

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

FAU National Poll Finds Clinton Leads Trump by 23 Percent Among Hispanics *Clinton Favored on Economy and Terrorism*

BOCA RATON, Fla. (June 2, 2016) – Hillary Clinton leads Donald Trump by 23 percent among Hispanics, who see her as better prepared for improving the economy and keeping them safe from terrorism, according to a new national survey by the Florida Atlantic University Business and Economics Polling Initiative ([FAU BEPI](#)).

Clinton was the choice of 50 percent of respondents, while 27 percent chose Trump and 23 percent were undecided. Clinton's greatest support was in the South, where she leads Trump 56 percent to 21 percent. Clinton is winning the female Hispanic vote 51 percent to 19 percent, as well as male Hispanics, who favor her 49 percent to 28 percent.

Hispanics view Clinton as better for the economy overall (50 to 33 percent) and keeping them safe from terrorism (56 percent to 27 percent).

[Monica Escaleras](#), Ph.D., director of the BEPI, said Clinton still has some work to do among Hispanics to achieve the level of support U.S. President Barack Obama received during his 2012 reelection over Republican nominee Mitt Romney when they voted overwhelmingly for Obama (71 to 27 percent).

"Clinton needs to shore up her support among Hispanics," Escaleras said. "Nearly a quarter of them are still undecided, so she needs to win them over to come close to the margins Obama had four years ago."

While it is not unexpected that so many voters would be undecided this far from the election, it does suggest that there may be an opportunity for Trump to narrow the gap, said Kevin Wagner, Ph.D., associate professor of political science at FAU and a research fellow of the Initiative.

"Trump has substantial ground to make up to compete effectively for Latino voters who are a major voting block in battleground states like Florida, Nevada and Colorado," Wagner said. "The trend suggests that Latino voters will only grow in importance in this election year and may be pivotal in deciding the winner."

Lower income earners have a more favorable opinion of Clinton, with those making under \$25,000 giving her 51 percent favorability, compared with 23 percent for Trump. Clinton has 40 percent favorability among middle-income earners, who give Trump 19 percent. Trump fared best among those making over \$75,000, with a 26 percent favorability, but still trailed Clinton, who scored a 34 percent favorability rating.

BEPI's monthly Hispanic Consumer Sentiment Index was down half a point in May at 93.5, but remains up 3.7 points from a year ago. This month's index showed that Clinton supporters had significantly higher consumer sentiment scores compared to Trump supporters (105 to 77). Hispanics who said they are voting for Clinton also scored higher on their current economic condition (113 to 90) and are more optimistic for future financial success than those voting for Trump (99 to 76).

The poll was conducted nationally May 1-29. 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.

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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.