FL Statewide Republican PPP IVR Summary

Provided By:

VIEWPOINT FLORIDA

FL Statewide Republican Presidential Preference IVR

Likely Republican Presidential Preference Primary Voters
October 29-30, 2015 • n = 2,047 • Margin of Error +/- 2.2%

Initial Ballot Test

Q3
- Trump
- Rubio
- Carson
- Cruz
- Bush
- Fiorina
- Other
- Unsure

26.81%
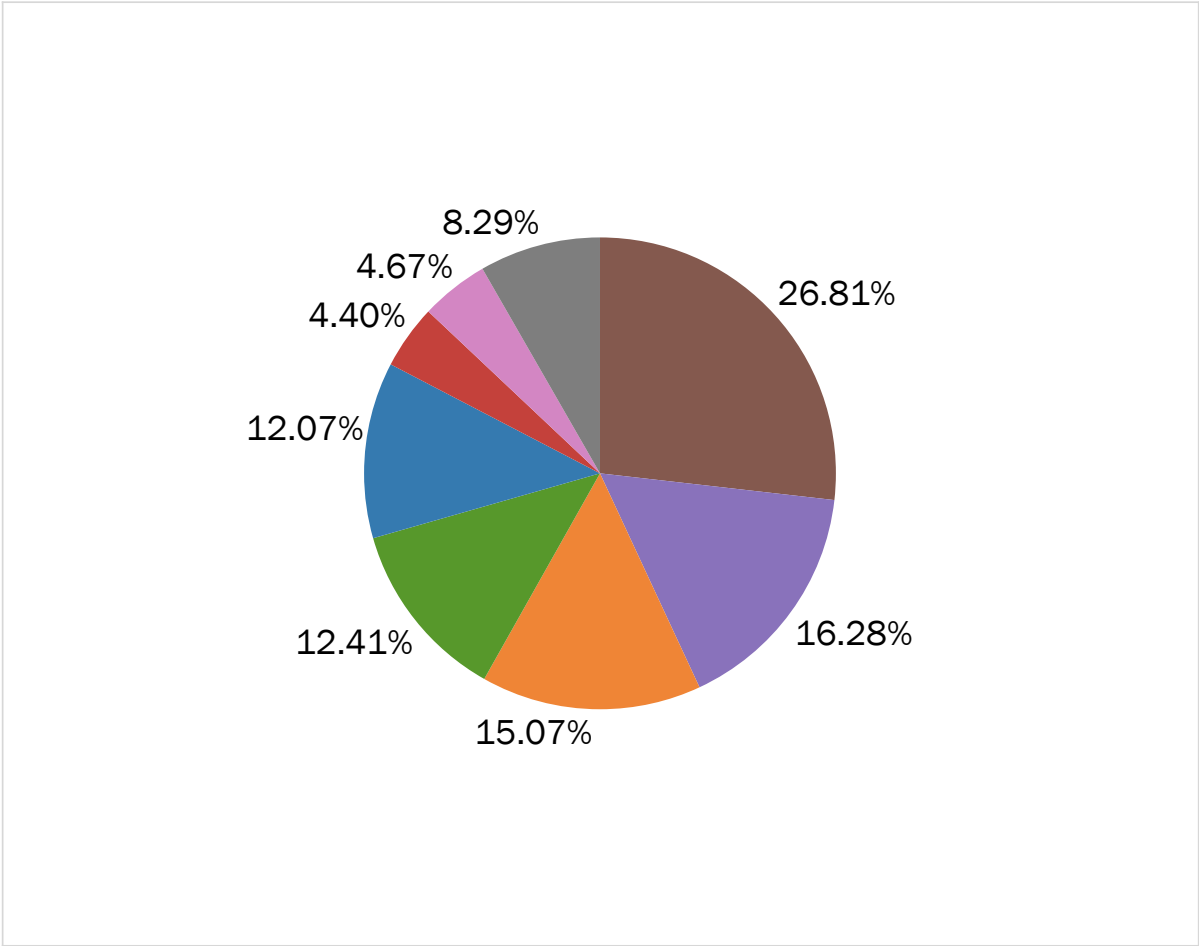16.28%
15.07%
12.41%
12.07%
4.40%
4.67%
8.29%

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Alternate Ballot - Minus Bush

Q4A
- Trump
- Rubio
- Carson
- Cruz
- Fiorina
- Other
- Unsure

26.64%

23.90%
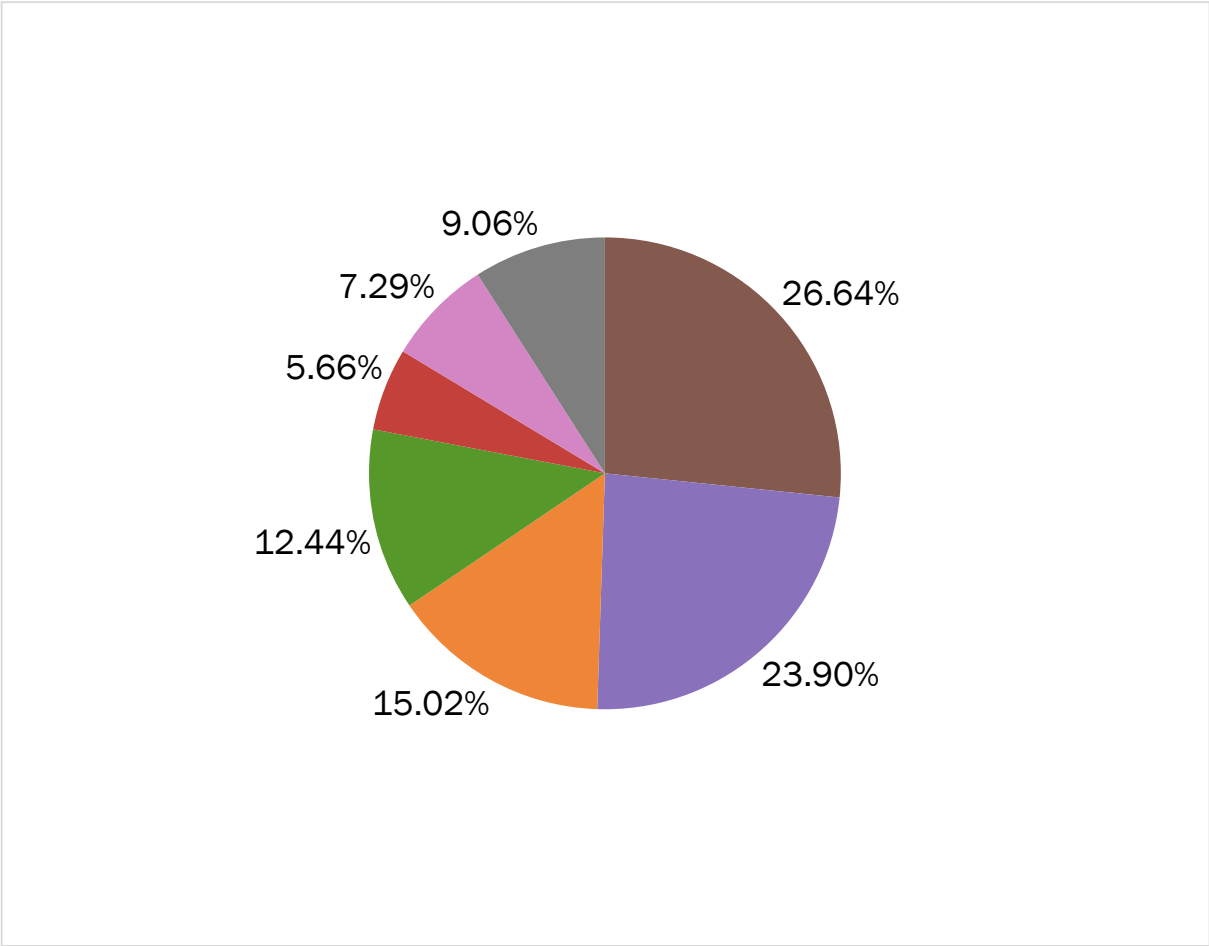
15.02%

12.44%

5.66%

7.29%

9.06%

FL Statewide Republican Presidential Preference IVR

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Alternate Ballot - Minus Rubio

Q4B
- Bush
- Carson
- Cruz
- Fiorina
- Trump
- Other
- Unsure

17.08%
19.02%
18.89%
5.16%
28.11%
6.49%

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Q4A - Initial Bush Supporters Choices on Alternate Ballot

Q4B

| Bush | Carson | Cruz | Fiorina | Trump | Other | Unsure |

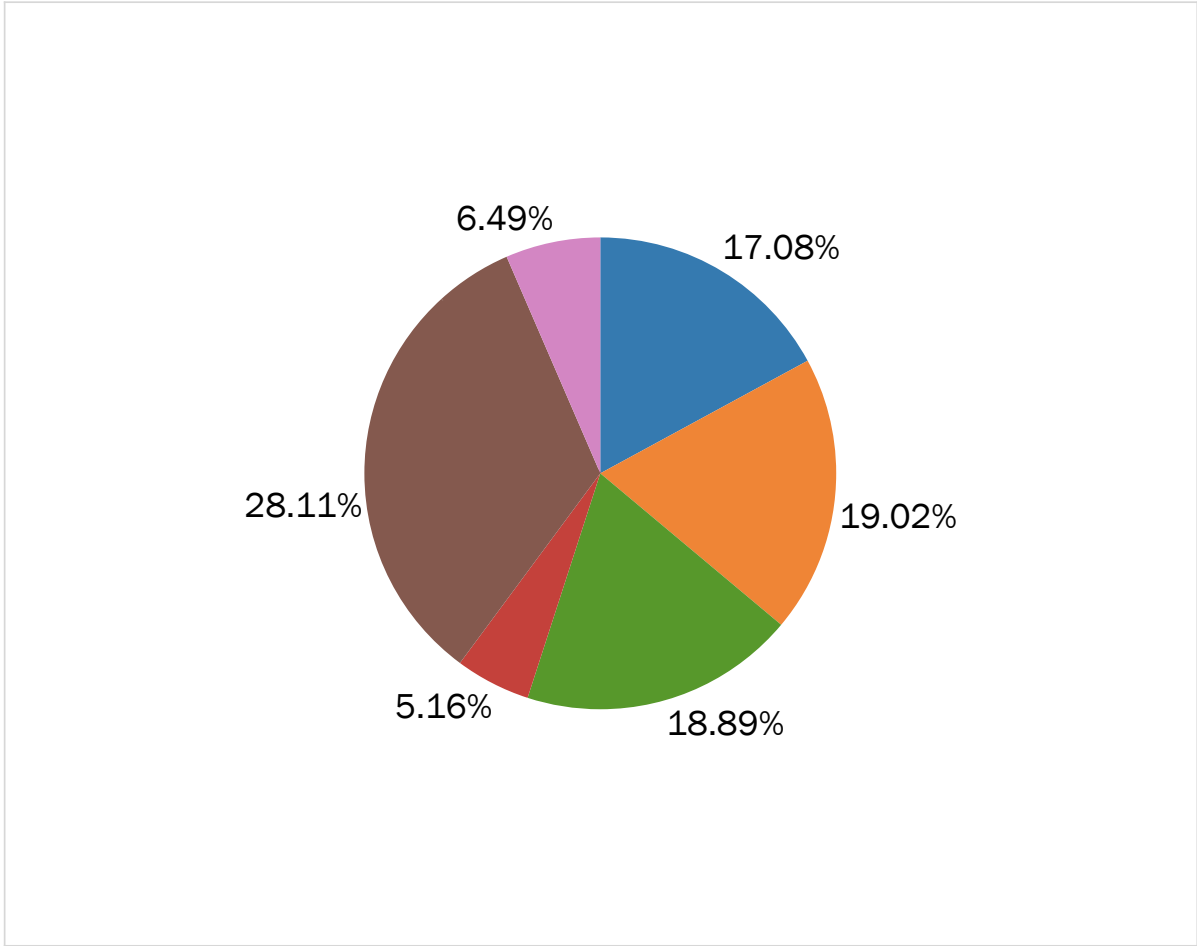**Q4B - Initial Rubio Supporters on Alternate Ballot**

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- The Panhandle may be the last region where an enterprising candidate could pick up support quickly - 19% of respondents in the Tallahassee and Pensacola markets were undecided or backed a candidate outside of the Top 6

Initial Ballot Test - Pensacola + Tallahassee Markets

Pensacola & Tallahassee

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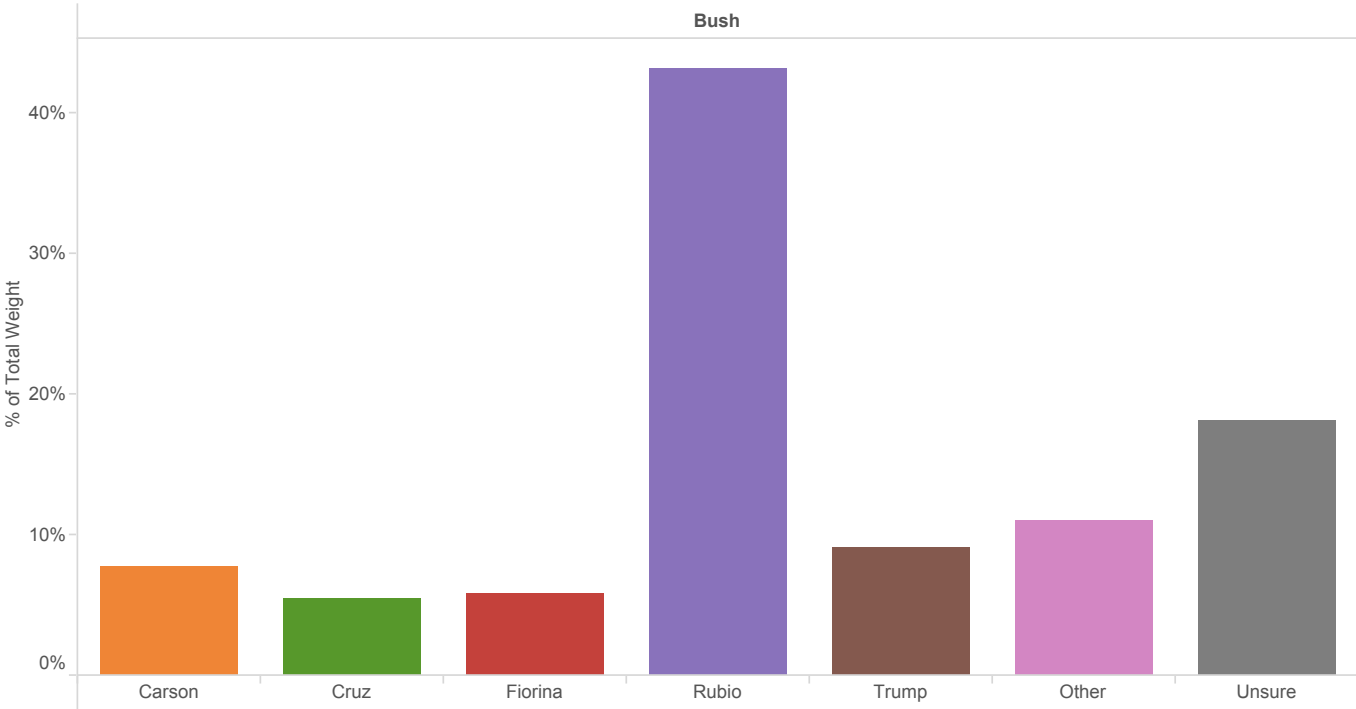## October 29-30, 2015 • n = 2,047 • Margin of Error +/- 2.2%

- Trump's paths to victory or defeat are based on how one question is answered - do conservative primary voters coalesce around 1 candidate by March 15?

- Carson, Cruz and Rubio are deadlocked for 2nd place against Trump now - if anyone wins that fight, Trump's in trouble. If none of them win, he can win going away

Initial Ballot Test Among Self-Identified Conservative Respondents

FL Statewide Republican Presidential Preference IVR

Likely Republican Presidential Preference Primary Voters
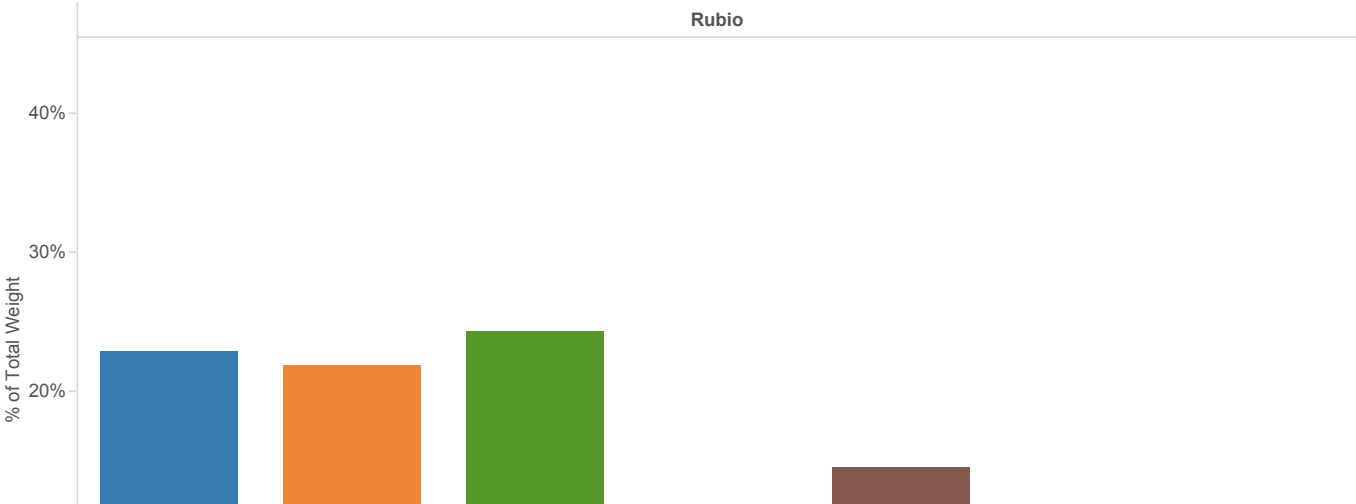### October 29-30, 2015 • n = 2,047 • Margin of Error +/- 2.2%

Initial Ballot Among Hispanic Respondents

	Bush	Carson	Cruz	Fiorina	Rubio	Trump	Unsure
Hispanic	36.46%	5.77%	15.40%	0.63%	27.61%	12.56%	1.57%

Alternate Ballot - Minus Bush Among Hispanic Respondents

	Carson	Cruz	Fiorina	Rubio	Trump	Other	Unsure
Hispanic	5.48%	9.98%	2.72%	63.44%	13.92%	1.02%	3.43%

Alternate Ballot - Minus Rubio Among Hispanic Respondents

Race	Bush	Carson	Cruz	Fiorina	Trump	Other	Unsure
Hispanic	51.73%	4.82%	27.27%		16.18%		

% of Total Weight

0.00% ———————————————————————— 63.44%

FL Statewide Republican PPP IVR Frequencies
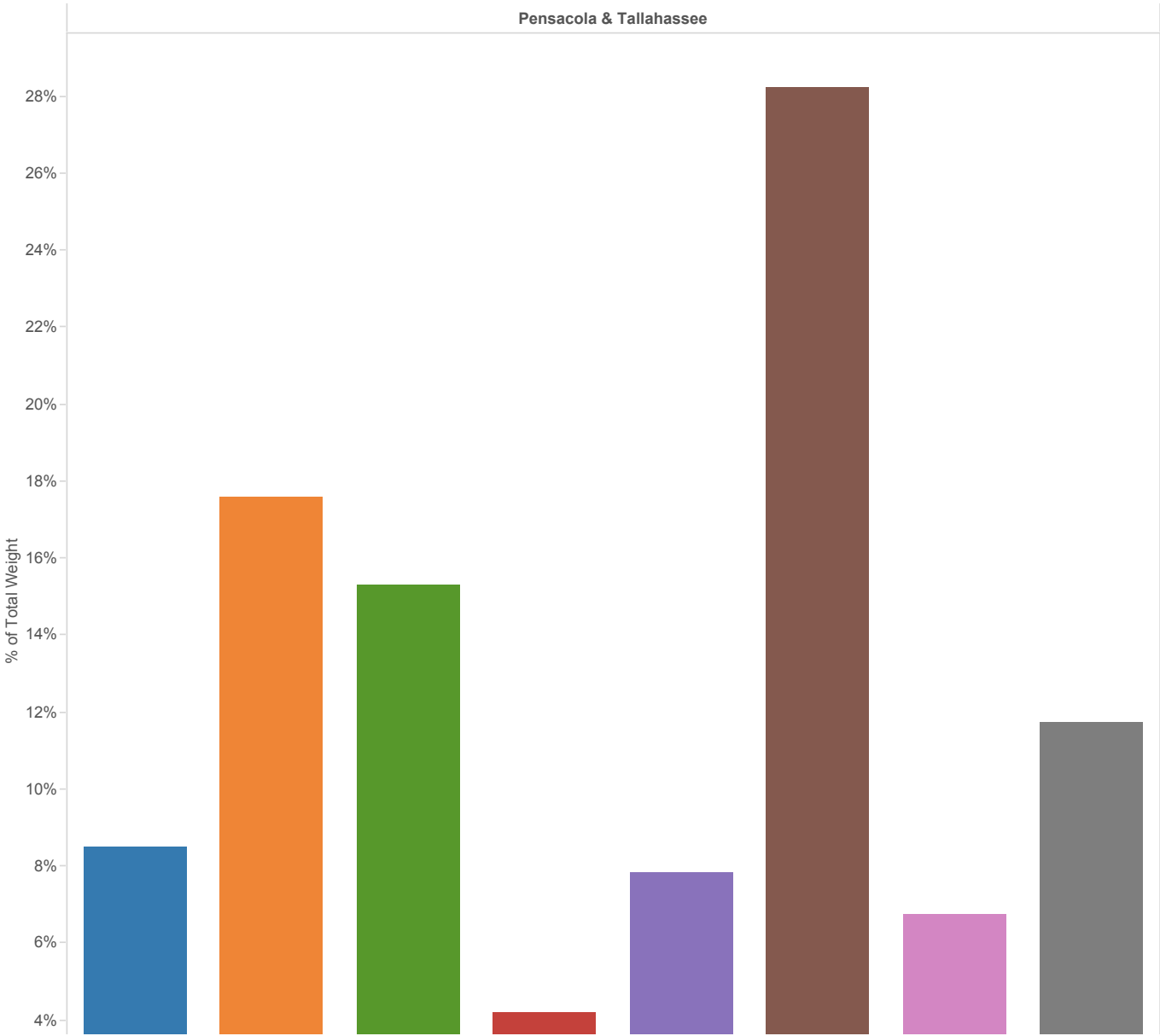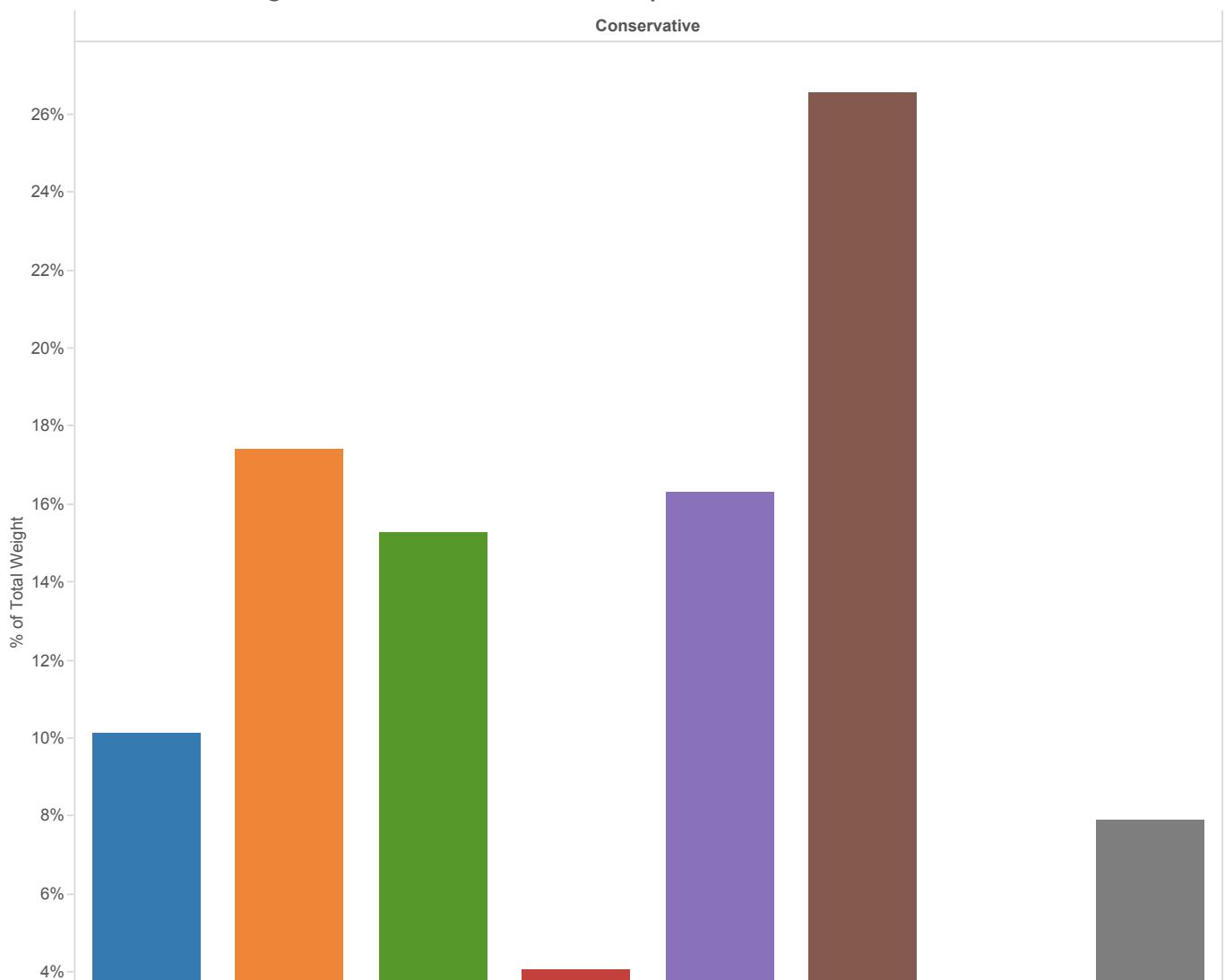
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Q1 - To hear this question in Spanish, please press 1. To hear in English, please press 2.

Spanish	6.87%
English	93.13%

Q2 - Party

Republican	100.00%

Q3 - If the Republican primary election for President of the United States were held today, which of the following candidates would you vote for?

Bush	12.07%
Carson	15.07%
Cruz	12.41%
Fiorina	4.40%
Rubio	16.28%
Trump	26.81%
Other	4.67%
Unsure	8.29%

Q4a - Now, if Jeb Bush dropped out of the race before the Florida Presidential Preference Primary in March, which of the following candidates would you vote for?

Carson	15.02%
Cruz	12.44%
Fiorina	5.66%
Rubio	23.90%
Trump	26.64%
Other	7.29%
Unsure	9.06%

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Q4b - Now, if Marco Rubio dropped out of the race before the Florida Presidential Preference Primary in March, which of the following candidates would you vote for?

Bush	17.08%
Carson	19.02%
Cruz	18.89%
Fiorina	5.16%
Trump	28.11%
Other	5.25%
Unsure	6.49%

Q5 - Would you say most of your political views are more conservative, moderate, or more liberal?

Conservative	69.97%
Moderate	23.25%
Liberal	3.88%
Unsure	2.89%

Q6 - Age

18-34	5.50%
35-49	13.18%
50-64	30.46%
65 and older	49.76%
Refused	1.09%

Q7 - Gender

Male	49.40%
Female	50.60%

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Race

White	89.30%
Hispanic	7.80%
Other	2.90%

Media Market

Ft Myers	8.78%
Gainesville	1.49%
Jacksonville	10.76%
Miami	11.94%
Orlando	22.04%
Panama City	2.39%
Pensacola	5.48%
Tallahassee	2.09%
Tampa	25.73%
West Palm Beach	9.28%

FL Statewide Republican PPP IVR Crosstabs

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Q3 - If the Republican primary election for President of the United States were held today, which of the following candidates would you vote for?

		Bush	Carson	Cruz	Fiorina	Rubio	Trump	Other	Unsure
Base	2,047	12.07%	15.07%	12.41%	4.40%	16.28%	26.81%	4.67%	8.29%
Female	1,036	13.41%	15.74%	11.09%	4.24%	16.00%	24.53%	4.46%	10.52%
Male	1,011	10.69%	14.40%	13.76%	4.56%	16.56%	29.15%	4.89%	6.00%
18-34	113	28.70%	12.29%	8.34%	3.69%	8.38%	29.11%	4.65%	4.84%
35-49	270	7.62%	17.37%	15.72%	5.02%	13.87%	27.88%	4.44%	8.09%
50-64	624	11.29%	16.78%	12.33%	3.49%	14.61%	27.84%	5.55%	8.12%
65 and older	1,041	11.88%	13.76%	12.04%	4.87%	18.76%	25.67%	4.21%	8.81%
White	1,828	10.13%	15.76%	12.31%	4.47%	15.28%	28.00%	5.18%	8.86%
Hispanic	160	36.46%	5.77%	15.40%	0.63%	27.61%	12.56%		1.57%
Other	59	6.18%	18.85%	7.32%	12.42%	16.40%	28.52%	1.68%	8.63%
Ft Myers	180	12.32%	15.43%	7.40%	4.13%	22.23%	25.59%	3.31%	9.60%
Gainesville	31	2.91%	12.07%	10.45%		16.18%	41.76%	9.09%	7.54%
Jacksonville	220	7.75%	19.17%	14.88%	6.33%	14.18%	25.07%	3.75%	8.87%
Miami	244	28.63%	7.31%	12.74%	1.56%	23.89%	18.56%	2.60%	4.71%
Orlando	451	9.65%	16.44%	14.40%	4.35%	13.21%	28.82%	4.39%	8.74%
Panama City	49	5.38%	28.76%	17.94%		13.09%	26.63%	2.78%	5.42%
Pensacola	112	7.51%	17.67%	11.71%	5.26%	8.14%	32.00%	7.00%	10.71%
Tallahassee	43	11.03%	17.40%	24.60%	1.34%	6.94%	18.38%	6.01%	14.31%
Tampa	527	9.33%	14.77%	10.69%	5.65%	17.54%	28.80%	4.64%	8.57%
West Palm Beach	190	14.98%	12.48%	10.44%	4.77%	14.81%	26.82%	8.54%	7.17%
A	1,027	11.87%	14.25%	11.25%	4.73%	17.60%	26.85%	4.93%	8.52%
B	1,020	12.26%	15.90%	13.57%	4.07%	14.94%	26.78%	4.42%	8.05%
English	1,906	9.41%	16.04%	12.50%	4.73%	15.39%	28.13%	5.02%	8.79%
Spanish	141	48.09%	2.02%	11.16%		28.24%	8.96%		1.53%
Bush	247	100.00%							
Carson	309		100.00%						
Cruz	254			100.00%					
Fiorina	90				100.00%				
Rubio	333					100.00%			
Trump	549						100.00%		
Other	96							100.00%	
Unsure	170								100.00%
Conservative	1,432	10.10%	17.40%	15.25%	4.04%	16.32%	26.54%	2.44%	7.91%
Moderate	476	16.24%	10.59%	5.60%	5.40%	18.41%	25.39%	9.58%	8.80%
Liberal	80	16.23%	6.12%	11.16%	5.46%	5.78%	29.81%	16.01%	9.43%

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Q4a - Now, if Jeb Bush dropped out of the race before the Florida Presidential Preference Primary in March, which of the following candidates would you vote for?

		Carson	Cruz	Fiorina	Rubio	Trump	Other	Unsure
Base	1,027	15.02%	12.44%	5.66%	23.90%	26.64%	7.29%	9.06%
Female	523	15.93%	10.78%	6.19%	23.10%	25.18%	6.95%	11.86%
Male	503	14.07%	14.17%	5.10%	24.72%	28.16%	7.65%	6.14%
18-34	58	11.48%	7.16%	8.66%	22.27%	39.09%	7.67%	3.68%
35-49	118	19.52%	14.52%	7.63%	15.95%	23.08%	8.23%	11.05%
50-64	326	16.00%	12.11%	5.31%	19.55%	29.26%	9.00%	8.77%
65 and older	525	13.79%	12.76%	5.09%	28.57%	24.43%	5.98%	9.38%
White	924	15.40%	12.77%	5.72%	20.77%	27.82%	7.81%	9.72%
Hispanic	67	5.48%	9.98%	2.72%	63.44%	13.92%	1.02%	3.43%
Other	36	22.96%	8.63%	9.61%	30.91%	19.95%	5.58%	2.35%
Ft Myers	90	20.79%	8.37%	4.48%	28.14%	25.80%	9.16%	3.25%
Gainesville	17	10.09%	9.53%		19.74%	35.13%	16.30%	9.22%
Jacksonville	119	15.97%	13.82%	11.45%	23.73%	20.65%	4.11%	10.27%
Miami	122	9.88%	11.63%	3.04%	41.56%	22.17%	4.70%	7.03%
Orlando	196	14.86%	15.06%	5.17%	17.74%	31.73%	7.46%	8.00%
Panama City	28	18.60%	12.36%	8.85%	20.31%	25.59%	9.45%	4.84%
Pensacola	64	15.39%	9.31%	5.05%	16.70%	25.86%	17.00%	10.68%
Tallahassee	17	20.73%	13.83%		17.67%	29.29%	3.43%	15.05%
Tampa	273	15.66%	11.95%	5.42%	24.00%	25.25%	5.72%	12.00%
West Palm Beach	101	12.20%	13.95%	6.02%	17.91%	32.62%	8.85%	8.44%
A	1,027	15.02%	12.44%	5.66%	23.90%	26.64%	7.29%	9.06%
B	1,020							
English	965	15.43%	12.27%	5.83%	21.38%	28.02%	7.61%	9.45%
Spanish	62	8.57%	15.04%	2.95%	63.20%	5.03%	2.39%	2.81%
Bush	122	7.67%	5.39%	5.73%	43.17%	8.99%	10.94%	18.11%
Carson	146	86.32%	4.70%	0.40%	4.80%	1.92%	0.37%	1.49%
Cruz	116	2.07%	89.16%	4.41%	2.02%	1.38%	0.96%	
Fiorina	49	3.67%	4.97%	79.26%	4.94%	2.76%		4.40%
Rubio	181	0.39%	0.81%	0.87%	93.04%	2.94%		1.94%
Trump	276	2.98%	2.52%	0.49%	1.86%	88.30%	2.32%	1.54%
Other	51	2.43%		3.42%	4.63%	2.80%	84.99%	1.72%
Unsure	87	4.88%	0.54%	2.57%	6.15%	7.62%	12.01%	66.23%
Conservative	720	17.16%	15.49%	5.06%	22.64%	26.47%	4.50%	8.68%
Moderate	237	12.67%	5.50%	6.65%	28.31%	23.58%	12.84%	10.45%
Liberal	39	1.59%	3.54%	15.06%	11.87%	41.13%	17.90%	8.91%

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Q4b - Now, if Marco Rubio dropped out of the race before the Florida Presidential Preference Primary in March, which of the following candidates would you vote for?

		Bush	Carson	Cruz	Fiorina	Trump	Other	Unsure
Base	1,020	17.08%	19.02%	18.89%	5.16%	28.11%	5.25%	6.49%
Female	512	20.53%	20.20%	17.12%	5.46%	24.46%	5.10%	7.13%
Male	508	13.60%	17.82%	20.67%	4.86%	31.79%	5.40%	5.85%
18-34	55	36.71%	24.61%	10.11%		18.80%	6.72%	3.05%
35-49	152	12.73%	23.08%	19.85%	2.76%	33.10%	4.18%	4.30%
50-64	298	14.88%	19.00%	18.33%	5.76%	27.76%	7.71%	6.55%
65 and older	516	17.55%	17.24%	19.86%	6.06%	27.83%	3.99%	7.46%
White	904	13.81%	20.54%	17.95%	5.82%	28.93%	5.93%	7.02%
Hispanic	93	51.73%	4.82%	27.27%		16.18%		
Other	24	6.16%	16.71%	21.81%		43.74%		11.59%
Ft Myers	90	12.80%	22.79%	16.71%	7.57%	31.39%	1.96%	6.77%
Gainesville	14		27.42%	11.62%		55.54%		5.42%
Jacksonville	102	14.77%	18.99%	18.17%	5.21%	27.26%	6.49%	9.11%
Miami	122	47.90%	3.38%	25.59%	4.09%	15.96%	2.27%	0.81%
Orlando	255	13.15%	24.00%	16.91%	4.81%	29.03%	5.30%	6.80%
Panama City	21	8.34%	42.43%	16.13%		23.97%	6.98%	2.14%
Pensacola	49	6.71%	29.49%	17.95%		39.31%	1.55%	4.98%
Tallahassee	26	27.23%	16.51%	30.63%	6.18%	9.22%	5.85%	4.38%
Tampa	253	10.30%	17.01%	18.76%	7.22%	31.10%	6.28%	9.33%
West Palm Beach	89	19.55%	16.43%	17.53%	3.76%	27.59%	10.44%	4.70%
A	1,027							
B	1,020	17.08%	19.02%	18.89%	5.16%	28.11%	5.25%	6.49%
English	941	13.01%	20.52%	18.90%	5.59%	29.24%	5.69%	7.03%
Spanish	79	65.63%	1.05%	18.71%		14.62%		
Bush	125	93.48%	1.10%	1.68%		2.09%	1.07%	0.57%
Carson	162	4.95%	85.91%	3.33%	2.06%	2.25%		1.50%
Cruz	138	1.07%	2.43%	92.89%	1.63%	1.98%		
Fiorina	42	4.21%	10.21%	5.48%	75.35%	4.76%		
Rubio	152	22.81%	21.81%	24.22%	7.80%	14.46%	5.31%	3.59%
Trump	273	0.26%	2.37%	4.30%	0.21%	91.33%	1.04%	0.49%
Other	45	7.37%	1.77%	7.08%	4.27%	1.46%	78.03%	
Unsure	82	8.80%	6.22%	2.96%	1.64%	4.37%	7.50%	68.50%
Conservative	712	14.93%	21.98%	22.45%	4.52%	26.78%	2.77%	6.58%
Moderate	239	20.94%	12.92%	10.07%	6.53%	32.12%	11.13%	6.29%
Liberal	40	22.66%	9.98%	17.21%	6.71%	23.79%	13.71%	5.93%

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Q5 - Would you say most of your political views are more conservative, moderate, or more liberal?

		Conservative	Moderate	Liberal	Unsure
Base	2,047	69.97%	23.25%	3.88%	2.89%
Female	1,036	68.12%	23.86%	4.83%	3.19%
Male	1,011	71.87%	22.63%	2.92%	2.58%
18-34	113	62.85%	21.30%	8.47%	7.39%
35-49	270	67.03%	25.18%	5.83%	1.96%
50-64	624	67.55%	27.14%	3.43%	1.88%
65 and older	1,041	72.96%	20.64%	3.16%	3.24%
White	1,828	70.52%	23.46%	3.52%	2.49%
Hispanic	160	64.95%	18.70%	7.87%	8.48%
Other	59	66.68%	29.07%	4.24%	
Ft Myers	180	70.54%	24.47%	2.05%	2.93%
Gainesville	31	72.80%	19.54%	7.66%	
Jacksonville	220	78.17%	17.63%	3.06%	1.14%
Miami	244	64.92%	22.07%	6.70%	6.31%
Orlando	451	73.34%	22.19%	2.74%	1.73%
Panama City	49	75.26%	22.73%	1.11%	0.91%
Pensacola	112	74.18%	18.99%	3.67%	3.17%
Tallahassee	43	75.00%	23.66%		1.34%
Tampa	527	68.99%	22.36%	5.15%	3.50%
West Palm Beach	190	55.73%	38.31%	3.27%	2.69%
A	1,027	70.14%	23.09%	3.80%	2.96%
B	1,020	69.81%	23.41%	3.96%	2.81%
English	1,906	70.32%	23.64%	3.77%	2.27%
Spanish	141	65.26%	18.03%	5.44%	11.27%
Bush	247	58.58%	31.29%	5.23%	4.90%
Carson	309	80.76%	16.33%	1.58%	1.33%
Cruz	254	86.01%	10.50%	3.49%	
Fiorina	90	64.28%	28.53%	4.82%	2.38%
Rubio	333	70.14%	26.30%	1.38%	2.18%
Trump	549	69.25%	22.02%	4.32%	4.41%
Other	96	36.58%	47.68%	13.31%	2.43%
Unsure	170	66.79%	24.69%	4.42%	4.10%
Conservative	1,432	100.00%			
Moderate	476		100.00%		
Liberal	80			100.00%	