

		Ohio Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Ohio Likely Voters		40%	50%	9%
Party Identification	Democrat	7%	85%	8%
	Republican	85%	9%	6%
	Independent	41%	46%	13%
Tea Party Supporters		79%	17%	4%
Political Ideology	Very liberal-Liberal	9%	85%	6%
	Moderate	28%	59%	12%
	Conservative-Very conservative	68%	24%	8%
Presidential Choice	Barack Obama and Joe Biden	7%	87%	7%
	Mitt Romney and Paul Ryan	84%	9%	7%
Gender	Men	42%	48%	9%
	Women	38%	52%	9%
Age	Under 45	38%	52%	10%
	45 or older	42%	50%	9%
Age	18 to 29	40%	49%	11%
	30 to 44	37%	54%	9%
	45 to 59	42%	51%	7%
	60 or older	41%	48%	10%
Race	White	45%	46%	9%
	Non-white	13%	76%	11%
Region	Cleveland Area	34%	59%	7%
	East	40%	49%	11%
	Northwest/Toledo	41%	50%	9%
	Columbus Area	45%	49%	6%
	South/Cincinnati	43%	46%	11%
Household Income	Less than \$75,000	35%	55%	10%
	\$75,000 or more	48%	45%	6%
Education	Not college graduate	35%	54%	10%
	College graduate	48%	44%	8%
Marital Status	Married	50%	42%	8%
	Not married	28%	61%	11%
Evangelical Christians		53%	39%	9%
U.S. Military Veteran		47%	42%	11%
Interview Type	Landline	42%	50%	8%
	Cell Phone	35%	52%	13%

NBC News/WSJ/Marist Poll Ohio Likely Voters. Interviews conducted September 9th through September 11th, 2012, N=979 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.