EMBARGOED UNTIL 5 a.m. EST Monday, April 17, 2023

New UNF Poll Shows Deegan Leading Davis by a Single Point for Mayor
Crime remains biggest problem facing Jacksonville

A new poll of likely voters in Duval County from the Public Opinion Research Lab (PORL) at the University of North Florida shows mayoral candidates in an extremely tight race, with Democrat Donna Deegan just one percentage point ahead of Republican Daniel Davis.

Registered Duval County voters who are likely to vote in the May 16 election were asked their vote choices for Jacksonville Mayor, to which 48% said they would vote for Deegan, with 47% supporting Davis, and 5% undecided.

"We're looking at another razor-thin race that will undoubtedly come down to turnout," said Dr. Michael Binder, PORL faculty director and UNF professor of political science. "Both candidates will have a chance to address the issues important to voters in Thursday's debate on UNF's campus, and it'll be important for each of them to energize their bases to get to the polls in May."

Respondents were also asked their vote choice for Duval County Property Appraiser, to which 47% indicated a vote for Republican Jason Fischer, with 45% for Democrat Joyce Morgan. Nine percent of respondents said they don't know or refused to answer. When asked about City Council At-Large Group 5, 45% of respondents said they would vote for Republican Chris Miller, while 38% indicated support for Democrat Charles Garrison, and 17% said they don't know or refused.

"The Republican candidates are ahead in the Property Appraiser and Council Group 5 elections, Fisher by two points and Miller by seven," stated Binder. "But it's important to note there is still a significant portion of likely voters who aren't sure who they'll vote for in these races, and they have the potential to shake things up."

In an open-ended question, respondents were asked what they think is the biggest problem facing Jacksonville. The most popular response, by far, was crime, with 47% of respondents indicating it is the most important problem. In a distant second place is housing costs with 8%, followed by education with 7%.

"We decided to ask this question a little differently than we usually do by leaving it open ended for the respondent to answer freely without being read any answer choices," commented Binder. "Crime has been at the top of the list for a while, but this really drives home how big an issue this is for Jacksonville voters."

In another open ended question, respondents were given the opportunity to submit a question to mayoral candidates Donna Deegan and Daniel Davis for the upcoming debate, hosted by the University of North Florida and Action News Jax at 7 p.m. on Thursday, April 20, at UNF's Lazzara Performance Hall. Selected questions from Duval voters will be asked directly of the candidates by moderators John Bachman and Tenikka Hughes. The event will be televised live on CBS47 and FOX30.

For the full survey results, please see crosstabulations below.

Methodology

        The UNF PORL Jax Speaks Poll was conducted from April 10 through April 11, 2023, by the Public Opinion Research Lab (PORL) at the University of North Florida, and consists of a sample of 650 registered, likely voters in Duval County. A voter was considered "likely" if they voted in the 2023 Duval First Unitary Election on March 21 or previous off cycle elections since 2019. Respondents who indicated they would *definitely* not vote or *probably* not vote in the upcoming election were screened out of the survey, as well as those who said they don't know if they will vote or refused to answer if they would vote in May. Voters who refused to answer all three of the vote choice questions were also screened out. The sampling frame was sourced from the Duval County Supervisor of Elections. To ensure a representative sample of likely voters, the samples was stratified into six geographical regions based on House District.

        Respondents were contacted by live callers via the telephone between 4:00 p.m. to 9:00 p.m. Monday through Friday, with up to three callbacks attempted. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand dialing, upon reaching an individual by phone, asked the listed respondent by name. If the respondent was not available, the call was terminated. This study had an 9.1% response rate, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

        All data were weighted by geographic strata, educational attainment, partisan registration, age, race, sex and March 21, 2023 vote choice to match the population of likely voters in Duval County. Partisan registration, House District, sex, race, and age weights were created from Supervisor of Election vote history file. Education weights were calculated using the Census Bureau's American Community Survey (ACS) 2021 5-year estimates for individuals 25 and over, adjusted for estimated likely voter effects. Additionally, data were weighted by first election mayoral vote choice to match the outcome of the March 21, 2023 election. All weighting variables were applied using the SPSS version 27 rake weighting function and are assigned a weight if any weighting variable is missing. The margin of sampling error is +/- 3.8 percentage points.

        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. As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information about PORL's research go to https://www.unf.edu/coas/porl/ or contact Dr. Michael Binder at porl@unf.edu.

About University of North Florida

The University of North Florida is a nationally ranked university located on a beautiful 1,381-acre campus in Jacksonville surrounded by nature. Serving nearly 17,000 students, UNF features six colleges of distinction with innovative programs in high-demand fields. UNF students receive individualized attention from faculty and gain valuable real-world experience engaging with community partners. A top public university, UNF prepares students to make a difference in Florida and around the globe. Learn more at www.unf.edu.

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Media Contact:
Amanda Ennis
Media Relations Manager
(904) 620-2192

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

Jax Speaks - April 2023 Survey Crosstabulations

Crosstabulations consist of weighted percentages, while observation counts (n) are unweighted totals. Due to rounding, some column percentages may total to greater than 100%.

Unless otherwise noted, the following survey questions were asked of all respondents.

For more information visit: https://www.unf.edu/coas/porl/

As you may know, there is a local election for Jacksonville Mayor and several other local offices on May 16, 2023. How likely are you to vote in the upcoming election?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem	Rep	NPA/Oth	M	F	No	Yes	White	AfrAm/Black	Hisp/Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+
	n=650	n=281	n=291	n=78	n=308	n=342	n=263	n=375	n=464	n=137	n=25	n=24	n=20	n=53	n=101	n=92	n=135	n=249
You will definitely vote	89%	91%	87%	89%	88%	90%	88%	92%	88%	92%	84%	86%	82%	90%	93%	95%	91%	86%
You will probably vote	6%	5%	6%	6%	7%	5%	6%	5%	5%	5%	11%	14%	12%	10%	4%	6%	6%	5%
Already voted	6%	4%	7%	5%	6%	6%	6%	3%	7%	3%	5%	-	6%	-	3%	-	3%	10%

If the election for Jacksonville Mayor were held today, which candidate would you vote for?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem	Rep	NPA/Oth	M	F	No	Yes	White	AfrAm/Black	Hisp/Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+
	n=650	n=281	n=291	n=78	n=308	n=342	n=263	n=375	n=464	n=137	n=25	n=24	n=20	n=53	n=101	n=92	n=135	n=249
Daniel Davis, Republican	47%	3%	89%	42%	51%	44%	50%	41%	62%	4%	58%	49%	28%	49%	42%	51%	39%	53%
Donna Deegan, Democrat	48%	92%	7%	53%	44%	51%	45%	55%	34%	88%	42%	43%	67%	49%	54%	45%	56%	42%
Don't know	5%	5%	5%	5%	6%	4%	6%	4%	4%	8%	-	9%	6%	3%	5%	4%	5%	5%
Refusal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

If the election for Duval County Property Appraiser were held today, which candidate would you vote for?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem	Rep	NPA/Oth	M	F	No	Yes	White	AfrAm/Black	Hisp/Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+
	n=650	n=281	n=291	n=78	n=308	n=342	n=263	n=375	n=464	n=137	n=25	n=24	n=20	n=53	n=101	n=92	n=135	n=249
Jason Fischer, Republican	47%	4%	87%	41%	49%	45%	50%	40%	62%	2%	47%	43%	35%	44%	40%	45%	40%	53%
Joyce Morgan, Democrat	45%	88%	6%	42%	39%	49%	42%	51%	28%	95%	47%	43%	59%	49%	48%	43%	52%	40%
Don't know	8%	8%	6%	18%	12%	5%	8%	9%	9%	3%	5%	14%	6%	8%	10%	12%	7%	7%
Refusal	1%	<1%	1%	-	-	1%	1%	<1%	1%	-	-	-	-	-	2%	-	1%	1%

If the election for Jacksonville City Council At Large Group 5 were held today, which candidate would you vote for?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem	Rep	NPA/Oth	M	F	No	Yes	White	AfrAm/Black	Hisp/Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+
	n=650	n=281	n=291	n=78	n=308	n=342	n=263	n=375	n=464	n=137	n=25	n=24	n=20	n=53	n=101	n=92	n=135	n=249
Charles Garrison, Democrat	38%	77%	3%	37%	32%	42%	36%	43%	26%	76%	17%	36%	47%	43%	34%	32%	47%	34%
Chris Miller, Republican	45%	6%	83%	40%	48%	43%	47%	41%	59%	7%	61%	31%	35%	40%	36%	51%	36%	52%
Don't know	16%	16%	14%	21%	18%	14%	17%	14%	14%	17%	17%	33%	18%	15%	25%	17%	16%	13%
Refusal	1%	1%	<1%	3%	1%	1%	1%	2%	1%	-	6%	-	-	3%	5%	1%	1%	1%

In your opinion, what is the most important problem facing Jacksonville? [Recoded from open-end]

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem	Rep	NPA/Oth	M	F	No	Yes	White	AfrAm/Black	Hisp/Lat	Oth	18-24	25-34	35-44	45-54	55-64	65+
	n=650	n=281	n=291	n=78	n=308	n=342	n=263	n=375	n=464	n=137	n=25	n=24	n=20	n=53	n=101	n=92	n=135	n=249
Education	7%	8%	4%	9%	7%	6%	4%	11%	6%	5%	17%	11%	-	13%	13%	3%	3%	7%
Improving transportation and infrastructure	6%	4%	7%	9%	8%	4%	6%	8%	8%	3%	-	3%	12%	5%	2%	11%	2%	7%
Crime	47%	43%	53%	40%	45%	48%	52%	37%	47%	49%	39%	46%	29%	31%	37%	48%	53%	49%
Taxes	3%	3%	3%	3%	2%	3%	4%	1%	2%	5%	-	-	-	5%	-	-	7%	1%
Economy/jobs	4%	3%	6%	1%	2%	5%	3%	5%	4%	3%	6%	9%	-	-	3%	7%	5%	4%
Improving the downtown area	3%	3%	2%	6%	5%	1%	2%	5%	3%	3%	6%	-	6%	8%	3%	2%	1%	3%
Housing costs	8%	12%	3%	9%	8%	7%	6%	10%	7%	12%	6%	3%	35%	18%	9%	3%	6%	7%
Race relations	1%	2%	1%	-	1%	2%	1%	1%	1%	3%	-	-	-	-	2%	-	1%	2%
Environment	1%	1%	1%	1%	1%	1%	<1%	2%	1%	1%	-	3%	-	-	-	2%	1%	1%
Operdevelopment/overpopulation	3%	2%	2%	8%	3%	3%	3%	3%	3%	1%	6%	3%	-	5%	2%	3%	3%	3%
Politics/politicians/corruption	3%	3%	3%	3%	4%	3%	2%	4%	4%	2%	-	3%	-	-	6%	2%	2%	4%
Something else	8%	7%	8%	9%	7%	9%	8%	9%	8%	6%	6%	17%	12%	5%	10%	11%	8%	6%
Don't know	7%	8%	7%	3%	7%	6%	8%	5%	7%	6%	11%	3%	6%	10%	12%	6%	5%	7%
Refusal	1%	2%	1%	-	<1%	2%	1%	1%	1%	3%	6%	-	-	-	2%	1%	3%	<1%

Nature of the Sample

Likely Voters	n=650
Party Registration	
Democrat	42%
Republican	46%
NPA/Other	12%
Sex	
Male	45%
Female	55%
Education	
No Bachelor's Degree	65%
Bachelor's Degree	35%
Race/Ethnicity	
White	68%
African American/Black	24%
Hispanic/Latino	3%
Other	5%
Age	
18-24	3%
25-34	6%
35-44	10%
45-54	14%
55-64	23%
65+	44%
House District	
12	20%
13	17%
14	15%
15	10%
16	21%
17	17%
Landline/Cell	
Landline	17%
Cell	82%