

FLORIDA

This RDD telephone survey was conducted from March 17 - 28, 2015 throughout the state of Florida.

Responses are reported for 1,087 self-identified registered voters with a margin of sampling error of +/- 3 percentage points. Margins of sampling error for additional subgroups are listed in tables below.

Surveys are conducted in English or Spanish dependent on respondent preference with live interviewers calling land lines and cell phones.

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	29%
Democrat	32
Independent	30
Other/DK/NA	9

PHONE DISTRIBUTION	
Cell only	36%
Land Line only	7
Both, cmp from cell sample	14
Both, cmp from land sample	43

RACE	
White	66%
Black	13
Hispanic	15
Other/DK/NA	6

	REGISTERED VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Weighted Percentage	100%	29%	32%	30%	47%	53%
Unweighted n	1,087	361	299	339	588	499
MoE (+/-%)	2.97	5.16	5.67	5.32	4.04	4.39

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 4+ call attempts and cell phone numbers are scheduled for 3+ 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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