

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Florida Poll of 1,012 Adults**

This survey of 1,012 adults was conducted August 4<sup>th</sup> through August 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. Assistance was provided by Luce Research for data collection. 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  $\pm 3.1$  percentage points. There are 862 registered voters. The results for this subset are statistically significant within  $\pm 3.3$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Florida

		Florida Adults	Florida Registered Voters
		Col %	Col %
Florida Adults		100%	
Florida Registered Voters		85%	100%
Party Registration	Democrat	n/a	39%
	Republican	n/a	37%
	Independent	n/a	24%
	Other	n/a	1%
Party Identification	Democrat	n/a	35%
	Republican	n/a	33%
	Independent	n/a	30%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	20%
	Moderate	n/a	35%
	Conservative	n/a	29%
	Very conservative	n/a	9%
Tea Party Supporters		n/a	22%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	43%	37%
	45 or older	57%	63%
Age	18 to 29	20%	16%
	30 to 44	23%	22%
	45 to 59	26%	29%
	60 or older	30%	34%
			30%
Race	White	61%	64%
	African American	13%	13%
	Latino	21%	19%
	Other	4%	3%
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	53%	49%
	\$50,000 or more	47%	51%
Education	Not college graduate	60%	58%
	College graduate	40%	42%
Race and Education	White - Not College Graduate	35%	37%
	White - College Graduate	26%	28%
	Non-White - Not College Graduate	24%	21%
	Non-White - College Graduate	14%	14%
Evangelical Christian	Yes	36%	36%
	No	64%	64%
White Evangelical Christians		20%	21%
U.S. Military Veteran	Yes	13%	15%
	No	87%	85%
Interview Type	Landline	40%	44%
	Cell Phone	60%	56%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted August 4th through August 10th, 2016, n=1012 MOE +/- 3.1 percentage points. Florida Registered Voters: n=862 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Florida Tables

		Florida Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Florida Adults		51%	40%	8%
Florida Registered Voters		49%	44%	7%
Party Identification^	Democrat	92%	4%	4%
	Republican	13%	84%	3%
	Independent	43%	46%	12%
Political Ideology^	Very liberal-Liberal	86%	11%	3%
	Moderate	49%	41%	10%
	Conservative-Very conservative	21%	74%	4%
Tea Party Supporters^		26%	70%	4%
Region	North/Panhandle	41%	51%	8%
	Orlando/Central Atlantic Coast	55%	37%	8%
	Tampa Bay Area	50%	41%	8%
	Gulf Coast/Mid-Florida	42%	47%	11%
	Miami/Gold Coast/Keys	62%	31%	7%
Household Income	Less than \$50,000	54%	36%	10%
	\$50,000 or more	49%	45%	6%
Education	Not college graduate	53%	38%	9%
	College graduate	49%	44%	7%
Race	White	40%	52%	8%
	African American	87%	6%	7%
	Latino	60%	30%	10%
Age	18 to 29	63%	24%	13%
	30 to 44	50%	37%	13%
	45 to 59	49%	46%	5%
	60 or older	46%	49%	5%
Age	Under 45	56%	31%	13%
	45 or older	47%	48%	5%
Gender	Men	50%	40%	10%
	Women	52%	40%	8%
White Men		38%	54%	8%
White Women		42%	51%	7%
Race and Education	White - Not College Graduate	37%	54%	9%
	White - College Graduate	45%	50%	5%
White Evangelical Christians		27%	68%	5%
U.S. Military Veteran	Yes	42%	53%	5%
	No	53%	38%	9%
Interview Type	Landline	51%	43%	6%
	Cell Phone	52%	38%	10%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted August 4th through August 10th, 2016, n=1012 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. ^Florida Registered Voters: n=862 MOE +/- 3.3 percentage points.

## NBC News/WSJ/Marist Poll Florida Tables

		Florida Registered Voters				
		If November's presidential election were held today, whom would you support if the candidates are:				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Florida Registered Voters		44%	39%	10%	1%	7%
Definitely Vote in 2016 Election		48%	42%	5%	1%	3%
Party Identification	Democrat	92%	4%	2%	1%	1%
	Republican	6%	79%	7%	0%	7%
	Independent	32%	38%	18%	3%	9%
Political Ideology	Very liberal-Liberal	76%	14%	6%	1%	3%
	Moderate	44%	32%	15%	2%	7%
	Conservative-Very conservative	18%	68%	7%	1%	7%
Tea Party Supporters		21%	69%	6%	1%	3%
Region	North/Panhandle	33%	52%	8%	1%	6%
	Orlando/Central Atlantic Coast	51%	32%	11%	1%	6%
	Tampa Bay Area	46%	35%	15%	0%	4%
	Gulf Coast/Mid-Florida	34%	47%	7%	3%	9%
	Miami/Gold Coast/Keys	51%	32%	8%	1%	8%
Household Income	Less than \$50,000	45%	36%	10%	2%	7%
	\$50,000 or more	43%	41%	10%	1%	4%
Education	Not college graduate	45%	38%	11%	1%	5%
	College graduate	42%	40%	7%	2%	8%
Race	White	36%	47%	10%	1%	6%
	African American	82%	9%	4%	2%	4%
	Latino	44%	34%	12%	2%	8%
Age	18 to 29	37%	32%	21%	4%	6%
	30 to 44	43%	35%	12%	1%	9%
	45 to 59	47%	41%	7%	2%	4%
	60 or older	43%	44%	5%	0%	8%
Age	Under 45	40%	33%	16%	2%	8%
	45 or older	45%	42%	6%	1%	6%
Gender	Men	40%	41%	10%	2%	7%
	Women	47%	37%	9%	1%	6%
White Men		33%	50%	9%	2%	6%
White Women		38%	44%	12%	0%	7%
Race and Education	White - Not College Graduate	32%	50%	12%	1%	6%
	White - College Graduate	40%	42%	9%	1%	7%
White Evangelical Christians		22%	65%	6%	1%	6%
U.S. Military Veteran	Yes	33%	53%	7%	2%	4%
	No	46%	37%	10%	1%	7%
Interview Type	Landline	48%	38%	7%	1%	6%
	Cell Phone	40%	40%	12%	2%	7%

NBC News/WSJ/Marist Poll Florida Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=862 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Florida Tables

		Florida Registered Voters					
		If November's presidential election were held today, whom would you support if the candidates are:					
		Hillary Clinton, the Democrat	Donald Trump, the Republican	Gary Johnson, the Libertarian	Jill Stein, of the Green Party	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Florida Registered Voters		41%	36%	9%	4%	2%	9%
Definitely Vote in 2016 Election		46%	39%	8%	4%	0%	4%
Party Identification	Democrat	87%	4%	2%	3%	1%	3%
	Republican	8%	76%	5%	2%	1%	8%
	Independent	28%	35%	18%	5%	2%	13%
Political Ideology	Very liberal-Liberal	70%	11%	7%	8%	1%	3%
	Moderate	41%	29%	15%	2%	2%	10%
	Conservative-Very conservative	17%	65%	5%	2%	1%	10%
Tea Party Supporters		20%	65%	5%	3%	1%	6%
Region	North/Panhandle	33%	45%	9%	3%	3%	8%
	Orlando/Central Atlantic Coast	46%	29%	11%	3%	0%	10%
	Tampa Bay Area	44%	35%	9%	3%	1%	8%
	Gulf Coast/Mid-Florida	30%	48%	5%	7%	2%	9%
	Miami/Gold Coast/Keys	48%	29%	9%	3%	2%	9%
Household Income	Less than \$50,000	43%	33%	7%	5%	2%	9%
	\$50,000 or more	41%	39%	10%	2%	1%	6%
Education	Not college graduate	42%	35%	9%	3%	2%	8%
	College graduate	40%	38%	8%	4%	1%	9%
Race	White	32%	44%	10%	5%	1%	8%
	African American	81%	5%	3%	0%	0%	11%
	Latino	41%	30%	9%	4%	5%	11%
Age	18 to 29	37%	22%	19%	8%	6%	9%
	30 to 44	36%	31%	12%	6%	0%	15%
	45 to 59	44%	39%	7%	3%	1%	7%
	60 or older	43%	44%	3%	2%	1%	7%
Age	Under 45	37%	27%	15%	6%	2%	12%
	45 or older	43%	42%	5%	2%	1%	7%
Gender	Men	36%	37%	10%	5%	2%	9%
	Women	45%	35%	7%	2%	1%	9%
White Men		29%	46%	10%	6%	2%	6%
White Women		35%	42%	10%	3%	1%	10%
Race and Education	White - Not College Graduate	28%	46%	11%	4%	1%	9%
	White - College Graduate	38%	41%	9%	4%	2%	6%
White Evangelical Christians		20%	61%	7%	4%	1%	7%
U.S. Military Veteran	Yes	32%	47%	11%	4%	2%	3%
	No	43%	35%	8%	4%	2%	9%
Interview Type	Landline	45%	38%	6%	3%	1%	7%
	Cell Phone	38%	35%	10%	4%	2%	10%

NBC News/WSJ/Marist Poll Florida Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=862 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Florida Tables

		Florida Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never
				Heard
		Row %	Row %	Row %
Florida Adults		41%	52%	7%
Florida Registered Voters		40%	54%	6%
Party Identification^	Democrat	83%	12%	4%
	Republican	9%	88%	2%
	Independent	25%	69%	7%
Political Ideology^	Very liberal-Liberal	66%	27%	7%
	Moderate	36%	57%	7%
	Conservative-Very conservative	21%	77%	2%
Tea Party Supporters^		21%	77%	2%
Region	North/Panhandle	35%	59%	6%
	Orlando/Central Atlantic Coast	44%	45%	12%
	Tampa Bay Area	41%	55%	5%
	Gulf Coast/Mid-Florida	31%	62%	7%
	Miami/Gold Coast/Keys	48%	46%	5%
Household Income	Less than \$50,000	45%	48%	8%
	\$50,000 or more	38%	58%	4%
Education	Not college graduate	41%	51%	7%
	College graduate	40%	55%	5%
Race	White	32%	61%	7%
	African American	77%	17%	6%
	Latino	43%	49%	7%
Age	18 to 29	38%	56%	6%
	30 to 44	38%	49%	12%
	45 to 59	45%	52%	4%
	60 or older	40%	54%	6%
Age	Under 45	38%	52%	10%
	45 or older	42%	53%	5%
Gender	Men	37%	56%	7%
	Women	44%	49%	6%
White Men		29%	65%	7%
White Women		35%	59%	7%
Race and Education	White - Not College Graduate	28%	64%	8%
	White - College Graduate	37%	58%	5%
White Evangelical Christians		23%	72%	5%
U.S. Military Veteran	Yes	31%	63%	5%
	No	42%	51%	7%
Interview Type	Landline	44%	50%	5%
	Cell Phone	38%	54%	8%

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NBC News/WSJ/Marist Poll Florida Tables

		Florida Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Adults		30%	64%	7%
Florida Registered Voters		31%	62%	7%
Party Identification^	Democrat	5%	93%	2%
	Republican	66%	28%	6%
	Independent	28%	64%	7%
Political Ideology^	Very liberal-Liberal	11%	86%	2%
	Moderate	26%	66%	8%
	Conservative-Very conservative	54%	38%	7%
Tea Party Supporters^		59%	35%	6%
Region	North/Panhandle	40%	53%	7%
	Orlando/Central Atlantic Coast	22%	69%	8%
	Tampa Bay Area	29%	64%	7%
	Gulf Coast/Mid-Florida	34%	58%	7%
	Miami/Gold Coast/Keys	25%	70%	6%
Household Income	Less than \$50,000	28%	65%	7%
	\$50,000 or more	31%	63%	5%
Education	Not college graduate	28%	65%	7%
	College graduate	32%	62%	6%
Race	White	36%	58%	6%
	African American	5%	89%	6%
	Latino	27%	65%	8%
Age	18 to 29	22%	71%	7%
	30 to 44	25%	66%	9%
	45 to 59	32%	63%	5%
	60 or older	37%	57%	6%
Age	Under 45	24%	68%	8%
	45 or older	35%	60%	6%
Gender	Men	32%	59%	9%
	Women	27%	68%	5%
White Men		40%	52%	9%
White Women		33%	63%	4%
Race and Education	White - Not College Graduate	37%	56%	7%
	White - College Graduate	35%	60%	5%
White Evangelical Christians		50%	46%	4%
U.S. Military Veteran	Yes	43%	50%	7%
	No	28%	66%	7%
Interview Type	Landline	32%	63%	5%
	Cell Phone	28%	64%	8%

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## NBC News/WSJ/Marist Poll Florida Tables

		Florida Adults			
		Overall, do you have a favorable or an unfavorable impression of Tim Kaine?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Florida Adults		31%	27%	17%	25%
Florida Registered Voters		32%	27%	14%	27%
Party Identification^	Democrat	55%	14%	7%	24%
	Republican	17%	41%	17%	26%
	Independent	28%	29%	16%	27%
Political Ideology^	Very liberal-Liberal	51%	21%	5%	23%
	Moderate	32%	23%	16%	29%
	Conservative-Very conservative	20%	38%	15%	28%
Tea Party Supporters^		19%	44%	13%	24%
Region	North/Panhandle	25%	32%	15%	27%
	Orlando/Central Atlantic Coast	31%	22%	17%	30%
	Tampa Bay Area	29%	24%	20%	28%
	Gulf Coast/Mid-Florida	27%	36%	19%	18%
	Miami/Gold Coast/Keys	37%	23%	16%	25%
Household Income	Less than \$50,000	29%	28%	20%	23%
	\$50,000 or more	36%	28%	11%	24%
Education	Not college graduate	29%	27%	21%	24%
	College graduate	35%	28%	9%	28%
Race	White	29%	28%	17%	26%
	African American	43%	21%	16%	20%
	Latino	28%	27%	17%	28%
Age	18 to 29	24%	33%	22%	21%
	30 to 44	23%	29%	19%	29%
	45 to 59	34%	26%	14%	26%
	60 or older	38%	22%	15%	25%
Age	Under 45	23%	31%	20%	25%
	45 or older	36%	24%	15%	25%
Gender	Men	30%	28%	15%	27%
	Women	31%	25%	19%	24%
White Men		28%	30%	13%	29%
White Women		29%	27%	20%	24%
Race and Education	White - Not College Graduate	25%	28%	22%	25%
	White - College Graduate	35%	29%	9%	27%
White Evangelical Christians		21%	35%	20%	24%
U.S. Military Veteran	Yes	33%	29%	14%	24%
	No	31%	27%	17%	26%
Interview Type	Landline	36%	24%	13%	27%
	Cell Phone	27%	29%	20%	24%

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## NBC News/WSJ/Marist Poll Florida Tables

		Florida Adults			
		Overall, do you have a favorable or an unfavorable impression of Mike Pence?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Florida Adults		35%	29%	15%	21%
Florida Registered Voters		38%	29%	12%	22%
Party Identification <sup>^</sup>	Democrat	18%	47%	10%	24%
	Republican	67%	10%	8%	15%
	Independent	35%	29%	14%	22%
Political Ideology <sup>^</sup>	Very liberal-Liberal	17%	56%	6%	21%
	Moderate	36%	24%	15%	25%
	Conservative-Very conservative	59%	13%	10%	18%
Tea Party Supporters <sup>^</sup>		55%	21%	7%	17%
Region	North/Panhandle	38%	25%	15%	21%
	Orlando/Central Atlantic Coast	34%	26%	11%	28%
	Tampa Bay Area	32%	25%	21%	22%
	Gulf Coast/Mid-Florida	35%	33%	15%	16%
	Miami/Gold Coast/Keys	35%	32%	15%	19%
Household Income	Less than \$50,000	31%	31%	17%	21%
	\$50,000 or more	43%	29%	11%	17%
Education	Not college graduate	30%	31%	19%	20%
	College graduate	43%	27%	8%	22%
Race	White	40%	24%	14%	21%
	African American	19%	44%	17%	21%
	Latino	31%	31%	16%	21%
Age	18 to 29	25%	36%	15%	24%
	30 to 44	26%	29%	21%	24%
	45 to 59	42%	27%	15%	17%
	60 or older	44%	25%	11%	20%
Age	Under 45	26%	32%	18%	24%
	45 or older	43%	26%	13%	19%
Gender	Men	36%	29%	14%	21%
	Women	34%	29%	16%	21%
White Men		44%	24%	11%	21%
White Women		37%	24%	17%	22%
Race and Education	White - Not College Graduate	38%	24%	17%	21%
	White - College Graduate	44%	25%	8%	23%
White Evangelical Christians		53%	18%	17%	12%
U.S. Military Veteran	Yes	49%	19%	13%	19%
	No	33%	30%	15%	21%
Interview Type	Landline	38%	27%	12%	22%
	Cell Phone	33%	30%	17%	20%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted August 4th through August 10th, 2016, n=1012 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. <sup>^</sup>Florida Registered Voters: n=862 MOE +/- 3.3 percentage points.

NBC News/WSJ/Marist Poll Florida Tables

		Florida Registered Voters			
		2016 Florida election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Patrick Murphy, the Democrat	Marco Rubio, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Registered Voters		43%	49%	3%	5%
Definitely Vote in 2016 Election		47%	47%	2%	4%
Party Identification	Democrat	81%	16%	1%	2%
	Republican	10%	87%	2%	2%
	Independent	40%	49%	4%	7%
Political Ideology	Very liberal-Liberal	75%	20%	2%	3%
	Moderate	46%	43%	4%	8%
	Conservative-Very conservative	17%	79%	2%	2%
Tea Party Supporters		20%	78%	0%	2%
Region	North/Panhandle	42%	51%	2%	5%
	Orlando/Central Atlantic Coast	37%	52%	3%	8%
	Tampa Bay Area	42%	50%	3%	5%
	Gulf Coast/Mid-Florida	36%	52%	7%	4%
	Miami/Gold Coast/Keys	52%	43%	1%	4%
Household Income	Less than \$50,000	46%	46%	5%	4%
	\$50,000 or more	43%	51%	1%	4%
Education	Not college graduate	42%	48%	4%	7%
	College graduate	45%	51%	2%	3%
Race	White	39%	53%	3%	5%
	African American	79%	16%	3%	2%
	Latino	34%	57%	3%	6%
Age	18 to 29	41%	53%	0%	5%
	30 to 44	42%	47%	4%	7%
	45 to 59	42%	48%	5%	5%
	60 or older	45%	49%	2%	4%
Age	Under 45	42%	50%	2%	7%
	45 or older	43%	49%	3%	4%
Gender	Men	42%	50%	3%	4%
	Women	44%	48%	3%	6%
White Men		38%	53%	4%	4%
White Women		39%	53%	2%	6%
Race and Education	White - Not College Graduate	37%	53%	3%	7%
	White - College Graduate	42%	53%	2%	3%
White Evangelical Christians		24%	72%	3%	1%
U.S. Military Veteran	Yes	39%	58%	1%	1%
	No	44%	47%	3%	6%
Interview Type	Landline	45%	47%	4%	4%
	Cell Phone	42%	51%	2%	6%

NBC News/WSJ/Marist Poll Florida Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=862 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.