

Nature of the Sample - Florida

		Florida Adults	Florida Registered Voters	Florida Likely Voters
		Col %	Col %	Col %
Florida Adults		100%		
Florida Registered Voters		91%	100%	
Florida Likely Voters		68%	75%	100%
Party Identification	Democrat	n/a	37%	37%
	Republican	n/a	30%	32%
	Independent	n/a	31%	29%
	Other	n/a	2%	2%
Party Identification	Strong Democrats	n/a	26%	27%
	Not strong Democrats	n/a	10%	10%
	Democratic leaning independents	n/a	11%	10%
	Just Independents	n/a	10%	9%
	Republican leaning independents	n/a	10%	10%
	Not strong Republicans	n/a	7%	7%
	Strong Republicans	n/a	23%	25%
	Other	n/a	2%	2%
	Party Registration	Democrat	n/a	40%
Republican		n/a	36%	38%
Independent		n/a	22%	21%
Other		n/a	1%	1%
Political Ideology	Very liberal	n/a	4%	4%
	Liberal	n/a	18%	18%
	Moderate	n/a	37%	37%
	Conservative	n/a	28%	29%
	Very conservative	n/a	13%	13%
Past Participation**	Yes	n/a	90%	93%
	No	n/a	10%	7%
Tea Party Supporters		n/a	27%	29%
Gender	Men	48%	47%	46%
	Women	52%	53%	54%
Age	Under 45	36%	33%	30%
	45 or older	64%	67%	70%
Age	18 to 29	12%	10%	8%
	30 to 44	24%	23%	22%
	45 to 59	27%	28%	28%
	60 or older	37%	39%	42%
Race	White	65%	66%	68%
	African American	13%	13%	13%
	Latino	18%	17%	15%
	Other	4%	4%	4%
Cuban descent	Yes	6%	6%	5%
	No	94%	94%	95%
Region	North/Panhandle	19%	18%	21%
	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	74%	72%	71%
	\$75,000 or more	26%	28%	29%
Education	Not college graduate	63%	62%	61%
	College graduate	37%	38%	39%
Marital Status	Married	51%	52%	53%
	Not married	49%	48%	47%
U.S. Military Veteran	Yes	15%	15%	16%
	No	85%	85%	84%
Interview Type	Landline	73%	74%	77%
	Cell Phone	27%	26%	23%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted September 30th and October 1st, 2012, N=1316 MOE +/- 2.7 percentage points.

Florida Registered Voters: N=1191 MOE +/- 2.8 percentage points.

Florida Likely Voters: N=890 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

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