



PORL Public Opinion Research Lab

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UNF Poll Reveals Biden Leading in Florida Democratic Primary *Healthcare Considered Most Important Problem Facing the U.S.*

Jacksonville, Fla.— The University of North Florida’s Public Opinion Research Lab (PORL) has a new poll of likely voters for the 2020 Democratic Presidential primary election in Florida. The poll reveals Joe Biden ahead of Bernie Sanders and Tulsi Gabbard in the Democratic primary race. Additionally, likely Democratic voters view healthcare as the most important problem facing the United States today.

Of all respondents, 66% indicated a vote intention towards Biden, with Sanders at 22% and Gabbard following distantly with a mere 1%. Michael Bloomberg and Elizabeth Warren, who dropped out of the race right before the survey period, each had 2% respondents’ vote preference.

“This is down to a two-man race and Biden is looking toward a blowout in Florida,” stated Dr. Michael Binder, director of the Public Opinion Research Lab. “Florida’s polling numbers combined with Biden’s strong showing this past week in the primaries, paints a bleak picture for the Sanders campaign. He is facing a do or die debate on Sunday if he hopes to swing the momentum.”

Among younger voters (18 to 24-year-olds), Sanders garnered 77% of the vote, while Biden shows greater popularity with the 65+ crowd at 78%. Middle age-range voters between 35 and 44 years of age seem more split, with 45% intending to vote for Biden and 40% for Sanders. Overall, 54% of respondents had definitely decided who they would vote for in the primary, with 16% leaning towards someone and 29% still trying to decide.

“Sanders does have a lot of support among young people; however, there are just not enough voters in that demographic to propel him to a victory in Florida,” noted Binder.

Biden has the greatest support of black respondents at 68%, followed by 67% of white respondents, and 65% of Hispanic respondents. Sanders’s support is greatest among Hispanics at 28%, followed by white and black respondents at 21% and 18%, respectively.

Regarding the racial breakdown of respondents’ vote choice, Binder noted that, “despite Sanders’ support among Hispanics in other parts of the country, Hispanics in Florida are firmly supportive of Biden.”

When asked about the most important problem facing the country, 31% of respondents selected healthcare, followed by 14% indicating Donald Trump is the greatest problem. The environment came in at a close third at 12%.

“For the most important problem question, we read aloud 8 potential answer choices for the respondents and healthcare dominated the concerns of Democratic voters,” Binder said. “We did not list Donald Trump as an option, and yet a whopping 14% of likely Democratic voters volunteered him as their answer,” Binder said.

Subsequently, respondents were asked about what type of candidate they prefer; a majority of likely Democratic voters prefer a candidate best able to defeat Donald Trump at 68%, with 29% preferring a candidate who best represents their views. Regarding the current direction of the Democratic party, 58% of respondents think the party is going in the right direction. However, 14% indicate that the Democratic primary is taking the party in a direction that is too moderate, and 13% say the primary is taking the party in a direction that is too liberal.

For details about the methodology of the survey and additional crosstabs by age, race, sex, and education, visit the [Recent Polls](#) section of the [PORL website](#).

Survey Results¹

How likely are you to vote in the upcoming Florida Democratic Primary election on March 17?

Answer Choices	Florida Votes n=1,492
You will definitely vote	74%
You will probably vote	6%
You will probably not vote	2%
You will definitely not vote	2%
Already voted	16%

Have you definitely decided whom you will vote for in the Florida primary, are you leaning toward someone, or have you considered some candidates but are still trying to decide?

Answer Choices	Likely Voters n=1,185
Definitely decided	54%
Leaning towards someone	16%
Still trying to decide	29%
Don't Know	1%

Florida Democratic presidential primary vote choice²

Answer Choices	Likely Voters n=1,339
Joe Biden	66%
Tulsi Gabbard	1%
Bernie Sanders	22%
Michael Bennet	-
Michael Bloomberg	2%
Cory Booker	-
Pete Buttigieg	1%
Julian Castro	-
John Delaney	-
Amy Klobuchar	<1%
Deval Patrick	-
Joe Sestak	-
Tom Steyer	-
Elizabeth Warren	2%
Andrew Yang	1%
Don't Know	7%

¹ Choices in RED not read to respondents

² Candidates listed in the survey were ordered as on a potential ballot: alphabetically by last name

Answer Choices	18-24 n=30	25-34 n=112	35-44 n=129	45-54 n=160	55-64 n=282	65+ n=627
Joe Biden	20%	31%	45%	64%	71%	78%
Tulsi Gabbard	-	-	2%	1%	1%	1%
Bernie Sanders	77%	63%	40%	23%	18%	10%
Don't Know	3%	5%	10%	8%	5%	7%

Answer Choices	White n=774	Black n=354	Hispanic n=156	Other n=53
Joe Biden	67%	68%	65%	49%
Tulsi Gabbard	1%	-	1%	-
Bernie Sanders	21%	18%	28%	42%
Don't Know	4%	12%	3%	9%

Answer Choices	Decided n=602	Leaning n=186	Still Deciding n=324
Joe Biden	73%	74%	55%
Tulsi Gabbard	1%	1%	1%
Bernie Sanders	24%	20%	22%
Don't Know	1%	3%	20%

What do you think is the most important problem facing the US today?

Answer Choices	Likely Voters n=1,424
Economy/Jobs/Unemployment	8%
Education	6%
Healthcare	31%
Immigration	4%
Environment	12%
Social Security	7%
Foreign Policy	2%
Terrorism	2%
Something Else	5%
Coronavirus	2%
Gun Policy	<1%
Donald Trump	14%
Racism/Bigotry	1%
All of the Above	2%
Don't Know	4%

What do you think is the most important problem facing the US today?

Answer Choices	Biden Supporters n=880	Sanders Supporters n=293
Economy/Jobs/Unemployment	9%	7%
Education	5%	8%
Healthcare	30%	36%
Immigration	4%	5%
Environment	11%	17%
Social Security	8%	4%
Foreign Policy	2%	<1%
Terrorism	2%	3%
Something Else	4%	6%
Coronavirus	2%	2%
Gun Policy	1%	<1%
Donald Trump	16%	8%
Racism/Bigotry	1%	1%
All of the Above	2%	2%
Don't Know	4%	2%

Some Democrats prefer a candidate who represents their views most closely. Others prefer a candidate they believe is best able to defeat Donald Trump. Which is more important to you in determining your vote?

Answer Choices	Likely Voters n=1,237
Someone who represents your views	29%
Someone who is best able to defeat Donald Trump	68%
Don't Know	4%

So far, do you think the 2020 Democratic Presidential campaign is taking the Democratic party in a direction that is...

Answer Options	Likely Voters n=1,235
Too liberal	13%
Too moderate	14%
About right	58%
Other	4%
Don't Know	12%

Survey Demographics

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

Answer Options	Florida Voters n=1,473
Less than High School Degree	3%
High School Graduate	19%
Some College	40%
College Graduate	20%
Postgraduate	19%

Age	Florida Voters n=1,508
18-24	2%
25-34	8%
35-44	9%
45-54	12%
55-64	21%
65 and older	48%

Race	Florida Voters n=1,508
White (Not Hispanic)	56%
Black (Not Hispanic)	28%
Hispanic	12%
Other	4%

Sex	Florida Voters n=1,508
Male	37%
Female	63%

Telephone	Florida Voters n=1,488
Landline	32%
Cellphone	68%
Refusal	<1%

Methodology

The UNF Florida Statewide Democratic Primary Poll was conducted and sponsored by the Public Opinion Research Lab (PORN) at the University of North Florida Thursday, March 5 through Tuesday, March 10, 2020 by live callers via the telephone from 4 to 9 p.m. daily with a maximum of five callbacks attempted. The sample frame was comprised of 1,502 registered likely Democratic voters in Florida, 18 years of age or older. Likely voters were determined through vote history (those who voted in the 2016 Democratic primary or the 2018 Democratic primary) and a self-identified likelihood to vote. All voters who were 20 years of age and younger were included as potentially likely since they may not have been eligible to vote previous elections. The voters who met these requirements were then randomly contacted by probability sampling. Respondents who answered that they would "definitely vote," "probably vote," or "already voted" in the upcoming Florida Democratic Primary Election qualified to participate in the survey. The phone numbers used for this survey were sourced from the February 2020 update of the Florida voter file. UNF undergraduate students and employees conducted interviews in Spanish and English. Data collection took place at the PORN facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system.

The margin of sampling error for the total sample is +/- 2.5 percentage points. The breakdown of completed responses on a landline phone to a cellphone was 32% to 68%, with less than 1% unidentified. Through hand dialing, an interviewer upon reaching the individual as specified in the voter file asked that respondent to participate, regardless of landline telephone or cellphone. Data were then weighted by age, race, sex, and education. Education weights were created from the Census' 2018 American Community Survey (ACS) estimate for the percent of college-educated individuals in the state of Florida. Respondents ages 18 to 24 were not weighted by education, given that they are not included in the ACS estimates for college education. Age, sex, and race weights were created from the February update of the Florida Voter File to match the registered Democratic likely voters in Florida. These demographic characteristics were pulled from the voter file list. To ensure a representative sample of registered voters, the 10 Florida designated market areas (DMAs) were stratified. In addition, because of Miami-Dade County's unique population, it was separately accounted for in its own strata, creating 11 strata from the 10 DMAs. Quotas were placed on each of these stratified areas to ensure a proportionate number of completed surveys from across the state.

All weighted demographic variables were applied using the SPSS version 26 rake weighting function, which will not assign a weight if one of the demographics being weighted on is missing. In this case, respondents missing a response for any of the demographic information were given a weight of 1. There were no statistical adjustments made due to design effects. This study had a 16% response rate. The American Association for Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used which consists of an estimate of what proportion of cases of unknown eligibility are truly eligible. This survey was directed by Dr. Michael Binder, UNF associate professor of political science.

The PORN 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. The PORN 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, the PORN'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 at (904) 620-2784.

About University of North Florida

UNF is a nationally ranked university in Jacksonville, Florida, that is nestled on a beautiful 1,300-acre campus surrounded by nature. The University features six colleges of distinction, premiere flagship specialties, with 60 bachelor degree programs and 78 areas of academic concentration for a student-centered educational experience that is creating the next generation of thinkers, leaders and problem solvers. More information at www.unf.edu.

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Public Opinion Research Lab at the University of North Florida - UNF Florida Democratic Primary Statewide Poll

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

Have you definitely decided whom you will vote for in the Florida primary, are you leaning toward someone, or have you considered some candidates but are still trying to decide?

n=1,193	Sex			Education (College Degree)		Race/Ethnicity				Age						Preferred Candidate Type	
	Total	M n=481	F n=712	Yes n=567	No n=610	White n=606	Afr Amer /Black n=363	Hispanic n=151	Other n=73	18-24 n=199	25-34 n=123	35-44 n=123	45-54 n=148	55-64 n=194	65+ n=406	Represents views n=371	Beat Trump n=628
Definitely decided	54%	55%	54%	60%	52%	62%	41%	50%	62%	37%	56%	41%	50%	53%	60%	54%	60%
Leaning towards someone	16%	19%	14%	16%	16%	16%	17%	17%	10%	17%	16%	18%	15%	14%	17%	17%	18%
Still trying to decide	29%	26%	31%	23%	32%	21%	41%	33%	28%	47%	29%	40%	33%	32%	23%	28%	22%
Don't Know	1%	1%	1%	1%	1%	1%	2%	-	-	-	-	-	2%	1%	1%	1%	<1%

Florida Democratic presidential primary vote choice

n=1,332	Sex			Education (College Degree)		Race/Ethnicity				Age						Preferred Candidate Type	
	Total	M n=549	F n=783	Yes n=659	No n=659	White n=726	Afr Amer /Black n=353	Hispanic n=177	Other n=76	18-24 n=205	25-34 n=128	35-44 n=142	45-54 n=162	55-64 n=226	65+ n=469	Represents views n=430	Beat Trump n=761
Joe Biden	66%	64%	67%	61%	70%	67%	68%	65%	49%	20%	31%	45%	64%	71%	78%	52%	80%
Tulsi Gabbard	1%	1%	<1%	2%	-	1%	-	1%	-	-	-	2%	1%	1%	1%	2%	<1%
Bernie Sanders	22%	25%	20%	26%	19%	21%	18%	28%	42%	78%	63%	40%	23%	18%	10%	43%	15%
Michael Bennet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michael Bloomberg	2%	2%	2%	2%	2%	3%	2%	1%	-	-	-	1%	3%	3%	1%	3%	
Cory Booker	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pete Buttigieg	1%	<1%	1%	1%	1%	1%	-	-	-	-	-	1%	-	1%	1%	1%	1%
Julian Castro	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
John Delaney	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amy Klobuchar	<1%	<1%	<1%	<1%	<1%	<1%	-	-	-	-	1%	-	-	<1%	<1%	-	<1%
Deval Patrick	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Joe Sestak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tom Steyer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Elizabeth Warren	2%	1%	2%	3%	1%	2%	<1%	1%	-	-	1%	2%	4%	<1%	2%	2%	2%
Andrew Yang	<1%	-	<1%	-	<1%	<1%	-	-	-	-	-	1%	-	-	-	<1%	-
Don't Know/Undecided	7%	5%	7%	5%	7%	4%	12%	3%	9%	3%	5%	10%	8%	5%	7%	-	-

What do you think is the most important problem facing the US today?

n=1,424	Total	Sex		Education (College Degree)		Race/Ethnicity				Age					Preferred Candidate Type		
		M n=577	F n=837	Yes n=704	No n=691	White n=756	Afr Amer /Black n=394	Hispanic n=183	Other n=81	18-24 n=213	25-34 n=134	35-44 n=144	45-54 n=172	55-64 n=239	65+ n=512	Represents views n=430	Beat Trump n=756
Economy/Jobs/Unemployment	8%	11%	7%	8%	9%	5%	14%	9%	9%	6%	17%	9%	9%	10%	6%	10%	8%
Education	6%	5%	6%	7%	5%	4%	10%	5%	9%	13%	12%	14%	8%	6%	3%	9%	4%
Healthcare	31%	29%	32%	34%	29%	32%	28%	29%	34%	28%	32%	33%	33%	35%	29%	33%	31%
Immigration	4%	5%	4%	4%	4%	2%	5%	12%	9%	9%	7%	5%	5%	4%	3%	6%	3%
Environment	12%	11%	13%	15%	11%	16%	5%	11%	12%	25%	17%	12%	15%	9%	12%	13%	13%
Social Security	7%	6%	8%	2%	11%	6%	11%	7%	3%	3%	-	1%	2%	7%	11%	5%	8%
Foreign Policy	2%	2%	2%	1%	2%	2%	1%	4%	-	6%	1%	2%	2%	1%	2%	1%	2%
Terrorism	2%	2%	2%	1%	3%	2%	3%	1%	-	-	1%	2%	1%	4%	1%	3%	1%
Something Else	5%	6%	5%	5%	5%	6%	4%	6%	3%	3%	6%	7%	7%	5%	4%	5%	5%
Coronavirus	2%	1%	2%	1%	2%	1%	1%	3%	2%	-	1%	1%	1%	1%	2%	2%	1%
Gun Policy	<1%	<1%	<1%	1%	<1%	1%	-	1%	-	3%	-	1%	-	-	1%	-	1%
Donald Trump	14%	14%	13%	17%	12%	18%	7%	11%	15%	-	1%	6%	10%	16%	18%	7%	18%
Racism/Bigotry	1%	1%	1%	<1%	1%	<1%	1%	1%	3%	3%	-	-	2%	<1%	1%	1%	1%
All of the Above	2%	3%	2%	2%	2%	2%	3%	1%	2%	-	2%	2%	3%	1%	2%	2%	2%
Don't Know	4%	3%	5%	2%	4%	3%	7%	2%	-	-	4%	4%	2%	2%	5%	3%	3%

Some Democrats prefer a candidate who represents their views most closely. Others prefer a candidate they believe is best able to defeat Donald Trump. Which is more important to you in determining your vote?

n=1,241	Total	Sex		Education (College Degree)		Race/Ethnicity				Age					Represents views n=431
		M n=509	F n=732	Yes n=624	No n=608	White n=693	Afr Amer /Black n=313	Hispanic n=166	Other n=69	18-24 n=197	25-34 n=121	35-44 n=128	45-54 n=151	55-64 n=213	
Someone who represents your views	29%	29%	28%	28%	29%	26%	31%	31%	48%	67%	57%	42%	32%	26%	19%
Someone who is best able to defeat Donald Trump	68%	67%	68%	69%	67%	70%	65%	64%	52%	30%	40%	56%	63%	71%	77%
Don't Know	4%	5%	4%	3%	4%	4%	5%	5%	-	3%	4%	3%	5%	3%	4%

So far, do you think the 2020 Democratic Presidential campaign is taking the Democratic party in a direction that is...

n=1,241	Total	Sex		Education (College Degree)		Race/Ethnicity				Age					Preferred Candidate Type		
		M n=514	F n=727	Yes n=623	No n=612	White n=687	Afr Amer /Black n=311	Hispanic n=170	Other n=73	18-24 n=200	25-34 n=119	35-44 n=128	45-54 n=149	55-64 n=210	65+ n=435	Represents views n=424	Beat Trump n=753
Too liberal	13%	16%	11%	15%	12%	14%	13%	12%	8%	13%	15%	19%	11%	17%	10%	16%	12%
Too moderate	14%	15%	14%	17%	12%	14%	11%	21%	20%	26%	30%	18%	14%	16%	9%	21%	11%
About right	58%	57%	58%	54%	60%	56%	63%	57%	55%	48%	41%	53%	62%	59%	61%	52%	62%
Other	4%	4%	4%	5%	3%	4%	2%	3%	2%	3%	7%	3%	3%	2%	4%	2%	4%
Don't Know	12%	9%	13%	10%	13%	12%	11%	8%	14%	10%	7%	7%	10%	7%	16%	9%	12%

Nature of the Sample	
Florida Democratic Voters	n=1,502
Sex	
Male	37%
Female	63%
Education (College Degree)	
Less than high school	3%
High school graduate	19%
Some college	40%
College graduate	20%
Post graduate degree	19%
Race/Ethnicity	
White	56%
African American/Black	28%
Hispanic	12%
Other	4%
Age	
18-24	2%
25-34	8%
35-44	9%
45-54	12%
55-64	21%
65+	48%
Florida Designated Market Area Sample Size	
Escambia	38
Panama City	20
Tallahassee	65
Duval	118
Gainseville	34
Orlando	303
Tampa	354
West Palm B	174
Fort Myers	73
Broward/Keys	170
Miami	153