

From January 22 - February 1, 2015 Quinnipiac University surveyed 936 self-identified registered voters in Florida with a margin of sampling error of +/- 3.2 percentage points. The survey includes 348 registered Republicans with a margin of error of +/- 5.3 percentage points and 322 registered Democrats with a margin of error of +/- 5.5 percentage points. Margins of sampling error for additional subgroups are listed in tables below.

This RDD telephone survey was conducted throughout the state of Florida with live interviewers calling land lines and cell phones. Surveys are conducted in English or Spanish dependent on respondent preference.

All data was collected and tabulated by the Quinnipiac University Poll.

	REGISTERED REPUBLICANS.....								
		Wht			POLITICAL PHILOSOPHY				
	Tot	Tea Party	BrnAgn	Evang	Very	Smwht	Lib	Men	Wom
					Conservative	Mod/			
Weighted Percentage	100%	23%	33%	31%	31%	33%		51%	49%
Unweighted n	348	74	114	113	115	108		184	164
MoE (+/-%)	5.25	11.39	9.18	9.22	9.14	9.43		7.22	7.65

	REGISTERED DEMOCRATS		
	Tot	Men	Wom
Weighted Percentage	100%	38%	62%
Unweighted n	322	130	192
MoE (+/-%)	5.46	8.60	7.07

METHODOLOGICAL DETAILS

Dual frame landline and cell phone samples are generated using Random Digit Dialing procedures by Survey Sampling International (SSI). Both the landline and cellular phone samples are stratified by Census division according to area code.

Land line numbers are scheduled for 5+ call attempts and cell phone numbers are scheduled for 4+ call attempts. When calling landlines interviewers ask to speak with the adult member of the household having the next birthday. If that person is not available a call back is scheduled for a better time to speak with that person. Interviews are conducted on cell phones with both cell only and dual owner respondents. The complete land and cell sample is weighted to National Health Interview Survey estimates for [land only/cell only/dual owner] households.

Questions are asked of registered voters as they appear in the release document. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question. Questions are numbered as asked with additional questions found in successive releases.

This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples. The overall adult sample is weighted to recent Census or American Community Survey data using a sample balancing procedure to match the demographic makeup of the population by county, gender, age, education and race. Margins of sampling error for this survey are not adjusted for design effect.

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Contact [pollinginstitute@quinnipiac.edu](mailto:pollinginstitute@quinnipiac.edu) for additional information or call 203-582-5201.