

To: Our Principles PAC

From: Ed Goeas

Date: March 4, 2016

Re: Key findings from a statewide survey of likely GOP voters in Florida

The Tarrance Group is pleased to present the results of this survey to the Our Principles PAC. This report contains the results of a telephone survey of N=800 registered “likely” Republican primary voters in the state of Florida. Responses to this survey were gathered February 29-March 2, 2016.

Political Environment

- Florida has a combination of foreign concerns – terrorism (26.1%) and immigration (9.8%) – as well as fiscal concerns – spending/debt (16.5%) and economy/jobs (17.0%) – reaching notable levels of mentions on the issue matrix.
- Majorities of voters in Florida also describe themselves as very conservative on fiscal issues (54%) and as very conservative on social issues (50%). This is an electorate that will be looking for candidates committed to pursuing conservative solutions.
- As opposed to the earlier primaries where the candidates varied in the height of their image ratings, every candidate goes into the last two weeks of the Florida Primary with a name awareness over ninety percent (90%), and in the case of both Donald Trump and Marco Rubio, universal name awareness.
- The name identification of the five candidates tested (including Carson) are as follows;

Donald Trump	56.8% favorable – 39.8% unfavorable (1.4 to 1 favorable)
Marco Rubio	70.1% favorable – 26.8% unfavorable (2.6 to 1 favorable)
Ted Cruz	56.6% favorable – 37.5% unfavorable (1.5 to 1 favorable)
John Kasich	60.0% favorable – 19.5% unfavorable (3.1 to 1 favorable)
Ben Carson	73.5% favorable – 17.5% unfavorable (4.2 to 1 favorable)
- Where there is a very noticeable difference with the three candidates receiving double digits on the 1st ballot – Trump, Rubio, and Cruz – is with the intensity of their image ratings.

Trump	32.8% “strongly” favorable – 28.9% “strongly” unfavorable (1.1 to 1 strongly fav)
Rubio	34.4% “strongly” favorable– 13.1% “strongly” unfavorable (2.6 to 1 strongly fav)
Cruz	22.0% “strongly” favorable – 21.1% “strongly” favorable (1 to 1 strongly fav)

- On the ballot test an extremely tight race has developed between Donald Trump and Marco Rubio.

Donald Trump	35.4%
Marco Rubio	30.3%
Ted Cruz	15.5%
John Kasich	8.5%
Ben Carson	4.6%
Undecided/Other	5.6%

- Florida Voters in their decision making are looking very much like the earlier primary contests in the final weeks – 56.8% are definably decided, 16.1% leaning, and 23.5% still looking at several candidates.
- When asked if they would never vote for Trump, 32.4% agreed with that statement, with 29.4% saying they “strongly” held that opinion.
- Because the voters are still somewhat fluid, we did ask three ballots to measure potential growth. As we saw with the advantage of the intensity in Rubio’s “strongly” favorable ratio, the highest potential on the combined ballots rests with Marco Rubio. In fact we can already see that on the second ballot where Rubio receives a third of Ben Carson’s vote on the second ballot and Trump receive less than twenty percent. When looking at the combined response for the three ballots.

Marco Rubio	66.6% (on the combined 1st, 2nd and 3rd ballots)
Donald Trump	54.7% (on the combined 1st, 2nd and 3rd ballots)
Ted Cruz	52.7% (on the combined 1st, 2nd and 3rd ballots)
John Kasich	40.8% (on the combined 1st, 2nd and 3rd ballots)