Florida Poll Results
Trump 47%, Clinton 42% (Others 3%, 8% undecided)
Rubio re-elect: 38-39% (22% undecided)

POLLING METHODOLOGY

Our philosophy about which population to use depends on the election, but we are generally comfortable with a "likely voter" model (as opposed to a "registered voter" model) for most elections. For this poll, we chose a sample of likely households residing in Florida for an automated poll, and there were 700 completed responses to six poll questions.

The survey was conducted July 9-10. The margin of error, with a 95% confidence interval, was 3.7%. The demographic breakdown of the respondents was 72-14-8-6% white/black/Hispanic/"other", while the party registration of respondents was 42-39% Democratic/Republican (18% Independents). The geographic breakdown of the respondents was as follows: 41% from Central Florida, 16% from North Florida, 26% from South Florida, 14% from South Central Florida, and 3% from the "university" counties of Alachua and Leon *(The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis).*

POLL RESULTS

Question 1: If the race for President were held today between Donald Trump and Hillary Clinton, which candidate would you support? *(Party affiliations of candidates mentioned)*

Trump	**47%**
Clinton	**42%**
Johnson	**2%**
Stein	**1%**
Undecided	**8%**

Question 2: Do you approve or disapprove of the job performance of President Barack Obama?

Approve	**40%**
Disapprove	**53%**
No Opinion	**7%**

Question 3: If the election for United States Senate were held today, which candidate would you support? *(Party affiliations of candidates mentioned)*

Rubio	**40%**
Murphy	**33%**
Third party candidate	**5%**
Undecided	**21%**

Question 4: If the election for United States Senate were held today, which candidate would you support? *(Party affiliations of candidates mentioned)*

Rubio	**41%**
Grayson	**33%**
Third party candidate	**4%**
Undecided	**22%**

Question 5: Do you support or oppose the re-election of Republican Senator Marco Rubio?

Support	**38%**
Oppose	**39%**
Undecided	**22%**

Question 6: And finally, to ensure that our survey responses are most accurate, are you male or female?

Female	**55%**
Male	**43%**

SUMMARY

For the past two decades, Florida has consistently been a competitive state both in its federal and statewide elections, and this year will be no different. This poll was recently conducted by JMC Analytics and Polling to gauge voter attitudes about both the Presidential and the U.S. Senate race.

Currently, Donald Trump has a 47-42% lead over Hillary Clinton in the Presidential race (3% support third party candidates, while 8% are undecided). There are four facets to Donald Trump's lead: (1) Partisan - Despite news reports to the contrary, Republican voters in Florida favor Trump by a 76-12% margin, and this solid support is augmented with 54-33% support from white Independents; (2) Geographic - Florida's geographic regions are fairly predictable in their partisan voting patterns. In this poll, overall geographic patterns of support are similar to those of 2012, with one exception: Mitt Romney only carried Central Florida 50-49%, while Trump has a 51-37% lead over Clinton in this crucial region (also known as "the I-4 corridor") of the state; (3) Ethnic - While much has been written about the monolithic nature of the Hispanic vote this year, the reality is more complicated in Florida, where the partisan breakdown of likely Hispanic voters is 39-31% Democratic/Republican (30% are not affiliated with the two major parties). Those of Hispanic origin in South Florida (particularly Miami-Dade) are historically Republican, while the growing Hispanic population in Central Florida is Democratic, but not unanimously nor consistently so. In this poll, Trump has a 49-36% lead over Clinton among Hispanics, largely due to a 72-11% lead among Hispanic Republicans; and (4) Gender – there is currently an 17-point gender gap, as males favor Trump 51-36%, while female voters favor Clinton 46-44%.

The race in Florida will remain competitive until Election Day, as Hillary Clinton's Democratic voter base is solidly behind her as well, with an 84-8% lead among blacks, a 72-18% lead among Democrats (66-23% among white Democrats), a 55-35% lead in South Florida (which voted 62-37% for Obama in 2012), and a 61-17% lead in the "university" counties of Alachua (Gainesville) and Leon (Tallahassee – Obama carried these counties 60-39%). However, she has to improve upon her showing among Central Florida voters, white Independents, women, and Hispanics if she wants to carry the state in November.

There is an implicit fifth facet to Donald Trump's lead in Florida: voters by a 53-40% margin disapprove of President Obama's job performance, and there is a strong correlation between President Obama's job approval and the Presidential numbers: those who approve of Obama's performance favor Clinton over Trump 88-4%, while those disapproving of Obama's job performance favor Trump 84-6% over Clinton (those undecided about Obama's performance favor Clinton 44-15%).

It would not be correct, however, to assume that Donald Trump's showing is generating any coattails with regards to the U.S. Senate race: Senator Marco Rubio (a one term incumbent Republican) has weak re-elect numbers, with only 38% wanting to re-elect him, 39% against re-electing him, and 22% undecided (among Republicans, his re-elect numbers are 63-20%, while white Independents are 41-36% AGAINST re-electing him).

Senator Rubio's re-elect numbers are driving his ballot test numbers: while he currently has leads over either of his two likely Democratic opponents, he is running 6-7% **behind** Donald Trump, and regardless of which opponent he faces in November, over 20% of respondents are undecided in either ballot test configuration.

In conclusion, Florida is likely to be competitive in November both in the Presidential and the U.S. Senate race.

CROSSTABS

Question 1 – President (ballot test)

		Race Name				
		Black	Hispanic	Other	White	Total
Ballot (President)	1 Clinton	84%	36%	52%	33%	42%
	2 Trump	8%	49%	33%	55%	47%
	3 Johnson		4%		2%	2%
	4 Stein	1%		7%	1%	1%
	5 Undecided	7%	11%	7%	8%	8%
Total		100%	100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot (President)	1 Clinton	72%	35%	12%	42%
	2 Trump	18%	50%	76%	47%
	3 Johnson	1%	2%	3%	2%
	4 Stein	1%	3%	1%	1%
	5 Undecided	7%	10%	9%	8%
Total		100%	100%	100%	100%

		Region					
		Central	North	South	South Central	University	Total
Ballot (President)	1 Clinton	37%	32%	55%	38%	61%	42%
	2 Trump	51%	59%	35%	50%	17%	47%
	3 Johnson	2%	2%	1%	3%	6%	2%
	4 Stein	2%	1%		1%	11%	1%
	5 Undecided	8%	5%	9%	9%	6%	8%
	Obama 2012	49%	36%	62%	42%	60%	50%
	Romney	50%	63%	37%	57%	39%	49%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (President)	1 Clinton	36%	46%	42%
	2 Trump	51%	44%	47%
	3 Johnson	2%	2%	2%
	4 Stein	3%	0%	1%
	5 Undecided	9%	8%	8%
Total		100%	100%	100%

Question 2 – Obama job approval

		Race Name				Total
		Black	Hispanic	Other	White	
Obama Approval	1 Approve	80%	38%	50%	32%	40%
	2 Disapprove	9%	49%	40%	62%	53%
	3 No Opinion	11%	13%	10%	6%	7%
Total		100%	100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Obama Approval	1 Approve	72%	32%	9%	40%
	2 Disapprove	21%	60%	84%	53%
	3 No Opinion	8%	8%	7%	7%
Total		100%	100%	100%	100%

		Region					Total
		Central	North	South	South Central	University	
Obama Approval	1 Approve	35%	32%	57%	32%	50%	40%
	2 Disapprove	57%	65%	36%	57%	39%	53%
	3 No Opinion	8%	4%	7%	11%	11%	7%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Obama Approval	1 Approve	35%	44%	40%
	2 Disapprove	59%	48%	53%
	3 No Opinion	6%	8%	7%
Total		100%	100%	100%

Question 3 – US Senate (ballot test – Rubio/Murphy)

		Race Name				
		Black	Hispanic	Other	White	Total
Ballot (Senate Rubio/Murphy)	1 Murphy	63%	34%	48%	26%	33%
	2 Rubio	11%	43%	31%	46%	40%
	3 Third Party		9%	2%	6%	5%
	4 Undecided	26%	13%	19%	21%	21%
Total		100%	100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot (Senate Rubio/Murphy)	1 Murphy	58%	30%	7%	33%
	2 Rubio	14%	42%	68%	40%
	3 Third Party	2%	9%	7%	5%
	4 Undecided	26%	19%	18%	21%
Total		100%	100%	100%	100%

		Region					
		Central	North	South	South Central	University	Total
Ballot (Senate Rubio/Murphy)	1 Murphy	30%	21%	47%	27%	50%	33%
	2 Rubio	42%	49%	32%	43%	22%	40%
	3 Third Party	5%	4%	5%	9%	6%	5%
	4 Undecided	23%	27%	15%	22%	22%	21%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot (Senate Rubio/Murphy)	1 Murphy	32%	34%	33%
	2 Rubio	43%	38%	40%
	3 Third Party	6%	5%	5%
	4 Undecided	20%	23%	21%
Total		100%	100%	100%

Question 4 – US Senate (ballot test – Rubio/Grayson)

		Race Name				
		Black	Hispanic	Other	White	Total
Ballot (Senate Rubio/Grayson)	1 Grayson	65%	32%	55%	25%	33%
	2 Rubio	10%	45%	26%	48%	41%
	3 Third Party	1%	9%	2%	4%	4%
	4 Undecided	24%	13%	17%	22%	22%
Total		100%	100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot (Senate Rubio/Grayson)	1 Grayson	60%	27%	7%	33%
	2 Rubio	14%	43%	70%	41%
	3 Third Party	2%	6%	5%	4%
	4 Undecided	24%	24%	18%	22%
Total		100%	100%	100%	100%

		Region					
		Central	North	South	South Central	University	Total
Ballot (Senate Rubio/Grayson)	1 Grayson	29%	23%	46%	26%	61%	33%
	2 Rubio	43%	47%	33%	48%	22%	41%
	3 Third Party	7%	2%	3%	3%		4%
	4 Undecided	21%	28%	18%	24%	17%	22%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot (Senate Rubio/Grayson)	1 Grayson	34%	32%	33%
	2 Rubio	43%	40%	41%
	3 Third Party	5%	3%	4%
	4 Undecided	18%	24%	22%
Total		100%	100%	100%

Question 5 – Rubio re-elect

		Race Name				
		Black	Hispanic	Other	White	Total
Rubio re-elect	1 Support	12%	42%	26%	44%	38%
	2 Oppose	55%	42%	43%	36%	39%
	3 No Opinion	33%	17%	31%	20%	22%
Total		100%	100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Rubio re-elect	1 Support	16%	38%	63%	38%
	2 Oppose	57%	40%	20%	39%
	3 No Opinion	27%	23%	17%	22%
Total		100%	100%	100%	100%

		Region					
		Central	North	South	South Central	University	Total
Rubio re-elect	1 Support	39%	45%	35%	41%	11%	38%
	2 Oppose	38%	32%	46%	39%	50%	39%
	3 No Opinion	23%	23%	19%	21%	39%	22%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Rubio re-elect	1 Support	39%	38%	38%
	2 Oppose	43%	36%	39%
	3 No Opinion	17%	26%	22%
Total		100%	100%	100%

Appendix A: Florida regions
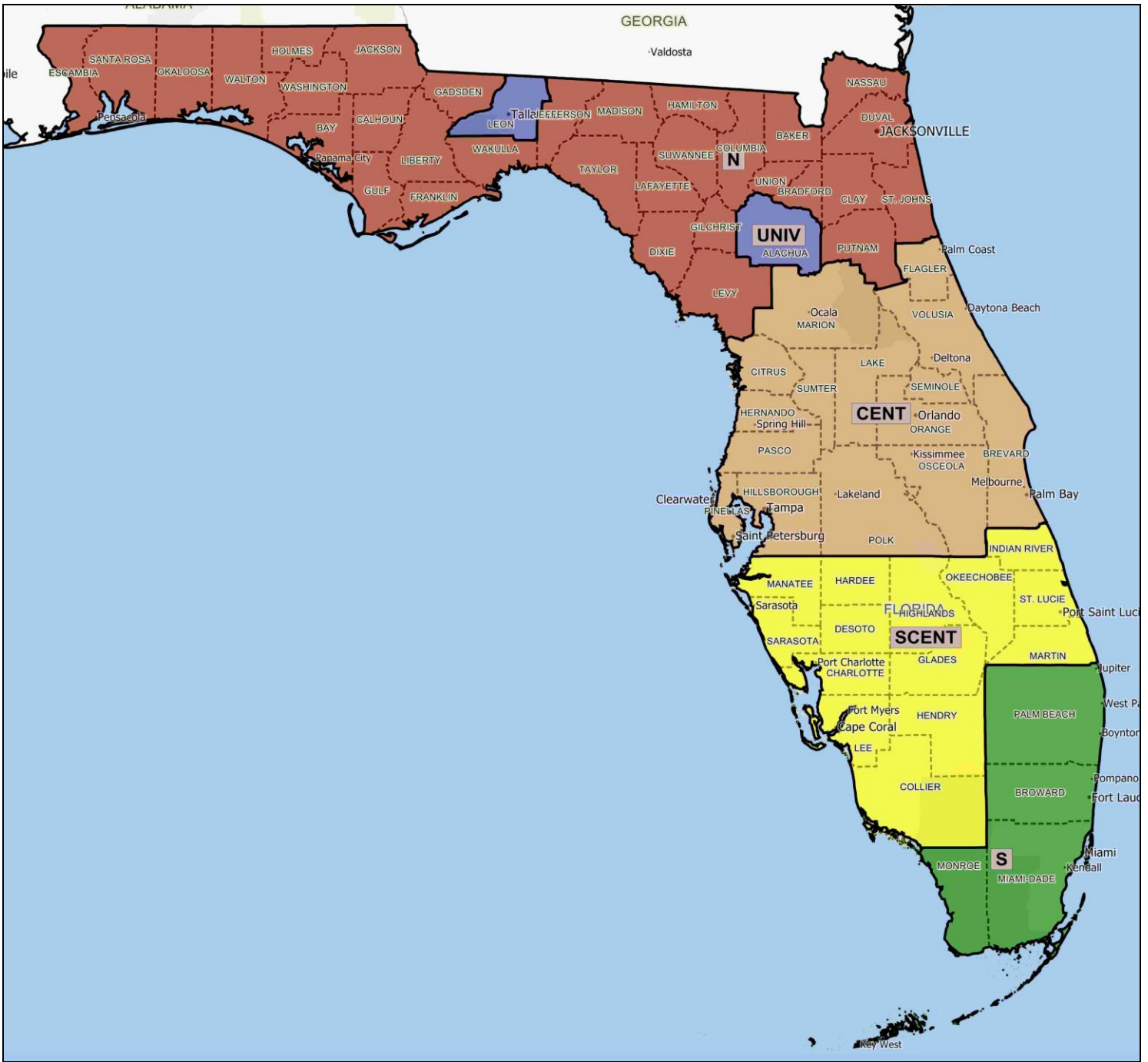
(C=Central Florida, N=North Florida, S=South Florida, SCENT=South Central Florida, UNIV=”University” counties)