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**FAU Poll Shows Clinton Opening Six-Point Lead
over Trump in Critical Battleground of Florida**
Lead Bolstered by Hispanics, Voters with Positive Economic Outlook

BOCA RATON, Fla. (October 13, 2016) – Hillary Clinton has opened up a six-point lead over Donald Trump in the critical battleground state of Florida, according to a new survey by the Florida Atlantic University Business and Economics Polling Initiative ([FAU BEPI](#)).

FAU conducted two polls simultaneously – a poll surveying 400 likely voters in Florida, and a poll of 400 Hispanic voters in Florida. Data was collected with a mix mode of online and Interactive Voice Response. The polls were conducted Oct. 5-9 and carry a 4.9 percent margin of error.

Among likely voters in Florida, Clinton leads Trump 49 percent to 43 percent with 7 percent undecided. That’s an eight-point swing since the last FAU poll of likely Florida voters in August, when Trump was leading 43 percent to 41 percent.

Clinton also continues to enjoy a big lead in the Hispanic poll, winning support from 52 percent of voters compared to 33 percent for Trump, 4 percent for Libertarian candidate Gary Johnson and 10 percent undecided.

How voters felt about the economy appears to be a significant factor in determining which candidate they favor. Respondents among likely voters who said the economy had improved in the last year support Clinton 77 percent to 18 percent for Trump, while those who said it had gotten worse support Trump 70 to 19 percent for Clinton.

“The voter’s perception of their personal finances and the economic outlook for the country is driving this election,” said Monica Escaleras, Ph.D., director of the BEPI.

Among all likely voters, Clinton leads with both females (51 percent to 42 percent) and males (46 percent to 45 percent). Trump’s base of support is in northern Florida, where he leads 60 percent to 39 percent. Clinton enjoys strong support in southern Florida, where she leads 47 to 38 percent, and in the central part of the state, which breaks for her 57 to 36 percent.

Clinton is backed by 92 percent of Democrats, while Trump has the support of 80 percent of Republicans and also leads among Independents 45 to 36 percent.

Kevin Wagner, Ph.D., associate professor of political science at FAU and a research fellow of the Initiative, said national trends are being reflected in the Florida numbers that show Trump has lost significant ground. With one in five Republicans in Florida saying they do not back Trump, it's clear he will have to do better with his own party to have a chance to win, Wagner said.

“Mr. Trump continues to trail sharply among women and minorities and those numbers point to a loss in Florida barring a significant late improvement,” he said. “Conventional wisdom in this state is that central Florida is the bellwether area. Our numbers are showing Mrs. Clinton ahead in that region by over 20 points. That should raise concerns in the Trump campaign.”

While both major party candidates continue to be underwater in terms of their favorability ratings, Clinton has closed the gap in the last two months, going from 40 percent favorable and 58 percent unfavorable in August to 44 percent favorable and 47 percent unfavorable in the latest poll. Trump's favorable rating remains at the same level it was in August at 41 percent, while his unfavorable rating dropped two percentage points from 56 to 54 percent.

In the Hispanic poll, Clinton enjoys a 45 percent favorable rating, with 43 percent unfavorable. Trump's favorable rating among Hispanics is 31 percent, compared with 61 percent rating him unfavorable.

For more information, contact Monica Escaleras, Ph.D., director of the BEPI, 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.