

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. 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.

PARTY IDENTIFICATION QUESTION WORDING - Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or what?

	REGISTERED VOTERS
PARTY IDENTIFICATION	
Republican	28%
Democrat	33
Independent	30
Other/DK/NA	8

PHONE DISTRIBUTION	
Cell only	33%
Land Line only	6
Both, cmp from cell sample	12
Both, cmp from land sample	50

RACE	
White	65%
Black	14
Hispanic	14
Other/DK/NA	7

	REGISTERED VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Weighted Percentage	100%	28%	33%	30%	46%	54%
Unweighted n	936	304	277	287	463	473
MoE (+/-%)	3.20	5.62	5.89	5.78	4.55	4.51

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 for additional information or call 203-582-5201.