

**Nature of the Sample - Florida**

		Florida Adults	Florida Registered Voters	Florida Likely Voters
		Col %	Col %	Col %
Florida Adults		100%		
Florida Registered Voters		90%	100%	
Florida Likely Voters		70%	78%	100%
Party Identification	Democrat	n/a	36%	37%
	Republican	n/a	31%	33%
	Independent	n/a	31%	29%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	27%	28%
	Not strong Democrats	n/a	10%	9%
	Democratic leaning independents	n/a	12%	11%
	Just Independents	n/a	11%	10%
	Republican leaning independents	n/a	8%	9%
	Not strong Republicans	n/a	8%	8%
	Strong Republicans	n/a	23%	25%
Party Registration	Democrat	n/a	41%	40%
	Republican	n/a	37%	39%
	Independent	n/a	22%	20%
	Other	n/a	0%	0%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	16%	16%
	Moderate	n/a	36%	35%
	Conservative	n/a	30%	31%
	Very conservative	n/a	12%	13%
Past Participation**	Yes	n/a	89%	92%
	No	n/a	11%	8%
Tea Party Supporters		n/a	26%	28%
Gender	Men	48%	47%	47%
	Women	52%	53%	53%
Age	Under 45	36%	34%	30%
	45 or older	64%	66%	70%
Age	18 to 29	15%	14%	11%
	30 to 44	21%	20%	19%
	45 to 59	27%	27%	28%
	60 or older	37%	39%	42%
Race	White	61%	62%	63%
	African American	13%	13%	13%
	Latino	22%	21%	20%
	Other	4%	4%	4%
Cuban descent	Yes	8%	8%	8%
	No	92%	92%	92%
Region	North/Panhandle	19%	19%	22%
	Orlando/Central Atlantic Coast	21%	21%	21%
	Tampa Bay Area	16%	16%	16%
	South Central	14%	14%	15%
	Miami/South	30%	30%	27%
Household Income	Less than \$75,000	73%	72%	71%
	\$75,000 or more	27%	28%	29%
Education	Not college graduate	60%	58%	57%
	College graduate	40%	42%	43%
Marital Status	Married	52%	53%	56%
	Not married	48%	47%	44%
U.S. Military Veteran	Yes	16%	17%	18%
	No	84%	83%	82%
Interview Type	Landline	72%	74%	76%
	Cell Phone	28%	26%	24%

NBC News/WSJ/Marist Poll Florida Adults. Interviews conducted October 7th through October 9th, 2012, N=1410 MOE +/- 2.6 percentage points.

Florida Registered Voters: N=1272 MOE +/- 2.7 percentage points. Florida Likely Voters: 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.