

Nature of the Sample - Florida

		Florida Adults	Florida Registered Voters
		Col %	Col %
Florida Adults		100%	
Florida Registered Voters		86%	100%
Party Registration	Democrat	n/a	43%
	Republican	n/a	35%
	Independent	n/a	21%
	Other	n/a	0%
Political Ideology	Very liberal	n/a	6%
	Liberal	n/a	19%
	Moderate	n/a	34%
	Conservative	n/a	29%
	Very conservative	n/a	12%
Past Participation**	Yes	n/a	92%
	No	n/a	8%
Tea Party Supporters		n/a	25%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	36%	31%
	45 or older	64%	69%
Age	18 to 29	17%	13%
	30 to 44	20%	19%
	45 to 59	27%	28%
	60 or older	36%	41%
Race	White	63%	66%
	African American	13%	13%
	Latino	19%	18%
	Other	4%	4%
Region	North/Panhandle	19%	19%
	Orlando/Central Atlantic Coast	21%	21%
	Tampa Bay Area	16%	15%
	South Central	14%	15%
	Miami/South	30%	30%
Household Income	Less than \$75,000	73%	70%
	\$75,000 or more	27%	30%
Education	Not college graduate	61%	58%
	College graduate	39%	42%
Evangelical Christian	Yes	21%	21%
	No	79%	79%
Interview Type	Landline	72%	76%
	Cell Phone	28%	24%

NBC News/Marist Poll Florida Adults. Interviews conducted May 17th through May 20th, 2012, N=1253 MOE +/- 2.8 percentage points. Florida Registered Voters: N=1078 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a Presidential Election.