

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Florida Poll of 1,016 Adults

This survey of 1,016 adults was conducted July 5th through July 11th, 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. Assistance was provided by Luce Research for data collection. 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 ± 3.1 percentage points. There are 871 registered voters. The results for this subset are statistically significant within ± 3.3 percentage points. 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		86%	100%
Party Registration^	Democrat	n/a	39%
	Republican	n/a	37%
	Independent	n/a	24%
	Other	n/a	1%
Party Identification^	Democrat	n/a	32%
	Republican	n/a	28%
	Independent	n/a	39%
	Other	n/a	1%
Political Ideology^	Very liberal	n/a	6%
	Liberal	n/a	19%
	Moderate	n/a	39%
	Conservative	n/a	27%
	Very conservative	n/a	9%
Tea Party Supporters^		n/a	20%
Gender	Men	48%	46%
	Women	52%	54%
Age	Under 45	43%	38%
	45 or older	57%	62%
Age	18 to 29	20%	17%
	30 to 44	23%	22%
	45 to 59	26%	28%
	60 or older	30%	34%
Race	White	61%	65%
	African American	13%	12%
	Latino	22%	18%
	Other	4%	4%
Region	North/Panhandle	18%	19%
	Orlando/Central Atlantic Coast	18%	18%
	Tampa Bay Area	16%	16%
	Gulf Coast/Mid-Florida	18%	18%
	Miami/Gold Coast/Keys	30%	29%
Household Income	Less than \$50,000	54%	51%
	\$50,000 or more	46%	49%
Education	Not college graduate	58%	56%
	College graduate	42%	44%
Evangelical Christian	Yes	40%	39%
	No	60%	61%
White Evangelical Christians		19%	21%
Interview Type	Landline	38%	41%
	Cell Phone	62%	59%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted July 5th through July 11th, 2016, n=1016 MOE +/- 3.1 percentage points.

^Florida Registered Voters: n=871 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Florida Tables

		Florida Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Florida Adults		49%	41%	9%
Florida Registered Voters		47%	44%	8%
Party Identification^	Democrat	87%	7%	6%
	Republican	9%	82%	9%
	Independent	43%	48%	10%
Political Ideology^	Very liberal-Liberal	82%	10%	8%
	Moderate	52%	40%	8%
	Conservative-Very conservative	20%	73%	7%
Tea Party Supporters^		18%	78%	4%
Region	North/Panhandle	47%	43%	10%
	Orlando/Central Atlantic Coast	53%	40%	7%
	Tampa Bay Area	44%	47%	9%
	Gulf Coast/Mid-Florida	41%	51%	8%
	Miami/Gold Coast/Keys	57%	32%	11%
Household Income	Less than \$50,000	54%	37%	10%
	\$50,000 or more	47%	44%	8%
Education	Not college graduate	48%	43%	9%
	College graduate	52%	38%	10%
Race	White	38%	54%	8%
	African American	79%	11%	10%
	Latino	62%	28%	10%
Age	18 to 29	58%	26%	17%
	30 to 44	60%	33%	6%
	45 to 59	47%	43%	10%
	60 or older	39%	54%	7%
Age	Under 45	59%	30%	11%
	45 or older	43%	49%	8%
Gender	Men	49%	43%	8%
	Women	50%	40%	11%
Interview Type	Landline	43%	48%	9%
	Cell Phone	53%	37%	9%

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NBC News/WSJ/Marist Poll Florida Tables

		Florida Registered Voters				
		If November's presidential election were held today, whom would you support if the candidates are:				
		Hillary Clinton, the Democrat	Donald Trump, the Republican	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Florida Registered Voters		44%	37%	11%	2%	7%
Definitely Vote in 2016 Election		45%	42%	7%	2%	5%
Party Identification	Democrat	83%	3%	9%	0%	4%
	Republican	9%	79%	6%	2%	5%
	Independent	38%	35%	15%	1%	10%
Political Ideology	Very liberal-Liberal	73%	7%	15%	2%	3%
	Moderate	48%	30%	12%	1%	9%
	Conservative-Very conservative	21%	67%	5%	1%	6%
Tea Party Supporters		21%	66%	6%	3%	4%
Region	North/Panhandle	40%	41%	10%	0%	9%
	Orlando/Central Atlantic Coast	37%	41%	15%	1%	6%
	Tampa Bay Area	43%	33%	14%	1%	8%
	Gulf Coast/Mid-Florida	32%	45%	11%	4%	7%
	Miami/Gold Coast/Keys	57%	29%	8%	1%	5%
Household Income	Less than \$50,000	46%	36%	10%	2%	7%
	\$50,000 or more	42%	37%	15%	1%	5%
Education	Not college graduate	42%	37%	10%	2%	9%
	College graduate	46%	37%	12%	1%	4%
Race	White	35%	46%	11%	2%	6%
	African American	79%	5%	8%	2%	6%
	Latino	50%	29%	12%	0%	9%
Age	18 to 29	47%	24%	16%	5%	8%
	30 to 44	48%	30%	15%	1%	6%
	45 to 59	44%	36%	11%	1%	8%
	60 or older	39%	48%	7%	1%	5%
Age	Under 45	48%	27%	15%	3%	7%
	45 or older	41%	42%	9%	1%	7%
Gender	Men	42%	39%	11%	2%	7%
	Women	45%	35%	12%	1%	7%
Race and Education	White - Not College Graduate	31%	47%	12%	2%	8%
	White - College Graduate	39%	44%	11%	2%	4%
Interview Type	Landline	41%	42%	9%	2%	6%
	Cell Phone	45%	33%	12%	1%	8%

NBC News/WSJ/Marist Poll Florida Registered Voters. Interviews conducted July 5th through July 11th, 2016, n=871 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Florida Tables

		Florida Registered Voters					
		If November's presidential election were held today, whom would you support if the candidates are:					
		Hillary Clinton, the Democrat	Donald Trump, the Republican	Gary Johnson, the Libertarian	Jill Stein, of the Green Party	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Florida Registered Voters		41%	36%	7%	4%	2%	10%
Definitely Vote in 2016 Election		42%	41%	4%	4%	2%	7%
Party Identification	Democrat	83%	3%	4%	2%	0%	7%
	Republican	7%	76%	3%	3%	2%	9%
	Independent	32%	35%	11%	6%	3%	12%
Political Ideology	Very liberal-Liberal	66%	7%	7%	9%	2%	9%
	Moderate	46%	29%	9%	4%	2%	11%
	Conservative-Very conservative	20%	65%	4%	1%	1%	9%
Tea Party Supporters		17%	65%	7%	3%	2%	6%
Region	North/Panhandle	36%	39%	7%	6%	2%	11%
	Orlando/Central Atlantic Coast	37%	39%	8%	5%	1%	10%
	Tampa Bay Area	41%	32%	7%	5%	1%	13%
	Gulf Coast/Mid-Florida	30%	43%	8%	4%	3%	12%
	Miami/Gold Coast/Keys	52%	31%	5%	1%	3%	8%
Household Income	Less than \$50,000	45%	36%	5%	3%	2%	9%
	\$50,000 or more	38%	34%	10%	5%	2%	11%
Education	Not college graduate	39%	37%	7%	3%	3%	11%
	College graduate	43%	36%	7%	5%	2%	9%
Race	White	33%	45%	7%	4%	2%	9%
	African American	71%	5%	4%	5%	2%	14%
	Latino	45%	30%	11%	2%	0%	12%
Age	18 to 29	36%	19%	13%	12%	5%	14%
	30 to 44	45%	29%	9%	5%	1%	11%
	45 to 59	43%	37%	7%	3%	3%	8%
	60 or older	38%	48%	2%	1%	1%	9%
Age	Under 45	41%	25%	11%	8%	3%	12%
	45 or older	40%	43%	4%	1%	2%	9%
Gender	Men	37%	37%	9%	6%	2%	10%
	Women	44%	36%	5%	3%	3%	11%
Race and Education	White - Not College Graduate	28%	47%	6%	5%	3%	11%
	White - College Graduate	39%	42%	8%	3%	2%	7%
Interview Type	Landline	39%	42%	5%	1%	3%	9%
	Cell Phone	41%	32%	8%	6%	1%	11%

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NBC News/WSJ/Marist Poll Florida Tables

		Florida Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Adults		37%	56%	7%
Florida Registered Voters		37%	58%	5%
Party Identification [^]	Democrat	72%	20%	7%
	Republican	11%	86%	3%
	Independent	28%	67%	5%
Political Ideology [^]	Very liberal-Liberal	63%	29%	8%
	Moderate	40%	55%	5%
	Conservative-Very conservative	16%	81%	3%
Tea Party Supporters [^]		16%	80%	3%
Region	North/Panhandle	35%	61%	4%
	Orlando/Central Atlantic Coast	33%	60%	6%
	Tampa Bay Area	31%	61%	8%
	Gulf Coast/Mid-Florida	26%	67%	7%
	Miami/Gold Coast/Keys	51%	41%	8%
Household Income	Less than \$50,000	42%	52%	6%
	\$50,000 or more	31%	62%	7%
Education	Not college graduate	35%	57%	7%
	College graduate	40%	55%	5%
Race	White	29%	65%	6%
	African American	59%	30%	11%
	Latino	46%	48%	6%
Age	18 to 29	30%	63%	8%
	30 to 44	40%	52%	9%
	45 to 59	41%	52%	7%
	60 or older	38%	57%	5%
Age	Under 45	35%	57%	8%
	45 or older	39%	55%	6%
Gender	Men	34%	59%	7%
	Women	40%	53%	6%
Interview Type	Landline	39%	55%	6%
	Cell Phone	36%	56%	7%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted July 5th through July 11th, 2016, n=1016 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. [^]Florida Registered Voters: n=871 MOE +/- 3.3 percentage points.

NBC News/WSJ/Marist Poll Florida Tables

		Florida Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Adults		32%	63%	6%
Florida Registered Voters		34%	61%	5%
Party Identification [^]	Democrat	6%	91%	3%
	Republican	70%	25%	5%
	Independent	30%	63%	6%
Political Ideology [^]	Very liberal-Liberal	8%	87%	5%
	Moderate	24%	72%	5%
	Conservative-Very conservative	61%	35%	4%
Tea Party Supporters [^]		65%	33%	3%
Region	North/Panhandle	32%	62%	6%
	Orlando/Central Atlantic Coast	35%	57%	8%
	Tampa Bay Area	29%	65%	6%
	Gulf Coast/Mid-Florida	36%	59%	6%
	Miami/Gold Coast/Keys	29%	68%	4%
Household Income	Less than \$50,000	32%	63%	5%
	\$50,000 or more	29%	66%	5%
Education	Not college graduate	33%	60%	7%
	College graduate	30%	67%	3%
Race	White	37%	58%	5%
	African American	15%	79%	6%
	Latino	29%	64%	7%
Age	18 to 29	26%	69%	5%
	30 to 44	25%	72%	3%
	45 to 59	28%	64%	8%
	60 or older	43%	51%	6%
Age	Under 45	25%	71%	4%
	45 or older	36%	57%	7%
Gender	Men	34%	60%	5%
	Women	29%	65%	6%
Interview Type	Landline	38%	55%	7%
	Cell Phone	28%	67%	5%

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NBC News/WSJ/Marist Poll Florida Tables

		Florida Registered Voters			
		2016 Florida election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Patrick Murphy, the Democrat	Marco Rubio, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Registered Voters		44%	47%	2%	7%
Definitely Vote in 2016 Election		47%	48%	2%	4%
Party Identification	Democrat	80%	10%	1%	9%
	Republican	9%	85%	1%	5%
	Independent	39%	52%	2%	6%
Political Ideology	Very liberal-Liberal	73%	15%	2%	9%
	Moderate	49%	44%	2%	5%
	Conservative-Very conservative	17%	76%	1%	6%
Tea Party Supporters		15%	76%	2%	6%
Region	North/Panhandle	36%	55%	1%	8%
	Orlando/Central Atlantic Coast	37%	56%	1%	6%
	Tampa Bay Area	52%	41%	3%	4%
	Gulf Coast/Mid-Florida	36%	51%	3%	10%
	Miami/Gold Coast/Keys	53%	39%	0%	8%
Household Income	Less than \$50,000	46%	47%	1%	6%
	\$50,000 or more	45%	46%	2%	7%
Education	Not college graduate	41%	50%	1%	8%
	College graduate	47%	46%	2%	6%
Race	White	40%	53%	2%	5%
	African American	59%	23%	2%	16%
	Latino	46%	44%	0%	9%
Age	18 to 29	43%	45%	0%	12%
	30 to 44	54%	41%	1%	5%
	45 to 59	41%	50%	2%	7%
	60 or older	41%	50%	3%	7%
Age	Under 45	49%	43%	0%	8%
	45 or older	41%	50%	2%	7%
Gender	Men	41%	49%	2%	8%
	Women	46%	46%	1%	7%
Race and Education	White - Not College Graduate	37%	57%	1%	4%
	White - College Graduate	42%	51%	2%	4%
Interview Type	Landline	43%	46%	2%	9%
	Cell Phone	44%	49%	1%	6%

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