

Florida

Democrats ahead in Governor race while Republicans lead the Senate Race

Democratic candidate Alex Sink leads Republican Rick Scott in the contest for Governor, by 7 points among all voters and by 3 points among likely voters. In the Senate race, Republican candidate Marco Rubio leads former Republican Governor Charlie Crist (who is running for Senate as an Independent) by 6 points among all voters but by a commanding 11 points among likely voters (42%-31%). The Democratic candidate, Kendrick Meek, wins just 15% of the vote among all voters, 18% among likely voters.

	Registered Voters	Likely Voters
Senate		
Kendrick Meek	15%	18%
Marco Rubio	38%	42%
Charlie Crist	32%	31%
Governor		
Alex Sink	43%	44%
Rick Scott	36%	41%

Independent voters and candidates play large role in Florida elections

In the tightly fought Florida Gubernatorial race, movement of Independent voters (and young voters) to Sink may prove decisive. Sink leads Scott among likely Independent voters by 54%-32%, and she leads by 45%-33% among likely voters under age 30. In the Senate race, Rubio leads because he corrals 84% of likely Republican voters, and gets his fair share of Independent voters in the three-way race (31% of likely voters who are Independents support Rubio). Independent candidate Crist gets just 52% of likely Independent voters, but also wins 40% of likely Democratic voters. Democrat Meek just manages a tie with Crist among likely Democratic voters (41% Meek-40% Crist), and Meek wins few votes among likely Independent voters (9%). In a race pitting a Hispanic Republican against an African-American Democrat, the white Independent candidate Crist wins 32% of the non-white likely voters, to 27% for Meeks and 20% for Rubio.

Methodology

Interviews with 1000 registered voters, including 826 likely voters, were conducted October 25-28, 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). Margin of error (adjusted for weighting) for registered voters is $\pm 4.1\%$ and for likely voters is $\pm 4.5\%$.

Senate

	Registered Voters			Likely Voters		
	Kendrick Meek	Marco Rubio	Charlie Crist	Kendrick Meek	Marco Rubio	Charlie Crist
Gender						
Male	13%	45%	33%	13%	49%	32%
Female	18%	31%	32%	21%	36%	31%
Age						
18-29	17%	26%	28%	27%	30%	28%
30-64	17%	35%	33%	20%	39%	32%
over 65	10%	50%	33%	11%	53%	31%
Race/Ethnicity						
White	14%	43%	32%	15%	48%	31%
Non-White	19%	20%	34%	27%	20%	32%
Party Identification						
Democrat	34%	4%	41%	41%	5%	40%
Republican	2%	83%	11%	2%	84%	11%
Independent	9%	28%	50%	9%	31%	52%

Governor

	Registered Voters		Likely Voters	
	Alex Sink	Rick Scott	Alex Sink	Rick Scott
Gender				
Male	43%	44%	42%	49%
Female	44%	30%	47%	34%
Age				
18-29	44%	25%	45%	33%
30-64	45%	35%	46%	38%
over 65	40%	47%	40%	49%
Race/Ethnicity				
White	41%	41%	41%	46%
Non-White	51%	20%	57%	22%
Party Identification				
Democrat	72%	6%	79%	6%
Republican	8%	79%	7%	80%
Independent	53%	27%	54%	32%

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_20101028.pdf

Tabs

http://cdn.yougov.com/downloads/releases/2010_Election/FLtabs_20101028.pdf