



**Source institution:** The Florida Southern College Center for Polling and Policy Research.

**Title:** Florida Presidential Primary Preference Poll

*For press use, the institutional source name may be shortened to “Florida Southern College Poll” except in first use in an article or broadcast.*

This poll was taken from Saturday, January 30<sup>th</sup> through Saturday, February 6<sup>th</sup>, 2016. Calls were made from the campus of Florida Southern College during the hours of 6-9pm; exclusive of Saturday, Jan. 30<sup>th</sup> (3pm-6pm); Sunday, January 31<sup>st</sup> (3pm-6pm) and Saturday, Feb. 6<sup>th</sup> (1pm-7:30pm).

The telephone numbers used in the survey were selected at random by a computer programmed to ensure that each area of the state was represented in proportion to its population. Both landlines and wireless phones were called.

The Florida Southern College Center for Polling and Policy Research’s presidential primary poll was completed with survey answers from 608 voters. The results of the poll have a margin of

**Table 1: Democratic Primary Preferences**

Sen. Marco Rubio (R-FL) in second place, running about 7 points behind Trump, and Sen. Ted Cruz (R-TX), the winner in Iowa, a full 8 points behind Rubio. The support for the remaining Republican primary candidates is in the single digits. Dr. Ben Carson (a retired neurosurgeon) leads the secondary pack with about a 6% share; former Florida Governor Jeb Bush is a blip at 3.7%, followed by Governor John Kasich (1.6%). Former Arkansas Governor Mike Huckabee (who has suspended his campaign) and New Jersey Governor Chris Christie are dragging the bottom with shares at less than 1%. As with the Democrats, there is a sizable undecided factor to be considered, at about 25%, or a fourth of the voters, still unsure.

We asked a series of questions of our respondents about hypothetical match-ups between the parties in the general election. These are the results:

**Table 3: Trump v. Clinton**

If the election for president were today and the candidates were Donald Trump and Hillary Clinton for whom would you vote?	
<b>Candidate</b>	<b>Percentage</b>
Hillary Clinton	44.56
Donald Trump	37.56
Would Not Vote	8.08
Other	3.3
No Answer	6.5
<i>(Registered Voters weighted for Age, Sex, Race, &amp; Party Registration)</i>	

In a head-to-head election held between the two frontrunners, Hillary Clinton leads Donald Trump by nearly 8%; further, 8% of registered voters questioned said they would not bother to vote in the contest.

**Table 4: Rubio v. Clinton**

If the election for president were today and the candidates were Marco Rubio and Hillary Clinton for whom would you





Sanders also currently leads Marco Rubio among registered voters in Florida, but the lead is quite small and within the margin of error. Again, Rubio performs well against a potential Democratic nominee.

**Table 9: Sanders v. Cruz**

If the election for president were today and the candidates were Ted Cruz and Bernie Sanders for whom would you vote?		
<b>Candidate</b>	<b>Percentage</b>	
Bernie Sanders		46.07
Ted Cruz		36.73
Would Not Vote		7.45
Other		2.15

## **Summary and Analysis**

In both Florida primaries, if held today, there are clear and unequivocal preferences: among Republicans, Donald Trump is preferred by about 7 points over his nearest competitor, Sen. Marco Rubio; Former Secretary of State Hillary Clinton is preferred by a plurality of Democrats by a wide margin against Sen. Bernie Sanders. Sen. Ted Cruz may still be in the race, but his showing in Florida is nothing near his popularity in Iowa. Dr. Ben Carson is coasting along at about 6 points. While it would be incautious and possibly wildly inaccurate to write off the rest of the Republican field at this early juncture, it seems safe to say that Gov. Jeb Bush and Gov. John Kasich have a lot of ground to make up and that Chris Christie is a non-factor at this time. It seems that when Floridians are given a choice between two men from the home state, the preference is clearly for Rubio, and not for Bush.

Where the poll becomes truly interesting is in examining the effects of the hypothetical matchups between potential party nominees. Only Marco Rubio and Jeb Bush – favorite sons, if you will -- can claim the kind of strong support that might set a GOP entrant over Sec. Clinton in a two-party race. All of the rest fall short, with Sen. Ted Cruz running a



