

		Ohio Registered Voters		
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Ohio Registered Voters		39%	47%	14%
Party Identification	Democrat	12%	75%	13%
	Republican	77%	12%	11%
	Independent	38%	45%	17%
Tea Party Supporters		73%	20%	7%
Political Ideology	Very liberal-Liberal	12%	81%	7%
	Moderate	30%	54%	17%
	Conservative-Very conservative	60%	28%	12%
Presidential Choice	Barack Obama	10%	78%	13%
	Mitt Romney	79%	13%	8%
Gender	Men	42%	47%	12%
	Women	36%	48%	16%
Age	Under 45	33%	53%	14%
	45 or older	42%	45%	13%
Age	18 to 29	23%	57%	19%
	30 to 44	37%	51%	12%
	45 to 59	39%	49%	12%
	60 or older	45%	41%	13%
Race	White	43%	44%	13%
	Non-white	12%	70%	18%
Region	Cleveland Area	33%	57%	9%
	East	40%	43%	17%
	Northwest/Toledo	35%	44%	21%
	Columbus Area	46%	45%	9%
	South/Cincinnati	39%	47%	14%
Household Income	Less than \$75,000	35%	52%	14%
	\$75,000 or more	52%	42%	6%
Education	Not college graduate	36%	48%	16%
	College graduate	44%	47%	8%
Evangelical Christians		48%	36%	16%
Interview Type	Landline	39%	48%	13%
	Cell Phone	37%	46%	18%

NBC News/Marist Poll Ohio Registered Voters. Interviews conducted May 17th through May 20th, 2012, N=1103 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.