

		Florida Likely Voters			
		Florida U.S. Senate tossup including those who are undecided yet leaning toward a candidate or voted absentee			
		Bill Nelson, the Democrat	Connie Mack, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Florida Likely Voters		52%	39%	0%	9%
Party Identification	Democrat	88%	5%	0%	7%
	Republican	14%	79%	1%	6%
	Independent	51%	35%	0%	13%
Party Identification***	Strong Democrats	92%	3%	0%	5%
	Soft Democrats	81%	8%	0%	11%
	Just Independents	50%	26%	1%	23%
	Soft Republicans	20%	70%	1%	10%
Tea Party Supporters	Strong Republicans	9%	85%	1%	5%
		15%	79%	1%	5%
Political Ideology	Very liberal-Liberal	83%	7%	0%	9%
	Moderate	63%	27%	1%	9%
	Conservative-Very conservative	28%	64%	1%	7%
Presidential Choice	Barack Obama and Joe Biden	89%	5%	0%	7%
	Mitt Romney and Paul Ryan	15%	75%	1%	9%
Gender	Men	50%	43%	0%	8%
	Women	54%	35%	1%	10%
Age	Under 45	60%	27%	0%	13%
	45 or older	49%	43%	1%	7%
Age	18 to 29	66%	17%	0%	17%
	30 to 44	57%	33%	0%	11%
	45 to 59	49%	41%	1%	10%
	60 or older	49%	45%	1%	5%
Race	White	46%	44%	0%	9%
	African American	83%	9%	0%	8%
	Latino	53%	38%	0%	8%
Cuban descent	Yes	46%	49%	0%	5%
	No	53%	38%	0%	9%
Region	North/Panhandle	46%	44%	1%	9%
	Orlando/Central Atlantic Coast	54%	38%	0%	9%
	Tampa Bay Area	47%	44%	1%	9%
	South Central	50%	44%	1%	5%
	Miami/South	60%	28%	0%	11%
Household Income	Less than \$75,000	57%	35%	0%	8%
	\$75,000 or more	49%	44%	1%	7%
Education	Not college graduate	53%	36%	0%	10%
	College graduate	51%	42%	0%	7%
Marital Status	Married	46%	45%	0%	8%
	Not married	59%	31%	0%	10%
U.S. Military Veteran		43%	51%	0%	6%
Interview Type	Landline	51%	42%	0%	7%
	Cell Phone	57%	27%	0%	15%

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.

***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.