

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		49%	44%	7%
Party Identification	Democrat	11%	82%	7%
	Republican	89%	8%	2%
	Independent	49%	38%	13%
Tea Party Supporters		85%	12%	3%
Political Ideology	Very liberal-Liberal	19%	77%	5%
	Moderate	39%	51%	10%
	Conservative-Very conservative	73%	22%	5%
Presidential Choice	Barack Obama and Joe Biden	9%	84%	7%
	Mitt Romney and Paul Ryan	93%	3%	4%
Gender	Men	56%	37%	8%
	Women	43%	50%	7%
Age	Under 45	41%	50%	9%
	45 or older	53%	41%	6%
Age	18 to 29	29%	60%	11%
	30 to 44	47%	45%	8%
	45 to 59	49%	44%	7%
	60 or older	56%	39%	6%
Race	White	57%	37%	6%
	African American	7%	77%	17%
	Latino	54%	42%	4%
Cuban descent	Yes	72%	24%	4%
	No	47%	46%	7%
Region	North/Panhandle	56%	36%	8%
	Orlando/Central Atlantic Coast	44%	50%	6%
	Tampa Bay Area	54%	38%	8%
	South Central	56%	37%	6%
	Miami/South	41%	52%	8%
Household Income	Less than \$75,000	43%	49%	7%
	\$75,000 or more	57%	37%	6%
Education	Not college graduate	46%	46%	8%
	College graduate	54%	40%	6%
Marital Status	Married	55%	38%	7%
	Not married	41%	51%	8%
U.S. Military Veteran		61%	32%	7%
Interview Type	Landline	51%	42%	7%
	Cell Phone	43%	49%	9%

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.