

NBC News/WSJ/Marist Poll Florida Likely Voters Tables

		Florida Likely Voters			
		Tossup including those who are undecided yet leaning toward a candidate			
		Barack Obama and Joe Biden, the Democrats	Mitt Romney and Paul Ryan, the Republicans	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Likely Voters		47%	46%	1%	6%
Party Identification	Democrat	90%	6%	0%	4%
	Republican	7%	90%	0%	3%
	Independent	41%	47%	2%	10%
Party Identification***	Strong Democrats	97%	1%	0%	1%
	Soft Democrats	77%	14%	1%	8%
	Just Independents	27%	42%	5%	27%
	Soft Republicans	13%	79%	2%	6%
	Strong Republicans	2%	97%	0%	1%
Tea Party Supporters		11%	85%	1%	4%
Political Ideology	Very liberal-Liberal	88%	8%	0%	4%
	Moderate	55%	38%	1%	6%
	Conservative-Very conservative	18%	75%	1%	5%
Intensity of Support	Strongly support	52%	48%	0%	0%
	Somewhat support	39%	61%	0%	0%
Plan to Vote Early	Vote early or by absentee	50%	45%	1%	4%
	Vote on Election Day	45%	49%	1%	5%
	Have not decided	48%	43%	1%	8%
Enthusiasm about Presidential Election	High	48%	49%	1%	2%
	Moderate	50%	42%	0%	8%
	Low	34%	37%	6%	23%
Gender	Men	46%	47%	2%	5%
	Women	48%	45%	1%	6%
Age	Under 45	57%	35%	1%	7%
	45 or older	43%	51%	1%	5%
Age	18 to 29	69%	23%	2%	5%
	30 to 44	53%	39%	1%	7%
	45 to 59	46%	49%	1%	4%
	60 or older	41%	53%	1%	5%
Race	White	38%	56%	1%	4%
	African American	91%	3%	0%	6%
	Latino	54%	37%	1%	8%
Region	North/Panhandle	33%	61%	1%	5%
	Orlando/Central Atlantic Coast	41%	51%	2%	6%
	Tampa Bay Area	48%	45%	1%	6%
	South Central	43%	50%	1%	6%
	Miami/South	65%	29%	1%	5%
Household Income	Less than \$75,000	48%	44%	2%	6%
	\$75,000 or more	49%	48%	0%	3%
Education	Not college graduate	47%	46%	1%	6%
	College graduate	47%	47%	1%	5%
Marital Status	Married	39%	55%	1%	5%
	Not married	57%	37%	1%	6%
U.S. Military Veteran		37%	57%	0%	6%
Interview Type	Landline	45%	49%	1%	5%
	Cell Phone	54%	35%	3%	8%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted September 30th and October 1st, 2012, N=890 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

***Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.