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University of North Florida Poll Reveals that Mayor Brown's Approval Rating has Dropped Over the Course of a Year

A new University of North Florida poll that interviewed adult registered voters in Duval County reveals that Mayor Alvin Brown's approval rating has dropped from 70% to 59% compared to a previous poll conducted by the university in February of 2013. City Council approval has also dropped from 48 percent to 45 percent in the span of a year. In addition, the Jacksonville Sheriff's Office approval rating has dropped from 71 percent to 66 percent.

The poll also reveals that Mayor Alvin Brown leads a field of potential Republican mayoral candidates in hypothetical head-to-head races, with a six-percentage point lead over John Rutherford (41 percent to 35 percent) among registered voters. Brown leads Bill Gulliford 43 percent to 28 percent, Jim Overton 42 percent to 31 percent, and Lenny Curry 45 percent to 25 percent.

The survey was conducted through the use of a 27-station telephone-polling laboratory at UNF. A polling sample was selected through the use of Random-Digit-Dialing methodology. A cell phone sample was used to increase representation. Age, gender, race education and party registration were weighted to the most recent U.S. Census data, as well as to statistics from the Supervisor of Elections for Duval County.

The survey was conducted between Monday, Feb. 10, and Tuesday, Feb. 17, and includes 502 residents (+/- 4.37 percent) including 442 registered voters (+/- 4.66 percent) in Duval County. Approximately 120 UNF political science students participated in the data collection.

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.

*Data is weighted by age, gender, race, education and party registration.

Toplines

Do you approve or disapprove of the way that Alvin Brown is handling his job as Mayor of Jacksonville?

	February 2014 (N = 442)	February 2013 (N = 917)
Strongly Approve	16%	26%
Somewhat Approve	43%	44%
Somewhat Disapprove	13%	10%
Strongly Disapprove	9%	8%
Don't Know/No Answer	19%	12%

Do you approve or disapprove of the way the Jacksonville City Council is handling its job?

	February 2014 (N = 442)	February 2013 (N = 917)
Strongly Approve	4%	6%
Somewhat Approve	41%	42%
Somewhat Disapprove	20%	21%
Strongly Disapprove	16%	13%
Don't Know	18%	17%

Do you approve or disapprove of the way the Jacksonville Sheriff's Office is handling its job?

	February 2014 (N = 442)	February 2013 (N = 917)
Strongly Approve	23%	28%
Somewhat Approve	43%	43%
Somewhat Disapprove	14%	11%
Strongly Disapprove	14%	15%
Don't Know	6%	4%

If the election for Mayor were being held today, and the candidates were Alvin Brown the Democrat and Bill Gulliford the Republican, for whom would you vote?

	N = 442
Alvin Brown	43%
Bill Gulliford	28%
Someone Else	8%
Don't Know/No Answer	20%

If the election for Mayor were being held today, and the candidates were Alvin Brown the Democrat and John Rutherford the Republican, for whom would you vote?

	N = 442
Alvin Brown	41%
John Rutherford	35%
Someone Else	7%
Don't Know/No Answer	16%

If the election for Mayor were being held today, and the candidates were Alvin Brown the Democrat and Jim Overton the Republican, for whom would you vote?

	N = 442
Alvin Brown	42%
Jim Overton	31%
Someone Else	10%
Don't Know/No Answer	17%

If the election for Mayor were being held today, and the candidates were Alvin Brown the Democrat and Lenny Curry the Republican, for whom would you vote?

	N = 442
Alvin Brown	45%
Lenny Curry	25%
Someone Else	9%
Don't Know/No Answer	21%

Demographic Toplines

Are you a registered Democrat, Republican, No Party Affiliation or are you not registered to vote?

	N = 442
Democrat	43%
Republican	38%
No Party Affiliation and Others	19%

What is your age?

	N = 442
18-24	11%
25-44	36%
45-64	36%
65-80	12%
Above 80	4%
Don't Know/No Answer	1%

What best describes your racial or ethnic background?

	N = 442
White or Caucasian	55%
Black or African American	28%
Hispanic or Latino	9%
Asian	2%
Other	3%
Don't Know/No Answer	3%

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

	N = 442
Less than high school degree	3%
High School Graduate	18%
Some College	38%
College Graduate	26%
Post Graduate	14%
Don't Know/No Answer	0%

What is your annual household income?

	N = 442
Less than \$25,000	17%
\$25,000 to \$50,000	25%
\$50,000 to \$75,000	15%
\$75,000 to \$100,000	12%
Above \$100,000	17%
Don't Know/No Answer	14%

Gender

	N = 442
Male	46%
Female	54%