

Nature of the Sample - Florida

| | | Florida Adults | Florida Registered Voters | Florida Likely Voters |
|---------------------------|---------------------------------|----------------|---------------------------|-----------------------|
| | | Col % | Col % | Col % |
| Florida Adults | | 100% | | |
| Florida Registered Voters | | 91% | 100% | |
| Florida Likely Voters | | 71% | 78% | 100% |
| When Casting Ballot | Voted/Plan to vote early | n/a | 63% | 65% |
| | Voting on Election Day | n/a | 29% | 29% |
| | Have not decided | n/a | 9% | 7% |
| Party Identification | Democrat | n/a | 36% | 37% |
| | Republican | n/a | 34% | 35% |
| | Independent | n/a | 28% | 27% |
| | Other | n/a | 1% | 1% |
| Party Identification | Strong Democrats | n/a | 28% | 29% |
| | Not strong Democrats | n/a | 9% | 8% |
| | Democratic leaning independents | n/a | 10% | 9% |
| | Just Independents | n/a | 9% | 9% |
| | Republican leaning independents | n/a | 9% | 9% |
| | Not strong Republicans | n/a | 8% | 8% |
| | Strong Republicans | n/a | 26% | 26% |
| | Other | n/a | 1% | 1% |
| Party Registration | Democrat | n/a | 41% | 41% |
| | Republican | n/a | 40% | 41% |
| | Independent | n/a | 19% | 18% |
| | Other | n/a | 0% | 0% |
| Political Ideology | Very liberal | n/a | 6% | 6% |
| | Liberal | n/a | 19% | 19% |
| | Moderate | n/a | 33% | 33% |
| | Conservative | n/a | 30% | 30% |
| | Very conservative | n/a | 12% | 12% |
| Past Participation** | Yes | n/a | 92% | 95% |
| | No | n/a | 8% | 5% |
| Tea Party Supporters | | n/a | 27% | 27% |
| Gender | Men | 48% | 47% | 47% |
| | Women | 52% | 53% | 53% |
| Age | Under 45 | 32% | 29% | 26% |
| | 45 or older | 68% | 71% | 74% |
| Age | 18 to 29 | 12% | 11% | 9% |
| | 30 to 44 | 20% | 18% | 18% |
| | 45 to 59 | 27% | 27% | 28% |
| | 60 or older | 41% | 44% | 46% |
| Race | White | 69% | 71% | 72% |
| | African American | 11% | 11% | 11% |
| | Latino | 16% | 15% | 14% |
| | Other | 3% | 3% | 3% |
| Cuban descent | Yes | 5% | 5% | 5% |
| | No | 95% | 95% | 95% |
| Region | North/Panhandle | 23% | 23% | 22% |
| | Orlando/Central Atlantic Coast | 21% | 21% | 21% |
| | Tampa Bay Area | 16% | 16% | 16% |
| | South Central | 14% | 14% | 14% |
| | Miami/South | 26% | 26% | 27% |
| Household Income | Less than \$75,000 | 74% | 72% | 71% |
| | \$75,000 or more | 26% | 28% | 29% |
| Education | Not college graduate | 62% | 60% | 59% |
| | College graduate | 38% | 40% | 41% |
| Marital Status | Married | 51% | 53% | 55% |
| | Not married | 49% | 47% | 45% |
| U.S. Military Veteran | Yes | 17% | 18% | 18% |
| | No | 83% | 82% | 82% |
| Interview Type | Landline | 74% | 76% | 78% |
| | Cell Phone | 26% | 24% | 22% |

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted October 30th through November 1st, 2012, N=2168 MOE +/- 2.1 percentage points. Florida Registered Voters: N=1973 MOE +/- 2.2 percentage points. Florida Likely Voters: N=1545 MOE +/- 2.5 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.