



February 21, 2013
Media Contact: Joanna Norris, Associate Director
Department of Public Relations
(904) 620-2192

UNF Poll Shows Declining Approval for President but Growing Approval for Governor

A new University of North Florida poll reveals that President Obama's approval ratings have dropped since March 2012, from a 47 percent approval rating down to a 43 percent approval rating. Contrary to this, Florida Gov. Rick Scott's approval ratings have improved since last March, with a 6 percent increase to a 51 percent approval rating.

Reducing crime was third on the list of priorities for the adult Duval County residents that were polled, with 13 percent of the respondents believing that it was a top priority, after improving the economy/creating jobs and improving the quality of public education. In conjunction with these findings, 52 percent of Jacksonville residents were either somewhat or very fearful of becoming victims of crime compared to 49 percent in March of 2012. Regardless of this finding, the Jacksonville Sheriff's Office still received a very high approval rating of 71 percent, similar to the 72 percent approval JSO received last March. Despite a majority of respondents replying that they were fearful of becoming a victim of crime, the polls reveal that only 40 percent of the respondents, or people in their household, owned a gun, in contrast with the 52 percent who didn't own a gun. Six percent of the respondents either didn't know or declined to answer.

The survey was conducted through the use of a 27-station telephone-polling laboratory at UNF. A polling sample was selected through the use of Random-Digit-Dialing methodology. A cell phone sample and an overlay sample were used to increase representation. Age, gender, race and party registration were weighted to the 2010 U.S. Census, as well as to statistics from the Supervisor of Elections for Duval County registered voters.

The survey was conducted between Monday, Feb. 4, and Tuesday, Feb. 12, and includes 917 residents (+/- 3.23 percent) in Duval County. Approximately 210 UNF political science students participated in the data collection.

Below are the full results. For further information or questions about methodology, contact Dr. Michael Binder, UNF assistant professor of political science, at (904) 620-1205 or m.binder@unf.edu.

UNF, a [nationally ranked](#) university located on an environmentally beautiful campus, offers students who are dedicated to enriching the lives of others the opportunity to build their own futures through a well-rounded education.

-UNF-

*Data is weighted by age, gender, race, and party identification.

In your opinion, what should be Jacksonville's top priority this year?

	N=917
Improving Arts & Entertainment	2%
Improving the Downtown Area	6%
Improving the Economy & Creating Jobs	37%
Improving Public Education	24%
Improving Transportation & Infrastructure	3%
Reducing Crime	13%
Solving the Public Pension Problem	3%
Balancing the Budget	5%
Other	6%
NA/DK	1%

Do you approve or disapprove of the way Barack Obama is handling his job as President?

	March 2012	February 2013
Strongly Approve	26%	28%
Somewhat Approve	21%	18%
Somewhat Disapprove	12%	12%
Strongly Disapprove	38%	37%
NA/DK	2%	5%

Do you approve or disapprove of the way Rick Scott is handling his job as Governor of Florida?

	March 2012	February 2013
Strongly Approve	13%	15%
Somewhat Approve	35%	39%
Somewhat Disapprove	18%	17%
Strongly Disapprove	21%	17%
NA/DK	13%	11%

Do you approve or disapprove of the way the Jacksonville Sheriff's Office is handling its job?

	March 2012	February 2013
Strongly Approve	24%	28%
Somewhat Approve	48%	43%
Somewhat Disapprove	12%	11%
Strongly Disapprove	11%	15%
NA/DK	5%	4%

In general, how fearful are you of becoming a victim of crime?

	March 2012	February 2013
Not Fearful At All	19%	22%
Not Very Fearful	30%	26%
Somewhat Fearful	39%	37%
Very Fearful	10%	15%
NA/DK	1%	1%

Do you or does anybody in your household own a gun?

	N=917
Yes	40%
No	54%
NA/DK	6%

Demographics Questions:

What is your age? Is it:

	N=917
18-24	16%
25-44	35%
45-64	33%
65-80	10%
Above 80	5%
NA/DK	1%

What is your racial or ethnic background? Is it:

	N=917
Caucasian	61%
African American	27%
Latino	6%
Asian	4%
Other	3%
NA/DK	0%

Are you a registered Democrat, Republican, No Party Affiliation or are you not registered to vote?

	N=917
Democrat	36%
Republican	34%
No Party Affiliation	16%
Other	3%
Not Registered to Vote	7%
NA/DK	3%

What is the highest grade in school or year of college you have completed?

	N=917
Grade School	4%
High School Graduate	25%
Some College	41%
College Graduate	19%
Post Graduate	9%
NA/DK	1%

What is your annual household income?

	N=917
Less than \$25,000	11%
\$25,000 to \$50,000	24%
\$50,000 to \$75,000	20%
\$75,000 to \$100,000	12%
Above \$100,000	12%
NA/DK	20%

Are we reaching you on a landline or a cell phone?

	N=917
Landline	43%
Cell Phone	56%
NA/DK	1%

Do you only have a landline, only have a cell phone, or do you have both a landline and a cell phone?

	N=917
Landline Only	5%
Cell Phone Only	33%
Both Landline and Cell phone	61%
NA/DK	1%

What area of town do you live in?

	N=917
Northside	21%
Westside	21%
Arlington	11%
Downtown	2%
Riverside	4%
Southside	16%
Mandarin	11%
Intracoastal/Beaches	11%
NA/DK	3%

Respondent gender

	N=917
Male	48%
Female	52%

