

Florida

Trends favor Republicans in Florida

Republican Rick Scott may be overtaking Democrat Alex Sink in the race for Governor in Florida, moving from a 3 point deficit among likely voters earlier in the week (44% Sink – 41% Scott) earlier in the week to a dead heat among likely voters over the weekend, 45%-45%. In the Senate race, Republican nominee Marco Rubio is widening his lead over former Republican Charlie Crist who is running as an Independent. The Democratic nominee, Kendrick Meek cannot seem to break 15% support levels. In the most recent poll the race stands at 46% Rubio, 34% Crist, 15% Meek.

	October 25-28, 2010		October 28-31, 2010	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Senate				
Kendrick Meek	15%	18%	15%	15%
Marco Rubio	38%	42%	43%	46%
Charlie Crist	32%	31%	34%	34%
Governor				
Alex Sink	43%	44%	42%	45%
Rick Scott	36%	41%	43%	45%

Crist captures most Democratic voters, while Rubio gains among Independents

	Democratic Likely Voters		Independent Likely Voters	
	October 25-28, 2010	October 28-31, 2010	October 25-28, 2010	October 28-31, 2010
Senate				
Marco Rubio	5%	4%	31%	36%
Charlie Crist	40%	52%	52%	46%
Kendrick Meek	41%	34%	9%	13%

Former Republican Charlie Crist, running as an Independent in the U.S. Senate race, has taken control of the Democratic vote from Democratic nominee Kendrick Meek. Crist now leads among likely Democratic voters, 52% Crist – 34% Meek – 4% Rubio (compared to 40% Crist – 41% Meek – 5% Rubio earlier in the week). At the same time, Rubio has made inroads among likely Independent voters, who now stand at 46% Crist – 36% Rubio – 13% Meek (compared with 52% Crist – 31% Rubio – 9% Meek earlier in the week). The story in the less-well-publicized Gubernatorial race is simpler to tell. Undecided voters are making up their minds, yielding rapid growth in Democratic candidate Sink's lead among the small number of likely voters age 18-29 (Sink led over Scott among likely 18-29 year olds by 45%-33% earlier in the week, and by 67%-23% today), but at the same time, Republican Scott has wiped out Sink's lead among the much larger group of likely voters age 30-64 (Sink led over Scott among likely 30-64 year olds by 46%-38% earlier in the week, but they are tied at 43%-43% among the broad middle of the age ranges today). That's enough for Scott to wipe out Sink's narrow lead overall.

Senate

	Registered Voters			Likely Voters		
	Kendrick Meek	Marco Rubio	Charlie Crist	Kendrick Meek	Marco Rubio	Charlie Crist
Gender						
Male	11%	48%	35%	11%	49%	37%
Female	19%	38%	33%	18%	42%	32%
Age						
18-29	22%	25%	45%	16%	23%	57%
30-64	16%	40%	32%	17%	43%	32%
over 65	10%	57%	32%	12%	55%	32%
Race/Ethnicity						
White	14%	46%	33%	12%	49%	35%
Non-White	20%	27%	36%	28%	32%	30%
Party Identification						
Democrat	36%	4%	48%	34%	4%	52%
Republican	2%	81%	14%	1%	83%	15%
Independent	10%	36%	46%	13%	36%	46%

Governor

	Registered Voters		Likely Voters	
	Alex Sink	Rick Scott	Alex Sink	Rick Scott
Gender				
Male	42%	48%	44%	49%
Female	42%	38%	46%	41%
Age				
18-29	52%	30%	67%	23%
30-64	41%	40%	43%	43%
over 65	40%	55%	43%	53%
Race/Ethnicity				
White	40%	47%	42%	48%
Non-White	53%	26%	58%	32%
Party Identification				
Democrat	8%	6%	84%	4%
Republican	10%	81%	10%	83%
Independent	45%	36%	53%	34%

Methodology

Interviews with 1000 registered voters, including 826 likely voters, were conducted October 25-28, 2010, and interviews with 700 registered voters, including 548 likely voters, were conducted October 28-31, 2010, online using YouGov's PollingPoint panel. YouGov uses a matched sample methodology that selects respondents to match the Florida registered voter population in terms of demographics (age, race, gender, education, employment status, income, marital status, children), past voting behavior, and political attitudes (interest in politics, party registration, and ideology). For the October 25-28, 2010 sample the margin of error (adjusted for weighting) for registered voters is $\pm 4.1\%$ and for likely voters is $\pm 4.5\%$. For the October 28-31, 2010 sample the margin of error (adjusted for weighting) for registered voters is $\pm 4.9\%$ and for likely voters is $\pm 5.5\%$.

About YouGov

YouGovPolimetrix is the North American subsidiary of YouGov PLC, which conducts polls around the world using its online panels.

Contact

Douglas Rivers
(650) 462-8000
doug@yougov.com

Thomas Riehle
(202) 544-2550
thomas.riehle@yougov.com

Web Location

Release

http://cdn.yougov.com/downloads/releases/2010_Election/FLrelease_20101031.pdf

Tabs

http://cdn.yougov.com/downloads/releases/2010_Election/FLtabs_20101031.pdf