

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		47%	45%	8%
Party Identification	Democrat	13%	78%	9%
	Republican	86%	9%	4%
	Independent	43%	46%	11%
Tea Party Supporters		83%	14%	4%
Political Ideology	Very liberal-Liberal	15%	77%	8%
	Moderate	36%	55%	9%
	Conservative-Very conservative	73%	20%	7%
Presidential Choice	Barack Obama and Joe Biden	11%	81%	8%
	Mitt Romney and Paul Ryan	90%	6%	4%
Gender	Men	51%	42%	6%
	Women	43%	47%	10%
Age	Under 45	41%	50%	9%
	45 or older	50%	43%	8%
Age	18 to 29	36%	57%	7%
	30 to 44	44%	45%	11%
	45 to 59	47%	46%	8%
	60 or older	52%	41%	8%
Race	White	57%	36%	7%
	African American	7%	80%	14%
	Latino	39%	51%	10%
Region	North/Panhandle	55%	36%	9%
	Orlando/Central Atlantic Coast	53%	41%	6%
	Tampa Bay Area	37%	53%	9%
	South Central	49%	45%	6%
	Miami/South	39%	51%	11%
Household Income	Less than \$75,000	42%	49%	9%
	\$75,000 or more	57%	39%	4%
Education	Not college graduate	44%	48%	9%
	College graduate	51%	41%	7%
Marital Status	Married	56%	38%	6%
	Not married	36%	53%	11%
Evangelical Christians		58%	32%	10%
U.S. Military Veteran		59%	34%	7%
Interview Type	Landline	49%	45%	7%
	Cell Phone	42%	46%	12%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted September 9th through September 11th, 2012, N=980 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.