<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Unsure-Never Heard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio Likely Voters</td>
<td>41%</td>
<td>43%</td>
<td>16%</td>
</tr>
<tr>
<td>Party Identification</td>
<td>Democrat</td>
<td>10%</td>
<td>74%</td>
</tr>
<tr>
<td></td>
<td>Republican</td>
<td>83%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Independent</td>
<td>43%</td>
<td>38%</td>
</tr>
<tr>
<td>Tea Party Supporters</td>
<td>79%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Political Ideology</td>
<td>Very liberal-Liberal</td>
<td>10%</td>
<td>78%</td>
</tr>
<tr>
<td></td>
<td>Moderate</td>
<td>28%</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>Conservative-Very conservative</td>
<td>67%</td>
<td>22%</td>
</tr>
<tr>
<td>Presidential Choice</td>
<td>Barack Obama and Joe Biden</td>
<td>8%</td>
<td>77%</td>
</tr>
<tr>
<td></td>
<td>Mitt Romney and Paul Ryan</td>
<td>86%</td>
<td>4%</td>
</tr>
<tr>
<td>Gender</td>
<td>Men</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>38%</td>
<td>45%</td>
</tr>
<tr>
<td>Age</td>
<td>Under 45</td>
<td>37%</td>
<td>47%</td>
</tr>
<tr>
<td></td>
<td>45 or older</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td>Age</td>
<td>18 to 29</td>
<td>37%</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>30 to 44</td>
<td>37%</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>45 to 59</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>60 or older</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Race</td>
<td>White</td>
<td>47%</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td>Non-white</td>
<td>13%</td>
<td>66%</td>
</tr>
<tr>
<td>Region</td>
<td>Cleveland Area</td>
<td>31%</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>East</td>
<td>38%</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>Northwest/Toledo</td>
<td>53%</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Columbus Area</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>South/Cincinnati</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Household Income</td>
<td>Less than $75,000</td>
<td>36%</td>
<td>47%</td>
</tr>
<tr>
<td></td>
<td>$75,000 or more</td>
<td>52%</td>
<td>39%</td>
</tr>
<tr>
<td>Education</td>
<td>Not college graduate</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td>College graduate</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Married</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td>Not married</td>
<td>34%</td>
<td>47%</td>
</tr>
<tr>
<td>U.S. Military Veteran</td>
<td>48%</td>
<td>39%</td>
<td>12%</td>
</tr>
<tr>
<td>Interview Type</td>
<td>Landline</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>Cell Phone</td>
<td>35%</td>
<td>49%</td>
</tr>
</tbody>
</table>

NBC News/WSJ/Marist Poll Ohio Likely Voters. Interviews conducted October 7th through October 9th, 2012, N=994 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.