

		Florida Likely Voters		
		Which candidate will do a better job handling the economy:		
		Barack Obama	Mitt Romney	Unsure
		Row %	Row %	Row %
Florida Likely Voters		45%	48%	7%
Party Identification	Democrat	87%	8%	5%
	Republican	6%	92%	2%
	Independent	37%	50%	13%
Tea Party Supporters		11%	87%	2%
Political Ideology	Very liberal-Liberal	78%	14%	8%
	Moderate	51%	40%	9%
	Conservative-Very conservative	24%	72%	4%
Presidential Choice	Barack Obama and Joe Biden	91%	5%	4%
	Mitt Romney and Paul Ryan	2%	96%	2%
Gender	Men	38%	55%	6%
	Women	50%	42%	8%
Age	Under 45	51%	41%	8%
	45 or older	42%	52%	7%
Age	18 to 29	60%	28%	12%
	30 to 44	46%	48%	6%
	45 to 59	44%	49%	7%
	60 or older	40%	53%	7%
Race	White	36%	58%	7%
	African American	89%	6%	4%
	Latino	42%	49%	9%
Cuban descent	Yes	32%	63%	5%
	No	46%	47%	7%
Region	North/Panhandle	37%	59%	4%
	Orlando/Central Atlantic Coast	46%	46%	8%
	Tampa Bay Area	37%	53%	10%
	South Central	44%	51%	6%
	Miami/South	55%	37%	8%
Household Income	Less than \$75,000	51%	43%	6%
	\$75,000 or more	38%	57%	5%
Education	Not college graduate	48%	45%	7%
	College graduate	40%	53%	7%
Marital Status	Married	39%	55%	6%
	Not married	52%	40%	8%
U.S. Military Veteran		32%	62%	6%
Interview Type	Landline	44%	50%	6%
	Cell Phone	48%	42%	11%

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.