



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%