

		Florida Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Florida Likely Voters		52%	43%	5%
Party Identification	Democrat	88%	8%	4%
	Republican	15%	82%	3%
	Independent	51%	41%	7%
Tea Party Supporters		15%	83%	2%
Political Ideology	Very liberal-Liberal	86%	11%	3%
	Moderate	61%	33%	6%
	Conservative-Very conservative	30%	65%	4%
Presidential Choice	Barack Obama and Joe Biden	94%	2%	3%
	Mitt Romney and Paul Ryan	11%	87%	2%
Gender	Men	47%	48%	5%
	Women	57%	38%	5%
Age	Under 45	64%	28%	8%
	45 or older	47%	49%	4%
Age	18 to 29	75%	20%	5%
	30 to 44	58%	33%	9%
	45 to 59	50%	45%	4%
	60 or older	45%	52%	3%
Race	White	43%	52%	5%
	African American	86%	6%	8%
	Latino	60%	36%	4%
Cuban descent	Yes	55%	42%	3%
	No	52%	43%	5%
Region	North/Panhandle	42%	54%	4%
	Orlando/Central Atlantic Coast	52%	41%	7%
	Tampa Bay Area	43%	51%	6%
	South Central	53%	45%	3%
	Miami/South	66%	30%	4%
Household Income	Less than \$75,000	55%	40%	5%
	\$75,000 or more	50%	47%	3%
Education	Not college graduate	53%	42%	5%
	College graduate	51%	45%	4%
Marital Status	Married	46%	49%	5%
	Not married	59%	35%	5%
U.S. Military Veteran		40%	57%	3%
Interview Type	Landline	50%	46%	4%
	Cell Phone	58%	33%	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.