

MEDIA CONTACT: Jim Hellegaard
561-319-2233, jhellegaard@fau.edu

**FAU National Poll Finds Nearly Two-Thirds of
Hispanics Voting for Clinton Over Trump**
Hispanics Could Be Difference in Battlegrounds of Florida and Colorado

BOCA RATON, Fla. (August 4, 2016) – Hillary Clinton leads Donald Trump nationally by 48 percent among Hispanics – nearly twice the 26 percent margin she held in May – and has greatly increased her favorability rating, according to a new national survey by the Florida Atlantic University Business and Economics Polling Initiative ([FAU BEPI](#)).

Clinton was the choice of 66 percent of respondents, while 18 percent chose Trump and 15 percent were undecided. Among Hispanic Democrats, Clinton leads 85 percent to 6 percent, while Independents and others favor her 55 percent to 17 percent. Trump leads among Hispanic GOP voters 56 percent to 31 percent. Clinton is winning the female Hispanic vote 68 percent to 14 percent, as well as male Hispanics, who favor her 64 percent to 23 percent.

[Monica Escaleras](#), Ph.D., director of the BEPI, said Clinton has made significant inroads among Hispanics and is closing in on achieving the level of support U.S. President Barack Obama received during his 2012 reelection over Republican nominee Mitt Romney when Hispanics voted overwhelmingly for Obama (71 to 27 percent).

“Clinton has taken some major strides to increase her support among Hispanics,” Escaleras said. “Her efforts to win over many who said they were undecided a couple of months ago are paying off, while Trump has actually seen his support drop by more than 5 percent.”

Hispanics continue to view Clinton as better than Trump for the economy overall (62.5 to 23 percent) and keeping them safe from terrorism (56.2 percent to 22.9 percent).

“Clinton's support with Hispanics is growing in our polling,” said Kevin Wagner, Ph.D., associate professor of political science at FAU and a research fellow of the Initiative. “That makes it increasingly difficult for Trump in battleground states such as Florida or Colorado where Hispanic voters may be the difference.”

Clinton has increased her favorable rating by more than 12 points since May, from 41.6 to 53.8 percent, while also decreasing her unfavorable rating from 31 to 25.5 percent. Trump, meanwhile, has seen his numbers go in the opposite direction, with his favorable rating dropping four points since May, from 21.8 to 17.8 percent, while his unfavorable rating increased from 60.8 to 67.6 percent. Trump's numbers are even underwater among Hispanic Republicans, who give the GOP nominee a 47 percent unfavorable rating and a 42 percent favorable rating.

BEPI's monthly Hispanic Consumer Sentiment Index dropped five points from an all-time high of 105.8 in June to 100.8 in July. "Consumers are a bit less optimistic in July compared to June," Escaleras said. "This decline can be due to uncertainties in the national economy, global economy and the presidential election."

The poll was conducted nationally July 1-31. The polling sample consisted of 500 Hispanics with a margin of error of +/- 4.33 percent and a 95 percent confidence level.

For more information, contact Monica Escaleras, Ph.D., at 561-297-1312 or BEPI@fau.edu, or visit www.business.fau.edu/bepi.

- FAU -

About FAU BEPI:

The Florida Atlantic University Business and Economic Polling Initiative conducts surveys on business, economic, political and social issues with a focus on Hispanic attitudes and opinions at regional, state and national levels via planned monthly national surveys. The initiative subscribes to the American Association of Public Opinion Research and is a resource for public and private organizations, academic research and media outlets. In addition, the initiative is designed to contribute to the educational mission of the University by providing students with valuable opportunities to enhance their educational experience by designing and carrying out public opinion research.

About Florida Atlantic University

Florida Atlantic University, established in 1961, officially opened its doors in 1964 as the fifth public university in Florida. Today, the University, with an annual economic impact of \$6.3 billion, serves more than 30,000 undergraduate and graduate students at sites throughout its six-county service region in southeast Florida. FAU's world-class teaching and research faculty serves students through 10 colleges: the Dorothy F. Schmidt College of Arts and Letters, the College of Business, the College for Design and Social Inquiry, the College of Education, the College of Engineering and Computer Science, the Graduate College, the Harriet L. Wilkes Honors College, the Charles E. Schmidt College of Medicine, the Christine E. Lynn College of Nursing and the Charles E. Schmidt College of Science. FAU is ranked as a High Research Activity institution by the Carnegie Foundation for the Advancement of Teaching. The University is placing special focus on the rapid development of critical areas that form the basis of its strategic plan: Healthy aging, biotech, coastal and marine issues, neuroscience, regenerative medicine, informatics, lifespan and the environment. These areas provide opportunities for faculty and students to build upon FAU's existing strengths in research and scholarship. For more information, visit www.fau.edu.