

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Florida Poll of 1,134 Adults

This survey of 1,134 adults was conducted October 25th and October 26th, 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. 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 ± 2.9 percentage points. There are 990 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 779 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 ± 3.5 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	Florida Likely Voters
		Col %	Col %	Col %
Florida Adults		100%		
Florida Registered Voters		87%	100%	
Florida Likely Voters		69%	79%	100%
Past Participation*	Yes	n/a	87%	90%
	No	n/a	13%	10%
Already Voted		n/a	29%	36%
Not Yet Voted		n/a	71%	64%
Party Registration	Democrat	n/a	39%	39%
	Republican	n/a	36%	37%
	Independent	n/a	25%	23%
	Other	n/a	<1%	<1%
Party Identification	Democrat	n/a	34%	35%
	Republican	n/a	32%	33%
	Independent	n/a	33%	31%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	7%	7%
	Liberal	n/a	16%	16%
	Moderate	n/a	37%	37%
	Conservative	n/a	28%	28%
	Very conservative	n/a	12%	13%
Tea Party Supporters		n/a	19%	20%
Gender	Men	48%	48%	46%
	Women	52%	52%	54%
Age	Under 45	43%	39%	36%
	45 or older	57%	61%	64%
Age	18 to 29	20%	17%	14%
	30 to 44	23%	22%	22%
	45 to 59	26%	28%	28%
	60 or older	30%	33%	36%
Race	White	61%	65%	67%
	African American	14%	14%	13%
	Latino	21%	18%	16%
	Other	4%	4%	3%
Cuban Descent	Yes	6%	5%	5%
	No	94%	95%	95%
White men		63%	65%	69%
Non-white men		37%	35%	31%
White women		65%	69%	71%
Non-white Women		35%	31%	29%
Region	North/Panhandle	18%	18%	20%
	Orlando/Central Atlantic Coast	18%	17%	19%
	Tampa Bay Area	16%	16%	16%
	Gulf Coast/Mid-Florida	18%	18%	19%
	Miami/Gold Coast/Keys	30%	30%	27%
Household Income	Less than \$50,000	54%	50%	48%
	\$50,000 or more	46%	50%	52%
Education	Not college graduate	62%	59%	57%
	College graduate	38%	41%	43%
Race and Education	White - Not College Graduate	36%	36%	37%
	White - College Graduate	26%	29%	31%
	Non-White - Not College Graduate	25%	22%	20%
	Non-White - College Graduate	12%	13%	12%
Evangelical Christian	Yes	39%	37%	38%
	No	61%	63%	62%
White Evangelical Christians		19%	20%	21%
U.S. Military Veteran	Yes	14%	16%	16%
	No	86%	84%	84%
Interview Type	Landline	42%	46%	49%
	Cell Phone	58%	54%	51%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted October 25th and October 26th, 2016, n=1134 MOE +/- 2.9 percentage points. Florida Registered Voters: n=990 MOE +/- 3.1 percentage points. Florida Likely Voters: n=779 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Florida Likely Voters		47%	48%	5%
Party Identification	Democrat	89%	8%	3%
	Republican	10%	87%	3%
	Independent	43%	50%	7%
Political Ideology	Very liberal-Liberal	76%	19%	5%
	Moderate	54%	39%	6%
	Conservative-Very conservative	25%	73%	2%
Tea Party Supporters		24%	73%	2%
Region	North/Panhandle	36%	62%	2%
	Orlando/Central Atlantic Coast	49%	44%	8%
	Tampa Bay Area	47%	48%	5%
	Gulf Coast/Mid-Florida	34%	60%	6%
	Miami/Gold Coast/Keys	64%	33%	3%
Household Income	Less than \$50,000	53%	43%	4%
	\$50,000 or more	45%	52%	4%
Education	Not college graduate	45%	49%	6%
	College graduate	50%	48%	2%
Race	White	36%	58%	6%
	African American	96%	3%	0%
	Latino	58%	37%	4%
Age	18 to 29	64%	29%	7%
	30 to 44	45%	48%	6%
	45 to 59	46%	51%	3%
	60 or older	43%	53%	4%
Age	Under 45	53%	41%	7%
	45 or older	44%	52%	4%
Gender	Men	40%	54%	6%
	Women	53%	43%	4%
White Men		29%	64%	7%
White Women		42%	53%	5%
Race and Education	White - Not College Graduate	30%	62%	8%
	White - College Graduate	43%	54%	3%
White Evangelical Christians		24%	72%	4%
U.S. Military Veteran	Yes	39%	57%	4%
	No	49%	47%	5%
Interview Type	Landline	44%	52%	3%
	Cell Phone	50%	44%	6%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=779
MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely 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 Likely Voters		46%	46%	4%	3%	1%
Intensity of Support	Strongly support	48%	52%	0%	1%	0%
	Somewhat support	55%	42%	0%	3%	0%
Past Participation*	Yes	45%	48%	4%	2%	1%
	No	56%	30%	1%	10%	3%
Already Voted		54%	37%	2%	7%	0%
Not Yet Voted		42%	51%	5%	1%	2%
Party Identification	Democrat	89%	7%	2%	0%	1%
	Republican	8%	89%	2%	1%	1%
	Independent	40%	44%	9%	7%	1%
Political Ideology	Very liberal-Liberal	78%	17%	2%	2%	0%
	Moderate	53%	36%	5%	4%	2%
	Conservative-Very conservative	23%	71%	3%	1%	1%
Tea Party Supporters		19%	76%	1%	3%	1%
Region	North/Panhandle	35%	57%	5%	2%	1%
	Orlando/Central Atlantic Coast	46%	44%	4%	4%	2%
	Tampa Bay Area	46%	47%	3%	3%	1%
	Gulf Coast/Mid-Florida	33%	55%	6%	4%	1%
	Miami/Gold Coast/Keys	63%	32%	2%	2%	2%
Household Income	Less than \$50,000	51%	42%	3%	2%	1%
	\$50,000 or more	42%	49%	4%	3%	2%
Education	Not college graduate	44%	48%	3%	3%	2%
	College graduate	49%	44%	5%	2%	1%
Race	White	35%	55%	5%	4%	1%
	African American	93%	4%	2%	0%	2%
	Latino	59%	36%	3%	1%	1%
Age	18 to 29	58%	26%	2%	13%	1%
	30 to 44	47%	45%	6%	1%	0%
	45 to 59	43%	48%	6%	0%	2%
	60 or older	42%	53%	2%	2%	1%
Age	Under 45	52%	38%	4%	6%	1%
	45 or older	42%	51%	4%	1%	2%
Gender	Men	39%	49%	6%	4%	2%
	Women	51%	44%	2%	2%	1%
White Men		28%	58%	7%	5%	2%
White Women		41%	53%	3%	2%	1%
Race and Education	White - Not College Graduate	27%	63%	4%	5%	2%
	White - College Graduate	44%	47%	6%	3%	1%
White Evangelical Christians		22%	72%	3%	3%	0%
U.S. Military Veteran	Yes	35%	56%	8%	1%	1%
	No	48%	44%	3%	3%	1%
Interview Type	Landline	44%	49%	3%	2%	1%
	Cell Phone	47%	43%	5%	3%	2%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=779 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.

		Florida Likely 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 Likely Voters with a Candidate Preference		70%	27%	2%	1%
Candidate Support	Hillary Clinton	67%	30%	2%	1%
	Donald Trump	74%	23%	3%	1%
Party Identification	Democrat	75%	24%	1%	1%
	Republican	79%	19%	2%	1%
	Independent	52%	40%	5%	2%
Political Ideology	Very liberal-Liberal	65%	33%	1%	1%
	Moderate	67%	29%	2%	1%
	Conservative-Very conservative	73%	24%	3%	1%
Tea Party Supporters		81%	18%	0%	1%
Region	North/Panhandle	74%	23%	1%	1%
	Orlando/Central Atlantic Coast	72%	26%	0%	1%
	Tampa Bay Area	71%	27%	1%	1%
	Gulf Coast/Mid-Florida	67%	31%	2%	0%
	Miami/Gold Coast/Keys	66%	27%	5%	2%
Household Income	Less than \$50,000	72%	25%	2%	0%
	\$50,000 or more	67%	29%	2%	1%
Education	Not college graduate	69%	28%	2%	1%
	College graduate	71%	26%	2%	1%
Race	White	73%	24%	2%	1%
	African American	67%	31%	1%	1%
	Latino	60%	34%	5%	1%
Age	18 to 29	49%	48%	1%	2%
	30 to 44	62%	35%	3%	0%
	45 to 59	77%	19%	4%	1%
	60 or older	77%	20%	1%	2%
Age	Under 45	56%	40%	2%	1%
	45 or older	77%	20%	2%	1%
Gender	Men	66%	30%	3%	1%
	Women	73%	24%	2%	1%
White Men		72%	25%	2%	1%
White Women		74%	23%	2%	1%
Race and Education	White - Not College Graduate	72%	25%	1%	1%
	White - College Graduate	74%	23%	2%	1%
White Evangelical Christians		73%	24%	1%	2%
U.S. Military Veteran	Yes	78%	16%	5%	2%
	No	68%	29%	2%	1%
Interview Type	Landline	75%	23%	1%	2%
	Cell Phone	65%	31%	4%	1%

NBC News/WSJ/Marist Poll Florida Likely Voters with a Candidate Preference. Interviews conducted October 25th and October 26th, 2016, n=657 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely 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 Likely Voters		45%	44%	5%	2%	3%	2%
Past Participation*	Yes	43%	46%	4%	1%	3%	2%
	No	54%	29%	7%	6%	1%	2%
Already Voted		54%	37%	3%	1%	5%	0%
Not Yet Voted		40%	48%	5%	2%	1%	3%
Party Identification	Democrat	89%	6%	1%	1%	1%	1%
	Republican	8%	88%	3%	0%	1%	0%
	Independent	36%	41%	11%	3%	5%	4%
Political Ideology	Very liberal-Liberal	79%	16%	1%	3%	1%	0%
	Moderate	50%	33%	8%	1%	4%	2%
	Conservative-Very conservative	22%	70%	3%	1%	1%	2%
Tea Party Supporters		18%	75%	4%	1%	1%	1%
Region	North/Panhandle	33%	56%	4%	1%	4%	2%
	Orlando/Central Atlantic Coast	44%	42%	5%	4%	1%	4%
	Tampa Bay Area	46%	45%	5%	1%	3%	1%
	Gulf Coast/Mid-Florida	33%	54%	4%	3%	5%	0%
	Miami/Gold Coast/Keys	62%	30%	5%	0%	0%	3%
Household Income	Less than \$50,000	49%	41%	4%	2%	2%	2%
	\$50,000 or more	41%	47%	5%	2%	2%	3%
Education	Not college graduate	42%	47%	4%	3%	2%	2%
	College graduate	48%	41%	5%	1%	3%	1%
Race	White	34%	54%	4%	2%	4%	2%
	African American	92%	2%	1%	1%	0%	4%
	Latino	56%	34%	6%	1%	1%	2%
Age	18 to 29	55%	25%	9%	5%	5%	2%
	30 to 44	44%	42%	6%	1%	3%	3%
	45 to 59	43%	46%	5%	2%	2%	3%
	60 or older	42%	52%	2%	0%	2%	1%
Age	Under 45	48%	35%	7%	3%	4%	3%
	45 or older	42%	50%	3%	1%	2%	2%
Gender	Men	37%	48%	7%	1%	4%	3%
	Women	51%	42%	3%	2%	1%	1%
White Men		27%	58%	6%	1%	5%	3%
White Women		41%	51%	2%	3%	2%	1%
Race and Education	White - Not College Graduate	26%	62%	3%	3%	3%	3%
	White - College Graduate	43%	45%	5%	1%	5%	1%
White Evangelical Christians		21%	72%	3%	0%	2%	1%
U.S. Military Veteran	Yes	33%	56%	8%	0%	2%	1%
	No	47%	42%	4%	2%	3%	2%
Interview Type	Landline	44%	48%	2%	1%	4%	1%
	Cell Phone	45%	41%	7%	2%	2%	3%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=779 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		39%	58%	4%
Party Identification	Democrat	79%	17%	4%
	Republican	8%	90%	2%
	Independent	28%	67%	5%
Political Ideology	Very liberal-Liberal	65%	32%	3%
	Moderate	41%	54%	5%
	Conservative-Very conservative	22%	76%	2%
Tea Party Supporters		16%	79%	5%
Region	North/Panhandle	29%	69%	2%
	Orlando/Central Atlantic Coast	39%	56%	6%
	Tampa Bay Area	41%	55%	4%
	Gulf Coast/Mid-Florida	30%	66%	4%
	Miami/Gold Coast/Keys	50%	47%	3%
Household Income	Less than \$50,000	44%	53%	4%
	\$50,000 or more	35%	61%	4%
Education	Not college graduate	36%	59%	5%
	College graduate	41%	57%	2%
Race	White	30%	67%	3%
	African American	79%	19%	2%
	Latino	47%	46%	7%
Age	18 to 29	38%	56%	6%
	30 to 44	36%	60%	5%
	45 to 59	38%	58%	4%
	60 or older	40%	58%	2%
Age	Under 45	37%	58%	5%
	45 or older	39%	58%	3%
Gender	Men	31%	65%	4%
	Women	45%	52%	4%
White Men		22%	75%	3%
White Women		36%	61%	3%
Race and Education	White - Not College Graduate	23%	73%	4%
	White - College Graduate	37%	61%	2%
White Evangelical Christians		20%	79%	1%
U.S. Military Veteran	Yes	31%	67%	2%
	No	40%	56%	4%
Interview Type	Landline	40%	57%	3%
	Cell Phone	38%	58%	4%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=779
MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		38%	57%	6%
Party Identification	Democrat	6%	89%	5%
	Republican	74%	20%	6%
	Independent	34%	61%	5%
Political Ideology	Very liberal-Liberal	14%	82%	4%
	Moderate	29%	68%	3%
	Conservative-Very conservative	59%	33%	8%
Tea Party Supporters		67%	27%	6%
Region	North/Panhandle	48%	46%	5%
	Orlando/Central Atlantic Coast	32%	59%	9%
	Tampa Bay Area	41%	54%	5%
	Gulf Coast/Mid-Florida	44%	50%	6%
	Miami/Gold Coast/Keys	27%	70%	3%
Household Income	Less than \$50,000	35%	58%	6%
	\$50,000 or more	41%	56%	4%
Education	Not college graduate	41%	53%	7%
	College graduate	34%	62%	4%
Race	White	44%	50%	5%
	African American	4%	93%	3%
	Latino	31%	59%	10%
Age	18 to 29	27%	67%	6%
	30 to 44	35%	59%	6%
	45 to 59	38%	55%	6%
	60 or older	44%	52%	4%
Age	Under 45	32%	62%	6%
	45 or older	42%	53%	5%
Gender	Men	41%	53%	5%
	Women	35%	59%	6%
White Men		49%	46%	5%
White Women		40%	54%	6%
Race and Education	White - Not College Graduate	51%	42%	7%
	White - College Graduate	36%	60%	4%
White Evangelical Christians		58%	35%	7%
U.S. Military Veteran	Yes	51%	45%	3%
	No	35%	59%	6%
Interview Type	Landline	39%	54%	6%
	Cell Phone	36%	59%	5%

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MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Florida Likely 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 Likely Voters		43%	51%	4%	2%
Intensity of Support	Strongly support	45%	55%	0%	0%
	Somewhat support	46%	54%	0%	0%
	Might vote differently	44%	56%	0%	0%
Past Participation*	Yes	42%	52%	3%	2%
	No	49%	42%	6%	3%
Already Voted		50%	44%	6%	0%
Not Yet Voted		39%	55%	3%	3%
Candidate Support	Hillary Clinton	79%	16%	3%	1%
	Donald Trump	8%	88%	2%	2%
	Other	34%	48%	13%	5%
Party Identification	Democrat	83%	12%	2%	3%
	Republican	6%	91%	2%	1%
	Independent	40%	52%	6%	2%
Political Ideology	Very liberal-Liberal	78%	18%	1%	2%
	Moderate	51%	43%	4%	2%
	Conservative-Very conservative	18%	78%	3%	1%
Tea Party Supporters		17%	78%	4%	1%
Region	North/Panhandle	30%	65%	4%	1%
	Orlando/Central Atlantic Coast	51%	39%	8%	3%
	Tampa Bay Area	41%	55%	2%	1%
	Gulf Coast/Mid-Florida	36%	56%	2%	5%
	Miami/Gold Coast/Keys	54%	43%	3%	1%
Household Income	Less than \$50,000	48%	46%	3%	3%
	\$50,000 or more	40%	56%	3%	1%
Education	Not college graduate	42%	52%	4%	2%
	College graduate	45%	50%	4%	2%
Race	White	36%	58%	4%	2%
	African American	80%	16%	3%	1%
	Latino	50%	46%	1%	3%
Age	18 to 29	49%	41%	6%	4%
	30 to 44	37%	54%	7%	2%
	45 to 59	46%	51%	2%	2%
	60 or older	42%	53%	3%	2%
Age	Under 45	42%	49%	6%	3%
	45 or older	44%	52%	2%	2%
Gender	Men	37%	56%	4%	3%
	Women	48%	47%	3%	2%
White Men		31%	63%	4%	2%
White Women		40%	55%	4%	2%
Race and Education	White - Not College Graduate	32%	63%	3%	2%
	White - College Graduate	39%	54%	5%	2%
White Evangelical Christians		18%	79%	2%	1%
U.S. Military Veteran	Yes	29%	62%	7%	1%
	No	46%	49%	3%	2%
Interview Type	Landline	44%	52%	3%	1%
	Cell Phone	43%	50%	4%	3%

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**Past participation refers to previous participation in a presidential election.

		Florida Likely 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 Likely Voters with a Candidate Preference		52%	43%	4%	1%
Candidate Support	Patrick Murphy	51%	43%	4%	3%
	Marco Rubio	53%	43%	4%	0%
Party Identification	Democrat	59%	38%	1%	2%
	Republican	61%	36%	2%	1%
	Independent	36%	55%	8%	1%
Political Ideology	Very liberal-Liberal	56%	40%	3%	1%
	Moderate	41%	52%	6%	1%
	Conservative-Very conservative	59%	37%	3%	1%
Tea Party Supporters		61%	38%	1%	0%
Region	North/Panhandle	52%	44%	4%	0%
	Orlando/Central Atlantic Coast	45%	47%	5%	2%
	Tampa Bay Area	52%	46%	1%	1%
	Gulf Coast/Mid-Florida	51%	42%	4%	3%
	Miami/Gold Coast/Keys	58%	37%	4%	2%
Household Income	Less than \$50,000	55%	40%	4%	1%
	\$50,000 or more	49%	46%	4%	1%
Education	Not college graduate	54%	41%	3%	2%
	College graduate	49%	45%	5%	1%
Race	White	49%	46%	4%	2%
	African American	64%	31%	4%	1%
	Latino	53%	40%	5%	2%
Age	18 to 29	49%	48%	3%	0%
	30 to 44	38%	54%	6%	1%
	45 to 59	51%	43%	5%	1%
	60 or older	62%	35%	2%	2%
Age	Under 45	42%	52%	5%	1%
	45 or older	57%	38%	3%	2%
Gender	Men	51%	42%	5%	2%
	Women	53%	43%	3%	1%
White Men		48%	46%	4%	2%
White Women		49%	46%	3%	1%
Race and Education	White - Not College Graduate	49%	47%	3%	2%
	White - College Graduate	49%	45%	5%	1%
White Evangelical Christians		53%	43%	2%	2%
U.S. Military Veteran	Yes	61%	35%	2%	2%
	No	50%	44%	4%	1%
Interview Type	Landline	58%	39%	2%	1%
	Cell Phone	47%	47%	5%	1%

NBC News/WSJ/Marist Poll Florida Likely Voters with a Candidate Preference. Interviews conducted October 25th and October 26th, 2016, n=695 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.