UNF Poll reveals Donald Trump is in the lead in the Florida Republican Presidential primary race.

A new University of North Florida (UNF) statewide poll of likely Republican primary voters reveals that if the Florida Republican Presidential primary were held today, Donald Trump would garner 35.5 percent of the votes, Marco Rubio would place second with 23.8 percent, Ted Cruz would be in third place with 15.5 percent and John Kasich in a distant fourth place with 8.8 percent. When asked who their second choice would be, 25.8 percent selected Cruz, 22.1 percent chose Rubio, 16.7 percent chose Kasich and 11.4 percent selected Trump.

When asked how they would vote if the 2016 Presidential election were held today, if the candidates were Democrat Hillary Clinton and Republican Donald Trump, the overwhelming majority (74 percent) of likely Republican primary voters would vote for Trump. Interestingly, 7.4 percent of likely Republican primary voters said they would choose Clinton, while 9.6 percent of respondents said they would not vote at all, which highlights fears among Republicans that Trump may split the party come November.

When asked what is the most important problem facing the U.S. today, 38.4 percent of likely Republican Presidential primary voters think it is the economy, jobs, or unemployment. For 21.1 percent of respondents, terrorism is the most important problem and 10.6 percent chose immigration.

For likely Republican Presidential primary voters, 62 percent strongly or somewhat agree with the statement, "The Republican Party cares about people such as yourself" and 34.3 percent strongly or somewhat disagree. Of the respondents who strongly or somewhat disagreed with that statement, 42.8 percent said they would vote for Trump. However, Trump also leads among those who strongly or somewhat agree with that statement as he garners 32.4 percent of those voters compared to Rubio who only has 29.5 percent of those votes.

Rubio is receiving stronger support from Cubans (56.8 percent) than the rest of the Hispanic/Latino community (33.5 percent), and he is leading Trump across both groups (13 percent among Cubans and 30.7 percent among other Hispanics/Latinos).

Among likely Republican primary voters, 64.4 percent have a favorable opinion about Rubio and 30 percent have an unfavorable opinion; 61.6 percent have a favorable opinion about Cruz and 32.6 percent have an unfavorable opinion; 55 percent have a favorable opinion about Trump and 39.4 percent have an unfavorable opinion, showing that Trump has more detractors within the likely Republican electorate than the other leading candidates. Of the Democratic candidates, Bernie Sanders is viewed slightly more favorably (17.2 percent) than Hillary Clinton (5.6 percent).

The Public Opinion Research Laboratory (PORL), through the use of a 27-station telephone-polling laboratory at UNF, conducted the telephone survey using live interviewers calling both landlines and cell phones. The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs. Since its opening in March of 2001, the PORL has conducted over 120 research projects, which include focus groups, data collection, telephone, online and economic impact surveys. The PORL is a Charter Member of the American Association for Public Opinion Research Transparency Initiative.

Approximately 120 UNF students participated in the data collection. A polling sample of randomly selected adult (18 years of age or older) likely Republican Primary voters was drawn from the Florida Division of Elections' voter file. Likely voters are classified as voters who cast a ballot in at least 70% percent of recent statewide elections in which they were eligible to vote (since 2008 general and primary elections). Newly registered voters that have not had the opportunity to vote in a statewide election were also included in the sample. Respondents in the sample, when called, were asked for by their first and last name to ensure the interview was taken by the correct individual in the household and were screened on whether or not they planned to vote in Florida Republican primary.

For non-completes with a working residential or cell phone line, at least 5 callbacks were attempted. Of completed surveys there were 60 percent landlines and 39 percent cell phones. Calls were made from 5:00 p.m. - 9:00 p.m. every night from Wednesday, March 2, 2016 through Monday, March 7, 2016 and include 752 adult registered Republican likely voters in the State of Florida, with a margin of sampling error of +/- 3.57 percent. Stratified sampling, using the 10 designated market areas (DMA) in Florida as sub groups, was used for geographical representation. Quotas were placed on each sub group to ensure a proportionate amount of completed surveys from across the state. The total sample was weighted by age, gender, and race to reflect the adult Republican primary likely voter population in Florida.

For further information on this project please visit www.unf.edu/coas/porl/. If there are any questions about the methodology, contact Dr. Michael Binder, PORL Faculty Director and UNF Assistant Professor of Political Science, at (904) 620-1205 or m.binder@unf.edu.

Spring Statewide 2016 Toplines

Ask All:

All choices read to respondent except for "Don't Know" and "No Answer" and otherwise noted by "Volunteer (Vol)".

Q3. If the Republican Primary for President were being held today, for whom would you vote? [Randomize 1-2] [All choices read to respondent]

	Likely Republican Presidential Primary Voters (March 2016) n=752	Likely Republican Presidential Primary Voters (October 2015) n=641
Ted Cruz	15.5%	6.8%
John Kasich	8.8%	3.5%
Marco Rubio	23.8%	14.9%
Donald Trump	35.5%	21.7%
Someone else	2.6%	41%
Don't Know/No Answer (vol)	14.3%	12.1%

Q3b. Who would be your second choice?

	Likely Republican Presidential Primary Voters (March 2016) n=601	Likely Republican Presidential Primary Voters (October 2015) n=641
Ted Cruz	25.8%	6.2%
John Kasich	16.7%	3.3%
Marco Rubio	22.1%	20.1%
Donald Trump	11.4%	6.2%
Someone else	4.1%	1.4%
Don't Know/No Answer (vol)	20%	19.2%

First choice and Second choice

Second Choice	Ted Cruz (First Choice)	John Kasich (First Choice)	Marco Rubio (First Choice)	Donald Trump (First Choice)
Ted Cruz	--	16.7%	50.1%	31.8%
John Kasich	8.4%	--	26.2%	22.4%
Marco Rubio	54.1%	29.7%	--	23.1%
Donald Trump	27.9%	24.8%	10.7%	--
Someone else (Vol)	1.4%	10.6%	1.1%	5.2%
Don't Know/No Answer (Vol)	7.2%	16.4%	11%	14.1%

Q3c. If the 2016 Presidential election were held today, how would you vote if the candidates were Democrat Hillary Clinton and Republican Donald Trump?

	Likely Republican Presidential Primary Voters (March 2016) n=752
Hillary Clinton	7.4%
Donald Trump	74%
Would Not Vote (vol)	9.6%
Don't Know/ No Answer (vol)	8.9%

Q1. What do you think is the most important problem facing the US today?
 [Randomize 1-8, All choices read to respondent]

	Likely Republican Presidential Primary Voters (March 2016) n=752	Likely Republican Presidential Primary Voters (October 2015) n=641
Economy/ Jobs or Unemployment	38.4%	35.4%
Terrorism	21.1%	18.1%
Immigration	10.6%	13.5%
Healthcare	5.6%	4.9%
Social Security	4.3%	3.7%
Education	3.5%	5.4%
Political Leadership (Vol)	2.8%	5.4%
Environment	2.4%	1.8%
Morality/Values	1.6%	2.4%
National Security (Vol)	1.5%	2.1%
National Debt (Vol)	1.2%	2%
Crime (Vol)	<1%	-
Something Else (Vol)	4%	3.6%
Don't Know/ No Answer (Vol)	2.9%	1.4%

Q4. "Public officials don't care much what people such as yourself think." Do you:

	Likely Republican Presidential Primary Voters (March 2016) n=752
Strongly Agree	41.5%
Somewhat Agree	35.7%
Somewhat Disagree	14.6%
Strongly Agree	6.7%
Don't Know (Vol)	1.2%
No Answer (Vol)	<1%

Q5. "People such as yourself don't have any say about what the government does." Do you:

	Likely Republican Presidential Primary Voters (March 2016) n=752
Strongly Agree	38.3%
Somewhat Agree	28.9%
Somewhat Disagree	18.4%
Strongly Agree	12.6%
Don't Know (Vol)	1.8%
No Answer (Vol)	<1%

Q6. "The Republican Party cares about people such as yourself" Do you:

	Likely Republican Presidential Primary Voters (March 2016) n=752
Strongly Agree	19.1%
Somewhat Agree	42.9%
Somewhat Disagree	15.9%
Strongly Agree	18.4%
Don't Know (Vol)	3.2%
No Answer (Vol)	<1%

"Please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them"

	Favorable	Unfavorable	Never heard of him/her
Ted Cruz	61.6%	32.6%	<1%
Marco Rubio	64.4%	30%	<1%
Donald Trump	55%	39.4%	<1%
Hillary Clinton	5.6%	93%	<1%
Bernie Sanders	17.2%	78.6%	1.5%

Ideology

	Likely Republican Presidential Primary Voters (March 2016) n=752
Very Liberal	<1%
Slightly Liberal	2.8%
Moderate/Middle of the Road	18.5%
Slightly Conservative	29.3%
Very Conservative	46.9%
Don't Know/No Answer (Vol)	1.8%

Of Likely Republican Presidential Primary Voters:

"The Republican Party cares about people such as yourself" and Vote Choice

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Ted Cruz	12.5%	17%	15.1%	17.6%
John Kasich	5%	7.6%	5.9%	13.1%
Marco Rubio	31.4%	28.7%	19.4%	6.8%
Donald Trump	33.9%	31.8%	43.7%	41.9%
Someone Else	5.2%	1.2%	1.9%	4.2%
Don't Know/No Answer (Vol)	12%	13.8%	14%	16.4%

Ideology and Vote Choice

	Very and Somewhat Liberal	Moderate/Middle of the Road	Somewhat Conservative	Very Conservative
Ted Cruz	11.4%	3.8%	10.9%	23.9%
John Kasich	14.3%	14.2%	10.5%	3.6%
Marco Rubio	13.7%	16.7%	31.2%	23%
Donald Trump	36.5%	36.8%	34.8%	35.4%
Someone Else	15.9%	3.1%	2.1%	1.9%
Don't Know/No Answer (Vol)	8.3%	25.5%	10.5%	12.3%

Vote Choice and Race

	White/Caucasian	Hispanic/Latino
Ted Cruz	16.1%	11.4%
John Kasich	8.7%	5.8%
Marco Rubio	21.2%	45.9%
Donald Trump	37.3%	21.7%
Someone Else	2.5%	2.2%
Don't Know/ No Answer (Vol)	14.4%	12.9%

Vote Choice among Hispanic/Latinos

	Cuban	Non-Cuban
Ted Cruz	12%	11.5%
John Kasich	2.6%	10%
Marco Rubio	56.8%	33.5%
Donald Trump	13%	30.7%
Someone Else	2.5%	2%
Don't Know/ No Answer (Vol)	13.1%	12.4%

Vote Choice and Age

	Under 44	45-54	55-64	65 and over
Ted Cruz	12.1%	24.7%	18.3%	13.1%
John Kasich	7.8%	2.7%	8.5%	9.4%
Marco Rubio	24.4%	28.2%	18%	24.9%
Donald Trump	29.4%	31.9%	34.8%	37.4%
Someone else	4.7%	3.6%	2.1%	2.1%
Don't Know/No Answer (Vol)	21.6%	8.9%	17.8%	13%

Vote Choice and Gender

	Women	Men
Ted Cruz	15.6%	15.4%
John Kasich	9.1%	7.4%
Marco Rubio	26.5%	21%
Donald Trump	31%	40.1%
Someone else	2.3%	3%
Don't Know/No Answer (Vol)	15.4%	13.1%

Which comes closest to your view about what government policy should be toward unauthorized immigrants now living in the United States? You can just tell me the number of your choice.

	White/Caucasian Likely Republican Primary Voters	Hispanic/Latino Likely Republican Primary Voters
Make them all felons and send them back to their home country.	15.4%	13.1%
Allow them to stay in the U.S. as guest workers for a limited amount of time.	23.5%	14.8%
Allow them to stay in the U.S. as guest workers for an unlimited amount of time, but not allow them to obtain citizenship.	13.6%	12.6%
Allow them to stay in the U.S. and eventually qualify for U.S. citizenship after paying back taxes and fines.	34.1%	41.9%
Allow them to stay in the U.S. and eventually qualify for U.S. citizenship without penalties.	5.3%	10.8%
Don't Know (Vol)	5.1%	3.8%
No Answer (Vol)	3%	3.1%

Immigration of Undocumented Immigrants and Vote Choice

	Make felons and send back to home country	Stay for limited time as guest worker	Stay in US for unlimited time as guest worker	Stay in US and eventually qualify for citizenship after paying fees/back taxes	Stay in US and eventually qualify for citizenship without penalty
Ted Cruz	21.6%	20.4%	14.6%	13.6%	3.7%
John Kasich	<1%	4.5%	8.8%	13.6%	12.9%
Marco Rubio	12.9%	22.5%	37%	24.9%	29%
Donald Trump	52.5%	39.1%	27.1%	29%	28.7%
Someone else	2.2%	1.3%	1.4%	2.8%	9.7%
Don't Know/No Answer (Vol)	10.7%	12.2%	11.1%	16.1%	16.1%

Education and Vote Choice
What is the highest grade in school or year of college you have completed?

	Less than high school degree	High school graduate	Some college	College graduate	Post graduate
Ted Cruz	5.4%	17.2%	15.3%	17.8%	12.9%
John Kasich	0%	4.8%	7.1%	10.3%	9.3%
Marco Rubio	35.7%	20.3%	18.5%	28%	27.7%
Donald Trump	29.6%	44%	43.6%	28.3%	28.1%
Someone else	5%	1.8%	3.1%	1.3%	4.9%
Don't Know/No Answer (Vol)	24.2%	11.8%	12.3%	14.3%	17.1%

Income and Vote Choice
What is your annual household income?

	Less than $25,000	$25,000 to $50,000	$50,000 to $75,000	$75,000 to $100,000	Above $100,000
Ted Cruz	9.5%	17.2%	15.3%	17.8%	12.9%
John Kasich	5.6%	4.8%	7.1%	10.3%	9.3%
Marco Rubio	31.6%	20.3%	18.5%	28%	27.7%
Donald Trump	36.2%	44%	43.6%	28.3%	28.1%
Someone else	2.3%	1.8%	3.1%	1.3%	4.9%
Don't Know/No Answer (Vol)	14.8%	11.8%	12.3%	14.3%	17.1%