Nature of the Sample: NBC News/WSJ/Marist Florida Poll of 1,131 Adults

This survey of 1,131 adults was conducted October 3rd through October 5th, 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 mobile phone numbers from Survey Sampling International. 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 ± 2.9 percentage points. There are 979 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 700 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 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 ±3.7 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

		Florida Adults	Florida Registered Voters	Florida Likely Voters
		Col %	Col %	Col %
Florida Adults		100%		
Florida Registered Voters		87%	100%	
Florida Likely Voters		62%	72%	100%
Past Participation**	Yes	n/a	89%	93%
	No	n/a	11%	7%
Party Registration	Democrat	n/a	39%	39%
	Republican	n/a	37%	38%
	Independent	n/a	24%	22%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	35%	35%
	Republican	n/a	32%	35%
	Independent	n/a	32%	30%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	7%	7%
	Liberal	n/a	18%	18%
	Moderate	n/a	36%	35%
	Conservative	n/a	28%	28%
	Very conservative	n/a	12%	12%
Tea Party Supporters		n/a	20%	21%
Gender	Men	48%	47%	46%
	Women	52%	53%	54%
Age	Under 45	43%	39%	35%
	45 or older	57%	61%	65%
Age	18 to 29	20%	18%	13%
	30 to 44	23%	22%	22%
	45 to 59	26%	27%	29%
	60 or older	30%	33%	36%
Race	White	61%	64%	67%
	African American	13%	13%	12%
	Latino	21%	20%	17%
	Other	4%	4%	4%
Cuban Descent	Yes	7%	7%	6%
	No	93%	93%	94%
White Men	White men	68%	71%	75%
	Non-white men	32%	29%	25%
White Women	White women	60%	62%	65%
	Non-white Women	40%	38%	35%
Region	North/Panhandle	18%	18%	20%
	Orlando/Central Atlantic Coast	18%	18%	19%
	Tampa Bay Area	16%	16%	16%
	Gulf Coast/Mid-Florida	18%	18%	19%
	Miami/Gold Coast/Keys	30%	29%	27%
Household Income	Less than $50,000	53%	50%	48%
	$50,000 or more	47%	50%	52%
Education	Not college graduate	59%	57%	54%
	College graduate	41%	43%	46%
Race and Education	White - Not College Graduate	34%	35%	35%
	White - College Graduate	27%	29%	32%
	Non-White - Not College Graduate	25%	22%	19%
	Non-White - College Graduate	14%	13%	14%
Evangelical Christian	Yes	36%	35%	35%
	No	64%	65%	65%
White Evangelical Christians		19%	20%	22%
U.S. Military Veteran	Yes	13%	14%	16%
	No	87%	86%	84%
Interview Type	Landline	40%	42%	45%
	Cell Phone	60%	58%	55%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted October 3rd through October 5th, 2016, n=1131 MOE +/- 2.9 percentage points. Florida Registered Voters: n=979 MOE +/- 3.1 percentage points. Florida Likely Voters: n=700 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.
**Past participation refers to previous participation in a presidential election.

		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%	43%	7%
Florida Registered Voters		48%	46%	6%
Party Identification^	Democrat	89%	9%	2%
	Republican	9%	86%	5%
	Independent	46%	44%	10%
Political Ideology^	Very liberal-Liberal	81%	15%	3%
	Moderate	51%	42%	7%
	Conservative-Very conservative	24%	70%	6%
Tea Party Supporters^		17%	81%	2%
Region	North/Panhandle	42%	51%	7%
	Orlando/Central Atlantic Coast	50%	41%	8%
	Tampa Bay Area	44%	47%	9%
	Gulf Coast/Mid-Florida	40%	55%	5%
	Miami/Gold Coast/Keys	61%	31%	8%
Household Income	Less than $50,000	54%	39%	7%
	$50,000 or more	49%	46%	5%
Education	Not college graduate	47%	44%	8%
	College graduate	51%	42%	7%
Race	White	38%	55%	7%
	African American	81%	11%	8%
	Latino	64%	27%	9%
Age	18 to 29	60%	28%	13%
	30 to 44	53%	37%	9%
	45 to 59	46%	50%	4%
	60 or older	42%	52%	6%
Age	Under 45	56%	33%	11%
	45 or older	44%	51%	5%
Gender	Men	46%	48%	6%
	Women	52%	39%	9%
White Men	White men	37%	56%	6%
White Women	White women	39%	54%	7%
Race and Education	White - Not College Graduate	33%	61%	7%
	White - College Graduate	45%	49%	6%
White Evangelical Christians		18%	75%	7%
U.S. Military Veteran	Yes	35%	58%	7%
	No	51%	41%	8%
Interview Type	Landline	45%	48%	7%
	Cell Phone	52%	40%	8%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted October 3rd through October 5th, 2016, n=1131 MOE +/-
2.9 percentage points. Totals may not add to 100% due to rounding.
^Florida Registered Voters: n=979 MOE +/- 3.1 percentage points.

		Florida Registered Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Florida Registered Voters		46%	41%	9%	1%	3%
Intensity of Support	Strongly support	51%	49%	0%	0%	0%
	Somewhat support	55%	45%	0%	0%	0%
Past Participation*	Yes	44%	44%	9%	1%	3%
	No	69%	23%	8%	0%	0%
Party Identification	Democrat	89%	6%	4%	0%	1%
	Republican	7%	87%	6%	0%	0%
	Independent	45%	32%	17%	2%	5%
Political Ideology	Very liberal-Liberal	82%	10%	7%	0%	1%
	Moderate	52%	34%	9%	1%	4%
	Conservative-Very conservative	21%	67%	9%	1%	3%
Tea Party Supporters		16%	74%	8%	0%	2%
Region	North/Panhandle	41%	50%	8%	0%	2%
	Orlando/Central Atlantic Coast	50%	38%	7%	2%	3%
	Tampa Bay Area	41%	46%	10%	1%	2%
	Gulf Coast/Mid-Florida	39%	49%	8%	0%	4%
	Miami/Gold Coast/Keys	55%	31%	10%	0%	3%
Household Income	Less than $50,000	51%	38%	8%	1%	2%
	$50,000 or more	44%	44%	8%	0%	3%
Education	Not college graduate	45%	42%	11%	0%	2%
	College graduate	48%	40%	7%	1%	4%
Race	White	36%	53%	8%	0%	3%
	African American	84%	6%	8%	0%	2%
	Latino	61%	25%	12%	2%	1%
Age	18 to 29	61%	27%	11%	0%	1%
	30 to 44	48%	34%	14%	1%	3%
	45 to 59	43%	44%	9%	0%	4%
	60 or older	41%	51%	4%	1%	3%
Age	Under 45	54%	31%	12%	1%	2%
	45 or older	42%	48%	7%	1%	3%
Gender	Men	42%	45%	11%	0%	2%
	Women	50%	38%	7%	1%	3%
White Men	White men	34%	55%	9%	0%	2%
White Women	White women	38%	51%	7%	0%	4%
Race and Education	White - Not College Graduate	30%	58%	9%	1%	3%
	White - College Graduate	43%	47%	7%	0%	3%
White Evangelical Christians		19%	76%	4%	0%	2%
U.S. Military Veteran	Yes	34%	59%	4%	0%	2%
	No	48%	38%	10%	1%	3%
Interview Type	Landline	43%	46%	5%	1%	4%
	Cell Phone	49%	38%	11%	0%	2%

NBC News/WSJ/Marist Poll Florida Registered Voters. Interviews conducted October 3rd through October 5th, 2016, n=979 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. **Past participation refers to previous participation in a presidential election.

		Florida Registered Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Florida Registered Voters with a Candidate Preference		70%	26%	4%	1%
Candidate Support	Hillary Clinton	68%	27%	4%	1%
	Donald Trump	72%	24%	3%	1%
Party Identification	Democrat	77%	21%	2%	1%
	Republican	75%	21%	2%	1%
	Independent	53%	39%	7%	2%
Political Ideology	Very liberal-Liberal	76%	21%	2%	1%
	Moderate	61%	33%	5%	1%
	Conservative-Very conservative	73%	22%	3%	1%
Tea Party Supporters		70%	25%	4%	1%
Region	North/Panhandle	75%	20%	3%	2%
	Orlando/Central Atlantic Coast	62%	32%	5%	1%
	Tampa Bay Area	75%	21%	3%	1%
	Gulf Coast/Mid-Florida	71%	26%	1%	2%
	Miami/Gold Coast/Keys	68%	27%	4%	1%
Household Income	Less than $50,000	70%	25%	3%	2%
	$50,000 or more	69%	26%	5%	0%
Education	Not college graduate	70%	26%	3%	1%
	College graduate	70%	25%	4%	1%
Race	White	70%	25%	3%	1%
	African American	72%	25%	1%	1%
	Latino	66%	28%	6%	1%
Age	18 to 29	45%	48%	5%	1%
	30 to 44	71%	24%	5%	0%
	45 to 59	70%	26%	3%	0%
	60 or older	81%	15%	2%	3%
Age	Under 45	59%	36%	5%	1%
	45 or older	76%	20%	3%	1%
Gender	Men	65%	29%	5%	1%
	Women	74%	23%	2%	1%
White Men	White men	68%	27%	4%	1%
White Women	White women	73%	23%	3%	1%
Race and Education	White - Not College Graduate	73%	22%	4%	1%
	White - College Graduate	68%	28%	3%	1%
White Evangelical Christians		70%	27%	3%	1%
U.S. Military Veteran	Yes	78%	18%	3%	1%
	No	68%	27%	4%	1%
Interview Type	Landline	77%	19%	2%	2%
	Cell Phone	65%	30%	4%	1%

NBC News/WSJ/Marist Poll Florida Registered Voters with a Candidate Preference. Interviews conducted October 3rd through October 5th, 2016, n=808 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

		Florida Registered Voters					
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted [multi-candidate field]					
		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		45%	39%	6%	3%	2%	4%
Past Participation*	Yes	42%	42%	6%	4%	2%	5%
	No	66%	20%	10%	1%	1%	2%
Party Identification	Democrat	86%	5%	2%	3%	2%	2%
	Republican	8%	84%	3%	0%	2%	3%
	Independent	42%	29%	13%	7%	2%	6%
Political Ideology	Very liberal-Liberal	80%	10%	4%	3%	0%	2%
	Moderate	46%	32%	10%	6%	1%	5%
	Conservative-Very conservative	22%	64%	4%	1%	4%	5%
Tea Party Supporters		13%	70%	9%	4%	1%	3%
Region	North/Panhandle	38%	46%	11%	3%	1%	2%
	Orlando/Central Atlantic Coast	47%	35%	11%	2%	2%	4%
	Tampa Bay Area	40%	45%	4%	2%	3%	6%
	Gulf Coast/Mid-Florida	37%	50%	3%	3%	2%	5%
	Miami/Gold Coast/Keys	55%	28%	4%	6%	2%	5%
Household Income	Less than $50,000	50%	37%	5%	4%	2%	3%
	$50,000 or more	43%	41%	7%	4%	2%	4%
Education	Not college graduate	43%	41%	7%	3%	2%	4%
	College graduate	47%	38%	5%	3%	2%	5%
Race	White	34%	52%	5%	2%	3%	4%
	African American	80%	6%	4%	4%	1%	5%
	Latino	59%	22%	9%	5%	1%	4%
Age	18 to 29	54%	21%	11%	6%	3%	5%
	30 to 44	51%	33%	6%	4%	2%	4%
	45 to 59	38%	43%	8%	3%	2%	5%
	60 or older	41%	50%	2%	2%	1%	4%
Age	Under 45	53%	27%	9%	5%	3%	4%
	45 or older	40%	47%	5%	2%	2%	5%
Gender	Men	39%	44%	8%	3%	3%	4%
	Women	50%	35%	5%	4%	1%	5%
White Men	White men	32%	54%	5%	2%	3%	3%
White Women	White women	37%	49%	5%	3%	2%	5%
Race and Education	White - Not College Graduate	28%	57%	7%	2%	3%	3%
	White - College Graduate	42%	45%	3%	3%	2%	4%
White Evangelical Christians		17%	75%	3%	2%	2%	2%
U.S. Military Veteran	Yes	33%	57%	4%	2%	2%	2%
	No	47%	37%	7%	3%	2%	5%
Interview Type	Landline	42%	45%	6%	1%	1%	5%
	Cell Phone	47%	35%	7%	5%	3%	4%

NBC News/WSJ/Marist Poll Florida Registered Voters. Interviews conducted October 3rd through October 5th, 2016, n=979 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. **Past participation refers to previous participation in a presidential election.

		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		39%	54%	6%
Florida Registered Voters		40%	55%	5%
Party Identification^	Democrat	80%	17%	3%
	Republican	7%	91%	2%
	Independent	32%	59%	9%
Political Ideology^	Very liberal-Liberal	76%	21%	3%
	Moderate	38%	55%	6%
	Conservative-Very conservative	19%	76%	5%
Tea Party Supporters^		15%	84%	1%
Region	North/Panhandle	37%	59%	4%
	Orlando/Central Atlantic Coast	38%	54%	7%
	Tampa Bay Area	35%	58%	7%
	Gulf Coast/Mid-Florida	34%	60%	7%
	Miami/Gold Coast/Keys	48%	46%	7%
Household Income	Less than $50,000	42%	51%	7%
	$50,000 or more	39%	56%	5%
Education	Not college graduate	37%	56%	7%
	College graduate	43%	53%	4%
Race	White	29%	67%	4%
	African American	64%	26%	10%
	Latino	54%	35%	11%
Age	18 to 29	41%	49%	10%
	30 to 44	43%	50%	7%
	45 to 59	36%	59%	5%
	60 or older	39%	57%	4%
Age	Under 45	42%	49%	8%
	45 or older	37%	58%	5%
Gender	Men	33%	62%	5%
	Women	45%	47%	8%
White Men	White men	25%	72%	2%
White Women	White women	33%	61%	7%
Race and Education	White - Not College Graduate	23%	71%	6%
	White - College Graduate	36%	61%	3%
White Evangelical Christians		15%	82%	4%
U.S. Military Veteran	Yes	27%	70%	3%
	No	41%	52%	7%
Interview Type	Landline	39%	54%	7%
	Cell Phone	40%	54%	6%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted October 3rd through October 5th, 2016, n=1131 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.
^Florida Registered Voters: n=979 MOE +/- 3.1 percentage points.

		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		35%	59%	6%
Florida Registered Voters		36%	58%	6%
Party Identification^	Democrat	7%	90%	3%
	Republican	76%	22%	2%
	Independent	26%	63%	11%
Political Ideology^	Very liberal-Liberal	11%	85%	4%
	Moderate	28%	66%	7%
	Conservative-Very conservative	60%	35%	5%
Tea Party Supporters^		67%	30%	3%
Region	North/Panhandle	37%	55%	9%
	Orlando/Central Atlantic Coast	29%	64%	7%
	Tampa Bay Area	41%	52%	7%
	Gulf Coast/Mid-Florida	46%	46%	8%
	Miami/Gold Coast/Keys	27%	69%	4%
Household Income	Less than $50,000	34%	60%	7%
	$50,000 or more	37%	58%	5%
Education	Not college graduate	37%	56%	7%
	College graduate	31%	63%	6%
Race	White	45%	50%	5%
	African American	10%	82%	8%
	Latino	22%	70%	9%
Age	18 to 29	18%	74%	8%
	30 to 44	33%	60%	7%
	45 to 59	38%	57%	5%
	60 or older	45%	49%	6%
Age	Under 45	26%	67%	8%
	45 or older	42%	53%	5%
Gender	Men	40%	56%	5%
	Women	30%	62%	8%
White Men	White men	48%	50%	3%
White Women	White women	42%	50%	7%
Race and Education	White - Not College Graduate	51%	44%	5%
	White - College Graduate	38%	57%	5%
White Evangelical Christians		63%	33%	4%
U.S. Military Veteran	Yes	53%	44%	3%
	No	32%	61%	7%
Interview Type	Landline	40%	54%	7%
	Cell Phone	31%	62%	6%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted October 3rd through October 5th, 2016, n=1131 MOE +/-
2.9 percentage points. Totals may not add to 100% due to rounding.
^Florida Registered Voters: n=979 MOE +/- 3.1 percentage points.

		Florida Registered Voters			
		2016 Florida election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted			
		Patrick Murphy, the Democrat	Marco Rubio, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Registered Voters		46%	47%	2%	5%
Intensity of Support	Strongly support	46%	54%	0%	0%
	Somewhat support	52%	48%	0%	0%
	Might vote differently	58%	42%	0%	0%
Past Participation*	Yes	44%	48%	3%	5%
	No	56%	36%	1%	8%
Party Identification	Democrat	85%	11%	3%	1%
	Republican	8%	87%	1%	4%
	Independent	44%	46%	2%	8%
Political Ideology	Very liberal-Liberal	76%	19%	1%	4%
	Moderate	52%	40%	3%	4%
	Conservative-Very conservative	22%	71%	2%	6%
Tea Party Supporters		20%	74%	1%	6%
Region	North/Panhandle	38%	56%	2%	4%
	Orlando/Central Atlantic Coast	51%	42%	2%	6%
	Tampa Bay Area	45%	45%	3%	7%
	Gulf Coast/Mid-Florida	37%	51%	4%	8%
	Miami/Gold Coast/Keys	52%	43%	2%	3%
Household Income	Less than $50,000	49%	46%	2%	4%
	$50,000 or more	45%	50%	3%	3%
Education	Not college graduate	45%	47%	2%	6%
	College graduate	48%	46%	2%	4%
Race	White	38%	53%	3%	6%
	African American	75%	22%	1%	1%
	Latino	53%	43%	0%	4%
Age	18 to 29	54%	39%	1%	7%
	30 to 44	49%	41%	3%	8%
	45 to 59	46%	51%	1%	3%
	60 or older	39%	53%	4%	4%
Age	Under 45	51%	40%	2%	7%
	45 or older	42%	52%	3%	4%
Gender	Men	41%	49%	3%	7%
	Women	50%	45%	2%	4%
White Men	White men	36%	53%	4%	7%
White Women	White women	40%	53%	3%	4%
Race and Education	White - Not College Graduate	36%	55%	3%	7%
	White - College Graduate	42%	52%	3%	4%
White Evangelical Christians		22%	74%	1%	2%
U.S. Military Veteran	Yes	40%	52%	3%	5%
	No	46%	46%	2%	5%
Interview Type	Landline	43%	50%	3%	4%
	Cell Phone	48%	45%	2%	6%

NBC News/WSJ/Marist Poll Florida Registered Voters. Interviews conducted October 3rd through October 5th, 2016, n=979 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. **Past participation refers to previous participation in a presidential election.

		Florida Registered Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Florida Registered Voters with a Candidate Preference		52%	39%	8%	2%
Candidate Support	Patrick Murphy	49%	41%	9%	1%
	Marco Rubio	55%	37%	6%	2%
Party Identification	Democrat	56%	35%	8%	2%
	Republican	63%	34%	3%	1%
	Independent	34%	50%	14%	2%
Political Ideology	Very liberal-Liberal	54%	35%	7%	3%
	Moderate	38%	51%	11%	0%
	Conservative-Very conservative	65%	30%	4%	1%
Tea Party Supporters		54%	40%	6%	0%
Region	North/Panhandle	56%	36%	6%	1%
	Orlando/Central Atlantic Coast	51%	41%	7%	2%
	Tampa Bay Area	52%	36%	10%	2%
	Gulf Coast/Mid-Florida	49%	43%	6%	2%
	Miami/Gold Coast/Keys	51%	38%	9%	1%
Household Income	Less than $50,000	52%	35%	11%	2%
	$50,000 or more	52%	42%	6%	1%
Education	Not college graduate	50%	39%	8%	2%
	College graduate	54%	38%	7%	0%
Race	White	52%	42%	5%	1%
	African American	59%	33%	8%	0%
	Latino	49%	34%	13%	4%
Age	18 to 29	25%	59%	14%	2%
	30 to 44	52%	37%	10%	1%
	45 to 59	55%	36%	7%	2%
	60 or older	63%	32%	4%	1%
Age	Under 45	39%	47%	12%	2%
	45 or older	60%	33%	5%	1%
Gender	Men	50%	39%	9%	2%
	Women	53%	38%	7%	1%
White Men	White men	50%	41%	7%	2%
White Women	White women	53%	42%	4%	1%
Race and Education	White - Not College Graduate	52%	42%	4%	2%
	White - College Graduate	52%	41%	6%	0%
White Evangelical Christians		67%	29%	2%	2%
U.S. Military Veteran	Yes	62%	31%	7%	0%
	No	50%	40%	8%	2%
Interview Type	Landline	58%	33%	7%	2%
	Cell Phone	47%	43%	9%	2%

NBC News/WSJ/Marist Poll Florida Registered Voters with a Candidate Preference. Interviews conducted October 3rd through October 5th, 2016, n=868 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.