Nature of the Sample: NBC News/WSJ/Marist Florida Poll of 1,131 Adults

This survey of 1,131 adults was conducted October 3rd through October 5th, 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 mobile phone numbers from Survey Sampling International. 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 ± 2.9 percentage points. There are 979 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 700 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Presidential Election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ±3.7 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

		Florida Adults	Florida Registered Voters	Florida Likely Voters
		Col %	Col %	Col %
Florida Adults		100%		
Florida Registered Voters		87%	100%	
Florida Likely Voters		62%	72%	100%
Past Participation**	Yes	n/a	89%	93%
	No	n/a	11%	7%
Party Registration	Democrat	n/a	39%	39%
	Republican	n/a	37%	38%
	Independent	n/a	24%	22%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	35%	35%
	Republican	n/a	32%	35%
	Independent	n/a	32%	30%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	7%	7%
	Liberal	n/a	18%	18%
	Moderate	n/a	36%	35%
	Conservative	n/a	28%	28%
	Very conservative	n/a	12%	12%
Tea Party Supporters		n/a	20%	21%
Gender	Men	48%	47%	46%
	Women	52%	53%	54%
Age	Under 45	43%	39%	35%
	45 or older	57%	61%	65%
Age	18 to 29	20%	18%	13%
	30 to 44	23%	22%	22%
	45 to 59	26%	27%	29%
	60 or older	30%	33%	36%
Race	White	61%	64%	67%
	African American	13%	13%	12%
	Latino	21%	20%	17%
	Other	4%	4%	4%
Cuban Descent	Yes	7%	7%	6%
	No	93%	93%	94%
White Men	White men	68%	71%	75%
	Non-white men	32%	29%	25%
White Women	White women	60%	62%	65%
	Non-white Women	40%	38%	35%
Region	North/Panhandle	18%	18%	20%
	Orlando/Central Atlantic Coast	18%	18%	19%
	Tampa Bay Area	16%	16%	16%
	Gulf Coast/Mid-Florida	18%	18%	19%
	Miami/Gold Coast/Keys	30%	29%	27%
Household Income	Less than $50,000	53%	50%	48%
	$50,000 or more	47%	50%	52%
Education	Not college graduate	59%	57%	54%
	College graduate	41%	43%	46%
Race and Education	White - Not College Graduate	34%	35%	35%
	White - College Graduate	27%	29%	32%
	Non-White - Not College Graduate	25%	22%	19%
	Non-White - College Graduate	14%	13%	14%
Evangelical Christian	Yes	36%	35%	35%
	No	64%	65%	65%
White Evangelical Christians		19%	20%	22%
U.S. Military Veteran	Yes	13%	14%	16%
	No	87%	86%	84%
Interview Type	Landline	40%	42%	45%
	Cell Phone	60%	58%	55%

		Florida Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Florida Likely Voters		48%	47%	5%
Party Identification	Democrat	91%	7%	2%
	Republican	9%	87%	5%
	Independent	46%	45%	9%
Political Ideology	Very liberal-Liberal	84%	14%	2%
	Moderate	52%	42%	6%
	Conservative-Very conservative	22%	72%	5%
Tea Party Supporters		14%	84%	2%
Region	North/Panhandle	43%	54%	4%
	Orlando/Central Atlantic Coast	49%	45%	6%
	Tampa Bay Area	40%	51%	9%
	Gulf Coast/Mid-Florida	40%	57%	3%
	Miami/Gold Coast/Keys	60%	36%	4%
Household Income	Less than $50,000	52%	44%	4%
	$50,000 or more	47%	48%	4%
Education	Not college graduate	44%	50%	6%
	College graduate	51%	44%	5%
Race	White	37%	58%	5%
	African American	85%	10%	5%
	Latino	63%	31%	6%
Age	18 to 29	57%	33%	9%
	30 to 44	56%	37%	7%
	45 to 59	45%	52%	3%
	60 or older	41%	54%	5%
Age	Under 45	56%	36%	8%
	45 or older	43%	54%	4%
Gender	Men	43%	53%	3%
	Women	51%	42%	7%
White Men	White men	36%	60%	4%
White Women	White women	38%	56%	6%
Race and Education	White - Not College Graduate	31%	64%	5%
	White - College Graduate	45%	51%	5%
White Evangelical Christians		16%	78%	5%
U.S. Military Veteran	Yes	36%	58%	6%
	No	49%	46%	5%
Interview Type	Landline	44%	51%	5%
	Cell Phone	50%	45%	5%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 3rd through October 5th, 2016, n=700 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Florida Likely Voters		46%	44%	6%	1%	3%
Intensity of Support	Strongly support	50%	50%	0%	0%	0%
	Somewhat support	51%	49%	0%	0%	0%
Party Identification	Democrat	91%	6%	2%	0%	1%
	Republican	7%	88%	5%	0%	0%
	Independent	45%	36%	13%	2%	4%
Political Ideology	Very liberal-Liberal	84%	10%	4%	0%	1%
	Moderate	51%	36%	9%	1%	3%
	Conservative-Very conservative	21%	70%	6%	1%	2%
Tea Party Supporters		12%	80%	6%	0%	2%
Region	North/Panhandle	42%	52%	5%	0%	1%
	Orlando/Central Atlantic Coast	50%	39%	7%	2%	3%
	Tampa Bay Area	39%	49%	7%	1%	3%
	Gulf Coast/Mid-Florida	37%	53%	5%	0%	5%
	Miami/Gold Coast/Keys	57%	34%	7%	0%	2%
Household Income	Less than $50,000	51%	41%	5%	1%	2%
	$50,000 or more	45%	46%	7%	0%	3%
Education	Not college graduate	44%	47%	7%	0%	2%
	College graduate	49%	41%	6%	1%	3%
Race	White	36%	55%	6%	0%	3%
	African American	86%	6%	7%	0%	1%
	Latino	63%	27%	7%	2%	1%
Age	18 to 29	63%	31%	5%	0%	1%
	30 to 44	50%	35%	10%	1%	3%
	45 to 59	42%	47%	8%	0%	3%
	60 or older	41%	52%	4%	1%	2%
Age	Under 45	55%	34%	8%	1%	2%
	45 or older	41%	50%	6%	1%	3%
Gender	Men	41%	48%	8%	0%	2%
	Women	51%	41%	5%	1%	3%
White Men	White men	34%	57%	7%	0%	2%
White Women	White women	38%	54%	5%	0%	3%
Race and Education	White - Not College Graduate	29%	62%	5%	1%	2%
	White - College Graduate	44%	48%	6%	0%	2%
White Evangelical Christians		17%	79%	3%	0%	2%
U.S. Military Veteran	Yes	34%	61%	4%	0%	1%
	No	48%	41%	7%	1%	3%
Interview Type	Landline	43%	48%	4%	1%	4%
	Cell Phone	49%	41%	8%	0%	2%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 3rd through October 5th, 2016, n=700 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Florida Likely Voters with a Candidate Preference		74%	22%	3%	1%
Candidate Support	Hillary Clinton	73%	22%	3%	1%
	Donald Trump	75%	22%	2%	1%
Party Identification	Democrat	82%	16%	1%	0%
	Republican	78%	20%	2%	1%
	Independent	58%	35%	5%	2%
Political Ideology	Very liberal-Liberal	79%	19%	1%	1%
	Moderate	69%	27%	4%	0%
	Conservative-Very conservative	75%	21%	3%	1%
Tea Party Supporters		75%	22%	2%	1%
Region	North/Panhandle	78%	19%	2%	1%
	Orlando/Central Atlantic Coast	65%	30%	4%	0%
	Tampa Bay Area	79%	17%	3%	1%
	Gulf Coast/Mid-Florida	75%	23%	0%	2%
	Miami/Gold Coast/Keys	73%	23%	4%	1%
Household Income	Less than $50,000	75%	21%	2%	2%
	$50,000 or more	73%	23%	4%	0%
Education	Not college graduate	76%	21%	2%	1%
	College graduate	72%	24%	3%	1%
Race	White	74%	23%	2%	1%
	African American	78%	20%	1%	1%
	Latino	72%	22%	5%	0%
Age	18 to 29	52%	41%	4%	2%
	30 to 44	75%	21%	4%	0%
	45 to 59	73%	25%	3%	0%
	60 or older	82%	14%	2%	2%
Age	Under 45	65%	30%	4%	1%
	45 or older	78%	19%	2%	1%
Gender	Men	69%	26%	4%	1%
	Women	78%	19%	2%	1%
White Men	White men	70%	25%	3%	1%
White Women	White women	77%	21%	1%	1%
Race and Education	White - Not College Graduate	78%	19%	2%	1%
	White - College Graduate	70%	26%	3%	1%
White Evangelical Christians		74%	23%	2%	0%
U.S. Military Veteran	Yes	80%	16%	3%	1%
	No	73%	23%	3%	1%
Interview Type	Landline	79%	17%	2%	1%
	Cell Phone	70%	26%	3%	1%

NBC News/WSJ/Marist Poll Florida Likely Voters with a Candidate Preference. Interviews conducted October 3rd through October 5th, 2016, n=599 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters					
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted [multi-candidate field]					
		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 Likely Voters		45%	42%	5%	3%	1%	4%
Party Identification	Democrat	89%	5%	2%	3%	1%	1%
	Republican	8%	86%	2%	0%	1%	3%
	Independent	42%	33%	13%	7%	1%	5%
Political Ideology	Very liberal-Liberal	82%	11%	3%	3%	0%	2%
	Moderate	46%	35%	9%	6%	0%	4%
	Conservative-Very conservative	22%	68%	4%	1%	2%	4%
Tea Party Supporters		11%	76%	6%	3%	1%	3%
Region	North/Panhandle	39%	49%	8%	2%	0%	1%
	Orlando/Central Atlantic Coast	48%	35%	11%	1%	2%	3%
	Tampa Bay Area	39%	49%	4%	2%	1%	5%
	Gulf Coast/Mid-Florida	36%	53%	2%	2%	1%	6%
	Miami/Gold Coast/Keys	56%	32%	2%	5%	1%	4%
Household Income	Less than $50,000	49%	40%	4%	3%	1%	3%
	$50,000 or more	44%	42%	6%	3%	1%	3%
Education	Not college graduate	42%	46%	5%	2%	1%	3%
	College graduate	48%	39%	5%	3%	1%	4%
Race	White	35%	54%	4%	2%	1%	4%
	African American	83%	6%	2%	4%	0%	4%
	Latino	61%	25%	8%	3%	0%	2%
Age	18 to 29	56%	25%	9%	6%	1%	2%
	30 to 44	52%	33%	6%	3%	2%	3%
	45 to 59	39%	46%	8%	2%	1%	5%
	60 or older	41%	52%	1%	2%	1%	4%
Age	Under 45	54%	30%	7%	4%	2%	3%
	45 or older	40%	49%	4%	2%	1%	4%
Gender	Men	38%	47%	7%	3%	1%	3%
	Women	51%	38%	4%	3%	1%	4%
White Men	White men	33%	56%	5%	2%	2%	3%
White Women	White women	37%	52%	3%	3%	1%	4%
Race and Education	White - Not College Graduate	28%	61%	6%	1%	1%	3%
	White - College Graduate	42%	47%	3%	3%	2%	4%
White Evangelical Christians		16%	77%	2%	1%	1%	2%
U.S. Military Veteran	Yes	34%	58%	3%	2%	1%	2%
	No	47%	40%	6%	3%	1%	4%
Interview Type	Landline	42%	47%	5%	1%	0%	5%
	Cell Phone	47%	39%	5%	4%	1%	3%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 3rd through October 5th, 2016, n=700 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		40%	56%	4%
Party Identification	Democrat	84%	13%	3%
	Republican	6%	92%	2%
	Independent	33%	60%	7%
Political Ideology	Very liberal-Liberal	78%	20%	2%
	Moderate	40%	55%	4%
	Conservative-Very conservative	18%	78%	4%
Tea Party Supporters		12%	87%	1%
Region	North/Panhandle	37%	60%	3%
	Orlando/Central Atlantic Coast	43%	52%	5%
	Tampa Bay Area	36%	60%	4%
	Gulf Coast/Mid-Florida	31%	65%	5%
	Miami/Gold Coast/Keys	50%	46%	4%
Household Income	Less than $50,000	44%	53%	4%
	$50,000 or more	40%	56%	4%
Education	Not college graduate	37%	58%	4%
	College graduate	44%	53%	3%
Race	White	30%	67%	3%
	African American	74%	19%	7%
	Latino	60%	34%	6%
Age	18 to 29	46%	50%	4%
	30 to 44	48%	46%	6%
	45 to 59	35%	61%	4%
	60 or older	38%	59%	3%
Age	Under 45	47%	48%	5%
	45 or older	37%	60%	3%
Gender	Men	32%	65%	3%
	Women	47%	48%	5%
White Men	White men	25%	73%	2%
White Women	White women	34%	61%	5%
Race and Education	White - Not College Graduate	24%	72%	4%
	White - College Graduate	36%	62%	3%
White Evangelical Christians		14%	84%	2%
U.S. Military Veteran	Yes	30%	68%	2%
	No	42%	53%	4%
Interview Type	Landline	39%	56%	5%
	Cell Phone	42%	55%	3%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 3rd through October 5th, 2016, n=700 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		39%	56%	5%
Party Identification	Democrat	7%	91%	3%
	Republican	77%	21%	2%
	Independent	30%	61%	9%
Political Ideology	Very liberal-Liberal	12%	86%	2%
	Moderate	31%	63%	6%
	Conservative-Very conservative	63%	32%	5%
Tea Party Supporters		72%	25%	3%
Region	North/Panhandle	43%	51%	7%
	Orlando/Central Atlantic Coast	31%	63%	6%
	Tampa Bay Area	46%	49%	5%
	Gulf Coast/Mid-Florida	50%	44%	6%
	Miami/Gold Coast/Keys	31%	67%	2%
Household Income	Less than $50,000	39%	57%	4%
	$50,000 or more	40%	55%	5%
Education	Not college graduate	45%	51%	5%
	College graduate	33%	62%	5%
Race	White	48%	48%	4%
	African American	10%	83%	7%
	Latino	25%	70%	5%
Age	18 to 29	25%	71%	4%
	30 to 44	32%	61%	7%
	45 to 59	41%	55%	4%
	60 or older	47%	48%	5%
Age	Under 45	29%	65%	6%
	45 or older	44%	51%	4%
Gender	Men	44%	53%	3%
	Women	35%	59%	6%
White Men	White men	50%	48%	2%
White Women	White women	46%	48%	5%
Race and Education	White - Not College Graduate	56%	40%	3%
	White - College Graduate	40%	56%	4%
White Evangelical Christians		68%	29%	3%
U.S. Military Veteran	Yes	54%	43%	2%
	No	36%	58%	5%
Interview Type	Landline	43%	52%	6%
	Cell Phone	36%	60%	4%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 3rd through October 5th, 2016, n=700 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters			
		2016 Florida election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted			
		Patrick Murphy, the Democrat	Marco Rubio, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Likely Voters		46%	48%	2%	4%
Intensity of Support	Strongly support	47%	53%	0%	0%
	Somewhat support	51%	49%	0%	0%
Party Identification	Democrat	87%	10%	2%	1%
	Republican	8%	87%	1%	4%
	Independent	45%	46%	2%	6%
Political Ideology	Very liberal-Liberal	78%	17%	2%	3%
	Moderate	52%	41%	2%	4%
	Conservative-Very conservative	21%	73%	2%	5%
Tea Party Supporters		18%	75%	1%	6%
Region	North/Panhandle	39%	56%	2%	3%
	Orlando/Central Atlantic Coast	50%	44%	1%	5%
	Tampa Bay Area	45%	47%	2%	6%
	Gulf Coast/Mid-Florida	38%	52%	3%	7%
	Miami/Gold Coast/Keys	53%	42%	2%	3%
Household Income	Less than $50,000	49%	46%	1%	4%
	$50,000 or more	45%	51%	2%	3%
Education	Not college graduate	44%	49%	2%	5%
	College graduate	48%	46%	2%	4%
Race	White	38%	55%	3%	5%
	African American	78%	21%	0%	1%
	Latino	55%	41%	0%	4%
Age	18 to 29	54%	42%	1%	4%
	30 to 44	50%	40%	2%	8%
	45 to 59	46%	51%	1%	3%
	60 or older	39%	53%	4%	4%
Age	Under 45	52%	41%	1%	6%
	45 or older	42%	52%	2%	3%
Gender	Men	41%	51%	3%	6%
	Women	50%	45%	1%	3%
White Men	White men	37%	55%	3%	6%
White Women	White women	40%	55%	2%	3%
Race and Education	White - Not College Graduate	35%	57%	2%	6%
	White - College Graduate	42%	52%	2%	3%
White Evangelical Christians		21%	75%	1%	2%
U.S. Military Veteran	Yes	40%	52%	3%	5%
	No	47%	47%	2%	4%
Interview Type	Landline	43%	49%	3%	4%
	Cell Phone	48%	47%	1%	5%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 3rd through October 5th, 2016, n=700 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Florida Likely Voters with a Candidate Preference		54%	38%	7%	1%
Candidate Support	Patrick Murphy	52%	39%	8%	1%
	Marco Rubio	56%	36%	6%	2%
Party Identification	Democrat	59%	33%	6%	1%
	Republican	63%	34%	3%	0%
	Independent	36%	48%	13%	2%
Political Ideology	Very liberal-Liberal	56%	34%	7%	3%
	Moderate	41%	49%	10%	0%
	Conservative-Very conservative	66%	29%	4%	1%
Tea Party Supporters		55%	38%	7%	0%
Region	North/Panhandle	59%	35%	5%	1%
	Orlando/Central Atlantic Coast	54%	38%	6%	2%
	Tampa Bay Area	55%	33%	10%	2%
	Gulf Coast/Mid-Florida	49%	44%	6%	1%
	Miami/Gold Coast/Keys	54%	37%	8%	1%
Household Income	Less than $50,000	55%	33%	10%	2%
	$50,000 or more	54%	40%	5%	1%
Education	Not college graduate	54%	38%	7%	2%
	College graduate	56%	37%	7%	0%
Race	White	53%	41%	5%	1%
	African American	62%	30%	7%	1%
	Latino	53%	33%	12%	2%
Age	18 to 29	28%	57%	13%	2%
	30 to 44	53%	37%	9%	1%
	45 to 59	55%	36%	7%	2%
	60 or older	64%	31%	4%	1%
Age	Under 45	43%	45%	11%	1%
	45 or older	60%	34%	5%	1%
Gender	Men	52%	38%	8%	2%
	Women	56%	37%	6%	1%
White Men	White men	51%	40%	7%	2%
White Women	White women	55%	41%	3%	0%
Race and Education	White - Not College Graduate	54%	40%	4%	2%
	White - College Graduate	53%	41%	6%	0%
White Evangelical Christians		68%	28%	2%	2%
U.S. Military Veteran	Yes	64%	29%	7%	0%
	No	52%	39%	7%	1%
Interview Type	Landline	60%	32%	6%	2%
	Cell Phone	50%	42%	7%	1%

NBC News/WSJ/Marist Poll Florida Likely Voters with a Candidate Preference. Interviews conducted October 3rd through October 5th, 2016, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.