Florida

In Florida, interviews with 1,035 adult Americans conducted by telephone by ORC International on October 9-13, 2014. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. The Florida sample also includes 850 interviews among registered voters (plus or minus 3.5 percentage points) and 610 interviews among likely voters (plus or minus 4 percentage points). In Florida, 735 interviews were conducted among landline respondents and 300 interviews among cell phone respondents.

1. If the election for Governor were held today and the candidates were Charlie Crist, the Democrat, Rick Scott, the Republican, and Adrian Wyllie, the Libertarian who would you be more likely to vote for? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	Crist	Scott	Wyllie	Other (vol.)	Neither (vol.)	No opinion
Likely Voters Oct. 9-13, 2014	44%	44%	9%	*	2%	2%
Registered Voters Oct. 9-13, 2014	42%	40%	10%	*	5%	3%

2. Is your mind made up about who you will vote for, or is it possible you would change your mind?

	Mind made up	Might change mind	No opinion
Likely Voters Oct. 9-13, 2014	78%	19%	2%
Registered Voters Oct. 9-13, 2014	65%	31%	4%

No opinion includes respondents with no first choice in Q.1.

3.	We'd like to get your overall opinion of those candidates, regardless of whether or not you plan to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion of that person -- or if you have never heard of them before today. (RANDOM ORDER)

	Favor-able	Unfavor-able	Never heard of	No opinion
Charlie Crist				
Likely Voters				
Oct. 9-13, 2014	42%	53%	*	5%
Registered Voters				
Oct. 9-13, 2014	40%	48%	3%	9%
Rick Scott				
Likely Voters				
Oct. 9-13, 2014	45%	52%	*	4%
Registered Voters				
Oct. 9-13, 2014	39%	49%	4%	8%

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

	Approve	Disapprove	No opinion
Likely Voters			
Oct. 9-13, 2014	39%	57%	4%
Registered Voters			
Oct. 9-13, 2014	38%	56%	5%
All Respondents			
Oct. 9-13, 2014	38%	52%	10%

METHODOLOGY

In Florida, a total of 1,035 adults were interviewed by telephone. All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect statewide Census figures for gender, race, age, education and region of the state. Registered voters were asked questions about their likelihood of voting, past voting behavior, and interest in the campaign; based on the answers to those questions, 610 respondents were classified as likely voters. Among those likely voters, 32% described themselves as Democrats, 34% described themselves as Independents, and 34% described themselves as Republicans.

In the Florida crosstabs, the state regions are composed of the following counties: the "North" region is composed of Alachua, Baker, Bay, Bradford, Calhoun, Clay, Columbia, Dixie, Duval, Escambia, Flagler, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Nassau, Okaloosa, Putnam, St. Johns, Santa Rosa, Suwannee, Taylor, Union, Wakulla, Walton and Washington counties; the "Orlando/Central Atlantic" region is composed of Brevard, Indian River, Martin, Orange, Osceola, St. Lucie, Seminole and Volusia counties; the "Tampa Bay" region is composed of Hillsborough, Manatee, Pasco and Pinellas counties; the "Central/Gulf Coast" region is composed of Charlotte, Citrus, Collier, De Soto, Glades, Hardee, Hendry, Hernando, Highlands, Lake, Lee, Levy, Marion, Okeechobee, Polk, Sarasota and Sumter counties; the "Miami/South" region is composed of Broward, Miami-Dade, Monroe and Palm Beach counties;

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/- 8.5 percentage points or less. Some subgroups represent too small a share of the population of Florida to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups but results for groups with a sampling error larger than +/-8.5 percentage points are not displayed.

Florida CNN/ORC International Poll -- October 9 to 13, 2014
Likely Voter
Question 1/1A
Q1. If the election for Governor were held today and the candidates were Charlie Crist, the Democrat,
    and Rick Scott, the Republican, and Adrian Wyllie, the Libertarian who would you be more likely to
vote for --
Q1A. As of today, do you lean more toward -- ?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Crist, lean Crist	44%	42%	45%	34%	N/A	37%	33%
Scott, lean Scott	44%	47%	42%	53%	N/A	54%	51%
Wyllie, lean Wyllie	9%	9%	8%	10%	N/A	10%	10%
Some other candidate	*	*	*	*	N/A	*	*
None of the above	2%	*	3%	2%	N/A	*	4%
No opinion	2%	1%	2%	1%	N/A	*	2%
Sampling Error	+/-4.0	+/-6.0	+/-5.5	+/-4.5		+/-6.5	+/-6.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Crist, lean Crist	44%	N/A	N/A	46%	43%	N/A	44%
Scott, lean Scott	44%	N/A	N/A	42%	46%	N/A	44%
Wyllie, lean Wyllie	9%	N/A	N/A	11%	7%	N/A	9%
Some other candidate	*	N/A	N/A	*	*	N/A	*
None of the above	2%	N/A	N/A	*	3%	N/A	1%
No opinion	2%	N/A	N/A	2%	2%	N/A	2%
Sampling Error	+/-4.0			+/-7.5	+/-5.5		+/-4.5

	Total	Under $50K	$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Crist, lean Crist	44%	51%	42%	50%	41%	46%	45%	N/A
Scott, lean Scott	44%	39%	48%	41%	46%	39%	46%	N/A
Wyllie, lean Wyllie	9%	8%	8%	5%	10%	10%	7%	N/A
Some other candidate	*	*	*	*	*	*	*	N/A
None of the above	2%	1%	2%	2%	2%	2%	2%	N/A
No opinion	2%	1%	1%	2%	1%	3%	1%	N/A
Sampling Error	+/-4.0	+/-7.0	+/-6.0	+/-7.5	+/-4.5	+/-7.0	+/-5.0	

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Crist, lean Crist	44%	84%	39%	10%	N/A	51%	19%
Scott, lean Scott	44%	7%	39%	84%	N/A	36%	73%
Wyllie, lean Wyllie	9%	6%	17%	3%	N/A	10%	5%
Some other candidate	*	*	*	*	N/A	*	*
None of the above	2%	*	2%	3%	N/A	1%	2%
No opinion	2%	2%	3%	*	N/A	2%	1%
Sampling Error	+/-4.0	+/-7.0	+/-6.5	+/-7.0		+/-7.0	+/-6.0

	Total	North	Orlando Central At-lantic	Tampa Bay	Central Gulf Coast	Miami South
Crist, lean Crist	44%	35%	N/A	N/A	41%	59%
Scott, lean Scott	44%	54%	N/A	N/A	44%	36%
Wyllie, lean Wyllie	9%	8%	N/A	N/A	10%	3%
Some other candidate	*	*	N/A	N/A	*	*
None of the above	2%	1%	N/A	N/A	3%	*
No opinion	2%	2%	N/A	N/A	1%	2%
Sampling Error	+/-4.0	+/-8.5			+/-8.5	+/-8.5

 * percentage less than 1%

Florida CNN/ORC International Poll -- October 9 to 13, 2014
Likely Voter
Question 2
Is your mind made up about who you will vote for, or is it possible you would change your mind?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Mind made up	78%	79%	77%	81%	N/A	82%	81%
Might change mind	19%	18%	20%	17%	N/A	18%	17%
No opinion	2%	3%	2%	2%	N/A	1%	3%
Sampling Error	+/-4.0	+/-6.0	+/-5.5	+/-4.5		+/-6.5	+/-6.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Mind made up	78%	N/A	N/A	82%	85%	N/A	83%
Might change mind	19%	N/A	N/A	16%	13%	N/A	14%
No opinion	2%	N/A	N/A	2%	3%	N/A	2%
Sampling Error	+/-4.0			+/-7.5	+/-5.5		+/-4.5

	Total	Under $50K	$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Mind made up	78%	76%	80%	78%	78%	75%	79%	N/A
Might change mind	19%	22%	19%	19%	19%	21%	19%	N/A
No opinion	2%	2%	2%	2%	2%	4%	2%	N/A
Sampling Error	+/-4.0	+/-7.0	+/-6.0	+/-7.5	+/-4.5	+/-7.0	+/-5.0	

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Mind made up	78%	80%	70%	84%	N/A	77%	79%
Might change mind	19%	18%	25%	15%	N/A	21%	19%
No opinion	2%	2%	5%	*	N/A	2%	2%
Sampling Error	+/-4.0	+/-7.0	+/-6.5	+/-7.0		+/-7.0	+/-6.0

	Total	North	Orlando Central At-lantic	Tampa Bay	Central Gulf Coast	Miami South
Mind made up	78%	76%	N/A	N/A	80%	72%
Might change mind	19%	22%	N/A	N/A	18%	24%
No opinion	2%	2%	N/A	N/A	2%	5%
Sampling Error	+/-4.0	+/-8.5			+/-8.5	+/-8.5

 * percentage less than 1%

Florida CNN/ORC International Poll -- October 9 to 13, 2014
Likely Voter
Question 3
We'd like to get your overall opinion of those candidates, regardless of whether or not you plan
to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion
of that person -- or if you have never heard of them before today.

A. Charlie Crist

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Favorable Opinion	42%	38%	46%	37%	N/A	38%	36%
Unfavorable Opinion	53%	58%	49%	60%	N/A	59%	60%
Heard of, no opinion	4%	4%	4%	3%	N/A	3%	4%
Never heard of	*	*	*	*	N/A	*	*
No opinion	1%	1%	1%	*	N/A	*	*
Sampling Error	+/-4.0	+/-6.0	+/-5.5	+/-4.5		+/-6.5	+/-6.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Favorable Opinion	42%	N/A	N/A	45%	44%	N/A	44%
Unfavorable Opinion	53%	N/A	N/A	51%	52%	N/A	51%
Heard of, no opinion	4%	N/A	N/A	4%	4%	N/A	4%
Never heard of	*	N/A	N/A	*	*	N/A	*
No opinion	1%	N/A	N/A	*	1%	N/A	*
Sampling Error	+/-4.0			+/-7.5	+/-5.5		+/-4.5

	Total	Under $50K	$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Favorable Opinion	42%	50%	39%	48%	40%	47%	41%	N/A
Unfavorable Opinion	53%	45%	56%	45%	57%	49%	53%	N/A
Heard of, no opinion	4%	4%	4%	6%	3%	4%	5%	N/A
Never heard of	*	*	*	*	*	*	*	N/A
No opinion	1%	1%	1%	1%	1%	*	1%	N/A
Sampling Error	+/-4.0	+/-7.0	+/-6.0	+/-7.5	+/-4.5	+/-7.0	+/-5.0	

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Favorable Opinion	42%	81%	40%	9%	N/A	51%	17%
Unfavorable Opinion	53%	15%	55%	86%	N/A	44%	78%
Heard of, no opinion	4%	3%	4%	5%	N/A	3%	4%
Never heard of	*	*	*	*	N/A	*	*
No opinion	1%	1%	2%	*	N/A	2%	*
Sampling Error	+/-4.0	+/-7.0	+/-6.5	+/-7.0		+/-7.0	+/-6.0

	Total	North	Orlando Central At-lantic	Tampa Bay	Central Gulf Coast	Miami South
Favorable Opinion	42%	38%	N/A	N/A	43%	47%
Unfavorable Opinion	53%	58%	N/A	N/A	54%	46%
Heard of, no opinion	4%	4%	N/A	N/A	3%	4%
Never heard of	*	*	N/A	N/A	*	*
No opinion	1%	*	N/A	N/A	*	4%
Sampling Error	+/-4.0	+/-8.5			+/-8.5	+/-8.5

 * percentage less than 1%

Florida CNN/ORC International Poll -- October 9 to 13, 2014
Likely Voter
Question 3
We'd like to get your overall opinion of those candidates, regardless of whether or not you plan
to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion
of that person -- or if you have never heard of them before today.

B. Rick Scott

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Favorable Opinion	45%	46%	44%	50%	N/A	51%	48%
Unfavorable Opinion	52%	50%	52%	47%	N/A	46%	48%
Heard of, no opinion	3%	2%	3%	3%	N/A	2%	3%
Never heard of	*	1%	*	*	N/A	*	*
No opinion	1%	1%	*	*	N/A	*	*
Sampling Error	+/-4.0	+/-6.0	+/-5.5	+/-4.5		+/-6.5	+/-6.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Favorable Opinion	45%	N/A	N/A	38%	46%	N/A	42%
Unfavorable Opinion	52%	N/A	N/A	61%	49%	N/A	55%
Heard of, no opinion	3%	N/A	N/A	1%	4%	N/A	2%
Never heard of	*	N/A	N/A	*	1%	N/A	1%
No opinion	1%	N/A	N/A	*	1%	N/A	*
Sampling Error	+/-4.0			+/-7.5	+/-5.5		+/-4.5

	Total	Under $50K	$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Favorable Opinion	45%	45%	45%	47%	44%	38%	46%	N/A
Unfavorable Opinion	52%	51%	52%	48%	53%	57%	50%	N/A
Heard of, no opinion	3%	3%	2%	3%	2%	4%	3%	N/A
Never heard of	*	*	*	1%	*	1%	*	N/A
No opinion	1%	1%	*	1%	*	*	1%	N/A
Sampling Error	+/-4.0	+/-7.0	+/-6.0	+/-7.5	+/-4.5	+/-7.0	+/-5.0	

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Favorable Opinion	45%	13%	41%	78%	N/A	33%	75%
Unfavorable Opinion	52%	83%	54%	20%	N/A	63%	23%
Heard of, no opinion	3%	2%	4%	2%	N/A	2%	3%
Never heard of	*	1%	*	*	N/A	1%	*
No opinion	1%	1%	*	*	N/A	*	*
Sampling Error	+/-4.0	+/-7.0	+/-6.5	+/-7.0		+/-7.0	+/-6.0

	Total	Orlando Central North	Central At-lantic	Tampa Bay	Central Gulf Coast	Miami South
Favorable Opinion	45%	55%	N/A	N/A	42%	43%
Unfavorable Opinion	52%	44%	N/A	N/A	54%	54%
Heard of, no opinion	3%	1%	N/A	N/A	3%	1%
Never heard of	*	*	N/A	N/A	1%	*
No opinion	1%	*	N/A	N/A	*	2%
Sampling Error	+/-4.0	+/-8.5			+/-8.5	+/-8.5

 * percentage less than 1%

Florida CNN/ORC International Poll -- October 9 to 13, 2014
Question 4
Do you approve or disapprove of the way Barack Obama is handling his job as president?

Base = Total Sample

	Total	Men	Women	White	Non-White	White Men	White Women
Approve	38%	39%	37%	26%	59%	27%	26%
Disapprove	52%	52%	52%	66%	30%	67%	64%
No opinion	10%	9%	10%	8%	11%	6%	10%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-6.0	+/-5.0	+/-5.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Approve	38%	41%	36%	39%	39%	39%	39%
Disapprove	52%	45%	50%	54%	57%	47%	56%
No opinion	10%	14%	14%	7%	4%	14%	6%
Sampling Error	+/-3.0	+/-8.0	+/-8.5	+/-6.0	+/-4.5	+/-6.0	+/-3.5

	Total	Under $50K	$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Approve	38%	41%	39%	36%	40%	42%	38%	N/A
Disapprove	52%	47%	55%	53%	51%	47%	52%	N/A
No opinion	10%	12%	5%	11%	9%	10%	10%	N/A
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-5.0	+/-4.0	+/-5.5	+/-4.0	

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Approve	38%	74%	29%	14%	64%	43%	22%
Disapprove	52%	18%	57%	83%	24%	48%	73%
No opinion	10%	8%	14%	3%	11%	9%	5%
Sampling Error	+/-3.0	+/-5.5	+/-4.5	+/-6.0	+/-7.0	+/-5.0	+/-5.0

	Total	North	Orlando Central At-lantic	Tampa Bay	Central Gulf Coast	Miami South
Approve	38%	36%	38%	37%	29%	48%
Disapprove	52%	57%	53%	49%	64%	40%
No opinion	10%	7%	9%	14%	6%	12%
Sampling Error	+/-3.0	+/-6.5	+/-7.0	+/-7.5	+/-7.0	+/-6.5

 * percentage less than 1%