

Trump is Leading in Florida – 20.3% of African American Vote

October 21, 2020

For Immediate Release:

According to a Listener Group/Political Matrix study of 1,431 likely voters in Florida voters, Donald Trump is leading Joe Biden 54% to 40.7% with 5.2% being undecided. What is more surprising though is with the African American vote, we have Trump taking nearly 20%. That is very high for a republican Presidential candidate and could be a death nail for Joe Biden’s campaign.

If the election for president were held today, who would you vote for between Donald Trump or Joe Biden?				
<i>Responses: 1431</i>		<i>Total</i>		<i>Overall %</i>
	1. Joe Biden	583		40.7%
	2. Donald Trump	773		54.0%
	3. Undecided	75		5.2%

METHODOLOGY:

The cross tabs for this study are age, gender and party affiliation. The persons sampled were Florida likely voters with a voting score of 100% for the general election cycles. The voters called were those only with landlines and were called using an Interactive Voice Response (IVR) system and were called during the hours of 1PM to 8PM during the dates of October 17-20, 2020. The Margin of Error for this study is +/- 3.5% with a confidence level of 95%. Please see details on the following pages.

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Gender (2R)				
Male, Responses: 621				
	1. Joe Biden	228	36.7%	15.9%
	2. Donald Trump	357	57.5%	24.9%
	3. Undecided	36	5.8%	2.5%
Female, Responses: 800				
	1. Joe Biden	351	43.9%	24.5%
	2. Donald Trump	410	51.2%	28.7%
	3. Undecided	39	4.9%	2.7%

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Age (Generational)				
21 and Under, Responses: 7				
	1. Joe Biden	3	42.9%	0.2%
	2. Donald Trump	4	57.1%	0.3%
	3. Undecided	0	0.0%	0.0%
22 to 34 "Millennials", Responses: 166				
	1. Joe Biden	68	41.0%	4.8%

	2. Donald Trump	90	54.2%	6.3%
	3. Undecided	8	4.8%	0.6%
35 to 44 "Gen X", Responses: 131				
	1. Joe Biden	50	38.2%	3.5%
	2. Donald Trump	73	55.7%	5.1%
	3. Undecided	8	6.1%	0.6%
45 to 64 "Boomers", Responses: 408				
	1. Joe Biden	167	40.9%	11.7%
	2. Donald Trump	219	53.7%	15.3%
	3. Undecided	22	5.4%	1.5%
65+ "Traditionalist", Responses: 719				
	1. Joe Biden	295	41.0%	20.6%
	2. Donald Trump	387	53.8%	27.0%
	3. Undecided	37	5.1%	2.6%

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Party Labels				
Democrat, Responses: 502				
	1. Joe Biden	362	72.1%	25.3%
	2. Donald Trump	113	22.5%	7.9%
	3. Undecided	27	5.4%	1.9%
No Party Affiliation , Responses: 253				
	1. Joe Biden	110	43.5%	7.7%
	2. Donald Trump	122	48.2%	8.5%
	3. Undecided	21	8.3%	1.5%

Republican, Responses: 676				
1. Joe Biden		111	16.4%	7.8%
2. Donald Trump		538	79.6%	37.6%
3. Undecided		27	4.0%	1.9%

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Race (FDoS)				
Black, Not Hispanic, Responses: 158				
1. Joe Biden		115	72.8%	8.0%
2. Donald Trump		32	20.3%	2.2%
3. Undecided		11	7.0%	0.8%
Hispanic, Responses: 104				
1. Joe Biden		41	39.4%	2.9%
2. Donald Trump		57	54.8%	4.0%
3. Undecided		6	5.8%	0.4%
White, Not Hispanic, Responses: 1116				
1. Joe Biden		404	36.2%	28.2%
2. Donald Trump		660	59.1%	46.1%
3. Undecided		52	4.7%	3.6%
Other, Responses: 53				
1. Joe Biden		23	43.4%	1.6%
2. Donald Trump		24	45.3%	1.7%
3. Undecided		6	11.3%	0.4%

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Rural vs Urban				
Mostly Rural-North, Responses: 598				
1. Joe Biden		194	32.4%	13.6%
2. Donald Trump		378	63.2%	26.4%
3. Undecided		26	4.3%	1.8%
Mostly Urban-South, Responses: 833				
1. Joe Biden		389	46.7%	27.2%
2. Donald Trump		395	47.4%	27.6%
3. Undecided		49	5.9%	3.4%