

How the Survey was Conducted

Nature of the Sample: Florida Poll of 1,253 Adults

This survey of 1,253 adults was conducted on May 17th through May 20th, 2012. 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 ± 2.8 percentage points. There are 1,078 registered voters. The results for this subset are statistically significant within ± 3.0 percentage points. The error margin increases for cross-tabulations.