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**TRUMP TRUMPS RUBIO AMONG FLORIDA REPUBLICANS,
QUINNIPIAC UNIVERSITY POLL FINDS;
LEADERSHIP IS IMPORTANT FACTOR IN RACE**

The Donald Trump juggernaut rolls into Florida where the GOP front-runner leads native son Sen. Marco Rubio 44 – 28 percent among likely Republican primary voters, according to a Quinnipiac University poll released today. Sen. Ted Cruz of Texas has 12 percent with Ohio Gov. John Kasich at 7 percent and Dr. Ben Carson at 4 percent.

Men back Trump over Rubio 49 – 25 percent, while women go to Trump 39 – 31 percent, the independent Quinnipiac (KWIN-uh-pe-ack) University Poll finds.

Trump gets a low negative score in the Sunshine State as 21 percent of likely Republican primary voters say they “would definitely not support” Trump for the nomination, with 26 percent saying no to Cruz and 17 percent saying no to Rubio.

Five percent of Florida likely Republican primary voters are undecided and 30 percent of those who name a candidate say they might change their mind before the March 15 primary.

Strong leadership is the most important quality in a presidential nominee, 32 percent of Florida Republicans say, as 23 percent most want someone who is honest and trustworthy and 20 percent most want someone who shares their values.

“Florida is the single biggest prize of the primary season because it is the largest state to allocate its delegates on a winner-take-all basis. If Sen. Rubio can’t win in his own home state, it is difficult to see how he can win elsewhere,” said Peter A. Brown, assistant director of the Quinnipiac University Poll.

“Florida election law makes this contest more uncertain than earlier primaries. Only registered Republicans may vote here, which raises the question of whether the flood of new voters Donald Trump seemed to bring to earlier contests will be able to participate in Florida.”

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“The size and shape of Trump’s lead is impressive. He leads in every age group by 9 to 19 percentage points. He does better among men than among women and, despite being a New York multi-billionaire, he leads among those who identify with the Tea Party,” Brown added.

“He also does twice as well among white evangelicals as does Sen. Ted Cruz, who is trying to make this group his core constituency.

“A third of likely primary voters say a candidate who is a strong leader is key to their choice and 66 percent of them support Trump.”

Trump is the choice of 66 percent of Florida likely Republican primary voters who most want a candidate with strong leadership, with only 16 percent for Rubio.

The native son leads Trump 39 – 29 percent among Republicans who most want someone who shares their values.

Rubio and Trump are tied 30 – 30 percent among those who most want a candidate who is honest and trustworthy.

The economy and jobs is the most important primary election issue, 31 percent of Republicans say, with 18 percent citing terrorism and 14 percent listing immigration.

Trump tops Rubio 51 – 28 percent among voters who list the economy and jobs as the most important issue, 44 – 34 percent among those who cite terrorism and 66 – 12 percent among those who say immigration is most important.

From February 21 – 24, Quinnipiac University surveyed 705 Florida likely Republican primary voters with a margin of error of +/- 3.7 percentage points. Live interviewers call land lines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Iowa, Colorado and the nation as a public service and for research.

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1. If the Republican primary were being held today, and the candidates were Ben Carson, Ted Cruz, John Kasich, Marco Rubio, and Donald Trump, for whom would you vote? (If undecided) If you had to choose today, would you vote for Carson, Cruz, Kasich, Rubio, or Trump?

	LIKELY REP PRIMARY VOTERS.....									
	Tot	Tea Party	Wht BrnAgn Evang	POLITICAL PHILOSOPHY				COLLEGE DEG		
				CONSERVATIVE Very	Mod/ Smwht	Lib	Men	Wom	Yes	No
Carson	4%	4%	2%	4%	5%	2%	2%	5%	4%	3%
Cruz	12	28	19	22	6	4	13	11	12	12
Kasich	7	1	4	2	5	16	8	6	11	5
Rubio	28	13	28	26	34	26	25	31	37	24
Trump	44	52	42	42	42	48	49	39	31	50
SMONE ELSE (VOL)	1	-	1	1	-	1	-	1	1	1
DK/NA	5	1	4	3	8	3	3	7	5	4

	AGE IN YRS.....			MOST IMPORTANT ISSUE Q3.....		
	18-44	45-64	65+	Economy/ Jobs	Terrorism	Immigration
Carson	4%	5%	2%	3%	-	5%
Cruz	12	14	8	12	6	12
Kasich	12	4	8	5	4	3
Rubio	24	28	32	28	34	12
Trump	43	46	41	51	44	66
SMONE ELSE (VOL)	-	-	2	-	1	-
DK/NA	4	3	7	2	12	1

	MOST IMPORTANT CHARACTERISTIC Q4.....			
	Shares Values	Strong Leader	Honest/ Trustworthy	BestChance OfWinning
Carson	3%	3%	5%	2%
Cruz	18	9	18	7
Kasich	6	3	12	4
Rubio	39	16	30	54
Trump	29	66	30	28
SMONE ELSE (VOL)	1	-	-	-
DK/NA	5	4	5	3

1A. (If candidate chosen q1) Is your mind made up, or do you think you might change your mind before the primary?

	LIKELY REP PRIMARY VOTERS.....			
	CANDIDATE CHOSEN Q1.....			
	CANDIDATE OF CHOICE Q1.....			Trump
	Tot	Cruz	Rubio	
Made up	69%	68%	67%	73%
Might change	30	32	32	25
DK/NA	1	-	1	2

2. Are there any of these candidates you would definitely not support for the Republican nomination for president? (Totals may add up to more than 100% because multiple responses were allowed)

LIKELY REP PRIMARY VOTERS.....

	Tot	Tea Party	Wht		POLITICAL PHILOSOPHY			COLLEGE DEG		
			BrnAgn	Evang	CONSERVATIVE Very	Mod/Smwht	Lib	Men	Wom	Yes
Carson	13%	11%	9%	9%	15%	16%	17%	9%	13%	13%
Cruz	26	13	18	17	27	36	28	25	29	25
Kasich	11	16	9	15	6	10	13	8	13	10
Rubio	17	18	12	15	16	17	20	13	13	18
Trump	21	12	17	17	18	28	18	24	30	17
No/No one	33	42	44	43	32	22	33	33	34	32
DK/NA	5	7	5	4	5	6	3	6	1	6

AGE IN YRS.....

	18-44	45-64	65+
Carson	20%	11%	11%
Cruz	32	25	23
Kasich	18	9	6
Rubio	27	17	7
Trump	28	16	21
No/No one	16	38	43
DK/NA	5	2	6

3. Which of these is the most important issue to you in deciding who to support for the Republican nomination for President: the economy and jobs, terrorism, immigration, the federal deficit, health care, foreign policy, climate change, race relations, abortion, gun policy or taxes?

	LIKELY REP PRIMARY VOTERS.....										
	Tot	Tea Party	Wht	POLITICAL PHILOSOPHY				Men	Wom	COLLEGE DEG	
			BrnAgn	CONSERVATIVE	Mod/	Very	Smwht			Lib	Yes
Economy and jobs	31%	25%	32%	24%	31%	36%	35%	26%	33%	30%	
Terrorism	18	22	20	19	22	16	13	24	17	19	
Immigration	14	17	10	16	10	15	13	14	12	15	
Federal deficit	8	7	10	10	8	5	8	8	12	6	
Health care	4	5	5	5	3	3	2	6	3	4	
Foreign policy	8	5	6	6	10	8	9	7	10	7	
Climate change	1	-	-	1	2	2	1	2	1	1	
Race relations	1	-	-	-	2	2	2	-	1	1	
Abortion	4	4	8	8	2	1	3	5	4	4	
Gun policy	3	7	1	3	2	2	5	-	1	4	
Taxes	4	3	3	3	4	4	5	2	5	3	
DK/NA	5	6	5	6	2	6	4	7	3	6	

	AGE IN YRS.....		
	18-44	45-64	65+
Economy and jobs	37%	32%	26%
Terrorism	13	17	21
Immigration	8	16	14
Federal deficit	8	9	7
Health care	2	5	4
Foreign policy	4	8	11
Climate change	4	1	-
Race relations	3	-	-
Abortion	7	3	3
Gun policy	4	2	1
Taxes	6	2	3
DK/NA	4	5	7

4. Thinking about the Republican nominee for president in 2016, which of the following is most important to you: Someone who shares your values, cares about the needs and problems of people like you, has strong leadership qualities, is honest and trustworthy, has the right kind of experience, or has the best chance of winning?

	LIKELY REP PRIMARY VOTERS.....									
	Tot	Tea Party	Wht BrnAgn Evang	POLITICAL PHILOSOPHY				COLLEGE DEG		
				CONSERVATIVE Very	Mod/ Smwht	Lib	Men	Wom	Yes	No
Shares values	20%	23%	23%	25%	15%	17%	18%	22%	19%	20%
Cares needs/problems	9	8	7	4	7	16	8	9	8	9
Strong leadership	32	33	29	31	41	26	36	27	25	36
Honest/trustworthy	23	19	27	25	20	23	19	27	25	22
Right experience	6	3	3	4	3	10	6	5	8	5
Best chance/winning	8	10	10	10	11	5	10	7	13	6
DK/NA	2	4	1	2	2	3	2	3	3	2

	AGE IN YRS.....		
	18-44	45-64	65+
Shares values	22%	22%	16%
Cares needs/problems	7	8	10
Strong leadership	37	33	28
Honest/trustworthy	22	21	26
Right experience	8	4	6
Best chance/winning	4	10	10
DK/NA	1	1	5