

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. The survey includes 428 Registered Republicans with a margin of sampling error of +/- 4.7 percentage points and 344 Registered Democrats with a margin of sampling error of +/- 5.3 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.

REGISTERED REPUBLICANS.....								
	Tot	Tea Party	POLITICAL PHILOSOPHY				Men	Wom
			Wht	BrnAgn	CONSERVATIVE	Mod/		
			Evng	Very	Smwht	Lib		
Weighted Percentage	100%	25%	30%	35%	31%	32%	50%	50%
Unweighted n	428	103	124	157	132	133	241	187
MoE (+/-%)	4.74	9.66	8.80	7.82	8.53	8.50	6.31	7.17

REGISTERED DEMOCRATS			
	Tot	Men	Wom
Weighted Percentage	100%	34%	66%
Unweighted n	344	151	193
MoE (+/-%)	5.28	7.98	7.05

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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Contact pollinginstitute@quinnipiac.edu for additional information or call 203-582-5201.