



Trouble Brewing for Establishment Democrats? Grayson Leads Murphy Narrowly

In our first poll of the Florida Democratic Senate primary, we find a surprise with the controversial Grayson leading - albeit narrowly. Rep. Alan Grayson is leading Rep. Patrick Murphy by 3 points (**30% Grayson - 27% Murphy - 5% Keith**).

Grayson's strength is with nonwhite voters who will make up nearly 40% of the electorate in August. Grayson leads Murphy by double digits amongst nonwhite voters, with African American voters (**39% Grayson - 27% Murphy - 6% Keith**) and Hispanic voters (**35% Grayson - 23% Murphy - 3% Keith**) both backing Grayson. Murphy leads by two points with both white voters and women.

Grayson may be benefiting from representing those affected by the tragedy in Orlando. Democrats strongly back increased gun control measures, with almost universal support.

The good news for Rep. Murphy is that his biggest supporter, President Barack Obama, is beloved by Florida Democrats with 86% overall favorable ratings. In fact the President has already cut ads that should help Murphy pick off voters from Grayson's base.

This poll was conducted from 6/14-16 by live interviewers with a sample size of 862 Likely Voters and has a Margin of Error of 3.34%.

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TOPLINES

A Survey of Florida Democratic Primary Voters

Sample Size: 862

1. Do you have a favorable or unfavorable view of Hillary Clinton?

Very Favorable	52%
Favorable	21%
Unfavorable	9%
Very Unfavorable	12%
Unknown/No Opinion	5%

2. Do you have a favorable or unfavorable view of Bernie Sanders?

Very Favorable	34%
Favorable	20%
Unfavorable	18%
Very Unfavorable	19%
Unknown/No Opinion	9%

3. Do you have a favorable or unfavorable view of Barack Obama?

Very Favorable	64%
Favorable	22%
Unfavorable	4%
Very Unfavorable	9%
Unknown/No Opinion	2%

4. Do you support blocking suspected terrorists on the no-fly list from buying guns?

Support	93%
Oppose	4%
Unsure	3%

5. In the upcoming Democratic Primary, Are you voting for Alan Grayson, Patrick Murphy or Pam Keith?

Alan Grayson	30%
Patrick Murphy	27%
Pam Keith	5%
Undecided	38%

TARGETED PERSUASION



Gender

Men	40%
Women	60%

Race

White	60%
African American	30%
Hispanic	8%
Other/DK/Refused	2%

Age

18-34	8%
35-49	14%
50-65	32%
65+	48%