



INTERNAL MEMO. RESTRICTED ACCESS.

August 13, 2016

INTERVIEWS: [ RESTRICTED ]

INTERNAL DOCUMENT. DO NOT RELEASE. RESTRICTED MAILING LIST.

**OVERVIEW: Trump Dominates, Hillary Flat-lines.**

**DATA BREAKDOWN:** The 3 day poll conducted in Florida contacted 715 voters across 63 counties. The results will need to be heavily cleansed before release. The top level numbers are as follows:

- § 74% Donald Trump
- § 9% Hillary Clinton
- § 3% Jill Stein
- § 1% Gary Johnson
- § 6% Undecided

In 2012 Florida broke 50.0% to 49.1% for Barack Obama. As of 2016, the official voter registration numbers stand at 4,396,609 Republican, 4,659,801 Democrat, a 263,192 Democratic advantage (a .06% advantage for the Democrats). Given this registration, the popular vote should be *extremely* close.

Our top-level findings are:

1. Hillary's popularity numbers have crashed to fatal levels at 17-72 (11% undecided).
2. Trump's approval has increased dramatically with working minorities. He is up 12 points with African Americans and 32 points with Latinos. For minorities without employment, he is still underwater but has improved by 8 points.
3. Hillary's emails continue to be the largest source of her trust issues as well as concerns about her failing health. However, the number one factor in her decline has been exposure to her at the DNC. 72% of Democrats and 93% of Republicans find her voice "grating." Independents are split 64-36 against her.
4. Trump is expected to win the election by 94% of Democrats—but only 34% of Republicans believe Mr. Trump most likely to win due to media messaging. Despite this, the enthusiasm for Mr. Trump is high with a record 91% of registered voters declaring themselves "likely" whereas a record low of 17% registered Democratic voters have declared themselves "likely" to vote in the next election.





**STRATEGY IMPLICATIONS:** It is of paramount importance that the Hillary Clinton campaign continue to promote the narrative that Trump is or has reached terminal levels in polling. The only number in this survey going in the right direction is the belief that Mr. Trump will lose the election.

This, however, will not be sufficient if his voter's morale and enthusiasm are high. As we have seen, purchasing 'Republican Disapproval,' both from former policy makers and from the '#NeverTrump' press-faction continues to be effective in convincing voters that Mr. Trump could be dangerous.

Liberal/Democratic voters are fortunately immune to any negative information or evidence against Mrs. Clinton. Apparently her lack of honesty and corrupt nature are "factored in" to her support. Our recommendations are to keep her out of the public eye as much as possible and, potentially, use a body-double for activities such as driving or climbing stairs, should these be in the public eye.

The Media is doing all it can to help Mrs. Clinton and, as such, Mr. Trump has had difficulties in promoting his message and brand but this cannot be reliably continued over the next three months.

It is our conclusion that a polling-driven narrative can only go so far with rallies, yard-signs, and digital media indicators, all of which show a substantial and even overwhelming body of support for Mr. Trump.

#### **OTHER NOTES**

- § While a candidate's poor handling of sensitive information was an across-the-board detractor for Republicans and Independents, it actually made some Democrats *more likely* to vote for the candidate.
- § For FBI charges of corruption, theft, or even murder, this *increased* the candidates standing across Democratic voters. Being indicted by the FBI could be *beneficial* to Hillary for her base. It was, however, absolutely toxic for Independents.
- § Low trust in traditional media is causing a shift in data-sources that is going to fracture the narrative badly.

**CONCLUSIONS:** We have a set of target sample-weights from NS that will meet the sponsor's needs nicely. The question is going to be how far we can maintain this charade. It might be time to find other jobs. I bet those fuckers at Monmouth are living it up with their interns. I also have some contacts at Quinnipiac. I hear they're all smoking up Bernie-grade weed. Fucking College polls.

**HANDLING:** DESTROY AFTER READING. NO TRANSMISSION IN THE CLEAR. DO NOT DISTRIBUTE PASSWORDS AND DOCUMENT OVER THE SAME CHANNEL. RESTRICTED MAILING-LISTS ONLY. DO NOT SHARE. DO NOT STORE ON NON-SECURED SYSTEMS.

## Florida Survey Results

**Q1** Do you approve or disapprove of President Barack Obama's job performance?

Approve ..... 10%  
Disapprove..... **81%**  
Not sure ..... 9%

**Q2** Do you have a favorable or unfavorable opinion of Hillary Clinton?

Favorable ..... 17%  
Unfavorable ..... **64%**  
Not sure ..... 19%

**Q3** Do you have a favorable or unfavorable opinion of Donald Trump?

Favorable..... **66%**  
Unfavorable..... 17%  
Not sure ..... 17%

**Q4** Does a candidate's poor handling of sensitive or classified information make you more or less likely to vote for them?

More likely..... 14%  
Less likely ..... **74%**  
Wouldn't make a difference ..... 9%  
Not sure ..... 3%

**Q5** If a candidate were to come under indictment by the FBI for fraud, corruption, or even murder, would that make you more or less likely to vote for them?

More likely.....24%  
Less likely ..... **73%**  
Wouldn't make a difference ..... 2%  
Not sure ..... 1%

**Q6** Where do you get your most trusted news?

CNN, MSNBC, ABC, CBS ..... 13%  
FOX ..... 18%  
Briertart, HeatStreet, Weekly Standard, National Review..... 21%  
InfoWars, News Max, World News Daily 48%

**Q7** Would you rather Sanders be the Democratic Nominee than Hillary Clinton

Hillary Clinton ..... 13%  
Bernie Sanders..... **72%**  
Not Sure ..... 15%

**Q8** Should it be illegal to speak poorly about minorities, women, or Muslims even if one is allowed to speak badly of Whites, Muslims, or Men?

Should be Illegal ..... 32%  
Should not be Illegal ..... **47%**  
Not sure ..... 21%

**Q9** Has political correctness gone too far in America?

Too far ..... 7%  
Not too far ..... 21%  
Not sure ..... 8%  
Refuse to answer ..... **64%**

**Q10** The candidates for President are Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, and Green Party candidate Jill Stein. If the election was today, who would you vote for?

Hillary Clinton..... 9%  
Donald Trump ..... **74%**  
Gary Johnson ..... 1%  
Jill Stein ..... **3%**  
Undecided ..... 6%

**Q11** If the election were held today, who do you think would win?

<i>Hillary Clinton</i> .....	<b>70%</b>
<i>Donald Trump</i> .....	<b>24%</b>
<i>Gary Johnson</i> .....	<b>3%</b>
<i>Jill Stein</i> .....	<b>3%</b>

**Q12** What is your approval level of [ Subject's Candidate ]? (Numbers do not add to 100%)

<i>Hillary Clinton</i> .....	<b>17%</b>
<i>Donald Trump</i> .....	<b>80%</b>
<i>Gary Johnson</i> .....	<b>32%</b>
<i>Jill Stein</i> .....	<b>57%</b>

**Q13** [For Hillary Voters] What most concerns you about Hillary Clinton?

<i>Trust / Emails</i> .....	<b>7%</b>
<i>Grating Voice</i> .....	<b>31%</b>
<i>Probably Killed Some Guys</i> .....	<b>9%</b>
<i>Robbed Bernie Sanders</i> .....	<b>21%</b>
<i>Health. She's super sick!</i> .....	<b>32%</b>

**Q14** In the 2012 presidential election, did you vote for Barack Obama or Mitt Romney?

<i>Barack Obama</i> .....	<b>47%</b>
<i>Mitt Romney</i> .....	<b>42%</b>
<i>Someone else/Don't remember</i> .....	<b>11%</b>

**Q15** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i> .....	<b>2%</b>
<i>Somewhat liberal</i> .....	<b>19%</b>
<i>Moderate</i> .....	<b>34%</b>
<i>Somewhat conservative</i> .....	<b>36%</b>
<i>Very conservative</i> .....	<b>10%</b>

**Q16** If you are a woman, press 1. If a man, press 2.

<i>Woman</i> .....	<b>53%</b>
<i>Man</i> .....	<b>47%</b>

**Q17** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i> .....	<b>33%</b>
<i>Republican</i> .....	<b>47%</b>
<i>Independent or identify with another party</i> .....	<b>20%</b>

**Q18** If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

<i>Hispanic</i> .....	<b>14%</b>
<i>White</i> .....	<b>65%</b>
<i>African-American</i> .....	<b>15%</b>
<i>Other</i> .....	<b>6%</b>

**Q19** If you are 18 -29 years old, press 1. If 30 -45, press 2. If 46-65, press 3. If you're older than 65, press 4.

<i>18 to 29</i> .....	<b>12%</b>
<i>30 to 45</i> .....	<b>20%</b>
<i>46 to 65</i> .....	<b>41%</b>
<i>Older than 65</i> .....	<b>27%</b>

**Q20** Mode

<i>Phone</i> .....	<b>80%</b>
<i>Internet</i> .....	<b>20%</b>

	Base	2012 Vote		
		Barack Obama...	Mitt Romney	Someone else/Don't remember
<b>Poor Handling Classified Info</b>				
More Likely	30%	74%	19%	30%
Less Likely	49%	3%	66%	31%
Not sure	20%	23%	15%	38%

	Base	2012 Vote		
		Barack Obama...	Mitt Romney	Someone else/Don't remember
<b>Illegal To Speak Badly of Minorities, Women, Muslims</b>				
Illegal	32%	72%	15%	32%
Legal	47%	12%	75%	28%
Not sure	21%	16%	10%	40%

	Base	2012 Vote		
		Barack Obama...	Mitt Romney	Someone else/Don't remember
<b>Indicted by FBI for Murder</b>				
More Likely to Vote	24%	90%	0%	10%
Less Likely to Vote	73%	3%	90%	70%
No Difference	2%	3%		10%
Not sure	1%	4%	10%	10%

	Base	2012 Vote		
		Barack Obama...	Mitt Romney	Someone else/Don't remember
<b>Sanders vs. Clinton</b>				
Clinton	83%	85%	81%	80%
Sanders	11%	12%	12%	6%
Not Sure	6%	3%	7%	14%

	Base	2012 Vote		
		Barack Obama...	Mitt Romney	Someone else/Don't remember
<b>Political Correctness Gone To Far</b>				
Too Far	14%	14%	18%	2%
Not Too Far	74%	82%	66%	70%
Not Sure	9%	2%	14%	19%
Refused to Answer	3%	2%	2%	10%

	Base	2012 Vote		
		Barack Obama...	Mitt Romney	Someone else/Don't remember
<b>Trusted News</b>				
Mainstream Media	13%	93%	95%	83%
Fox News	18%	18%	60%	42%
Conservative Web	21%			
Alternative News	48%	1%	1%	12%