

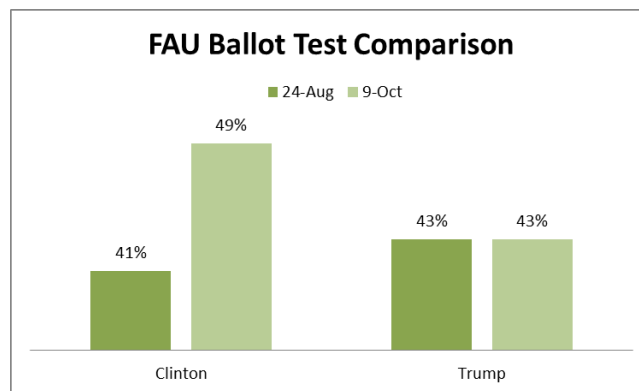
October 10, 2016

Media Contact:

Phone number

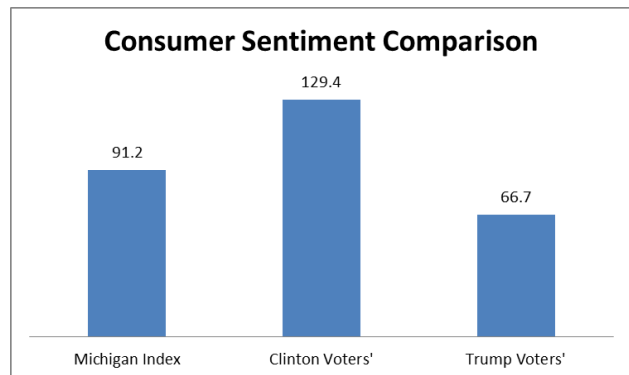
### Florida Atlantic University Poll: Clinton Takes 6 Point Lead In Florida. Voters' Economic Conditions Driving Vote

A new poll of Likely Florida voters by Florida Atlantic University has Hillary Clinton opening up a six point lead over Donald Trump 49% to 43% with 7% undecided. This is an 8 point increase for Clinton since the last FAU poll in August that had Trump leading by 2, 43% to 41%. The poll was conducted October 5-9 and carries with it a 4.9% margin of error.



Economic outlook of voters' is a key factor with respondents who said the economy had improved in the last year supporting Clinton 77% to 18% for Trump, while those who said it has gotten worse are supporting Trump 70% to 19% for Clinton.

It appears voters' confidence in the economy as measured by the Michigan Consumer Sentiment index is driving voters' attitudes about the candidates. While the national average in September for Consumer Sentiment is 91.2, Clinton voters had an average score of 129.4 while Trump voters scored a 66.7. This same disparity was found amongst Hispanic voters where those supporting Clinton scored a 127.4 and those supporting Trump scored a 65.1.



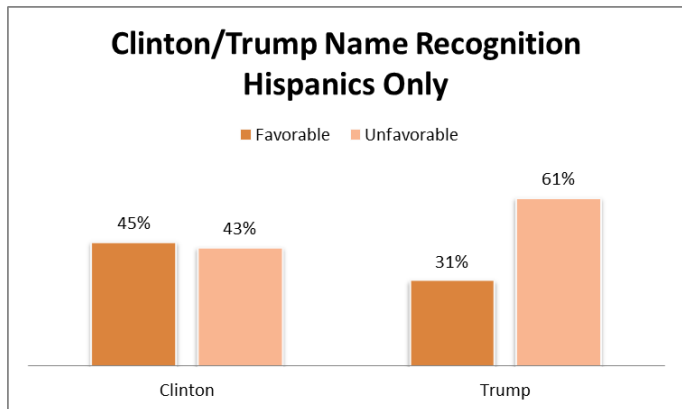
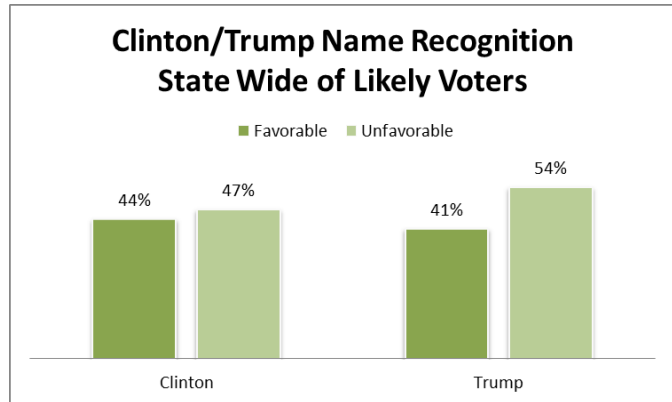
Overall Clinton has a -3 name recognition with 44% favorable/47% unfavorable while Trump is at -13 with 41% F/54% U.

Among Hispanics only, Clinton has a +2 with 45% F/43% U, while Trump drops to -30 with 31% F/61% U.

Respondents who took the survey in Spanish supported Clinton 77% to 18% for Trump compared with the English respondents who supported Trump 50% to 41%.

African Americans appear to be overwhelmingly in support of Clinton with a 75 point advantage 81% to 6%.

Clinton has a strong base with 92% of Democrats supporting her candidacy; Trump is backed by 80% of the Republican Party and is leading among independents 45% to 36%.



Clinton leads among both females (51% to 42%) and males (46% to 45%). The northern part of the state is Trumps base of support and leads 60% to 39%, the central region tilts for Clinton 57% to 36% and the Southern part of the state breaks for Clinton 47% to 38%.

The Florida Atlantic University polls were conducted from Wednesday Oct 5 at 6pm, through Sunday evening October 9, 2016. Data for both polls were collected with a mix mode of online and IVR.

The Statewide poll of likely voters used an online panel provided by SSI and include N=211 with n= 104 cell phone only respondents. The remaining N=189 was collected via IVR automated data collected. Seventy-one percent (78%) of the sample completed in English, 22% completed in Spanish.

The Statewide poll of likely Hispanic voters used an online panel was provided by SSI and include N=232 with n= 133 cell phone only respondents. The remaining N=168 was collected via IVR automated data collected. Seventy-one percent (56%) of the sample completed in English, 44% completed in Spanish.

The polling samples were randomly selected from registered voters purchased through Aristotle Inc. Registered voters and Hispanics were classified through two screening question. For non-completes with a working residential phone line, at least three callbacks were attempted (Sunday).

Each sample consisted of 400 likely voters with a margin of error of +/-4.9 percent at a 95 percent confidence level. The full methodology and results can be found at <http://business.fau.edu/departments/economics/business-economics-polling/index.aspx>

Below are the full demographics and survey instrument for each sample. For further information or questions about methodology, contact Dr. Monica Escaleras, FAU-BEPI director and FAU assistant professor of economics, at [mescaler@fau.edu](mailto:mescaler@fau.edu).

## Survey Instrument

### English Version October 2016

1. Which of the following applies to you regarding the General election in November?  
Press 1 if you are definitely vote  
Press 2 if you likely to vote  
Press 3 if you are 50-50  
Press 4 if you are not planning to vote
  
2. For statistical purposes only, can you please tell me what your ethnic background/ancestry is?  
Press 1 for White/Caucasian (end)  
Press 2 for Black/African-American (end)  
Press 3 for American Indian / Alaska Native (end)  
Press 4 for Asian (end)  
Press 5 for Native Hawaiian/Other Pacific Islander (end)  
Press 6 for Hispanic/Latino (next)  
Press 7 for Other (end)  
Press 8 for Don't know (end)
  
3. Are you currently registered as a Democrat, Republican, or Independent/Other?  
Press 1 for Democrat  
Press 2 for Republican  
Press 3 for Independent  
Press 4 for Libertarian/other  
Press 5 if you are not a registered voter (end)
  
4. What is your gender?  
Press 1 for Male  
Press 2 for Female  
Press 3 for Other
  
5. For whom did you vote in the 2012 Presidential election between Barack Obama and Mitt Romney?  
Press 1 for Barack Obama  
Press 2 for Mitt Romney  
Press 3 for someone else  
Press 4 if you did not vote

6. Is your opinion of Hillary Clinton generally favorable or unfavorable?  
Press 1 for favorable  
Press 2 for unfavorable  
Press 3 for undecided  
Press 4 if you have never heard of this public figure
7. Is your opinion of Donald Trump generally favorable or unfavorable?  
Press 1 for favorable  
Press 2 for unfavorable  
Press 3 for undecided  
Press 4 if you have never heard of this public figure
8. If the General Election for President of the United States was held today, for whom would you vote or leans towards voting?  
Press 1 for Hillary Clinton  
Press 2 for Donald Trump  
Press 3 for Gary Johnson  
Press 4 for Jill Stein  
Press 5 if you are unsure
9. We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse financially than you were a year ago?  
Press 1 for Better Off  
Press 2 for Worse Off
10. Now, looking ahead -- do you think that a year from now you (and your family living there) will be better off financially, or worse off?  
Press 1 for Better Off  
Press 2 for Worse Off
11. Do you think the economy in the country today is better or worse than a year ago?  
Press 1 for Better  
Press 2 for Worse
12. Now turning to business conditions in the country as a whole -- do you think that during the next 12 months we'll have good times financially, or bad times?  
Press 1 for Good times financially  
Press 2 for Bad times Financially
13. Looking ahead, which would you say is more likely -- that in the country as a whole we'll have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression?  
Press 1 for Good times  
Press 2 for Bad times

14. About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or bad time for people to buy major household items?

Press 1 for Good times to Buy

Press 2 for Bad time to buy

15. 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+

16. What is your educational level?

Press 1 for less than high school

Press 2 for high school degree or equivalent

Press 3 for some college but no degree

Press 4 for a college degree

Press 5 for Graduate degree or higher

17. Do you own a cellphone, landline, or both?

Press 1 for cellphone

Press 2 for landline

Press 3 for both

18. Region

Results for State Wide FL Likely Voters

**Frequency  
Table**

**Mode**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Telephone	189	47.1	47.1	47.1
	Online	211	52.9	52.9	100.0
	Total	400	100.0	100.0	

**Language**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	312	78.0	78.0	78.0
	Spanish	88	22.0	22.0	100.0
	Total	400	100.0	100.0	

**Voting Intention**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	400	100.0	100.0	100.0

**Race**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	white	264	66.0	66.0	66.0
	black	52	13.0	13.0	79.0
	Hispanic	80	20.0	20.0	99.0
	2+/Other	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

**Party**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	140	35.0	35.0	35.0
	Republican	132	33.0	33.0	68.0
	Independent	128	32.0	32.0	100.0
	Total	400	100.0	100.0	

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	182	45.4	45.4	45.4
	Female	218	54.6	54.6	100.0
	Total	400	100.0	100.0	

**2012 Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barack Obama	200	50.0	50.0	50.0
	Mitt Romney	196	49.0	49.0	99.0
	Someone else	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

**Clinton Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	178	44.4	44.4	44.4
	unfavorable	189	47.2	47.2	91.7
	undecided	30	7.4	7.4	99.1
	never heard of	4	.9	.9	100.0
	Total	400	100.0	100.0	

**Trump Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	163	40.6	40.6	40.6
	unfavorable	215	53.8	53.8	94.5
	undecided	22	5.4	5.4	99.9
	never heard of		.1	.1	100.0
	Total	400	100.0	100.0	

**Presidential Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	195	48.6	48.6	48.6
	Donald Trump	172	42.9	42.9	91.6
	Gary Johnson	4	1.0	1.0	92.6
	Jill Stein		.1	.1	92.7
	Unsure	29	7.3	7.3	100.0
	Total	400	100.0	100.0	

**Getting Along Financially these Days**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	217	54.1	54.1	54.1
	Worse Off	183	45.9	45.9	100.0
	Total	400	100.0	100.0	

**A year from Now...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	284	71.0	71.0	71.0
	Worse Off	116	29.0	29.0	100.0
	Total	400	100.0	100.0	

**Business in the country...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	252	63.0	63.0	63.0
	Bad times financially	148	37.0	37.0	100.0
	Total	400	100.0	100.0	

**Country as a whole...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	266	66.4	66.4	66.4
	Bad Times	134	33.6	33.6	100.0
	Total	400	100.0	100.0	



**Big items for home**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	243	60.7	60.7	60.7
	Bad time to buy	157	39.3	39.3	100.0
	Total	400	100.0	100.0	

**Economy last year**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	206	51.5	51.5	51.5
	Worse	194	48.5	48.5	100.0
	Total	400	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	89	22.2	22.2	22.2
	35-54	141	35.3	35.3	57.5
	55-74	125	31.3	31.3	88.8
	75+	45	11.2	11.2	100.0
	Total	400	100.0	100.0	

**Education Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	7	1.7	1.7	1.7
	HS or equivalent	72	17.9	17.9	19.6
	some college, no degree	64	15.9	15.9	35.5
	College degree	175	43.8	43.8	79.3
	Post Grad	83	20.7	20.7	100.0
	Total	400	100.0	100.0	

**Phone Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cell Phone Only	104	25.9	26.1	26.1
	Land Line only	24	5.9	6.0	32.2
	both	269	67.1	67.8	100.0
	Total	396	99.0	100.0	
Missing	System	4	1.0		
Total		400	100.0		

**Region**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	97	24.3	24.3	24.3
	Central	150	37.6	37.6	61.9
	South	152	38.1	38.1	100.0
	Total	400	100.0	100.0	

Results for FL Hispanics

**Frequency Table**

**Mode**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Telephone	168	41.9	41.9	41.9
	Online	232	58.1	58.1	100.0
	Total	400	100.0	100.0	

**Language**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	224	55.9	55.9	55.9
	Spanish	176	44.1	44.1	100.0
	Total	400	100.0	100.0	

**Race**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic	400	100.0	100.0	100.0

**Party**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	152	38.0	38.0	38.0
	Republican	104	26.0	26.0	64.0
	Independent	144	36.0	36.0	100.0
	Total	400	100.0	100.0	

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	204	51.0	51.0	51.0
	Female	196	49.0	49.0	100.0
	Total	400	100.0	100.0	

**2012 Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barack Obama	240	60.0	60.0	60.0
	Mitt Romney	156	39.0	39.0	99.0
	Someone else	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

**Clinton Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	181	45.2	45.2	45.2
	unfavorable	175	43.8	43.8	89.0
	undecided	42	10.5	10.5	99.6
	never heard of	2	.4	.4	100.0
	Total	400	100.0	100.0	

**Trump Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	125	31.2	31.2	31.2
	unfavorable	244	61.1	61.1	92.3
	undecided	28	7.0	7.0	99.3
	never heard of	3	.7	.7	100.0
	Total	400	100.0	100.0	

**Presidential Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	209	52.2	52.2	52.2
	Donald Trump	131	32.8	32.8	85.0
	Gary Johnson	17	4.2	4.2	89.3
	Jill Stein	3	.7	.7	89.9
	Unsure	40	10.1	10.1	100.0
	Total	400	100.0	100.0	

**Getting Along Financially these Days**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	243	60.8	60.8	60.8
	Worse Off	157	39.2	39.2	100.0
	Total	400	100.0	100.0	

**A year from Now...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	297	74.3	74.3	74.3
	Worse Off	103	25.7	25.7	100.0
	Total	400	100.0	100.0	

**Business in the country...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	272	68.0	68.0	68.0
	Bad times financially	128	32.0	32.0	100.0
	Total	400	100.0	100.0	

**Country as a whole...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	286	71.5	71.5	71.5
	Bad Times	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

**Big items for home**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	266	66.6	66.6	66.6
	Bad time to buy	134	33.4	33.4	100.0
	Total	400	100.0	100.0	

**Economy last year**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	238	59.4	59.4	59.4
	Worse	162	40.6	40.6	100.0
	Total	400	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	89	22.2	22.2	22.2
	35-54	165	41.3	41.3	63.5
	55-74	114	28.5	28.5	92.0
	75+	32	8.0	8.0	100.0
	Total	400	100.0	100.0	

### Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	11	2.8	2.8	2.8
	HS or equivalent	51	12.8	12.8	15.6
	some college, no degree	94	23.5	23.5	39.2
	College degree	167	41.7	41.7	80.9
	Post Grad	76	19.1	19.1	100.0
	Total	400	100.0	100.0	

### Phone Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cell Phone Only	133	33.2	33.2	33.2
	Land Line only	34	8.6	8.6	41.9
	both	232	58.0	58.1	100.0
	Total	399	99.8	100.0	
Missing	System	1	.2		
Total		400	100.0		

### Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	48	12.1	12.1	12.1
	Central	116	28.9	28.9	41.0
	South	236	59.0	59.0	100.0
	Total	400	100.0	100.0	