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Subject:

Florida Statewide Republican Primary Election survey

Date: July 28, 2015

Executive Summary:

This poll of 1,902 Florida likely Republican primary voters was conducted from Saturday, July 18, 2015 to Tuesday, July 28, 2015. This poll used the registered voter lists supplied by the state of Florida as of June 18, 2015. The sample of voters that were contacted included random samples of registered Republican voters within the boundaries of the state of Florida.

The issues surveyed included questions related to the 2016 Republican Florida primary election.

Methodology:

The poll was conducted through a web-based email polling system. The results were then weighted to account for proportional differences between the respondents' demographics and the demographics of the active Republican primary election voter population for the state of Florida. The weighting demographics used were: race, age, gender and media market.

The voters polled were chosen at random within the registered voter population within the state of Florida. The random sample used was made up of a sampling of registered Republican party voters from the state of Florida.

The scientific results shown for the questions below have a sample size of 1,902 and a 2.2% Margin of Error at a 95% confidence level.

Respondents' Demographics:

Here is a summary of the demographic breakdown of the voters who responded to this survey:

Political Party Breakdown:

Republican Party 1902 = 100%

Race Breakdown:

White, Not Hispanic 1744 = 91.7%

Black, Not Hispanic 12 = 0.6%

Asian or Pacific Islander 15 = 0.8%

Hispanic 105 = 5.5%

Other or Unknown 26 = 1.4%

Gender Breakdown:

Male 1177 = 61.9%

Female 725 = 38.1%

Age Breakdown:

18 to 29 129 = 6.8%

30 to 49 253 = 13.3%

50 to 69 902 = 47.4%

70 and up 618 = 32.5%

Media Market Breakdown:

Pensacola 109 = 5.7%

Panama City 25 = 1.3%

Tallahassee 57 = 3.0%

Jacksonville 189 = 9.9%

Gainesville 32 = 1.7%

Orlando 381 = 20.0%

Tampa 495 = 26.0%

West Palm Beach 84 = 4.4%

Fort Myers 250 = 13.1%

Miami 280 = 14.7%

Summary of Scientific Results:

If the Republican presidential primary election were held today who would you choose?

Ted Cruz:	4.2%
Rand Paul:	3.3%
Marco Rubio:	9.7%
Ben Carson:	4.5%
Jeb Bush:	20.0%
Donald Trump:	26.1%
Scott Walker:	12.2%
John Kasich:	4.1%
Unsure or Someone else:	15.9%

If the Republican primary for US Senator were held today who would you vote for?

Carlos Lopez-Cantera:	9.2%
Ron DeSantis:	8.9%
Todd Wilcox:	5.2%
Jeff Miller:	5.1%
David Jolly:	10.3%
Unsure:	61.2%

Detailed Results with Demographic Breakdowns for Each Question:

If the Republican presidential primary election were held today who would you choose?

Ted Cruz:	4.2%
Rand Paul:	3.3%
Marco Rubio:	9.7%
Ben Carson:	4.5%
Jeb Bush:	20.0%
Donald Trump:	26.1%
Scott Walker:	12.2%
John Kasich:	4.1%
Unsure or Someone else:	15.9%

Non-Weighted Results and Demographic Breakdowns:

Cruz:	4.2%
Paul:	3.5%
Rubio:	9.5%
Carson:	4.4%
Bush:	20.0%
Trump:	26.3%
Walker:	12.1%
Kasich:	4.2%
Unsure or Someone Else:	15.8%

Race Breakdown:

White, Not Hispanic 1744 responses

Cruz: 4.4% Paul: 3.6% Rubio: 8.4% Carson: 4.5% Bush: 19.1% Trump: 26.7% Walker: 12.7% Kasich: 4.4%
Unsure or Someone Else: 16.3%

Black, Not Hispanic 12 responses

Cruz: 0% Paul: 0% Rubio: 8.3% Carson: 0% Bush: 33.3% Trump: 25.0% Walker: 8.3% Kasich: 8.3%
Unsure or Someone Else: 16.7%

Asian or Pacific Islander 15 responses

Cruz: 13.3% Paul: 0% Rubio: 0% Carson: 20.0% Bush: 20.0% Trump: 6.7% Walker: 6.7% Kasich: 6.7%
Unsure or Someone Else: 26.7%

Hispanic 105 responses

Cruz: 1.9% Paul: 2.9% Rubio: 26.7% Carson: 1.0% Bush: 33.3% Trump: 22.9% Walker: 3.8% Kasich: 1.0%
Unsure or Someone Else: 6.7%

Other or Unknown 26 responses

Cruz: 0% Paul: 0% Rubio: 19.2% Carson: 7.7% Bush: 23.1% Trump: 26.9% Walker: 11.5% Kasich: 0%
Unsure or Someone Else: 11.5%

Gender Breakdown:

Male 1177 responses

Cruz: 4.0% Paul: 4.4% Rubio: 8.2% Carson: 3.7% Bush: 20.3% Trump: 28.2% Walker: 13.1% Kasich: 4.6%
Unsure or Someone Else: 13.4%

Female 725 responses

Cruz: 4.6% Paul: 1.9% Rubio: 11.4% Carson: 5.5% Bush: 19.6% Trump: 23.2% Walker: 10.6% Kasich: 3.6%
Unsure or Someone Else: 19.6%

Age Breakdown:

18 to 29 129 responses

Cruz: 1.6% Paul: 10.1% Rubio: 12.4% Carson: 4.7% Bush: 23.3% Trump: 14.7% Walker: 8.5% Kasich: 1.6%
Unsure or Someone Else: 23.3%

30 to 49 253 responses

Cruz: 3.2% Paul: 5.9% Rubio: 11.9% Carson: 4.7% Bush: 23.3% Trump: 26.5% Walker: 5.9% Kasich: 2.8%
Unsure or Someone Else: 15.8%

50 to 69 902 responses

Cruz: 5.2% Paul: 3.0% Rubio: 8.8% Carson: 3.7% Bush: 20.1% Trump: 30.8% Walker: 10.8% Kasich: 3.5%
Unsure or Someone Else: 14.2%

70 and up 618 responses

Cruz: 3.7% Paul: 1.8% Rubio: 8.9% Carson: 5.3% Bush: 18.0% Trump: 22.0% Walker: 17.5% Kasich: 6.3%
Unsure or Someone Else: 16.5%

Media Market Breakdown:

Pensacola 109 responses

Cruz: 1.8% Paul: 4.6% Rubio: 4.6% Carson: 6.4% Bush: 21.1% Trump: 23.9% Walker: 11.0% Kasich: 8.3%
Unsure or Someone Else: 18.3%

Panama City 25 responses

Cruz: 4.0% Paul: 4.0% Rubio: 20.0% Carson: 4.0% Bush: 16.0% Trump: 16.0% Walker: 20.0% Kasich: 4.0%
Unsure or Someone Else: 12.0%

Tallahassee 57 responses

Cruz: 3.5% Paul: 1.8% Rubio: 8.8% Carson: 3.5% Bush: 35.1% Trump: 24.6% Walker: 7.0% Kasich: 1.8%
Unsure or Someone Else: 14.0%

Jacksonville 189 responses

Cruz: 2.1% Paul: 2.1% Rubio: 13.2% Carson: 5.8% Bush: 21.7% Trump: 24.9% Walker: 12.2% Kasich: 2.1%
Unsure or Someone Else: 15.9%

Gainesville 32 responses

Cruz: 12.5% Paul: 12.5% Rubio: 6.2% Carson: 6.2% Bush: 18.8% Trump: 12.5% Walker: 3.1% Kasich: 0%
Unsure or Someone Else: 28.1%

Orlando 381 responses

Cruz: 4.5% Paul: 2.9% Rubio: 9.7% Carson: 5.8% Bush: 17.6% Trump: 31.0% Walker: 11.0% Kasich: 3.4%
Unsure or Someone Else: 14.2%

Tampa 495 responses

Cruz: 5.1% Paul: 4.0% Rubio: 7.7% Carson: 4.4% Bush: 18.6% Trump: 27.7% Walker: 11.7% Kasich: 3.4%
Unsure or Someone Else: 17.4%

West Palm Beach 84 responses

Cruz: 4.8% Paul: 3.6% Rubio: 6.0% Carson: 2.4% Bush: 17.9% Trump: 23.8% Walker: 21.4% Kasich: 3.6%
Unsure or Someone Else: 16.7%

Fort Myers 250 responses

Cruz: 7.2% Paul: 2.0% Rubio: 6.4% Carson: 2.8% Bush: 19.2% Trump: 23.6% Walker: 15.6% Kasich: 6.8%
Unsure or Someone Else: 16.4%

Miami 280 responses

Cruz: 1.1% Paul: 4.3% Rubio: 15.0% Carson: 2.9% Bush: 23.2% Trump: 25.4% Walker: 10.4% Kasich: 5.4%
Unsure or Someone Else: 12.5%

If the Republican primary for US Senator were held today who would you vote for?

Carlos Lopez-Cantera:	9.2%
Ron DeSantis:	8.9%
Todd Wilcox:	5.2%
Jeff Miller:	5.1%
David Jolly:	10.3%
Unsure:	61.2%

Non-Weighted Results and Demographic Breakdowns:

Lopez-Cantera:	9.2%
DeSantis:	8.9%
Wilcox:	5.3%
Miller:	5.0%
Jolly:	10.6%
Unsure:	61.1%

Race Breakdown:

White, Not Hispanic	1744 responses										
Lopez-Cantera:	7.2%	DeSantis:	9.2%	Wilcox:	5.5%	Miller:	5.0%	Jolly:	11.1%	Unsure:	62.0%
Black, Not Hispanic	12 responses										
Lopez-Cantera:	8.3%	DeSantis:	8.3%	Wilcox:	0%	Miller:	0%	Jolly:	8.3%	Unsure:	75.0%
Asian or Pacific Islander	15 responses										
Lopez-Cantera:	6.7%	DeSantis:	6.7%	Wilcox:	0%	Miller:	20.0%	Jolly:	13.3%	Unsure:	53.3%
Hispanic	105 responses										
Lopez-Cantera:	43.8%	DeSantis:	4.8%	Wilcox:	1.9%	Miller:	1.9%	Jolly:	3.8%	Unsure:	43.8%
Other or Unknown	26 responses										
Lopez-Cantera:	3.8%	DeSantis:	7.7%	Wilcox:	7.7%	Miller:	11.5%	Jolly:	3.8%	Unsure:	65.4%

Gender Breakdown:

Male	1177 responses										
Lopez-Cantera:	10.1%	DeSantis:	10.2%	Wilcox:	6.1%	Miller:	4.7%	Jolly:	11.0%	Unsure:	57.9%
Female	725 responses										
Lopez-Cantera:	7.7%	DeSantis:	6.8%	Wilcox:	3.9%	Miller:	5.5%	Jolly:	9.9%	Unsure:	66.2%

Age Breakdown:

18 to 29	129 responses										
Lopez-Cantera:	7.8%	DeSantis:	9.3%	Wilcox:	3.9%	Miller:	4.7%	Jolly:	8.5%	Unsure:	65.9%
30 to 49	253 responses										
Lopez-Cantera:	12.6%	DeSantis:	7.1%	Wilcox:	11.5%	Miller:	5.5%	Jolly:	8.3%	Unsure:	54.9%
50 to 69	902 responses										
Lopez-Cantera:	9.0%	DeSantis:	8.1%	Wilcox:	4.3%	Miller:	4.5%	Jolly:	11.2%	Unsure:	62.9%
70 and up	618 responses										
Lopez-Cantera:	8.4%	DeSantis:	10.7%	Wilcox:	4.4%	Miller:	5.5%	Jolly:	11.0%	Unsure:	60.0%

Media Market Breakdown:

Pensacola	109 responses										
Lopez-Cantera:	0%	DeSantis:	3.7%	Wilcox:	1.8%	Miller:	42.2%	Jolly:	1.8%	Unsure:	50.5%
Panama City	25 responses										
Lopez-Cantera:	4.0%	DeSantis:	4.0%	Wilcox:	0%	Miller:	16.0%	Jolly:	0%	Unsure:	76.0%
Tallahassee	57 responses										
Lopez-Cantera:	17.5%	DeSantis:	1.8%	Wilcox:	0%	Miller:	5.3%	Jolly:	12.3%	Unsure:	63.2%
Jacksonville	189 responses										
Lopez-Cantera:	3.7%	DeSantis:	23.8%	Wilcox:	10.6%	Miller:	2.6%	Jolly:	2.6%	Unsure:	56.6%
Gainesville	32 responses										
Lopez-Cantera:	12.5%	DeSantis:	9.4%	Wilcox:	6.2%	Miller:	0%	Jolly:	0%	Unsure:	71.9%
Orlando	381 responses										
Lopez-Cantera:	5.5%	DeSantis:	20.7%	Wilcox:	4.5%	Miller:	2.1%	Jolly:	2.1%	Unsure:	65.1%
Tampa	495 responses										
Lopez-Cantera:	6.5%	DeSantis:	2.6%	Wilcox:	4.0%	Miller:	2.2%	Jolly:	31.5%	Unsure:	53.1%
West Palm Beach	84 responses										
Lopez-Cantera:	10.7%	DeSantis:	3.6%	Wilcox:	6.0%	Miller:	7.1%	Jolly:	2.4%	Unsure:	70.2%
Fort Myers	250 responses										
Lopez-Cantera:	8.0%	DeSantis:	4.0%	Wilcox:	6.0%	Miller:	2.0%	Jolly:	6.0%	Unsure:	74.0%
Miami	280 responses										
Lopez-Cantera:	25.4%	DeSantis:	3.6%	Wilcox:	6.8%	Miller:	2.5%	Jolly:	2.1%	Unsure:	59.6%