

**Nature of the Sample - Florida**

		Florida Adults	Florida Registered Voters
		Col %	Col %
Florida Adults		100%	
Florida Registered Voters		89%	100%
Florida Potential Republican Electorate*		30%	34%
Florida Likely Voters		22%	24%
Party Registration	Democrat	n/a	45%
	Republican	n/a	35%
	Independent	n/a	20%
	Other	n/a	0%
Tea Party Supporters		n/a	26%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	8%
	Support Tea Party	n/a	18%
	Does not support Tea Party	n/a	63%
	Unsure	n/a	11%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	37%	33%
	45 or older	63%	67%
Age	18 to 29	17%	13%
	30 to 44	20%	20%
	45 to 59	26%	27%
	60 or older	37%	40%
Race	White	62%	64%
	African American	13%	13%
	Latino	21%	20%
	Other	4%	4%
Region	North/Panhandle	19%	19%
	Orlando/Central Atlantic Coast	21%	21%
	Tampa Bay Area	16%	16%
	South Central	14%	14%
	Miami/South	30%	30%
	Household Income	Less than \$75,000	73%
	\$75,000 or more	27%	29%
Interview Type	Landline	73%	76%
	Cell Phone	27%	24%

NBC News/Marist Poll Florida Adults. Interviews conducted January 25th through 27th, 2012, N=3141 MOE +/- 1.8 percentage points.

Florida Registered Voters: N=2795 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding.

\*The potential Republican electorate in Florida includes all registered Republicans.

**Nature of the Sample - Florida**

		Florida Potential Republican	
		Electorate*	Florida Likely Voters
		Col %	Col %
Florida Potential Republican Electorate*		100%	
Florida Likely Voters			100%
Tea Party Supporters		48%	51%
Intensity of Tea Party Support	Strongly support Tea Party	20%	21%
	Support Tea Party	28%	30%
	Does not support Tea Party	43%	41%
	Unsure	9%	8%
Political Ideology	Very liberal	1%	0%
	Liberal	7%	5%
	Moderate	26%	24%
	Conservative	44%	45%
	Very conservative	23%	25%
Past Participation**	Yes	83%	89%
	No	17%	11%
Gender	Men	52%	53%
	Women	48%	47%
Age	Under 45	29%	25%
	45 or older	71%	75%
Age	18 to 29	8%	6%
	30 to 44	21%	19%
	45 to 59	26%	26%
	60 or older	45%	48%
Race	White	81%	85%
	African American	1%	1%
	Latino	14%	12%
	Other	3%	3%
Region	North/Panhandle	20%	23%
	Orlando/Central Atlantic Coast	21%	22%
	Tampa Bay Area	19%	16%
	South Central	17%	19%
	Miami/South	23%	19%
Household Income	Less than \$75,000	64%	63%
	\$75,000 or more	36%	37%
Evangelical Christian	Yes	39%	40%
	No	61%	60%
Tea Party-Conservative-Evangelical		14%	16%
Education	Not college graduate	55%	53%
	College graduate	45%	47%
Interview Type	Landline	81%	83%
	Cell Phone	19%	17%

NBC News/Marist Poll Florida Potential Republican Electorate. Interviews conducted January 25th through 27th, 2012, N=942 MOE +/- 3.2 percentage points. Florida Likely Republican Primary Voters: N=682 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

\*The potential Republican electorate in Florida includes all registered Republicans.

\*\*Past participation refers to previous participation in a Florida Republican Presidential Primary.

**Nature of the Sample - Florida**

		Pre-Debate	Post-Debate
		Col %	Col %
Pre-Debate		100%	0%
Post-Debate		0%	100%
Tea Party Supporters		53%	50%
Intensity of Tea Party Support	Strongly support Tea Party	22%	21%
	Support Tea Party	31%	29%
	Does not support Tea Party	40%	42%
	Unsure	8%	8%
Political Ideology	Very liberal	0%	0%
	Liberal	5%	5%
	Moderate	26%	23%
	Conservative	44%	47%
	Very conservative	26%	25%
Past Participation**	Yes	88%	90%
	No	12%	10%
Gender	Men	51%	54%
	Women	49%	46%
Age	Under 45	27%	24%
	45 or older	73%	76%
Race	White	82%	88%
	African American	1%	1%
	Latino	14%	10%
	Other	3%	2%
Household Income	Less than \$75,000	59%	67%
	\$75,000 or more	41%	33%
Evangelical Christian	Yes	40%	40%
	No	60%	60%
Tea Party-Conservative-Evangelical		18%	14%
Education	Not college graduate	53%	53%
	College graduate	47%	47%
Interview Type	Landline	84%	82%
	Cell Phone	16%	18%

NBC News/Marist Poll Florida Likely Republican Primary Voters. Interviews conducted Pre-Debate January 25th and 26th, 2012, N=366 MOE +/- 5.5 percentage points. Interviews conducted Post-Debate January 27th, 2012, N=316 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

\*\*Past participation refers to previous participation in a Florida Republican Presidential Primary.