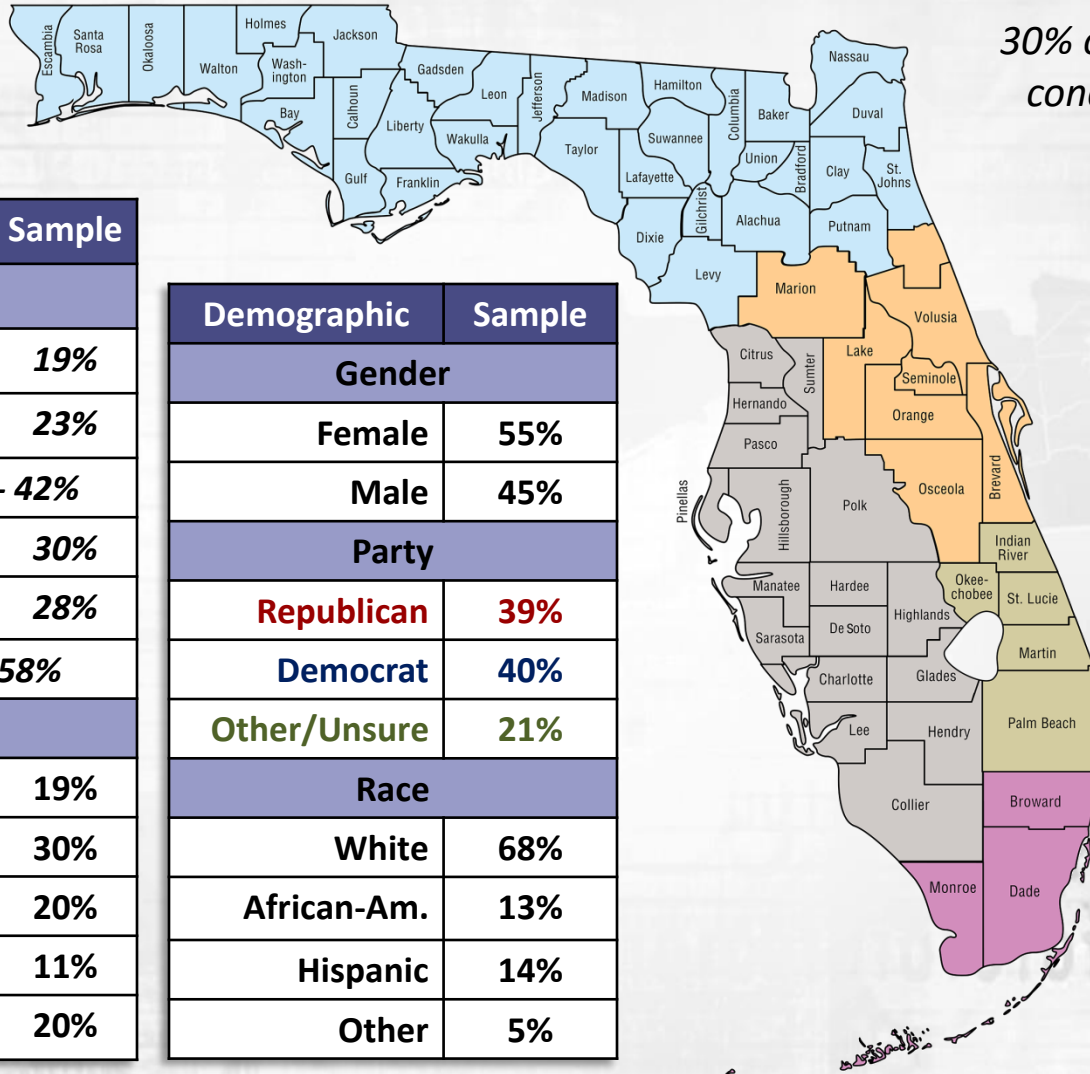


2016 Statewide General Survey

n=604 Likely 2016 General Election Voters, MOE +/- 5%,

30% of the interviews were conducted by cell phone



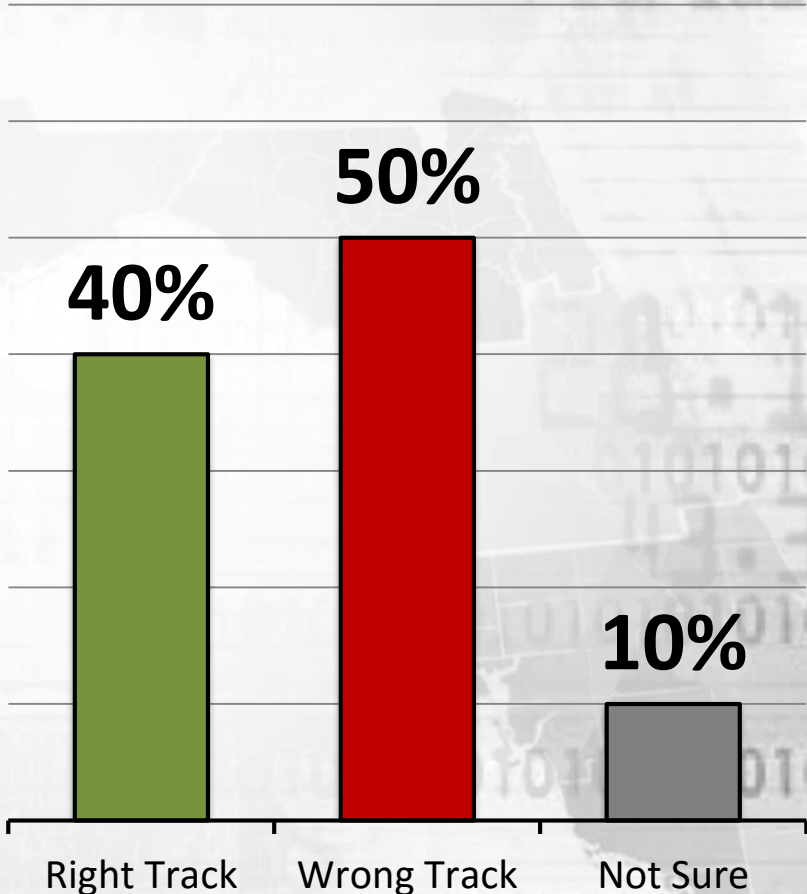
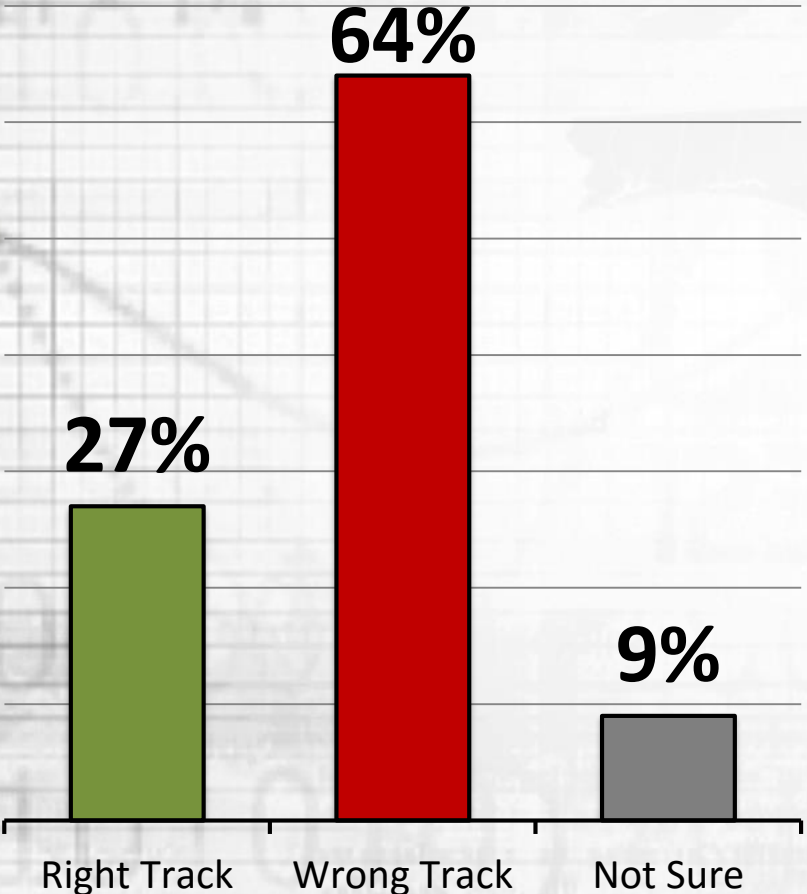
Demographic	Sample
Age	
18-34	19%
35-49	23%
49 & Younger - 42%	
50-64	30%
65 +	28%
50 or Older - 58%	
Region	
North Florida	19%
West Florida	30%
East Central	20%
W. Palm Beach	11%
Dade-Broward	20%

Demographic	Sample
Gender	
Female	55%
Male	45%
Party	
Republican	39%
Democrat	40%
Other/Unsure	21%
Race	
White	68%
African-Am.	13%
Hispanic	14%
Other	5%

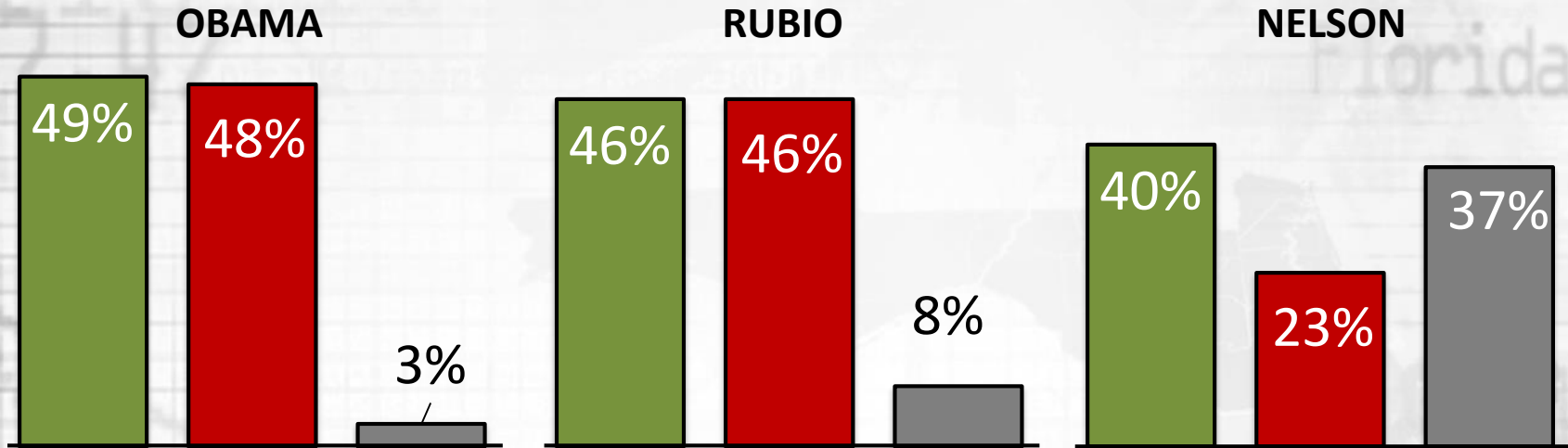
Right Track / Wrong Track

U.S.

Florida



Federal Representation

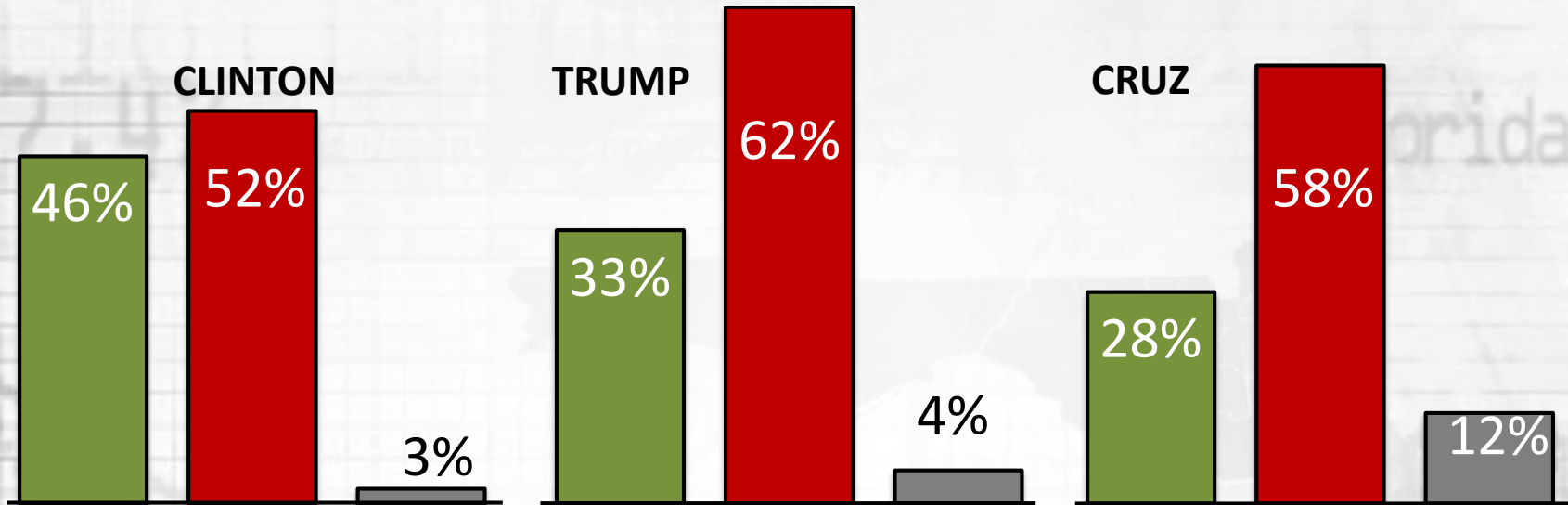


OBAMA	Fav	Unfav
NMP	51%	47%
Female	54%	42%
White	39%	57%
Hispanic	60%	39%
<50	55%	43%
51+	46%	51%

RUBIO	Fav	Unfav
NMP	45%	39%
Female	43%	46%
White	50%	48%
Hispanic	49%	43%
<50	49%	40%
51+	43%	51%

NELSON	Fav	Unfav
NMP	26%	20%
Female	40%	19%
White	42%	22%
Hispanic	18%	21%
<50	32%	20%
51+	45%	25%

Image in Presidential Race



CLINTON	Fav	Unfav
DEM	80%	18%
NMP	45%	53%
Female	52%	47%
White	36%	62%
Hispanic	48%	50%
<50	44%	54%
51+	47%	52%

TRUMP	Fav	Unfav
REP	55%	38%
NMP	33%	67%
Female	31%	63%
White	41%	54%
Hispanic	10%	87%
<50	22%	74%
51+	42%	54%

CRUZ	Fav	Unfav
REP	47%	48%
NMP	26%	51%
Female	27%	57%
White	32%	59%
Hispanic	33%	34%
<50	30%	51%
51+	28%	65%



Image in Florida



Jolly
77%
Unsure



Murphy
74%
Unsure



Graham
75%
Unsure



Desantis
83%
Unsure

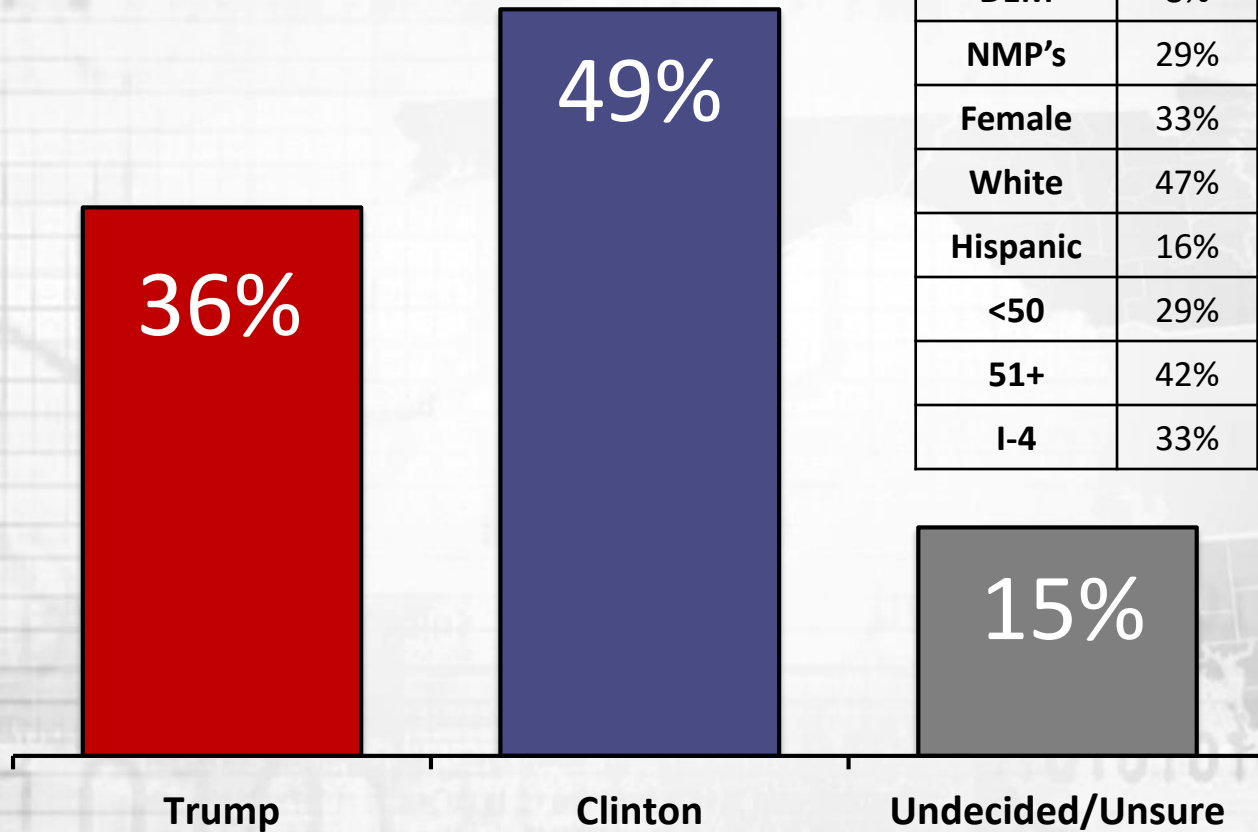


Beruff
82%
Unsure



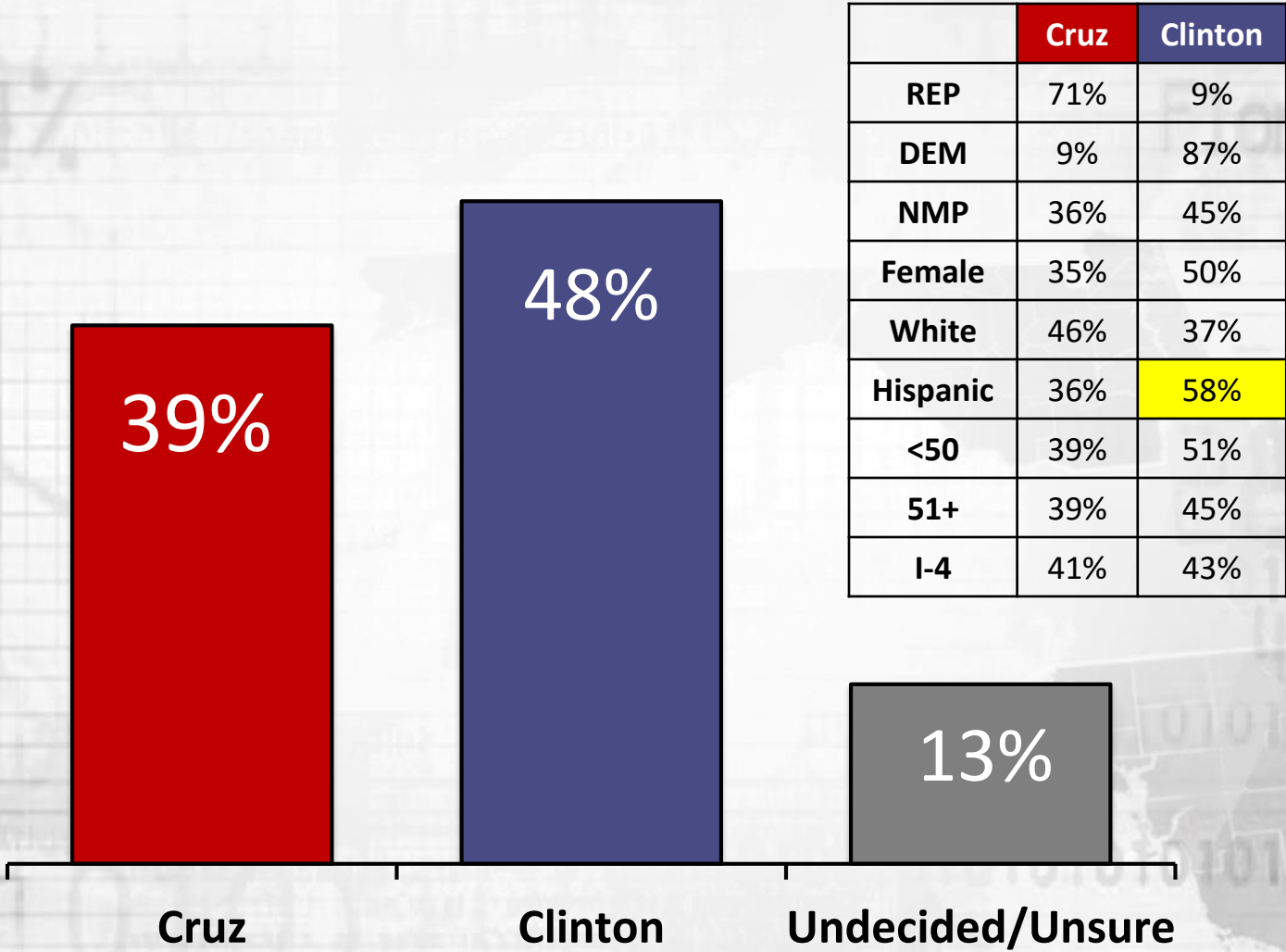
Lopez-
Cantera
67%
Unsure

Trump/Clinton

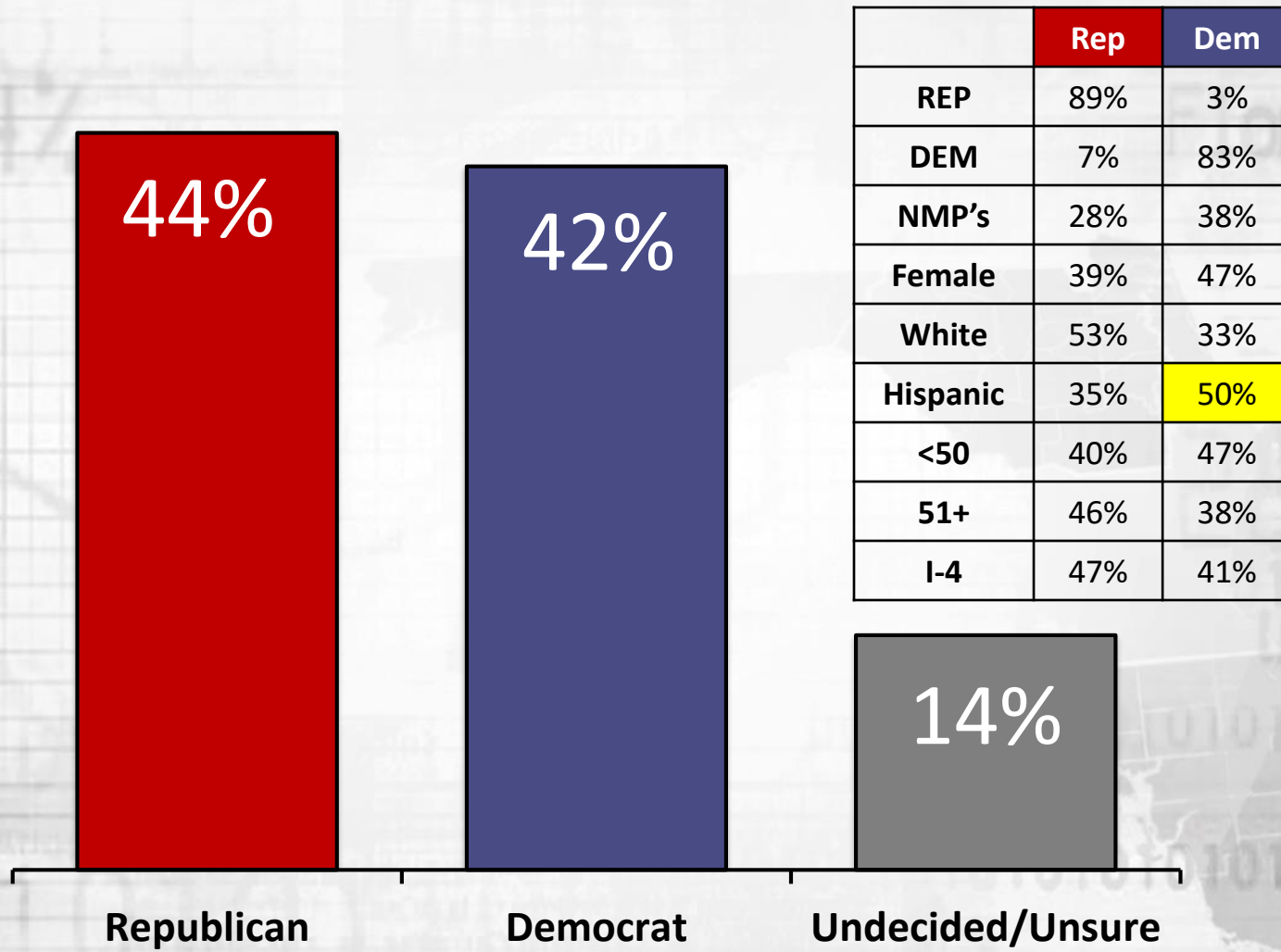


	Trump	Clinton
REP	70%	15%
DEM	8%	84%
NMP's	29%	46%
Female	33%	55%
White	47%	39%
Hispanic	16%	59%
<50	29%	55%
51+	42%	45%
I-4	33%	52%

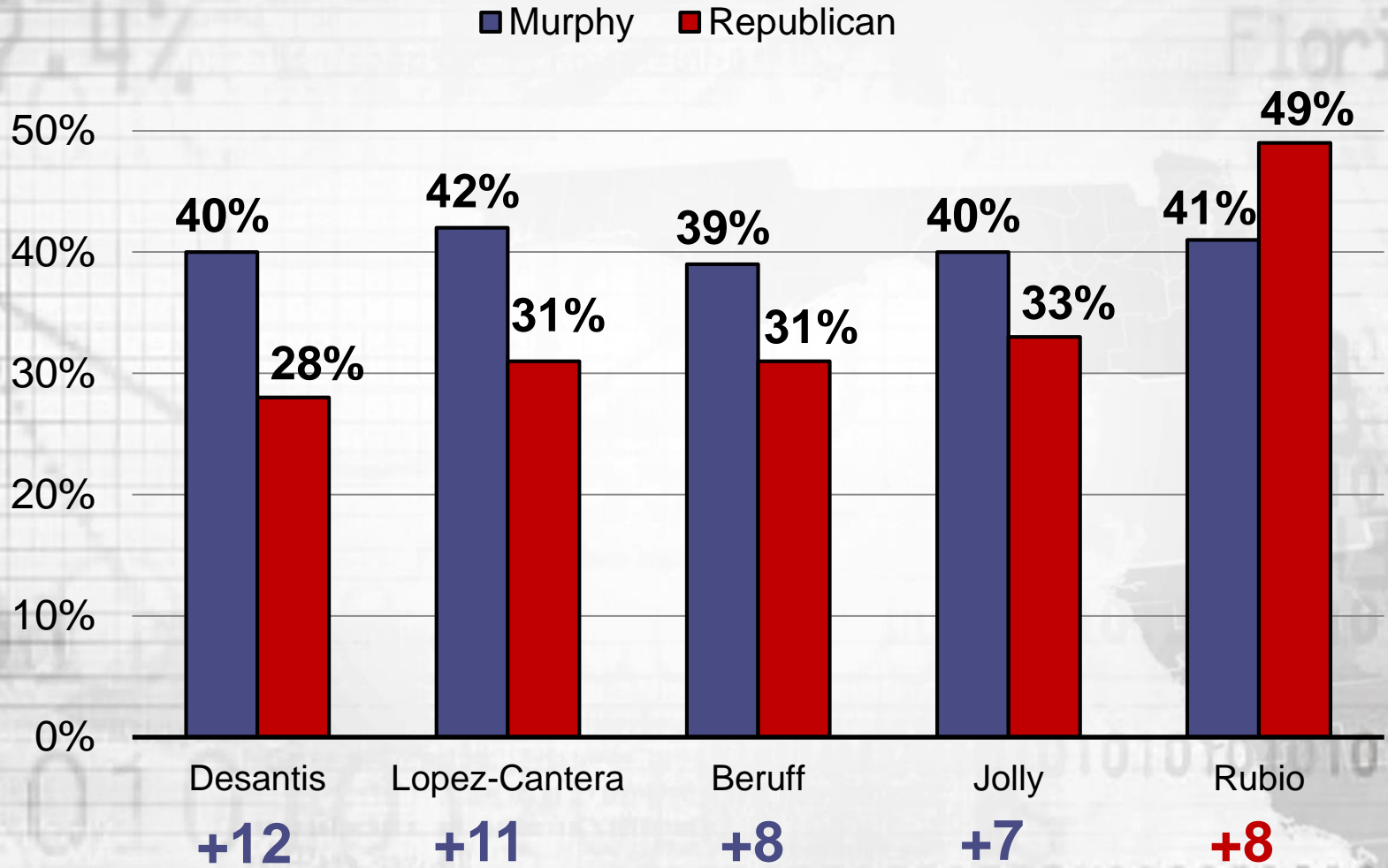
Cruz/Clinton



Generic Ballot: US Senate



Murphy vs Republican Candidates



Hypothetical: Rubio/Murphy

