# FINAL March 2016 Florida GOP Primary Study

GeoCode

| (N=500) | n | % |
|---|---|---|
| North | 128 | 25.60 |
| South | 98 | 19.60 |
| East | 127 | 25.40 |
| West | 147 | 29.40 |

*************************************************************************************************************

Hello, my name is _____ and I am conducting a survey for Suffolk University and I would like to get your opinions on some political questions. Would you be willing to spend five minutes answering some questions?

1.     Gender {BY OBSERVATION}

| (N=500) | n | % |
|---|---|---|
| Male | 253 | 50.60 |
| Female | 247 | 49.40 |

2.  How likely are you to vote in the Republican Presidential Primary next week – very likely, somewhat likely, 50-50, not very likely, not at all likely, or have you already voted?

| (N=500) | n | % |
|---|---|---|
| Very likely | 451 | 90.20 |
| Already voted | 49 | 9.80 |

3.  Are you currently registered as a Democrat, Republican, Independent, something else or are you not registered to vote?

| (N=500) | n | % |
|---|---|---|
| Republican | 500 | 100.00 |

4.  What is your age category?

| (N=500) | n | % |
|---|---|---|
| 18-34 Yrs. | 52 | 10.40 |
| 35-44 Yrs. | 76 | 15.20 |
| 45-54 Yrs. | 88 | 17.60 |
| 55-64 Yrs. | 115 | 23.00 |
| 65-74 Yrs. | 90 | 18.00 |
| 75 + Yrs. | 76 | 15.20 |
| Refused | 3 | 0.60 |

5.  For statistical purposes only, can you please tell me what your ethnic background / ancestry is?

| (N=500) | n | % |
|---|---|---|
| White/Caucasian | 406 | 81.20 |
| Black/African-American | 13 | 2.60 |
| American Indian / Alaska Native | 3 | 0.60 |
| Asian | 1 | 0.20 |
| Native Hawaiian / Other Pacific Islander | 1 | 0.20 |
| Hispanic/Latino | 61 | 12.20 |
| Other | 2 | 0.40 |
| Refused | 13 | 2.60 |

6.  There are 14 Republican candidates listed on the official Florida Republican ballot.  Of these, there are 4 major candidates,  {READ RANDOMIZED LIST}.  If the *Republican* Primary was held today, who would be your first choice to win the Republican nomination?

| (N=500) | n | % |
|---|---|---|
| Ted Cruz | 96 | 19.20 |
| John Kasich | 49 | 9.80 |
| Marco Rubio | 133 | 26.60 |
| Donald Trump | 178 | 35.60 |
| Other | 6 | 1.20 |
| Undecided | 38 | 7.60 |

{6.5 only}

7.      Which "other" candidate of the remaining 10 listed Republican candidates would be your first choice?
{DO NOT LIST NAMES - ONLY USE ALPHA LIST IF THEY KNOW WHO THEY PREFER}

| (N=6) | n | % |
|---|---|---|
| Jeb Bush | 0 | 0.00 |
| Ben Carson | 1 | 16.67 |
| Chris Christie | 0 | 0.00 |
| Carly Fiorina | 0 | 0.00 |
| Jim Gilmore | 0 | 0.00 |
| Lindsey Graham | 0 | 0.00 |
| Mike Huckabee | 0 | 0.00 |
| Bobby Jindal | 0 | 0.00 |
| Rand Paul | 0 | 0.00 |
| Rick Santorum | 0 | 0.00 |
| Other | 2 | 33.33 |
| Undecided | 3 | 50.00 |

{FOR 6.1-6.4 or 7.1-7.10}

8.  Who would be your second choice between {READ REMAINING LIST}?

| (N=457) | n | % |
|---|---|---|
| Ted Cruz | 119 | 26.04 |
| John Kasich | 95 | 20.79 |
| Marco Rubio | 77 | 16.85 |
| Donald Trump | 49 | 10.72 |
| Other | 6 | 1.31 |
| Undecided | 111 | 24.29 |

9.      If Jeb Bush was in the race, would you be voting for him – yes or no?

| (N=500) | n | % |
|---|---|---|
| Yes | 144 | 28.80 |
| No | 328 | 65.60 |
| Undecided | 28 | 5.60 |

10.     Of the four major candidates {READ RANDOMIZED LIST}, who is the most conservative?

| (N=500) | n | % |
|---|---|---|
| Ted Cruz | 227 | 45.40 |
| John Kasich | 70 | 14.00 |
| Marco Rubio | 71 | 14.20 |
| Donald Trump | 51 | 10.20 |
| Undecided | 75 | 15.00 |
| Refused | 6 | 1.20 |

11.    And of the four, who is the least conservative?

| (N=500) | n | % |
|---|---|---|
| Ted Cruz | 19 | 3.80 |
| John Kasich | 41 | 8.20 |
| Marco Rubio | 73 | 14.60 |
| Donald Trump | 268 | 53.60 |
| Undecided | 92 | 18.40 |
| Refused | 7 | 1.40 |

12.    Regardless of your personal preference, which candidate has the best chance of defeating Hillary Clinton in November?

| (N=500) | n | % |
|---|---|---|
| Ted Cruz | 96 | 19.20 |
| John Kasich | 19 | 3.80 |
| Marco Rubio | 77 | 15.40 |
| Donald Trump | 235 | 47.00 |
| Undecided | 52 | 10.40 |
| Refused | 2 | 0.40 |
| None | 19 | 3.80 |

I am going to read you a short list of individuals and for each, please tell me if your opinion of them is generally favorable or generally unfavorable.  If you are undecided or if you have never heard of someone, just tell me that.  First take Barack Obama.  Is your opinion of Barack Obama generally favorable or generally unfavorable? (RANDOMIZE 14-22)

| (N=500) | NEVER HEARD | FAVORABLE | UNFAVORABLE | HOF/UNDECIDED |
|---|---|---|---|---|
| 13.  Barack Obama | 0<br>0.00 | 55<br>11.00 | 426<br>85.20 | 19<br>3.80 |
| 14.  Hillary Clinton | 0<br>0.00 | 33<br>6.60 | 455<br>91.00 | 12<br>2.40 |
| 15.  Jeb Bush | 0<br>0.00 | 280<br>56.00 | 176<br>35.20 | 44<br>8.80 |
| 16.  John Kasich | 10<br>2.00 | 345<br>69.00 | 72<br>14.40 | 73<br>14.60 |
| 17.  Rick Scott | 19<br>3.80 | 279<br>55.80 | 118<br>23.60 | 84<br>16.80 |
| 18.  Marco Rubio | 0<br>0.00 | 300<br>60.00 | 162<br>32.40 | 38<br>7.60 |
| 19.  Ted Cruz | 1<br>0.20 | 306<br>61.20 | 149<br>29.80 | 44<br>8.80 |
| 20.  Donald Trump | 0<br>0.00 | 266<br>53.20 | 185<br>37.00 | 49<br>9.80 |
| 22.  Mitt Romney | 2<br>0.40 | 191<br>38.20 | 255<br>51.00 | 52<br>10.40 |

23.   Which Republican ex-president does Donald Trump remind you of – George W. Bush, George H.W. Bush, Ronald Reagan, or Richard Nixon?

| (N=500) | n | % |
|---|---|---|
| George W. Bush (2001-2008) | 12 | 2.40 |
| George H.W. Bush (1989-1992) | 12 | 2.40 |
| Ronald Reagan | 127 | 25.40 |
| Richard Nixon | 112 | 22.40 |
| Other | 11 | 2.20 |
| Undecided | 164 | 32.80 |
| None | 62 | 12.40 |

24.   Does it bother you that Donald Trump donated to Hillary Clinton for President in 2008 - yes or no?

| (N=500) | n | % |
|---|---|---|
| Yes | 150 | 30.00 |
| No | 335 | 67.00 |
| Undecided | 14 | 2.80 |
| Refused | 1 | 0.20 |

25. What do you think is the most important issue facing the country right now? {Randomize}

| (N=500) | n | % |
|---|---|---|
| Reducing the national debt | 51 | 10.20 |
| Taxes | 11 | 2.20 |
| Jobs/Economy | 135 | 27.00 |
| Schools/Education | 16 | 3.20 |
| Healthcare | 23 | 4.60 |
| Energy independence | 4 | 0.80 |
| Illegal immigration | 60 | 12.00 |
| Abortion policy | 9 | 1.80 |
| Same-sex marriage | 6 | 1.20 |
| Civil liberties | 14 | 2.80 |
| Terrorism/national security | 141 | 28.20 |
| Drugs/Opioids | 6 | 1.20 |
| Climate Change | 1 | 0.20 |
| Undecided | 23 | 4.60 |

26.   Recently Mitt Romney has inserted himself into the Republican Primary race by criticizing Donald Trump.  Some people say that Romney speaks for the majority of the Republican Party and will make the nomination process better.  Other people say that Romney had his time as an unsuccessful Republican nominee and should stay out of the 2016 race.  Which is closer to your view?

| (N=500) | n | % |
|---|---|---|
| Romney's participation will make nomination process better | 86 | 17.20 |
| Romney should stay out of the 2016 race | 382 | 76.40 |
| Undecided | 32 | 6.40 |

27.   If Mitt Romney endorses a candidate, will that make you more or less likely to vote for that candidate?

| (N=500) | n | % |
|---|---|---|
| More Likely | 68 | 13.60 |
| Less likely | 175 | 35.00 |
| No Difference | 230 | 46.00 |
| Undecided | 27 | 5.40 |

{For Trump voters, 6.4}

28.  Earlier you said you are a Trump voter.  If there is a brokered convention and candidates Cruz, Rubio, and Kasich combine their delegates to prevent Donald Trump from getting the nomination, what will you do in November – support the Republican nominee, vote for Democrat Hillary Clinton, vote for an Independent candidate, or not vote for president this fall?

| (N=178) | n | % |
|---|---|---|
| Vote for Republican nominee | 91 | 51.12 |
| Vote for Democrat Hillary Clinton | 9 | 5.06 |
| Vote for an Independent Candidate | 25 | 14.04 |
| Not cast a vote for president | 20 | 11.24 |
| Undecided | 33 | 18.54 |

29.  Would you describe yourself as conservative, moderate or liberal?

| (N=500) | n | % |
|---|---|---|
| Conservative | 339 | 67.80 |
| Moderate | 127 | 25.40 |
| Liberal | 19 | 3.80 |
| Undecided | 15 | 3.00 |

[THANK YOU FOR YOUR TIME.  HAVE A NICE DAY/EVENING.]