

		Florida Likely Voters			
		Tossup including those who are undecided yet leaning toward a candidate or voted absentee			
		Barack Obama and Joe Biden, Mitt Romney and Paul Ryan,			
		the Democrats	the Republicans	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Likely Voters		48%	47%	1%	4%
Party Identification	Democrat	93%	6%	0%	1%
	Republican	6%	90%	1%	2%
	Independent	43%	48%	2%	8%
Party Identification***	Strong Democrats	97%	2%	0%	0%
	Soft Democrats	82%	11%	3%	5%
	Just Independents	32%	53%	0%	14%
	Soft Republicans	10%	83%	2%	5%
Tea Party Supporters	Strong Republicans	3%	97%	0%	1%
		11%	87%	0%	2%
Political Ideology	Very liberal-Liberal	82%	13%	3%	2%
	Moderate	56%	37%	1%	5%
	Conservative-Very conservative	26%	71%	1%	3%
Intensity of Support	Strongly support	49%	50%	1%	0%
	Somewhat support	50%	50%	0%	0%
Past Participation**	Yes	47%	48%	1%	4%
	No	57%	40%	0%	3%
Plan to Vote Early	Vote-Voted early or by absentee	50%	46%	1%	2%
	Vote on Election Day	43%	51%	1%	5%
	Have not decided	56%	38%	1%	5%
Enthusiasm about Presidential Election	High	48%	50%	1%	2%
	Moderate	49%	44%	1%	6%
	Low	45%	37%	6%	13%
Gender	Men	41%	54%	1%	4%
	Women	54%	41%	1%	4%
Age	Under 45	56%	38%	3%	3%
	45 or older	44%	51%	1%	4%
Age	18 to 29	70%	27%	1%	2%
	30 to 44	49%	44%	3%	3%
	45 to 59	45%	48%	1%	6%
	60 or older	44%	53%	0%	3%
Race	White	38%	57%	1%	4%
	African American	95%	5%	0%	1%
	Latino	47%	45%	3%	5%
Cuban descent	Yes	33%	60%	5%	2%
	No	49%	46%	1%	4%
Region	North/Panhandle	41%	57%	1%	1%
	Orlando/Central Atlantic Coast	49%	46%	1%	4%
	Tampa Bay Area	41%	52%	1%	5%
	South Central	43%	53%	1%	4%
	Miami/South	59%	34%	2%	4%
Household Income	Less than \$75,000	53%	43%	2%	3%
	\$75,000 or more	41%	53%	1%	6%
Education	Not college graduate	51%	45%	1%	3%
	College graduate	43%	51%	2%	5%
Marital Status	Married	41%	54%	1%	4%
	Not married	57%	38%	2%	3%
U.S. Military Veteran		34%	61%	1%	3%
Interview Type	Landline	46%	49%	1%	3%
	Cell Phone	53%	40%	2%	5%

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 7th through October 9th, 2012, N=988 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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

\*\*\*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.