BUSINESS AND ECONOMICS POLLING INITIATIVE
College of Business
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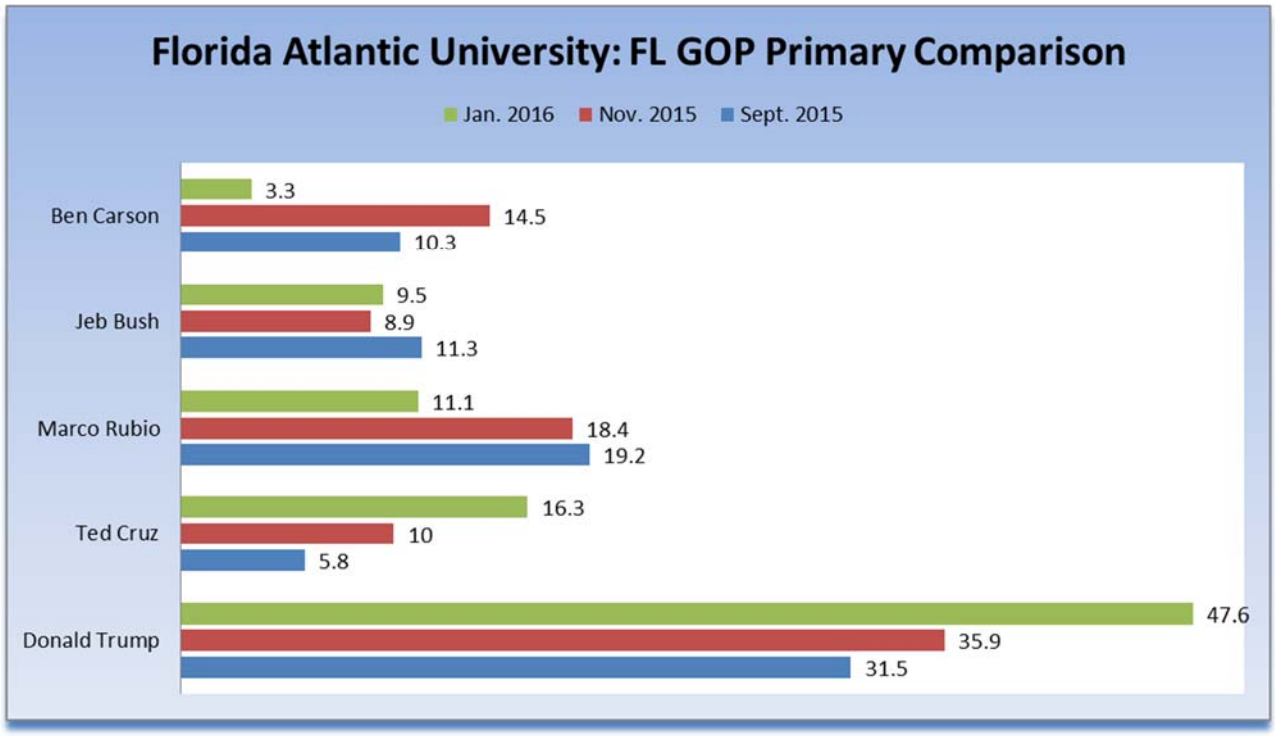
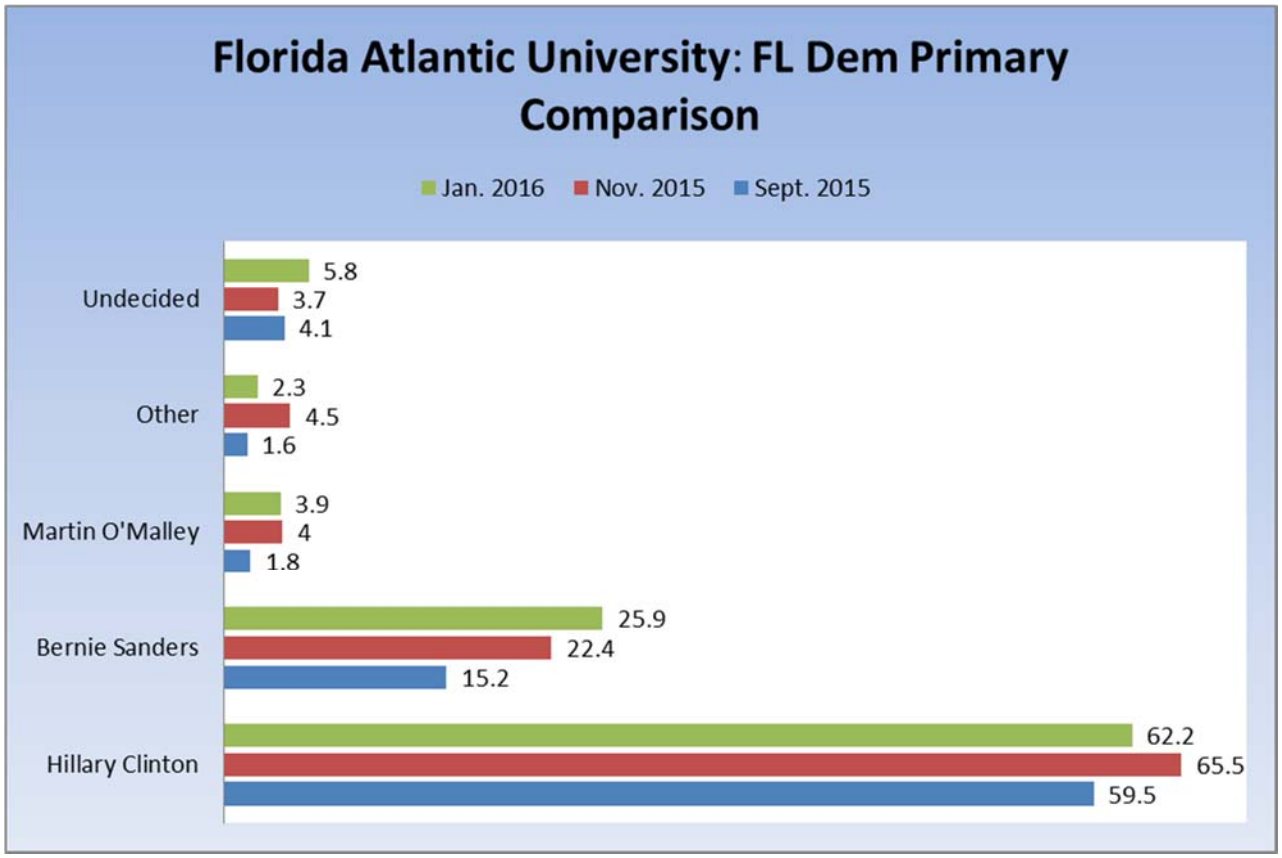
Florida Atlantic University Poll: Trump Surges in Sunshine State, Bernie Cuts into Clintons lead in Dem Primary.
Grayson (D) and Jolly (R) early frontrunners for Party Nominations' in U.S. Senate Race

A new Florida Atlantic University statewide poll has GOP front runner Donald Trump surging with the support of 48% of likely Republican primary voters and an overall 32 point lead on his closest competitor Ted Cruz (16%.) Marco Rubio and Jeb Bush round out the top tier with 11% and 10% respectively. On the Democrat side, Hillary Clinton maintains a healthy 36 point lead over Bernie Sanders (62% to 26%), but their overall race has tightened 8 points since November and September when Clinton held a 44 point lead. This poll was conducted between January 15-18, 2016.



While Trump has seen his lead increase since September from 13 to 32 points, Ted Cruz has seen his share of support also increase from 6% in September to 16% in

January. On the other hand, Ben Carson has seen his support evaporate from a high of 15% in November to 3%, and Marco Rubio has seen a seven point drop from 18% in November to 11% today.



Sanders has made gains since September, increasing 11 points from 15% of the vote to 26%, but this might largely be due to Vice President Joe Biden's announcement not to run prior to the November poll in which Sander gained 7 points.

Voters were also asked if they have a close friend or acquaintance that is Muslim, and overall 58% said they did not. Of likely GOP primary voters without a Muslim friend or acquaintance, 52% said they would vote for Trump, which is up from the 42% who had a Muslim friend that said they would vote for Trump. Of likely Democrat primary voters without a Muslim friend or acquaintance, 68% support Clinton and 19% support Sanders but those with a close Muslim friend shift their support in favor of Sanders 50% to 48%.

Overall, public sentiment toward the candidates is universally unfavorable, with none of the top tier candidates holding a positive image. Clinton and Trump had the best ratio with a 42% favorable rating and a 51% unfavorable rating respectively, followed by Rubio (at 37% to 52%,) and Cruz with the worst image among voters (at 31% to 54%.) Clinton and Trump's name recognition held steady from November's poll, while Rubio sank from 42% favorable and 47% unfavorable in November's poll.

The poll shows Bush unable to increase his favorability in his home state from November when 34% of respondents had a favorable opinion and 51% had an unfavorable; this current poll has Bush continuing to slip at 33% favorable and 55% unfavorable.

Among likely GOP primary voters, Trump is the most favorable at 70%, and has the greatest difference between his positive and negative rating with a +46. Rubio is behind him at a +36, followed by Cruz at +26 and Bush at +2.

GOP PRIMARY VOTERS	Favorable	Unfavorable	Difference
Bush	47%	45%	+2
Rubio	63%	27%	+36
Trump	70%	24%	+46
Cruz	57%	31%	+26

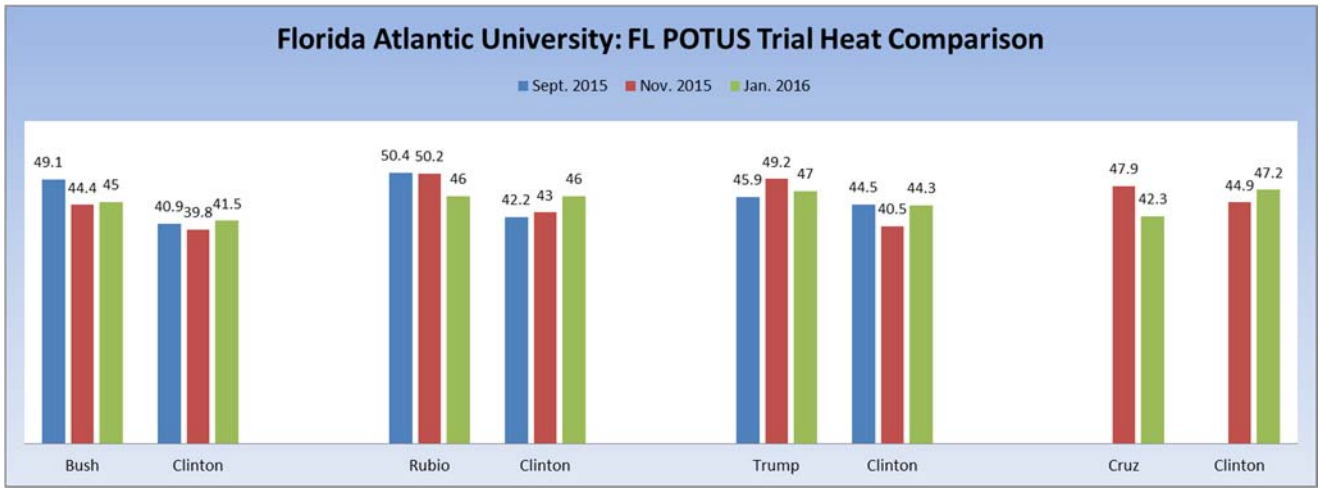
Among registered Independents, Cruz has the highest unfavorable rating at 55% and an overall negative difference of 32 points, Clinton has the next lowest ranking with a 51% unfavorable and a negative difference of 20 points.

Registered Independents	Favorable	Unfavorable	Difference
Clinton	31%	51%	-20
Bush	33%	49%	-16
Rubio	35%	49%	-14
Trump	37%	51%	-14
Cruz	23%	55%	-32

Trump leads in the GOP primary among Caucasians with 48%, Hispanics at 54%, but trails Cruz among African Americans 44% to 23%. Rubio has seen his support among Hispanics drop 19 points from 34% to 15%, and Bush's support from Hispanics has dropped 7 points from 13% to 6%.

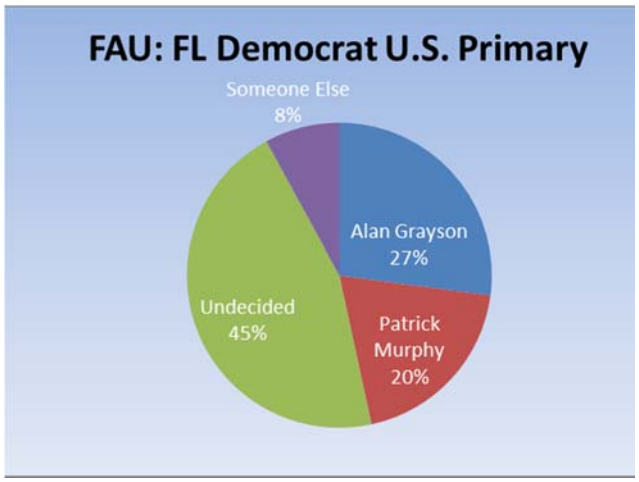
	White/ Caucasian Nov. 2015	White/ Caucasian Jan. 2016	African American Nov. 2015	African American Jan. 2016	Hispanic/ Latino Nov. 2015	Hispanic/ Latino Jan. 2016
Jeb Bush	8.0%	11.1%	15.8%	0%	12.8%	5.5%
Rand Paul	2.4%	1.8%	31.6%	0%	4.3%	14%
Carly Fiorina	2.4%	.7%	0.0%	0.0%	0.0%	0.0%
Ted Cruz	10.8%	13.8%	10.5%	43.5%	6.4%	10.2%
Marco Rubio	16.3%	12.5%	0.0%	0%	34.0%	15.1%
Ben Carson	14.3%	2.4%	15.8%	17.5%	19.1%	0.0%
Donald Trump	39.0%	48.1%	21.1%	23.4%	19.1%	54%
Mike Huckabee	.4%	3.5%	0.0%	0.0%	0.0%	0.0%
John Kasich	3.6%	1.2%	0.0%	15.7%	4.3%	0.0%
Chris Christie	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
Undecided	2.0%	1.3%	5.3%	0.0%	0.0%	1.3%

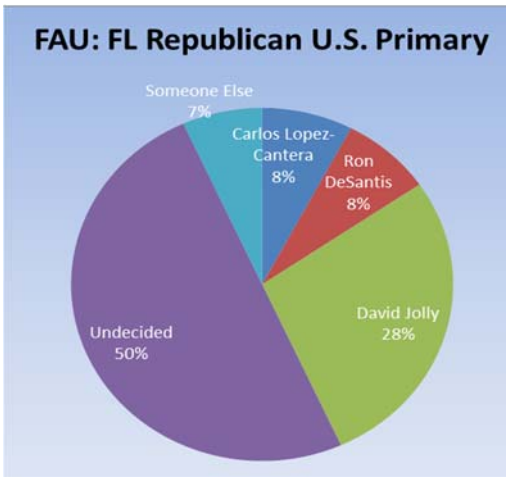
Clinton has improved against all of her GOP rivals in head-to-head match ups since November by reversing her fortunes against Cruz, previously down 48% to 45% in November to up 47% to 42%. Rubio has seen his 7 point lead against Clinton evaporate as well, and is now tied at 46%. Both Bush and Trump continue to outpace Clinton, 45%-42% and 47% to 44% respectively.



When Bernie Sanders is substituted for Clinton in head to head match-ups, the GOP candidates expand their lead with Trump and Rubio leading Sanders 47%to 42%, and Cruz tied at 43% with the Vermont Senator.

In potential Florida U.S. Senate Primary match ups, Democrat Alan Grayson holds a 7 point lead over Patrick Murphy (27% to 20%) while on the Republican side; David Jolly holds a 20 point lead over Carlos Lopez-Cantera and Ron DeSantis 28% to 8% each.





The Florida Atlantic University poll was conducted from Friday, January 15 at 1pm, through Monday morning January 18. The polling sample was a random selection of registered voters purchased through Aristotle Inc. Likely primary voters were classified through a screening question. For non-completes with a working residential phone line, at least five callbacks were attempted (Friday afternoon, Friday evening, Saturday afternoon, Sunday afternoon, Sunday evening and Monday morning). The Democratic

and GOP Presidential primaries consisted of 383 and 386 adult registered likely primary voters in Florida, with a margin of error of +/-4.9 percent respectively. The Democratic and GOP U.S. Senate primaries consisted of 371 and 345 adult registered likely primary voters in Florida, with a margin of error of +/-5.0 percent and +/-5.2 percent respectively. An overall sample of 1,008 registered voters with a +/-3 percent, at a 95 percent confidence level, was used for the additional statewide questions. Data was collected using an Interactive Voice Response system and weighted based on race, age, gender and region to reflect likely voter populations in Florida. The full methodology and results can be found at http://business.fau.edu/departments/economics/business-economics-polling/index.aspx

Below are the full results and survey instrument. For further information or questions about methodology, contact Dr. Monica Escaleras, FAU-BEPI director and FAU assistant professor of economics, at mescaler@fau.edu.

Results

Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	951	94.3	94.3	94.3
	Spanish	57	5.7	5.7	100.0
	Total	1008	100.0	100.0	

What is your Gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	496	49.2	49.2	49.2
	Female	512	50.8	50.8	100.0
	Total	1008	100.0	100.0	

Presidential Approval

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Approve	429	42.5	42.5	42.5
	Disapprove	488	48.4	48.4	90.9
	Undecided	92	9.1	9.1	100.0
	Total	1008	100.0	100.0	

Voting Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	913	90.5	90.5	90.5
	Somewhat likely	34	3.4	3.4	93.9
	50-50	36	3.6	3.6	97.5
	not likely	25	2.5	2.5	100.0
	Total	1008	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	425	42.1	42.1	42.1
	Republican	386	38.3	38.3	80.5
	Independent/Othrer	197	19.5	19.5	100.0
	Total	1008	100.0	100.0	

Which Primary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vote in Democratic primary/caucus	383	38.0	38.0	38.0
	Vote in Republican primary/caucus	386	38.3	38.3	76.3
	Skip Primaries/caucuses. Vote in November	187	18.5	18.5	94.8
	Undecided	52	5.2	5.2	100.0
	Total	1008	100.0	100.0	

Democrat Primary Ballot test

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	238	23.6	62.2	62.2
	Bernie Sanders	99	9.8	25.9	88.1
	Martin O'Malley	15	1.5	3.9	91.9
	Other	9	.9	2.3	94.2
	Undecided	22	2.2	5.8	100.0
	Total	383	38.0	100.0	
Missing	System	625	62.0		
Total		1008	100.0		

GOP Primary Ballot Test

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mike Huckabee	10	1.0	2.6	2.6
	Rand Paul	12	1.2	3.1	5.7
	Chris Christie	10	1.0	2.6	8.3
	Ted Cruz	63	6.2	16.3	24.5
	Marco Rubio	43	4.3	11.1	35.7
	Ben Carson	13	1.3	3.3	39.0
	Donald Trump	184	18.2	47.6	86.6
	Jeb Bush	37	3.6	9.5	96.1
	John Kasich	8	.8	2.1	98.2
	Carly Fiorina	2	.2	.5	98.7
	Jim Gilmore	1	.1	.2	98.8
	Other		.0	.1	98.9
	Undecided	4	.4	1.1	100.0
	Total	386	38.3	100.0	
Missing	System	622	61.7		
Total		1008	100.0		

Clinton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	421	41.8	41.8	41.8
	Unfavorable	513	50.9	50.9	92.7
	you are undecided	54	5.3	5.3	98.0
	you've never heard of this public figure	20	2.0	2.0	100.0
	Total	1008	100.0	100.0	

Bush

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	336	33.3	33.3	33.3
	Unfavorable	558	55.3	55.3	88.7
	You are undecided	100	10.0	10.0	98.6
	You've never heard of this public figure	14	1.4	1.4	100.0
	Total	1008	100.0	100.0	

Rubio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	374	37.1	37.1	37.1
	Unfavorable	526	52.2	52.2	89.3
	You are undecided	93	9.2	9.2	98.5
	You've never heard of this public figure	15	1.5	1.5	100.0
	Total	1008	100.0	100.0	

Trump

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	424	42.1	42.1	42.1
	Unfavorable	512	50.8	50.8	92.9
	You are undecided	55	5.5	5.5	98.4
	You've never heard of this public figure	16	1.6	1.6	100.0
	Total	1008	100.0	100.0	

Cruz

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	313	31.0	31.0	31.0
	Unfavorable	544	53.9	53.9	85.0
	You are undecided	123	12.2	12.2	97.2
	You've never heard of this public figure	29	2.8	2.8	100.0
	Total	1008	100.0	100.0	

Bush v. Clinton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jeb Bush	453	45.0	45.0	45.0
	Hillary Clinton	418	41.5	41.5	86.5
	Undecided	136	13.5	13.5	100.0
	Total	1008	100.0	100.0	

Trump v. Clinton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Donald Trump	474	47.0	47.0	47.0
	Hillary Clinton	447	44.3	44.3	91.3
	Undecided	88	8.7	8.7	100.0
	Total	1008	100.0	100.0	

Trump v. Sanders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Donald Trump	474	47.1	47.1	47.1
	Bernie Sanders	426	42.3	42.3	89.4
	Undecided	107	10.6	10.6	100.0
	Total	1008	100.0	100.0	

Rubio v. Clinton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Marco Rubio	458	45.5	45.5	45.5
	Hillary Clinton	461	45.8	45.8	91.2
	Undecided	88	8.8	8.8	100.0
	Total	1008	100.0	100.0	

Rubio v. Sanders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Marco Rubio	475	47.1	47.1	47.1
	Bernie Sanders	419	41.6	41.6	88.8
	Undecided	113	11.2	11.2	100.0
	Total	1008	100.0	100.0	

Cruz v. Clinton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ted Cruz	426	42.3	42.3	42.3
	Hillary Clinton	476	47.2	47.2	89.5
	Undecided	106	10.5	10.5	100.0
	Total	1008	100.0	100.0	

Cruz v.Sanders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ted Cruz	435	43.2	43.2	43.2
	Bernie Sanders	437	43.3	43.3	86.5
	Undecided	136	13.5	13.5	100.0
	Total	1008	100.0	100.0	

Senate Primary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democratic	371	36.8	36.8	36.8
	Republican	345	34.3	34.3	71.0
	Skip	235	23.3	23.3	94.3
	Undecided	57	5.7	5.7	100.0
	Total	1008	100.0	100.0	

Democratic Senate Primary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alan Grayson	100	10.0	27.1	27.1
	Patrick Murphy	72	7.2	19.5	46.6
	Undecided	169	16.7	45.4	92.1
	Someone Else	29	2.9	7.9	100.0
	Total	371	36.8	100.0	
Missing	System	637	63.2		
Total		1008	100.0		

Republican Primary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Carlos Lopez-Cantera	27	2.6	7.7	7.7
	Ron DeSantis	27	2.6	7.7	15.4
	David Jolly	96	9.5	27.8	43.2
	Undecided	173	17.1	50.0	93.2
	Someone Else	23	2.3	6.8	100.0
	Total	345	34.3	100.0	
Missing	System	663	65.7		
Total		1008	100.0		

Age Category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	124	12.3	12.3	12.3
	35-54	312	31.0	31.0	43.3
	55-74	421	41.8	41.8	85.1
	75+	150	14.9	14.9	100.0
	Total	1008	100.0	100.0	

Ethnic Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	638	63.3	63.3	63.3
	Black	128	12.7	12.7	76.0
	American Indian	8	.8	.8	76.8
	Asian	7	.7	.7	77.5
	Middle Eastern	12	1.2	1.2	78.7
	Hispanic	151	15.0	15.0	93.7
	Other	43	4.3	4.3	98.0
	Don't Know	20	2.0	2.0	100.0
	Total	1008	100.0	100.0	

Muslim Question

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Close Muslim Friend	160	15.8	15.8	15.8
	Muslim Acquaintance	262	26.0	26.0	41.8
	Don't know any Muslims	587	58.2	58.2	100.0
	Total	1008	100.0	100.0	

Hispanic Question

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Close Hispanic Friend	617	61.2	61.2	61.2
	Hispanic Acquaintance	275	27.2	27.2	88.4
	Don't know any Hispanics	117	11.6	11.6	100.0
	Total	1008	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	302	30.0	30.0	30.0
	Central	363	36.0	36.0	66.0
	South	343	34.0	34.0	100.0
	Total	1008	100.0	100.0	

Survey Instrument

Hello, my name is _____ and I am conducting a survey for FAU and I would like to get your opinions about the 2016 Presidential Election. Would you like to spend just a few minutes to help us out?

1. What is your Gender

   Press 1 for Male
   Press 2 for Female

2. Do you approve or disapprove of the way Barack Obama is handling his job as president?

   Press 1 for approve
   Press 2 for disapprove
   Press 3 for undecided

3. How likely are you to vote in the election for President in 2016 --very likely, somewhat likely, 50-50 or not likely?

   Press 1 for Very likely
   Press 2 for somewhat likely
   Press 3 for 50-50
   Press 4 for Not Likely

4. Are you currently registered as a Democrat, Republican, Independent/Other?

   Press 1 for Democrat
   Press 2 for Republican
   Press 3 for Independent/other
   Press 4 if you are not a registered voter (eliminate)

5. For statistical purposes only, can you please tell me what your ethnic background/ancestry is?

   Press 1 for White/Caucasian
   Press 2 for Black/African-American
   Press 3 for American Indian / Alaska Native
   Press 4 for Asian
   Press 5 for Middle Eastern
   Press 6 for Hispanic/Latino
   Press 7 for Other
   Press 8 for Don’t know

6. Thinking about the upcoming presidential primaries and caucuses early next year, do you think you will vote/lean toward voting in your state's Democratic contest, Republican contest, or do you think you will skip the primary season and just vote next November?

   Press 1 for Vote in Democratic primary/caucus (q7)
   Press 2 for Vote in Republican primary/caucus (q8)
   Press 3 for Skip Primaries/caucuses. Vote in November (q10)
   Press 4 for Undecided (q10)

7. If the Democratic Primary for President was held today, and the candidates were {RANDOMIZE} Hillary Clinton, Martin O'Malley, or Bernie Sanders, for whom would you vote or lean toward?

   Press 1 for Hillary Clinton (q10)
   Press 2 for Bernie Sanders (q10)
   Press 3 for Martin O'Malley (q10)
   Press 4 for Other (q10)
   Press 5 for Undecided (q10)
   Press 6 to repeat answer choices

8. If the Republican Primary for President of the United States were held today, who would be your first choice to win the Republican nomination? {RANDOMIZE LIST}

   Press 1 for Mike Huckabee (q10)
   Press 2 for Rand Paul (q10)
   Press 3 for Chris Christie (q10)
   Press 4 for Ted Cruz (q10)
   Press 5 for Marco Rubio (q10)
   Press 6 for Ben Carson (q10)
   Press 7 for Donald Trump (q10)
   Press 8 for Jeb Bush (q10)
   Press 9 for John Kasich (q10)
   Press 0 for Someone else (q9)
   Press * to repeat answer choices

9. You selected other in your choice for the Republican, then from the following who would be your first choice to win the Republican nomination? {RANDOMIZE LIST}

   Press 1 for Carly Fiorina
   Press 2 for Rick Santorum
   Press 3 for Jim Gilmore
   Press 4 for Other
   Press 5 for Undecided

10. Great, I am going to read you a short list of individuals and for each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that.

    First take Hillary Clinton. Is your opinion of Hillary Clinton generally favorable or generally unfavorable?

    Press 1 for favorable
    Press 2 for unfavorable
    Press 3 if you are undecided
    Press 4 if you've never heard of this public figure

11. Is your opinion of Jeb Bush generally favorable or generally unfavorable?
    Press 1 for favorable
    Press 2 for unfavorable
    Press 3 if you are undecided
    Press 4 if you've never heard of this public figure

12. Is your opinion of Marco Rubio generally favorable or generally unfavorable?
    Press 1 for favorable
    Press 2 for unfavorable
    Press 3 if you are undecided
    Press 4 if you've never heard of this public figure

13. Is your opinion of Donald Trump generally favorable or generally unfavorable?
    Press 1 for favorable
    Press 2 for unfavorable
    Press 3 if you are undecided
    Press 4 if you've never heard of this public figure

14. Is your opinion of Ted Cruz generally favorable or generally unfavorable?
    Press 1 for favorable
    Press 2 for unfavorable
    Press 3 if you are undecided
    Press 4 if you've never heard of this public figure

15. Now let's jump right to possible matchups in the general election in 2016.If the presidential election was tomorrow and the candidates were Republican Jeb Bush and Democrat Hillary Clinton, who would you vote for?

    Press 1 for Jeb Bush
    Press 2 for Hillary Clinton
    Press 3 if you are Undecided

16. If the presidential election was tomorrow and the candidates were Republican Donald Trump and Democrat Hillary Clinton, who would you vote for?

    Press 1 for Donald Trump
    Press 2 for Hillary Clinton
    Press 3 if you are Undecided

17. If the presidential election was tomorrow and the candidates were Republican Donald Trump and Democrat Bernie Sanders, who would you vote for?

    Press 1 for Donald Trump
    Press 2 for Bernie Sanders
    Press 3 if you are Undecided

18. If the presidential election was tomorrow and the candidates were Republican Marco Rubio and Democrat Hillary Clinton, who would you vote for?

    Press 1 for Marco Rubio
    Press 2 for Hillary Clinton
    Press 3 if you are Undecided

19. If the presidential election was tomorrow and the candidates were Republican Donald Trump and Democrat Bernie Sanders, who would you vote for?

    Press 1 for Marco Rubio
    Press 2 for Bernie Sanders
    Press 3 if you are Undecided

20. If the presidential election was tomorrow and the candidates were Republican Ted Cruz and Democrat Hillary Clinton, who would you vote for?

    Press 1 for Ted Cruz
    Press 2 for Hillary Clinton
    Press 3 if you are Undecided

21. If the presidential election was tomorrow and the candidates were Republican Ted Cruz and Democrat Bernie Sanders, who would you vote for?

    Press 1 for Ted Cruz
    Press 2 for Bernie Sanders
    Press 3 if you are Undecided

22. Now, lets change races. Thinking about the upcoming United States Senate primary in August, do you think you will vote/lean toward voting in your state's Democratic contest, Republican contest, or do you think you will skip the primary and just vote next November?

    Press 1 for Vote in Democratic primary (q22)
    Press 2 for Vote in Republican primary (q23)
    Press 3 for Skip Primaries/caucuses. Vote in November (q24)
    Press 4 for Undecided (q24)

23. If the Democratic primary election for United States Senate were being held today, and the candidates were Democrats Patrick Murphy and Alan Grayson, for whom would you vote?

    Press 1 for Alan Grayson
    Press 2 for Patrick Murphy
    Press 3 if you are Undecided
    Press 4 if you would vote for someone else

24. If the Republican primary election for United States Senator were being held today, and the candidates were Republicans Carlos Lopez-Cantera, Ron DeSantis, and David Jolly for whom would you vote?

    Press 1 for Carlos Lopez-Cantera
    Press 2 for Ron DeSantis
    Press 3 for David Jolly
    Press 4 if you are Undecided
    Press 5 if you would vote for someone else

25. What is your age category?

    Press 1 for 18-34 Years
    Press 2 for 35-54 Years
    Press 3 for 55-74 Years
    Press 4 for 75+

26. Would you say that you have a close friend or a general acquaintance, who is Muslim?

Press 1 for Yes a close friend who is Muslim
Press 2 for A general Acquaintance who is Muslim
Press 3 If you really don't know anyone who is Muslim

27. Would you say that you have a close friend or a general acquaintance, who is Hispanic?

Press 1 for Yes a close friend who is Hispanic
Press 2 for A general acquaintance who is Hispanic
Press 3 If you really don't know anyone who is Hispanic

28. Region: (based on voter file)