23%	28%	3%	34%	7%	8%	33%
Some trust	33%	21%	42%	34%	30%	34%	33%	33%	34%	26%	38%	20%	42%	31%	38%	47%	29%	26%	22%	42%	38%	26%	45%
Not Much Trust	24%	37%	12%	25%	19%	28%	24%	23%	22%	35%	21%	35%	42%	36%	28%	16%	22%	20%	35%	11%	32%	33%	9%
No Trust at All	25%	39%	11%	29%	26%	24%	25%	25%	23%	35%	21%	41%	12%	26%	26%	26%	25%	40%	12%	23%	32%	32%	11%
Don't know [VOL]	1%	1%	1%	-	<1%	1%	1%	<1%	-	3%	-	-	2%	1%	-	1%	1%	1%	1%	1%	-	<1%	2%
Refusal [VOL]	<1%	-	<1%	-	-	<1%	-	<1%	-	1%	-	-	-	-	-	1%	-	-	<1%	-	-	<1%	<1%

How much trust would you say you have in the state Supreme Court of Florida?

	Total n=840	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020			Pro-	
		Dem n=328	Rep n=342	NPA Oth n=170	M n=427	F n=413	No n=391	Yes n=433	White n=483	AfrAm Black n=149	Hisp Lat n=175	Oth n=33	18-24 n=56	25-34 n=109	35-44 n=129	45-54 n=125	55-64 n=167	65+ n=254	Biden n=386	Trump n=347	None Oth n=74	Choice n=484	Life n=283
A lot of trust	16%	3%	27%	14%	19%	13%	17%	14%	18%	3%	21%	4%	12%	5%	12%	14%	20%	20%	3%	29%	15%	8%	30%
Some trust	39%	26%	53%	36%	41%	38%	41%	37%	41%	31%	39%	35%	35%	44%	45%	47%	35%	27%	53%	36%	32%	51%	
Not Much Trust	20%	30%	10%	22%	17%	22%	19%	21%	17%	26%	16%	41%	35%	31%	20%	16%	16%	17%	31%	7%	20%	27%	7%
No Trust at All	19%	32%	5%	21%	16%	21%	17%	21%	16%	35%	19%	20%	18%	16%	15%	17%	23%	19%	33%	5%	20%	27%	6%
Don't know [VOL]	6%	7%	5%	7%	7%	6%	6%	7%	8%	5%	4%	-	-	3%	7%	6%	5%	8%	6%	5%	9%	6%	5%
Refusal [VOL]	1%	<1%	1%	-	1%	<1%	<1%	<1%	<1%	-	1%	-	-	-	-	1%	<1%	<1%	<1%	1%	-	<1%	<1%

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

	Total n=840	Party ID			Gender		College		Race/Ethnicity				Age						Vote 2020			Pro-	
		Dem n=328	Rep n=342	NPA Oth n=170	M n=427	F n=413	No n=391	Yes n=433	White n=483	AfrAm Black n=149	Hisp Lat n=175	Oth n=33	18-24 n=56	25-34 n=109	35-44 n=129	45-54 n=125	55-64 n=167	65+ n=254	Biden n=386	Trump n=347	None Oth n=74	Choice n=484	Life n=283
Joe Biden	43%	84%	8%	44%	39%	46%	39%	51%	36%	78%	44%	42%	44%	35%	38%	43%	47%	45%	100%	-	-	63%	10%
Donald Trump	44%	7%	85%	28%	47%	42%	47%	41%	54%	6%	45%	18%	21%	34%	43%	46%	42%	52%	-	100%	-	23%	82%
Didn't vote	6%	3%	3%	15%	9%	4%	8%	3%	4%	8%	6%	24%	29%	16%	9%	4%	3%	<1%	-	-	67%	7%	4%
Someone else [VOL]	3%	2%	<1%	9%	3%	3%	4%	2%	4%	3%	1%	-	3%	8%	6%	3%	3%	<1%	-	-	33%	4%	1%
Don't know [VOL]	1%	1%	1%	1%	<1%	2%	2%	1%	1%	2%	1%	6%	-	1%	2%	2%	2%	<1%	-	-	-	1%	1%
Refusal [VOL]	3%	3%	2%	3%	2%	3%	1%	2%	2%	2%	3%	10%	3%	5%	3%	3%	3%	2%	-	-	-	3%	1%

Nature of the Sample

Likely Voters	n=977
Party Registration (voter file)	
Democrat	33%
Republican	42%
Independent/Other	25%
Gender	
Male	46%
Female	54%
Education	
No Bachelor's Degree	61%
Bachelor's Degree	39%
Race/Ethnicity	
White	64%
African American/Black	13%
Hispanic/Latino	17%
Other	7%
Age	
18-24	5%
25-34	13%
35-44	14%
45-54	15%
55-64	19%
65+	34%
Strata	
1 - Pensacola DMA	4%
2 - Panama City DMA	2%
3 - Tallahassee DMA - Rural	1%
4 - Jacksonville DMA - Rural	4%
5 - Gainesville DMA - Rural	<1%
6 - Orlando DMA - Rural	13%
7 - Tampa DMA - Rural	13%
8 - West Palm DMA - Rural	3%
9 - Fort Myers DMA - Rural	5%
10 - Broward & Monroe Counties	9%
11 - Miami-Dade County	10%
23 - Tallahassee DMA - Urban	2%
24 - Jacksonville DMA - Urban	5%
25 - Gainesville DMA - Urban	1%
26 - Orlando DMA - Urban	8%
27 - Tampa DMA - Urban	11%
28 - West Palm DMA - Urban	7%
29 - Fort Myers DMA - Urban	2%
Survey Language	
English	99%
Spanish	1%