

How the Survey was Conducted

Nature of the Sample: Florida Poll of 2,520 Adults

This survey of 2,520 adults was conducted from October 10th through October 12th, 2011. Adults 18 years of age and older residing in the state of Florida were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results for adults are statistically significant within ± 2.0 percentage points. There are 2,225 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. There are 748 potential Republican primary voters, that is, voters who are registered Republicans. The results for this subset are statistically significant within ± 3.6 percentage points. There are 524 likely voters defined by a probability turnout model which determines the likelihood respondents will vote in the 2012 Florida Republican Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 4.3 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Florida

		Florida Adults	Florida Registered Voters
		Col %	Col %
Florida Adults		100%	
Florida Registered Voters		88%	100%
Florida Potential Republican Electorate*		30%	34%
Florida Likely Voters		21%	24%
Party Registration	Democrat	n/a	43%
	Republican	n/a	35%
	Independent	n/a	22%
	Other	n/a	0%
Tea Party Supporters		n/a	26%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	8%
	Support Tea Party	n/a	18%
	Does not support Tea Party	n/a	65%
	Unsure	n/a	9%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	41%	37%
	45 or older	59%	63%
Age	18 to 29	17%	14%
	30 to 44	24%	23%
	45 to 59	29%	30%
	60 or older	30%	33%
Race	White	64%	66%
	Non-white	36%	34%
Region	North/Panhandle	19%	19%
	Orlando/Central		
	Atlantic Coast	21%	21%
	Tampa Bay Area	16%	16%
	South Central	14%	14%
	Miami/South	30%	30%
Household Income	Less than \$75,000	74%	72%
	\$75,000 or more	26%	28%
Interview Type	Landline	70%	74%
	Cell Phone	30%	26%

NBC News/Marist Poll Florida Adults. Interviews conducted October 10th through 12th, 2011, N=2520 MOE +/- 2.0%. Florida Registered Voters: N=2225 MOE +/- 2.1%. Totals may not add to 100% due to rounding.

*The potential Republican electorate in Florida includes all registered Republicans.

Nature of the Sample - Florida

		Florida Potential	
		Republican Electorate*	Florida Likely Voters
		Col %	Col %
Florida Potential Republican Electorate*		100%	
Florida Likely Voters			100%
Tea Party Supporters		46%	50%
Intensity of Tea Party Support	Strongly support Tea Party	18%	20%
	Support Tea Party	28%	30%
	Does not support Tea Party	47%	44%
	Unsure	6%	6%
Political Ideology	Very liberal	1%	1%
	Liberal	4%	4%
	Moderate	31%	28%
	Conservative	45%	47%
Past Participation**	Very conservative	19%	21%
	Yes	86%	92%
	No	14%	8%
Uses Social Media for Campaign Information		10%	11%
Does Not Use Social Media for Campaign Information		90%	89%
Gender	Men	47%	47%
	Women	53%	53%
Age	Under 45	28%	26%
	45 or older	72%	74%
Age	18 to 29	10%	8%
	30 to 44	18%	18%
	45 to 59	37%	38%
	60 or older	35%	36%
Race	White	82%	82%
	Non-white	18%	18%
Region	North/Panhandle	20%	20%
	Orlando/Central		
	Atlantic Coast	22%	21%
	Tampa Bay Area	19%	18%
	South Central	15%	16%
	Miami/South	24%	24%
Household Income	Less than \$75,000	59%	60%
	\$75,000 or more	41%	40%
Evangelical Christian	Yes	27%	28%
	No	73%	72%
Tea Party-Conservative-Evangelical		12%	13%
Education	Not college graduate	54%	53%
	College graduate	46%	47%
Interview Type	Landline	80%	82%
	Cell Phone	20%	18%

NBC News/Marist Poll Florida Potential Republican Electorate. Interviews conducted October 10th through 12th, 2011, N=748 MOE +/- 3.6%. Florida Likely Republican Primary Voters: N=524 MOE +/- 4.3%.

Totals may not add to 100% due to rounding.

*The potential Republican electorate in Florida includes all registered Republicans.

**Past participation refers to previous participation in a Florida Republican Presidential Primary.