Florida Poll Results
Trump 46%, Clinton 42% (Others 4%, 8% undecided)
Rubio 43%, Murphy 38% (Others 4%, 15% undecided)
Rubio re-elect: 40-42% (18% undecided)

POLLING METHODOLOGY

For this automated poll, a sample of likely households was chosen from the population registered to vote in the state of Florida, and there were 781 completed responses to six poll questions

The survey was conducted September 7-8. The margin of error, with a 95% confidence interval, was 3.5%. The demographic breakdown of the respondents was 69-13-13-6% white/black/Hispanic/"other", while the party registration of respondents was 43-39% Democratic/Republican (18% Independents). The geographic breakdown of the respondents was as follows: 40% from Central Florida, 17% from North Florida, 24% from South Florida, 16% 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)*

	SEPTEMBER	JULY
Trump	**46%**	**47%**
Clinton	**42%**	**42%**
Johnson	**3%**	**2%**
Stein	**1%**	**1%**
Undecided	**8%**	**8%**

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

	SEPTEMBER	JULY
Approve	**42%**	**40%**
Disapprove	**50%**	**53%**
No Opinion	**8%**	**7%**

Question 3: Do you support or oppose Donald Trump's immigration platform?

Support	**42%**
Oppose	**40%**
No Opinion	**18%**

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

	SEPTEMBER	JULY
Rubio	**43%**	**40%**
Murphy	**38%**	**33%**
Third party candidate	**4%**	**5%**
Undecided	**15%**	**21%**

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

	SEPTEMBER	JULY
Support	**40%**	**38%**
Oppose	**42%**	**39%**
Undecided	**18%**	**22%**

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

	SEPTEMBER	JULY
Female	**56%**	**55%**
Male	**44%**	**45%**

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 46-42% lead (which is almost identical to the July poll) over Hillary Clinton in the Presidential race, while 4% support third party candidates, and 8% are undecided. There are four facets to Donald Trump's lead: (1) Partisan - Republican voters favor Trump by a 76-14% margin, and this solid support is augmented with 53-34% support from white Independents; (2) Geographic - Florida's geographic regions are fairly predictable in their partisan voting patterns, and 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 46-40% lead over Clinton in this crucial region (also known as "the I-4 corridor") of the state; (3) Ethnic - While polls have shown that Trump is weak among Hispanic voters, 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, Clinton has a narrow 44-42% lead over Trump among this demographic, largely due to Donald Trump's having a 74-11% lead among Hispanic Republicans; and (4) Gender – there is currently a nine-point gender gap, as men favor Trump 48-39%, while women are tied 44-44%.

What will keep the race in Florida competitive is that Hillary Clinton's Democratic voter base is solidly behind her as well, with an 81-6% lead among blacks, a 68-17% lead among Democrats (66-23% among white Democrats), and a 55-35% lead in South Florida, which voted 62-37% for Obama in 2012. 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.

Polling conducted nationally seems to indicate a correlation between Hillary Clinton's strength and President Obama's job approval rating. A similar dynamic is evident in Florida, as President Obama has a 50-42% disapproval rating. Those who approve of Obama's performance favor Clinton over Trump 89-2%, while those

disapproving of Obama's job performance favor Trump 85-5% over Clinton (those undecided about Obama's performance are tied 26-26%).

Given the controversy that has been generated from Donald Trump's immigration statements, JMC Analytics and Polling tested voter opinion of his immigration plan, and found that Floridians narrowly (by a 42-40% plurality) approved, although there was considerable racial and partisan variation, with Republicans strongly in favor 62-20%, white Democrats and blacks strongly opposed, and Hispanics were evenly divided (40-39% in favor).

While the Presidential race hasn't changed much since the last poll, the Senate race (now that both parties have selected their nominees) has tightened, and while Senator Rubio leads in the polls, it's only a five-point lead, and 15% are undecided. Furthermore, he has weak re-elect numbers, with only 40% wanting to re-elect him, 42% against re-electing him, and 18% undecided (among Republicans, his re-elect numbers are 65-22%, while white Independents are 49-35% AGAINST re-electing him).

In conclusion, both the Presidential and U.S. Senate contests are likely to go down to the wire.

CROSSTABS

Question 1 – President (ballot test)

		Race Name				
		Black	Hispanic	Other	White	Total
Ballot (President)	1 Clinton	81%	44%	47%	34%	42%
	2 Trump	6%	42%	26%	55%	46%
	3 Johnson	2%	2%	7%	3%	3%
	4 Stein			9%	1%	1%
	5 Undecided	11%	13%	12%	7%	8%
Total		100%	100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot (President)	1 Clinton	68%	40%	14%	42%
	2 Trump	17%	48%	76%	46%
	3 Johnson	2%	5%	3%	3%
	4 Stein	1%	1%	0%	1%
	5 Undecided	11%	6%	7%	8%
Total		100%	100%	100%	100%

		Region					
		Central	North	South	South Central	University	Total
Ballot (President)	1 Clinton	40%	32%	55%	38%	45%	42%
	2 Trump	46%	56%	35%	50%	40%	46%
	3 Johnson	4%	3%	2%	3%	5%	3%
	4 Stein	1%	2%		1%	5%	1%
	5 Undecided	9%	6%	9%	9%	5%	8%
	Obama 2012	49%	36%	62%	42%	60%	50%
	Romney	50%	63%	37%	57%	39%	49%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot (President)	1 Clinton	39%	44%	42%
	2 Trump	48%	44%	46%
	3 Johnson	5%	2%	3%
	4 Stein	2%	0%	1%
	5 Undecided	6%	10%	8%
Total		100%	100%	100%

Question 2 – Obama job approval

		Race Name				
		Black	Hispanic	Other	White	Total
Obama approval	1 Approve	87%	47%	47%	32%	42%
	2 Disapprove	9%	39%	37%	61%	50%
	3 No Opinion	4%	15%	16%	7%	8%
Total		100%	100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Obama approval	1 Approve	70%	38%	12%	42%
	2 Disapprove	20%	54%	82%	50%
	3 No Opinion	10%	8%	6%	8%
Total		100%	100%	100%	100%

		Region					
		Central	North	South	South Central	University	Total
Obama approval	1 Approve	42%	33%	52%	35%	45%	42%
	2 Disapprove	50%	58%	41%	58%	45%	50%
	3 No Opinion	8%	8%	7%	7%	10%	8%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Obama approval	1 Approve	40%	43%	42%
	2 Disapprove	54%	48%	50%
	3 No Opinion	6%	9%	8%
Total		100%	100%	100%

Question 3 – Trump immigration plan

		Race Name				
		Black	Hispanic	Other	White	Total
Trump immigration plan	1 Support	15%	40%	37%	48%	42%
	2 Oppose	59%	39%	40%	37%	40%
	3 No Opinion	26%	21%	23%	16%	18%
Total		100%	100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Trump immigration plan	1 Support	22%	46%	62%	42%
	2 Oppose	57%	41%	20%	40%
	3 No Opinion	21%	13%	17%	18%
Total		100%	100%	100%	100%

		Region					
		Central	North	South	South Central	University	Total
Trump immigration plan	1 Support	43%	49%	34%	47%	30%	42%
	2 Oppose	38%	32%	48%	38%	55%	40%
	3 No Opinion	20%	18%	18%	15%	15%	18%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	Total
Trump immigration plan	1 Support	44%	40%	42%
	2 Oppose	40%	40%	40%
	3 No Opinion	16%	20%	18%
Total		100%	100%	100%

Question 4 – US Senate (ballot test)

		Race Name				Total
		Black	Hispanic	Other	White	Total
Ballot (US Senate)	1 Murphy	76%	33%	40%	32%	38%
	2 Rubio	9%	43%	42%	50%	43%
	3 Third Party		2%	5%	5%	4%
	4 Undecided	15%	22%	14%	13%	15%
Total		100%	100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	Total
Ballot (US Senate)	1 Murphy	63%	34%	12%	38%
	2 Rubio	17%	46%	71%	43%
	3 Third Party	3%	4%	5%	4%
	4 Undecided	17%	16%	12%	15%
Total		100%	100%	100%	100%

		Region					Total
		Central	North	South	South Central	University	Total
Ballot (US Senate)	1 Murphy	35%	28%	52%	34%	50%	38%
	2 Rubio	41%	48%	37%	52%	45%	43%
	3 Third Party	5%	6%	2%	3%		4%
	4 Undecided	19%	18%	9%	11%	5%	15%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot (US Senate)	1 Murphy	38%	38%	38%
	2 Rubio	44%	43%	43%
	3 Third Party	5%	4%	4%
	4 Undecided	14%	16%	15%
Total		100%	100%	100%

Question 5 – Rubio re-elect

		Race Name				
		Black	Hispanic	Other	White	Total
Rubio re-elect	1 Support	17%	41%	42%	44%	40%
	2 Oppose	57%	38%	42%	40%	42%
	3 No Opinion	26%	21%	16%	16%	18%
Total		100%	100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Rubio re-elect	1 Support	19%	36%	65%	40%
	2 Oppose	57%	47%	22%	42%
	3 No Opinion	24%	17%	13%	18%
Total		100%	100%	100%	100%

		Region					
		Central	North	South	South Central	University	Total
Rubio re-elect	1 Support	37%	45%	36%	49%	30%	40%
	2 Oppose	43%	37%	48%	33%	50%	42%
	3 No Opinion	20%	18%	16%	18%	20%	18%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Rubio re-elect	1 Support	39%	41%	40%
	2 Oppose	46%	38%	42%
	3 No Opinion	15%	21%	18%
Total		100%	100%	100%

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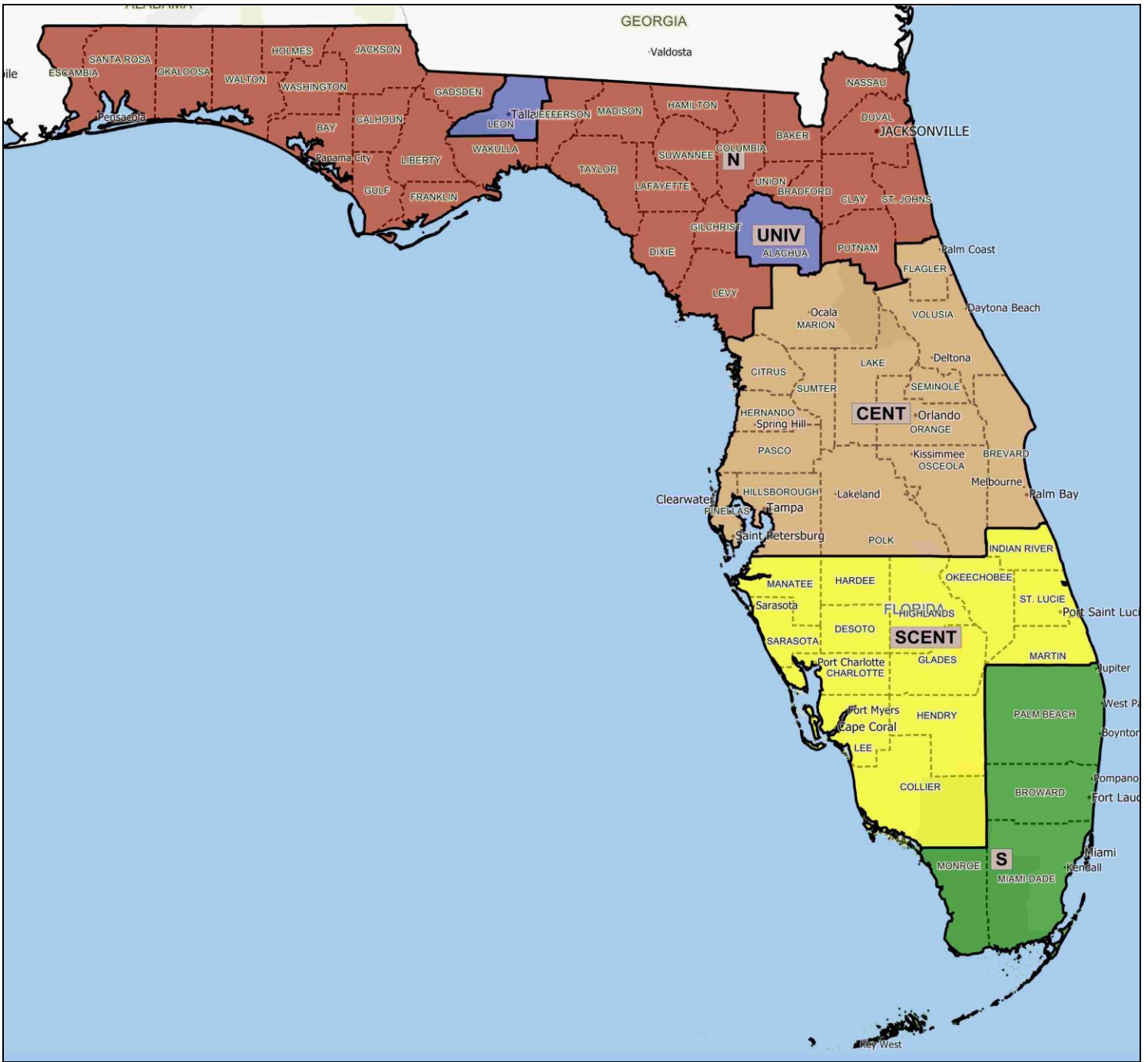
(C=Central Florida, N=North Florida, S=South Florida, SCENT=South Central Florida, UNIV=”University” counties)