



Florida Republican Presidential Primary Poll 3/10/16

Sponsor(s)	Fox 13 Tampa Bay Fox 35 Orlando Florida Times-Union
Target Population	Florida; likely presidential primary voters; Republican
Sampling Method	Blended sample; mixed mode: Likely Republican primary voters were selected at random from a list of registered voters. Only voters determined likely to attend the 2016 Florida Republican primary were included in the sample. Landline: registered voters were contacted on the evening of March 9 th , 2016 using an interactive voice response system. Mobile: registered voters were contacted on the evening of March 9 th , 2016 on their mobile devices. Respondents answered an identical survey in visual form.
Weighting	Two questions served as selection variables. The first question asked whether the respondent plans to attend the primary on March 15 th ; all responses other than “definitely,” “considering,” or “voted early” were excluded from the dataset. The second question asked respondents who are considering voting if they knew where their primary will be held (e.g. church, school); all responses of “I don’t know” were excluded from the dataset. The poll was weighted for age, race, gender, evangelism, and region using propensity scores. Weighting benchmarks were determined using a combination of primary voter turnout, external analysis and internal projections.
Total Number of Respondents	590 (weighted)
Margin of Error	±4.0% (95% confidence)



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- 1) How likely are you to vote in the 2016 Florida Republican primary on Tuesday, March 15th to determine the Republican nominee for president?
- a) I will definitely vote
 - b) I am considering voting
 - c) I have already voted
 - d) I have not decided, or I do not plan on voting [EXCLUDED]

Likely

	Frequency	Percent
Definitely	517	87.6
Considering	11	1.8
Already voted	62	10.5
Total	590	100.0

- 2) [IF Q1 = B] Where is your voting location?
- a) At a school
 - b) At a church
 - c) At a fire house
 - d) At a community center or government building
 - e) Other
 - f) I am unsure [EXCLUDED]

Location

	Frequency	Percent
School	1	12.0
Church	7	60.6
Community Center	1	11.5
Other	2	15.9
Total	11	100.0



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- 3) If the 2016 Florida Primary to determine the Republican nominee for President were held today, for whom would you vote?
- a) Ted Cruz
 - b) John Kasich
 - c) Marco Rubio
 - d) Donald Trump
 - e) Undecided

Horse Race 1

	Frequency	Percent
Cruz	123	20.9
Kasich	62	10.4
Rubio	138	23.5
Trump	252	42.8
Undecided	14	2.5
Total	590	100.0

- 4) How committed are you to your choice for the Republican nomination?
- a) I am very committed and intend to vote for my candidate on March 15th
 - b) I might change my vote between now and the Tuesday primary
 - c) I have not yet decided

Commitment

	Frequency	Percent
Very committed	457	86.6
Might change	60	11.3
Undecided	11	2.1
Total	528	100.0



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- 5) If the primary were held today and you could not vote for your first chosen candidate, who would be your second choice?
- a) Ted Cruz
 - b) John Kasich
 - c) Marco Rubio
 - d) Donald Trump
 - e) Undecided

Horse Race 2

	Frequency	Percent
Cruz	72	13.6
Kasich	92	17.4
Rubio	141	26.7
Trump	74	14.0
Undecided	150	28.3
Total	528	100.0

- 6) What is your age?
- a) 18-29
 - b) 30-44
 - c) 45-64
 - d) 65+

Age

	Frequency	Percent
18-29	29	5.0
30-44	77	13.0
45-64	236	40.0
65+	248	42.0
Total	590	100.0



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- 7) What is your race/ethnicity?
- a) White
 - b) African-American
 - c) Hispanic or Latino
 - d) Other

Race

	Frequency	Percent
White	531	90.0
African - American	6	1.0
Hispanic / Latino	47	8.0
Other	6	1.0
Total	590	100.0

- 8) What is your gender?
- a) Male
 - b) Female

Gender

	Frequency	Percent
Male	289	49.0
Female	301	51.0
Total	590	100.0



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- 9) How would you describe your political ideology?
a) Very conservative
b) Somewhat conservative
c) Moderate
d) Somewhat liberal
e) Very liberal
f) Unsure

Ideology

	Frequency	Percent
Very Conservative	229	38.9
Somewhat Conservative	228	38.7
Moderate	107	18.1
Somewhat Liberal	9	1.5
Very Liberal	2	.4
Undecided / DK	14	2.4
Total	590	100.0

- 10) Do you consider yourself to be an evangelical or born-again Christian?
a) Yes
b) No

Evangelism

	Frequency	Percent
Yes	277	47.0
No	313	53.0
Total	590	100.0



**Florida Republican Presidential Primary Poll
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11) Region

- a) Panhandle
- b) First Coast or North Florida
- c) Central Florida and the I-4 corridor
- d) Southwest Florida
- e) Southeast Florida/Metro Miami

Region		
	Frequency	Percent
Panhandle	59	10.0
First Coast	71	12.0
Central FL / I-4	236	40.0
SW FL	88	15.0
SE FL / Metro	135	23.0
Total	590	100.0

12) Collection Mode

- a) Landline
- b) Mobile

Collection Mode		
	Frequency	Percent
Landline	514	87.1
Mobile	76	12.9
Total	590	100.0



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		Age				Race			
		18-29	30-44	45-64	65+	White	African - American	Hispanic / Latino	Other
		%	%	%	%	%	%	%	%
Likely	Definitely	65.3%	86.8%	90.3%	88.0%	87.2%	84.4%	92.8%	85.5%
	Considering	0.0%	3.0%	2.9%	.8%	2.0%	0.0%	0.0%	4.1%
	Already voted	34.7%	10.2%	6.8%	11.2%	10.7%	15.6%	7.2%	10.4%
Horse Race 1	Cruz	19.8%	26.5%	25.5%	14.8%	21.1%	19.8%	19.9%	11.7%
	Kasich	0.0%	7.3%	10.0%	13.1%	10.5%	6.8%	9.9%	15.4%
	Rubio	40.2%	13.7%	24.5%	23.5%	21.6%	17.7%	45.7%	15.3%
	Trump	40.0%	52.5%	36.9%	45.6%	44.6%	46.7%	19.7%	55.1%
	Undecided	0.0%	0.0%	3.0%	3.0%	2.2%	9.0%	4.8%	2.5%
Commitment	Very committed	94.2%	96.4%	83.8%	85.6%	86.6%	93.2%	85.4%	86.7%
	Might change	5.8%	1.5%	14.2%	11.9%	11.5%	6.8%	9.4%	13.3%
	Undecided	0.0%	2.1%	2.0%	2.4%	1.9%	0.0%	5.2%	0.0%
Horse Race 2	Cruz	18.7%	30.7%	10.9%	10.5%	13.1%	17.5%	19.4%	10.8%
	Kasich	7.9%	17.4%	18.4%	17.1%	17.5%	26.8%	14.1%	23.2%
	Rubio	37.8%	19.6%	24.6%	30.1%	28.2%	28.8%	10.1%	29.4%
	Trump	28.3%	12.7%	14.0%	13.0%	13.0%	0.0%	25.9%	12.2%
	Undecided	7.3%	19.6%	32.0%	29.2%	28.2%	27.0%	30.5%	24.4%
Age	18-29	100.0%	0.0%	0.0%	0.0%	4.4%	22.3%	9.9%	0.0%
	30-44	0.0%	100.0%	0.0%	0.0%	11.6%	22.2%	27.3%	14.9%
	45-64	0.0%	0.0%	100.0%	0.0%	39.0%	40.8%	51.3%	37.0%
	65+	0.0%	0.0%	0.0%	100.0%	44.9%	14.8%	11.5%	48.1%
Race	White	79.8%	80.4%	87.8%	96.3%	100.0%	0.0%	0.0%	0.0%
	African - American	4.4%	1.7%	1.0%	.3%	0.0%	100.0%	0.0%	0.0%
	Hispanic / Latino	15.8%	16.7%	10.3%	2.2%	0.0%	0.0%	100.0%	0.0%
	Other	0.0%	1.1%	.9%	1.2%	0.0%	0.0%	0.0%	100.0%
Gender	Male	51.0%	66.1%	46.3%	46.0%	48.9%	39.4%	49.0%	62.0%
	Female	49.0%	33.9%	53.7%	54.0%	51.1%	60.6%	51.0%	38.0%
Ideology	Very Conservative	21.3%	35.3%	39.8%	41.1%	40.6%	40.8%	18.9%	40.3%
	Somewhat Conservative	34.8%	38.2%	38.6%	39.5%	37.0%	20.2%	59.1%	47.2%
	Moderate	32.5%	23.3%	18.2%	14.8%	18.3%	8.7%	18.3%	7.7%
	Somewhat Liberal	3.0%	2.8%	1.1%	1.4%	1.0%	30.3%	3.7%	0.0%
	Very Liberal	0.0%	0.0%	.4%	.5%	.4%	0.0%	0.0%	0.0%
	Undecided / DK	8.4%	.4%	1.9%	2.8%	2.6%	0.0%	0.0%	4.8%
Evangelism	Yes	46.0%	53.2%	48.7%	43.6%	48.3%	47.0%	32.5%	42.2%
	No	54.0%	46.8%	51.3%	56.4%	51.7%	53.0%	67.5%	57.8%
Region	Panhandle	21.9%	11.8%	5.8%	12.0%	10.5%	30.0%	0.0%	23.1%
	First Coast	11.8%	11.2%	14.6%	9.9%	12.6%	22.6%	5.1%	10.0%
	Central FL / I-4	43.0%	38.4%	43.8%	36.7%	41.3%	38.5%	24.9%	45.5%
	SW FL	8.4%	15.3%	10.7%	19.7%	15.7%	0.0%	8.8%	8.1%
	SE FL / Metro	15.0%	23.3%	25.2%	21.7%	19.8%	9.0%	61.2%	13.3%
Collection Mode	Landline	24.4%	33.9%	99.2%	99.7%	88.1%	100.0%	73.5%	94.3%
	Mobile	75.6%	66.1%	.8%	.3%	11.9%	0.0%	26.5%	5.7%



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		Gender		Ideology					
		Male	Female	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal	Undecided / DK
		%	%	%	%	%	%	%	%
Likely	Definitely	87.2%	88.1%	88.5%	87.7%	84.4%	94.7%	100.0%	90.1%
	Considering	1.5%	2.2%	2.1%	.9%	3.8%	0.0%	0.0%	0.0%
	Already voted	11.3%	9.7%	9.4%	11.4%	11.8%	5.3%	0.0%	9.9%
Horse Race 1	Cruz	20.5%	21.2%	32.9%	16.1%	7.6%	23.7%	0.0%	4.5%
	Kasich	10.8%	10.1%	5.7%	8.9%	21.8%	11.0%	30.4%	22.9%
	Rubio	19.8%	27.0%	20.9%	25.4%	26.2%	19.5%	27.6%	16.5%
	Trump	47.2%	38.5%	39.0%	46.7%	42.7%	22.2%	42.0%	52.7%
	Undecided	1.7%	3.2%	1.5%	2.9%	1.8%	23.7%	0.0%	3.5%
Commitment	Very committed	89.9%	83.5%	89.9%	86.4%	82.8%	62.5%	72.4%	83.3%
	Might change	8.3%	14.2%	9.9%	10.0%	16.6%	12.5%	27.6%	12.8%
	Undecided	1.8%	2.4%	.2%	3.6%	.6%	25.0%	0.0%	3.9%
Horse Race 2	Cruz	14.2%	13.1%	15.8%	12.1%	13.6%	20.5%	0.0%	0.0%
	Kasich	17.3%	17.4%	23.1%	16.3%	8.6%	5.6%	0.0%	16.0%
	Rubio	21.1%	32.1%	17.6%	30.5%	36.2%	24.6%	27.6%	48.1%
	Trump	13.7%	14.2%	18.4%	12.4%	11.2%	0.0%	0.0%	0.0%
	Undecided	33.7%	23.3%	25.1%	28.8%	30.4%	49.3%	72.4%	35.8%
Age	18-29	5.2%	4.8%	2.7%	4.5%	8.9%	9.9%	0.0%	17.5%
	30-44	17.6%	8.7%	11.8%	12.9%	16.8%	23.9%	0.0%	2.0%
	45-64	37.8%	42.1%	41.0%	39.8%	40.0%	29.0%	42.0%	32.2%
	65+	39.5%	44.4%	44.4%	42.8%	34.3%	37.2%	58.0%	48.3%
Race	White	89.9%	90.1%	94.0%	86.1%	91.1%	61.0%	100.0%	98.0%
	African - American	.8%	1.2%	1.0%	.5%	.5%	19.6%	0.0%	0.0%
	Hispanic / Latino	8.0%	8.0%	3.9%	12.2%	8.0%	19.5%	0.0%	0.0%
	Other	1.3%	.7%	1.0%	1.2%	.4%	0.0%	0.0%	2.0%
Gender	Male	100.0%	0.0%	52.9%	45.0%	52.0%	31.1%	30.4%	41.1%
	Female	0.0%	100.0%	47.1%	55.0%	48.0%	68.9%	69.6%	58.9%
Ideology	Very Conservative	42.0%	35.9%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Somewhat Conservative	35.6%	41.8%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
	Moderate	19.3%	17.1%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
	Somewhat Liberal	1.0%	2.1%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
	Very Liberal	.2%	.5%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
	Undecided / DK	2.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Evangelism	Yes	44.5%	49.4%	60.0%	39.7%	35.0%	44.8%	0.0%	53.5%
	No	55.5%	50.6%	40.0%	60.3%	65.0%	55.2%	100.0%	46.5%
Region	Panhandle	10.5%	9.5%	12.7%	7.4%	10.8%	5.3%	0.0%	7.5%
	First Coast	12.9%	11.2%	17.1%	9.3%	7.1%	11.6%	42.0%	8.0%
	Central FL / I-4	38.9%	41.1%	43.0%	39.9%	33.3%	59.4%	58.0%	30.3%
	SW FL	15.4%	14.5%	14.4%	15.7%	13.0%	10.6%	0.0%	32.0%
	SE FL / Metro	22.2%	23.7%	12.8%	27.7%	35.8%	13.1%	0.0%	22.2%
Collection Mode	Landline	82.7%	91.4%	92.7%	84.9%	81.0%	80.5%	100.0%	82.5%
	Mobile	17.3%	8.6%	7.3%	15.1%	19.0%	19.5%	0.0%	17.5%



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		Evangelism			Region			Collection Mode		
		Yes	No	Panhandle	First Coast	Central FL / I-4	SW FL	SE FL / Metro	Landline	Mobile
		%	%	%	%	%	%	%	%	%
Likely	Definitely	84.2%	90.7%	85.8%	88.9%	88.8%	86.9%	86.2%	88.6%	81.3%
	Considering	2.8%	1.0%	2.6%	2.0%	1.6%	2.0%	1.7%	1.8%	1.9%
	Already voted	12.9%	8.4%	11.6%	9.0%	9.5%	11.1%	12.1%	9.6%	16.8%
Horse Race 1	Cruz	24.8%	17.4%	27.3%	26.3%	22.8%	18.2%	13.6%	21.4%	17.4%
	Kasich	6.6%	13.9%	1.1%	8.3%	8.8%	11.6%	17.9%	11.0%	6.9%
	Rubio	22.8%	24.1%	12.2%	20.8%	23.8%	22.8%	29.5%	24.1%	18.9%
	Trump	44.8%	41.0%	58.1%	41.9%	42.8%	43.3%	36.1%	40.7%	56.8%
	Undecided	1.1%	3.7%	1.4%	2.7%	1.8%	4.1%	2.9%	2.8%	0.0%
Commitment	Very committed	87.8%	85.6%	89.1%	90.2%	85.3%	90.0%	83.5%	85.1%	97.8%
	Might change	11.2%	11.5%	9.8%	6.9%	13.1%	7.5%	13.6%	12.9%	0.0%
	Undecided	1.1%	3.0%	1.1%	2.9%	1.5%	2.4%	2.9%	2.1%	2.2%
Horse Race 2	Cruz	16.0%	11.6%	13.3%	9.3%	17.9%	14.8%	7.6%	11.1%	32.4%
	Kasich	18.7%	16.2%	16.7%	21.6%	16.9%	22.9%	12.5%	18.3%	10.4%
	Rubio	24.9%	28.3%	19.8%	19.2%	28.5%	23.0%	33.2%	27.5%	20.8%
	Trump	12.6%	15.1%	16.3%	14.8%	12.6%	14.7%	14.4%	13.3%	18.7%
	Undecided	27.9%	28.7%	34.0%	35.2%	24.0%	24.6%	32.3%	29.8%	17.7%
Age	18-29	4.9%	5.1%	11.0%	4.9%	5.4%	2.8%	3.3%	1.4%	29.4%
	30-44	14.8%	11.5%	15.3%	12.2%	12.5%	13.3%	13.2%	5.1%	67.0%
	45-64	41.4%	38.7%	23.2%	48.3%	43.7%	28.7%	43.8%	45.5%	2.5%
	65+	39.0%	44.7%	50.6%	34.6%	38.5%	55.2%	39.7%	48.0%	1.1%
Race	White	92.6%	87.7%	94.7%	93.9%	92.9%	94.8%	77.7%	91.0%	83.1%
	African - American	1.0%	1.0%	3.0%	1.8%	.9%	0.0%	.4%	1.1%	0.0%
	Hispanic / Latino	5.5%	10.2%	0.0%	3.4%	5.0%	4.7%	21.3%	6.7%	16.5%
	Other	.9%	1.1%	2.3%	.8%	1.1%	.5%	.6%	1.1%	.4%
Gender	Male	46.3%	51.3%	51.3%	52.7%	47.6%	50.6%	47.4%	46.5%	66.0%
	Female	53.7%	48.7%	48.7%	47.3%	52.4%	49.4%	52.6%	53.5%	34.0%
Ideology	Very Conservative	49.6%	29.3%	49.3%	55.1%	41.7%	37.4%	21.7%	41.3%	22.0%
	Somewhat Conservative	32.7%	44.1%	28.6%	29.8%	38.6%	40.7%	46.8%	37.7%	45.6%
	Moderate	13.5%	22.2%	19.5%	10.7%	15.1%	15.7%	28.3%	16.9%	26.8%
	Somewhat Liberal	1.5%	1.6%	.8%	1.5%	2.3%	1.1%	.9%	1.4%	2.3%
	Very Liberal	0.0%	.7%	0.0%	1.3%	.5%	0.0%	0.0%	.4%	0.0%
	Undecided / DK	2.7%	2.1%	1.8%	1.6%	1.8%	5.1%	2.3%	2.3%	3.3%
	DK	2.7%	2.1%	1.8%	1.6%	1.8%	5.1%	2.3%	2.3%	3.3%
Evangelism	Yes	100.0%	0.0%	55.5%	66.1%	55.5%	29.0%	30.1%	46.3%	51.9%
	No	0.0%	100.0%	44.5%	33.9%	44.5%	71.0%	69.9%	53.7%	48.1%
Region	Panhandle	11.8%	8.4%	100.0%	0.0%	0.0%	0.0%	0.0%	8.7%	19.0%
	First Coast	16.9%	7.7%	0.0%	100.0%	0.0%	0.0%	0.0%	12.8%	6.6%
	Central FL / I-4	47.3%	33.6%	0.0%	0.0%	100.0%	0.0%	0.0%	39.7%	42.4%
	SW FL	9.2%	20.0%	0.0%	0.0%	0.0%	100.0%	0.0%	15.4%	11.9%
	SE FL / Metro	14.7%	30.3%	0.0%	0.0%	0.0%	0.0%	100.0%	23.4%	20.1%
Collection Mode	Landline	85.8%	88.3%	75.6%	93.0%	86.4%	89.8%	88.7%	100.0%	0.0%
	Mobile	14.2%	11.7%	24.4%	7.0%	13.6%	10.2%	11.3%	0.0%	100.0%