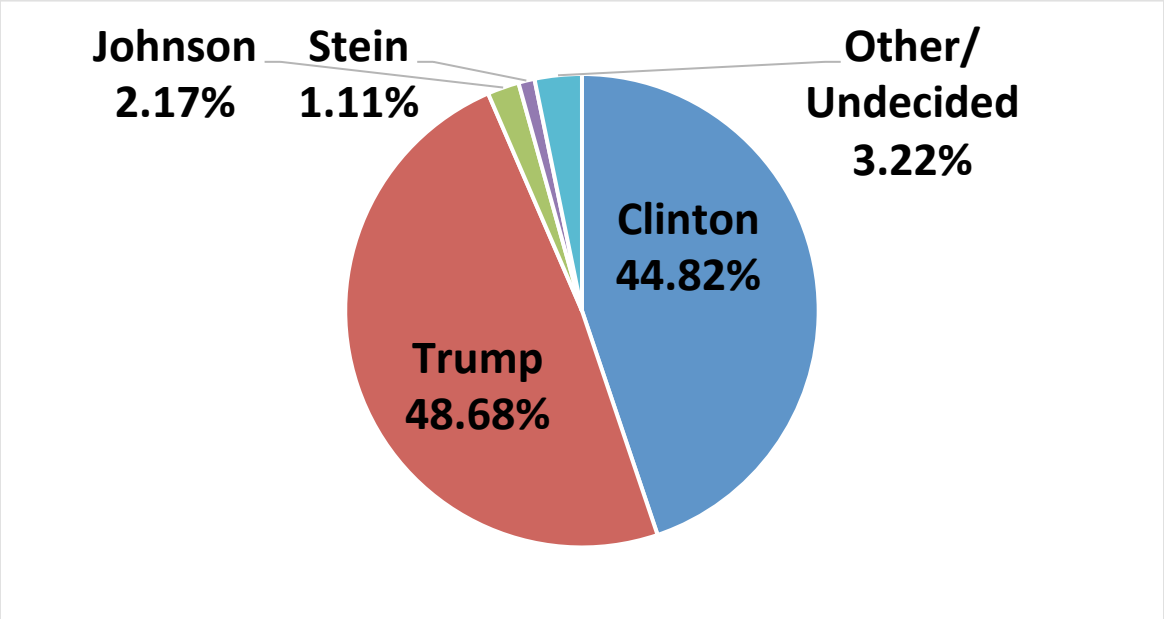
FL Presidential Election Survey
Conducted 10/27-31/16
1150+ Respondents
Likely General Election Voters
Margin of Error: +/- 2.89
Response Rate: 3.19%
Confidence: 95%
Response Distribution: 50%

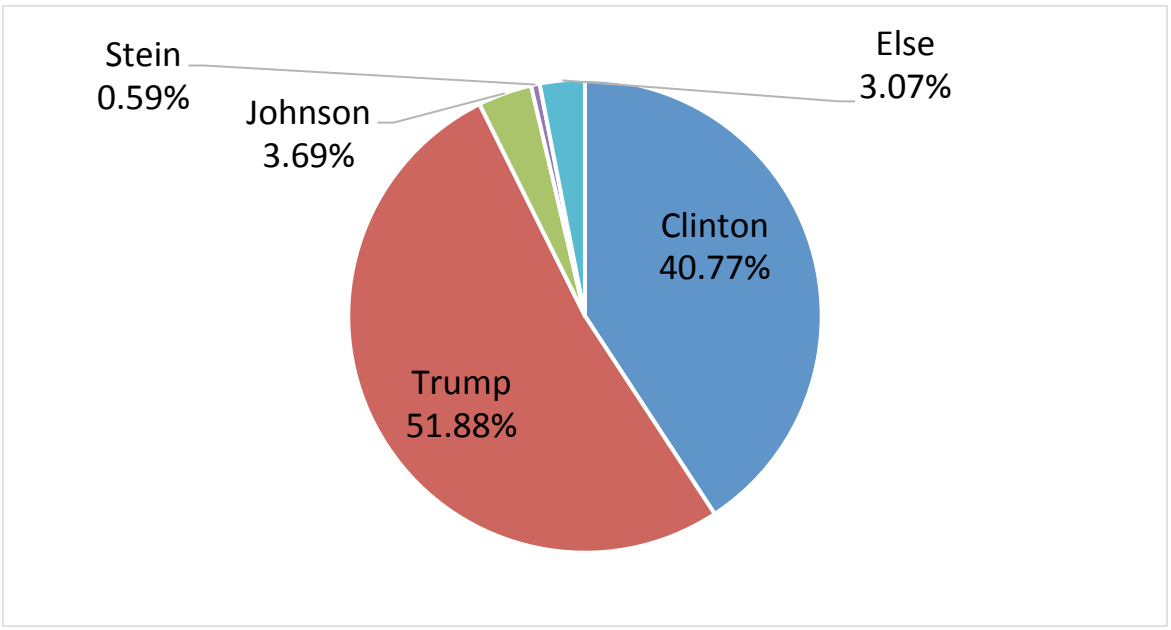
TRAFALGAR GROUP

Overall Survey

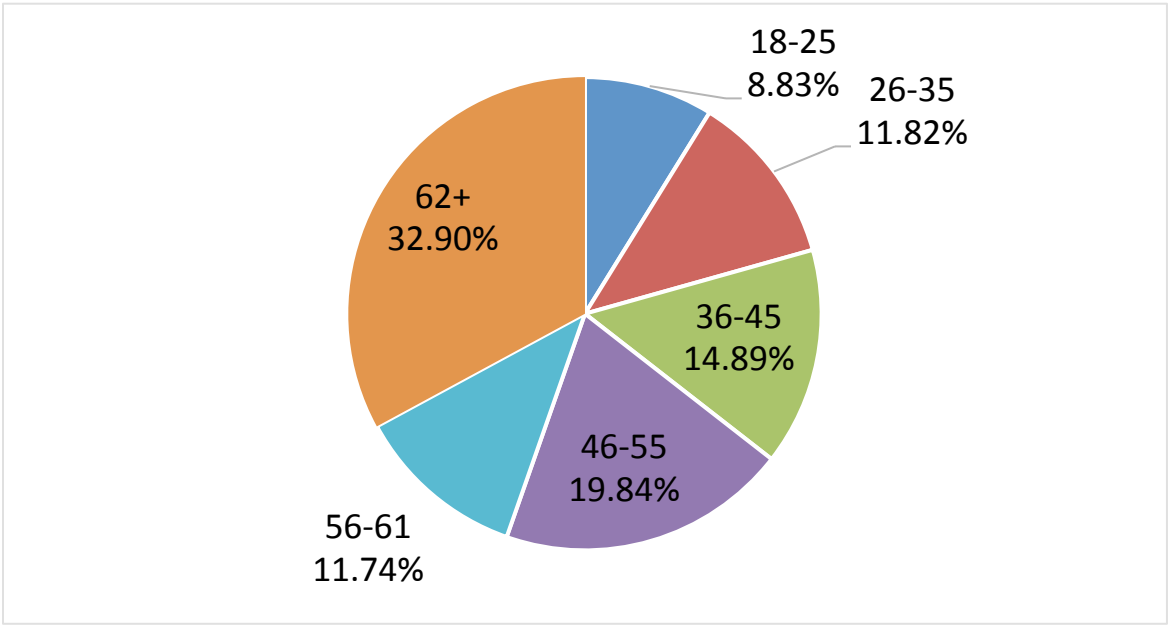
If the election were held today, for whom would you vote?



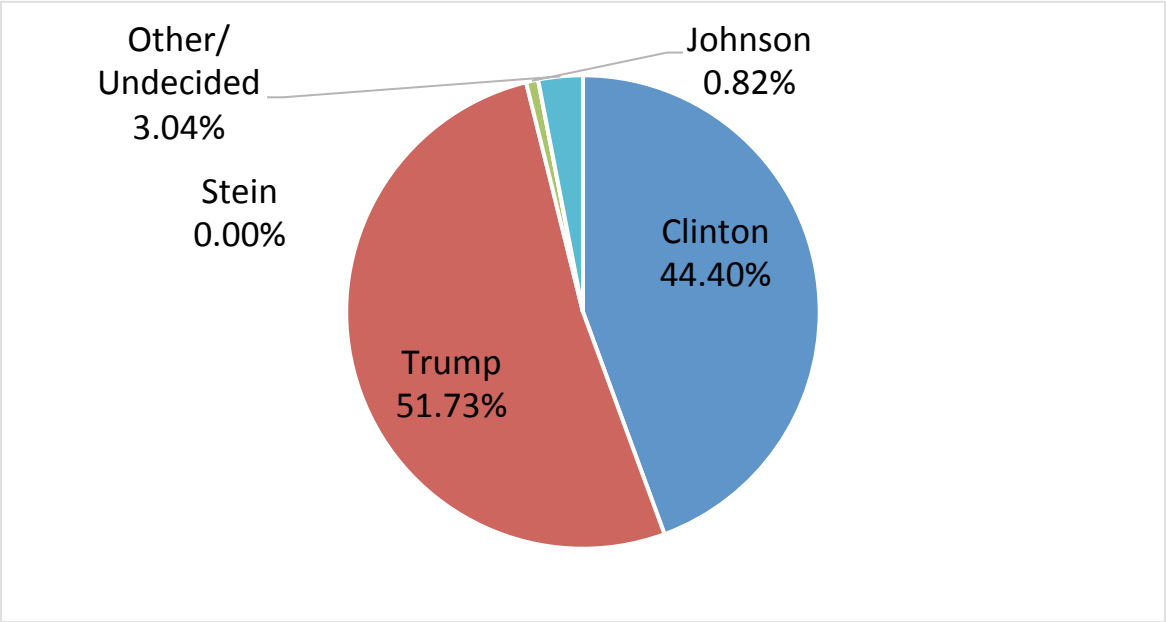
Which candidate do you think most of your neighbors are voting for?



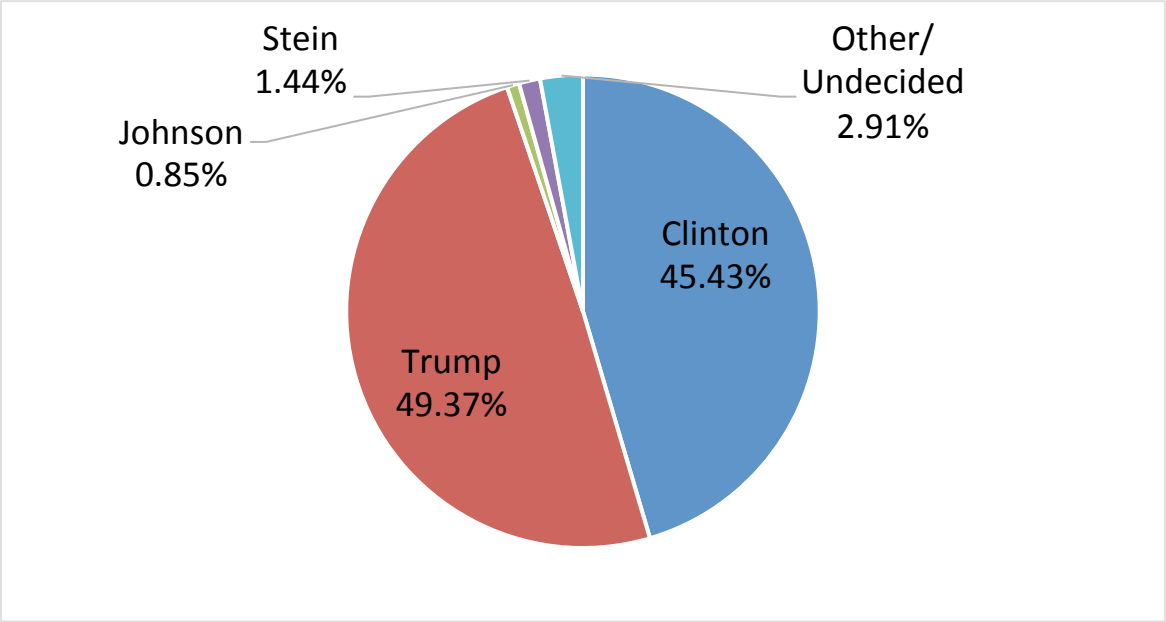
Age Ranges



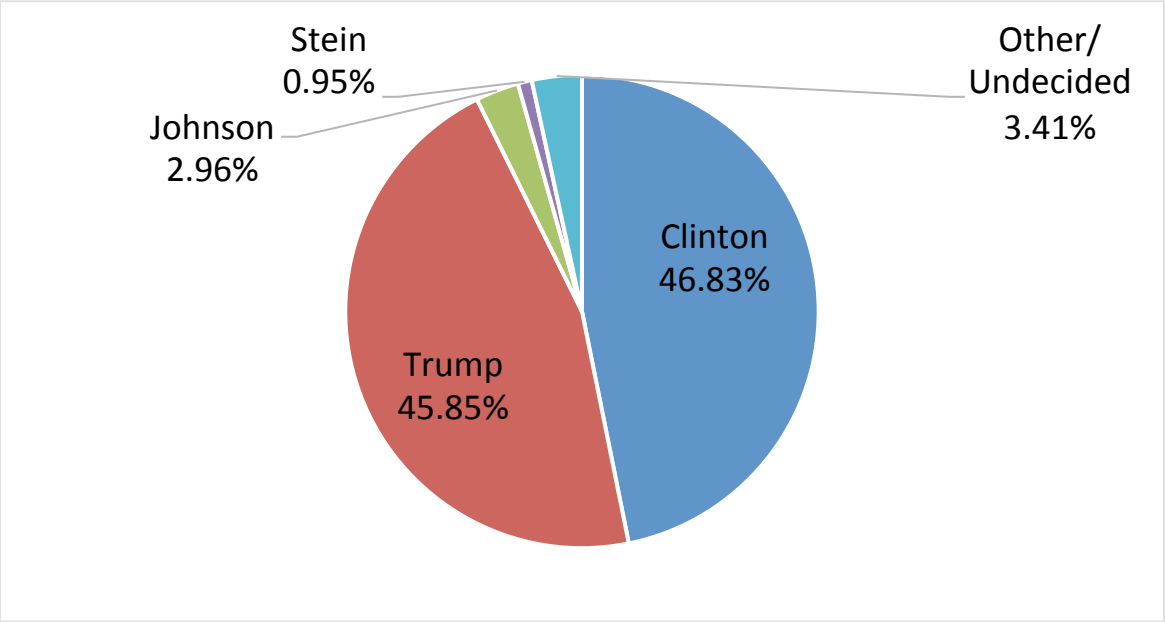
Seniors (62+)



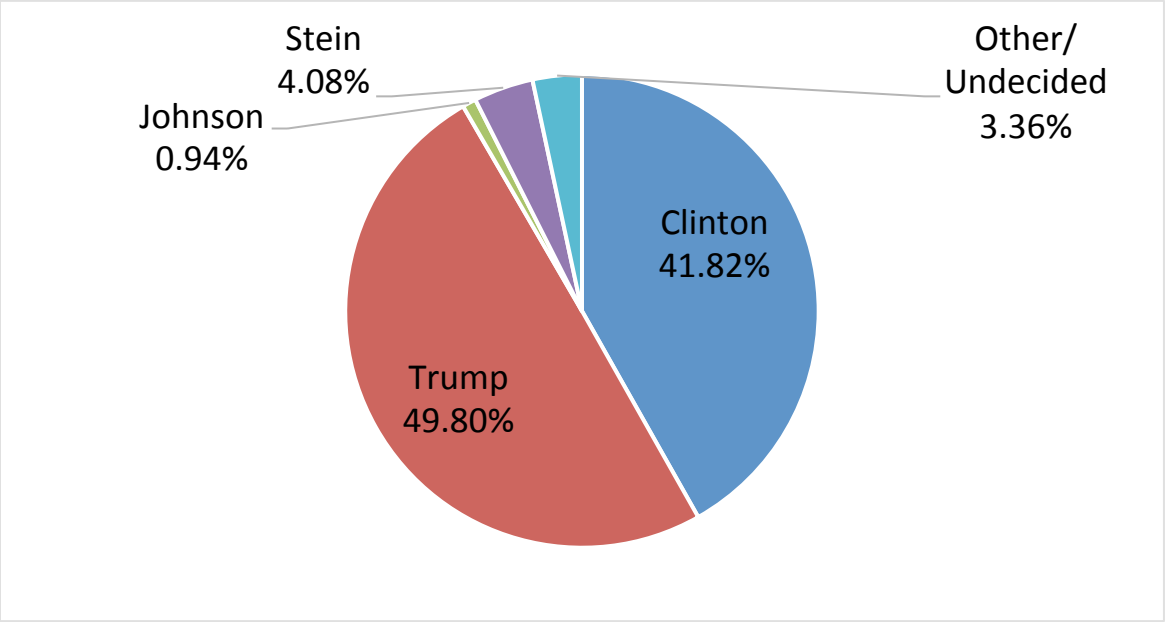
Ages 56-61



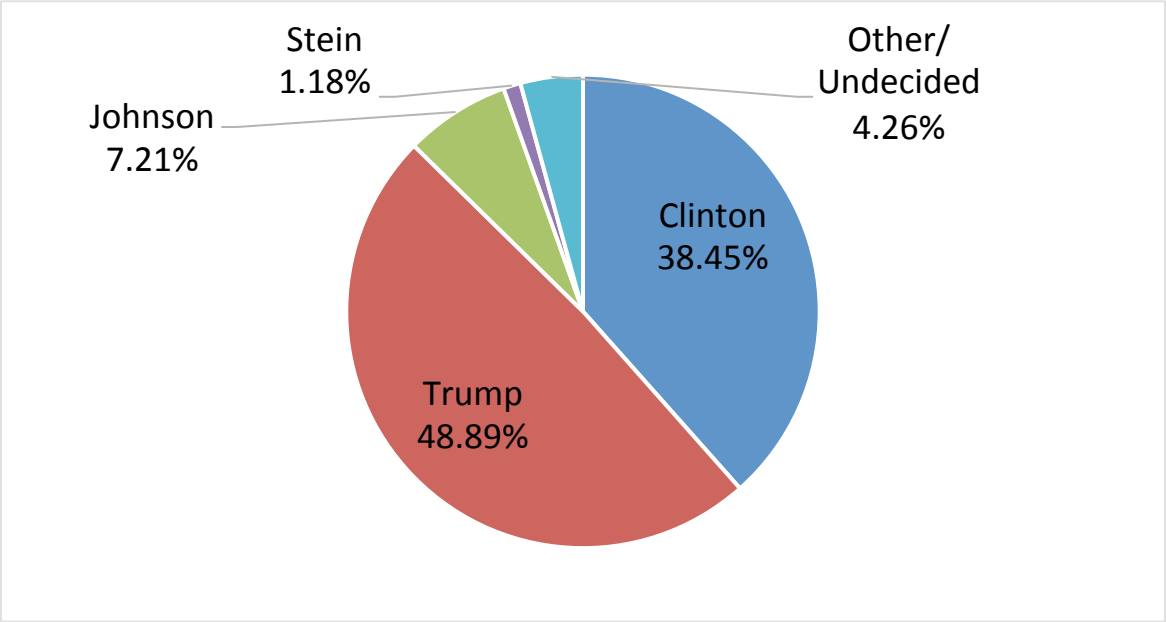
Ages 46-55



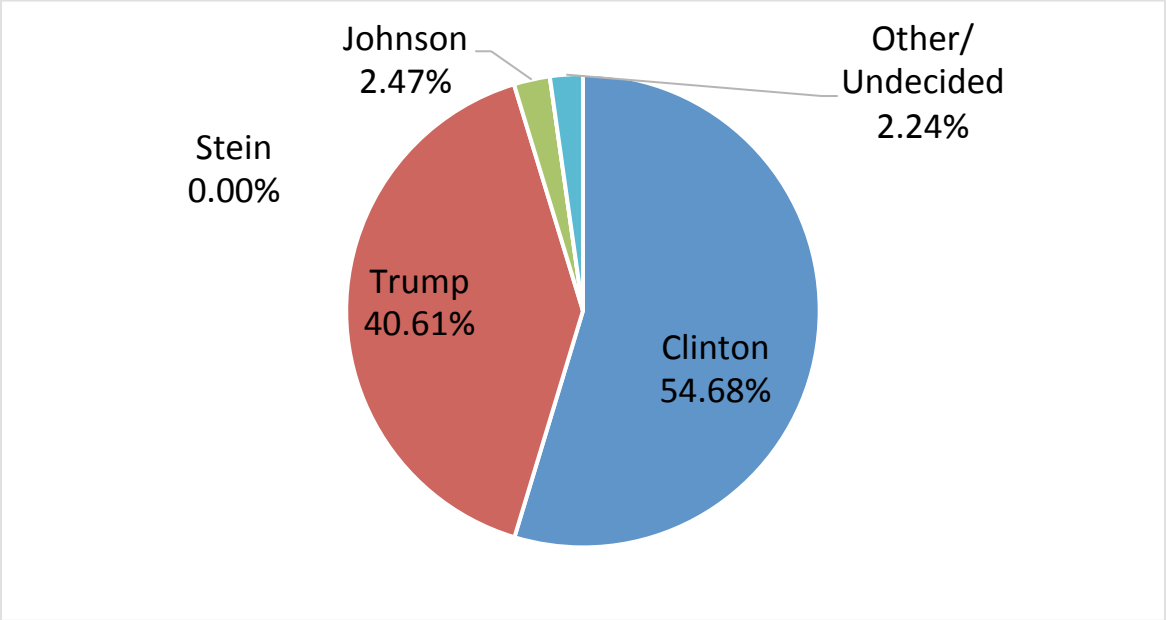
Ages 36-45



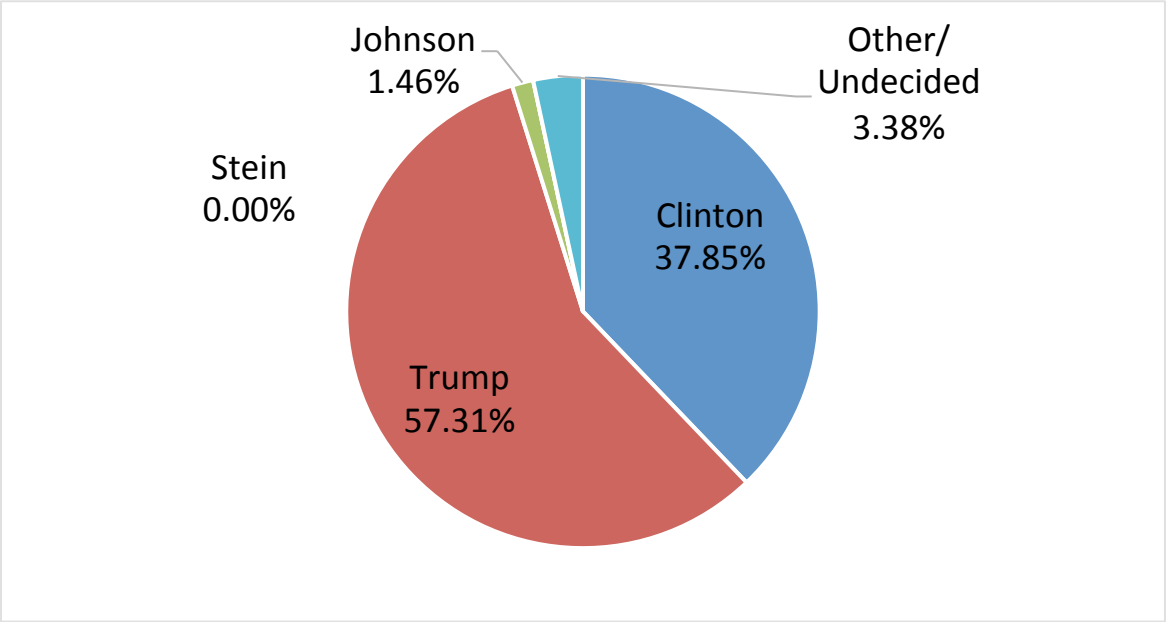
Ages 26-35



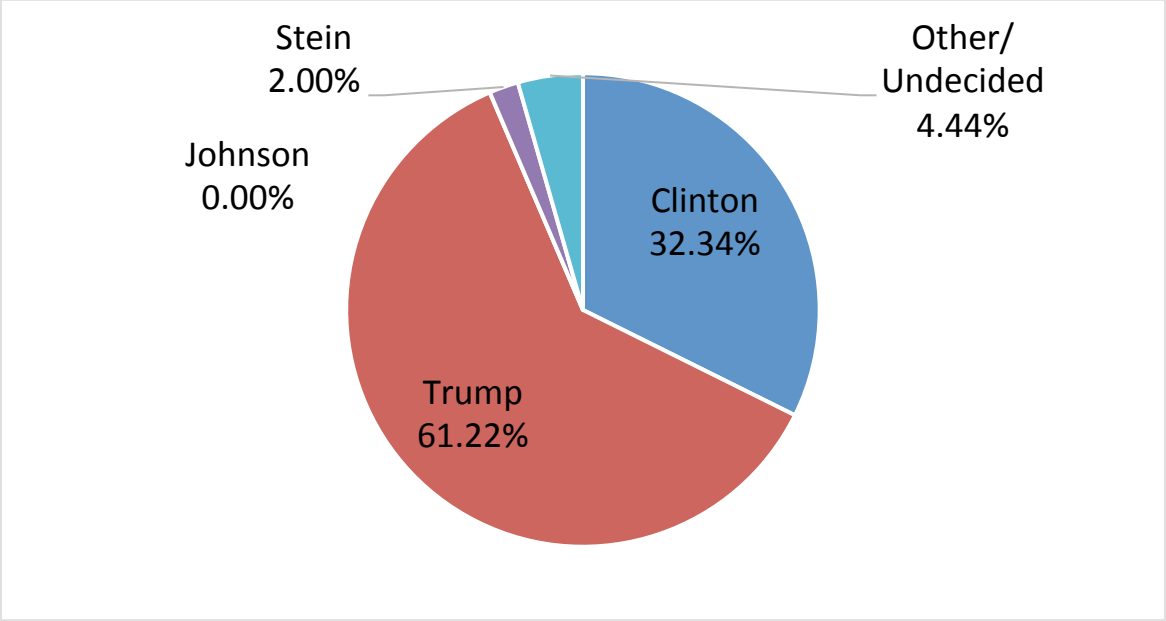
Ages 18-25



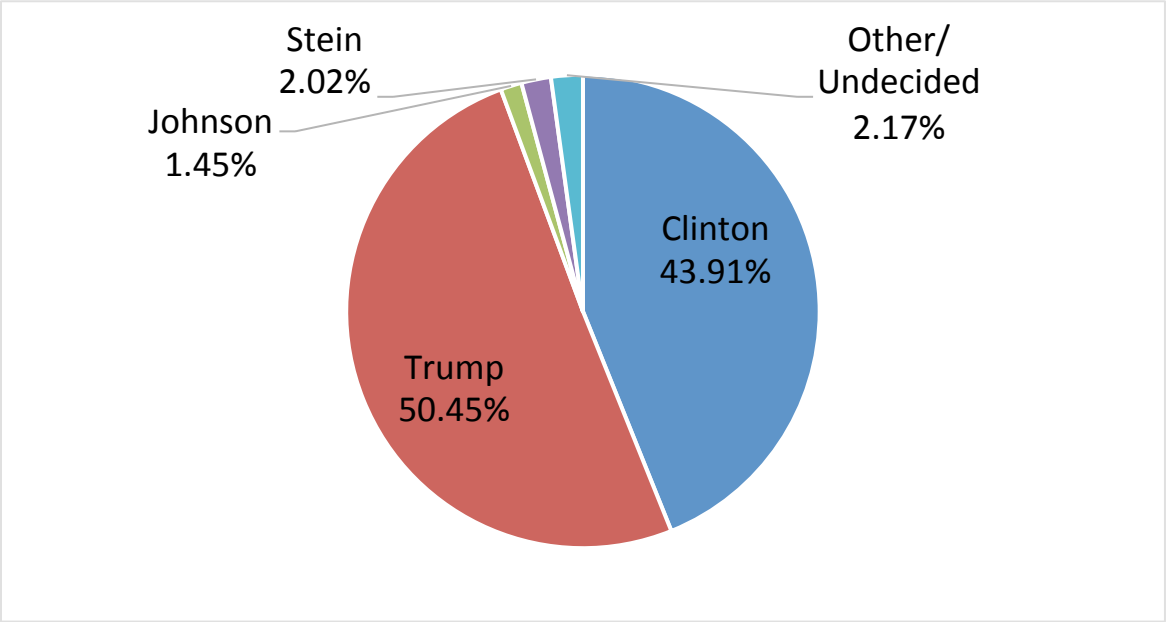
Panhandle



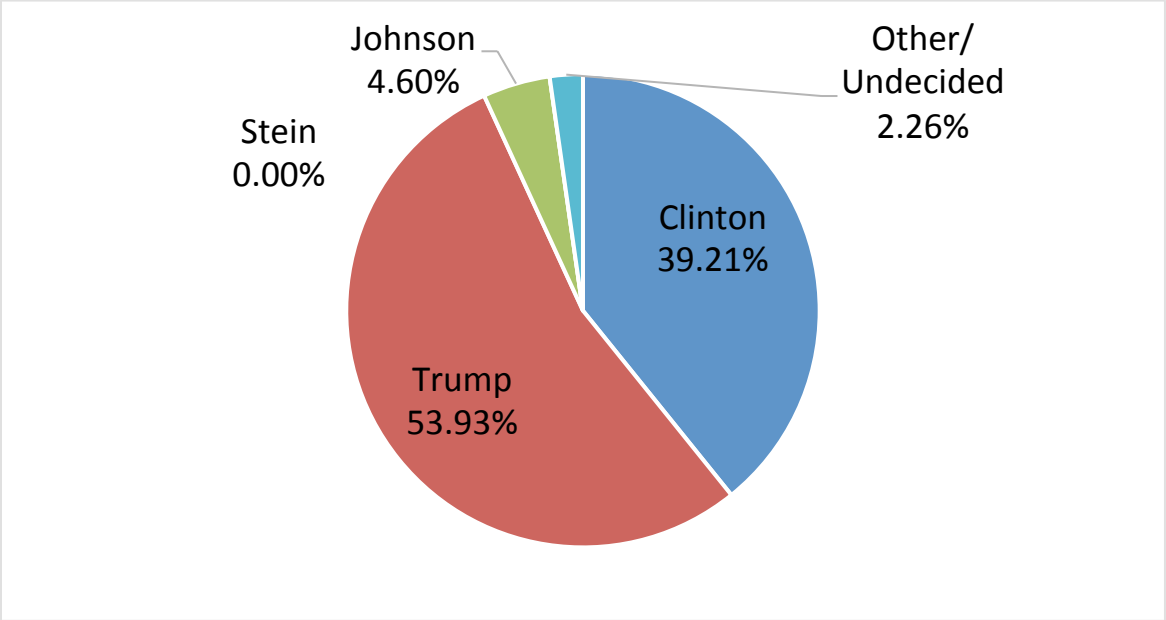
Northeast



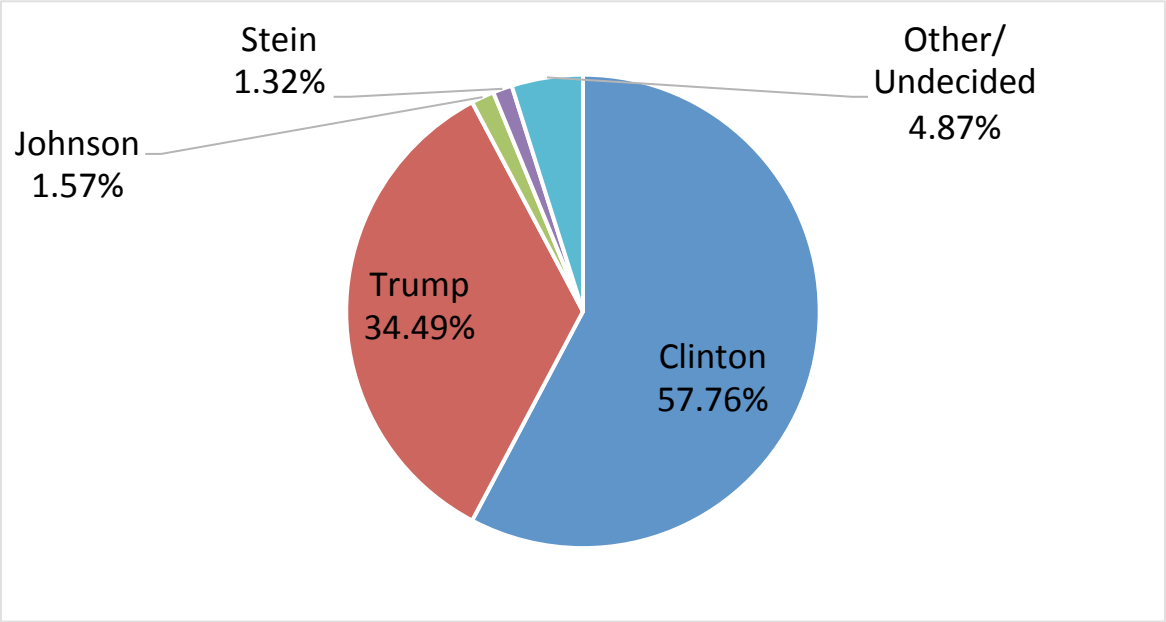
Central



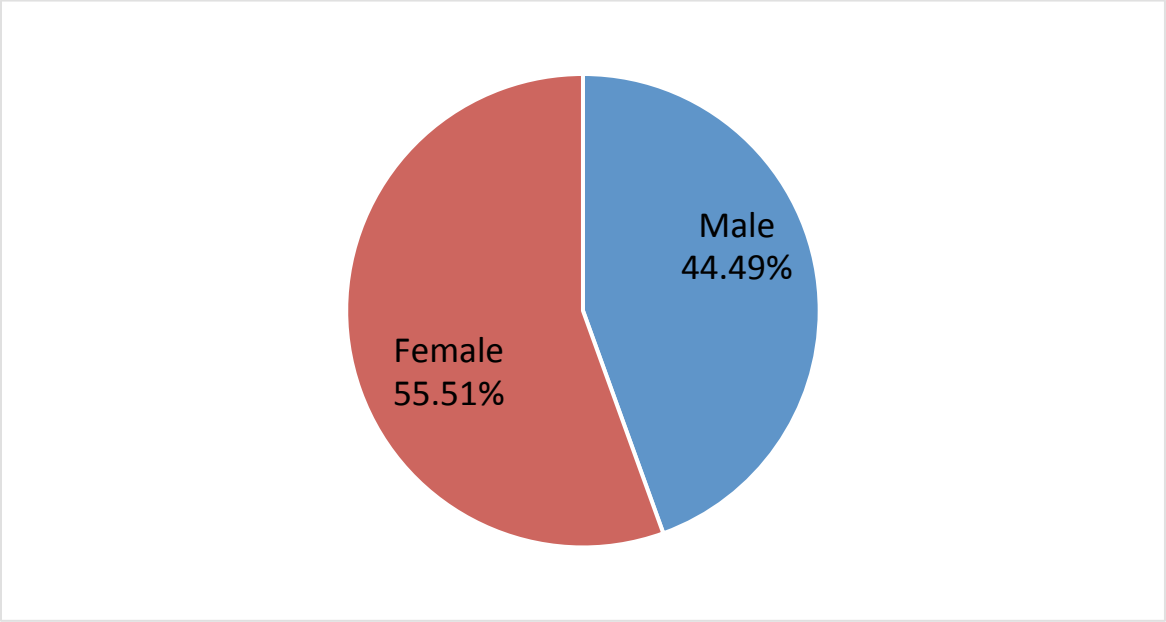
Southwest



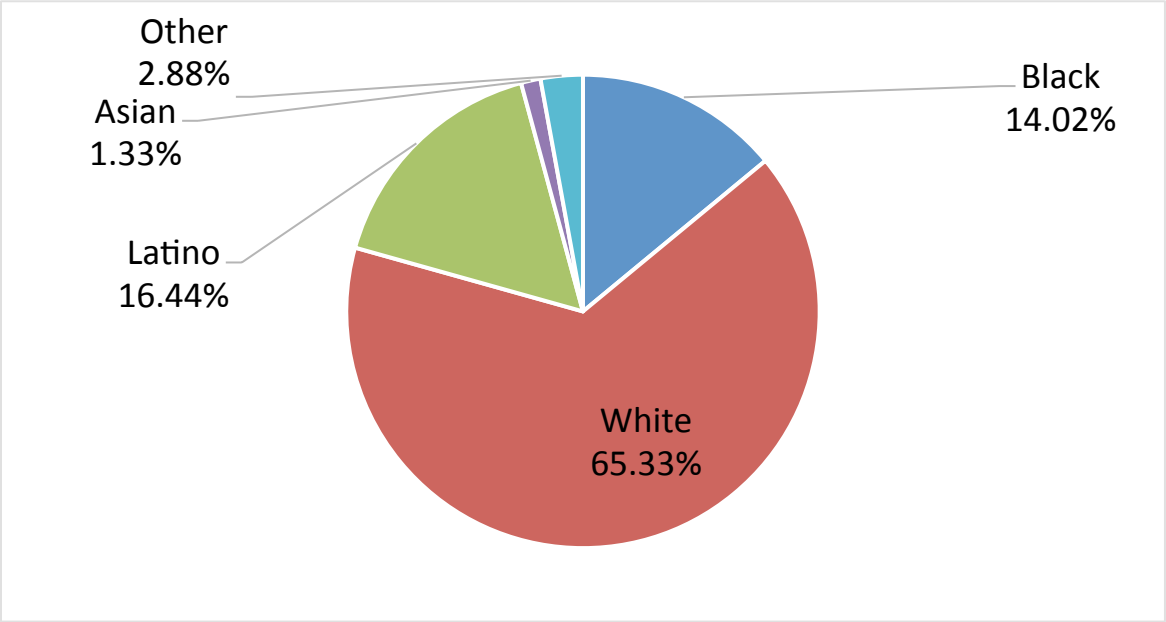
Southeast



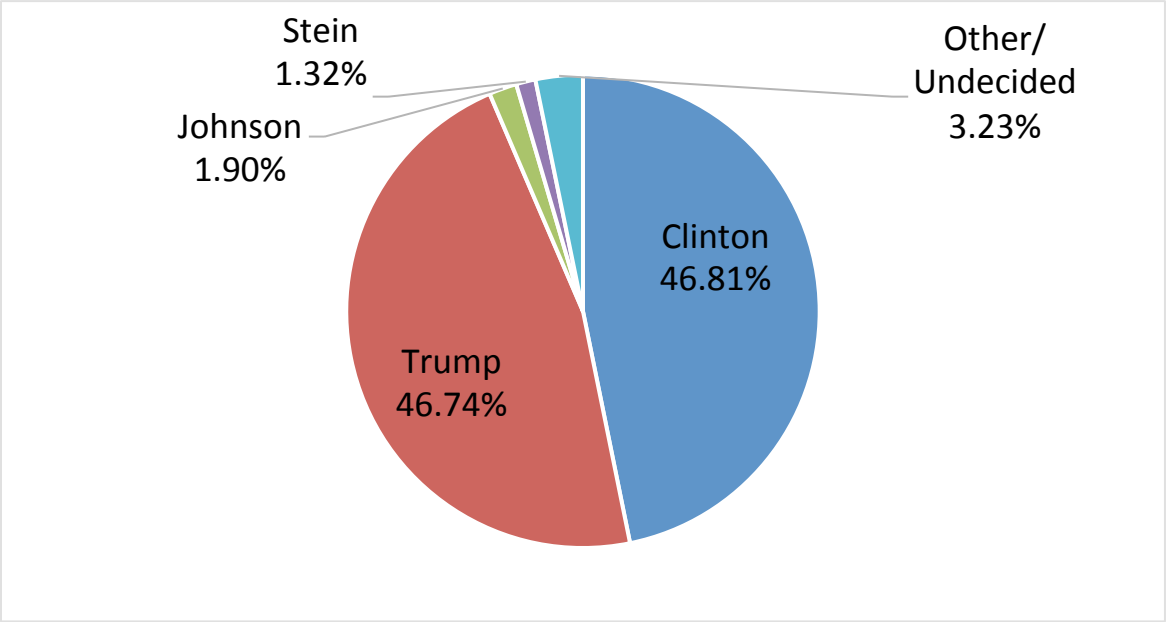
Self-Identified Gender



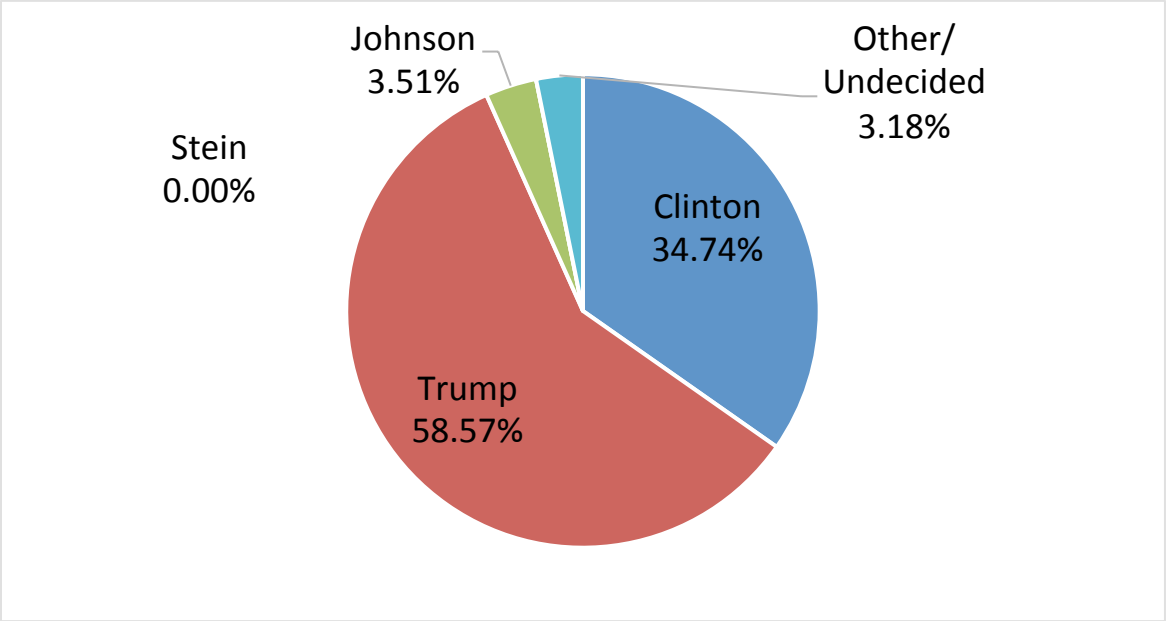
Self Identified Race/Ethnicity



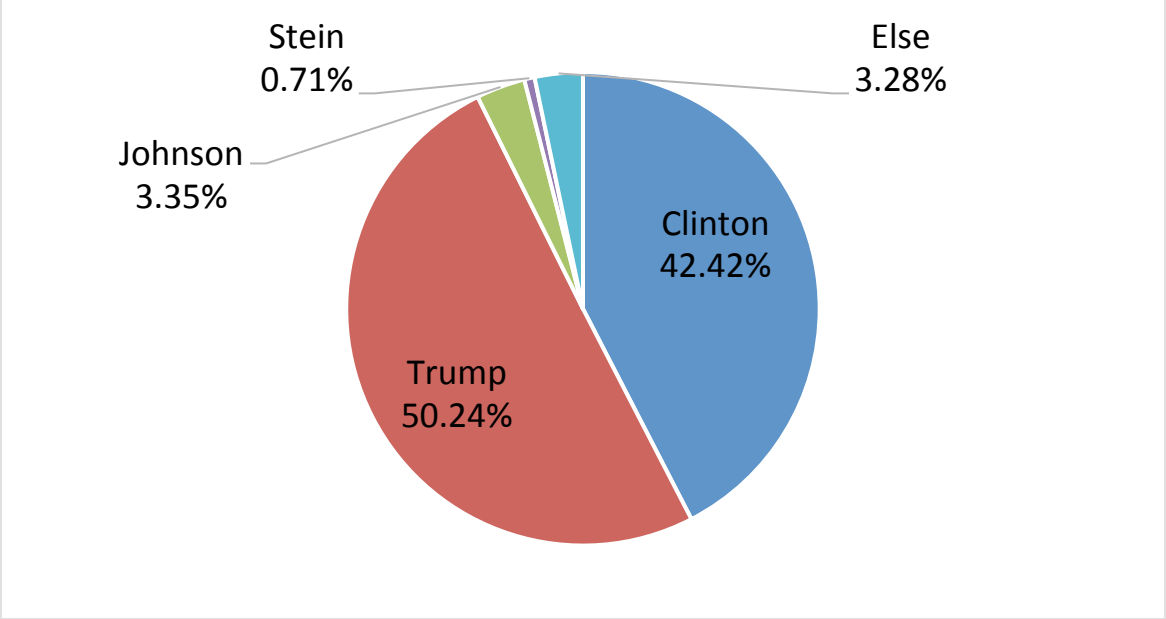
Survey Question #1
Likely voters whose most recent general election was 2008 and forward



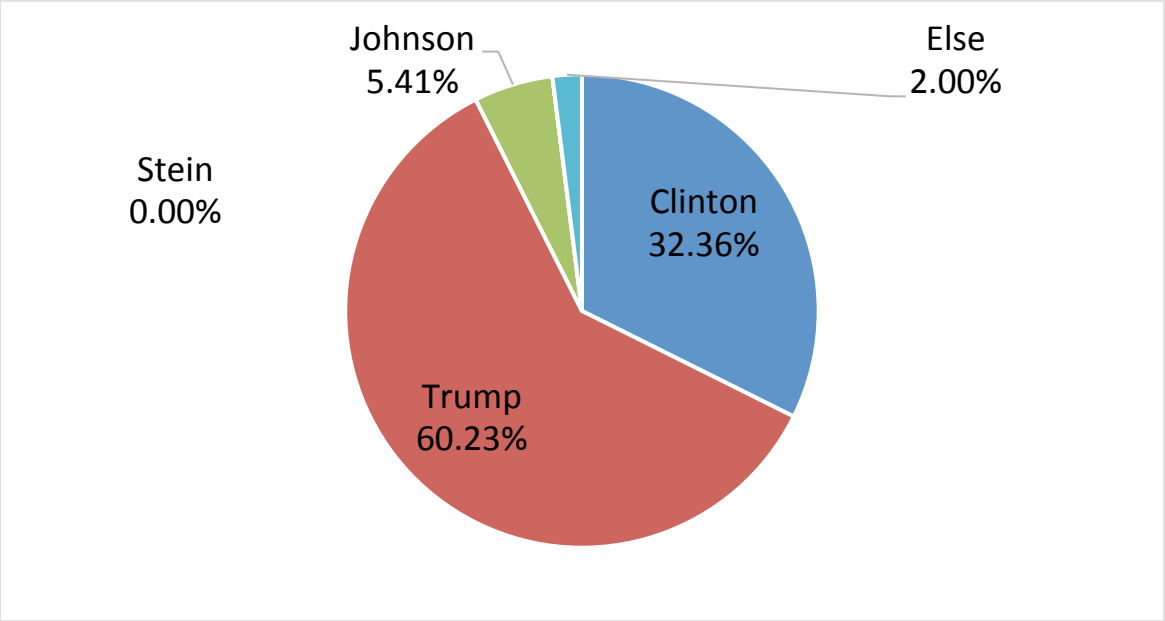
Survey Question #1
Likely voters whose most recent general election was 2006 and before



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 approrpiate geographic representation. These calls were placed from 6:00pm to 8:30pm local time from Thursday, October 27th though Monday, October 31st.

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.

For more information, please contact info@trf-grp.com.

APPENDIX CROSSTABS I

	18-25	26-35	36-45	46-55	56-61	62+	Black	White	Latino	Asian	Other
Clinton	54.68%	38.45%	41.82%	46.83%	45.43%	44.40%	68.30%	37.44%	55.73%	50.35%	33.32%
Trump	40.61%	48.89%	49.80%	45.85%	49.37%	51.73%	26.19%	56.38%	39.16%	30.85%	46.27%
Johnson	2.47%	7.21%	0.94%	2.96%	0.85%	0.82%	2.16%	2.27%	0.00%	18.81%	4.52%
Stein	0.00%	1.18%	4.08%	0.95%	1.44%	0.00%	1.00%	1.22%	0.71%	0.00%	1.80%
Other/Undecided	2.24%	4.26%	3.36%	3.41%	2.91%	3.04%	2.36%	2.70%	4.39%	0.00%	14.09%
18-25	100%	0%	0%	0%	0%	0%	10.67%	6.15%	19.37%	0.00%	4.44%
26-35	0%	100%	0%	0%	0%	0%	18.97%	9.91%	10.90%	39.40%	12.82%
36-45	0%	0%	100%	0%	0%	0%	20.44%	14.71%	13.14%	0.00%	8.61%
46-55	0%	0%	0%	100%	0%	0%	13.93%	19.86%	22.51%	42.79%	22.12%
56-61	0%	0%	0%	0%	100%	0%	11.78%	10.69%	13.70%	10.95%	24.29%
62+	0%	0%	0%	0%	0%	100%	24.20%	38.67%	20.38%	6.87%	27.71%
Panhandle	8.93%	9.62%	7.61%	13.23%	14.25%	9.61%	12.50%	11.18%	2.89%	51.44%	10.36%
Northeast	9.50%	8.80%	11.86%	6.36%	8.34%	6.50%	9.30%	9.21%	2.62%	0.00%	9.35%
Central	21.93%	28.13%	20.32%	31.99%	35.20%	32.36%	30.44%	31.57%	20.67%	0.00%	38.69%
Southwest	21.50%	32.94%	20.11%	26.12%	18.15%	28.18%	21.18%	28.38%	18.98%	18.81%	16.79%
Southeast	38.15%	20.51%	40.10%	22.31%	24.06%	23.23%	26.58%	19.59%	54.84%	29.75%	24.80%
Male	46.46%	42.65%	46.70%	46.20%	44.25%	42.67%	35.89%	44.56%	52.53%	0.00%	59.39%
Female	53.54%	57.35%	53.30%	53.80%	55.75%	57.33%	64.11%	55.44%	47.47%	######	40.61%
Black	16.95%	22.49%	19.25%	9.84%	14.07%	10.31%	100%	0%	0%	0%	0%
White	46%	54.77%	64.57%	65.42%	59.53%	76.80%	0%	100%	0%	0%	0%
Latino	36%	15.17%	14.52%	18.66%	19.20%	10.19%	0%	0%	100%	0%	0%
Asian	0%	4.45%	0.00%	2.88%	1.24%	0.28%	0%	0%	0%	100%	0%
Other	1.45%	3.12%	1.67%	3.21%	5.96%	2.42%	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%	42.88%	46.38%	37.85%	32.34%	43.91%	39.21%	57.76%
Trump	0%	100%	0%	0%	0%	48.58%	48.77%	57.31%	61.22%	50.45%	53.93%	34.49%
Johnson	0%	0%	100%	0%	0%	2.90%	1.58%	1.46%	0.00%	1.45%	4.60%	1.57%
Stein	0%	0%	0%	100%	0%	1.74%	0.59%	0.00%	2.00%	2.02%	0.00%	1.32%
Other/Undecided	0%	0%	0%	0%	100%	3.89%	2.68%	3.38%	4.44%	2.17%	2.26%	4.87%
18-25	10.77%	7.36%	10.05%	0.00%	6.15%	9.22%	8.51%	7.49%	10.45%	6.58%	7.48%	12.63%
26-35	10.14%	11.87%	39.35%	12.64%	15.65%	11.33%	12.21%	10.82%	12.96%	11.31%	15.35%	9.10%
36-45	13.89%	15.23%	6.44%	54.91%	15.53%	15.62%	14.29%	10.78%	22.01%	10.29%	11.80%	22.40%
46-55	20.72%	18.68%	27.06%	17.13%	21.00%	20.60%	19.22%	24.95%	15.73%	21.58%	20.42%	16.61%
56-61	11.90%	11.90%	4.58%	15.31%	10.61%	11.67%	11.79%	15.90%	12.20%	14.05%	8.40%	10.60%
62+	32.59%	34.96%	12.52%	0.00%	31.06%	31.55%	33.97%	30.06%	26.65%	36.20%	36.55%	28.67%
Panhandle	8.88%	12.38%	7.06%	0.00%	11.05%	9.46%	11.36%	100%	0%	0%	0%	0%
Northeast	5.79%	10.08%	0.00%	14.52%	11.06%	7.59%	8.36%	0%	100%	0%	0%	0%
Central	28.80%	30.47%	19.71%	53.73%	19.81%	30.49%	28.54%	0%	0%	100%	0%	0%
Southwest	22.19%	28.10%	53.88%	0.00%	17.78%	23.49%	26.87%	0%	0%	0%	100%	0%
Southeast	34.34%	18.88%	19.35%	31.74%	40.31%	28.97%	24.79%	0%	0%	0%	0%	100%
Male	42.56%	44.39%	59.55%	70.16%	53.78%	100%	0%	40.01%	42.11%	46.13%	41.20%	48.36%
Female	57.44%	55.61%	40.45%	29.84%	46.22%	0%	100%	59.99%	57.89%	53.87%	58.80%	51.64%
Black	21.35%	7.54%	14.00%	12.64%	10.25%	11.31%	16.19%	16.66%	16.25%	14.51%	11.70%	13.98%
White	54.56%	75.65%	68.41%	72.04%	54.72%	65.43%	65.24%	69.46%	75.02%	70.14%	73.10%	48.02%
Latino	20.45%	13.23%	0.00%	10.63%	22.43%	19.42%	14.06%	4.52%	5.37%	11.56%	12.30%	33.83%
Asian	1.50%	0.85%	11.58%	0.00%	0.00%	0.00%	2.40%	6.53%	0.00%	0.00%	0.99%	1.49%
Other	2.14%	2.74%	6.01%	4.68%	12.60%	3.84%	2.11%	2.84%	3.36%	3.79%	1.91%	2.68%