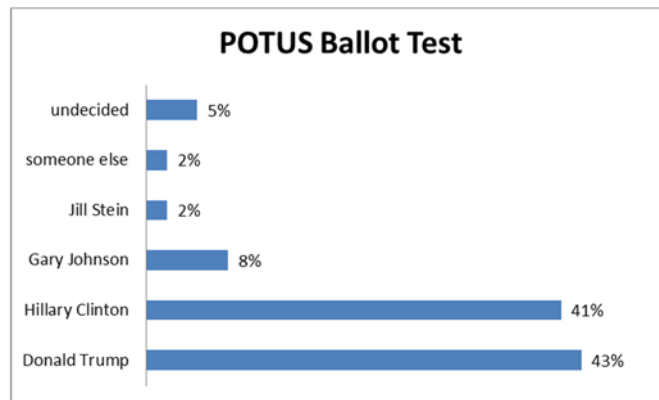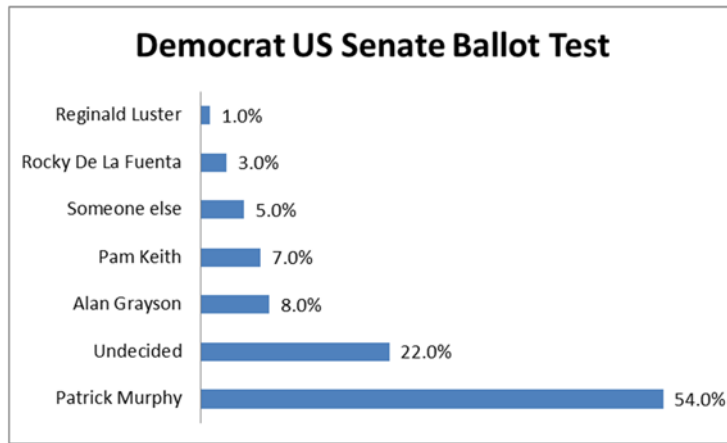August 23, 2016
Media Contact: James Hellegaard
Email: jhellegaard@fau.edu

**Florida Atlantic University Poll: Trump Edging Clinton in Florida; Murphy and Rubio poised for tough Senate race**
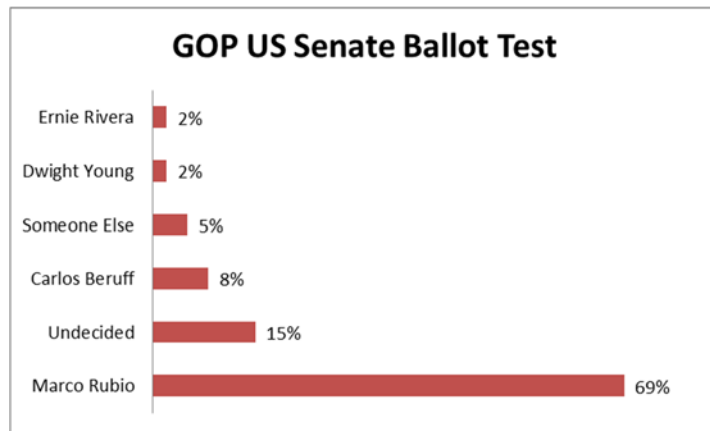
A new Florida Atlantic University poll of Florida finds Donald Trump leading Hillary Clinton 43% to 41% with Gary Johnson at 8% and 5% were undecided. Both Patrick Murphy (D) and Marco Rubio (R) are leading by wide margins in their respective party primaries for US Senate on August 30 and Rubio leads Murphy 44% to 39% in a potential general election match up. The poll was conducted August 19-22, 2016.
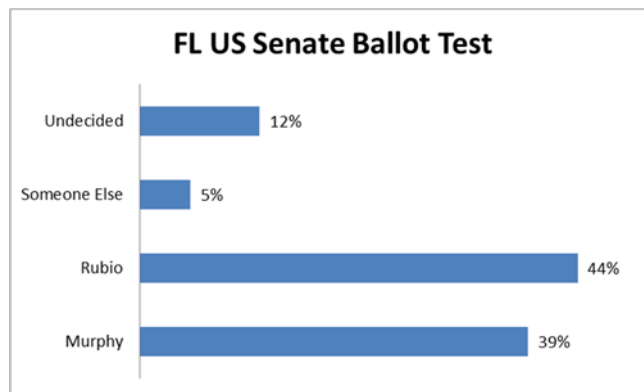


In the US Senate primaries Murphy leads the democrat field with 54% of the vote and does not appear to have any other rival in double figures. Similarly on the GOP side Rubio has 69% of the vote and appears to be without competition.

**Democrat US Senate Ballot Test**

| Candidate | Percentage |
|---|---|
| Reginald Luster | 1.0% |
| Rocky De La Fuenta | 3.0% |
| Someone else | 5.0% |
| Pam Keith | 7.0% |
| Alan Grayson | 8.0% |
| Undecided | 22.0% |
| Patrick Murphy | 54.0% |

Murphy has a positive image in the state with a 33% favorable and a 26% unfavorable opinion but has low name recognition with 14% saying they never heard of him. Rubio on the other hand has a 43% favorable and a 46% unfavorable opinion, less than 1% had not heard of him.

**GOP US Senate Ballot Test**

| Candidate | Percentage |
|---|---|
| Ernie Rivera | 2% |
| Dwight Young | 2% |
| Someone Else | 5% |
| Carlos Beruff | 8% |
| Undecided | 15% |
| Marco Rubio | 69% |

In the potential general election match up for Senate, Rubio leads Murphy by 5 points 44% to 39% and among men Rubio leads 50% to 36% and Murphy leads among females 43% to 38%. Independents are breaking for Rubio 42% to 40%. Murphy is winning the 18-34 year old 48% to 39% and among those over 75 at 45% to 40%. Rubio leads the other two age cohort including 44% to 30% among those 35-54 and 48% to 40% among those 55-74.

**FL US Senate Ballot Test**

| Candidate | Percentage |
|---|---|
| Undecided | 12% |
| Someone Else | 5% |
| Rubio | 44% |
| Murphy | 39% |

Rubio leads among white voters 47% to 38% and Hispanics 50% to 38% while Murphy leads among African Americans 50% to 19%. Rubio's regions of support are in the Northern part of the state where he leads 51% to 27% and in the Central region with a lead of 52% to 38%. Rubio also has a small lead in the West 41% to 38% and Murphy leads in the Southern part of the state 51% to 44%.
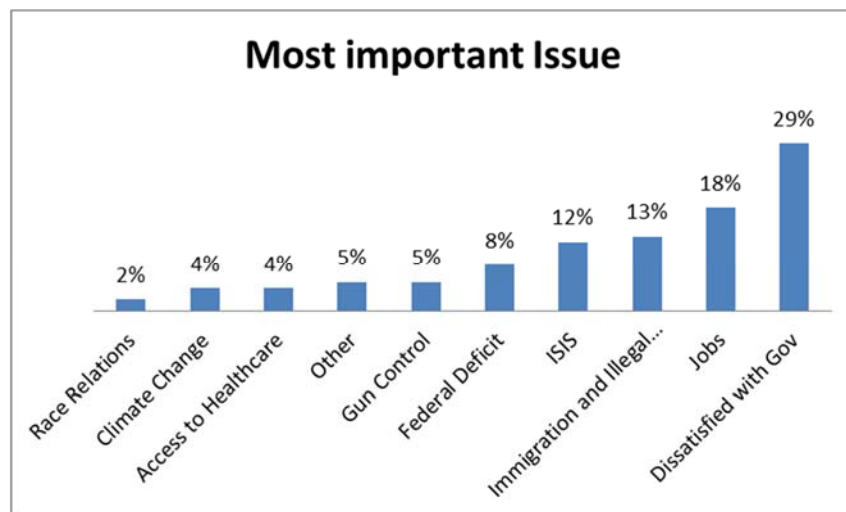
Both of the parties Presidential candidates see their popularity upside down in the Sunshine state. Trump has a 41% favorable/56% unfavorable opinion while Clinton is at 40%/58%. Clinton has a loyalty score of 90% (those who have a favorable opinion and are voting for her) while Trump has a loyalty score of 94%. Trump leads the male vote 46% to 36% and trails Hillary with women 45% to 41%. Independents are breaking for Trump at an alarming rate for Clinton 47% to 26%.

Clinton is edging out Trump among 3 of the 4 age cohorts by leading with younger voters 18-34 by 3 points, 38% to 35%, 55-74 year old voters 45% to 43% and those over 75 is her strongest support at 60% to 34%. Trump leads those 35-54 53% to 30%.
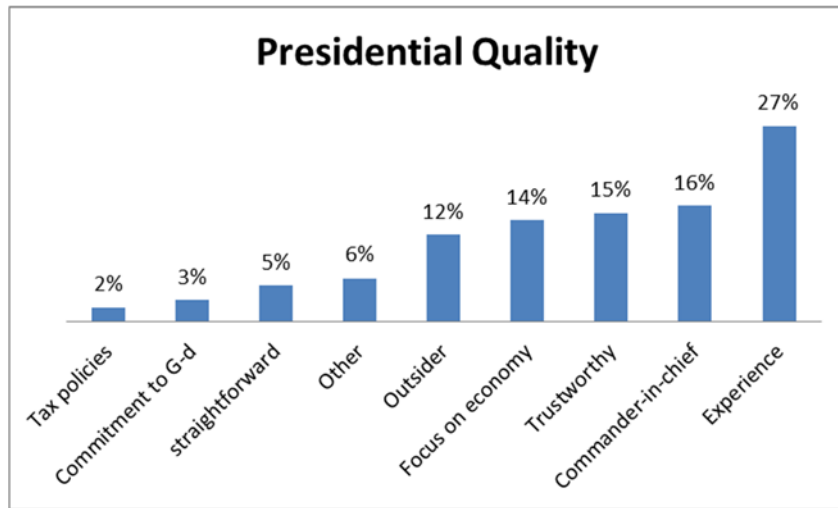
Trump is leading among white voters 49% to 33% but trails with African Americans 68% to 20% and among Hispanics 50% to 40%.

Trumps strongest regional support is in the western part of the state where he leads 52% to 34% and in the North at 47% to 32%. Trump also leads in the Central region 44% to 36% while Clintons support is in the southern part of the state 57% to 30%.

The top issue for voters was Dissatisfaction with Government at 29%, followed by jobs at 18%, immigration at 13% and ISIS at 12%. No other issue reached double digits.



The top quality for voters is experience at 27%, followed by Commander-in-Chief at 16%, Trustworthiness at 15% and focus on the economy at 14%. Wanting an outsider was mentioned by 12% of respondents.

**Presidential Quality**

When asked if women who have contracted the Zika virus while pregnant be permitted to obtain abortion through the second trimester, 47% said yes and 23% said no, 30% were undecided. Those who said yes support Murphy 54% to 30% but those opposed support Rubio 74% to 14%.

Other interesting findings from the survey included a Presidential Ballot test that switched the libertarian ticket from Johnson/Weld to Weld/Johnson which results in a loss of 1 point for the ticket from 8% to 7%. Alan Grayson who was primed to give Patrick Murphy a battle for nomination is at 8% in the poll, trails Rubio in a hypothetical general election match-up by 11 points (45% to 34%) and has an overall unfavorable opinion of 36% with only 23% favorable. Within his own party Grayson has a 32% favorable/21% unfavorable opinion.

The Florida Atlantic University poll was conducted from Friday August 19 at 6pm, through Monday evening August 22, 2016. The polling sample was a random selection of registered voters purchased through Aristotle Inc. Likely primary voters were classified through a screening question. For non-completes with a working residential phone line, at least four call backs were attempted (Friday, Saturday, Sunday and Monday evenings). The Democratic primary consisted of 364 democrat registered likely primary with a margin of error of +/-5.1 percent at a 95 percent confidence level. The Republican primary consisted of 327 republican registered likely primary voters with a margin of error of +/-5.4 percent at a 95 percent confidence level. The General election poll consisted of 1,200 registered likely voters with a margin of error of +/-2.7 percent at a 95 percent confidence level. Data was collected using an Interactive Voice Response system. The full methodology and results can be found at
http://business.fau.edu/departments/economics/business-economics-polling/index.aspx

Below are the full results and survey instrument. For further information or questions about methodology, contact Dr. Monica Escaleras, FAU-BEPI director and FAU associate professor of economics at mescaler@fau.edu

# POLL RESULTS

How likely are you to vote in the General election in November?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | very likely | 1034 | 86.2 | 86.2 | 86.2 |
| | somewhat likely | 166 | 13.8 | 13.8 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

What is your gender?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | male | 546 | 45.5 | 45.5 | 45.5 |
| | female | 654 | 54.5 | 54.5 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Are you currently registered as a Democrat, Republican, or Independent/Other?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Democrat | 420 | 35.0 | 35.0 | 35.0 |
| | Republican | 384 | 32.0 | 32.0 | 67.0 |
| | Independent | 396 | 33.0 | 33.0 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Which of the following applies to you regarding the State primary on August 30?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Already voted | 270 | 22.5 | 22.5 | 22.5 |
| | Plan to vote early | 422 | 35.1 | 35.1 | 57.6 |
| | plan to vote election day | 373 | 31.1 | 31.1 | 88.7 |
| | Not sure if voting | 88 | 7.3 | 7.3 | 96.0 |
| | not planning on voting in primary | 47 | 4.0 | 4.0 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Thinking about the upcoming US Senate primary, do you think you will vote/lean toward voting in your state's Democratic contest, Republican contest, or do you think you will skip the primary season and just vote next November?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Democrat | 364 | 30.3 | 30.7 | 30.7 |
|  | Republican | 327 | 27.3 | 27.6 | 58.3 |
|  | Skip primary | 78 | 6.5 | 6.6 | 64.9 |
|  | Undecided | 416 | 34.6 | 35.1 | 100.0 |
|  | Total | 1185 | 98.8 | 100.0 |  |
| Missing | System | 15 | 1.2 |  |  |
| Total |  | 1200 | 100.0 |  |  |

If the Democratic Primary for US Senate was held today, who would be your first choice to win the Democratic primary? {RANDOMIZE} then go to q9

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Pam Keith | 27 | 2.2 | 7.4 | 7.4 |
|  | Patrick Murphy | 198 | 16.5 | 54.3 | 61.6 |
|  | Alan Grayson | 28 | 2.3 | 7.6 | 69.2 |
|  | Rocky De La Fuenta | 10 | .9 | 2.8 | 72.1 |
|  | Reginald Luster | 5 | .4 | 1.3 | 73.4 |
|  | Someone else | 17 | 1.4 | 4.6 | 78.0 |
|  | Undecided | 80 | 6.7 | 22.0 | 100.0 |
|  | Total | 364 | 30.3 | 100.0 |  |
| Missing | System | 836 | 69.7 |  |  |
| Total |  | 1200 | 100.0 |  |  |

If the Republican Primary for President were held today, who would be your first choice to win the Republican nomination? {RANDOMIZE}

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Carlos Beruff | 25 | 2.1 | 7.8 | 7.8 |
| | Marco Rubio | 225 | 18.8 | 68.8 | 76.6 |
| | Dwight Young | 8 | .6 | 2.4 | 78.9 |
| | Ernie Rivera | 5 | .4 | 1.5 | 80.5 |
| | Someone Else | 15 | 1.2 | 4.5 | 85.0 |
| | Undecided | 49 | 4.1 | 15.0 | 100.0 |
| | Total | 327 | 27.3 | 100.0 | |
| Missing | System | 873 | 72.7 | | |
| Total | | 1200 | 100.0 | | |

If the general election for President was held today and the candidates were Republican Donald Trump, Democrat Hillary Clinton, Green Party candidate Jill Stein and libertarian Gary Johnson. At this point for whom will you vote or toward whom do you lean at this time? {RANDOMIZE}

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Donald Trump | 515 | 42.9 | 42.9 | 42.9 |
| | Hillary Clinton | 489 | 40.7 | 40.7 | 83.7 |
| | Gary Johnson | 92 | 7.6 | 7.6 | 91.3 |
| | Jill Stein | 25 | 2.1 | 2.1 | 93.4 |
| | someone else | 18 | 1.5 | 1.5 | 94.9 |
| | undecided | 62 | 5.1 | 5.1 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

If the general election for President was held today and the candidates were Republican Donald Trump, Democrat Hillary Clinton, Green Party candidate Jill Stein and libertarian Bill Weld. At this point for whom will you vote or toward whom do you lean at this time? {RANDOMIZE}

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Donald Trump | 522 | 43.5 | 43.5 | 43.5 |
| | Hillary Clinton | 474 | 39.5 | 39.5 | 83.0 |
| | Bill Weld | 80 | 6.7 | 6.7 | 89.7 |
| | Jill Stein | 41 | 3.4 | 3.4 | 93.1 |
| | someone else | 36 | 3.0 | 3.0 | 96.1 |
| | undecided | 47 | 3.9 | 3.9 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

If the general election for US Senate was held today and the candidates were Alan Grayson and Marco Rubio. At this point for whom will you vote or toward whom do you lean at this time? {RANDOMIZE}

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Grayson | 408 | 34.0 | 34.0 | 34.0 |
| | Rubio | 541 | 45.1 | 45.1 | 79.1 |
| | Someone Else | 117 | 9.7 | 9.7 | 88.8 |
| | Undecided | 134 | 11.2 | 11.2 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

If the general election for US Senate was held today and the candidates were Patrick Murphy and Marco Rubio. At this point for whom will you vote or toward whom do you lean at this time? {RANDOMIZE}

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Murphy | 473 | 39.4 | 39.4 | 39.4 |
| | Rubio | 524 | 43.6 | 43.6 | 83.0 |
| | Someone Else | 64 | 5.4 | 5.4 | 88.4 |
| | Undecided | 139 | 11.6 | 11.6 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Is your opinion of Hillary Clinton generally favorable or generally unfavorable?

**Hillary Favorability**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | favorable | 480 | 40.0 | 40.0 | 40.0 |
| | unfavorable | 697 | 58.1 | 58.1 | 98.1 |
| | undecided | 23 | 1.9 | 1.9 | 100.0 |
| | never heard of public figure | | .0 | .0 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Is your opinion of Marco Rubio generally favorable or generally unfavorable?

**MarcoFavorability**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | favorable | 519 | 43.3 | 43.3 | 43.3 |
| | unfavorable | 549 | 45.8 | 45.8 | 89.0 |
| | undecided | 124 | 10.3 | 10.3 | 99.4 |
| | never heard of public figure | 8 | .6 | .6 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Is your opinion of Donald Trump generally favorable or generally unfavorable?

**Trump Favorability**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | favorable | 491 | 40.9 | 40.9 | 40.9 |
| | unfavorable | 676 | 56.3 | 56.3 | 97.2 |
| | undecided | 33 | 2.8 | 2.8 | 100.0 |
| | never heard of public figure | | .0 | .0 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Is your opinion of Patrick Murphy generally favorable or generally unfavorable?

**Murphy Favorability**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | favorable | 400 | 33.3 | 33.3 | 33.3 |
| | unfavorable | 315 | 26.2 | 26.2 | 59.5 |
| | undecided | 322 | 26.9 | 26.9 | 86.4 |
| | never heard of public figure | 163 | 13.6 | 13.6 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Is your opinion of Alan Grayson generally favorable or generally unfavorable?

**Grayson Favorability**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | favorable | 269 | 22.5 | 22.5 | 22.5 |
| | unfavorable | 428 | 35.6 | 35.6 | 58.1 |
| | undecided | 344 | 28.6 | 28.6 | 86.7 |
| | never heard of public figure | 159 | 13.3 | 13.3 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

What do you think is the most important issue being discussed in this election? (randomize)

**Issue**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Other | 63 | 5.2 | 5.2 | 5.2 |
| | Dissatisfied with Gov | 342 | 28.5 | 28.5 | 33.7 |
| | Immigration and Illegal Aliens | 161 | 13.4 | 13.4 | 47.2 |
| | Federal Deficit | 100 | 8.4 | 8.4 | 55.5 |
| | ISIS | 144 | 12.0 | 12.0 | 67.5 |
| | Jobs | 219 | 18.3 | 18.3 | 85.8 |
| | Climate Change | 44 | 3.7 | 3.7 | 89.5 |
| | Gun Control | 56 | 4.7 | 4.7 | 94.2 |
| | Race Relations | 18 | 1.5 | 1.5 | 95.7 |
| | Access to Healthcare | 52 | 4.3 | 4.3 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Which of the following is the most important quality you seek when choosing who to vote for president.

**Quality**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Other | 72 | 6.0 | 6.0 | 6.0 |
| | Experience | 321 | 26.8 | 26.8 | 32.8 |
| | Outsider | 142 | 11.8 | 11.8 | 44.6 |
| | Commander-in-chief | 187 | 15.6 | 15.6 | 60.2 |
| | Focus on economy | 173 | 14.4 | 14.4 | 74.6 |
| | straightforward | 62 | 5.2 | 5.2 | 79.8 |
| | Trustworthy | 178 | 14.8 | 14.8 | 94.6 |
| | Commitment to G-d | 38 | 3.1 | 3.1 | 97.8 |
| | Tax policies | 27 | 2.2 | 2.2 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

Should women who have contracted the Zika virus while pregnant be permitted to obtain abortion through the second trimester?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 559 | 46.6 | 46.6 | 46.6 |
| | No | 276 | 23.0 | 23.0 | 69.6 |
| | Don't Know | 365 | 30.4 | 30.4 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

What is your age category?

**age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 18-34 | 276 | 23.0 | 23.0 | 23.0 |
| | 35-54 | 360 | 30.0 | 30.0 | 53.0 |
| | 55-74 | 420 | 35.0 | 35.0 | 88.0 |
| | 75+ | 144 | 12.0 | 12.0 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

For statistical purposes only, can you please tell me what your ethnic background/ancestry is?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | white | 800 | 66.7 | 66.7 | 66.7 |
|  | black | 158 | 13.1 | 13.1 | 79.8 |
|  | American Indian | 12 | 1.0 | 1.0 | 80.8 |
|  | Asian | 12 | 1.0 | 1.0 | 81.8 |
|  | Hispanic | 206 | 17.2 | 17.2 | 99.0 |
|  | other | 12 | 1.0 | 1.0 | 100.0 |
|  | Total | 1200 | 100.0 | 100.0 |  |

What is your educational level?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | >HS | 68 | 5.6 | 10.4 | 10.4 |
|  | HS or equivalent | 139 | 11.6 | 21.4 | 31.8 |
|  | some college | 256 | 21.3 | 39.4 | 71.3 |
|  | college degree + | 186 | 15.5 | 28.7 | 100.0 |
|  | Total | 648 | 54.0 | 100.0 |  |
| Missing | System | 552 | 46.0 |  |  |
| Total |  | 1200 | 100.0 |  |  |

Do you own a cell phone, a landline or both?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Cell | 90 | 7.5 | 14.0 | 14.0 |
|  | Landline | 120 | 10.0 | 18.5 | 32.5 |
|  | Both | 436 | 36.4 | 67.5 | 100.0 |
|  | Total | 646 | 53.9 | 100.0 |  |
| Missing | System | 554 | 46.1 |  |  |
| Total |  | 1200 | 100.0 |  |  |

Region:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | North | 264 | 22.0 | 22.0 | 22.0 |
| | Central | 216 | 18.0 | 18.0 | 40.0 |
| | West | 360 | 30.0 | 30.0 | 70.0 |
| | South | 360 | 30.0 | 30.0 | 100.0 |
| | Total | 1200 | 100.0 | 100.0 | |

- North is made up of Congressional districts 1-6
- Central is made up of Congressional districts 7-10, 18
- West, 11-17, 19
- South, 20-27