

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,083 Florida Adults

This survey of 1,083 adults was conducted June 17th through June 21st, 2018 by The Marist Poll sponsored and funded in partnership with NBC News. 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. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Florida from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from ASDE Survey Sampler, Inc. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.7 percentage points. There are 947 registered voters. The results for this subset are statistically significant within ± 3.9 percentage points. There are 344 registered Democrats and 326 registered Republicans. The results for these subsets are statistically significant within ± 6.5 percentage points and ± 6.7 percentage points, respectively. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Florida

		Florida Adults	Florida Registered Voters	Florida Democrats	Florida Republicans
		Col %	Col %	Col %	Col %
Florida Adults		100%			
Florida Registered Voters		87%	100%		
Florida Election for U.S. Senate Persuadable Voters*		n/a	18%		
Florida Democratic Primary for Governor Persuadable Voters*		n/a		65%	
Florida Republican Primary for Governor Persuadable Voters*		n/a			60%
Party Registration	Democrat	n/a	37%	100%	n/a
	Republican	n/a	35%	n/a	100%
	Independent	n/a	27%	n/a	n/a
	Other	n/a	1%	n/a	n/a
Party Identification	Democrat	n/a	32%	79%	2%
	Republican	n/a	32%	3%	80%
	Independent	n/a	34%	18%	17%
	Other	n/a	2%	1%	1%
Political Ideology	Very liberal	n/a	8%	14%	2%
	Liberal	n/a	16%	30%	4%
	Moderate	n/a	35%	35%	24%
	Conservative	n/a	29%	14%	45%
	Very conservative	n/a	13%	7%	25%
Gender	Men	48%	48%	39%	53%
	Women	52%	52%	61%	47%
Age	Under 45	42%	38%	40%	26%
	45 or older	58%	62%	60%	74%
Age	18 to 29	19%	16%	19%	10%
	30 to 44	23%	22%	20%	16%
	45 to 59	26%	27%	23%	31%
	60 or older	31%	34%	37%	42%
Race	White	56%	59%	51%	75%
	African American	15%	14%	26%	4%
	Latino	22%	20%	17%	15%
	Other	7%	7%	5%	6%
Cuban Descent	Yes	7%	7%	5%	8%
	No	93%	93%	95%	92%
Region	North/Panhandle	17%	18%	18%	25%
	Orlando/Central Atlantic Coast	18%	17%	18%	18%
	Tampa Bay Area	16%	16%	15%	17%
	Gulf Coast/Mid-Florida	19%	20%	16%	22%
	Miami/Gold Coast/Keys	30%	29%	34%	17%
Household Income	Less than \$50,000	52%	50%	55%	47%
	\$50,000 or more	48%	50%	45%	53%
Education	Not college graduate	58%	57%	60%	60%
	College graduate	42%	43%	40%	40%
Race and Education	White - Not College Graduate	32%	33%	27%	45%
	White - College Graduate	25%	27%	25%	30%
	Non-White - Not College Graduate	26%	24%	33%	14%
	Non-White - College Graduate	17%	16%	15%	11%
Evangelical Christian	Yes	36%	35%	30%	49%
	No	64%	65%	70%	51%
White Evangelical Christians		17%	18%	10%	32%
Area Description	Big city	32%	29%	37%	23%
	Small city	26%	26%	25%	26%
	Suburban	20%	21%	18%	19%
	Small town	13%	14%	14%	18%
	Rural	9%	10%	6%	15%
Small city/Suburban Men		21%	21%	15%	22%
Other area Men		26%	26%	24%	31%
Small city/Suburban Women		25%	26%	28%	23%
Other area Women		28%	27%	33%	24%
Interview Type	Landline	36%	38%	41%	44%
	Cell Phone	64%	62%	59%	56%

NBC News/Marist Poll Florida Adults. Interviews conducted June 17th through June 21st, 2018, n=1083 MOE +/- 3.7 percentage points. Florida Registered Voters: n=947 MOE +/- 3.9 percentage points. Florida Registered Democrats: n=344 MOE +/- 6.5 percentage points. Florida Registered Republicans: n=326 MOE +/- 6.7 percentage points. Totals may not add to 100% due to rounding.

*Persuadable voters include those who are undecided before being asked if they lean toward a candidate and those who might vote differently on Primary/Election Day.

GVDPWLNS. NBC News/Marist Poll Florida Tables June 17th through June 21st, 2018

		Florida Democrats						
		If August's Democratic primary for governor in Florida were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:						
		Philip Levine	Gwen Graham	Andrew Gillum	Jeff Greene	Christopher King	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Florida Democrats		19%	17%	8%	4%	3%	1%	47%
Political Ideology	Very liberal-Liberal	20%	21%	11%	4%	3%	0%	41%
	Moderate	18%	17%	4%	2%	4%	3%	52%
Household Income	Less than \$50,000	14%	19%	7%	5%	4%	0%	51%
	\$50,000 or more	21%	17%	12%	3%	4%	3%	40%
Education	Not college graduate	18%	14%	8%	3%	4%	2%	50%
	College graduate	21%	21%	9%	5%	2%	1%	41%
Race	White	20%	24%	7%	5%	4%	0%	39%
	African American	18%	4%	11%	2%	1%	1%	62%
Age	Under 45	15%	13%	14%	3%	1%	0%	54%
	45 or older	22%	19%	5%	4%	5%	2%	43%
Gender	Men	21%	18%	9%	3%	3%	2%	43%
	Women	17%	16%	8%	4%	4%	0%	50%
Race and Education	White - Not College Graduate	17%	22%	7%	3%	8%	1%	43%
	White - College Graduate	24%	27%	6%	8%	0%	0%	34%
Small city/Suburban Women		16%	20%	4%	8%	4%	1%	47%
Interview Type	Landline	22%	20%	2%	3%	4%	1%	48%
	Cell Phone	17%	15%	13%	4%	3%	1%	47%

NBC News/Marist Poll Florida Registered Democrats. Interviews conducted June 17th through June 21st, 2018, n=344 MOE +/- 6.5 percentage points. Totals may not add to 100% due to rounding.

STSGVDP. NBC News/Marist Poll Florida Tables June 17th through June 21st, 2018

Florida Democrats 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 Primary Day?				
	Strongly support	Somewhat support	Might vote differently	Unsure
	Row %	Row %	Row %	Row %
Florida Democrats with a Candidate Preference	32%	43%	23%	1%

NBC News/Marist Poll Florida Registered Democrats with a Candidate Preference. Interviews conducted June 17th through June 21st, 2018, n=144 MOE +/- 10.1 percentage points. Totals may not add to 100% due to rounding.

GVRPWLNS. NBC News/Marist Poll Florida Tables June 17th through June 21st, 2018

		Florida Republicans			
		If August's Republican primary for governor in Florida were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		Adam Putnam	Ron DeSantis	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Republicans		38%	21%	3%	39%
Intensity of Support	Strongly support	64%	36%	0%	0%
	Somewhat support	65%	35%	0%	0%
	Might vote differently	52%	48%	0%	0%
Political Ideology	Moderate	33%	16%	4%	47%
	Conservative	42%	16%	2%	41%
	Very conservative	40%	31%	0%	29%
Trump Supporters		39%	21%	1%	39%
Household Income	Less than \$50,000	32%	22%	2%	44%
	\$50,000 or more	48%	22%	2%	28%
Education	Not college graduate	36%	23%	2%	39%
	College graduate	41%	18%	2%	39%
Age	Under 45	30%	13%	4%	54%
	45 or older	41%	23%	2%	34%
Gender	Men	39%	20%	3%	38%
	Women	36%	21%	3%	40%
Race and Education	White - Not College Graduate	38%	20%	2%	41%
	White - College Graduate	35%	21%	3%	41%
White Evangelical Christians		37%	21%	2%	41%
Small city/Suburban Men		43%	21%	3%	33%
Small city/Suburban Women		34%	23%	4%	39%
Interview Type	Landline	40%	24%	5%	32%
	Cell Phone	36%	18%	1%	45%

NBC News/Marist Poll Florida Registered Republicans. Interviews conducted June 17th through June 21st, 2018, n=326 MOE +/- 6.7 percentage points. Totals may not add to 100% due to rounding.

STSGVRP. NBC News/Marist Poll Florida Tables June 17th through June 21st, 2018

		Florida Republicans 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 Primary Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Florida Republicans with a Candidate Preference		42%	39%	17%	1%

NBC News/Marist Poll Florida Registered Republicans with a Candidate Preference. Interviews conducted June 17th through June 21st, 2018, n=146 MOE +/- 10.0 percentage points. Totals may not add to 100% due to rounding.

		Florida Registered Voters			
		If November's election for U.S. Senate in Florida were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		Bill Nelson, the Democrat	Rick Scott, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Registered Voters		49%	45%	1%	5%
Intensity of Support	Strongly support	49%	51%	0%	0%
	Somewhat support	53%	47%	0%	0%
	Might vote differently	58%	42%	0%	0%
Party Identification^	Democrat	86%	9%	0%	5%
	Republican	10%	88%	0%	2%
	Independent	50%	41%	3%	6%
Political Ideology^	Very liberal-Liberal	82%	16%	1%	2%
	Moderate	59%	33%	1%	7%
	Conservative-Very conservative	20%	75%	1%	4%
Trump Supporters		13%	82%	1%	4%
Region	North/Panhandle	42%	52%	4%	3%
	Orlando/Central Atlantic Coast	48%	48%	1%	3%
	Tampa Bay Area	45%	49%	2%	4%
	Gulf Coast/Mid-Florida	40%	51%	0%	9%
	Miami/Gold Coast/Keys	62%	34%	0%	4%
Household Income	Less than \$50,000	53%	41%	1%	5%
	\$50,000 or more	45%	50%	1%	4%
Education	Not college graduate	46%	47%	1%	5%
	College graduate	52%	43%	1%	4%
Race	White	42%	53%	0%	4%
	African American	75%	17%	2%	6%
	Latino	52%	42%	1%	6%
Age	18 to 29	65%	31%	0%	4%
	30 to 44	56%	38%	3%	4%
	45 to 59	44%	51%	1%	4%
	60 or older	41%	52%	1%	7%
Age	Under 45	59%	35%	2%	4%
	45 or older	42%	52%	1%	5%
Gender	Men	43%	51%	2%	5%
	Women	54%	40%	1%	5%
Race and Education	White - Not College Graduate	37%	58%	1%	4%
	White - College Graduate	48%	48%	0%	4%
White Evangelical Christians		23%	73%	0%	4%
Area Description	Big city	59%	37%	0%	4%
	Small city	49%	44%	2%	4%
	Suburban	49%	45%	0%	6%
	Small town	43%	52%	1%	3%
	Rural	25%	66%	2%	7%
Small city/Suburban Men		39%	53%	3%	5%
Small city/Suburban Women		57%	37%	0%	5%
Interview Type	Landline	43%	49%	1%	7%
	Cell Phone	53%	43%	1%	3%

NBC News/Marist Poll Florida Registered Voters. Interviews conducted June 17th through June 21st, 2018, n=947 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

STSSN. NBC News/Marist Poll Florida Tables June 17th through June 21st, 2018

		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		56%	30%	12%	2%
Candidate Support	Bill Nelson	53%	31%	13%	2%
	Rick Scott	59%	29%	10%	2%
Party Identification^	Democrat	65%	25%	9%	1%
	Republican	65%	29%	5%	1%
	Independent	35%	38%	22%	4%
Political Ideology^	Very liberal-Liberal	58%	30%	10%	2%
	Moderate	42%	37%	17%	3%
	Conservative-Very conservative	64%	27%	9%	1%
Trump Supporters		61%	28%	9%	2%
Region	North/Panhandle	55%	35%	9%	1%
	Orlando/Central Atlantic Coast	60%	33%	8%	0%
	Tampa Bay Area	55%	33%	11%	1%
	Gulf Coast/Mid-Florida	57%	29%	10%	4%
	Miami/Gold Coast/Keys	54%	25%	17%	4%
Household Income	Less than \$50,000	55%	31%	11%	3%
	\$50,000 or more	57%	31%	11%	1%
Education	Not college graduate	53%	31%	13%	3%
	College graduate	59%	30%	10%	1%
Race	White	56%	31%	11%	3%
	African American	56%	24%	17%	3%
	Latino	58%	28%	13%	0%
Age	18 to 29	38%	38%	24%	0%
	30 to 44	43%	46%	9%	3%
	45 to 59	59%	29%	10%	2%
	60 or older	71%	17%	9%	3%
Age	Under 45	41%	42%	15%	2%
	45 or older	65%	23%	10%	2%
Gender	Men	57%	32%	9%	1%
	Women	55%	28%	14%	3%
Race and Education	White - Not College Graduate	55%	30%	12%	3%
	White - College Graduate	56%	33%	9%	2%
White Evangelical Christians		57%	27%	12%	3%
Area Description	Big city	58%	29%	11%	2%
	Small city	53%	34%	10%	3%
	Suburban	53%	35%	11%	1%
	Small town	64%	26%	11%	0%
	Rural	56%	22%	17%	5%
Small city/Suburban Men		56%	36%	6%	2%
Small city/Suburban Women		51%	33%	15%	1%
Interview Type	Landline	65%	21%	11%	3%
	Cell Phone	51%	36%	12%	2%

NBC News/Marist Poll Florida Registered Voters with a Candidate Preference. Interviews conducted June 17th through June 21st, 2018, n=851 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.