

How the Survey was Conducted

Nature of the Sample: Florida Poll of 2,168 Adults

This survey of 2,168 adults was conducted on October 30th through November 1st, 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 landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results for adults are statistically significant within ± 2.1 percentage points. There are 1,973 registered voters. The results for this subset are statistically significant within ± 2.2 percentage points. Registered voters were balanced to reflect registration information as reported by state election officials. There are 1,545 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the 2012 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 ± 2.5 percentage points. The error margin increases for cross-tabulations.