

# Gray Television: Florida Survey

*Strategic Research Associates, LLC*

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According to a survey of 800 likely voters in Florida conducted between September 17 - 30, 2018, 45% expressed support for incumbent Democratic Senator Bill Nelson, with 44% expressing support for Republican challenger and current Governor Rick Scott, well within the poll's 3.46% margin of error. Eleven percent have yet to make up their mind in the race.

Nelson is viewed favorably by 36% of likely voters and unfavorably by 38%, with 14% expressing a neutral opinion and 12% unfamiliar. Scott is viewed favorably by 42% of likely voters and unfavorably by 38%, with 11% expressing a neutral opinion and 10% unfamiliar.

In the race for Governor, Democrat Andrew Gillum leads Republican Ron DeSantis 44% to 43%, with 12% undecided. Gillum is viewed favorably by 37% of likely voters and unfavorably by 25%, with 15% holding a neutral opinion and 23% still unfamiliar. DeSantis is viewed favorably by 38% and unfavorably by 35%, with 12% holding a neutral opinion and 15% unfamiliar.

When asked about their vote for Congress, Florida voters prefer the generic Democratic candidate over the generic Republican candidate by a 43% to 42% margin.

Overall, 47% of Florida voters approve of the job Donald Trump is doing as president, while 46% disapprove. Asked about the national issues currently most important to Florida voters, healthcare was the most frequently selected response, chosen by 17% of respondents.

Forty-five percent of Florida voters support the nomination of Brett Kavanaugh to the United States Supreme Court, with 32% expressing opposition. The poll was conducted during the recent disclosure that Kavanaugh may have engaged in sexual misconduct while in high school and college, and partially after the September 27 testimony by Kavanaugh and one of his accusers before the Senate Judiciary Committee.

In responses to a set of questions about gun laws, 55% of Florida's likely voters say that gun laws in the United States should be made more strict, 30% say that they should be left as they are now, and only 7% say that these laws should be made less strict. Eighty-six percent of Florida voters favor requiring criminal background checks on all gun purchases, but are split in their approval of a recent Florida law allowing teachers or other school officials to carry guns on school grounds, with 44% approving of the law and 43% disapproving.

The poll was conducted by Strategic Research Associates, LLC, of Austin, Texas. A total of 800 likely voters were surveyed between September 17-30, 2018. Determination of the likely voter sample was based on past vote history. Forty-seven percent of calls were completed on a landline telephone, 53% were completed over a cellular telephone. The final results are weighted based on analysis of the state voter file and exit polling data. The margin of error

for the complete sample is +/- 3.46 percentage points, with higher margins of error for any sub-group.

ENTH. Compared to previous Congressional elections, are you more enthusiastic about voting this year than usual, less enthusiastic, or about the same as usual?

	Percent
More enthusiastic	53
Less enthusiastic	9
The same as usual	35
Don't know	3

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
More enthusiastic	56.0	48.3	56.2	48.9	51.0	54.1	54.3	46.2	41.3	71.9	45.3	56.8	52.3	53.0
Less enthusiastic	9.8	11.6	8.3	9.3	9.6	9.0	8.7	4.4	17.6	8.8	11.6	9.4	9.2	9.3
The same as usual	28.9	36.5	32.7	38.4	36.8	33.0	34.2	44.8	39.5	10.1	39.1	32.3	35.5	34.1
Don't know	5.2	3.6	2.7	3.4	2.7	3.9	2.8	4.5	1.6	9.2	3.9	1.5	3.0	3.6

MIP. Which one of the following national issues is currently most important to you as a voter? [RANDOMIZE 1-11]

	Percent
Healthcare	17
Russian Collusion or Removing Trump from Office	13
U.S. Supreme Court Nomination of Brett Kavanaugh	13
The Economy & Jobs	11
Immigration & Border Security	10
Gun Rights & Gun Control	8
Taxes, Government Spending & National Debt	8
None	7
National Security, Terrorism & Foreign Policy	6
Social Issues	4
U.S. Trade Policy & Tariffs	2
Other	2

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
The Economy & Jobs	9.1	18.0	11.1	8.5	12.5	9.6	8.6	8.9	17.8	23.9	8.7	10.9	7.6	13.9
Healthcare	20.5	11.5	17.4	17.3	14.9	18.6	14.5	23.9	18.7	21.1	18.1	17.1	19.9	14.2
Immigration & Border Security	7.7	6.4	11.0	11.3	14.5	6.4	11.3	9.4	8.4	3.9	14.0	6.2	12.6	7.9
Gun Rights & Gun Control	9.1	6.2	10.3	5.2	9.2	6.8	8.7	7.7	6.3	4.4	8.8	7.3	13.0	3.4
National Security, Terrorism & Foreign Policy	1.6	3.9	5.8	8.2	4.4	7.2	6.0	8.2	2.9	5.7	8.3	5.5	5.1	6.7
Taxes, Government Spending & National Debt	5.8	10.3	5.5	10.7	7.2	8.6	6.7	8.7	16.5	2.5	5.5	9.2	7.1	8.7
U.S. Trade Policy & Tariffs	2.3	1.1	0.6	2.8	0.7	2.3	1.1	0.0	7.0	0.0	0.8	1.0	1.7	1.6
Social Issues	3.4	5.9	2.6	6.3	3.6	5.1	4.9	4.7	3.8	0.9	7.5	3.1	2.6	6.1
Russian Collusion or Removing Trump from Office	10.9	9.4	16.5	10.4	13.0	12.7	13.4	21.7	6.3	1.8	13.9	16.3	9.0	16.3
U.S. Supreme Court Nomination of Brett Kavanaugh	14.3	15.9	11.9	12.0	11.0	14.1	15.9	4.6	8.2	9.2	8.6	17.6	9.3	15.8
Other	2.3	0.2	1.2	2.5	1.5	1.8	2.0	0.0	0.2	4.6	0.6	2.9	0.5	2.6
None	13.0	11.3	6.1	4.6	7.4	6.7	7.1	2.3	3.9	21.9	5.2	2.9	11.7	2.8

[For Q1 and Q3, if response selected for initial item was “Haven’t thought about it enough,” respondents were then asked, “If you had to make a choice, who would you choose?” Results presented are the combined responses to both items.]

Q1. If the 2018 general election for U.S. Senator from Florida was held today, would you vote for [RANDOMIZE, “the Democrat Bill Nelson”, “the Republican Rick Scott”], or haven’t you thought about it enough to have an opinion?

	Percent
Bill Nelson	45
Rick Scott	44
Don’t Know/Refuse	11

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Bill Nelson	37.0	35.8	48.6	46.2	41.4	47.7	41.6	65.3	40.2	39.3	50	48.4	37.4	51.5
Rick Scott	44.9	49.5	42.2	44.8	48.6	40.7	49.7	20.8	48.4	37.5	40	45.9	47.6	41.5
Don’t Know/Refuse	18.2	14.7	9.2	9.0	9.9	11.6	8.6	13.9	11.4	23.2	10	5.7	15.1	7.0

Q2. If the 2018 general election for Governor from Florida was held today, would you vote for [RANDOMIZE, “the Democrat Andrew Gillum”, “the Republican Ron DeSantis”], or haven’t you thought about it enough to have an opinion?

	Percent
Andrew Gillum	44
Ron DeSantis	43
Don’t Know/Refuse	12

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Andrew Gillum	39.3	35.0	49.0	44.1	42.3	46.2	40.3	64.3	45.1	39.3	46.0	48.2	36.9	51.2
Ron DeSantis	41.4	51.2	40.4	44.3	46.4	40.6	49.3	19.3	43.9	37.5	44.3	43.9	45.8	41.0
Don’t Know/Refuse	19.3	13.9	10.5	11.6	11.3	13.2	10.4	16.4	11.1	23.2	9.8	7.9	17.3	7.8

Q3. If the 2018 election for the Representative in the United States House of Representatives in your district were held today, would you vote for [RANDOMIZE: “the Democratic candidate”, “the Republican candidate”,] someone else, or haven’t you thought about it enough to have an opinion?

	Percent
The Democratic Candidate	43
The Republican Candidate	42
Someone else	3
Don’t Know/Refuse	13

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
The Democratic Candidate	33.6	38.2	45.4	43.7	41.5	43.5	38.8	58.8	43.3	41.5	45.9	46.1	37.5	47.1
The Republican Candidate	37.8	46.6	41.3	42.1	46.0	38.5	47.0	20.2	44.6	36.1	40.6	41.8	44.8	39.4
Someone else	3.0	2.6	2.9	2.1	2.2	3.0	2.1	4.7	3.5	1.8	3.3	3.1	1.6	3.5
Don’t Know/Refuse	25.6	12.6	10.3	12.0	10.3	15.0	12.1	16.3	8.6	20.6	10.3	9.0	16.0	10.0

*Now, we'd like your opinion about a few political figures...*

Q4. Please tell us whether you have a favorable, unfavorable, or neutral impression of [SELECT RANDOMLY FROM A-D BELOW], or are you unfamiliar with [SELECT RANDOMLY FROM A-D BELOW]? [RESPONSE OPTIONS, "Favorable", "Unfavorable", "Neutral", "Unfamiliar"]

A. Bill Nelson

Percent	
Favorable	36
Unfavorable	38
Neutral	14
Unfamiliar	12

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Favorable	29.7	27.6	43.7	32.5	37.7	35.0	36.6	45.4	29.9	25.0	35.2	41.6	29.5	42.3
Unfavorable	36.6	40.9	37.6	36.6	40.6	35.1	42.3	20.0	33.2	39.8	36.8	40.0	40.7	34.9
Neutral	15.3	16.6	9.1	17.5	10.4	16.4	10.8	24.3	18.9	7.3	18.8	11.0	13.2	14.1
Unfamiliar	18.4	14.8	9.5	13.4	11.4	13.5	10.2	10.3	17.9	27.9	9.2	7.4	16.7	8.7

B. Rick Scott

Percent	
Favorable	42
Unfavorable	38
Neutral	11
Unfamiliar	10

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Favorable	36.7	49.6	41.2	40.2	46.4	37.3	45.5	20.2	47.1	39.6	40.0	43.0	44.1	39.2
Unfavorable	37.8	29.6	42.5	34.8	34.6	40.2	36.3	58.9	23.2	32.0	44.1	40.6	27.6	46.7
Neutral	11.3	8.7	9.6	14.4	10.5	12.0	9.9	14.0	17.5	7.3	12.3	9.5	14.5	8.4
Unfamiliar	14.2	12.2	6.7	10.6	8.5	10.5	8.4	7.0	12.3	21.1	3.6	6.9	13.9	5.7

# C. Andrew Gillum

Percent	
Favorable	37
Unfavorable	25
Neutral	15
Unfamiliar	23

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Favorable	27.7	29.1	44.8	32.5	37.5	35.9	32.2	59.9	31.3	38.2	41.9	40.0	29.4	43.2
Unfavorable	24.4	27.0	25.7	23.5	26.9	23.3	29.1	8.2	23.6	25.1	26.6	24.6	27.1	23.1
Neutral	16.0	16.2	11.6	19.1	13.4	16.9	15.4	12.7	18.9	12.5	12.9	15.7	14.5	15.9
Unfamiliar	31.9	27.7	17.9	24.8	22.2	23.8	23.3	19.1	26.2	24.2	18.7	19.8	29.0	17.8

# D. Ron DeSantis

Percent	
Favorable	38
Unfavorable	35
Neutral	12
Unfamiliar	15

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Favorable	39.2	41.6	38.9	36.1	44.4	33.3	43.2	19.8	33.0	42.9	32.6	42.2	40.0	36.9
Unfavorable	27.4	24.6	40.7	35.5	33.6	36.8	33.4	49.9	31.7	28.8	41.5	38.0	29.0	41.0
Neutral	10.3	14.5	9.9	13.0	9.3	13.6	10.8	15.4	14.4	6.4	14.3	9.8	11.7	11.6
Unfamiliar	23.0	19.3	10.5	15.3	12.7	16.3	12.6	14.8	20.9	21.9	11.6	10.0	19.3	10.6

Q5. Do you approve or disapprove of the job that Donald Trump is doing as president?  
Would the be somewhat or strongly *[approve/disapprove]*?

Percent	
Strongly approve	37
Somewhat approve	10
Somewhat disapprove	4
Strongly disapprove	42
Don't know/No opinion	7

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Strongly approve	36.0	41.9	35.2	37.7	39.9	34.6	41.8	12.5	40.1	39.4	34.8	39.5	41.1	33.4
Somewhat approve	7.7	13.3	9.3	11.0	10.5	10.1	10.9	15.8	6.2	0.0	12.4	9.4	9.7	10.7
Somewhat disapprove	6.5	1.4	4.4	5.0	5.1	3.9	3.9	7.9	3.5	3.5	10.7	2.3	3.6	5.2
Strongly disapprove	35.6	34.3	45.2	42.5	38.1	44.9	38.1	58.6	42.1	38.7	38.2	45.7	34.7	48.1
Don't know/No opinion	14.2	9.1	5.9	3.8	6.4	6.6	5.2	5.2	8.1	18.4	3.8	3.0	10.9	2.6

Q6. Do you support or oppose the confirmation of Brett Kavanaugh [**Pronounced: “Cav-e-nah”**] to serve on the United States Supreme Court?

	Percent
Support	45
Oppose	32
Don't know/No opinion	23

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Support	44.3	46.7	41.6	47.7	48.2	41.7	50.7	23.0	41.7	40.3	49.9	44.7	47.6	42.0
Oppose	29.1	28.2	38.4	27.7	32.6	32.2	30.0	44.9	28.0	35.6	31.2	38.0	23.1	40.7
Don't know/No opinion	26.6	25.1	20.1	24.6	19.2	26.2	19.3	32.0	30.3	24.1	18.9	17.3	29.3	17.3



*Finally, we'd like to ask you a few questions about gun policy...*

Q7. Should gun laws in the United States be made more strict, left as they are, or made less strict?

	Percent
More strict	55
Left as they are now	30
Less strict	7
Don't know/No opinion	8

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
More strict	51.4	42.4	60.1	56.3	48.6	61.3	53.1	74.5	56.3	35.4	61.1	61.3	51.7	58.8
Left as they are now	28.4	38.7	21.6	36.1	33.6	26.1	32.8	17.6	30.8	23.3	28.6	26.9	26.9	32.0
Less strict	7.2	7.7	8.4	3.7	7.4	5.9	6.8	5.7	3.5	11.9	6.9	5.7	9.6	3.8
Don't know/No opinion	13.0	11.3	9.9	3.8	10.4	6.7	7.3	2.2	9.4	29.4	3.5	6.1	11.8	5.3

Q8. Do you favor or oppose requiring criminal background checks on all gun buyers, including those buying through private sales and at gun shows?

	Percent
Favor	86
Oppose	7
Don't know/No opinion	7

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Favor	81.3	76.0	88.9	87.0	84.4	86.8	88.1	92.3	75.2	69.1	86.8	90.9	77.2	93.4
Oppose	6.5	11.5	4.5	9.1	7.4	7.1	5.2	6.3	16.7	10.3	9.6	5.2	10.4	4.3
Don't know/No opinion	12.2	12.6	6.6	3.8	8.3	6.1	6.7	1.5	8.1	20.6	3.6	3.9	12.4	2.3

Q9. Do you approve or disapprove of a recent Florida law allowing teachers or other school officials with appropriate training to carry guns on school grounds?

	Percent
Approve	44
Disapprove	43
Don't know/No opinion	14

	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other	Less than \$40K	More than \$40K	No College	College
Approve	38.3	44.6	45.8	42.6	49.9	38.4	47.4	34.6	37.9	39.8	44.0	45.4	47.5	40.3
Disapprove	42.8	39.6	40.9	45.7	37.1	47.1	39.8	55.7	45.8	33.4	45.3	44.7	31.2	52.7
Don't know/No opinion	18.9	15.9	13.3	11.8	12.9	14.4	12.8	9.7	16.3	26.8	10.7	10.0	21.3	7.0

*We have just a few more questions for statistical purposes...*

AGEG

Percent	
18-29	11
30-44	13
45-64	42
65+	34

EDUC. What is the highest level of education that you have completed?

Percent	
No College	47
College	53

INCOME. What was your total household income for 2017?

Percent	
Less than \$40K	24
More than \$40K	46
Don't know/Refuse	31

RACE. Would you say that you are...

Percent	
White	65
Black	15
Hispanic	13
Other	7

GENDER. (by observation)

Percent	
Male	46
Female	54

P16. Did you vote for [RANDOMIZE: “Donald Trump”, “Hillary Clinton”], or someone else in the 2016 Presidential Election?

	Percent
Donald Trump	46
Hillary Clinton	38
Someone else	9
Don’t know/Remember	6

## About SRA

*The principals at SRA are James Henson, PhD and Joshua Blank, PhD. They have played major roles in political polling and research at the state and national level for more than a decade. They are based in Austin, Texas, and can be contacted at SRATEXLLC@gmail.com.*