

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/Marist Poll of 932 Florida Adults**

This survey of 932 adults was conducted September 16<sup>th</sup> through September 20<sup>th</sup>, 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 Survey Sampling International. 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  $\pm 3.8$  percentage points. There are 829 registered voters. The results for this subset are statistically significant within  $\pm 4.0$  percentage points. There are 600 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the November 2018 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within  $\pm 4.7$  percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

**Florida Nature of the Sample**

		Florida Adults	Florida Registered Voters	Florida Likely Voters
		Column %	Column %	Column %
<b>Florida Adults</b>		100%		
<b>Florida Registered Voters</b>		89%	100%	
<b>Florida Likely Voters</b>		64%	72%	100%
<b>Florida Senate Persuadable Voters</b>		n/a	18%	16%
<b>Florida Governor Persuadable Voters</b>		n/a	21%	16%
<b>Party Registration</b>	<b>Democrat</b>	n/a	37%	38%
	<b>Republican</b>	n/a	35%	38%
	<b>Independent</b>	n/a	27%	24%
	<b>Other</b>	n/a	<1%	<1%
<b>Party Identification</b>	<b>Democrat</b>	n/a	33%	33%
	<b>Republican</b>	n/a	31%	33%
	<b>Independent</b>	n/a	36%	33%
	<b>Other</b>	n/a	1%	1%
<b>Political Ideology</b>	<b>Very liberal-Liberal</b>	26%	26%	26%
	<b>Moderate</b>	38%	38%	38%
	<b>Conservative-Very conservative</b>	36%	36%	37%
<b>Region</b>	<b>North/Panhandle</b>	17%	17%	19%
	<b>Orlando/Central Atlantic Coast</b>	18%	18%	19%
	<b>Tampa Bay Area</b>	16%	17%	17%
	<b>Gulf Coast/Mid-Florida</b>	19%	19%	20%
	<b>Miami/Gold Coast/Keys</b>	30%	29%	27%
<b>Household Income</b>	<b>Less than \$50,000</b>	50%	47%	45%
	<b>\$50,000 or more</b>	50%	53%	55%
<b>Race</b>	<b>White</b>	57%	60%	64%
	<b>African American</b>	15%	14%	12%
	<b>Latino</b>	22%	21%	18%
	<b>Other</b>	6%	6%	6%
<b>Cuban Descent</b>	<b>Yes</b>	5%	5%	4%
	<b>No</b>	95%	95%	96%
<b>Age</b>	<b>18 to 29</b>	19%	18%	15%
	<b>30 to 44</b>	23%	21%	21%
	<b>45 to 59</b>	26%	27%	27%
	<b>60 or older</b>	32%	34%	36%
<b>Age</b>	<b>Under 45</b>	42%	40%	36%
	<b>45 or older</b>	58%	60%	64%
<b>Gender</b>	<b>Men</b>	48%	48%	46%
	<b>Women</b>	52%	52%	54%
<b>Education</b>	<b>Not college graduate</b>	55%	53%	51%
	<b>College graduate</b>	45%	47%	49%
<b>Race and Education</b>	<b>White - Not College Graduate</b>	31%	31%	32%
	<b>White - College Graduate</b>	27%	29%	31%
	<b>Non-White - Not College Graduate</b>	25%	22%	19%
	<b>Non-White - College Graduate</b>	17%	18%	17%
<b>Gender - Race - Education</b>	<b>Men - White - Not College Graduate</b>	13%	13%	13%
	<b>Men - White - College Graduate</b>	14%	15%	17%
	<b>Men - Non-White - Not College Graduate</b>	12%	10%	8%
	<b>Men - Non-White - College Graduate</b>	8%	8%	7%
	<b>Women - White - Not College Graduate</b>	18%	18%	19%
	<b>Women - White - College Graduate</b>	13%	14%	15%
	<b>Women - Non-White - Not College Graduate</b>	13%	12%	11%
	<b>Women - Non-White - College Graduate</b>	10%	10%	10%
<b>White Evangelical Christians</b>		18%	19%	21%
<b>Area Description</b>	<b>Big city</b>	31%	30%	29%
	<b>Small city</b>	25%	26%	26%
	<b>Suburban</b>	24%	25%	25%
	<b>Small town</b>	13%	13%	14%
	<b>Rural</b>	6%	6%	6%
<b>Small city/Suburban Men</b>		23%	23%	23%
<b>Other area Men</b>		24%	24%	23%
<b>Small city/Suburban Women</b>		26%	27%	28%
<b>Other area Women</b>		27%	26%	26%
<b>Interview Type</b>	<b>Landline</b>	31%	33%	35%
	<b>Cell Phone</b>	69%	67%	65%

NBC News/Marist Poll Florida Adults. Interviews conducted September 16th through September 20th, 2018, n=932 MOE +/- 3.8 percentage points. Florida Registered Voters: n=829 MOE +/- 4.0 percentage points. Florida Likely Voters: n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

**TRUDP105. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018**

		Florida Likely Voters		
		Do you approve or disapprove of the job Donald Trump is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Florida Likely Voters		46%	48%	6%
Party Identification	Democrat	10%	85%	6%
	Republican	86%	10%	3%
	Independent	42%	51%	7%
Political Ideology	Very liberal-Liberal	9%	84%	7%
	Moderate	39%	56%	5%
	Conservative-Very conservative	81%	14%	5%
Trump Supporters		94%	4%	2%
Region	North/Panhandle	58%	37%	5%
	Orlando/Central Atlantic Coast	49%	45%	5%
	Tampa Bay Area	42%	53%	5%
	Gulf Coast/Mid-Florida	52%	40%	8%
	Miami/Gold Coast/Keys	35%	61%	5%
Household Income	Less than \$50,000	42%	52%	6%
	\$50,000 or more	48%	48%	5%
Education	Not college graduate	50%	43%	7%
	College graduate	43%	54%	3%
Race	White	56%	40%	4%
	African American	8%	86%	6%
	Latino	32%	57%	11%
Cuban Descent	Yes	45%	52%	2%
	No	46%	48%	6%
Age	18 to 29	31%	58%	11%
	30 to 44	45%	47%	8%
	45 to 59	54%	42%	4%
	60 or older	47%	49%	3%
Age	Under 45	39%	51%	9%
	45 or older	50%	46%	4%
Gender	Men	51%	44%	6%
	Women	42%	52%	6%
Race and Education	White - Not College Graduate	63%	32%	5%
	White - College Graduate	50%	48%	2%
Gender - Race - Education	Men - White - Not College Graduate	69%	27%	4%
	Men - White - College Graduate	54%	42%	4%
	Women - White - Not College Graduate	58%	36%	6%
	Women - White - College Graduate	45%	54%	1%
White Evangelical Christians		74%	21%	5%
Area Description	Big city	40%	55%	6%
	Small city	46%	50%	4%
	Suburban	42%	52%	6%
	Small town/Rural	63%	33%	3%
Small city/Suburban Men		49%	47%	4%
Small city/Suburban Women		40%	54%	6%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

TRUDP105R. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018

		Florida Likely Voters				
		Do you approve or disapprove of the job Donald Trump is doing as president? [And, would you say you strongly approve/disapprove of the job he is doing or just approve/disapprove?]				
		Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure
		Row %	Row %	Row %	Row %	Row %
Florida Likely Voters		31%	15%	8%	40%	6%
Party Identification	Democrat	4%	6%	12%	73%	6%
	Republican	68%	18%	4%	6%	3%
	Independent	20%	22%	8%	43%	7%
Political Ideology	Very liberal-Liberal	2%	7%	10%	74%	7%
	Moderate	20%	19%	9%	48%	5%
	Conservative-Very conservative	64%	17%	5%	8%	5%
Trump Supporters		71%	23%	1%	2%	2%
Region	North/Panhandle	43%	15%	10%	27%	5%
	Orlando/Central Atlantic Coast	34%	15%	12%	33%	5%
	Tampa Bay Area	28%	14%	7%	46%	5%
	Gulf Coast/Mid-Florida	37%	15%	6%	34%	8%
	Miami/Gold Coast/Keys	19%	15%	6%	54%	5%
	Household Income	Less than \$50,000	27%	15%	10%	41%
	\$50,000 or more	32%	15%	6%	42%	5%
Education	Not college graduate	32%	18%	10%	33%	7%
	College graduate	31%	12%	6%	48%	3%
Race	White	39%	17%	4%	36%	4%
	African American	2%	6%	29%	57%	6%
	Latino	18%	14%	11%	46%	11%
Cuban Descent	Yes	31%	15%	6%	46%	2%
	No	31%	15%	8%	40%	6%
Age	18 to 29	10%	21%	15%	42%	11%
	30 to 44	25%	20%	7%	40%	8%
	45 to 59	37%	17%	5%	37%	4%
	60 or older	39%	8%	8%	42%	3%
Age	Under 45	19%	20%	10%	41%	9%
	45 or older	38%	12%	7%	40%	4%
Gender	Men	35%	16%	9%	35%	6%
	Women	28%	14%	7%	45%	6%
Race and Education	White - Not College Graduate	42%	21%	3%	29%	5%
	White - College Graduate	36%	13%	4%	44%	2%
Gender - Race - Education	Men - White - Not College Graduate	50%	19%	2%	25%	4%
	Men - White - College Graduate	38%	15%	3%	39%	4%
	Women - White - Not College Graduate	36%	22%	4%	32%	6%
	Women - White - College Graduate	34%	11%	5%	49%	1%
	White Evangelical Christians		56%	19%	4%	17%
Area Description	Big city	25%	15%	10%	44%	6%
	Small city	30%	16%	7%	43%	4%
	Suburban	25%	17%	9%	42%	6%
	Small town/Rural	50%	13%	4%	30%	3%
Small city/Suburban Men		31%	18%	9%	37%	4%
Small city/Suburban Women		25%	15%	7%	47%	6%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

SNWLN18. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018

		Florida Likely 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 Likely Voters		48%	45%	1%	6%
Intensity of Support	Strongly support	50%	50%	0%	0%
	Somewhat support	57%	43%	0%	0%
Party Identification	Democrat	85%	10%	3%	3%
	Republican	8%	87%	1%	4%
	Independent	53%	37%	0%	9%
Political Ideology	Very liberal-Liberal	84%	8%	2%	5%
	Moderate	59%	34%	1%	6%
	Conservative-Very conservative	14%	80%	1%	5%
Trump Supporters		9%	85%	1%	6%
Region	North/Panhandle	34%	57%	0%	9%
	Orlando/Central Atlantic Coast	48%	45%	1%	6%
	Tampa Bay Area	51%	42%	2%	4%
	Gulf Coast/Mid-Florida	43%	49%	2%	6%
	Miami/Gold Coast/Keys	59%	34%	1%	5%
Household Income	Less than \$50,000	52%	39%	3%	6%
	\$50,000 or more	48%	46%	1%	5%
Education	Not college graduate	44%	47%	1%	8%
	College graduate	52%	42%	2%	4%
Race	White	40%	52%	2%	6%
	African American	78%	15%	1%	6%
	Latino	57%	37%	1%	5%
Age	18 to 29	65%	30%	1%	4%
	30 to 44	45%	43%	3%	10%
	45 to 59	42%	51%	1%	6%
	60 or older	47%	47%	1%	5%
Age	Under 45	53%	38%	2%	7%
	45 or older	45%	48%	1%	6%
Gender	Men	42%	50%	3%	6%
	Women	53%	40%	0%	6%
Race and Education	White - Not College Graduate	36%	55%	0%	9%
	White - College Graduate	44%	49%	3%	3%
Gender - Race - Education	Men - White - Not College Graduate	34%	57%	0%	8%
	Men - White - College Graduate	39%	52%	6%	2%
	Women - White - Not College Graduate	38%	54%	0%	9%
	Women - White - College Graduate	49%	46%	0%	5%
White Evangelical Christians		19%	70%	1%	10%
Area Description	Big city	59%	35%	0%	6%
	Small city	48%	41%	3%	8%
	Suburban	49%	45%	1%	5%
	Small town/Rural	31%	64%	1%	4%
Small city/Suburban Men		41%	48%	5%	6%
Small city/Suburban Women		55%	39%	0%	6%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

STSSN18. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018

		Florida Likely Voters with a Candidate Preference for Senate			
		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 for Senate		60%	30%	8%	2%
Candidate Support	Bill Nelson	58%	33%	7%	2%
	Rick Scott	63%	27%	10%	1%
Party Identification	Democrat	67%	25%	7%	2%
	Republican	68%	23%	8%	1%
	Independent	46%	42%	10%	2%
Political Ideology	Very liberal-Liberal	66%	28%	5%	2%
	Moderate	48%	40%	10%	2%
	Conservative-Very conservative	70%	20%	8%	1%
Trump Supporters		66%	24%	9%	1%
Region	North/Panhandle	57%	35%	6%	2%
	Orlando/Central Atlantic Coast	58%	31%	10%	1%
	Tampa Bay Area	66%	23%	10%	1%
	Gulf Coast/Mid-Florida	65%	22%	13%	0%
	Miami/Gold Coast/Keys	58%	36%	3%	3%
	Household Income	Less than \$50,000	55%	33%	11%
	\$50,000 or more	63%	29%	7%	2%
Education	Not college graduate	56%	31%	10%	2%
	College graduate	64%	29%	6%	1%
Race	White	67%	24%	8%	1%
	Non-white	52%	37%	9%	3%
Age	18 to 29	32%	50%	15%	3%
	30 to 44	44%	45%	9%	2%
	45 to 59	65%	27%	7%	1%
	60 or older	77%	15%	6%	2%
Age	Under 45	39%	47%	12%	2%
	45 or older	72%	21%	6%	1%
Gender	Men	62%	31%	6%	1%
	Women	60%	29%	10%	2%
Race and Education	White - Not College Graduate	65%	25%	9%	2%
	White - College Graduate	69%	25%	7%	0%
Gender - Race - Education	Men - White - Not College Graduate	68%	23%	8%	1%
	Men - White - College Graduate	69%	26%	5%	0%
	Women - White - Not College Graduate	62%	27%	9%	2%
	Women - White - College Graduate	69%	23%	9%	0%
White Evangelical Christians		67%	25%	7%	1%
Area Description	Big city	52%	39%	7%	1%
	Small city	65%	26%	7%	2%
	Suburban	62%	27%	10%	1%
	Small town/Rural	65%	24%	8%	2%
Small city/Suburban Men		63%	28%	7%	2%
Small city/Suburban Women		63%	26%	10%	1%

NBC News/Marist Poll Florida Likely Voters with a Candidate Preference for U.S. Senate. Interviews conducted September 16th through September 20th, 2018, n=535 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

**GVWLNS18. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018**

		Florida Likely Voters			
		If November's election 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]:			
		Andrew Gillum, the Democrat	Ron DeSantis, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Likely Voters		48%	43%	1%	7%
Intensity of Support	Strongly support	55%	45%	0%	0%
	Somewhat support	47%	53%	0%	0%
Party Identification	Democrat	90%	6%	0%	4%
	Republican	7%	86%	1%	6%
	Independent	51%	38%	1%	10%
Political Ideology	Very liberal-Liberal	89%	6%	0%	5%
	Moderate	56%	33%	2%	9%
	Conservative-Very conservative	14%	81%	0%	5%
Trump Supporters		8%	86%	1%	5%
Region	North/Panhandle	37%	55%	0%	8%
	Orlando/Central Atlantic Coast	43%	50%	1%	6%
	Tampa Bay Area	51%	42%	1%	6%
	Gulf Coast/Mid-Florida	46%	44%	1%	8%
	Miami/Gold Coast/Keys	61%	31%	0%	8%
Household Income	Less than \$50,000	53%	36%	1%	10%
	\$50,000 or more	49%	47%	1%	3%
Education	Not college graduate	42%	48%	1%	9%
	College graduate	55%	39%	1%	5%
Race	White	41%	51%	1%	7%
	African American	86%	9%	0%	5%
	Latino	52%	38%	0%	11%
Age	18 to 29	61%	30%	0%	8%
	30 to 44	50%	41%	0%	10%
	45 to 59	42%	50%	2%	6%
	60 or older	47%	45%	1%	7%
Age	Under 45	55%	36%	0%	9%
	45 or older	45%	47%	1%	7%
Gender	Men	42%	50%	1%	7%
	Women	54%	37%	1%	8%
Race and Education	White - Not College Graduate	34%	57%	1%	8%
	White - College Graduate	48%	45%	2%	5%
Gender - Race - Education	Men - White - Not College Graduate	26%	66%	2%	6%
	Men - White - College Graduate	39%	54%	2%	5%
	Women - White - Not College Graduate	39%	51%	1%	9%
	Women - White - College Graduate	58%	36%	1%	4%
White Evangelical Christians		23%	71%	0%	6%
Area Description	Big city	56%	37%	1%	6%
	Small city	52%	40%	1%	7%
	Suburban	49%	43%	1%	7%
	Small town/Rural	32%	58%	1%	9%
Small city/Suburban Men		40%	51%	2%	7%
Small city/Suburban Women		59%	34%	0%	7%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

STSGV18. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018

		Florida Likely Voters with a Candidate Preference for Governor			
		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 for Governor		67%	27%	6%	<1%
Candidate Support	Andrew Gillum	70%	24%	6%	0%
	Ron DeSantis	64%	30%	6%	0%
Party Identification	Democrat	78%	18%	4%	0%
	Republican	68%	26%	5%	0%
	Independent	53%	38%	9%	0%
Political Ideology	Very liberal-Liberal	76%	20%	3%	0%
	Moderate	61%	32%	8%	0%
	Conservative-Very conservative	67%	27%	5%	0%
Trump Supporters		64%	31%	5%	0%
Region	North/Panhandle	71%	24%	5%	0%
	Orlando/Central Atlantic Coast	72%	20%	7%	1%
	Tampa Bay Area	60%	30%	9%	0%
	Gulf Coast/Mid-Florida	67%	28%	5%	0%
	Miami/Gold Coast/Keys	65%	31%	4%	0%
Household Income	Less than \$50,000	62%	30%	8%	0%
	\$50,000 or more	70%	26%	4%	0%
Education	Not college graduate	62%	29%	8%	0%
	College graduate	73%	23%	3%	0%
Race	White	66%	28%	6%	0%
	Non-white	68%	26%	5%	0%
Age	18 to 29	49%	39%	12%	0%
	30 to 44	59%	36%	5%	0%
	45 to 59	67%	28%	5%	0%
	60 or older	78%	17%	5%	0%
Age	Under 45	55%	37%	8%	0%
	45 or older	73%	22%	5%	0%
Gender	Men	65%	29%	7%	0%
	Women	69%	25%	5%	0%
Race and Education	White - Not College Graduate	67%	25%	7%	0%
	White - College Graduate	66%	30%	5%	0%
Gender - Race - Education	Men - White - Not College Graduate	64%	30%	6%	0%
	Men - White - College Graduate	64%	33%	3%	0%
	Women - White - Not College Graduate	69%	22%	9%	1%
	Women - White - College Graduate	67%	26%	7%	0%
White Evangelical Christians		68%	27%	4%	1%
Area Description	Big city	62%	31%	7%	0%
	Small city	73%	21%	6%	0%
	Suburban	68%	25%	7%	0%
	Small town/Rural	69%	29%	2%	0%
Small city/Suburban Men		67%	25%	9%	0%
Small city/Suburban Women		74%	21%	4%	0%

NBC News/Marist Poll Florida Likely Voters with a Candidate Preference for Governor. Interviews conducted September 16th through September 20th, 2018, n=520 MOE +/- 5.1 percentage points. Totals may not add to 100% due to rounding.



**NELB020R. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018**

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Bill Nelson?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		44%	36%	20%
Party Identification	Democrat	71%	14%	14%
	Republican	15%	67%	18%
	Independent	47%	27%	26%
Political Ideology	Very liberal-Liberal	72%	9%	19%
	Moderate	53%	28%	19%
	Conservative-Very conservative	18%	65%	18%
Trump Supporters		15%	67%	19%
Region	North/Panhandle	34%	47%	20%
	Orlando/Central Atlantic Coast	40%	42%	18%
	Tampa Bay Area	45%	31%	24%
	Gulf Coast/Mid-Florida	44%	37%	20%
	Miami/Gold Coast/Keys	54%	27%	18%
	Household Income	Less than \$50,000	46%	30%
	\$50,000 or more	45%	38%	16%
Education	Not college graduate	41%	38%	22%
	College graduate	48%	35%	17%
Race	White	40%	43%	17%
	African American	63%	10%	27%
	Latino	47%	27%	26%
Cuban Descent	Yes	51%	27%	23%
	No	44%	37%	19%
Age	18 to 29	50%	16%	34%
	30 to 44	40%	31%	28%
	45 to 59	41%	43%	16%
	60 or older	47%	42%	12%
Age	Under 45	44%	25%	31%
	45 or older	44%	42%	14%
Gender	Men	42%	40%	18%
	Women	46%	33%	21%
Race and Education	White - Not College Graduate	35%	46%	19%
	White - College Graduate	45%	41%	15%
Gender - Race - Education	Men - White - Not College Graduate	37%	46%	17%
	Men - White - College Graduate	40%	46%	14%
	Women - White - Not College Graduate	34%	46%	20%
	Women - White - College Graduate	49%	35%	16%
	White Evangelical Christians		26%	54%
Area Description	Big city	54%	28%	18%
	Small city	43%	33%	25%
	Suburban	47%	36%	18%
	Small town/Rural	30%	55%	14%
Small city/Suburban Men		38%	41%	20%
Small city/Suburban Women		49%	28%	22%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

**SCOR020R. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018**

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Rick Scott?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		46%	45%	9%
Party Identification	Democrat	17%	73%	10%
	Republican	81%	14%	6%
	Independent	39%	52%	9%
Political Ideology	Very liberal-Liberal	12%	80%	7%
	Moderate	40%	49%	11%
	Conservative-Very conservative	76%	19%	5%
Trump Supporters		78%	16%	6%
Region	North/Panhandle	58%	32%	11%
	Orlando/Central Atlantic Coast	49%	47%	4%
	Tampa Bay Area	45%	46%	9%
	Gulf Coast/Mid-Florida	46%	47%	7%
	Miami/Gold Coast/Keys	36%	52%	12%
	Household Income	Less than \$50,000	42%	46%
	\$50,000 or more	48%	47%	5%
Education	Not college graduate	45%	43%	12%
	College graduate	47%	48%	5%
Race	White	52%	43%	6%
	African American	25%	55%	20%
	Latino	40%	47%	13%
Cuban Descent	Yes	37%	58%	4%
	No	46%	45%	9%
Age	18 to 29	34%	58%	8%
	30 to 44	45%	42%	14%
	45 to 59	51%	42%	7%
	60 or older	47%	45%	8%
Age	Under 45	40%	49%	11%
	45 or older	49%	44%	7%
Gender	Men	53%	41%	7%
	Women	40%	49%	11%
Race and Education	White - Not College Graduate	52%	41%	8%
	White - College Graduate	52%	45%	4%
Gender - Race - Education	Men - White - Not College Graduate	58%	36%	6%
	Men - White - College Graduate	56%	43%	1%
	Women - White - Not College Graduate	47%	44%	9%
	Women - White - College Graduate	46%	47%	6%
	White Evangelical Christians		71%	25%
Area Description	Big city	41%	50%	8%
	Small city	41%	49%	10%
	Suburban	44%	46%	10%
	Small town/Rural	61%	33%	6%
Small city/Suburban Men		51%	42%	7%
Small city/Suburban Women		35%	51%	13%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

**GILA020R. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018**

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Andrew Gillum?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		46%	27%	27%
Party Identification	Democrat	81%	7%	12%
	Republican	15%	50%	35%
	Independent	44%	24%	31%
Political Ideology	Very liberal-Liberal	78%	5%	17%
	Moderate	52%	23%	25%
	Conservative-Very conservative	19%	49%	31%
Trump Supporters		13%	54%	34%
Region	North/Panhandle	39%	34%	27%
	Orlando/Central Atlantic Coast	37%	33%	30%
	Tampa Bay Area	46%	26%	28%
	Gulf Coast/Mid-Florida	42%	30%	28%
	Miami/Gold Coast/Keys	60%	18%	22%
	Household Income	Less than \$50,000	50%	19%
	\$50,000 or more	47%	33%	20%
Education	Not college graduate	43%	25%	32%
	College graduate	49%	30%	20%
Race	White	40%	34%	26%
	African American	76%	9%	15%
	Latino	50%	14%	36%
Cuban Descent	Yes	44%	12%	44%
	No	46%	28%	26%
Age	18 to 29	57%	11%	32%
	30 to 44	49%	25%	26%
	45 to 59	44%	33%	23%
	60 or older	42%	30%	28%
Age	Under 45	52%	19%	28%
	45 or older	43%	32%	26%
Gender	Men	43%	33%	24%
	Women	49%	22%	29%
Race and Education	White - Not College Graduate	35%	32%	33%
	White - College Graduate	46%	36%	18%
Gender - Race - Education	Men - White - Not College Graduate	30%	41%	29%
	Men - White - College Graduate	40%	41%	19%
	Women - White - Not College Graduate	38%	27%	36%
	Women - White - College Graduate	53%	30%	17%
White Evangelical Christians		26%	42%	32%
Area Description	Big city	51%	25%	25%
	Small city	50%	26%	24%
	Suburban	51%	25%	24%
	Small town/Rural	29%	39%	33%
Small city/Suburban Men		46%	33%	21%
Small city/Suburban Women		54%	19%	27%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

**DESR020R. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018**

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Ron DeSantis?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		42%	37%	22%
Party Identification	Democrat	14%	64%	22%
	Republican	77%	8%	15%
	Independent	34%	38%	28%
Political Ideology	Very liberal-Liberal	10%	65%	25%
	Moderate	36%	43%	21%
	Conservative-Very conservative	72%	11%	17%
Trump Supporters		77%	6%	17%
Region	North/Panhandle	51%	30%	18%
	Orlando/Central Atlantic Coast	45%	34%	20%
	Tampa Bay Area	38%	38%	25%
	Gulf Coast/Mid-Florida	46%	36%	18%
	Miami/Gold Coast/Keys	32%	42%	26%
	Household Income	Less than \$50,000	36%	38%
	\$50,000 or more	45%	39%	16%
Education	Not college graduate	45%	31%	24%
	College graduate	39%	43%	18%
Race	White	48%	35%	17%
	African American	14%	53%	33%
	Latino	41%	30%	29%
Cuban Descent	Yes	44%	34%	22%
	No	41%	37%	22%
Age	18 to 29	34%	36%	30%
	30 to 44	38%	35%	27%
	45 to 59	48%	34%	18%
	60 or older	41%	40%	18%
Age	Under 45	36%	35%	28%
	45 or older	44%	37%	18%
Gender	Men	46%	36%	18%
	Women	38%	38%	25%
Race and Education	White - Not College Graduate	52%	30%	18%
	White - College Graduate	45%	41%	14%
Gender - Race - Education	Men - White - Not College Graduate	62%	24%	14%
	Men - White - College Graduate	50%	38%	12%
	Women - White - Not College Graduate	45%	34%	21%
	Women - White - College Graduate	39%	45%	16%
	White Evangelical Christians		62%	19%
Area Description	Big city	36%	40%	24%
	Small city	40%	41%	20%
	Suburban	42%	35%	23%
	Small town/Rural	54%	29%	17%
Small city/Suburban Men		46%	36%	18%
Small city/Suburban Women		36%	40%	24%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

USCNGSNBC1. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018

		Florida Likely Voters		
		Now, knowing it is a long way off, what is your preference for the outcome of this November's congressional elections:		
		A Congress controlled by Republicans	A Congress controlled by Democrats	Unsure
		Row %	Row %	Row %
Florida Likely Voters		45%	48%	7%
Party Identification	Democrat	4%	93%	3%
	Republican	92%	4%	4%
	Independent	39%	50%	11%
Political Ideology	Very liberal-Liberal	4%	89%	7%
	Moderate	35%	59%	5%
	Conservative-Very conservative	84%	10%	6%
Trump Supporters		91%	5%	5%
Region	North/Panhandle	58%	33%	9%
	Orlando/Central Atlantic Coast	48%	46%	6%
	Tampa Bay Area	43%	53%	4%
	Gulf Coast/Mid-Florida	47%	42%	11%
	Miami/Gold Coast/Keys	33%	62%	5%
Household Income	Less than \$50,000	38%	55%	8%
	\$50,000 or more	48%	47%	5%
Education	Not college graduate	49%	43%	8%
	College graduate	40%	54%	5%
Race	White	54%	40%	6%
	African American	14%	80%	6%
	Latino	33%	57%	10%
Age	18 to 29	36%	59%	5%
	30 to 44	37%	48%	15%
	45 to 59	53%	44%	3%
	60 or older	47%	47%	6%
Age	Under 45	36%	53%	11%
	45 or older	49%	46%	5%
Gender	Men	53%	42%	5%
	Women	38%	54%	8%
Race and Education	White - Not College Graduate	59%	34%	7%
	White - College Graduate	49%	47%	4%
Gender - Race - Education	Men - White - Not College Graduate	67%	27%	6%
	Men - White - College Graduate	57%	40%	2%
	Women - White - Not College Graduate	53%	39%	8%
	Women - White - College Graduate	39%	54%	7%
	White Evangelical Christians		71%	19%
Area Description	Big city	39%	56%	5%
	Small city	42%	52%	6%
	Suburban	45%	49%	6%
	Small town/Rural	58%	31%	11%
Small city/Suburban Men		53%	41%	6%
Small city/Suburban Women		36%	58%	6%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

CGIMPT18. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018

		Florida Likely Voters				
		Do you think November's election for Congress is very important, important, not very important, or not important at all?				
		Very important	Important	Not very important	Not important at all	Unsure
		Row %	Row %	Row %	Row %	Row %
Florida Likely Voters		83%	15%	2%	<1%	<1%
Party Identification	Democrat	87%	13%	0%	0%	0%
	Republican	86%	12%	1%	0%	1%
	Independent	76%	20%	3%	1%	0%
Political Ideology	Very liberal-Liberal	84%	13%	2%	0%	0%
	Moderate	83%	16%	1%	0%	0%
	Conservative-Very conservative	84%	14%	1%	0%	0%
Trump Supporters		88%	12%	1%	0%	0%
Region	North/Panhandle	79%	18%	1%	0%	2%
	Orlando/Central Atlantic Coast	85%	11%	2%	1%	1%
	Tampa Bay Area	87%	12%	1%	0%	0%
	Gulf Coast/Mid-Florida	79%	20%	1%	0%	0%
	Miami/Gold Coast/Keys	83%	14%	2%	0%	0%
	Household Income	Less than \$50,000	77%	20%	2%	1%
	\$50,000 or more	88%	11%	1%	0%	0%
Education	Not college graduate	79%	18%	2%	1%	1%
	College graduate	88%	11%	2%	0%	0%
Race	White	85%	14%	1%	0%	0%
	African American	84%	14%	0%	0%	2%
	Latino	73%	22%	4%	0%	0%
Age	18 to 29	70%	25%	4%	0%	1%
	30 to 44	78%	18%	2%	0%	1%
	45 to 59	88%	10%	1%	1%	0%
	60 or older	87%	12%	1%	0%	0%
Age	Under 45	75%	21%	3%	0%	1%
	45 or older	87%	11%	1%	1%	0%
Gender	Men	81%	15%	2%	1%	1%
	Women	84%	15%	1%	0%	0%
Race and Education	White - Not College Graduate	83%	16%	1%	0%	1%
	White - College Graduate	89%	10%	1%	0%	0%
Gender - Race - Education	Men - White - Not College Graduate	86%	11%	1%	0%	1%
	Men - White - College Graduate	85%	14%	1%	1%	0%
	Women - White - Not College Graduate	80%	19%	1%	0%	0%
	Women - White - College Graduate	93%	5%	2%	0%	0%
White Evangelical Christians		82%	16%	2%	0%	0%
Area Description	Big city	88%	10%	1%	1%	1%
	Small city	80%	18%	2%	0%	0%
	Suburban	80%	16%	3%	0%	0%
	Small town/Rural	85%	13%	1%	0%	0%
Small city/Suburban Men		79%	17%	4%	0%	0%
Small city/Suburban Women		81%	18%	1%	0%	0%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

USCNGS01. NBC News/Marist Poll Florida Tables September 16th through September 20th, 2018

		Florida Likely Voters			
		If November's election for Congress were held today, which party's candidate are you more likely to vote for in your district:			
		Democrat	Republican	Vol: Neither	Undecided
		Row %	Row %	Row %	Row %
Florida Likely Voters		49%	43%	2%	6%
Party Identification	Democrat	94%	4%	0%	2%
	Republican	3%	92%	2%	3%
	Independent	52%	33%	5%	10%
Political Ideology	Very liberal-Liberal	92%	5%	1%	3%
	Moderate	57%	34%	2%	7%
	Conservative-Very conservative	12%	81%	2%	5%
Trump Supporters		7%	88%	2%	4%
Region	North/Panhandle	36%	56%	2%	6%
	Orlando/Central Atlantic Coast	44%	49%	4%	3%
	Tampa Bay Area	53%	44%	0%	2%
	Gulf Coast/Mid-Florida	45%	46%	3%	7%
	Miami/Gold Coast/Keys	61%	29%	2%	8%
Household Income	Less than \$50,000	54%	35%	3%	9%
	\$50,000 or more	48%	47%	2%	3%
Education	Not college graduate	45%	46%	2%	8%
	College graduate	53%	41%	2%	4%
Race	White	40%	52%	3%	5%
	African American	84%	8%	0%	8%
	Latino	59%	34%	1%	5%
Age	18 to 29	63%	31%	0%	5%
	30 to 44	50%	37%	4%	9%
	45 to 59	42%	52%	3%	3%
	60 or older	48%	45%	1%	6%
Age	Under 45	55%	35%	2%	7%
	45 or older	45%	48%	2%	5%
Gender	Men	42%	50%	3%	5%
	Women	54%	38%	1%	7%
Race and Education	White - Not College Graduate	35%	57%	2%	6%
	White - College Graduate	44%	48%	3%	4%
Gender - Race - Education	Men - White - Not College Graduate	29%	63%	2%	5%
	Men - White - College Graduate	38%	52%	6%	4%
	Women - White - Not College Graduate	39%	53%	2%	7%
	Women - White - College Graduate	52%	42%	1%	5%
White Evangelical Christians		20%	72%	1%	7%
Area Description	Big city	58%	36%	2%	5%
	Small city	52%	39%	2%	6%
	Suburban	48%	45%	2%	5%
	Small town/Rural	34%	59%	2%	6%
Small city/Suburban Men		42%	49%	4%	5%
Small city/Suburban Women		57%	36%	1%	6%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

Florida Likely Voters

Now, let me list some issues that may factor into deciding your vote for Congress in November. Please tell me which one of these items you think will be the most important factor in deciding your vote.

		Health care	The economy and jobs	Immigration	Guns	Federal taxes and spending	Foreign policy and terrorism	Abortion	Vol. All equally	Vol. None	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Florida Likely Voters		24%	23%	17%	10%	6%	5%	4%	10%	1%	1%	<1%
Party Identification	Democrat	35%	11%	16%	17%	2%	2%	4%	8%	1%	2%	1%
	Republican	11%	29%	22%	5%	6%	9%	5%	13%	0%	0%	1%
	Independent	25%	30%	13%	6%	8%	4%	4%	7%	2%	2%	0%
Political Ideology	Very liberal-Liberal	37%	10%	17%	17%	3%	2%	4%	6%	1%	2%	0%
	Moderate	25%	23%	12%	10%	9%	6%	3%	10%	0%	1%	0%
	Conservative-Very conservative	10%	32%	22%	6%	5%	7%	5%	9%	2%	0%	1%
Trump Supporters		8%	33%	23%	5%	6%	7%	4%	11%	0%	1%	1%
Region	North/Panhandle	23%	21%	15%	11%	8%	6%	2%	10%	0%	2%	1%
	Orlando/Central Atlantic Coast	23%	30%	14%	9%	5%	4%	5%	6%	1%	2%	1%
	Tampa Bay Area	24%	26%	12%	5%	3%	7%	7%	13%	2%	1%	0%
	Gulf Coast/Mid-Florida	24%	21%	23%	8%	5%	4%	4%	6%	2%	1%	0%
	Miami/Gold Coast/Keys	23%	19%	18%	14%	7%	4%	3%	12%	0%	0%	0%
Household Income	Less than \$50,000	26%	21%	13%	12%	5%	4%	4%	9%	2%	2%	1%
	\$50,000 or more	22%	26%	18%	9%	7%	6%	4%	8%	0%	0%	0%
Education	Not college graduate	24%	22%	15%	9%	5%	6%	4%	11%	2%	1%	1%
	College graduate	22%	24%	18%	11%	6%	4%	4%	8%	0%	2%	0%
Race	White	22%	24%	16%	7%	7%	5%	5%	11%	1%	2%	0%
	African American	35%	16%	7%	28%	4%	1%	4%	4%	0%	0%	1%
	Latino	25%	23%	23%	7%	4%	7%	2%	6%	3%	0%	0%
Age	18 to 29	22%	28%	17%	12%	9%	3%	6%	4%	0%	0%	0%
	30 to 44	21%	27%	14%	13%	6%	6%	2%	8%	2%	1%	0%
	45 to 59	24%	24%	15%	7%	5%	4%	5%	11%	1%	2%	1%
	60 or older	25%	18%	18%	10%	5%	6%	3%	12%	1%	1%	1%
Age	Under 45	21%	27%	15%	13%	7%	5%	4%	6%	1%	1%	0%
	45 or older	25%	21%	17%	8%	5%	5%	4%	12%	1%	2%	1%
Gender	Men	22%	29%	15%	7%	8%	4%	2%	10%	0%	2%	1%
	Women	25%	18%	18%	12%	4%	5%	5%	10%	2%	1%	0%
Race and Education	White - Not College Graduate	24%	21%	16%	7%	6%	6%	5%	13%	1%	1%	0%
	White - College Graduate	20%	27%	17%	7%	7%	5%	4%	9%	0%	3%	1%
Gender - Race - Education	Men - White - Not College Graduate	18%	28%	19%	7%	7%	6%	2%	11%	0%	2%	0%
	Men - White - College Graduate	22%	31%	13%	2%	10%	5%	1%	11%	1%	4%	0%
	Women - White - Not College Graduate	28%	17%	14%	7%	6%	5%	7%	14%	2%	0%	0%
	Women - White - College Graduate	18%	22%	21%	13%	4%	4%	8%	8%	0%	3%	1%
White Evangelical Christians		19%	23%	17%	5%	5%	5%	6%	17%	1%	1%	1%
Area Description	Big city	25%	24%	17%	12%	5%	4%	4%	8%	0%	2%	1%
	Small city	25%	20%	17%	7%	8%	6%	6%	9%	1%	0%	0%
	Suburban	27%	22%	15%	9%	5%	6%	4%	11%	0%	1%	0%
	Small town/Rural	15%	26%	18%	13%	5%	5%	2%	10%	3%	2%	1%
Small city/Suburban Men		21%	28%	16%	6%	10%	6%	3%	10%	0%	1%	0%
Small city/Suburban Women		30%	16%	16%	9%	4%	6%	6%	10%	1%	0%	0%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.



		Florida Likely Voters				
		Will your vote for Congress in November 2018 be a vote to send a message that we need:				
		More Democrats to be a check and balance to Donald Trump	More Republicans who will help Donald Trump pass his agenda	Vol: Sending a different message	Vol: Not sending a message	Unsure
		Row %	Row %	Row %	Row %	Row %
Florida Likely Voters		52%	40%	2%	1%	6%
Party Identification	Democrat	93%	5%	0%	1%	2%
	Republican	9%	85%	1%	0%	5%
	Independent	57%	30%	3%	0%	10%
Political Ideology	Very liberal-Liberal	94%	3%	0%	0%	3%
	Moderate	61%	30%	3%	1%	5%
	Conservative-Very conservative	16%	76%	0%	0%	8%
Trump Supporters		8%	84%	2%	0%	5%
Region	North/Panhandle	37%	51%	2%	1%	7%
	Orlando/Central Atlantic Coast	51%	46%	1%	0%	2%
	Tampa Bay Area	57%	33%	3%	0%	7%
	Gulf Coast/Mid-Florida	46%	44%	1%	1%	9%
	Miami/Gold Coast/Keys	66%	29%	1%	0%	4%
Household Income	Less than \$50,000	58%	32%	2%	0%	8%
	\$50,000 or more	52%	43%	1%	1%	3%
Education	Not college graduate	49%	41%	1%	0%	10%
	College graduate	56%	39%	3%	1%	1%
Race	White	44%	49%	1%	0%	5%
	African American	86%	4%	1%	1%	8%
	Latino	64%	27%	0%	0%	9%
Age	18 to 29	69%	22%	0%	0%	9%
	30 to 44	56%	27%	4%	2%	10%
	45 to 59	44%	53%	1%	0%	3%
	60 or older	51%	44%	2%	0%	4%
Age	Under 45	61%	25%	2%	1%	10%
	45 or older	48%	48%	1%	0%	3%
Gender	Men	46%	46%	2%	1%	4%
	Women	58%	34%	1%	0%	7%
Race and Education	White - Not College Graduate	40%	52%	1%	0%	7%
	White - College Graduate	49%	46%	2%	1%	2%
Gender - Race - Education	Men - White - Not College Graduate	37%	59%	2%	0%	2%
	Men - White - College Graduate	42%	51%	3%	2%	2%
	Women - White - Not College Graduate	42%	47%	0%	0%	11%
	Women - White - College Graduate	56%	41%	2%	0%	1%
White Evangelical Christians		23%	67%	1%	0%	9%
Area Description	Big city	60%	33%	1%	0%	5%
	Small city	56%	35%	2%	2%	5%
	Suburban	54%	38%	2%	0%	6%
	Small town/Rural	34%	60%	1%	0%	6%
Small city/Suburban Men		47%	44%	3%	2%	4%
Small city/Suburban Women		61%	31%	1%	0%	7%

NBC News/Marist Poll Florida Likely Voters. Interviews conducted September 16th through September 20th, 2018, n=600 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.