

Nature of the Sample - Ohio

| | | Ohio Adults | Ohio Registered Voters | Ohio Likely Voters |
|------------------------|---------------------------------|--------------|------------------------|--------------------|
| | | Col % | Col % | Col % |
| Ohio Adults | | 100% | | |
| Ohio Registered Voters | | 88% | 100% | |
| Party Identification | Democrat | n/a | 37% | 38% |
| | Republican | n/a | 28% | 28% |
| | Independent | n/a | 34% | 32% |
| | Other | n/a | 1% | 1% |
| Party Identification | Strong Democrats | n/a | 27% | 29% |
| | Not strong Democrats | n/a | 10% | 9% |
| | Democratic leaning independents | n/a | 12% | 12% |
| | Just Independents | n/a | 11% | 10% |
| | Republican leaning independents | n/a | 11% | 11% |
| | Not strong Republicans | n/a | 8% | 8% |
| | Strong Republicans | n/a | 19% | 20% |
| | Other | n/a | 1% | 1% |
| | Political Ideology | Very liberal | n/a | 7% |
| Liberal | | n/a | 18% | 17% |
| Moderate | | n/a | 33% | 32% |
| Conservative | | n/a | 30% | 30% |
| Very conservative | | n/a | 13% | 14% |
| Past Participation** | Yes | n/a | 93% | 96% |
| | No | n/a | 7% | 4% |
| Tea Party Supporters | | n/a | 25% | 26% |
| Gender | Men | 48% | 48% | 47% |
| | Women | 52% | 52% | 53% |
| Age | Under 45 | 41% | 38% | 35% |
| | 45 or older | 59% | 62% | 65% |
| Age | 18 to 29 | 16% | 14% | 11% |
| | 30 to 44 | 25% | 24% | 24% |
| | 45 to 59 | 29% | 31% | 32% |
| | 60 or older | 30% | 31% | 33% |
| Race | White | 84% | 84% | 84% |
| | African American | 11% | 11% | 12% |
| | Latino | 2% | 2% | 2% |
| | Other | 3% | 2% | 2% |
| Region | Cleveland Area | 18% | 19% | 22% |
| | East | 22% | 21% | 21% |
| | Northwest/Toledo | 16% | 15% | 16% |
| | Columbus Area | 16% | 17% | 14% |
| | South/Cincinnati | 28% | 27% | 27% |
| Household Income | Less than \$75,000 | 73% | 70% | 69% |
| | \$75,000 or more | 27% | 30% | 31% |
| Education | Not college graduate | 67% | 64% | 62% |
| | College graduate | 33% | 36% | 38% |
| Marital Status | Married | 52% | 56% | 58% |
| | Not married | 48% | 44% | 42% |
| Evangelical Christian | Yes | 20% | 21% | 21% |
| | No | 80% | 79% | 79% |
| U.S. Military Veteran | Yes | 12% | 12% | 13% |
| | No | 88% | 88% | 87% |
| Interview Type | Landline | 66% | 69% | 71% |
| | Cell Phone | 34% | 31% | 29% |

NBC News/WSJ/Marist Poll Ohio Adults. Interviews conducted September 9th through September 11th, 2012, N=1504 MOE +/- 2.5 percentage points.

Ohio Registered Voters: N=1316 MOE +/- 2.7 percentage points.

Ohio Likely Voters: 979 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.