

Results of SurveyUSA Election Poll #22965

Geography: Florida  
Data Collected: 06/25/2016 - 06/27/2016  
Release Date: 06/28/2016  
Percentaages

Florida, 19 Wks Till Votes Counted, Clinton 4 Atop Trump; Marco and Murphy Tied in Pivotal Battle for Rubio's Senate Seat; Amendment 2 Up:

Donald Trump desperately needs Florida's 29 electoral votes to capture the White House in 134 days. But in an election for President in Florida today, between presumptive Republican Party nominee Trump and presumptive Democratic Party nominee Hillary Clinton, Clinton edges Trump, according to a SurveyUSA poll commissioned by Bay News 9 in Tampa and News 13 in Orlando.

At this hour, it's Clinton 46%, Trump 42%, Libertarian Gary Johnson 2%, and Green Party candidate Jill Stein 1%. 19 weeks until votes are counted, Trump leads among Florida's white voters and among Florida's Cubans, but trails among Florida's non-Cuban Hispanics, Florida's blacks and Florida's Asians. Among "very conservative" men, a group Trump must dominate, he holds 73% of the vote, but loses 20%, who cross-over to Clinton. Among high-school educated men, Trump leads, as one would expect, but just by 16 points, 54% to 38%. Among the most affluent voters, who typically gravitate to Republicans, Trump and Clinton tie, 44% each.

In Southeast Florida, which includes Miami-Dade, Broward and Palm Beach counties (Mar a Lago is in Palm Beach County), Trump trails 56% to 32%. Trump leads in Northwest FL, Northeast FL, and Central FL, and ties Clinton in Southwest FL, but that is not enough for him to overcome Clinton's advantage in the population centers of Miami, Fort Lauderdale, and Boca Raton. Clinton leads by 12 points among voters under age 50. Trump leads by 2 points among voters age 50+. Clinton leads by 11 points among women. Trump leads by 3 points among men -- a 14-point gender gap.

Trump wins pro-life voters by 40 points, he wins gun owners by 22 points and wins Evangelicals by 28 points. Tea-Party members break 4:1 for Trump. Moderates break 5:3 for Clinton. Among voters who say the economy is the most important issue, Clinton leads Trump by 9. Among voters who say that national security is the most important issue, Trump edges Clinton. Among voters who say that immigration is the most important issue, Trump crushes Clinton by 45 points.

In a hypothetical election today for United States Senator from Florida, incumbent Republican Marco Rubio, who vowed not to seek re-election before seeking re-election, may or may not hold onto his seat, today's poll results show. In a match-up against possible Democratic challenger Patrick Murphy, Rubio and Murphy tie, 43% each, at this hour. If the Democrats instead nominate Alan Grayson, Rubio today leads narrowly, 44% to 40%. Much can and will change in this contest as voters get re-accustomed to Rubio being back in the race, but for now, the contest is a jump-ball. Trump's coattails, or lack of coattails, may help determine Rubio's fate. The seat has national significance if the Democrats are able to pick-up 4 or more other U.S. Senate seats on Election Day.

The 08/30/16 Republican primary is not competitive --- Rubio has 3 times as many vote as his 3 Republican challengers combined. The Democratic Primary for U.S. Senate is not yet on voters' radar. The last 5 public polls released in the contest show, on average, 45% of likely voters to be undecided. SurveyUSA today finds 35% of likely Democratic Primary voters undecided. Among voters with a preference, Murphy is at 30%, atop Grayson at 21%, Pam Keith at 10%, Reginald Luster at 3% and Rocky De La Fuente at 2%. Any outcome is possible, though Grayson certainly would rather be in Murphy's shoes today.

Amendment 2, which would legalize medical marijuana for individuals with certain conditions, is 3:1 favored to pass at this hour. Opposition to ballot measures increases as Election Day approaches. When votes are counted in 134 days, the "No" vote may be significantly greater than it is today.

**Voter Screening / Historical Context:** SurveyUSA interviewed 2,000 state of Florida adults 06/25/16 through 06/27/16. Research began as soon as names on the primary ballots were finalized 06/24/16. Most interviews were completed after the results of the British vote to leave the European Union were announced. Of the 2,000 adults interviewed, 1,873 were registered to vote. Of the registered voters, 555 were determined by SurveyUSA to be eligible and likely to vote in the 08/30/16 Democratic Primary, 618 were determined by SurveyUSA to be eligible and likely to vote in the 08/30/16 Republican Primary. Only voters eligible and likely to vote in each primary were asked the Senate primary horse-race questions. 1,678 survey respondents were determined by SurveyUSA to be likely to vote in the 11/08/16 general election for President, other state offices and statewide ballot measures. This research was conducted using blended sample, mixed mode. Respondents reachable on their home telephone (66% of likely November voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (34% of likely voters) were shown a questionnaire on their smartphone, tablet or other electronic device. In 2012, Democrat Barack Obama carried Florida by less than 1 percentage point. In 2008, Obama carried Florida by 3 percentage points. In 2004, George W Bush carried Florida by 5 percentage points. In 2000, a handful of votes separated Al Gore and Bush before The Supreme Court of the United States awarded the state to Bush. In 1996, Bill Clinton carried the state by 6 points, the largest margin of victory for either party in Florida in the past 25 years. In 1992 George Herbert Walker Bush carried Florida by 2 points.

1 If the August 30th Republican primary for United States Senate were today, and these were the Republican primary candidates, who would you vote for? (candidate names rotated) Marco Rubio? Dwight Young? Carlos Beruff? Or Ernie Rivera?

555 Likely August GOP Primary Vote	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation						Party Affiliation				Ideology					Tea Party	
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Moder	Liberal	Very Li	Yes	No
Marco Rubio	63%	60%	66%	60%	57%	63%	67%	58%	65%	65%	**	65%	**	39%	67%	70%	47%	**	**	**	**	68%	43%	**	71%	65%	52%	**	**	65%	65%
Dwight Young	10%	12%	9%	13%	11%	12%	7%	11%	10%	18%	**	9%	**	29%	8%	8%	19%	**	**	**	**	8%	18%	**	7%	9%	16%	**	**	10%	9%
Carlos Beruff	11%	13%	9%	7%	8%	12%	14%	7%	13%	9%	**	11%	**	13%	12%	9%	11%	**	**	**	**	11%	13%	**	12%	13%	8%	**	**	16%	10%
Ernie Rivera	2%	2%	1%	7%	2%	1%	1%	4%	1%	3%	**	2%	**	1%	1%	2%	4%	**	**	**	**	2%	4%	**	2%	1%	4%	**	**	1%	2%
Undecided	13%	12%	15%	13%	22%	11%	10%	19%	11%	5%	**	13%	**	18%	11%	11%	18%	**	**	**	**	11%	22%	**	9%	12%	20%	**	**	8%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely August GOP P	100%	52%	48%	11%	22%	31%	36%	33%	67%	6%	4%	92%	2%	6%	46%	34%	15%	2%	1%	1%	1%	80%	18%	1%	34%	39%	21%	3%	1%	24%	67%

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1 If the August 30th Republican primary for United States Senate were today, and these were the Republican primary candidates, who would you vote for? (candidate names rotated) Marco Rubio? Dwight Young? Carlos Beruff? Or Ernie Rivera?

555 Likely August GOP Primary Vote	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu	
Credibility Interval: +/-4.1 pct points		Econo	Immigr	Nationa	Yes	No	Never	Occasi	Regular	Pro-life	Pro-cho	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	North	North E	Central	South	South E	Men	Men	Men	
Marco Rubio	63%	63%	60%	70%	67%	64%	62%	59%	69%	68%	57%	65%	63%	62%	63%	65%	63%	62%	65%	57%	65%	78%	45%	64%	66%	63%	65%	68%	59%	
Dwight Young	10%	8%	15%	6%	9%	9%	10%	10%	10%	9%	12%	9%	8%	12%	12%	8%	14%	9%	9%	8%	11%	8%	17%	8%	11%	11%	8%	7%	13%	
Carlos Beruff	11%	14%	13%	9%	13%	11%	13%	10%	10%	13%	8%	11%	11%	11%	10%	11%	9%	12%	11%	8%	13%	3%	16%	14%	12%	8%	14%	14%	11%	
Ernie Rivera	2%	3%	2%	1%	2%	2%	3%	2%	1%	1%	4%	2%	2%	2%	1%	3%	2%	3%	1%	2%	2%	3%	1%	3%	1%	2%	2%	2%	4%	
Undecided	13%	12%	10%	14%	9%	15%	11%	18%	10%	8%	19%	12%	16%	13%	14%	13%	12%	14%	14%	25%	9%	9%	20%	12%	11%	17%	12%	10%	14%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely August GOP P	100%	34%	29%	26%	40%	54%	27%	35%	38%	61%	34%	50%	39%	18%	34%	48%	24%	36%	40%	27%	73%	9%	11%	33%	24%	23%	25%	20%	10%	

2 If the August 30th Democratic primary for United States Senate were today, and these were the Democratic primary candidates, who would you vote for? (candidate names rotated) Alan Grayson? Patrick Murphy? Pam Keith? Rocky de la Fuente? Or Reginald Luster?

618 Likely August Democratic Primar	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation						Party Affiliation				Ideology					Tea Party		
Credibility Interval: +/-4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Modera	Liberal	Very Li	Yes	No	
Alan Grayson	21%	22%	20%	13%	18%	22%	27%	16%	24%	**	21%	24%	13%	12%	**	**	**	**	29%	14%	23%	**	27%	19%	19%	17%	13%	30%	25%	19%	22%	
Patrick Murphy	30%	32%	28%	22%	19%	34%	37%	21%	36%	**	29%	32%	21%	40%	**	**	**	**	18%	28%	37%	**	20%	33%	36%	28%	28%	32%	30%	39%	29%	
Pam Keith	10%	11%	9%	8%	11%	13%	7%	10%	10%	**	3%	10%	12%	3%	**	**	**	**	15%	7%	9%	**	16%	8%	11%	7%	15%	7%	8%	10%	10%	
Rocky De La Fuente	2%	2%	1%	2%	1%	1%	2%	1%	2%	**	5%	2%	2%	1%	**	**	**	**	2%	3%	1%	**	1%	2%	4%	3%	2%	1%	1%	1%	2%	
Reginald Luster	3%	2%	3%	7%	5%	0%	1%	6%	1%	**	0%	3%	2%	7%	**	**	**	**	1%	5%	1%	**	1%	3%	6%	4%	2%	3%	1%	11%	2%	
Undecided	35%	31%	39%	48%	45%	29%	27%	47%	28%	**	43%	31%	49%	37%	**	**	**	**	36%	43%	28%	**	35%	35%	25%	41%	41%	27%	35%	20%	35%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely August Democ	100%	45%	55%	16%	23%	31%	30%	39%	61%	4%	6%	72%	22%	6%	1%	1%	2%	4%	14%	37%	40%	2%	20%	77%	8%	9%	34%	27%	18%	6%	89%	

2 If the August 30th Democratic primary for United States Senate were today, and these were the Democratic primary candidates, who would you vote for? (candidate names rotated) Alan Grayson? Patrick Murphy? Pam Keith? Rocky de la Fuente? Or Reginald Luster?

618 Likely August Democratic Primar	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu
Credibility Interval: +/-4 pct points		Econo	Immigr	Nationa	Yes	No	Never	Occasi	Regular	Pro-life	Pro-cho	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	North	North E	Central	South	South E	Men	Men	Men
Alan Grayson	21%	24%	24%	14%	16%	22%	27%	17%	18%	15%	23%	20%	22%	15%	24%	21%	24%	20%	21%	15%	25%	22%	28%	34%	16%	13%	**	**	15%
Patrick Murphy	30%	26%	25%	34%	26%	31%	23%	32%	36%	29%	30%	25%	33%	41%	23%	31%	29%	25%	36%	20%	35%	25%	10%	26%	25%	41%	**	**	46%
Pam Keith	10%	9%	11%	9%	9%	10%	10%	9%	10%	12%	9%	17%	6%	6%	11%	10%	9%	9%	11%	7%	11%	11%	6%	13%	11%	7%	**	**	8%
Rocky De La Fuente	2%	1%	3%	2%	5%	1%	1%	2%	3%	4%	1%	2%	1%	3%	2%	1%	2%	2%	0%	1%	2%	1%	6%	1%	2%	1%	**	**	3%
Reginald Luster	3%	2%	7%	2%	2%	3%	3%	4%	0%	3%	2%	2%	2%	7%	2%	2%	2%	3%	2%	5%	2%	4%	5%	2%	1%	3%	**	**	10%
Undecided	35%	38%	29%	39%	42%	32%	36%	37%	33%	37%	34%	35%	35%	28%	38%	36%	35%	40%	29%	52%	25%	37%	44%	23%	45%	36%	**	**	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely August Democ	100%	41%	10%	24%	20%	75%	38%	35%	27%	23%	74%	33%	64%	13%	34%	52%	26%	42%	33%	37%	63%	8%	7%	27%	21%	36%	1%	5%	6%

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3	If the November election for President were today, and you were filling out your ballot right now, who would you vote for? Republican Donald Trump? Democrat Hillary Clinton? Libertarian Gary Johnson? Green Party candidate Jill Stein? Or another candidate?																															
	1678 Likely November Voters	All	Gender		Age			<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation							Party Affiliation			Ideology					Tea Party		
	Credibility Interval: +/-2.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Modera	Liberal	Very Li	Yes	No
	Donald Trump (R)		42%	46%	37%	28%	39%	44%	48%	35%	46%	45%	26%	47%	10%	36%	89%	77%	71%	35%	12%	9%	1%	84%	40%	5%	72%	74%	31%	10%	4%	75%
Hillary Clinton (D)	46%	43%	48%	51%	45%	44%	45%	47%	44%	34%	61%	41%	76%	46%	5%	9%	15%	34%	63%	81%	95%	7%	37%	88%	20%	19%	54%	79%	79%	19%	51%	
Gary Johnson (L)	2%	2%	2%	2%	3%	2%	1%	3%	2%	5%	3%	2%	1%	4%	1%	2%	5%	7%	1%	2%	1%	1%	4%	1%	1%	1%	3%	3%	2%	0%	2%	
Jill Stein (G)	1%	1%	1%	4%	1%	1%	0%	2%	1%	2%	0%	2%	0%	2%	1%	1%	1%	2%	5%	0%	1%	1%	3%	1%	1%	0%	1%	3%	5%	2%	1%	
Other	4%	3%	5%	8%	3%	4%	3%	5%	4%	3%	9%	4%	4%	9%	1%	5%	3%	12%	8%	4%	2%	3%	7%	3%	3%	2%	4%	4%	7%	2%	4%	
Undecided	5%	4%	7%	8%	8%	5%	3%	8%	4%	11%	1%	5%	8%	4%	3%	6%	6%	9%	11%	5%	0%	5%	9%	2%	3%	3%	8%	2%	3%	2%	5%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely November Vot	100%	48%	52%	15%	25%	30%	30%	39%	61%	5%	6%	80%	13%	7%	18%	15%	12%	9%	11%	19%	17%	32%	31%	36%	16%	23%	31%	16%	9%	11%	80%	

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	1678 Likely November Voters	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu	
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Donald Trump (R)	42%	41%	69%	45%	59%	34%	36%	42%	47%	65%	26%	56%	27%	48%	45%	36%	40%	39%	44%	31%	47%	44%	53%	45%	44%	32%	89%	73%	54%		
Hillary Clinton (D)	46%	50%	24%	42%	31%	52%	48%	48%	40%	25%	60%	34%	58%	40%	43%	50%	46%	48%	44%	52%	42%	40%	36%	41%	44%	56%	7%	20%	38%		
Gary Johnson (L)	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	2%	3%	1%	2%	3%	2%	2%	2%	3%	3%	1%	1%	1%	2%	0%		
Jill Stein (G)	1%	1%	0%	2%	0%	2%	2%	0%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	0%	1%	1%	4%	1%	1%	2%	1%	1%	1%	1%		
Other	4%	2%	4%	4%	3%	4%	6%	3%	3%	4%	4%	3%	5%	4%	5%	4%	6%	4%	3%	4%	4%	5%	5%	6%	3%	3%	1%	2%	3%		
Undecided	5%	4%	2%	7%	4%	6%	5%	5%	7%	4%	6%	4%	6%	6%	4%	6%	5%	5%	6%	9%	4%	5%	3%	4%	6%	7%	1%	2%	4%		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely November Vot	100%	38%	18%	25%	27%	67%	34%	35%	31%	38%	57%	40%	54%	16%	33%	51%	27%	38%	35%	34%	66%	8%	9%	31%	23%	30%	9%	9%	8%		

4	What's the biggest issue facing the 2016 candidates for President? The economy? Immigration? Education? National Security? Health Care? Climate Change? Or something else?																																
1678 Likely November Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race				Party Affiliation						Party Affiliation				Ideology						Tea Party	
Credibility Interval: +/-2.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Modera	Liberal	Very Li	Yes	No		
Economy	38%	40%	36%	39%	40%	38%	37%	40%	37%	32%	36%	37%	51%	27%	35%	35%	33%	44%	39%	43%	38%	35%	38%	41%	39%	39%	40%	40%	31%	37%	39%		
Immigration	18%	18%	17%	17%	14%	14%	25%	15%	20%	17%	26%	19%	10%	26%	29%	24%	26%	16%	9%	11%	11%	27%	17%	11%	28%	24%	15%	11%	9%	27%	16%		
Education	4%	4%	4%	9%	5%	2%	3%	6%	3%	12%	6%	4%	6%	2%	3%	2%	2%	4%	10%	5%	4%	2%	5%	4%	3%	3%	3%	5%	9%	5%	4%		
National Security	25%	23%	26%	22%	29%	28%	19%	26%	24%	27%	25%	25%	17%	31%	27%	29%	30%	19%	18%	25%	20%	28%	23%	23%	24%	26%	28%	20%	22%	26%	24%		
Health Care	6%	5%	8%	6%	4%	8%	6%	5%	7%	8%	7%	6%	6%	9%	3%	5%	3%	7%	5%	7%	13%	4%	5%	10%	3%	3%	7%	10%	13%	3%	7%		
Climate Change	3%	4%	3%	5%	2%	3%	4%	3%	3%	2%	0%	4%	2%	2%	0%	1%	1%	4%	5%	4%	8%	1%	3%	6%	1%	0%	2%	10%	9%	2%	4%		
Other	4%	4%	3%	1%	5%	4%	3%	3%	4%	2%	1%	3%	6%	4%	2%	2%	3%	5%	11%	2%	3%	2%	7%	3%	1%	2%	4%	2%	5%	1%	4%		
Not Sure	2%	2%	3%	1%	1%	3%	2%	1%	3%	0%	0%	2%	3%	1%	1%	2%	3%	1%	2%	4%	2%	1%	2%	3%	1%	3%	1%	2%	3%	0%	2%		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Composition of Likely November Vot	100%	48%	52%	15%	25%	30%	30%	39%	61%	5%	6%	80%	13%	7%	18%	15%	12%	9%	11%	19%	17%	32%	31%	36%	16%	23%	31%	16%	9%	11%	80%		

Results of SurveyUSA Election Poll #22965



Geography: Florida  
Data Collected: 06/25/2016 - 06/27/2016  
Release Date: 06/28/2016  
Percentages

Sponsors:  
Bay News 9 (Tampa), News 13 (Orlando)

4 What's the biggest issue facing the 2016 candidates for President? The economy? Immigration? Education? National Security? Health Care? Climate Change? Or something else?

1678 Likely November Voters	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu
Credibility Interval: +/-2.4 pct points		Econo	Immigr	Nationa	Yes	No	Never	Occasi	Regular	Pro-life	Pro-cho	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	North	North E	Central	South	South E	Men	Men	Men
Economy	38%	100%	0%	0%	39%	38%	37%	40%	37%	40%	38%	36%	40%	37%	38%	38%	38%	38%	38%	38%	38%	42%	34%	39%	38%	37%	36%	44%	39%
Immigration	18%	0%	100%	0%	23%	15%	18%	16%	20%	23%	14%	19%	15%	22%	21%	15%	20%	16%	18%	13%	21%	17%	19%	18%	16%	19%	27%	30%	24%
Education	4%	0%	0%	0%	3%	4%	3%	5%	3%	3%	5%	4%	4%	2%	4%	5%	3%	6%	3%	5%	3%	4%	2%	4%	3%	5%	3%	3%	3%
National Security	25%	0%	0%	100%	25%	25%	25%	25%	25%	26%	23%	29%	22%	25%	25%	25%	23%	24%	27%	30%	22%	27%	32%	23%	28%	21%	29%	21%	26%
Health Care	6%	0%	0%	0%	4%	8%	7%	8%	5%	3%	8%	5%	8%	7%	7%	6%	8%	6%	5%	7%	6%	5%	6%	7%	6%	6%	3%	1%	1%
Climate Change	3%	0%	0%	0%	1%	4%	5%	2%	3%	1%	5%	3%	4%	2%	2%	5%	2%	5%	3%	3%	3%	1%	3%	3%	3%	4%	0%	1%	3%
Other	4%	0%	0%	0%	2%	4%	2%	3%	6%	2%	5%	3%	4%	2%	3%	5%	3%	3%	5%	2%	4%	2%	3%	4%	3%	4%	2%	1%	1%
Not Sure	2%	0%	0%	0%	2%	2%	3%	1%	2%	1%	2%	1%	3%	4%	2%	2%	3%	2%	1%	2%	2%	2%	1%	2%	2%	3%	0%	0%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	38%	18%	25%	27%	67%	34%	35%	31%	38%	57%	40%	54%	16%	33%	51%	27%	38%	35%	34%	66%	8%	9%	31%	23%	30%	9%	9%	8%

5 If the November election for United States Senator from Florida were today, and these were the candidates on the ballot, who would you vote for?  
Republican Marco Rubio? Or Democrat Patrick Murphy?

1678 Likely November Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation						Party Affiliation			Ideology					Tea Party		
Credibility Interval: +/-2.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Modera	Liberal	Very Li	Yes	No
Marco Rubio (R)	43%	46%	40%	39%	42%	42%	47%	41%	44%	55%	42%	48%	16%	37%	84%	84%	66%	36%	15%	14%	6%	84%	40%	10%	75%	73%	33%	13%	6%	74%	38%
Patrick Murphy (D)	43%	43%	42%	41%	42%	44%	43%	42%	43%	30%	50%	39%	67%	41%	6%	7%	15%	34%	70%	71%	87%	6%	40%	79%	15%	14%	49%	76%	81%	19%	48%
Other	7%	6%	7%	7%	7%	6%	7%	7%	6%	7%	7%	6%	9%	15%	6%	2%	12%	16%	9%	5%	3%	5%	12%	4%	7%	7%	7%	4%	5%	6%	6%
Undecided	8%	4%	11%	12%	9%	8%	4%	10%	6%	7%	2%	8%	8%	8%	4%	7%	6%	14%	7%	11%	4%	5%	9%	7%	2%	6%	10%	6%	8%	2%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	48%	52%	15%	25%	30%	30%	39%	61%	5%	6%	80%	13%	7%	18%	15%	12%	9%	11%	19%	17%	32%	31%	36%	16%	23%	31%	16%	9%	11%	80%

5 If the November election for United States Senator from Florida were today, and these were the candidates on the ballot, who would you vote for?  
Republican Marco Rubio? Or Democrat Patrick Murphy?

1678 Likely November Voters	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu
Credibility Interval: +/-2.4 pct points		Econo	Immigr	Nationa	Yes	No	Never	Occasi	Regular	Pro-life	Pro-cho	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	North	North E	Central	South	South E	Men	Men	Men
Marco Rubio (R)	43%	43%	59%	48%	61%	36%	36%	44%	50%	67%	27%	56%	31%	45%	46%	40%	40%	43%	45%	38%	45%	51%	46%	45%	45%	37%	84%	77%	49%
Patrick Murphy (D)	43%	47%	25%	36%	26%	50%	49%	41%	38%	21%	59%	32%	54%	36%	40%	47%	40%	43%	45%	42%	43%	33%	32%	41%	41%	52%	8%	17%	35%
Other	7%	6%	11%	5%	7%	5%	6%	6%	7%	6%	6%	6%	7%	10%	8%	5%	10%	6%	4%	6%	7%	9%	10%	7%	6%	5%	5%	6%	12%
Undecided	8%	5%	5%	11%	6%	8%	9%	9%	5%	6%	8%	7%	8%	10%	6%	8%	9%	8%	6%	13%	5%	7%	13%	7%	8%	7%	3%	1%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	38%	18%	25%	27%	67%	34%	35%	31%	38%	57%	40%	54%	16%	33%	51%	27%	38%	35%	34%	66%	8%	9%	31%	23%	30%	9%	9%	8%

Results of SurveyUSA Election Poll #22965

Geography: Florida  
Data Collected: 06/25/2016 - 06/27/2016  
Release Date: 06/28/2016  
Percentages

6 What if the candidates for United States Senator were Republican Marco Rubio and Democrat Alan Grayson?																															
1678 Likely November Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation						Party Affiliation				Ideology					Tea Party	
Credibility Interval: +/-2.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Moder	Liberal	Very Li	Yes	No
Marco Rubio (R)	44%	47%	41%	39%	44%	43%	47%	42%	45%	54%	43%	49%	14%	38%	84%	84%	65%	36%	13%	18%	7%	84%	39%	13%	77%	73%	35%	16%	8%	76%	39%
Alan Grayson (D)	40%	39%	40%	39%	40%	41%	39%	39%	40%	28%	47%	36%	66%	36%	5%	6%	10%	33%	70%	65%	81%	6%	38%	73%	13%	14%	44%	72%	79%	16%	45%
Other	7%	8%	7%	9%	6%	7%	9%	7%	8%	7%	6%	6%	10%	15%	6%	2%	13%	17%	10%	7%	4%	4%	13%	5%	7%	6%	8%	6%	5%	5%	7%
Undecided	9%	6%	12%	13%	10%	10%	5%	11%	7%	11%	4%	8%	10%	11%	4%	8%	11%	15%	7%	10%	8%	6%	11%	9%	3%	7%	13%	7%	8%	3%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	48%	52%	15%	25%	30%	30%	39%	61%	5%	6%	80%	13%	7%	18%	15%	12%	9%	11%	19%	17%	32%	31%	36%	16%	23%	31%	16%	9%	11%	80%

6

What if the candidates for United States Senator were Republican Marco Rubio and Democrat Alan Grayson?

1678 Likely November Voters	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu		
Credibility Interval: +/-2.4 pct points		Econo	Immigr	Nationa	Yes	No	Never	Occasi	Regular	Pro-life	Pro-cho	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	North	North E	Central	South	South E	Men	Men	Men		
Marco Rubio (R)	44%	44%	60%	48%	61%	38%	37%	45%	51%	68%	28%	57%	32%	44%	46%	42%	39%	43%	48%	39%	46%	49%	45%	48%	45%	37%	85%	79%	46%		
Alan Grayson (D)	40%	43%	24%	33%	26%	46%	48%	37%	34%	18%	56%	29%	51%	37%	38%	42%	41%	42%	38%	40%	40%	33%	32%	37%	39%	47%	6%	14%	38%		
Other	7%	7%	10%	6%	7%	6%	5%	8%	9%	7%	7%	5%	8%	8%	8%	6%	9%	7%	6%	5%	9%	8%	9%	7%	7%	7%	5%	5%	10%		
Undecided	9%	7%	5%	13%	6%	10%	10%	10%	6%	7%	10%	9%	9%	11%	8%	9%	11%	8%	8%	15%	6%	9%	14%	7%	9%	9%	3%	2%	6%		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely November Vot	100%	38%	18%	25%	27%	67%	34%	35%	31%	38%	57%	40%	54%	16%	33%	51%	27%	38%	35%	34%	66%	8%	9%	31%	23%	30%	9%	9%	8%		

7

What if it were Republican Carlos Beruff and Democrat Patrick Murphy?

1678 Likely November Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race				Party Affiliation							Party Affiliation			Ideology					Tea Party	
Credibility Interval: +/-2.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Moder	Liberal	Very Li	Yes	No	
Carlos Beruff (R)	30%	35%	25%	23%	29%	30%	33%	27%	32%	34%	27%	33%	12%	24%	66%	59%	52%	18%	5%	5%	3%	63%	26%	4%	57%	55%	19%	6%	3%	63%	25%	
Patrick Murphy (D)	47%	46%	47%	49%	48%	47%	44%	48%	46%	36%	52%	43%	71%	43%	9%	10%	16%	41%	75%	78%	90%	9%	44%	84%	20%	20%	54%	79%	84%	21%	53%	
Other	9%	8%	10%	7%	7%	10%	11%	7%	10%	14%	9%	9%	7%	16%	11%	10%	17%	18%	9%	5%	2%	11%	14%	4%	12%	9%	10%	5%	5%	8%	8%	
Undecided	14%	11%	18%	21%	15%	13%	11%	18%	12%	16%	12%	15%	11%	18%	14%	21%	15%	23%	12%	11%	6%	17%	16%	8%	12%	15%	17%	11%	8%	8%	14%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely November Vot	100%	48%	52%	15%	25%	30%	30%	39%	61%	5%	6%	80%	13%	7%	18%	15%	12%	9%	11%	19%	17%	32%	31%	36%	16%	23%	31%	16%	9%	11%	80%	

Results of SurveyUSA Election Poll #22965

Geography: Florida  
Data Collected: 06/25/2016 - 06/27/2016  
Release Date: 06/28/2016  
Percentaages

7 What if it were Republican Carlos Beruff and Democrat Patrick Murphy?

1678 Likely November Voters	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu
Credibility Interval: +/-2.4 pct points		Econo	Immigr	Nationa	Yes	No	Never	Occasi	Regular	Pro-life	Pro-cho	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	North	North E	Central	South	South E	Men	Men	Men
Carlos Beruff (R)	30%	30%	47%	33%	44%	25%	27%	29%	33%	49%	17%	40%	20%	33%	30%	28%	22%	30%	34%	23%	33%	32%	35%	32%	31%	24%	71%	63%	41%
Patrick Murphy (D)	47%	49%	30%	39%	34%	54%	51%	47%	42%	27%	61%	36%	59%	41%	45%	50%	47%	48%	46%	50%	45%	40%	32%	43%	44%	59%	10%	20%	39%
Other	9%	7%	14%	8%	9%	8%	7%	8%	12%	11%	7%	9%	8%	11%	10%	8%	13%	9%	7%	5%	11%	14%	14%	9%	10%	7%	7%	8%	9%
Undecided	14%	14%	9%	19%	13%	14%	14%	16%	12%	13%	15%	16%	13%	15%	14%	14%	18%	13%	13%	22%	10%	13%	20%	16%	15%	10%	12%	8%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	38%	18%	25%	27%	67%	34%	35%	31%	38%	57%	40%	54%	16%	33%	51%	27%	38%	35%	34%	66%	8%	9%	31%	23%	30%	9%	9%	8%

8 And what if it were Republican Carlos Beruff and Democrat Alan Grayson?

1678 Likely November Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation						Party Affiliation			Ideology					Tea Party		
Credibility Interval: +/-2.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Modera	Liberal	Very Li	Yes	No
Carlos Beruff (R)	32%	37%	27%	23%	31%	32%	38%	28%	35%	40%	30%	36%	9%	30%	73%	62%	60%	23%	6%	4%	1%	68%	30%	3%	60%	60%	22%	8%	2%	67%	27%
Alan Grayson (D)	45%	45%	46%	51%	47%	46%	40%	48%	43%	35%	51%	41%	73%	39%	7%	10%	12%	34%	74%	80%	87%	8%	40%	83%	22%	19%	50%	76%	83%	21%	51%
Other	10%	9%	10%	8%	8%	10%	12%	8%	11%	16%	6%	9%	9%	13%	9%	10%	16%	21%	10%	6%	4%	10%	15%	5%	9%	8%	11%	8%	6%	5%	10%
Undecided	13%	9%	17%	18%	15%	12%	10%	16%	11%	10%	13%	13%	9%	18%	11%	18%	12%	22%	11%	10%	7%	14%	15%	9%	9%	13%	17%	8%	9%	6%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	48%	52%	15%	25%	30%	30%	39%	61%	5%	6%	80%	13%	7%	18%	15%	12%	9%	11%	19%	17%	32%	31%	36%	16%	23%	31%	16%	9%	11%	80%

8 And what if it were Republican Carlos Beruff and Democrat Alan Grayson?

1678 Likely November Voters	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu	
Credibility Interval: +/-2.4 pct points		Econo	Immigr	Nationa	Yes	No	Never	Occasi	Regular	Pro-life	Pro-cho	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	North	North E	Central	South	South E	Men	Men	Men	
Carlos Beruff (R)	32%	31%	53%	35%	47%	27%	30%	30%	38%	54%	18%	44%	21%	34%	33%	31%	24%	32%	38%	24%	37%	36%	35%	36%	33%	26%	78%	66%	41%	
Alan Grayson (D)	45%	50%	27%	37%	31%	52%	50%	46%	39%	25%	61%	34%	57%	41%	43%	49%	47%	47%	44%	51%	42%	41%	34%	41%	44%	55%	7%	24%	42%	
Other	10%	7%	12%	9%	10%	8%	7%	9%	12%	10%	9%	8%	10%	10%	11%	9%	12%	9%	8%	5%	12%	10%	14%	10%	8%	9%	7%	5%	8%	
Undecided	13%	12%	8%	19%	12%	13%	13%	15%	11%	12%	13%	14%	12%	14%	14%	12%	17%	12%	11%	20%	9%	13%	18%	14%	15%	9%	8%	6%	9%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	38%	18%	25%	27%	67%	34%	35%	31%	38%	57%	40%	54%	16%	33%	51%	27%	38%	35%	34%	66%	8%	9%	31%	23%	30%	9%	9%	8%	



Results of SurveyUSA Election Poll #22965



Geography: Florida  
Data Collected: 06/25/2016 - 06/27/2016  
Release Date: 06/28/2016  
Percentages

Sponsors:  
Bay News 9 (Tampa), News 13 (Orlando)

9	Also on the ballot in November will be Amendment 2, which would legalize medical marijuana for individuals with certain medical conditions. On Amendment 2, ... Are you ...? Certain to vote yes? Certain to vote no? Or not certain?																															
	1678 Likely November Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race				Party Affiliation						Party Affiliation			Ideology					Tea Party	
	Credibility Interval: +/-2.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Conser	Modera	Liberal	Very Li	Yes	No
	Yes		68%	69%	67%	78%	71%	75%	53%	74%	64%	66%	68%	68%	68%	73%	46%	59%	62%	69%	82%	79%	82%	52%	71%	81%	52%	53%	70%	89%	93%	52%
No	18%	18%	19%	11%	18%	14%	27%	16%	20%	24%	19%	19%	18%	19%	36%	25%	23%	15%	7%	12%	7%	31%	15%	10%	35%	27%	15%	3%	4%	32%	17%	
Not Certain	13%	13%	14%	11%	10%	11%	20%	10%	15%	10%	13%	14%	14%	8%	18%	16%	14%	16%	11%	9%	11%	17%	13%	10%	12%	20%	14%	8%	3%	16%	11%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely November Vot	100%	48%	52%	15%	25%	30%	30%	39%	61%	5%	6%	80%	13%	7%	18%	15%	12%	9%	11%	19%	17%	32%	31%	36%	16%	23%	31%	16%	9%	11%	80%	

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Also on the ballot in November will be Amendment 2, which would legalize medical marijuana for individuals with certain medical conditions. On Amendment 2, ... Are you ...? Certain to vote yes?  
Certain to vote no?  
Or not certain?

1678 Likely November Voters	All	Presidential Issue			Evangelical		Attend Church			Abortion		Gun Owner		Education			Income			Cell Phone / Lan		Region					Strong	Very C	HS Edu
Credibility Interval: +/-2.3 pct points		Econo	Immigr	Nationa	Yes	No	Never	Occasi	Regular	Pro-life	Pro-cho	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	North	North E	Central	South	South E	Men	Men	Men
Yes	68%	69%	57%	66%	56%	74%	77%	73%	53%	51%	80%	67%	71%	73%	67%	67%	69%	69%	67%	76%	64%	68%	63%	68%	66%	71%	47%	53%	74%
No	18%	19%	25%	20%	28%	14%	11%	17%	28%	30%	11%	19%	17%	16%	18%	20%	18%	16%	21%	13%	21%	19%	14%	21%	23%	14%	35%	35%	16%
Not Certain	13%	12%	18%	14%	16%	12%	11%	10%	19%	18%	10%	14%	13%	11%	15%	13%	12%	15%	12%	11%	15%	13%	23%	11%	11%	14%	18%	12%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	38%	18%	25%	27%	67%	34%	35%	31%	38%	57%	40%	54%	16%	33%	51%	27%	38%	35%	34%	66%	8%	9%	31%	23%	30%	9%	9%	8%

\*\* Too few respondents of this type were interviewed for this data to be meaningful.

**Statement of Methodology:** SurveyUSA is an independent, non-partisan, apolitical research company that conducts opinion surveys for media, academic institutions, commercial clients, non-profits, governments, agencies and elected officials. SurveyUSA opinion research is conducted using a methodology optimized for each particular project. In some cases, this means data is collected 100% by telephone, in some cases, 100% online, and in other cases a blend of the two. For those projects that are conducted “mixed-mode” (or “multi-mode”): Respondents who have a home (landline) telephone are interviewed by phone, sometimes using live interviewers, other times using the recorded voice of a professional announcer. The youngest male is requested on approximately 30% of calls to home phones, the youngest adult is requested on approximately 70% of calls. This method of intra-household selection reduces the potential for age and gender imbalance in the unweighted sample. Re-attempts are made to busy signals, no-answers and answering machines. For surveys using random-digit-dial (RDD) to call landline phones, sample is purchased from SSI of Shelton CT. For surveys using voter-list (RBS) sample to call landline phones, sample is purchased from Aristotle of Washington DC. Respondents who do not use a home telephone are interviewed on an electronic device, which means, for some projects, that call-center employees hand-dial cell phones and interview respondents verbally on the respondent's cell phone, and means, for other projects, that SurveyUSA displays the questions visually on the respondent's phone, tablet, or other device. Sample for respondents who do not use a home telephone is purchased from SSI, from Aristotle, or from one of several other research companies that provide access to cell respondents. Where meaningful, SurveyUSA indicates the percentage of respondents who use a home phone and the percentage who do not, and crosstabs by this distinction. If sample of adults is drawn from SSI, responses are minimally weighted to U.S. Census targets for gender, age and race. If sample of voters is drawn from Aristotle, responses are minimally weighted to the known demographics of the voter file, which include gender and age but, typically, not race. Target (cell) weighting is used. On questionnaires that ask about political party identification, SurveyUSA may or may not weight to Party ID, depending on client preference. Where necessary, questions and answer choices are rotated to prevent order bias, recency and latency effects. On some studies, certain populations are over-sampled, so that the number of unweighted respondents exceeds the number of weighted respondents. Each individual SurveyUSA release contains the date(s) on which interviews are conducted and a release date. If interviewing for a particular study is conducted in Spanish, or in any other foreign language, it will be noted on the specific release. If no notation appears, interviews are conducted in English. Where respondents are filtered, such as adults, filtered to registered voters, in turn filtered to likely voters, SurveyUSA describes the filtering on the specific release. On pre-election polls in geographies with early voting, SurveyUSA differentiates between respondents who have already voted and those who are likely to vote but have not yet done so. SurveyUSA assigns to each question within the instrument a theoretical margin of sampling error, but such error is useful only in theory. Though commonly cited in the presentation of research results, “sampling error” is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the way in which questions are worded and ordered, the inability to contact some, the refusal of others to be interviewed, and the difficulty of translating each questionnaire into all possible languages and dialects. Non-sampling errors cannot be quantified. This statement conforms to the principals of disclosure as recommended by the National Council on Public Polls (NCPPI). Questions about SurveyUSA research can be addressed to editor@surveyusa.com.