

CONFIDENTIAL

We finished our second statewide survey track yesterday after taking last week off due to Hurricane Matthew. This track is an N=1,000 likely general election voter sample and has a margin of error of +/- 3.1% with 30% of the interviews being conducted via cell phone. The sample details are in the attached slides and the partisan breaks are weighted to a **38% R – 38 D% - 24% NMP**. Based on the very early makeup of the vote by mail (VBM) returns and what we expect the final voter registration statistics for this election to look like, it seems safe to assume a **D+1 electorate** (or slightly more) is likely so this sample is slightly more Republican than what we believe the actual electorate in Florida will look like. We find **Secretary Clinton holding a 3% lead** over Donald Trump and **Senator Rubio over Congressman Murphy by 5%**.

On the presidential race we've found Clinton with a consistent 3% - 5% lead in surveys that attempt to reflect Florida's actual electorate. While her lead is within the margin of error for this survey, we would suggest that 3% really isn't as close as it may seem in the state of Florida. While we don't have access to the final book closing statistics for this election, we believe somewhere between **9 – 9.2 million voters are likely to vote in this election**. In this turnout scenario, 3% - 5% represents a ~275k to ~450k vote margin assuming these margins hold. This is in all reality a landslide in our great state. Based on his consistent failure to improve his standing with non-white voters, voters under 50 and females, it seems fairly obvious to us that Mr. Trump's only hope left in Florida is a low turnout.

For Senator Rubio, he continues to show the blueprint of how a Republican can best be positioned for a win in Florida as he is competitive with Hispanic voters, females and NMP's and cancels out his deficits in South Florida with big leads along I-10 and in the Ft. Myers media market while maintaining slight advantages along the I-4 corridor.

With 19 days remaining until the general election, over 886k votes have been cast by mail and the Republicans lead is just shy of ~13k or 1.4%. To us the makeup of these early votes points to a likely voter turnout and we would again suggest that both parties continue to move historical early and election day voters forward, causing the overall total votes cast in the VBM period to continue to grow from election to election.

Early voting begins in 48 counties on Monday October 24, representing 92 of Florida's likely electorate.

Atmosphere:

- Republicans have taken a hit in the generic ballot since the Access Hollywood tapes were released on Friday October 7. In our initial track it was Republicans +4%. In this week's track they have dropped -5% to **Democrats +1%** (43% Republican – 44% Democrat). NMP's prefer the Democrat candidate by 2% (35-33) and Hispanics prefer the generic Democrat candidate by 20% (56-36). We had interpreted in our initial track that down ballot Republicans were being spared from the antics at the top of their ticket. However, it's clear that generic distinction is now gone and will likely not come back. Within battleground seats across the state, we would assume the Democrat advantage in the generic ballot is likely stronger than what we show here in the state's battleground districts. Republicans in these seats will have needed to already have generated enough positive name ID by now if they are going to survive.

- We continue to see the President's image improve in this week's track as he enjoys a net fav of 15% (54% Fav – 39% Unfav) which is a substantial improvement from our fall benchmark of +4% net fav (49% Fav - 45% Unfav). Amongst NMP's he is +28% (59% Fav – 31% Unfav) and with Hispanics he is +38% (66% Fav – 28% Unfav). He continues to enjoy high favorability with voters under 50 and in the Miami /FLL media market, he is + 41% (68% Fav – 27% Unfav). While the president's popularity is continuing to increase, the data clearly shows it hasn't translated to his party's nominees in Florida yet.

Image Rotation:

In hindsight, looking back at our 10/6 survey we found nearly all of the politicians we tested were upside down on their image rating. Comparing these two data sets, it seems clear that the erosion experienced by most Republicans over the last 10 days actually began prior to the release of the Access Hollywood tape and likely right after the first presidential debate.

- **Hillary Clinton is -4%** (42% Fav – 46% Unfav) On 10/6: **-11%** (40% Fav - 51% Unfav).
- **Donald Trump is -10%** (40% Fav - 50% Unfav) On 10/6: **-16%** (37% Fav - 53% Unfav).
- **Marco Rubio is at +2%** (42% Fav – 40% Unfav) On 10/6: **-3%** (40% Fav – 43% Unfav).
- **Patrick Murphy is even** (28% Fav – 28% Unfav) with 43% no opinion/ unaware of who he is. On 10/6 he was **-5%** (22% Fav – 27% Unfav) with 51% no opinion/ unaware. While his overall name ID has increased, he is feeling the impact of being left without substantial air coverage from paid media.

Ballots:

In our 4-way Presidential ballot, we find the likely electorate largely unchanged in Florida since the Access Hollywood tape with only small movements away from the minor party candidates to the undecided column.

Full Ballot	10/19	10/6	Δ from 10/6
Clinton (+3%)	44%	44%	0%
Trump	41%	41%	0%
Johnson	4%	6%	-2%
Stein	1%	2%	-1%
Unsure	10%	7%	+3%

Looking at the internals of the full ballot there is little movement worth noting other than standard deviations which are expected in the smaller subgroups of the survey. We do notice a substantial lead for Trump in our Tampa media market in this survey but we do not believe he is truly holding a double digit lead there.

This time in our US Senate ballot we added an option for some other candidate as there are actually 7 names on the ballot. Regardless, the addition of the other option moves ~9% away from the major party candidates in this track.

US Senate	10/19	10/6	Δ from 10/6
Rubio (+5%)	43%	49%	-6%
Murphy	38%	41%	-3%
Someone else	8%	-	+8%
Unsure	11%	9%	+2%

*****Slides Attached*****