



October 10, 2013
Media Contact: Joanna Norris, Associate Director
Department of Public Relations
(904) 620-2102

University of North Florida Poll Reveals Crist leads Scott

A new University of North Florida poll reveals Charlie Crist has a 4-percentage point lead over Gov. Rick Scott (44 to 40 percent) among registered voters in the gubernatorial race. The key to Crist's lead is support from Independents (41 to 33 percent). The poll also finds Scott leading Nan Rich (43 to 28 percent).

Additionally, the poll shows that Scott's job-approval rating among registered voters sits at 49 percent. Fifty-four percent of registered Florida voters feel that Medicaid should be expanded to cover more Floridians. However, only 41 percent of the registered voters would be willing to pay more for health care, so that everyone may have access to health care in Florida.

The Public Opinion Research Laboratory at UNF conducted the survey with the use of a 27-station telephone-polling laboratory on campus. A sample of the polling universe was selected through the use of Random-Digit-Dialing methodology. An additional cell phone sample was used to increase representation. To ensure geographic diversity, the state was pre-weighted into seven strata. The survey was conducted in Spanish for those respondents who wished to complete the survey in Spanish. Gender, age, education, race and party registration are weighted to statistics from the census and Florida Division of Elections for the state of Florida.

The survey was conducted between Sept. 30 and Oct. 8 and includes 526 registered voters (+/- 4.27) in the state of Florida. Approximately 180 UNF political science students participated in the data collection.

Among the statewide findings:

- Charlie Crist leads Gov. Rick Scott among registered voters 44 to 40 percent. Crist is supported by Independents (41 to 33 percent).
- Scott leads Nan Rich among registered voters 43 to 28 percent.
- Scott has a 49 percent job-approval rating among registered voters in Florida.
- Fifty-four percent of Florida's registered voters feel that Medicaid should be expanded.
- Only 41 percent of Florida's registered voters would be willing to pay more for health care, so that everyone has access to healthcare.

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.

*Data stratified by geographic region seven) and are post-weighted to match the age, gender, education, race and party registration of the state of Florida.

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

Approve (Strongly and Somewhat)	49%
Disapprove(Strongly and Somewhat)	42%
DK/NA	9%

If the election for Governor were being held today, who would you vote for between Rick Scott and Charlie Crist?

Rick Scott	40%
Charlie Crist	44%
Someone Else	2%
DK/NA	14%

If the election for Governor were being held today, who would you vote for between Rick Scott and Nan Rich?

Rick Scott	43%
Nan Rich	28%
Someone Else	2%
DK/NA	27%

I feel that the state of Florida should expand the Medicaid program to cover more Floridians.

Agree (Strongly and Somewhat)	54%
Disagree(Strongly and Somewhat)	39%
DK/NA	7%

I would pay more for healthcare so that everyone may have access to care in the State of Florida.

Agree (Strongly and Somewhat)	41%
Disagree(Strongly and Somewhat)	55%
DK/NA	4%

Demographics

Are you a registered Democrat, Republican, No Party Affiliation or something else?

Democrat	39%
Republican	35%
No Party Affiliation/Others	25%

Of all of the telephone calls that you make, are

All or almost all calls on a cell phone	60%
Some on a landline and some on a cell phone	26%
All or almost all calls on a landline	13%
DK/NA	0%

What is your age?

18-24	12%
25-44	28%
45-64	36%
65 and above	23%
DK/NA	0%

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

Less than High School degree	4%
High School Graduate	20%
Some College	52%
College Graduate	15%
Post Graduate	8%
DK/NA	0%

What is your annual household income?

Less than \$23,000	15%
\$23,000 to \$35,000	14%
\$35,000 to 65,000	22%
\$65,000 to \$95,000	17%
Above \$95,000	16%
DK/NA	16%

Racial/Ethnic background?

Caucasian (non-Hispanic)	67%
African American (non-Hispanic)	14%
Hispanic	13%
Other	6%

What is your gender?

Male	48%
Female	52%
DK/NA	0%

Geographic Distribution

Panhandle	10%
Northeast	8%
East/Central	27%
Tampa area	16%
Southwest	13%
Palm Beach/Broward	18%
Miami-Dade	9%

-UNF-