

NBC News/WSJ/Marist Poll Florida Likely Democratic Primary Voters

March 2016

## How the Survey was Conducted

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### Nature of the Sample: NBC News/WSJ/Marist Florida Poll of 2,853 Adults

This survey of 2,853 adults was conducted March 4<sup>th</sup> through March 10<sup>th</sup>, 2016 by The Marist Poll sponsored and funded in partnership with NBC News and *The Wall Street Journal*. Adults 18 years of age and older residing in the state of Florida were contacted on landline or mobile numbers and interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Florida from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. Both samples were matched by telephone number to a voter registration list for the state. Voter information was appended to each matched case. Assistance was provided by Luce Research for data collection and L2 for voter registration information. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, and region except for race, which is from the 2010 census. Results are statistically significant within  $\pm 1.8$  percentage points. There are 2,422 registered voters. The results for this subset are statistically significant within  $\pm 2.0$  percentage points. Among registered voters, 884 had a phone match in the voter file and 1,538 did not. The results for these subsets are statistically significant within  $\pm 3.3$  percentage points and  $\pm 2.5$  percentage points, respectively. There are 826 voters in the potential Republican primary electorate. The potential Republican primary electorate in Florida includes all registered Republicans. There are 892 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Florida includes all registered Democrats. The results for these subsets are statistically significant within  $\pm 3.4$  percentage points and  $\pm 3.3$  percentage points, respectively. There are 511 likely Republican primary voters and 500 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Florida Republican/Democratic Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for these subsets are statistically significant within  $\pm 4.3$  percentage points and  $\pm 4.4$  percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

NBC News/WSJ/Marist Poll Florida Tables of Likely Democratic Primary Voters  
Nature of the Sample - Florida

		Florida Adults	Florida Registered Voters
		Col %	Col %
Florida Adults		100%	
Florida Registered Voters		85%	
Florida Potential Republican Electorate		29%	36%
Florida Likely Republican Primary Voters		18%	21%
Florida Potential Democratic Electorate		32%	39%
Florida Likely Democratic Primary Voters		21%	21%
Party Registration	Democrat	n/a	39%
	Republican	n/a	36%
	Independent	n/a	25%
Party Identification	Democrat	n/a	34%
	Republican	n/a	30%
	Independent	n/a	34%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	6%
	Liberal	n/a	21%
	Moderate	n/a	37%
	Conservative	n/a	27%
	Very conservative	n/a	10%
Tea Party Supporters		n/a	21%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	43%	38%
	45 or older	57%	62%
Age	18 to 29	20%	17%
	30 to 44	23%	21%
	45 to 59	26%	28%
	60 or older	30%	34%
Race	White	61%	65%
	African American	13%	13%
	Latino	21%	18%
	Other	4%	4%
Region	North/Panhandle	18%	19%
	Orlando/Central Atlantic Coast	18%	18%
	Tampa Bay Area	16%	17%
	Gulf Coast/Mid-Florida	18%	18%
	Miami/Gold Coast/Keys	30%	29%
Household Income	Less than \$50,000	54%	50%
	\$50,000 or more	46%	50%
Education	Not college graduate	62%	59%
	College graduate	38%	41%
Marital Status	Married	44%	46%
	Not married	56%	54%
Evangelical Christian	Yes	38%	37%
	No	62%	63%
White Evangelical Christians		20%	21%
Religiosity	Practice a Religion	48%	50%
	Does not Practice a Religion	52%	50%
U.S. Military Veteran	Yes	13%	14%
	No	87%	86%
Florida Voter Registration List	Match	n/a	36%
	No Match	n/a	64%
Interview Type	Landline	39%	43%
	Cell Phone	61%	57%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted March 4th through March 10th, 2016, n=2853 MOE +/- 1.8 percentage points. Florida Registered Voters: n=2422 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Florida Tables of Likely Democratic Primary Voters  
Nature of the Sample - Florida

		Florida Potential Democratic Electorate	Florida Likely Democratic Primary Voters
		Col %	Col %
Florida Potential Democratic Electorate		100%	
Florida Likely Democratic Primary Voters		56%	100%
Party Registration	Democrat	100%	100%
Party Identification	Democrat	79%	82%
	Republican	3%	1%
	Independent	17%	16%
	Other	1%	1%
Past Participation*	Yes	80%	86%
	No	20%	14%
Political Ideology	Very liberal	12%	13%
	Liberal	33%	34%
	Moderate	38%	38%
	Conservative	14%	12%
	Very conservative	4%	3%
Tea Party Supporters		10%	9%
Gender	Men	37%	41%
	Women	63%	59%
Age	Under 45	39%	35%
	45 or older	61%	65%
Age	18 to 29	17%	13%
	30 to 44	22%	21%
	45 to 59	25%	27%
	60 or older	36%	39%
Race	White	55%	56%
	African American	25%	24%
	Latino	17%	17%
	Other	3%	3%
Region	North/Panhandle	19%	21%
	Orlando/Central Atlantic Coast	16%	17%
	Tampa Bay Area	14%	15%
	Gulf Coast/Mid-Florida	16%	17%
	Miami/Gold Coast/Keys	35%	30%
Household Income	Less than \$50,000	54%	52%
	\$50,000 or more	46%	48%
Education	Not college graduate	58%	55%
	College graduate	42%	45%
Marital Status	Married	39%	42%
	Not married	61%	58%
Evangelical Christian	Yes	34%	33%
	No	66%	67%
White Evangelical Christians		12%	11%
Religiosity	Practice a Religion	50%	50%
	Does not Practice a Religion	50%	50%
U.S. Military Veteran	Yes	12%	13%
	No	88%	87%
Florida Voter Registration List	Match	39%	40%
	No Match	61%	60%
Interview Type	Landline	46%	48%
	Cell Phone	54%	52%

NBC News/WSJ/Marist Poll Florida Potential Democratic Electorate. Interviews conducted March 4th through March 10th, 2016, n=892 MOE +/- 3.3 percentage points. Florida Likely Democratic Primary Voters: n=500 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

**Do you approve or disapprove of the job Barack Obama is doing as president?**

		Approve	Disapprove	Unsure
Likely Democratic Primary Voters	Florida Likely Democratic Primary Voters	83%	13%	5%
Party Identification	Democrat	89%	8%	4%
	Independent	60%	32%	8%
Political Ideology	Very liberal-Liberal	90%	6%	4%
	Moderate	82%	12%	6%
	Conservative-Very conservative	60%	35%	6%
Household Income	Less than \$50,000	82%	13%	5%
	\$50,000 or more	84%	12%	3%
Education	Not college graduate	81%	15%	5%
	College graduate	85%	11%	4%
Race	White	78%	16%	6%
	African American	91%	5%	4%
	Latino	83%	14%	4%
Age	Under 45	82%	13%	5%
	45 or older	83%	13%	5%
Gender	Men	83%	13%	4%
	Women	82%	12%	6%
Gender by age	Women under age 45	82%	13%	6%
	Women age 45 or older	82%	13%	5%
Marital Status	Married	83%	13%	4%
	Not married	82%	13%	5%
Religiosity	Practice a Religion	82%	13%	5%
	Does not Practice a Religion	84%	12%	4%
State Voter Registration List	Match	84%	12%	4%
	No Match	82%	13%	5%
Interview Type	Landline	84%	11%	4%
	Cell Phone	81%	14%	5%

NBC News/WSJ/Marist Poll Florida Likely Democratic Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=500 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

**2016 Florida Democratic presidential primary including those who are undecided yet leaning toward a candidate or voted absentee**

		Hillary Clinton	Bernie Sanders	Other	Undecided
Likely Democratic Primary Voters	Florida Likely Democratic Primary Voters	61%	34%	2%	3%
Intensity of Support	Strongly support	69%	31%		
	Somewhat support	54%	46%		
Past Participation*	Yes	64%	31%	2%	3%
	No	44%	53%	2%	0%
Party Identification	Democrat	67%	30%	1%	3%
	Independent	38%	54%	4%	4%
Political Ideology	Very liberal-Liberal	62%	35%	0%	2%
	Moderate	57%	37%	2%	4%
	Conservative-Very conservative	59%	32%	7%	3%
Political Ideology	Very liberal	48%	49%	1%	2%
	Liberal	67%	30%	0%	3%
	Moderate	57%	37%	2%	4%
Household Income	Less than \$50,000	58%	36%	3%	2%
	\$50,000 or more	63%	34%	1%	3%
Education	Not college graduate	59%	35%	3%	2%
	College graduate	63%	34%	0%	3%
Race	White	57%	37%	2%	4%
	African American	77%	20%	0%	3%
	Latino	51%	46%	3%	0%
Age	Under 45	41%	54%	3%	3%
	45 or older	72%	24%	1%	3%
Gender	Men	54%	40%	3%	3%
	Women	65%	31%	1%	3%
Gender by age	Women under age 45	46%	50%	0%	3%
	Women age 45 or older	75%	21%	1%	3%
Marital Status	Married	65%	31%	1%	3%
	Not married	58%	37%	3%	3%
Religiosity	Practice a Religion	67%	29%	2%	2%
	Does not Practice a Religion	55%	40%	2%	3%
State Voter Registration List	Match	70%	24%	2%	4%
	No Match	55%	41%	2%	2%
Interview Type	Landline	68%	26%	2%	3%
	Cell Phone	54%	42%	1%	3%

NBC News/WSJ/Marist Poll Florida Likely Democratic Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=500 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

\*Past Participation refers to participation in a previous Florida Democratic Presidential Primary.

**Would you say you strongly support <candidate>, somewhat support <candidate>, or do you think you might vote differently on Primary Day?**

		Strongly support	Somewhat support	Might vote differently	Unsure
Democratic Likely Voters	Florida Likely Democratic Primary Voters with a Candidate Preference	75%	19%	5%	1%
Primary Support	Hillary Clinton	80%	16%	4%	1%
	Bernie Sanders	66%	24%	9%	1%
Party Identification	Democrat	79%	16%	4%	1%
	Independent	57%	32%	8%	3%
Political Ideology	Very liberal-Liberal	80%	16%	3%	1%
	Moderate	67%	25%	7%	1%
Household Income	Less than \$50,000	78%	14%	8%	1%
	\$50,000 or more	72%	23%	3%	2%
Education	Not college graduate	76%	16%	6%	1%
	College graduate	73%	22%	3%	2%
Race	White	70%	23%	6%	1%
	African American	82%	10%	6%	2%
	Latino	81%	18%	1%	0%
Age	Under 45	69%	24%	6%	1%
	45 or older	78%	15%	5%	1%
Gender	Men	74%	20%	5%	1%
	Women	75%	18%	6%	1%
Gender by age	Women under age 45	65%	26%	7%	2%
	Women age 45 or older	80%	14%	5%	1%
Marital Status	Married	73%	21%	5%	1%
	Not married	76%	17%	6%	1%
State Voter Registration List	Match	78%	16%	5%	1%
	No Match	72%	21%	6%	1%
Religiosity	Practice a Religion	75%	16%	7%	1%
	Does not Practice a Religion	74%	21%	3%	1%
Interview Type	Landline	75%	18%	6%	1%
	Cell Phone	74%	19%	5%	1%

NBC News/WSJ/Marist Poll Florida Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted March 4th through March 10th, 2016, n=452 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.