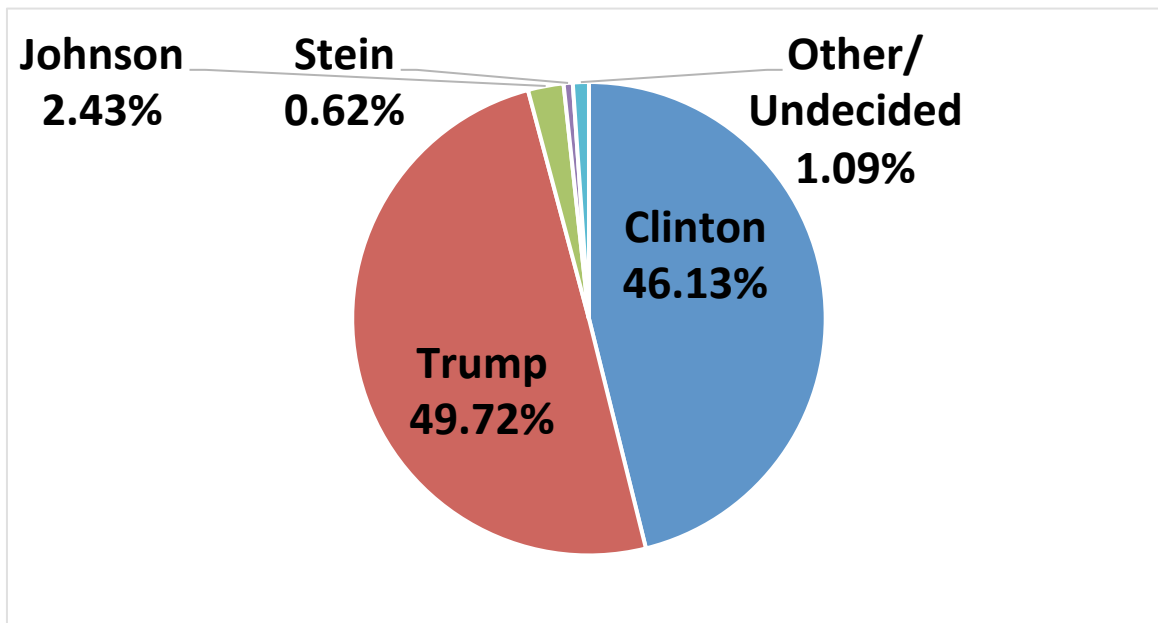


FL Presidential Election Survey  
Conducted 11/6/16  
1100+ Respondents  
Likely General Election Voters  
Margin of Error: +/- 2.89  
Response Rate: 3.21%  
Confidence: 95%  
Response Distribution: 50%



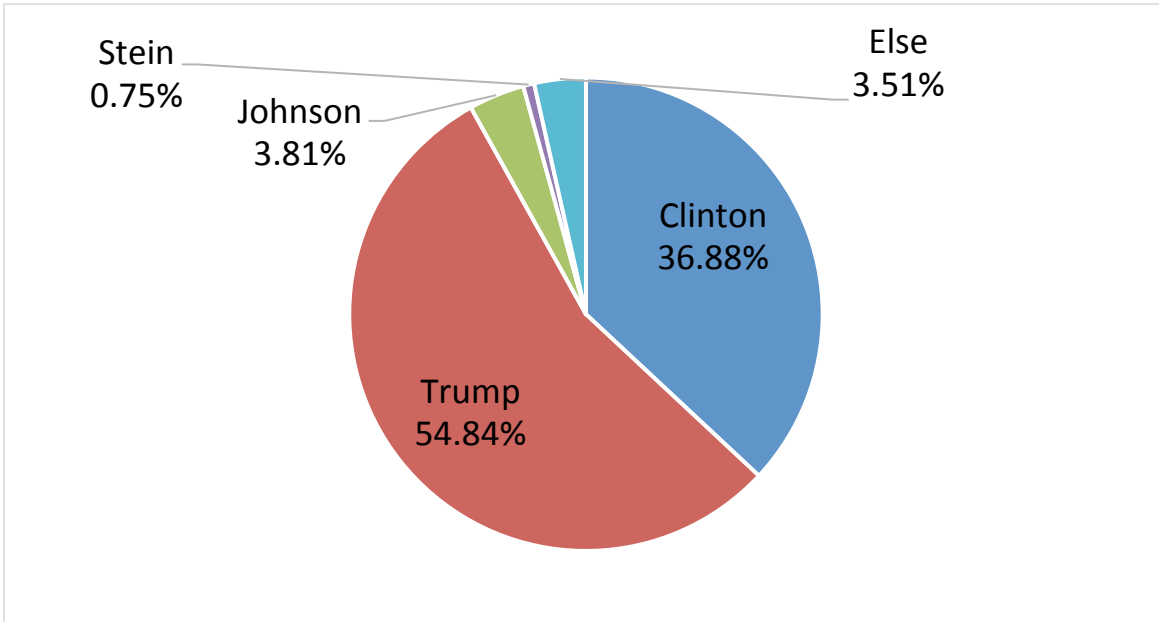
## Overall Survey

### Standard Ballot Test

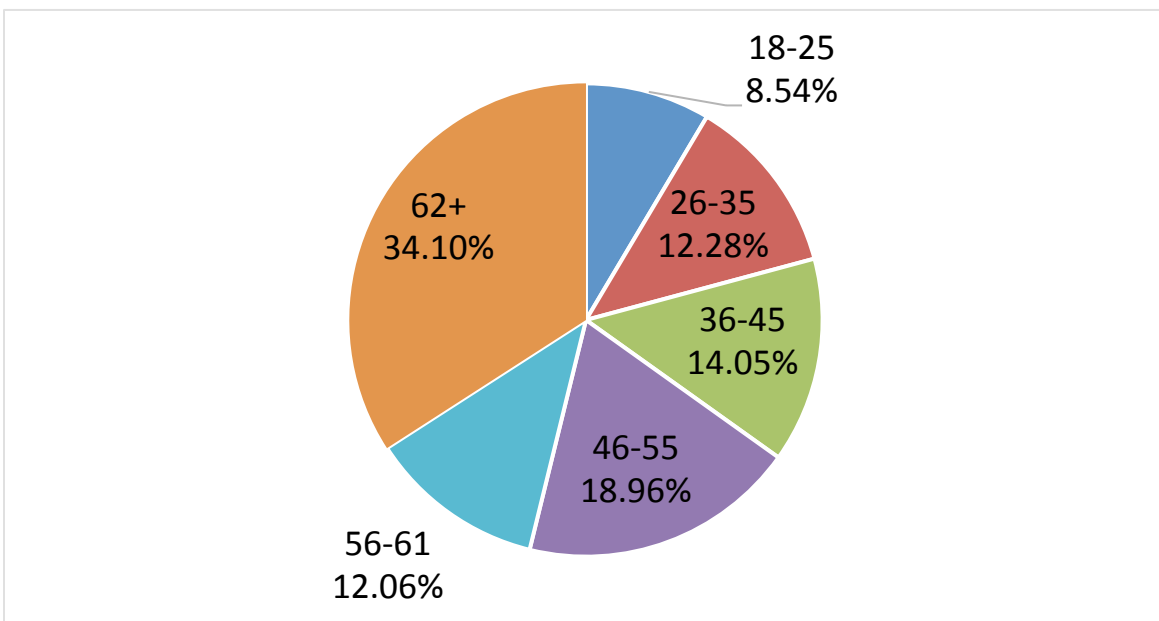


## Secondary Ballot Test

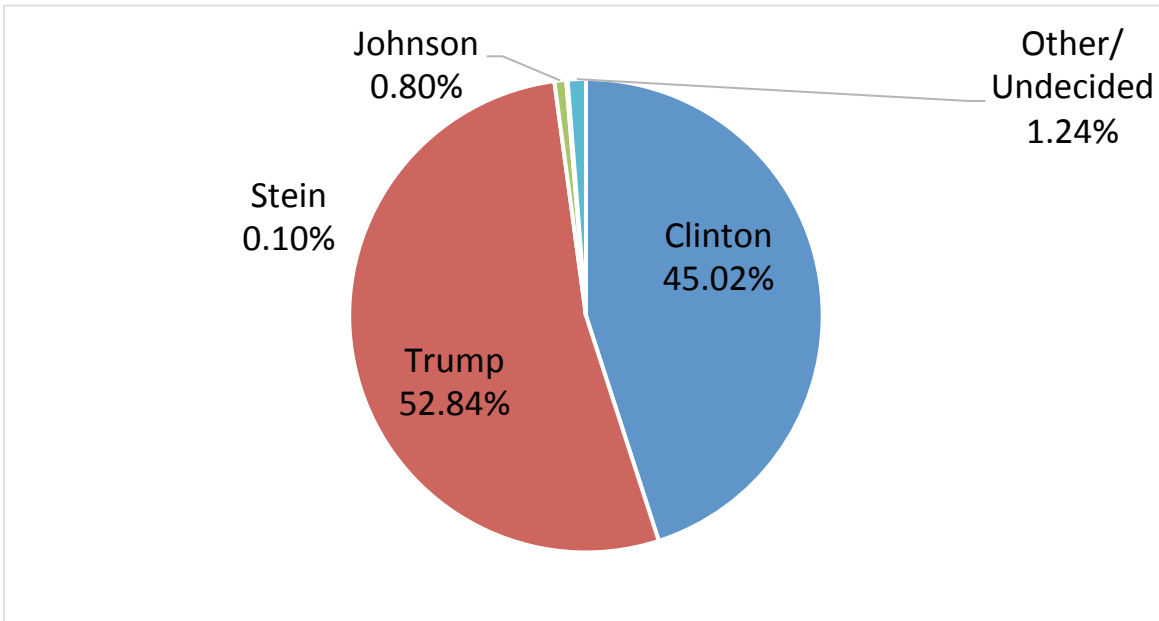
### Which candidate do you think most of your neighbors are voting for?



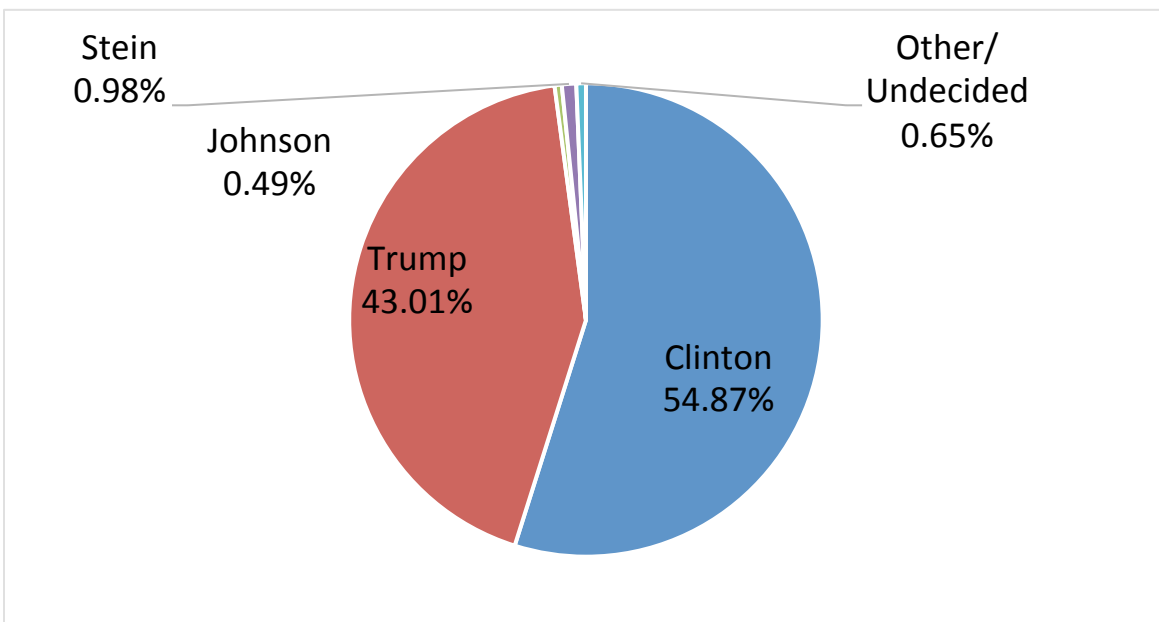
## Age Ranges



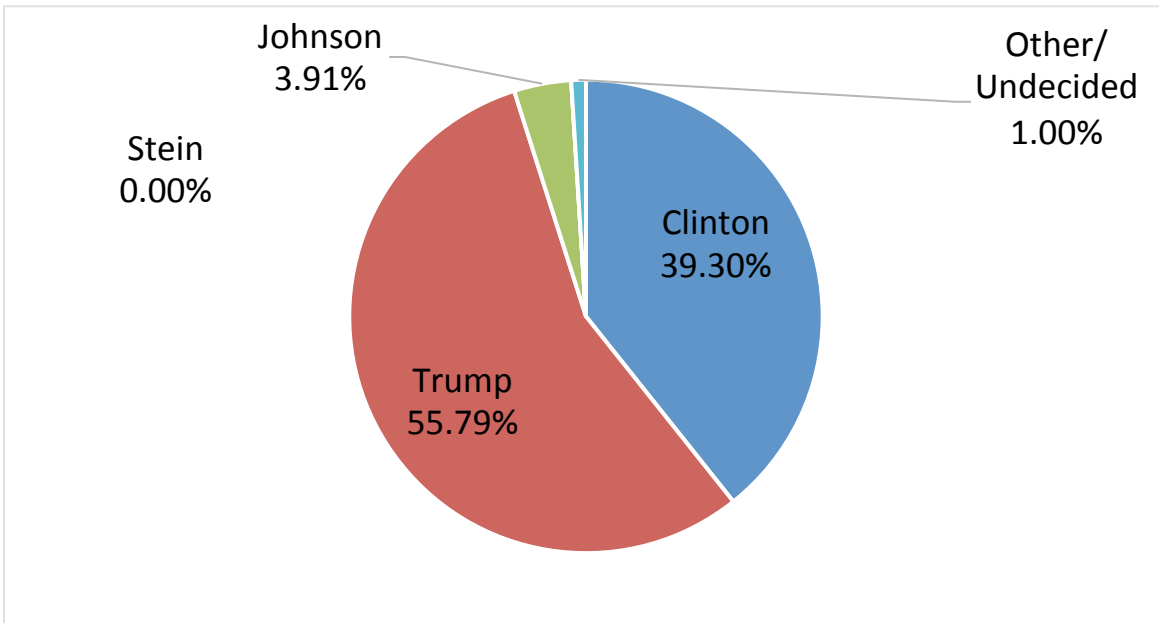
## Seniors (62+)



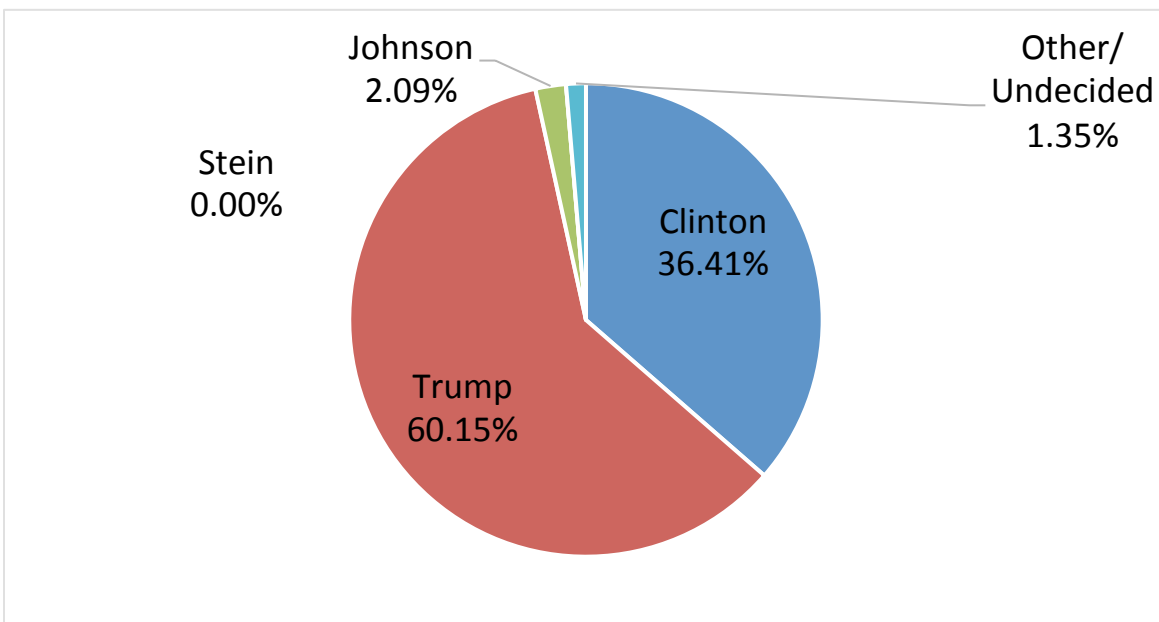
## Ages 56-61



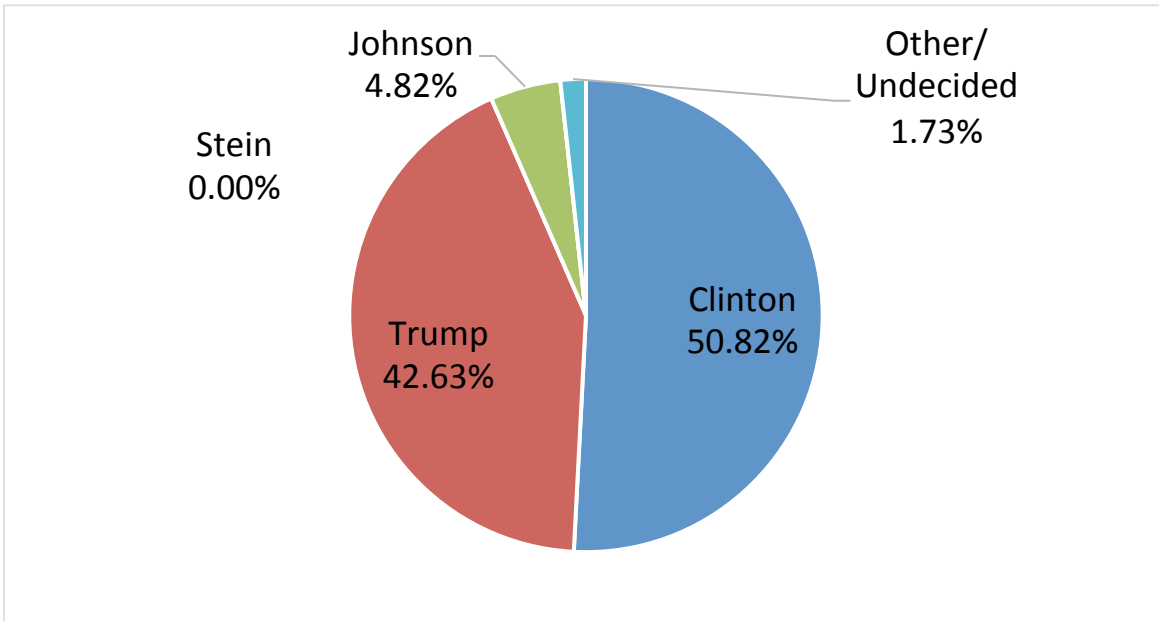
### Ages 46-55



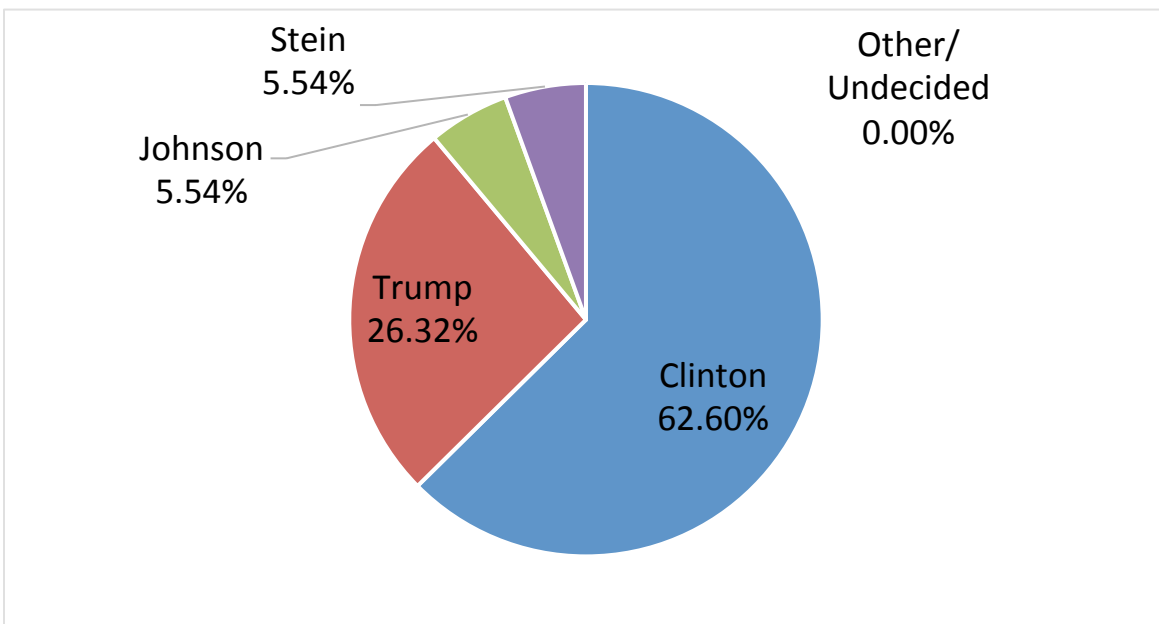
### Ages 36-45



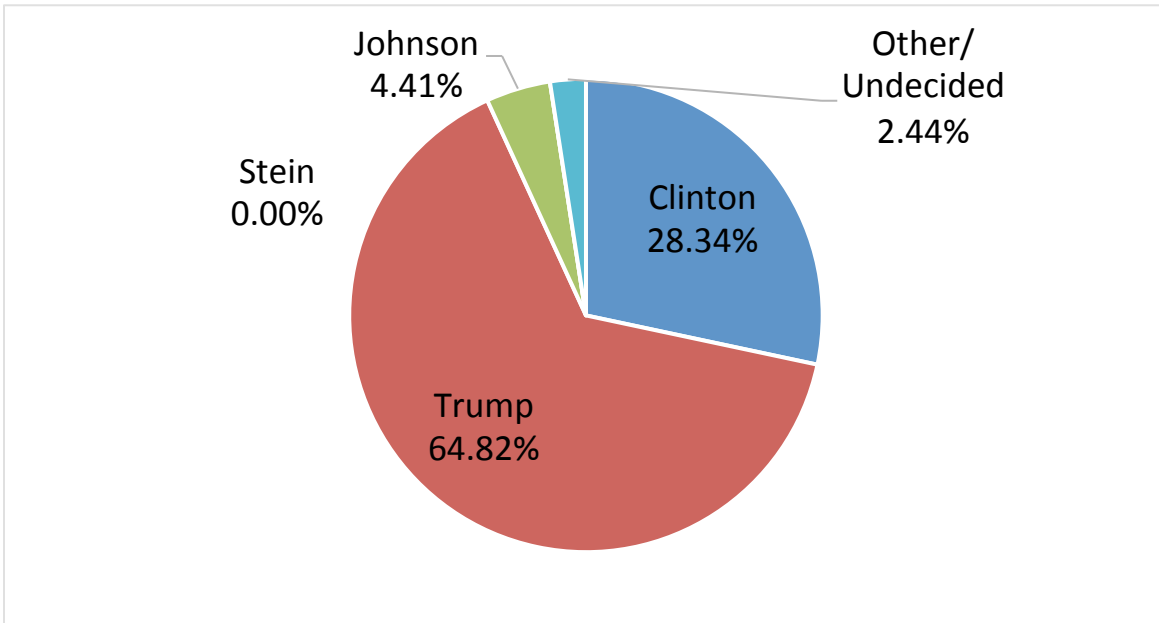
## Ages 26-35



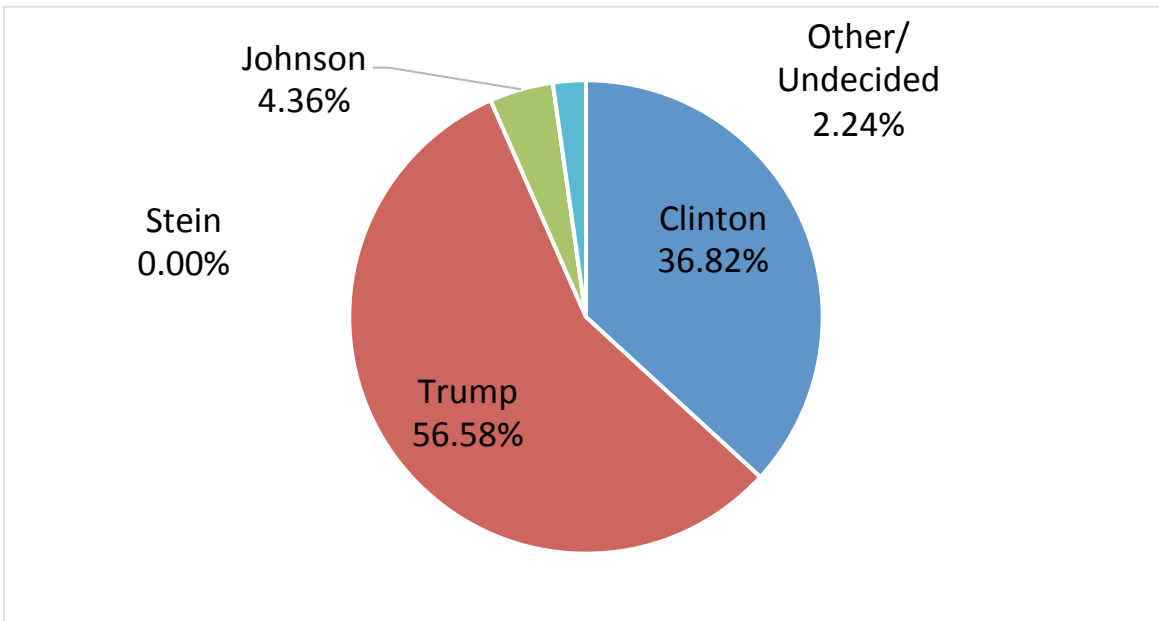
## Ages 18-25



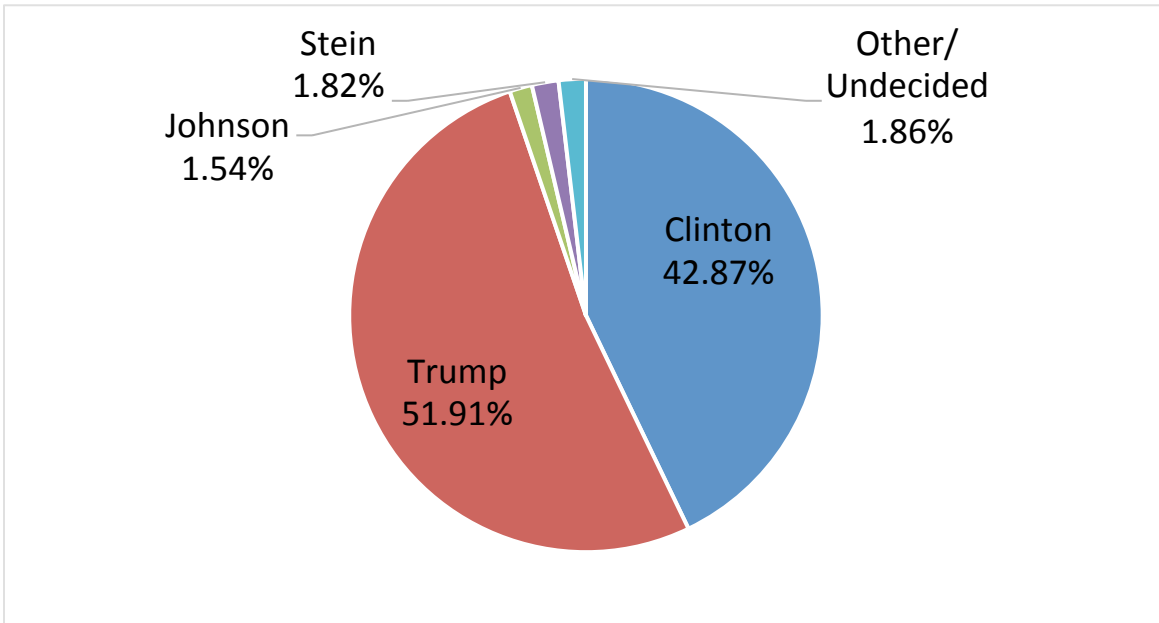
## Panhandle



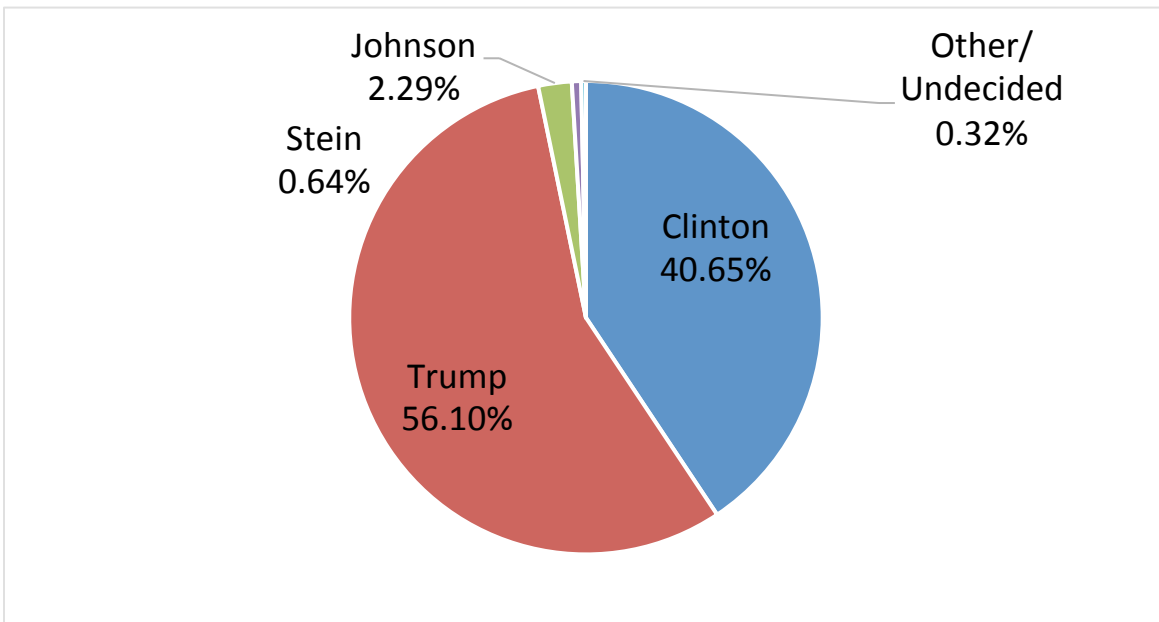
## Northeast



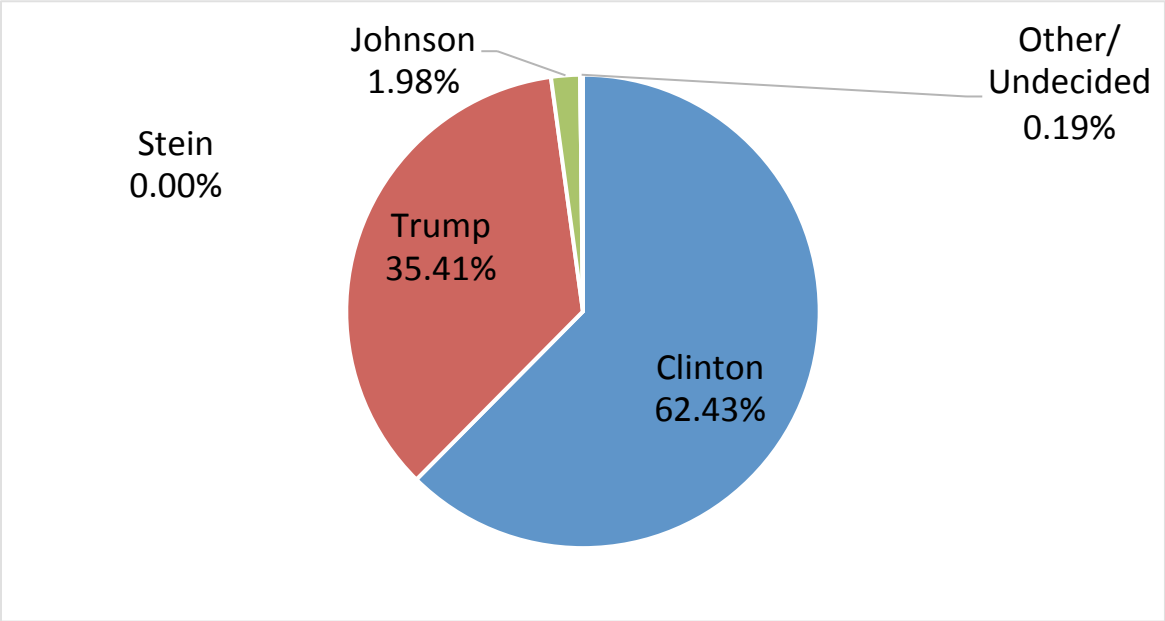
## Central



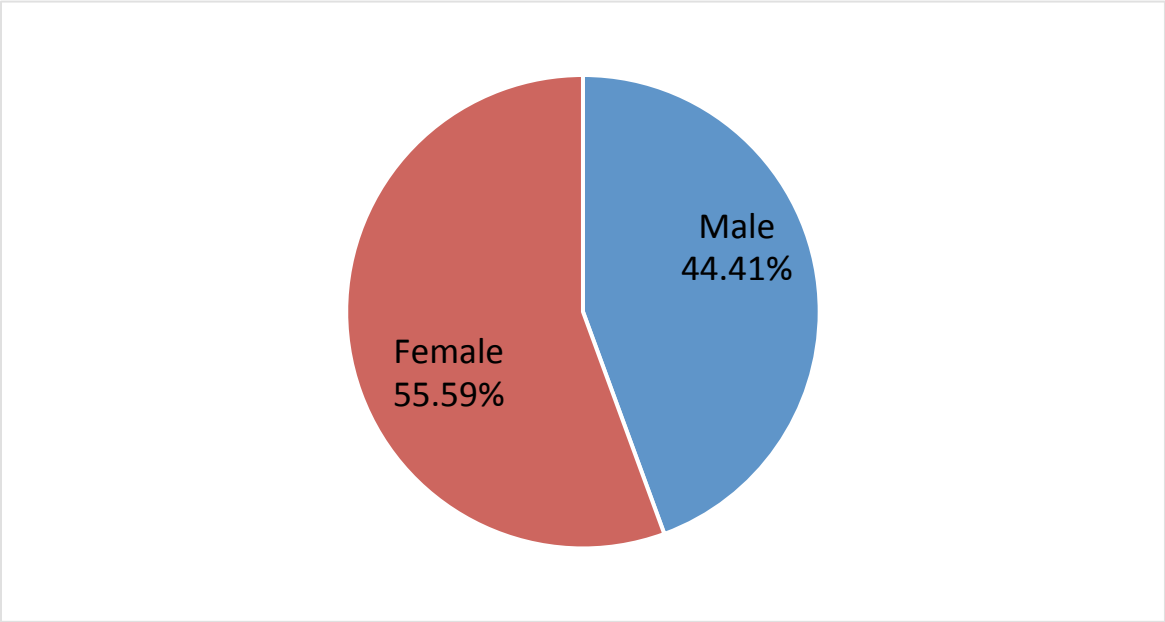
## Southwest



# Southeast

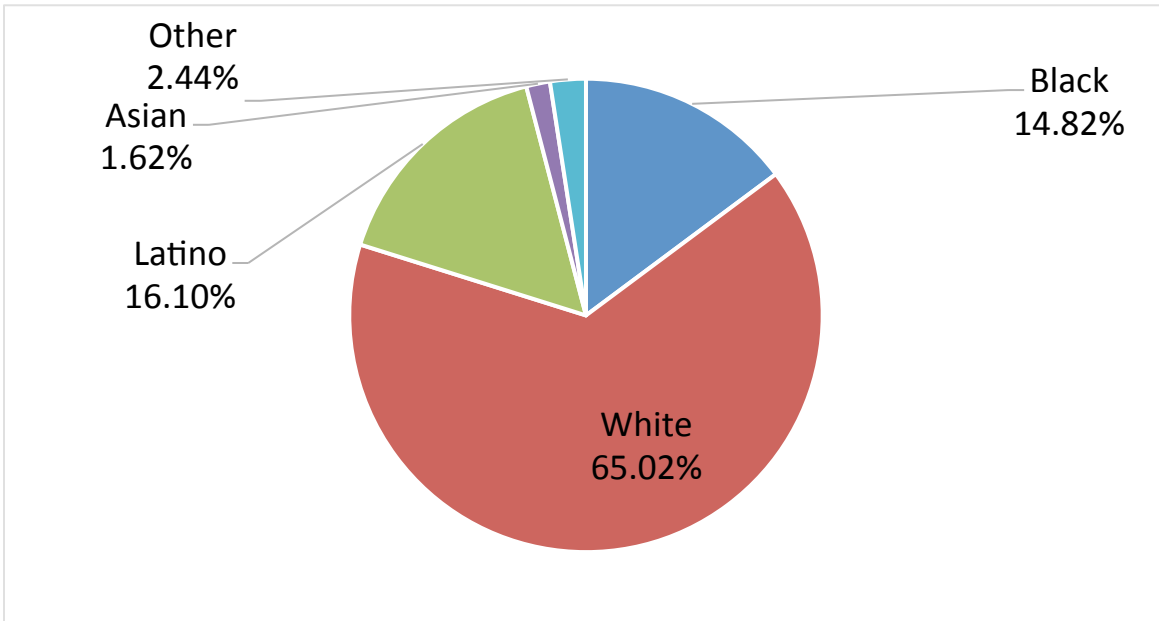


# Self-Identified Gender

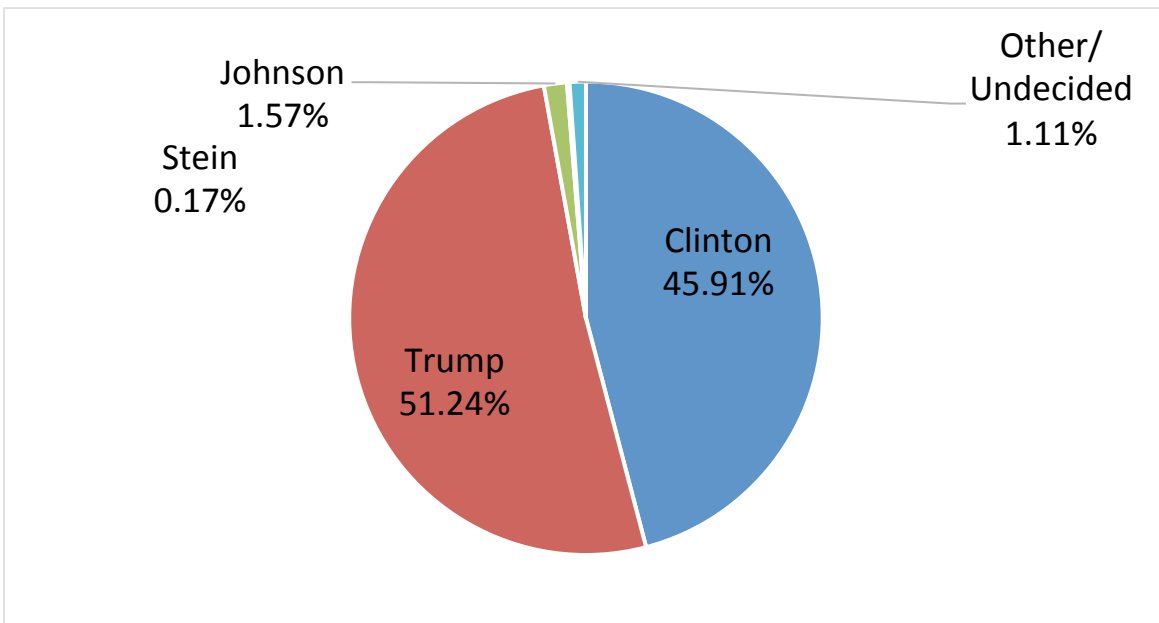




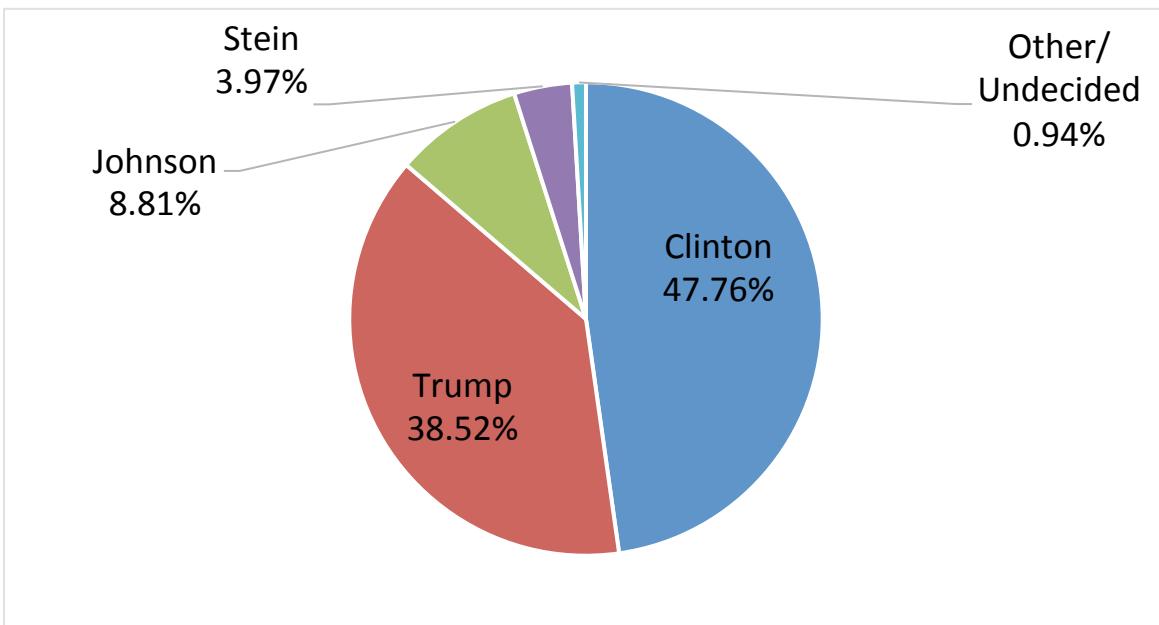
## Self Identified Race/Ethnicity



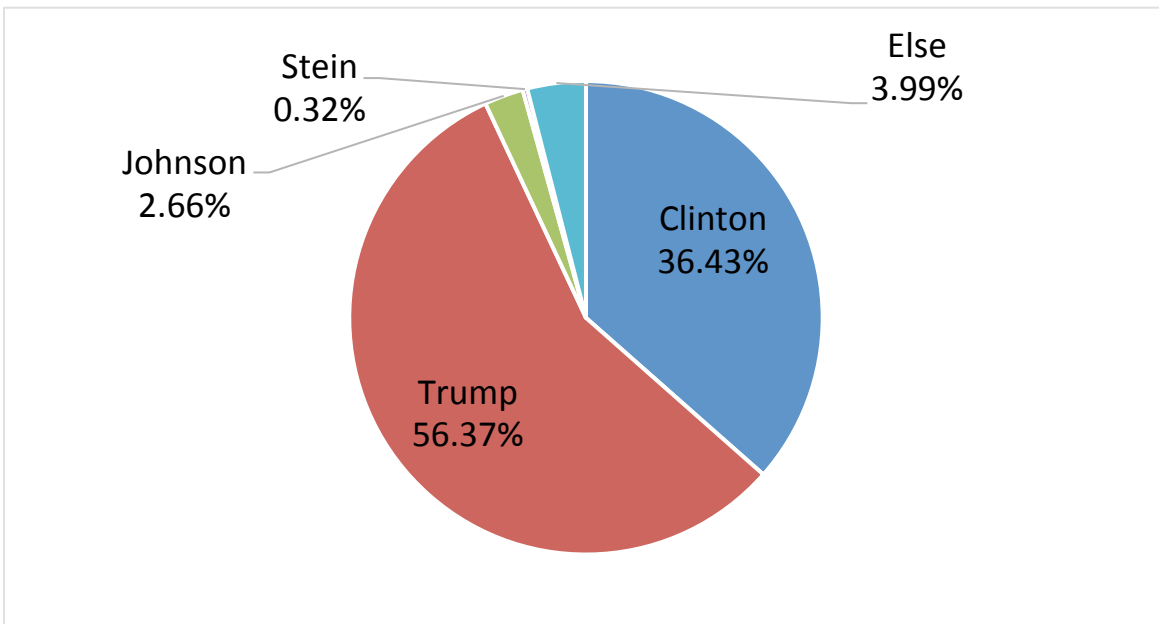
## Survey Question #1 Likely voters whose most recent general election was 2008 and forward



**Survey Question #1**  
**Likely voters whose most recent**  
**general election was 2006 and before**

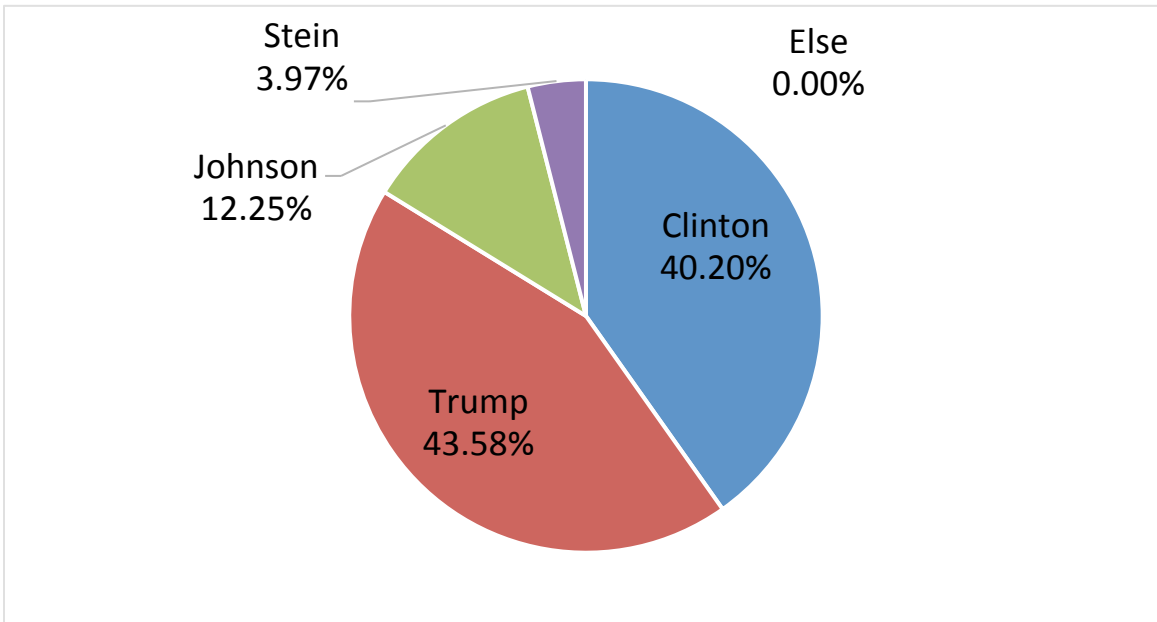


**Survey Question #2**  
**Likely voters whose most recent**  
**general election was 2008 and forward**



## Survey Question #2

### Likely voters whose most recent general election was 2006 and before



#### Methodology

Likely general election voters were selected at random from a list of registered voters based on election participation and registration date. Household ages and locations were extracted as well from this list. In excess of 50,000 households were called over the duration of the poll. Each household participant was asked to opt-in to the survey if they planned to vote in the 2016 Presidential Election.

Using automated voice response technology allows each participant to hear the questions exactly the same way, from the same voice, spoken with the same tone and nuance. Calls are placed to randomly-selected phone numbers through a stratified process that insures appropriate geographic representation. These calls were placed from 10:00am to 8:30pm local time on Sunday, November 6th.

Survey results undergo a weighting process to ensure the sample is comparable to the demographic breakdown of 2012 Florida general election participants. Final results are based on these weights in order to address non-response bias. In addition, the final published ballot test is a combination of survey respondents to both a standard ballot test and a ballot test guaging where respondent's neighbors stand. This addresses the underlying bias of traditional polling, wherein respondents are not wholly truthful about their position regarding highly controversial candidates.

## APPENDIX CROSSTABS I

	18-25	26-35	36-45	46-55	56-61	62+	Black	White	Latino	Asian	Other
Clinton	62.60%	50.82%	36.41%	39.30%	54.87%	45.02%	69.80%	38.00%	59.03%	44.48%	35.08%
Trump	26.32%	42.63%	60.15%	55.79%	43.01%	52.84%	26.22%	57.15%	40.71%	48.24%	54.92%
Johnson	5.54%	4.82%	2.09%	3.91%	0.49%	0.80%	2.00%	3.04%	0.00%	0.00%	6.60%
Stein	5.54%	0.00%	0.00%	0.00%	0.98%	0.10%	0.00%	0.78%	0.00%	7.28%	0.00%
Other/Undecided	0.00%	1.73%	1.35%	1.00%	0.65%	1.24%	1.98%	1.03%	0.27%	0.00%	3.40%
18-25	100%	0%	0%	0%	0%	0%	12.58%	7.39%	10.13%	0.00%	10.03%
26-35	0%	100%	0%	0%	0%	0%	22.31%	9.67%	14.91%	0.00%	11.65%
36-45	0%	0%	100%	0%	0%	0%	9.11%	14.06%	18.35%	20.97%	10.58%
46-55	0%	0%	0%	100%	0%	0%	17.10%	19.15%	22.76%	0.00%	12.95%
56-61	0%	0%	0%	0%	100%	0%	13.74%	10.55%	12.54%	40.42%	20.23%
62+	0%	0%	0%	0%	0%	100%	25.16%	39.18%	21.32%	38.61%	34.56%
Panhandle	7.39%	9.44%	7.75%	12.28%	8.79%	8.38%	14.08%	9.78%	1.97%	6.12%	10.94%
Northeast	21.84%	2.95%	16.17%	12.83%	12.56%	8.70%	14.33%	13.45%	1.67%	4.59%	8.33%
Central	45.52%	22.72%	19.58%	22.91%	20.27%	28.69%	19.25%	27.70%	23.80%	20.77%	39.81%
Southwest	0.00%	30.99%	23.05%	22.53%	22.73%	28.49%	14.07%	26.87%	18.65%	56.22%	12.33%
Southeast	25.25%	33.90%	33.45%	29.46%	35.64%	25.75%	38.27%	22.20%	53.91%	12.31%	28.59%
Male	56.10%	41.80%	34.93%	57.31%	44.94%	38.98%	41.42%	43.92%	51.27%	31.71%	39.08%
Female	43.90%	58.20%	65.07%	42.69%	55.06%	61.02%	58.58%	56.08%	48.73%	68.29%	60.92%
Black	21.82%	26.92%	9.61%	13.36%	16.88%	10.93%	100%	0%	0%	0%	0%
White	56%	51.22%	65.10%	65.66%	56.86%	74.70%	0%	100%	0%	0%	0%
Latino	19%	19.54%	21.03%	19.32%	16.74%	10.06%	0%	0%	100%	0%	0%
Asian	0%	0.00%	2.43%	0.00%	5.44%	1.84%	0%	0%	0%	100%	0%
Other	2.86%	2.31%	1.84%	1.66%	4.09%	2.47%	0%	0%	0%	0%	100%

## APPENDIX CROSSTABS II

	Clinton	Trump	Johnson	Stein	Other/Undecided	Male	Female	Panhandle	Northeast	Central	Southwest	Southeast
Clinton	100%	0%	0%	0%	0%	44.11%	47.74%	28.34%	36.82%	42.87%	40.65%	62.43%
Trump	0%	100%	0%	0%	0%	49.45%	49.93%	64.82%	56.58%	51.91%	56.10%	35.41%
Johnson	0%	0%	100%	0%	0%	4.02%	1.17%	4.41%	4.36%	1.54%	2.29%	1.98%
Stein	0%	0%	0%	100%	0%	1.07%	0.27%	0.00%	0.00%	1.82%	0.64%	0.00%
Other/Undecided	0%	0%	0%	0%	100%	1.35%	0.88%	2.44%	2.24%	1.86%	0.32%	0.19%
18-25	11.59%	4.52%	19.46%	75.76%	0.00%	10.79%	6.75%	6.92%	16.34%	14.96%	0.00%	7.27%
26-35	13.53%	10.53%	24.32%	0.00%	19.49%	11.56%	12.86%	12.71%	3.17%	10.73%	16.01%	14.02%
36-45	11.09%	16.99%	12.06%	0.00%	17.33%	11.05%	16.44%	11.93%	19.90%	10.58%	13.62%	15.83%
46-55	16.16%	21.28%	30.48%	0.00%	17.33%	24.47%	14.56%	25.52%	21.31%	16.71%	17.97%	18.82%
56-61	14.35%	10.43%	2.43%	18.94%	7.22%	12.21%	11.95%	11.63%	13.28%	9.40%	11.53%	14.48%
62+	33.29%	36.24%	11.24%	5.30%	38.63%	29.93%	37.44%	31.31%	25.99%	37.63%	40.87%	29.58%
Panhandle	5.61%	11.90%	16.54%	0.00%	20.36%	7.77%	10.21%	100%	0%	0%	0%	0%
Northeast	9.11%	12.99%	20.48%	0.00%	23.39%	15.83%	7.89%	0%	100%	0%	0%	0%
Central	24.16%	27.15%	16.49%	75.76%	44.15%	26.36%	25.71%	0%	0%	100%	0%	0%
Southwest	20.95%	26.83%	22.36%	24.24%	6.97%	22.52%	24.77%	0%	0%	0%	100%	0%
Southeast	40.17%	21.14%	24.13%	0.00%	5.12%	27.52%	31.42%	0%	0%	0%	0%	100%
Male	42.47%	44.18%	73.36%	75.76%	55.02%	100%	0%	37.82%	61.58%	45.03%	42.08%	41.17%
Female	57.53%	55.82%	26.64%	24.24%	44.98%	0%	100%	62.18%	38.42%	54.97%	57.92%	58.83%
Black	22.42%	7.81%	12.21%	0.00%	26.89%	13.82%	15.62%	22.86%	18.61%	10.97%	8.77%	19.11%
White	53.56%	74.74%	81.17%	81.06%	61.59%	64.30%	65.60%	69.66%	76.60%	69.27%	73.50%	48.64%
Latino	20.60%	13.18%	0.00%	0.00%	3.94%	18.58%	14.11%	3.47%	2.36%	14.73%	12.63%	29.24%
Asian	1.57%	1.58%	0.00%	18.94%	0.00%	1.16%	2.00%	1.09%	0.65%	1.30%	3.84%	0.67%
Other	1.85%	2.69%	6.62%	0.00%	7.58%	2.14%	2.67%	2.92%	1.78%	3.73%	1.26%	2.35%