

How the Survey was Conducted

Nature of the Sample: Florida Poll of 2,524 Adults

This survey of 2,524 adults was conducted from December 4th through 7th, 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 2,119 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. There are 683 potential Republican primary voters, that is, voters who are registered Republicans. The results for this subset are statistically significant within ± 3.8 percentage points. There are 469 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 ± 4.5 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		84%	100%
Florida Potential Republican Electorate*		27%	32%
Florida Likely Voters		19%	22%
Party Registration	Democrat	n/a	44%
	Republican	n/a	33%
	Independent	n/a	22%
	Other	n/a	0%
Tea Party Supporters		n/a	24%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	7%
	Support Tea Party	n/a	17%
	Does not support Tea Party	n/a	66%
	Unsure	n/a	10%
Gender	Men	48%	46%
	Women	52%	54%
Age	Under 45	41%	36%
	45 or older	59%	64%
Age	18 to 29	18%	14%
	30 to 44	22%	22%
	45 to 59	27%	28%
	60 or older	33%	36%
Race	White	64%	68%
	Non-white	36%	32%
Region	North/Panhandle	19%	19%
	Orlando/Central	21%	20%
	Atlantic Coast		
	Tampa Bay Area	16%	16%
	South Central	14%	15%
	Miami/South	30%	30%
Household Income	Less than \$75,000	73%	71%
	\$75,000 or more	27%	29%
Interview Type	Landline	72%	75%
	Cell Phone	28%	25%

NBC News/Marist Poll Florida Adults. Interviews conducted December 4th through 7th, 2011, N=2524 MOE +/- 2.0%. Florida Registered Voters: N=2119 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		47%	51%
Intensity of Tea Party Support	Strongly support Tea Party	18%	21%
	Support Tea Party	29%	30%
	Does not support Tea Party	44%	40%
	Unsure	10%	9%
Political Ideology	Very liberal	1%	1%
	Liberal	5%	3%
	Moderate	27%	26%
	Conservative	48%	49%
Past Participation**	Very conservative	19%	21%
	Yes	87%	92%
Gender	No	13%	8%
	Men	53%	53%
Age	Women	47%	47%
	Under 45	27%	24%
Age	45 or older	73%	76%
	18 to 29	7%	6%
	30 to 44	19%	18%
	45 to 59	30%	31%
Race	60 or older	43%	45%
	White	88%	88%
	Non-white	12%	12%
Region	North/Panhandle	20%	21%
	Orlando/Central Atlantic Coast	24%	24%
	Tampa Bay Area	18%	17%
	South Central	19%	20%
	Miami/South	18%	19%
Household Income	Less than \$75,000	63%	62%
	\$75,000 or more	37%	38%
Evangelical Christian	Yes	41%	42%
	No	59%	58%
Tea Party-Conservative-Evangelical		16%	18%
Education	Not college graduate	54%	51%
	College graduate	46%	49%
Interview Type	Landline	82%	82%
	Cell Phone	18%	18%

NBC News/Marist Poll Florida Potential Republican Electorate. Interviews conducted December 4th through 7th, 2011, N=683 MOE +/- 3.8%. Florida Likely Republican Primary Voters: N=469 MOE +/- 4.5%. 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.