

Nature of the Sample - Florida

		Florida Adults	Florida Registered Voters	Florida Likely Voters
		Col %	Col %	Col %
Florida Adults		100%		
Florida Registered Voters		90%	100%	
Florida Likely Voters		65%	72%	100%
Party Identification	Democrat	n/a	36%	35%
	Republican	n/a	31%	33%
	Independent	n/a	32%	30%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	25%	26%
	Not strong Democrats	n/a	11%	9%
	Democratic leaning independents	n/a	11%	11%
	Just Independents	n/a	10%	9%
	Republican leaning independents	n/a	10%	10%
	Not strong Republicans	n/a	10%	9%
	Strong Republicans	n/a	22%	25%
	Other	n/a	1%	1%
Party Registration	Democrat	n/a	42%	41%
	Republican	n/a	36%	38%
	Independent	n/a	22%	20%
	Other	n/a	0%	0%
Political Ideology	Very liberal	n/a	6%	5%
	Liberal	n/a	18%	18%
	Moderate	n/a	34%	33%
	Conservative	n/a	30%	31%
	Very conservative	n/a	12%	13%
Past Participation**	Yes	n/a	88%	92%
	No	n/a	12%	8%
Tea Party Supporters		n/a	27%	29%
Gender	Men	48%	47%	46%
	Women	52%	53%	54%
Age	Under 45	42%	39%	34%
	45 or older	58%	61%	66%
Age	18 to 29	20%	18%	14%
	30 to 44	22%	21%	21%
	45 to 59	27%	28%	29%
	60 or older	31%	33%	37%
Race	White	61%	63%	67%
	African American	14%	13%	13%
	Latino	21%	20%	17%
	Other	4%	4%	3%
Cuban descent	Yes	7%	6%	6%
	No	93%	94%	94%
Region	North/Panhandle	19%	19%	22%
	Orlando/Central Atlantic Coast	21%	21%	21%
	Tampa Bay Area	16%	16%	16%
	South Central	14%	14%	14%
	Miami/South	30%	30%	27%
Household Income	Less than \$75,000	73%	72%	70%
	\$75,000 or more	27%	28%	30%
Education	Not college graduate	64%	63%	60%
	College graduate	36%	37%	40%
Marital Status	Married	48%	49%	53%
	Not married	52%	51%	47%
Evangelical Christian	Yes	21%	21%	23%
	No	79%	79%	77%
U.S. Military Veteran	Yes	15%	16%	17%
	No	85%	84%	83%
Interview Type	Landline	64%	66%	70%
	Cell Phone	36%	34%	30%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted September 9th through September 11th, 2012, N=1501 MOE +/- 2.5 percentage points.

Florida Registered Voters: N=1352 MOE +/- 2.7 percentage points.

Florida Likely Voters: N=980 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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