

Trump Leads by Ten with New Florida Voters

November 1, 2020

For Immediate Release:

According to a Listener Group/Political Matrix study of 772 new Florida voters, Donald Trump is leading Joe Biden 52.2% to 42.9% with only 4.9% being undecided. The biggest takeaway is with the NPA voters leaning to Trump with 51% as opposed to 40% for Biden. Topline data and cross tabulated data are on the following pages.

METHODOLOGY:

The cross tabs for this study are age, race, 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 on November 1, 2020. The Margin of Error for this study is +/- 3.5% with a confidence level of 95%. Please see details on the following pages.

If the election were held today, who would you vote for between Joe Biden or Donald Trump for President?

<i>Responses: 772</i>		<i>Total</i>	<i>Overall %</i>
1. Joe Biden		331	42.9%
2. Donald Trump		403	52.2%
3. Undecided		38	4.9%

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<i>Responses: 772</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Gender (2R)				
Male, Responses: 408				
1. Joe Biden		169	41.4%	21.9%
2. Donald Trump		216	52.9%	28.0%
3. Undecided		23	5.6%	3.0%
Female, Responses: 337				
1. Joe Biden		146	43.3%	18.9%
2. Donald Trump		176	52.2%	22.8%
3. Undecided		15	4.5%	1.9%

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<i>Responses: 772</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Age (Generational)				
21 and Under, Responses: 68				
1. Joe Biden		32	47.1%	4.1%
2. Donald Trump		31	45.6%	4.0%
3. Undecided		5	7.4%	0.6%
22 to 34 "Millennials", Responses: 134				
1. Joe Biden		49	36.6%	6.3%
2. Donald Trump		75	56.0%	9.7%
3. Undecided		10	7.5%	1.3%
35 to 44 "Gen X", Responses: 120				
1. Joe Biden		49	40.8%	6.3%
2. Donald Trump		67	55.8%	8.7%
3. Undecided		4	3.3%	0.5%
45 to 64 "Boomers", Responses: 281				
1. Joe Biden		118	42.0%	15.3%
2. Donald Trump		151	53.7%	19.6%
3. Undecided		12	4.3%	1.6%
65+ "Traditionalist", Responses: 169				
1. Joe Biden		83	49.1%	10.8%
2. Donald Trump		79	46.7%	10.2%
3. Undecided		7	4.1%	0.9%

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<i>Responses: 772</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Party Labels				
Democrat, Responses: 242				
1. Joe Biden	221	91.3%	28.6%	
2. Donald Trump	12	5.0%	1.6%	
3. Undecided	9	3.7%	1.2%	
No Party Affiliation , Responses: 194				
1. Joe Biden	78	40.2%	10.1%	
2. Donald Trump	99	51.0%	12.8%	
3. Undecided	17	8.8%	2.2%	
Republican, Responses: 336				
1. Joe Biden	32	9.5%	4.1%	
2. Donald Trump	292	86.9%	37.8%	
3. Undecided	12	3.6%	1.6%	

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<i>Responses: 772</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Race (FDoS)				
American Indian or Alaskan Native, Responses: 8				
1. Joe Biden	2	25.0%	0.3%	
2. Donald Trump	6	75.0%	0.8%	
3. Undecided	0	0.0%	0.0%	
Asian Or Pacific Islander, Responses: 18				
1. Joe Biden	8	44.4%	1.0%	
2. Donald Trump	9	50.0%	1.2%	
3. Undecided	1	5.6%	0.1%	

Black, Not Hispanic, Responses: 80			
1. Joe Biden	68	85.0%	8.8%
2. Donald Trump	6	7.5%	0.8%
3. Undecided	6	7.5%	0.8%
Hispanic, Responses: 88			
1. Joe Biden	38	43.2%	4.9%
2. Donald Trump	43	48.9%	5.6%
3. Undecided	7	8.0%	0.9%
White, Not Hispanic, Responses: 502			
1. Joe Biden	177	35.3%	22.9%
2. Donald Trump	306	61.0%	39.6%
3. Undecided	19	3.8%	2.5%
Other, Responses: 21			
1. Joe Biden	9	42.9%	1.2%
2. Donald Trump	11	52.4%	1.4%
3. Undecided	1	4.8%	0.1%
Multi-racial, Responses: 6			
1. Joe Biden	2	33.3%	0.3%
2. Donald Trump	3	50.0%	0.4%
3. Undecided	1	16.7%	0.1%