



March 5, 2015

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University of North Florida Poll Finds Uncertainty and Indecision as March 24th Election Looms

A new poll from the Public Opinion Research Laboratory at the University of North Florida that interviewed likely voters in Duval County, Florida, reveals that Alvin Brown is leading the mayor's race with 37%, Lenny Curry with 25%, Bill Bishop with 11%, Omega Allen with 2% and 25% don't know or refused to answer. With early voting starting in a mere four days, a quarter of the electorate is unsure whom they are voting for.

Mayor Alvin Brown's job approval rating is 55%, typically a good sign for incumbents, however, that is not translating into votes for the mayor. Of the 546 likely voters polled, 44% think Alvin Brown is a strong leader and 41% do not think he is a strong leader, with 15% unsure or unwilling to answer. Continuing the trend of uncertainty with the electorate, 23% think that Lenny Curry is a strong leader and 15% do not think he is strong leader while a whopping 62% do not know or refused to answer. When asked if Alvin Brown cares about people like you, 63% of likely voters think he does while 22% do not. When asked about Lenny Curry caring about people like them, 36% believe that he does and 15% do not, however, 49% do not know or refused to answer.

When respondents were asked to place Alvin Brown, Lenny Curry and Bill Bishop on a five-point ideological spectrum, the results further highlight the awareness gap between the incumbent and the challengers. Forty-three percent of respondents classified Alvin Brown as liberal, while only 14% did not know or refused to place him on the five-point scale. Conversely, 38% of respondents considered Lenny Curry conservative, but 49% of likely voter were unable or unwilling to place him on the ideological scale. A plurality of voters that were able to place Bill Bishop on the ideological scale (13%) considered him a moderate or middle of the road, but 66% did not know or refused to place him ideologically. The large numbers of likely voters that are unfamiliar enough about the two main challengers to even have opinions on the ideological positions highlights the lack of awareness about the election among the most likely voters.

In the Sheriff's race, voters are no more decided. The UNF poll shows Ken Jefferson is leading the pack with 24%, followed by Mike Williams with 16%, Jimmy Holderfield with 10%, Jay Farhat with 7%, Tony Cummings with 4%, Rob Schoonover with 4%, Lonnie McDonald 2%, with 34% not knowing or refusing to answer. With seven candidates and such a large percentage of undecided voters, this race is completely up in the air.

The Public Opinion Research Laboratory, through the use of a 27-station telephone-polling laboratory at UNF conducted the survey. Approximately 120 UNF students participated in the data collection. A polling sample of randomly selected likely voters was drawn from the Duval County Supervisor of Elections voter file. Likely voters are classified as voters who cast a ballot in 3 of the 4 previous general elections (2011 first election, 2011 general election, 2012 general election and 2014 general election), or for more recently registered voters if they have voted in all eligible general elections (both 2012 and 2014, or only 2014 if they were registered to voter after the 2012 general election). The survey was conducted Monday, February 23 through Friday, February 27, 2015 and includes 546 adult registered likely voters in Duval County with a margin of sampling error of +/- 4%. Race, gender and party registration were weighted to reflect an electorate that is similar to what turned out in March of 2011 – partisan registration is roughly equal and African-American voters represent approximately 28% of electorate.

The Public Opinion Research Laboratory would like to thank the Dean of the College of Arts and Sciences, Barbara Hetrick, for her support in our efforts to provide this information to the community. Below are the full results. For further information or questions about methodology, contact Dr. Michael Binder, UNF assistant professor of political science, at (904) 620-1205 or m.binder@unf.edu. 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.

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ASK ALL:

Q2. If the election for Mayor were being held today, for whom would you vote [READ OPTIONS]?

N=546 +/- 4%	Even Party ID (Similar to March 2011)
Alvin Brown - Democrat	37%
Lenny Curry - Republican	25%
Bill Bishop - Republican	11%
Omega Allen - No Party Affiliation	2%
Someone Else	<1%
DK/R	25%

*N=546 with a margin of sampling error +/- 4%

Q3. *Who would be your second choice [READ OPTIONS]?

***Only asked if Q2 responded Bishop, Allen or Someone Else**

N=80	
Alvin Brown - Democrat	31%
Lenny Curry - Republican	48%
Someone Else	4%
DK/R	17%

Vote for Mayor by Party ID

*Party ID Reflects Which Party the Voter is Registered As

N=546	Democrats	Republicans	NPA	All
Brown	63%	12%	29%	37%
Curry	5%	47%	17%	25%
Bishop	8%	14%	21%	11%
DK/Refused	22%	25%	27%	25%

Vote for Mayor by Race

N=546	Whites	African-Americans	All
Brown	22%	67%	37%
Curry	34%	2%	25%
Bishop	17%	1%	11%
DK/Refused	25%	26%	25%

Q4. Do you approve or disapprove of the way that Alvin Brown is handling his job as Mayor of Jacksonville [READ OPTIONS]?

N=546	
Strongly Approve	18%
Somewhat Approve	37%
Somewhat Disapprove	18%
Strongly Disapprove	16%
DK/R	11%

Q5. Do you think Alvin Brown is a strong leader or not a strong leader?

N=546	
Strong Leader	44%
Not a Strong Leader	41%
DK/R	15%

Q6. Do you think Lenny Curry is a strong leader or not a strong leader?

N=546	
Strong Leader	23%
Not a Strong Leader	15%
DK/R	62%

Q7. Do you think Alvin Brown is someone who cares about people like you or someone who does not care about people like you?

N=546	
Cares about people like you	63%
Does not care about people like you	22%
DK/R	15%

Q8. Do you think Lenny Curry is someone who cares about people like you or someone who does not care about people like you?

N=546	
Cares about people like you	36%
Does not care about people like you	15%
DK/R	49%

Q17. How would you place Alvin Brown on a five-point scale arranged from very liberal to very conservative **[READ OPTIONS]**?

N=546	
Very Liberal	16%
Slightly Liberal	27%
Moderate; Middle of the Road	29%
Slightly Conservative	9%
Very Conservative	5%
DK/R	14%

Q18. Where would you place Lenny Curry on this scale **[READ OPTIONS]**?

N=546	
Very Liberal	3%
Slightly Liberal	3%
Moderate; Middle of the Road	9%
Slightly Conservative	16%
Very Conservative	22%
DK/R	47%

Q19. Where would you place Bill Bishop on this scale **[READ OPTIONS]**?

N=546	
Very Liberal	2%
Slightly Liberal	4%
Moderate; Middle of the Road	13%
Slightly Conservative	10%
Very Conservative	5%
DK/R	66%

Q9. If the election for Sherriff were being held today, for whom would you vote **[READ OPTIONS]**?

N=546	
Tony Cummings-Democrat	4%
Jay Farhat- Republican	7%
Jimmy Holderfield- Republican	10%
Ken Jefferson-Democrat	24%
Lonnie McDonald- Republican	2%
Rob Schoonover- Republican	4%
Mike Williams- Republican	16%
Someone Else	1%
DK/R	34%

Q11. Do you approve or disapprove of the way the Jacksonville Sheriff's Office is handling its job **[READ OPTIONS]**?

N=546	
Strongly Approve	24%
Somewhat Approve	39%
Somewhat Disapprove	17%
Strongly Disapprove	14%
DK/R	6%

Q28. Are we reaching you today on a landline or cell phone?

N=546	
Landline	40%
Cell Phone	59%
R	1%

Q29. What is the highest grade in school or year of college you have completed **[READ OPTIONS]**?

N=546	
Less than High School Degree	2%
High School Graduate	15%
Some College	31%
College Graduate	30%
Post Graduate	19%
DK/R	2%

Q30. What is your annual household income **[READ OPTIONS]**?

N=546	
Less than \$25,000	9%
\$25,000-\$50,000	21%
\$50,000-\$75,000	16%
\$75,000-\$100,000	13%
Above \$100,000	20%
DK/R	22%

Q31. Race was determined from the Duval County, Fla. voter file.

N=546	
White	67%
African-American	28%
Hispanic	3%
Other	2%

32. Party registration was determined from the Duval County, Fla. voter file.

N=546	
Democrat	45%
Republican	45%
No Party Affiliation	7%
Other	2%

33. Gender was determined from the Duval County, Fla. voter file.

N=546	
Male	46%
Female	54%