



University of North Florida
Public Opinion Research Lab
www.unf.edu/coas/porl/

October 4, 2018

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

Methodology Results Contact: Dr. Michael Binder
Public Opinion Research Lab Director
(904) 620-2784

UNF Poll Shows Buchanan Ahead of Shapiro in Florida's Congressional District 16 House Race
Majority of Likely Voters in CD 16 Approve of Trump

The Public Opinion Research Lab at the University of North Florida has a new poll of likely voters that reveals incumbent Republican Vern Buchanan in the lead for the upcoming U.S. House of Representatives race in Florida's Congressional District 16, with David Shapiro close behind. The survey also shows that a majority of likely voters in Florida's CD 16 approve of the job Donald Trump is doing as president.

The poll, comprised of Florida's Congressional District 16 likely voters, shows that 49 percent of respondents plan to vote for Buchanan, the Republican candidate, in the upcoming election for U.S. House of Representatives in Florida's CD 16, while 40 percent plan to vote for the Democratic candidate, David Shapiro.

Of those likely voters, 11 percent don't know who their choice will be. Eighty-two percent of Republican likely voters say they will vote for Buchanan, while 8 percent indicate they'll vote for Shapiro. Eleven percent don't know. Among Democrats, 7 percent indicate they plan to vote for Buchanan and 83 percent for Shapiro; 9 percent don't know where they'll cast their vote. For non-party affiliations and alternative party candidates, Shapiro holds a 9-percentage point lead.

"This historically strong Republican district is closer than it should be," said Dr. Michael Binder, faculty director of the Public Opinion Research Lab at UNF. "In 2016, Buchanan won by almost 20 points, so the fact that this race is within shouting distance for Democrats should give Republicans real concerns when it comes to keeping control of the House of Representatives."

Additionally, 54 percent of likely voters approve of the job that Trump is doing as president, and 45 percent disapprove. Eighty-six percent of Republican likely voters approve of

Trump, while 14 percent disapprove. Among Democrats, 12 percent approve of Trump's job performance and 89 percent disapprove.

When asked about the most important problem in the district, environment (22 percent) led the way, followed closely by health care and immigration with 18 percent and 17 percent, respectively. Among Republicans, immigration led as the most important problem in the district at 22 percent, followed by environment at 20 percent. Health care was the most important problem among Democrats (27 percent) followed by environment at 24 percent.

Regarding the recent red tide algae blooms and the environment in general, when asked who they thought would do a better job as congressman on those issues, 40 percent said Buchanan and 37 percent said Shapiro, while 21 percent didn't know. Among Republican likely voters, 67 percent said Buchanan and 11 percent said Shapiro. Twenty-one percent didn't know who would do a better job. Of Democratic likely voters, 7 percent believe Buchanan would do a better job, 76 percent indicated Shapiro and 17 percent didn't know.

"The red tide is impacting a lot of the Florida coast, perhaps nowhere more than this area," Binder noted. "Voters are concerned; this issue is on their minds and driving their votes."

For details about the methodology of the survey and additional crosstabs by partisanship, sex, education, race and age, go to:
<http://www.unf.edu/coas/porl/2018FLCD16.aspx>

Embargo 5 AM October 4, 2018

Survey Results¹

If the 2018 election for Florida's Congressional District 16 of the US House of Representatives were being held today, how would you vote if the candidates were...

Answer Options	Likely Voters n=499
Vern Buchanan, the Republican	49%
David Shapiro, the Democrat	40%
Someone Else	1%
Don't Know	11%

Answer Options	Democratic Likely Voters n=165	Republican Likely Voters n=240	NPA/Other Likely Voters n=94
Vern Buchanan, the Republican	7%	82%	37%
David Shapiro, the Democrat	83%	8%	46%
Someone Else	1%	-	3%
Don't Know	9%	11%	14%

Do you approve or disapprove of the job that Donald Trump is doing as President?

Answer Options	Likely Voters n=477
Approve	54%
Disapprove	46%
Don't Know/No Opinion	-

Answer Options	Democratic Likely Voters n=156	Republican Likely Voters n=232	NPA/Other Likely Voters n=90
Approve	12%	86%	46%
Disapprove	89%	14%	54%
Don't Know/No Opinion	-	-	-

What do you think is the most important problem facing your district today?

Answer Options	Likely Voters n=513
Economy/Jobs/Unemployment	10%
Education	15%
Healthcare	18%
Immigration	17%
Environment	22%
Crime	7%
Terrorism	1%
Something Else	6%
Don't Know	4%

¹ Due to rounding, some results may total to greater than 100%

Answer Options	Democratic Likely Voters n=172	Republican Likely Voters n=246	NPA/Other Likely Voters n=96
Economy/Jobs/Unemployment	7%	13%	8%
Education	16%	12%	19%
Healthcare	27%	11%	20%
Immigration	10%	22%	18%
Environment	24%	20%	23%
Crime	5%	9%	2%
Terrorism	2%	1%	1%
Something Else	7%	7%	4%
Don't Know	2%	5%	5%

In thinking about the recent red tides and the environment in general, which of the two candidates for Congress, Vern Buchanan or David Shapiro, do you think will do a better job as Congressman?

Answer Options	Likely Voters n=503
Vern Buchanan, the Republican	40%
David Shapiro, the Democrat	37%
Someone Else	1%
Don't Know	21%

Answer Options	Democratic Likely Voters n=167	Republican Likely Voters n=241	NPA/Other Likely Voters n=96
Vern Buchanan, the Republican	7%	67%	31%
David Shapiro, the Democrat	76%	11%	35%
Someone Else	1%	1%	2%
Don't Know	17%	21%	31%

Survey Demographics

Party Registration	Likely Voters n=551
Republican	47%
Democrat	33%
NPA and other	20%

Age	Likely Voters n=551
18 to 24	6%
25 to 34	7%
35 to 44	11%
45 to 55	14%
56 to 64	19%
65 and older	43%

Race	Likely Voters n=551
White (not Hispanic)	83%
Black (not Hispanic)	7%
Hispanic	6%
Other	4%

Sex	Likely Voters n=551
Male	45%
Female	55%

Telephone	Likely Voters n=551
Landline	32%
Cell phone	66%
Don't Know/Refusal	2%

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

Education	Likely Voters n=551
Less than high school	4%
High school graduate	18%
Some college	42%
College graduate	20%
Post graduate degree	14%
Don't Know	-
Refusal	2%

Embargo 5 AM October 2, 2018

Methodology

The UNF Florida statewide poll was conducted and sponsored by the Public Opinion Research Lab at the University of North Florida, from Sunday, Sept. 30, through Tuesday, Oct. 2, by live callers via the telephone; calls were made from 1 to 9 p.m. Sunday and 5 to 9 p.m. during the week. Interviews were conducted in English by PORL interviewers. The phone numbers used for this survey were sourced from the voter file database provided by the Florida Division of Elections' August 8, 2018 update.

The sample frame was comprised of potentially likely voters who reside in Florida's Congressional District 16. Potentially likely voters were determined by voting history and having voted in the any of the following elections: 2014 primary election, 2014 general election, 2016 primary election or any two of these elections—the 2016 presidential preference primary, the 2016 general election or the 2012 general election. All voters who were 22 years of age and younger were included as potentially likely since they were ineligible to vote in enough of the previous elections to qualify as potentially likely. The voters who met these requirements were then randomly contacted by probability sampling. Respondents who answered that they would “definitely vote” or “probably vote” in the upcoming Florida General Election qualified to participate in the survey. Overall, there were 551 completed surveys of likely voters in Florida's Congressional District 16, 18 years of age or older.

The margin of sampling error for the total sample is +/- 4.4 percentage points. The breakdown of completed responses on a landline phone to a cell phone was 32 to 66 percent (2 percent were unidentified). A single interviewer, through hand dialing, upon reaching the specific registered voter as identified in the Florida voter file, asked the respondent to participate, regardless of landline telephone or cell phone. To ensure a representative sample being collected, the sample was stratified by county. Quotas were placed on each of the counties to ensure a proportionate amount of completed surveys from across the district. Data were then weighted by partisan registration, sex, race, age and education. Education weights were created from the 2016 American Community Survey (ACS). Partisan registration, sex, race and age weights were created from the August 8, 2018 update of the Florida voter file to match the active registered potentially likely voters in the state of Florida. These demographic characteristics were pulled from the voter file list. All weighted demographic variables were applied using the SPSS version 23 rake weighting function. There were no statistical adjustments made due to design effects. This survey was sponsored by the UNF PORL and directed by Dr. Michael Binder, UNF associate professor of political science.

The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social and cultural projects. The PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research Transparency Initiative and a member of the Association of Academic Survey Research Organization.

UNF, a [nationally ranked](#) university located on an environmentally beautiful campus, offers students who are dedicated to enriching the lives of others the opportunity to build their own futures through a well-rounded education.