NBC News/WSJ/Marist Poll Florida Likely Republican Primary Voters

March 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Florida Poll of 2,853 Adults

This survey of 2,853 adults was conducted March 4th through March 10th, 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 cell phone numbers from Survey Sampling International. Both samples were matched by telephone number to a voter registration list for the state. Voter information was appended to each matched case. Assistance was provided by Luce Research for data collection and L2 for voter registration information. 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 ±1.8 percentage points. There are 2,422 registered voters. The results for this subset are statistically significant within ±2.0 percentage points. Among registered voters, 884 had a phone match in the voter file and 1,538 did not. The results for these subsets are statistically significant within ±3.3 percentage points and ±2.5 percentage points, respectively. There are 826 voters in the potential Republican primary electorate. The potential Republican primary electorate in Florida includes all registered Republicans. There are 892 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Florida includes all registered Democrats. The results for these subsets are statistically significant within ±3.4 percentage points and ±3.3 percentage points, respectively. There are 511 likely Republican primary voters and 500 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Florida Republican/Democratic Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for these subsets are statistically significant within ±4.3 percentage points and ±4.4 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Florida

		Florida Adults	Florida Registered Voters
		Col %	Col %
Florida Adults		100%	
Florida Registered Voters		85%	
Florida Potential Republican Electorate		29%	36%
Florida Likely Republican Primary Voters		18%	21%
Florida Potential Democratic Electorate		32%	39%
Florida Likely Democratic Primary Voters		21%	21%
Party Registration	Democrat	n/a	39%
	Republican	n/a	36%
	Independent	n/a	25%
Party Identification	Democrat	n/a	34%
	Republican	n/a	30%
	Independent	n/a	34%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	6%
	Liberal	n/a	21%
	Moderate	n/a	37%
	Conservative	n/a	27%
	Very conservative	n/a	10%
Tea Party Supporters		n/a	21%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	43%	38%
	45 or older	57%	62%
Age	18 to 29	20%	17%
	30 to 44	23%	21%
	45 to 59	26%	28%
	60 or older	30%	34%
Race	White	61%	65%
	African American	13%	13%
	Latino	21%	18%
	Other	4%	4%
Region	North/Panhandle	18%	19%
	Orlando/Central Atlantic Coast	18%	18%
	Tampa Bay Area	16%	17%
	Gulf Coast/Mid-Florida	18%	18%
	Miami/Gold Coast/Keys	30%	29%
Household Income	Less than $50,000	54%	50%
	$50,000 or more	46%	50%
Education	Not college graduate	62%	59%
	College graduate	38%	41%
Marital Status	Married	44%	46%
	Not married	56%	54%
Evangelical Christian	Yes	38%	37%
	No	62%	63%
White Evangelical Christians		20%	21%
Religiosity	Practice a Religion	48%	50%
	Does not Practice a Religion	52%	50%
U.S. Military Veteran	Yes	13%	14%
	No	87%	86%
Florida Voter Registration List	Match	n/a	36%
	No Match	n/a	64%
Interview Type	Landline	39%	43%
	Cell Phone	61%	57%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted March 4th through March 10th, 2016, n=2853 MOE +/- 1.8 percentage points. Florida Registered Voters: n=2422 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - Florida

		Florida Potential Republican Electorate	Florida Likely Republican Primary Voters
		Col %	Col %
Florida Potential Republican Electorate		100%	
Florida Likely Republican Primary Voters		62%	100%
Party Registration	Republican	100%	100%
Party Identification	Democrat	1%	1%
	Republican	76%	79%
	Independent	19%	17%
	Other	3%	3%
Past Participation*	Yes	84%	90%
	No	16%	10%
Political Ideology	Very liberal	1%	1%
	Liberal	7%	6%
	Moderate	29%	27%
	Conservative	44%	45%
	Very conservative	19%	21%
Tea Party Supporters		37%	40%
Gender	Men	50%	51%
	Women	50%	49%
Age	Under 45	28%	25%
	45 or older	72%	75%
Age	18 to 29	10%	7%
	30 to 44	18%	18%
	45 to 59	32%	32%
	60 or older	40%	43%
Race	White	80%	83%
	African American	2%	1%
	Latino	15%	13%
	Other	4%	3%
Region	North/Panhandle	21%	23%
	Orlando/Central Atlantic Coast	19%	19%
	Tampa Bay Area	18%	16%
	Gulf Coast/Mid-Florida	21%	25%
	Miami/Gold Coast/Keys	20%	17%
Household Income	Less than $50,000	41%	40%
	$50,000 or more	59%	60%
Education	Not college graduate	57%	57%
	College graduate	43%	43%
Marital Status	Married	56%	59%
	Not married	44%	41%
Evangelical Christian	Yes	44%	47%
	No	56%	53%
White Evangelical Christians		36%	39%
Religiosity	Practice a Religion	56%	58%
	Does not Practice a Religion	44%	42%
U.S. Military Veteran	Yes	17%	18%
	No	83%	82%
Florida Voter Registration List	Match	41%	41%
	No Match	59%	59%
Interview Type	Landline	46%	48%
	Cell Phone	54%	52%

2016 Florida Republican presidential primary including those who are undecided yet leaning toward a candidate or voted absentee

		Donald Trump	Marco Rubio	Ted Cruz	John Kasich	Other	Undecided
Likely Republican Primary Voters	Florida Likely Republican Primary Voters	43%	22%	21%	9%	1%	4%
Intensity of Support	Strongly support	50%	20%	22%	8%		
	Somewhat support	38%	30%	21%	11%		
Party Identification	Republican	43%	23%	22%	7%	1%	5%
	Independent	39%	20%	16%	21%	2%	3%
Political Ideology	Moderate	39%	23%	14%	16%	2%	5%
	Conservative-Very conservative	42%	21%	26%	6%	1%	4%
Political Ideology	Moderate	39%	23%	14%	16%	2%	5%
	Conservative	45%	22%	18%	9%	1%	4%
	Very conservative	37%	17%	42%	1%	0%	3%
Tea Party Support	Tea Party Supporters	45%	17%	30%	5%	1%	2%
Region	North/Panhandle	39%	24%	27%	7%		3%
	Orlando/Central Atlantic Coast	36%	20%	22%	16%	2%	4%
	Tampa Bay Area	43%	22%	26%	7%	1%	2%
	Gulf Coast/Mid-Florida	50%	14%	17%	9%	2%	8%
	Miami/Gold Coast/Keys	44%	33%	12%	7%	1%	4%
Household Income	Less than $50,000	46%	23%	18%	8%	1%	3%
	$50,000 or more	43%	21%	22%	10%	1%	3%
Education	Not college graduate	43%	20%	25%	7%	1%	4%
	College graduate	42%	23%	16%	13%	1%	5%
Race	White	44%	19%	22%	10%	1%	4%
	Non-white	35%	33%	19%	5%	0%	7%
Age	Under 45	42%	19%	27%	6%	0%	6%
	45 or older	43%	22%	19%	10%	1%	4%
Gender	Men	47%	18%	22%	9%	1%	4%
	Women	38%	26%	20%	10%	1%	5%
Marital Status	Married	39%	22%	24%	9%	1%	4%
	Not married	48%	22%	16%	9%	1%	4%
White Evangelical Christians	White Evangelical Christians	41%	19%	28%	6%	2%	4%
Religiosity	Practice a Religion	36%	23%	25%	9%	1%	5%
	Does not Practice a Religion	51%	20%	15%	10%	1%	3%
State Voter Registration List	Match	43%	23%	19%	11%	2%	3%
	No Match	43%	21%	22%	8%	1%	5%
Interview Type	Landline	43%	23%	18%	11%	2%	4%
	Cell Phone	42%	21%	24%	8%	1%	5%

NBC News/WSJ/Marist Poll Florida Likely Republican Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=511 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

Would you say you strongly support <candidate>, somewhat support <candidate>, or do you think you might vote differently on Primary Day?

		Strongly support	Somewhat support	Might vote differently	Unsure
Republican Likely Voters	Florida Likely Republican Primary Voters with a Candidate Preference	65%	27%	6%	1%
Primary Support	Donald Trump	73%	23%	3%	0%
	Marco Rubio	56%	36%	6%	2%
	Ted Cruz	64%	26%	9%	1%
Party Identification	Republican	70%	23%	6%	1%
	Independent	42%	47%	11%	1%
Political Ideology	Moderate	51%	39%	10%	1%
	Conservative-Very conservative	71%	23%	5%	1%
Tea Party Support	Tea Party Supporters	69%	23%	7%	1%
Region	North/Panhandle	68%	25%	6%	1%
	Orlando/Central Atlantic Coast	61%	34%	5%	
	Tampa Bay Area	55%	35%	8%	2%
	Gulf Coast/Mid-Florida	74%	19%	6%	1%
	Miami/Gold Coast/Keys	64%	28%	6%	2%
Household Income	Less than $50,000	68%	25%	7%	1%
	$50,000 or more	62%	30%	7%	1%
Education	Not college graduate	65%	26%	7%	1%
	College graduate	65%	29%	5%	1%
Race	White	66%	28%	6%	1%
	Non-white	66%	24%	7%	2%
Age	Under 45	61%	31%	7%	1%
	45 or older	66%	27%	6%	1%
Gender	Men	67%	27%	6%	0%
	Women	63%	28%	7%	2%
Marital Status	Married	64%	29%	7%	1%
	Not married	67%	26%	6%	1%
White Evangelical Christians	White Evangelical Christians	68%	25%	6%	1%
Religiosity	Practice a Religion	66%	26%	7%	1%
	Does not Practice a Religion	64%	30%	5%	1%
U.S. Military Veteran	Yes	66%	27%	7%	0%
	No	65%	28%	6%	1%
Interview Type	Landline	69%	25%	4%	2%
	Cell Phone	62%	30%	8%	0%

NBC News/WSJ/Marist Poll Florida Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted March 4th through March 10th, 2016, n=448 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

Who is your second choice for the 2016 Republican presidential primary [including those who are undecided yet leaning toward a candidate]?

		Ted Cruz	Marco Rubio	John Kasich	Donald Trump	Other	Undecided
Republican Likely Voters	Florida Likely Republican Primary Voters with a Candidate Preference	28%	25%	21%	14%	2%	10%
Primary Support	Donald Trump	36%	23%	25%		3%	13%
	Marco Rubio	47%		30%	16%	1%	7%
	Ted Cruz		48%	13%	30%	3%	6%
Party Identification	Republican	30%	26%	20%	12%	2%	9%
	Independent	22%	18%	25%	21%	3%	11%
Political Ideology	Moderate	13%	35%	30%	11%	1%	10%
	Conservative-Very conservative	33%	22%	18%	16%	3%	8%
Tea Party Support	Tea Party Supporters	34%	27%	13%	18%	1%	8%
Household Income	Less than $50,000	27%	25%	24%	11%	2%	10%
	$50,000 or more	29%	24%	20%	16%	3%	7%
Education	Not college graduate	27%	23%	21%	15%	2%	11%
	College graduate	30%	27%	21%	12%	3%	8%
Age	Under 45	25%	36%	14%	14%	6%	5%
	45 or older	30%	20%	23%	14%	1%	11%
Gender	Men	31%	24%	21%	16%	2%	7%
	Women	26%	26%	21%	12%	3%	12%
Marital Status	Married	31%	23%	21%	14%	2%	9%
	Not married	25%	27%	21%	13%	3%	11%
White Evangelical Christians	White Evangelical Christians	28%	29%	17%	14%	4%	7%
Religiosity	Practice a Religion	30%	27%	19%	13%	3%	9%
	Does not Practice a Religion	27%	23%	23%	15%	1%	10%
State Voter Registration List	Match	33%	21%	22%	12%	3%	8%
	No Match	26%	27%	20%	15%	2%	11%
Interview Type	Landline	32%	18%	24%	12%	2%	11%
	Cell Phone	26%	30%	19%	15%	2%	9%

NBC News/WSJ/Marist Poll Florida Likely Republican Primary Voters with a Candidate Preference. Interviews conducted March 4th through March 10th, 2016, n=337 MOE +/- 5.3 percentage points. Totals may not add to 100% due to rounding.